

Journal of Economy Culture and Society

ISSN: 2602-2656 / E-ISSN: 2645-8772

Research Article / Araştırma Makalesi

A Research Evaluating the Attitudes of Local People Towards the Effects of Tourism in Bozcaada

Bozcaada'daki Yerel Halkın Turizmin Etkilerine Karşı Yaklaşımlarının Değerlendirilmesine Yönelik Bir Araştırma

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Submitted: 19.12.2019

Revision Requested: 13.01.2020

Last Revision Received: -

Accepted: 22.01.2020

Published Online: 18.02.2020

Citation: Vatan, A., Bildin, E. A research evaluating the attitudes of local people towards the effects of tourism in Bozcaada. *Journal of Economy Culture and Society*, 62, 285-305.
<https://doi.org/10.26650/JECS2019-0123>

ABSTRACT

This study was conducted in order to reveal local people's commitment to Bozcaada and their attitudes towards both the effects of tourism and the development of tourism in Bozcaada. Place Attachment, Tourism Development and the Effects of Tourism were scales used in this study, by applying the questionnaire method. The hypotheses indicated that the relationship between tourism development, interaction with tourists, tourism dependence on income source and self-identification with Bozcaada was examined by applying Chi-Square test to certain demographic variables. There was no significant relationship found between being native islander and lifetime in Bozcaada and having a source of income due to tourism. There was a significant relationship between the frequency of interaction with tourists and lifetime in Bozcaada along with the local people existing in the tourism sector as a workforce. There was no significant relationship between having tourism as a source of income and support of tourism development. There was a significant relationship between the education level of local people and the support of tourism development and also between lifetime in Bozcaada and identifying oneself with Bozcaada. The economic and socio-cultural effects of tourism were perceived as positive and the environmental impacts of tourism were perceived as negative in Bozcaada at high level.

Keywords: Tourism development, local people, effects of tourism, Bozcaada



1. Introduction

Tourism is one of the most effective tools for the sustainable development of economies and settlements of all sizes. In order to ensure sustainable development and improvement, the support of local people in the region where tourism is developing plays a crucial role. The local community is one of the most important stakeholders in the region, which is directly in the focus of tourism development and the impacts resulting from this development. Without the support of the local people, the development of tourism in a region is not possible. Local people feel all the positive and negative effects of tourism development in their lives. The support of the local people is immediately gained due to the positive economic effects that occur when tourism starts to develop in a region. If the development is not under control, the negative socio-cultural and environmental impacts that may arise even if the positive economic impacts are high may cause the local people to withdraw their support for tourism. Butler (1980) argued that in the Tourism Area Life Cycle model (TALC), local people support tourism development depending on whether they perceive the effects of tourism positively or negatively. Another model that dealt with the approach of local people towards the development of tourism was developed by Doxey (1975). According to the model, the approach of local people varies according to the level of perception of effects in 4 stages from enthusiasm, apathy, anger and lastly to hatred (Beeton, 2006).

Today, the most common problem in the developing areas by means of tourism is to maintain the balance between the relationship between sustainable development and economic development. As in the case of Bozcaada, it is becoming more and more difficult to control the tourism development in tourism destinations with limited resources that face increasing demands. In order to achieve success at this point, the government and local authorities in developing destinations should take the expectations of the stakeholders in the region into account and determine appropriate tourism policies for the tourism development of the region.

The living space (*lebensraum*), social structure, traditions and quality of life of the local people in the region should also be taken into consideration while planning this development. Local people agree to interact with tourists and change unless they suffer irreversible damages from the development of tourism. It is impossible to develop tourism in any given destination in which local people do not regard socio-cultural, economic or environmental impacts of tourism positively (Dilek, Çoban, & Harman, 2017). Bozcaada in recent years has become one of Turkey's most popular tourist destinations. In Bozcaada, which makes a name for itself with events and festivals, it is important to manage tourism correctly. Although Bozcaada does not appeal to mass tourism due to its limited natural resources, geographical location and physical transportation capacity, there is high demand for the island. Another excitement to increase the tourism density of Bozcaada was the cruises organized with excursion boats launched in the summer of 2019 by GESTAŞ, the transportation company operating on the island lines in Çanakkale. With the development of tourism in a region, the aim should not only be that a large number of tourists come to visit and spend and contribute to economic development. These situations have led to the need for a study to reveal the local people's approach to tourism in Bozcaada. This study aimed to understand the support of local people in Bozcaada towards tourism and their approach to the positive and negative effects of tourism. Beside this aim, with this study local people's commitment to Bozcaada was presented. With the tourism data in the region, the stages of tourism development and the direction of tourism development have been revealed in this study.

2. Approach of Local People to the Effects of Tourism

2.1. Relationship Between Local Community and Tourists

Having knowledge on the factors affecting the intensity and form of the relationship between tourists and local people is important in terms of providing the expected benefit from tourism. The close and hospitable attitude of the locals towards tourists and the intimacy between the tourists and local people causes somewhat of a brand loyalty to the destination. This bond can lead to positive propaganda by tourists and causes other tourists to choose the destination. One of the most important benefits expected from tourism is the agreement and integration of people and intercultural closeness between people (Doğan, 2004).

Tourism, which is accepted as a social event, constitutes a certain aspect of people living together in a community. There is an interaction between the communities with different social and cultural structures during the travel and accommodation processes which constitutes the tourism movement (Berber, 2003).

Since the interaction between tourists and local people is usually short and temporary, there is no opportunity to develop meaningful relations between tourists and local people. In some cases, the overly traditional hospitable behaviour of local people can be abused by tourists. In this case, an unequal interaction occurs for both parties. The ways in which tourists and local people with different statuses, roles and aims are motivated also vary. The local people are on the serving side while the tourist is on the side that enjoys their leisure time and the local people are motivated by being employed and earning financial benefits. In this case, different attitudes and behaviours develop against each other (Reisinger, 2009).

The relationship between tourists and the local community covers the most important part of the holiday experience. Potential areas that will lead to problems in this relationship need to be well identified. One of the most important problems that occur between tourists and local people is language and another is that many tourists have incomplete or incorrect information about the local people's culture (Avciokurt, 2017).

2.2. Tourism from the Perspective of Local Community

There is a positive relationship between the development of tourist destinations and the support of local people for the development of tourism. Tourism development is provided to the extent that local people adopt and internalize tourism (Boğan & Sarıışık, 2016). Butler (1980) examined the importance of supporting the activities of local people for tourism development. Butler (1980), in the model he developed, stated that tourism was perceived positively by local people because of the economic benefits when first developed, but that support of tourism decreased with increasing concerns due to social, cultural and environmental problems.

The support of the local people of the development of tourism may decrease and increase according to the positive or negative effects of tourism. Social, cultural, economic and environmental perception of the various effects of tourism varies and the size of the negative impacts affect the demand for positive effects. For example, a high perception level of cultural negativity can lead to neglect of economic benefits (Türker & Türker, 2014).

Mason and Cheyne (2000) stated that women evaluate tourism more negatively than men due to problems such as excessive alcohol consumption and road safety. Andereck (2004) stated that age also affects the local people's approach to tourism. According to the study, individuals who are older are more favorable to the development of tourism. Another factor affecting the perception of local people towards tourism is education level. Education level and approach to the deve-

lopment of tourism shows a positive correlation (Johnson & Snepenger, 2005). The income level of the local people, economic dependence on tourism, lifetime in the region (Haralambopoulos & Pizam, 1996), being a native of the region and living one's childhood in the region (McGehee & Andereck, 2004) affect the local people's approach to tourism.

In the study conducted by Akova (2006) in Cumalıkızık separately in 2001 and 2003 with a small sample, it was concluded that the attitudes of the local people towards tourism and the positive perceptions of tourism increased in the last two years. Çalışkan and Tütüncü (2008), in their study in Kuşadası district of Aydın, revealed that one quarter of the local population earns income from tourism. Although tourism activities in Kuşadası have been going on for many years, it has been suggested that the local people are tolerant to tourism and they stated that it does not affect life negatively due to high economic dependency.

Boğan and Sarıışık (2016) found that local people often had a common opinion that tourism changed the traditional culture in Alanya and that environmental impacts were high in the peak season and observed a significant relationship between demographic characteristics and different approaches. In another study conducted in Antalya (Kuvan & Akan, 2005), it was revealed that local people almost agree about the economic benefits and positive socio-cultural effects of tourism. Moreover, the common concern of local people was towards the environmental impacts of tourism. The dense housing and the damage to the forests was the problem that the local people were most concerned about.

In the study conducted by Vatan and Zengin (2015) in the Söğüt district of Bilecik, it was revealed that the economic, socio-cultural and environmental effects of tourism were perceived positively by the local people. Local people, who are highly aware of the positive economic effects of tourism such as job creation, balanced interregional development and income generating effect, support the idea that tourism is also a driving force in developing infrastructure and superstructure. Moreover, unlike developed tourism regions, local people living in Söğüt believe that tourism will not accelerate the waste production and problems arising and will not cause environmental damage.

2.3. Local Community's Support to Tourism Development

The tourism sector, which has an important share in the development of societies and economic development, is supported by the communities in line with the perceived positive effects and plans are being made in order to increase the development (Karakaş & Şengün, 2016). In order for tourism to be implemented and to maintain its sustainability, many elements (infrastructure, natural attractions, etc.) should support each other. One of these elements is the support of local people in the tourism destination (Alaeddinoğlu, 2008).

In developing countries, local people are generally not involved in decision-making and management of tourism activities. However, in order for tourism to develop and continue its development, local people should be at the centre of this development (Choi & Sirakaya, 2005). Perdue et al. (1990) found that by controlling the individual benefits obtained from tourism development, the local people who perceived that tourism had a positive effect support tourism development and specialized tourism policies.

The perception of local economy has a significant impact on both the support for tourism development and perceived costs and benefits (Gürsoy & Rutherford, 2004). In case of an economic stalemate, despite the negative effects of tourism, local people support the development of tourism (Gürsoy, Jurowski, & Uysal, 2002). In their study, Andereck and Vogt (2000) showed that perception against the negative effects of tourism does not decrease tourism support. The study

shows that local people are aware of the negative effects of tourism but they support tourism independently of these effects.

In order to carry out tourism development in a balanced way, the participation of all stakeholders in tourism planning should be ensured and their support should be obtained. One of these stakeholders is the local people living in the region where touristic activities occur. The participation and support of the local people is an important factor for the development of tourism (Oğuzbalaban, 2017).

2.4. Positive and Negative Effects of Tourism Activity on Local Community

Tourism activity has implications and consequences that cannot be prevented. With good planning and management, negative impacts can be minimized, while positive impacts can be revealed. The international and national tourism movement is an event in which people from different social and cultural backgrounds with different income levels participate. The effects of tourism, which were previously focused solely on economic benefits, are also measured socially, environmentally and culturally (Archer, Cooper, & Ruhanen, 2005).

The main purpose of tourism development is to maximize the benefits that improve the quality of life of local people in the region where it develops and to minimize costs. For sustainable tourism development, it should be taken into consideration how local people are affected by tourism activities and how these activities affect the life quality of local people (Türker, Selçuk, & Özyıldırım, 2016).

One of the most important effects of tourism on economic development is that it enables the employment of women (Sinclair, 1998; Yıldız, 2011). In a study conducted by Gümüş and Özüpekçe (2009) in Foça, it is widely accepted that tourism had an impact on the increase in female employment. In Foça, it is highly accepted by the local people that tourism is the sector that makes the biggest contribution to the economy of the local people.

Tourism, which has many positive effects on economic, social, cultural and environmental aspects, also has many negative effects such as misuse and unplanned use of resources, wrong choices on establishment sites, damage to natural and historical areas. The negative effects of tourism on the environment can be regarded as traffic density and noise, pollution of natural areas and damage to historical and touristic structures (Yoon, Gürsoy, & Chen, 2001). Özdemir and Kervankıran's (2011) study in Afyonkarahisar revealed that the local people perceive tourism as an economic event and approach it positively but that environmental regulations should be made and natural attractions should be protected. Eren and Aypek (2012) stated in their study in Cumalıkızık that it is expected that tourism should take place in a way that minimizes negative environmental impacts and contributes to the preservation of natural beauties and thus local people state that tourism does not have an adverse effect on nature and increases environmental awareness. In a study conducted on local people living in Pamukkale who are aware of the positive and negative effects of tourism (Bertan, 2009), the local people think that the negative effects on the environment may decrease as tourism develops as tourism is an important source of income.

Aleaddinoglu (2007), in his study conducted in Van, stated that the people of Van had a positive approach to tourism but on the other hand, tourism had effects on local people such as deterioration of morality, changes in clothing styles and consumption habits. Reviewing the positive or negative effects of tourism on the social environment, Vatan and Zengin's (2015) study in Söğüt reveals that local people agree that one of the positive effects of tourism is on the social environment and tourism enhances tolerance. On the other side they do not agree that tourism causes

xenophobia. Local people think that there is no increase in crime rates as a consequence of the development of tourism. The only factor they saw as a negative impact on the social environment was the commercialization of culture.

For the development of tourism in a region, the local people have an important role and the effects that the local people perceive should not be ignored. It can be said that the economic impact of tourism perceived positively in all of the studies in Turkey. Local participation has a significant impact on tourism development policies and strategies in developing countries. The preservation of economic, social, cultural and environmental sustainability in all aspects of tourism can be achieved by all stakeholders taking active roles of in the tourism sector (Tosun & Timothy, 2003).

3. Methodology

3.1. Research Area

Bozcaada is one of the two island districts of Çanakkale and it is known to date back to the 2000s. In its history, many kingdoms came under the rule of Bozcaada and it is thought to be the main reason for the cultural and social diversity in Bozcaada. The island has maintained its status as a small settlement, and findings reflect the fact that it has hosted different cultures and traditions throughout history. Bozcaada has become a popular tourism destination in recent years with its geographical structure, nature, architectural structure and proximity to the mainland. Starting in 1996, the ferry services that started in Bozcaada have enabled tourism and tourism businesses to develop gradually each year (www.bozcaada.gov.tr, Access: 19.05.2019).

According to the data obtained from the Çanakkale Provincial Directorate of Culture and Tourism, occupancy rates in Bozcaada as of the end of 2018 were recorded as 41% (<http://www.canakkale.ktb.gov.tr>, Access: 23.05.2019). Tourism activities in the region increased with each passing year compared to the previous year. In particular, passenger cruises implemented in the tourism season of 2019 also led to an increase in the number of tourists. The most important problem here is that due to the geographical features of Bozcaada, there are limited resources and the launch of these cruises happened without making a determination of the current carrying capacity. Due to the fact that Bozcaada is the third largest island of Turkey, a determination of the negative and positive impacts of uncontrolled tourism and the perception levels of these impacts by the local community is crucial for sustainable development and improvement of the region.

3.2. Research Method and Scale

The questionnaire technique, which is one of the quantitative research methods, was applied as the data collection method. Three different scales were used in the questionnaire developed for the research. In the first part of the questionnaire which consists of 4 sections in total, there are 13 questions about demographic characteristics. In the second part, a commitment scale with six statements developed by Özyurt (2018) exists (Williams & Vaske, 2003). In the third part, there is a scale measuring the attitude towards tourism development consisting of three statements (McGehee and Andereck, 2004; Andereck & Vogt, 2000). McCool & Martin, 1994) and in the last section, the economic, socio-cultural and environmental impact scales with thirty-one statements previously used by Özyurt (2018) and formed by the help of many studies (Johnson et al., 1994; Andereck and Vogt, 2000; Yoon et al., 2001; Choi and Sirakaya, 2005) and Vatan and Zengin's (2015) implications. The questionnaire is in a 5-point Likert scale format and consists of the responses "1-Totally Disagree, 2-Disagree, 3-Neither Agree Nor Disagree, 4-Agree and 5- Totally Agree".

3.3. Sampling and Data Collection

The research was carried out in two stages and in the first stage, pre-tests were applied to thirty participants in order to measure the reliability of the propositions constituting the scales of the questionnaire and to determine whether there were unclear questions. As a result of the preliminary test, the Cronbach's Alpha coefficient was 0.76. As a result, it was decided that the questionnaire could be applied.

The population of the study consists of local people living in Bozcaada. According to official figures, the total population of Bozcaada in 2018 was 3,223 people. As it is not possible to reach the whole universe in terms of time and cost, the convenience sampling method was used to represent the universe that was taken into consideration their socio-cultural and economic situations. Büyükoztürk (2012) stated that all analysis units in the universe were equal and independent in participating in the research and that the probability of individuals participating in the survey was the same in this method. The sample size of the study was calculated as 384 considering the 5% error margin within the 95% confidence limits. A total of 525 questionnaires were distributed. Some of the questionnaires were applied face to face and some of them were distributed and then collected. 442 questionnaires were analysed due to the inaccurate and incomplete questionnaires included in the questionnaire forms.

The survey was conducted during the summer season in Bozcaada when tourism activity started. It was typically applied to local residents in the district centre and partly in rural areas. The main limitation of the study is that the application was conducted over a limited time period between 26 May 2019 and 2 June 2019. Another limitation of the research is the lack of many publications on tourism potential, natural beauties, historical and cultural heritage of Bozcaada. For this reason, a narrow literature with a limited number of publications had to be applied continuously.

4. Results

After the data control and entrance of the encoded data, a reliability analysis of each scale was performed. In the light of this, reliability analyses of the scales used in the survey study are as follows;

Table 1: Reliability analysis findings of scales

Scales	Cronbach's Alpha	N	Average	Var.	Std. Dev.
Place Attachment Scale	0.91	6	25.14	29.091	5.394
Tourism Development Scale	0.64	3	12.58	5.550	2.356
Tourism Impact Scale	0.81	31	125.01	165.537	12.886

As a result of reliability analyses of each scale used in the study, quite high coefficients were reached. The distribution of the participants according to their demographic characteristics is shown in Table 2.

According to table 2, 56.8% of the participants are male and 43.2% are female. The highest participation rate was obtained from individuals between the ages of 36 and 45 with 29.2%. When the educational level of the participants in Bozcaada is examined, the highest participation rate is 27.4% in high school and undergraduate education level. As stated in the Tourism Master Plan prepared by Bozcaada Municipality and Batman University (2016) 24.5% of the population holds an associate/undergraduate degree and the educational level of Bozcaada residents is above the Turkey average. In the occupational distribution of the participants, the highest frequency rate

Table 2: Frequency analysis of participants by demographic characteristics

Gender	n	%	Duration of Residence in Bozcaada	n	%
Male	251	56.8	Less than a year	47	10.6
Female	191	43.2	1-3 years	51	11.5
Total	442	100	4-8 years	98	22.2
Age	n	%	9-15 years	61	13.8
18-25	57	12.9	16-25 years	58	13.1
26-35	120	27.1	26 years and above	127	28.7
36-45	129	29.2	Total	442	100
46-60	108	24.4	Interaction with Tourists	n	%
61 and above	28	6.3	Never	27	6.1
Total	442	100	Rarely	64	14.5
Marital Status	n	%	Sometimes	84	19
Married	172	38.9	Always	267	60.4
Single	242	54.8	Total	442	100
Other	28	6.3	Employment in Tourism Sector	n	%
Total	442	100	Employed in a business that serves tourists	74	16.7
Level of Education	n	%	Employed in a business that serves both tourists and local community	193	43.7
Literate	5	1.1	Not employed in tourism sector	117	26.5
Primary School	56	12.7	Not employed in tourism sector but earning an extra revenue form tourism	41	9.3
Secondary School	46	10.4	Employed in a supplier business to tourism sector	17	3.8
High School	121	27.4	Total	442	100
Associate Degree	68	15.4	Revenue Gained from Tourism / Total Revenue	n	%
Undergraduate	121	27.4	Fullest Extent	143	32.4
Graduate	25	5.7	A Large Proportion	83	18.8
Total	442	100	Nearly Half	50	11.3
Profession	n	%	A Small Proportion	50	11.3
Civil Servant	72	16.3	Not Any	116	26.2
Business Administrator	94	21.3	Total	442	100
Wage Earners	111	25.1	Monthly Income	n	%
Self-employed	41	9.3	1.500	20	4.5
Farmer	22	5	1.501-2.500	84	19
Retired	46	10.4	2.501-3.500	117	26,5
Housewife	21	4.8	3.501-4.500	75	17
Student	18	4.1	4.501-6.000	67	15.2
Unemployed	5	1.1	6.001-10.000	42	9.5
Other	12	2.7	10.001-20.000	23	5.2
Total	442	100	20.001-30.000	5	1.1
Anyone Having Income from The Tourism Sector in their Family	n	%	30.000 and above	4	0.9
Yes	209	47.3	Total	437	98.9
No	233	52.7	Childhood in Bozcaada	n	%
Place of Birth: Bozcaada	n	%	Yes	160	36.2
Yes	101	22.9	No	282	63.8
No	341	77.1	Total	442	100
Total	442	100			

was 25.1% for wage earners and 47.3% of the participants has somebody obtaining an income from tourism in their family. While 22.9% of the participants were born in Bozcaada, 36.2% of the participants spent their childhood in Bozcaada. 28.7% of the participants live in Bozcaada for 26 years or more.

While 60.4% of the respondents were in constant interaction with tourists, 43.7% were employed in a company serving both tourists and local people. While 26.5% of the participants, which is the highest ratio according to the average monthly income level, have an income of 2.501-3.500 TL, it was found that 26.2% of the participants have no income from tourism.

Table 3: Descriptive statistics of local people's attitudes towards place attachment

Statements	Std. Dev.	Average
Bozcaada is a special place for me.	0.971	4.34
I see Bozcaada as a part of myself.	1.123	4.10
I'm very attached to Bozcaada.	1.138	4.03
Bozcaada is important to me.	0.927	4.35
I identify myself with Bozcaada.	1.216	3.98
The economic, social and environmental development of Bozcaada is very important for me.	0.985	4.33

In Table 3, frequency analyses showing the local people's place attachment are given. In the research, the suggestion that the local people agreed at the lowest level was "I identify myself with Bozcaada" with an average of 3.98. The suggestion local people mostly agree is "Bozcaada is a special place for me." with an average of 4.34.

Table 4: Descriptive statistics of local people's attitudes towards development of tourism

Statements	Std. Dev.	Average
Tourism is beneficiary in general.	0.863	4.31
Tourism is important for the development and improvement of our region.	0.786	4.43
Tourism in Bozcaada should be further developed.	1.339	3.84

Table 4 shows the descriptive statistics showing the attitudes of local people towards the development of tourism. According to the results of the analysis, the statement with lowest level of participation of the respondents, with an average of 3.84, proposes that "Tourism in Bozcaada should be further developed". "Tourism is important for the development and improvement of our region" has the highest average among the statements with an average of 4.43. According to these results, although local tourism is seen important for the development and improvement of Bozcaada, we can conclude that they do not fully participate in further development.

As in all regions where tourism develops, the economic impacts are highly felt in Bozcaada. Among the positive economic impacts, "tourism contributed to the economic development of the region" statement has the highest figure with an average of 4.41. On the other hand, with the increasing awareness of the region and becoming a popular destination, the demand for the region has increased and thus a high increase in real estate and land prices has occurred. Tourism should develop in a controlled manner with planning that will prevent the economy from becoming fully dependent on tourism. Otherwise, the local people economically benefit from tourism only in peak season.

Table 5: Descriptive statistics of local people’s attitudes towards economic impacts of tourism

Statements	Std. Dev.	Average
Tourism creates new sources of income.	0.881	4.26
Tourism contributes to the economic development of our region.	0.764	4.41
Tourism enables other sectors to revive.	0.914	4.27
Tourism creates new business opportunities in our region.	0.762	4.42
Tourism increases the price of goods and services.	0.880	4.39
Tourism increases local governments’ tax revenue.	0.866	4.25
Tourism attracts new investments to our region.	0.917	4.16
Tourism supports traditional production methods.	1.290	3.60
Tourism increases the cost of living.	1.042	4.24
Tourism increases real estate and land prices.	0.835	4.55
Tourism provides a balanced development of the region with other regions.	1.203	3.64

Table 6: Descriptive statistics of local people’s attitudes towards socio-cultural impacts of tourism

Statements	Std. Dev.	Average
Tourism increases the number of cultural activities in our region.	0.815	4.17
Tourism increases the number of recreational activities in our region.	0.852	4.33
Tourism creates jobs for women and young people.	0.690	4.54
Tourism eases progress in women’s rights in our region.	1.035	4.15
Tourism provides an environment of tolerance in our region.	1.139	3.89
Tourism ensures the protection of historical and cultural values in the region.	1.102	3.86
Tourism causes the commercialization of culture in the region.	0.984	4
Tourism encourages local people in the region to learn foreign languages.	1.258	3.46
Tourism increases the crime rate in the region (extortion, theft, etc.).	1.290	2.92
Tourism causes overcrowding in the region.	0.886	4.47
Tourism adversely affects the traditional lifestyle in the region.	1.278	3.64
Tourism increases the consumption of drugs and alcohol in the region.	1.292	3.76

Among the positive socio-cultural influences, the statement with the highest average (4.54) is “Tourism creates jobs for women and young people.”. It shows that women and young people are active in the tourism sector in Bozcaada. One of the most important economic impacts of tourism is that it provides more employment opportunities for women and young people compared to other sectors. According to the Turkey Statistical Institute (TSI) ‘s “Women in Statistics, 2018” report, female employment remains less than half of the rate of male employment figures. Nevertheless, the sector with the highest female employment was 56.1% and it was the service sector where tourism was also included. According to the TSI’s “Youth in Statistics, 2018” report, 15.8% of the population are young people in Turkey. According to the same report, the sector in which more than half of the young population between 15-24 years of age is employed is defined as service sector with 53.3%. As a result of the study conducted in Bozcaada, it was supported by local people that tourism creates employment opportunities for women and young people.

The lowest participation rate among socio-cultural influences was the statement “Tourism increases the crime rate in the region (extortion, theft, etc.)” with an average of 2.92. Furthermore, the statement “Tourism provides for an atmosphere of tolerance in our region.” is among the po-

sitive socio-cultural impacts with a relatively high average of 3.89. Tourism has an impact on the socio-cultural values of both the visitors and the local people living in that region. The level of perception of these impacts by the local people reveals the effects of tourism on individual and social dimensions. The idea of the local people that tourism does not increase the crime rate and that the tourism provides an environment of tolerance shows that mutual understanding and respect is developed in Bozcaada together with tourism.

As a result of the analysis conducted, among the negative socio-cultural effects, the statement with the highest average is (4.47) "Tourism causes overcrowding in the region". As a result of the development of tourism, the increasing population in peak seasons brings along physical, biological and psychological results. Bozcaada's geographic character as an island accelerates its impact on population growth due to the limited availability of transportation facilities and the inability to meet immediate needs. It also extends the time to produce solutions to problems that occur due to limited resources.

Table 7: Descriptive statistics of local people's attitudes towards environmental impacts of tourism

Statements	Std. Dev.	Average
Tourism causes deterioration of the natural environment.	1.224	4
Tourism increases the number of green spaces and parks available to local people.	1.260	3.07
Tourism is the driving force for the restoration of historical buildings in the region.	1.104	3.80
Tourism accelerates the problem of garbage and waste in the region.	1.081	4.17
Tourism develops environmental awareness in the region.	1.184	3.97
Tourism causes parking and traffic problems for vehicles in the area.	0.930	4.45
Tourism leads to pollution (air, water, soil, noise).	1.178	4.11
Tourism causes an increase in concretion in the region.	1.211	4.07

The statement "Tourism causes parking and traffic problems for vehicles in the region" with an average value of 4.45, was highly regarded as a problem by respondents among the effects of tourism on the physical environment. As the demand for tourism increases varyingly depending on time and place, its negative effects increase. Traffic problems, waste, deterioration in natural structure and various pollution elements are the most important negative effects. The negative effects of the tourism included in the survey had high average values. It has been observed that with the increase in the concretization, pollution (air, water, soil and noise) in the region together with tourism, and the problem of garbage and waste increases, the existing physical and ecological environment are more damaged, that is, the carrying capacity has started to be exceeded.

According to the respondents' answers in the study, the statement "Tourism increases the number of green spaces and parks available to the local people" had the lowest average of 3.07. Ensuring the equal benefit of all stakeholders in the relevant destination to promote the development of tourism in a region reveals the importance of tourism policies to be determined by the central and local authorities. After the decision of the Ministry of Environment and Urbanization, which allowed about 90% of Bozcaada to be reconstructed in 2013, this decision was abandoned after the reactions of local community (www.emlakkulisi.com, Access: 17.06.2019). In Bozcaada, which has its own geographical features and values, local people have shown that they are sensitive about the environmental impacts of tourism with their reaction and also agreed with the sta-

tement “Tourism increases environmental awareness in the region.” with an average of 3.97. In response to the problem of garbage and waste accelerating due to tourism, local people think that tourism has also improved environmental awareness.

One of the most important positive effects of tourism is undoubtedly being a driving force for the restoration of historical buildings in the touristic area. In Bozcaada, the local people participated in the study rated the statement with an average of 3.80.

4.1. Analysis of Hypotheses

The distribution of the data set was checked before the hypotheses of the study were tested. The normality of the distribution was analysed with the Single Sample Kolmogorov-Smirnov test to examine whether the sample size was greater than 30 and whether the data was distributed homogeneously. At the end of the test, p values were less than 0.05 and the Chi-Square Test was used to determine whether the relationship between two independent variables was significant due to a lack of parametric test conditions.

Table 8: Results of hypotheses analysis

Hypothesis	χ^2	Degree of Freedom	Significance Level (p)*	Accepted/ Rejected
H_1 : There is a relationship between being a native of Bozcaada and having tourism related income source.	0.881	4	0.927	Rejected
H_2 : There is a relationship between the frequency of interaction with tourists and the presence of local people in tourism.	2.633	12	0.000	Accepted
H_3 : There is a relationship between duration of residence and tourism related income in Bozcaada.	22.056	20	0.337	Rejected
H_4 : There is a relationship between duration of residence in Bozcaada and the frequency of interaction with tourists.	42.156	15	0.000	Accepted
H_5 : There is a relationship between an individual's duration of residence and identifying themselves with Bozcaada.	77.244	20	0.000	Accepted
H_6 : There is a relationship between the source of income of the local people due to tourism and the idea of tourism development in Bozcaada.	19.676	16	0.235	Rejected
H_7 : There is a relationship between the educational status of local people and the idea of tourism development.	1.384	24	0.000	Accepted

H_1 : “There is a relationship between being a native of Bozcaada and having tourism related income source.” As a result of chi-square analysis, $p < 0.05$ was below significance level and rejected. According to the results, it is observed that there is an independent relationship between the local people who earn income from tourism in Bozcaada and those born in Bozcaada. 74% of the participants who stated that they were not born in Bozcaada stated that they earn all of their income from tourism or tourism related businesses, while 21.6% of the participants born in Bozcaada stated that they did not earn income from tourism or tourism related businesses. In this context, it was observed that the local people who earned income from tourism or tourism related businesses in Bozcaada are not natives of the island.

The number of local people born in Bozcaada and earning income from tourism was lower than those who later settled in Bozcaada. It is observed that the number of local people born in Bozcaada is low and a small part of this population earn income from tourism and the local people who settled in the region later have a high income source due to tourism. This shows that tou-

rism revenues are high in Bozcaada and tourism potential is an attractive and effective reason for settling in Bozcaada.

H2: "There is a relationship between the frequency of interaction with tourists and the presence of local people in tourism." In the table, frequency weighting is made by reducing the frequency of interaction from 25% to 15% and decreased to below 20% due to the fact that five of the total cells are smaller than the minimum value of 5. According to the results of the analysis, it is observed that there is a significant relationship between local people working in the tourism sector and their interaction with tourists according to $p < 0.05$ significance level.

29.9% of the local people whose duration of residence in Bozcaada is 26 years or more derive all of their income from tourism. 39.8% of the local people living in Bozcaada for 4-8 years, 41% of the local people living between 9-15 years and 31% of the people living between 16-25 years receive all of their income from tourism-related businesses. The increase in duration of residence has no effect on income related to tourism.

H3: "There is a relationship between duration of residence and tourism related income in Bozcaada." As a result of the analyses, no significant relationship was observed between duration of residence and tourism related income in Bozcaada at $p < 0.05$ significance level. In this context, the increase in the residence time of the local people living in Bozcaada does not change the status of earning income from tourism or tourism related businesses.

All of the statements in the Place Commitment Scale applied to measure the commitment to Bozcaada were highly rated. Only the statement "I identify myself with Bozcaada." has a relatively low average. In Bozcaada, where average duration of residence is between 9-15 years, there is a positive correlation between the duration of residence and identifying oneself with the island. Local people in Bozcaada tend to establish an emotional connection with Bozcaada in parallel with the increase in life expectancy here and affect the feeling of belonging to the island, feeling integrated and part of it. As a result of the chi-square test, the fact that the local people living in Bozcaada for more than 26 years has a high level of commitment to Bozcaada shows that there is a significant relationship between duration of residence and commitment to the region. Bozcaada offers local people a more minimal and inner life compared to big cities and districts. For this reason, contrary to the situation in big cities, local people feel more commitment to the region where they live.

H4: "There is a relationship between duration of residence in Bozcaada and the frequency of interaction with tourists." As a result of the analysis, it was observed that 4 cells had a value of less than 5, constituting 16.7% of the total number of cells, but Pearson Chi-Square value was taken due to being below the maximum acceptable value of 20%. In this context, it was observed that there was a significant relationship between two variables at $p < 0.05$ significance level.

Local people working in the tourism sector are in constant interaction with tourists. Although this may be regarded as a natural result, another hypothesis examining the relationship between duration of residence and the frequency of interaction with tourists was also significant in Bozcaada. It is seen that local people play a very active role in tourism and a lifestyle intertwined with tourism is formed in Bozcaada. Tourism has become a part of the life of the local community in Bozcaada and the interaction with tourists is positive. In this context, the relevant hypothesis reveals the hospitable side of the local people in Bozcaada and this culture, which has settled in the region, directly affects the contact of the local people with the tourists.

H5: "There is a relationship between individuals' duration of residence and identifying themselves with Bozcaada." As a result of the analyses, it was found that there was a significant relationship between duration of residence and identifying themselves with Bozcaada.

onship between them at $p < 0.05$ significance level. It is seen that in Bozcaada, if the duration of residence increases, an individuals' level of identifying themselves with Bozcaada also increases although as a result of the frequency analysis, the statement "I identify myself with Bozcaada." had a relatively low average of 3.98.

According to the results of the frequency analysis, the statement that has the lowest average was "Tourism should improve further in Bozcaada" with an average rating of 3.84. In line with this result; H6: "There is a relationship between the source of income of the local people due to tourism and the idea of tourism development in Bozcaada." was hypothesized. As a result of the analysis, the Pearson Chi-Square result was accepted as 3 cells were less than 5 and this value constitutes 12% of the total value and is below 20% which is the highest acceptable level. It was observed that the variables related were in an independent relationship as significance level is at $p < 0.05$.

Apart from having income due to tourism, all local people support the development of tourism. The local people who do not have a source of income due to tourism support tourism development as much as the local people who have income sources related to tourism. The negative environmental impacts of tourism in Bozcaada are highly felt by the local people. The support of tourism development in a region can be achieved by not exposing the local people to irreversible damage. However, the people of Bozcaada, who are highly aware of the negative effects of tourism, are trying to announce and prevent all kinds of damage that Bozcaada will suffer from various platforms and especially social media.

H7: "There is a relationship between the educational status of local people and the idea of tourism development." As a result of the analysis, 13 of the total number of cells, that is, 37.1% of the total number of cells took a value less than 5. Since the acceptable value is 20%, a frequency weighting was done, and the frequency level was reduced to 14.3%. In the final situation of the analysis, the level of significance met $p < 0.05$ condition and it is concluded that there was a significant relationship between the two variables. An increase in support for tourism development was observed in parallel with the increase in the education level of local people.

According to the analysis of the relationship between the educational status of the local people and the idea of the development of tourism, a meaningful relationship emerged between two variables. The highest level of support in the development of tourism was shown by high school graduates and undergraduates, and the lowest was by graduates. Associate degree holders had less support than high school graduates, while graduates had less support than undergraduates. As the level of education increases, the approach towards the development of tourism varies. It was observed that the support of the participants of the development of tourism increased with the increase of the educational level.

5. Conclusion

Bozcaada, in the last ten years, has become one of Turkey's most popular tourist destinations. Due to its high tourism potential, its nature, location and cultural diversity, Bozcaada's position in the tourism industry has been increasingly strengthened and it has shown a significant tourism development with an increasing number of visitors each year. This rapid development in Bozcaada has brought economic, socio-cultural and environmental consequences and affected the local people's support for the tourism development and their approach to perceived impacts. With this increasing interest in Bozcaada, research about it has gained serious momentum in the academic world and has become a research topic not only in the field of tourism but also in areas such as geography and history.

With the arrival of tourism in a region, the region starts to move away from its daily routine and change is felt in every aspect of life. These changes which are firstly felt in the economic area, bring about socio-cultural and environmental changes with the effect of human factors. In Bozcaada, the biggest source of income until tourism development was viticulture, winemaking and fishing. Today, tourism has become the most important source of income at a level that will cause all these sources of income to disappear. Tourism has become an indispensable importance for the economy of Bozcaada. The fact that tourism is an extremely important source of income confirms this importance when we look at the situation of local people in obtaining income from tourism and tourism related businesses. When this ratio is taken into consideration with the ratio of people who have at least one family member who generates revenue due to tourism, it is seen that the commitment to tourism revenues in Bozcaada is now irreversible. When the number of tourism enterprises increasing every year in the region is examined, the demand for the region and the economic impacts resulting from this demand are seen. The size of tourism potential in Bozcaada attracts new investors to the region. Even if there are enterprises that terminate their activities at the end of summer season every year, business opportunities are created in the region with the increase in the number of enterprises opened for business. The fact that the majority of local people work in tourism enterprises reveals that tourism increases employment, which is the most important economic impact.

Tourism alone is not sufficient for the economic development of a region or country. However, where production-oriented sectors such as agriculture and industry are not active, tourism has an important place in terms of economic development of regions or countries. Tourism has been seen as a factor that accelerates economic development in touristic areas for a long time. In many studies (Lankford, 1994; Akis et al., 1994; Kuvan & Akan, 2005; Pablo-Romero & Molina, 2013), it is seen that the most important and felt impact of tourism development by local people is economic contribution. Local people in Bozcaada stated that tourism has created new business opportunities, contributed to economic development, revived different sectors, created new income sources and attracted new investments, as in every region where tourism developed.

Tourism has negative economic effects as well as positive economic effects. These negative impacts on Bozcaada have a significant impact on the daily life of the local people living in the region. As the fame of the regions in which tourism develops increases and as a result of the intensive demand due to this development, it may cause real estate and land prices to increase in the region. In Bozcaada, tourism not only increases the prices of real estate and land, but also increases the price of the needs of the local people such as transportation, service and housing. During the survey, local residents and public servants who settled in Bozcaada later stated that the housing rental prices in the region were very high. The fact that the economic income is very high from tourism directs the local people to home boarding during the peak season (summer months). For this reason, local people and public servants who are paid workers meet their housing needs by paying high prices.

In another study (Ayhan, 2008), which examined the approaches of local people towards the development of tourism in Bozcaada (Ayhan, 2008), a significant increase in awareness of negative effects has been observed in the process up to today among the local people. While 22% of local people in Bozcaada thought that prices increase due to tourism in 2008, this rate was 80.3% in May 2019. Özkök, Erdem, and Akman (2007) conducted another study on the local people's approach to the impacts of tourism in Bozcaada. In the related research, while the local people rated the statement "Tourism increases the price of goods and services in the region."

with an average of 2.12, in our study, which was realized in May 2019, that statement had a relatively very high average (4,39). In Bozcaada, after the studies of Özkök et al. (2007) and Ayhan (2008), the current study revealed that the local population in Bozcaada has had a higher perception of the negative economic impacts of tourism over the past 11 years. The increasing demand for Bozcaada is highly supported by its positive economic effects, as is the case in every region where tourism develops. Although the perceived positive economic effects of tourism are high, local people have shown an approach that we can call “*abstaining*” about supporting tourism development.

When the socio-cultural effects of tourism in Bozcaada are analyzed, it is seen that local people perceive these effects more positively than economic and environmental effects. The local people living in the region have a high perception of the positive socio-cultural impacts of tourism. The first socio-cultural impact of tourism is the increase in employment of young people and women. With the development of tourism in Bozcaada, employment opportunities for women and young people have increased. Women are more involved in business life and this has an impact on traditional family life. One of the issues raised by both male and female participants during the survey was that family life was affected during the tourism season and that they did not have a common life despite being in the same house. When we look at the socio-cultural effects, the high average of the statement suggests that tourism is influencing traditional life, confirms this situation. Although a significant socio-cultural benefit has been provided with the festivals and events organized in Bozcaada, especially in the peak season months, the carrying capacity of the region is significantly exceeded during these periods.

When tourism is compared with other sectors, the positive economic and socio-cultural impacts are more prominent, while the negative environmental impacts come to the forefront in contrast to the other types of effects. In the literature, traffic and parking problems, increases in the problem of garbage and waste, worn structures, damage to wildlife and pollution take place as negative environmental impacts, while positive environmental impacts are considered as tourism to be the driving force for the restoration of historical buildings, and reservation and improvement of beaches, parks and gardens. The negative environmental impacts that increase with the development of tourism have started to be perceived by the local people at a higher rate in the regions where tourism has developed and environmental sensitivity has increased and this situation has a significant impact on the perceptions towards the development of tourism. In the study conducted by Çakıcı and Aksu (2008), it was observed that the local people living in Bozcaada were aware of the negative environmental effects caused by the development of tourism. Likewise, in this study, local people in Bozcaada agree on the negative environmental impacts of tourism. In addition, the wastewater treatment plant, which was not available until 2018 in this region where tourism is developing rapidly, has caused serious problems in the past years.

It is an inevitable result that negative environmental impacts occur if the existing physical capacity in the region where tourism is developed is exceeded. Both studies by Liu and Var (1984) in Hawaii and Sheldon and Var (1984) in North Wales revealed that the protection of the environment was more important than the economic, social and cultural benefits that would be provided. In this study, it was observed that the perception of the local people in Bozcaada towards the negative effects of tourism is higher than the positive environmental effects. One of the most important positive environmental impacts of tourism is to increase the number of parks, gardens and green spaces that local people can benefit from. However, the study revealed that the existing areas did not increase with tourism. At this point, the most important situation observed in Boz-

caada is that many restaurants and cafes operating in the region have settled in a way that restricts the movement on the streets and the avenues. Due to its geographic location and feature, Bozcaada, which has very limited natural resources and physical space, environmental effects need to be considered at the highest level. A high level of control is required to minimize environmental impacts. Outside of the district centre, it is seen that more maintenance is needed especially in Sulubağçe. Rising concrete structures on the ridges of Akvaryum Bay also negatively affect both the natural attractiveness and flora of the region.

In some studies examining the effects of tourism in a spatial dimension (Gürsoy & Jurowski, 2004; Harril & Potts, 2003), it was revealed that the physical distance of the local people to the places where tourism activities take place also affects the perception of the effects of tourism and the support for tourism development. The fact that the settlement area is located in the region where tourism activities are done in Bozcaada also causes the local people living in the region to perceive the environmental impacts of tourism at a higher level. The narrow streets of Bozcaada and almost all of the tourism establishments being in a confined space cause vehicle density and traffic problems in the region. The fact that the ferry port is located in the centre of a touristic area increases the density of the vehicles during the ferry hours. Local and central authorities along with stakeholders in the region should make a policy and planning parallel to the tourism development in Bozcaada. Along with the transformation in the regions where tourism develops, planning, management processes, performance measurement, cooperation studies, learning ability, and skills and capabilities of adaptability should be taken into consideration and development should be supported in this direction.

In order to ensure sustainability in the region where tourism develops, one of the important factors is the positive effects should be felt by the local people. Local people do not support tourism development if the damage resulting from the development of tourism exceeds the benefits. In order to get this support and develop tourism without harming the region, local government and related institutions have great responsibility in the region. It is necessary to raise awareness of the local people and to understand their expectations about all aspects of tourism. Effective and efficient tourism planning is one of the most important elements in order to keep the development of tourism in a region under control and to ensure that stakeholders and groups benefit from this development at the highest level. There is a high tourism potential in Bozcaada, where correct and effective planning can minimize negative impacts and maximize positive impacts. First of all, the characteristics of Bozcaada as a region should be well understood and the analysis of past tourism experience should be done well. It should be decided what focus of tourism development would be, that is a decision between sustainable development in the long run or rapid development with a high cash flow in a short term.

Bozcaada needs a boutique tourism planning to be kept away from mass tourism due to its limited resources. In the 2019 summer season, it is very important to consider whether the region's carrying capacity, natural resources and the holiday quality of the tourists coming to the region for an overnight stay are taken into consideration in the decision of GESTAŞ operating in sea transport in Çanakkale to carry excursionists to Bozcaada with cruising boats. A sustainable approach to tourism planning in the region is an important issue. Bozcaada has local people who are aware of the opportunities and capacities of the geography they live in and closely follow everything that concerns Bozcaada. It should ensure that all stakeholders and local interest groups in the region are involved in the tourism planning of the local government in tourism development in Bozcaada. Both the central and local authorities need to correctly determine the carrying capacity

of Bozcaada, taking into account the limited resources. Steps should be taken to change the direction of tourism development qualitatively rather than quantitatively. Transporting passengers by cruising boats and accepting excursionists will inevitably lead to a rapid depletion of resources in the region and a rapid decline in tourism. In order to control the development of tourism in the region, the conditions that must be fulfilled by tourism investors should require sustainability.

Sustainability is an issue that has been emphasized worldwide. Sustainability principles in industry, agriculture, technology, health, development and many other areas have been determined and new ones are still being added. Tourism is also one of the most important areas in terms of sustainability. In Bozcaada, the sustainability awareness of the businesses operating in the region and their practices in this direction should be examined in order to ensure the sustainable tourism. Tourism should be considered as an inseparable chain interconnected with transportation, accommodation, food, beverage and culture. The development in each link of the chain should be balanced and the institutions and organizations operating in the region should understand this development speed. In the tourism development stage, the extent to which the local government has achieved its role and has caught the momentum should be examined.

Peer-review: Externally peer-reviewed.

Conflict of Interest: The authors have no conflict of interest to declare.

Grant Support: The authors declared that this study has received no financial support.

Hakem Deęerlendirmesi: Dış baęımsız.

Çıkar Çatışması: Yazarlar çıkar çatışması bildirmemiştir.

Finansal Destek: Yazarlar bu çalışma için finansal destek almadığını beyan etmiştir.

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