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AĞIRLAMA VE TURİZM KONULARI DERGİSİ

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İndeksler/Indexes

İÇİNDEKİLER/ CONTENTS

Journal of Hospitality and Tourism Issues
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Turist Rehberlerini Yasa Dışı Çalışmaya Yönlendiren Etmenler Üzerine Bir Araştırma

Tolga Fahri ÇAKMAK[1]

ÖZET

Yasa dışı turist rehberliği uygulamaları sadece turist rehberi olmayan kişilerin yaptığı bir çalışma şekli değil; aynı zamanda profesyonel çalışma kartına sahip rehberlerce de gerçekleştirilen bir eylemdir. Profesyonel turist rehberleri, bakanlık tarafından belirlenen taban ücretin altında tura çıkabilmekte, çalışma kartında yazılı olan dillerden farklı bir dil grubuna rehberlik yapabilmekte veya otobüslerin sadece kalkış anında başında görev yaparak tamamlanmamış rehberlik hizmeti sunabilmektedir. Bu çalışmada, profesyonel çalışma kartı olmasına rağmen yasa dışı olarak nitelendirilen rehberlik hizmetlerini veren turist rehberlerinin bu davranışlarının sebeplerinin araştırılması amaçlanmaktadır. Araştırma deseni olarak durum çalışması deseni tercih edilmiştir. Homojen örneklem yöntemi kullanılarak toplamda 29 adet profesyonel turist rehberi ile yapılandırılmış sözlü mülakat gerçekleştirilmiştir. Veri analizinde içerik analizi ve betimsel analizden yararlanılmıştır. Araştırmanın sonucunda turist rehberlerinin özellikle kriz dönemlerde çok zor durumda kalmaları, işe yeni başlamış olmaları, borçlarının olması, bakmakla yükümlü oldukları kişilerin varlığı, yasa dışı turist rehberliğine verilen cezaların caydırıcı olmaması ve turist rehberliği denetimlerinin etkin yapılamıyor olması gibi sebeplerin rehberleri yasa dışı rehberlik uygulamalarına sevk ettiği gözlenmiştir.

Anahtar Kelimeler: Turist Rehberi, Denetim, Yasa Dışı Rehberlik
JEL Kodu/Code: L83, Z30

A Study on the Drivers of Tourist Guides to Illegal Work

ABSTRACT

Illegal tourist guiding practices are not only a way of working by people who are not tourist guides, but also an action carried out by guides with professional licence. In such actions, professional tourist guides can go on tours below the minimum fee determined by the ministry, guide a different language group than the languages written on his licence, or provide incomplete guidance by simply standing next to the buses only at the time of departure. In this study, it is aimed to investigate the reasons for this behavior of tourist guides who provide guidance services which are considered illegal even though they have a professional licence. Case study design was preferred as the research design. By using the homogeneous sampling method, structured oral interviews were conducted with a total of 29 professional tourist guides. Content analysis and descriptive analysis were used in data analysis. As a result of the research tourist guides are in a very difficult situation, especially in times of crisis, As a result of the research,it has been observed that the reasons such as the tourist guides being in a very difficult situation, especially in crisis periods, having a new job, having debts, the presence of their dependents, the fact that the penalties for illegal tourist guidance are not deterrent, and the tourist guidance inspections cannot be performed effectively, the guides are directed to illegal guidance practices.

Key Words: Tourist Guide, Audit, Illegal Guidance

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1. GİRİŞ

Bir sistem olarak turizm, dolaylı ve doğrudan ilişkili olarak pek çok farklı sektörü ve hizmet grubunu içerisinde barındıran, çok yönlü bir yapıya sahiptir (Goeldner & Ritchie, 2008). Turizmin ana olayı olan turistlerin yer değiştirme eylemi (Walker & Walker; 2010) sonrası gittikleri destinasyonları tanımaları, kültürlerini öğrenmeleri ve kültürler arası iletişimin kesiştiği nokta ile turist rehberlerinin mesleklerini icra etmeye başladığı nokta ile aynıdır (Holloway, 1981; Katz, 1985; Cohen, 1985).Turist rehberi, turistlere, onların seçtikleri dilde rehberlik yapan, bulunduğu bölgenin kültürel, doğal mirasını yorumlayan, müzeler ve tarihi yerlerde kılavuzluk ederek eğlendirici bir yorumla bunları ziyaretçilerine aktaran, ilgili otoritelerce bu mesleği icra etmesine yasal çerçevede izin verilmiş kişidir (WFTGA, 2020; FEG, 2020).

Türkiye'de turist rehberliği mesleğinin resmi boyutta ele alınması her ne kadar Cumhuriyet öncesi dönemlerde başlamış olsa da (Çimrin, 1995), 2012 yılında çıkan 6326 sayılı Turist Rehberliği Meslek Kanunu ile yasal olarak mesleki yapılandırmasını kurmuş, kendi meslek yasasına sahip bir meslek dalı haline gelmiştir. Yasa öncesi esnaf odası olarak iş gören ve sivil toplum örgütü niteliğinde olan meslek birliği ve odaları, yasa sonrası kamu kurumu niteliği kazanarak kendi yönetmeliğini çıkartmak sureti ile mesleki denetim yapma hakkı elde etmiştir. Böylece meslek kendi geleceğini de güvence altına alacak önemli bir yasal güce ulaşmıştır. Her ne kadar sektör içerisinde önemli bir yeri olsa da, turist rehberliği mesleğinin pek çok mesleki sorun ile karşı karşıya kalmaktadır (İlhan & Soybalı, 2018). Mesleki engeller (Güzel vd., 2014), işten ayrılma (Gökdemir & Hacıoğlu, 2018), mesleğin aile yaşantısı üzerindeki etkileri (Demirbulat, 2014) gibi mesleğin yapısı ve yaşam şekli ile alakalı olan konular gündeme geldiği gibi özellikle meslek yasası merkezli sorunları odağına alan güncel sorunlar (Çetin & Kızılırmak, 2012; Eser ve Şahin, 2020; Güzel & Köroğlu, 2015) ve yaşa dışı rehberlik (Albuz vd. 2018, Çakmak, 2019) konularının son dönemde yoğunlukla incelendiği gözlenmektedir. Bu çalışmalardan da hareketle turist rehberliği alanındaki yasa dışı rehberlik faaliyetlerinin giderek meslek içerisinde daha büyük bir sorun haline geldiği, birlik ve odaları doğrudan ilgilendiren etik problemleri de beraberinde getirdiği algısı ortaya çıkmaktadır.

Bu çalışmada profesyonel çalışma kartına sahip olup bir oda üyeliği bulunan ve aktif olarak turist rehberliği mesleğini sürdüren bireylerin yasa dışı olarak yürüttükleri turist rehberliği faaliyetlerinin sebeplerinin araştırılması amaçlanmaktadır. Durum çalışması deseninin kullanıldığı çalışmada örneklem yöntemi olarak homojen örneklem seçilmiştir. Toplamda 29 adet turist rehberi ile gerçekleştirilen yapılandırılmış görüşmeler ile konuya dair derinlemesine bir inceleme yoluna gidilmiştir. Çalışma yasa dışı rehberlik faaliyetlerini gerçekleştiren profesyonel turist rehberleri ile doğrudan görüşme yapılması ve birinci kaynaktan veri elde etmesi hususunda önemli bir yere sahiptir. Daha önce alanda yapılmış ve çoğunluğu doküman incelemesine dayalı çalışmalardan ayrılarak, doğrudan sorunun kaynağına inmektedir. Bu yönü ile alan yazınında önemli bir boşluğu doldurduğu ileri sürülebilir.

2. KAVRAMSAL ÇERÇEVE

2.1. Turist rehberliği mesleğinde iş etiği

Etik kavramı insan ilişkileri temelinde yer almakta olan değer ve normları inceleyen, doğru ve yanlış ile iyi ve kötüyü ahlaki yargılar çerçevesinde ele alan, bu ahlaki eylemlerin doğasını soruşturmak kaydı ile iyi bir yaşamın nasıl olması gerektiğini açıklamaya çalışan bir felsefe dalıdır (Cevizci, 1999; Hatcher, 2004; Lachman, 2005). Felsefenin bu dalının iş hayatına uyarlanması ile de iş etiği kavramı ortaya çıkmaktadır (Frederick vd., 1988). Crane ve Matten (2010) bu kapsamda iş etiğini iş ile ilgili faaliyet ve kararlarda doğru ve yanlış ayrımlarının yapılması olarak tanımlamaktadır. Özgener (2009) iş etiğini, bütün ekonomik faaliyetlerde dürüstlük, güven, saygı ve hakça davranmayı ilke edinmek ve işletmenin çevresiyle olan ilişkilerin de aynı çevreyi paylaşan topluma destek olması şeklinde tanımlamıştır. Ferrel ve Fraedrich (1991) ise iş etiğine içerik bakımından yaklaşarak, iş dünyasındaki davranışlara rehberlik eder nitelikteki ahlaki değerler olması gerektiğini savunmuşlardır. Buradan hareketle iş etiği en özet hali ile iş ve etiğin etkileşimi olarak da açıklanmaktadır (De George, 1987).

Küreselleşmenin merkezindeki endüstrilerden biri olan turizm endüstrisi her geçen sene daha da büyümekte, artan harcanabilir gelir turist sayısını ve ülkelerin turizmden beklediği ekonomik katkıyı arttırmaktadır (Walker & Walker; 2010). Bu çok yönlü iç içe geçmiş yapı turizm olayının dolaylı ve doğrudan pek çok farklı sektör ile ilişki içerisinde olmasına sebebiyet verirken diğer yandan tüm turizm endüstrisi içerisinde geçerli olan etik kodlarının ve iş etiği yapısının oluşturmasını zorlaştırmaktadır (Albuz vd. 2018). Zira turizm endüstrisi bir yandan konaklama, seyahat ve yeme–içme işletmeleri gibi doğrudan işletme odaklı hizmet üreticilerine sahipken diğer yandan turist rehberleri gibi çoğunlukla serbest çalışan ve sahip olduğu bilgi, birikim ve yasal izin doğrultusunda rehberlik hizmeti sunan insan kaynağı gibi farklı alanlarda iş gücüne sahiptir (Goeldner & Ritchie, 2008). İşte bu çok yönlü yapı tek bir etik yapıdan ziyade endüstrinin içerisindeki her bir kola ait etik kod ve iş etiği yapısının da oluşmasına sebebiyet vermekte, hatta mecbur kılmaktadır.

Bu çalışmanın da öznesini oluşturan turist rehberleri tur organizasyonlarını gerçekleştirdikleri destinasyonlarda, turistlere detaylı bilgi aktaran (Yenipınar, 2019), yerel halk ile turist arasında önemli bir köprü vazifesi gören (Ap & Wong, 2001), toplumlar arasında elçi görevi üstlenip bilgi verici bir rol oynayan (Halloway, 1881; Katz, 1985) turlarda liderlik yapan önemli bir turizm meslek grubudur (Cohen, 1985; Geva & Goldman, 1985). Turist rehberlerinin mesleklerini icra ettiği her boyutta etik değerler ile sürekli olarak karşı karşıya kalmakta, bu çerçevede performanslarını etkileyen pek çok unsur da bulunmaktadır. Bu unsurlardan biri de turist rehberinin tur sırasında sergilemiş oldukları etik ve etik olmayan davranışlarıdır (Çokal, 2019). Genel olarak turistik faaliyetlerde sürekli yaşadıkları yerlerden farklı destinasyonlara giden turistlere dair hâkim yargı, tatil süresince ziyaret edilen bölgelerde yerel halk ile tanışılıp kaynaşılacağı, yerel halkın hikayeleri ve kültürünün kendilerinden dinleyebileceği yönündedir. Oysa özellikle rehberli turlar ve paket tur faaliyetlerinde beklenen bu iletişim türü genelde gerçekleşmez (Yarcan, 2007). Paket tur şeklinde gerçekleşen turlarda grup büyük oranda turist rehberi ile iletişim halinde olup bölgeyi, yerel halkı, kültürel ve tarihi değerleri rehberin anlatımı ile tanıyabilmektedir. Bu yüzden turist rehberleri, turistin ana bilgi kaynağı olması sebebi ile doğru bilgiyi tarafsız aktarma hususunda çok önemli bir sorumluluk yüklenmekte, yasaya göre bu sorumluluğu doğru şekilde yerine getirmemesi durumunda meslekten menedilmeye varacak cezai işlemlere maruz kalabilmektedir. Öte yandan turist rehberlerinin serbest çalışma yapısı sebebi ile meslek içi faaliyetleri hususunda da diğer meslektaşlarına karşı sorumlulukları bulunmaktadır. Bu açıdan bakıldığında turist rehberlerinin hem mesleğin doğru şekilde icra edilmesi hem de meslek içerisinde güçlü bir yapının oluşması noktasında etik değerlerine bağlı bir iş ahlakına sahip olması bir diğer değişle iş etiğine sahip olup buna sahip çıkması büyük önem arz etmektedir (Albuz vd. 2018).

Turist rehberleri, turların gerçekleşmesi sürecinde kilit bir rol oynamaktadır. Bu rol hem tur esnasında kendi kültür ve değerlerini anlatmasından hem de yasadan gelmektedir. 1618 sayılı kanuna göre tur faaliyetleri ancak bir turist rehberi ile gerçekleşebilmekte, turda turist rehberinin bulunmadığı durumlarda tur yarıda kesilip seyahat acentasına cezai işlem uygulanmaktadır. Turist rehberleri turizm endüstrisinin işlerliği noktasında yukarıda değinildiği gibi önemli bir görev üstlenirken aynı zamanda kendi meslek yasasına da sahiptir. Bu sebeple de kendi yasasında etik vurgusu yapabilen ve yönetmeliği ile etik ilkelerini oluşturup bunu resmi boyuta taşıyabilmiş az sayıdaki meslek grubu arasındadır. 6326 sayılı Turist Rehberliği Meslek Kanunu'na göre (Mevzuat, 2020) yönetmelikçe belirlenmiş olan etik ilkelere uymayan turist rehberlerine, işlenen uygunsuz etik davranışlar sebebiyle disiplin cezaları verilebilmektedir. 2014 yılında yayınlanan Turist Rehberliği Meslek Yönetmeliği ise turist rehberliği mesleki etik ilkeleri belirlenmiştir. Bu ilkeler çerçevesinde turist rehberlerinin milli değerlere sahip çıkıp onu koruması, yasalara ve hizmet standartlarına uyması, insan ve toplum değerlerine saygılı davranması gerekliliklerinin altını çizmiştir. Ayrıca meslek içerisinde haksız rekabet koşullarını oluşturacak her türlü eylemden kaçınılması, turlarda bireysel düşüncelerini gruba empoze edilmemesi, alışverişlerde dürüst davranılması gibi mesleki nitelikte etik kararlar da alınmıştır (Tefttiş, 2020).

2.2. Yasa dışı turist rehberliği uygulamaları

Yasadışı turist rehberliği faaliyetlerini iki alt başlık altında ele almak mümkündür. Biri 6326 sayılı Turist Rehberliği Meslek Kanunu'na göre herhangi bir odaya üyeliği bulunmayan veya turist rehberliği niteliği taşımayan fakat buna rağmen bir acentaya bağlı olarak ya da kendi düzenlediği turlar aracılığı ile rehberlik faaliyeti gerçekleştiren kaçak rehberlerdir (Mevzuat, 2020). Diğer ise yasa önünde turist rehberliği yapma ehliyetine sahip olup, bir odaya üyeliği bulunan eylemli turist rehberinin 6326 sayılı kanuna göre yasa dışı kabul edilen faaliyetleri gerçekleştirmesi sonucu oluşan rehberlik faaliyetidir.

Çalışma kartına sahip olup, eylemli konumundaki turist rehberlerinin gerçekleştirdiği yasa dışı turist rehberliği faaliyetleri, turist rehberliği mesleği etik ilkeleri bağlamında pek çok ilkeye zarar verebilecek bir çalışma şekli olarak ortaya çıkmaktadır. Bu şekilde gerçekleşen faaliyetler turist rehberlerinin haksız kazanç sağlamasını, rehberlik piyasasında haksız rekabet koşulları oluşturmasını ve mesleki itibara gölge düşürmesine sebebiyet vermektedir (Çakmak, 2018). Yapılan araştırmalarda profesyonel turist rehberlerinin denetimler esnasında haklarında tutanak tutulma sebeplerinin hepsinin yürüttükleri rehberlik faaliyetinin 6326 sayılı Turist Rehberliği Meslek Kanununa göre çalışma şekli yönünden yasa dışı nitelikler taşıdığı görülmüştür. Çalışma şekli yönünden olaya bakıldığında, turist rehberlerinin bu denetimlerde, turistleri yanlış yönlendirme veya milli değerleri kötüleme gibi yüz kızartıcı suçları işlemedikleri ama sıklıkla gölge rehberlik, dili dışında çalışma ve sözleşmesiz tura çıkma gibi sebepler ile haklarında cezai işlem uygulandığı görülmektedir (Çakmak, 2019; Saatçi & Demirbulat, 2017). Sözleşmesiz tura çıkma durumu ise özellikle turist rehberlerinin taban altı ücret aldığı durumlarda ortaya çıktığı gözlenmektedir (Çakmak, 2017). Turist rehberliği meslek yasasına göre turist rehberlerinin bakanlıkça belirlenen taban ücrettin altında bir ücret ile tur çıkması yasaktır. Bu şekilde tura çıkılması durumunda turist rehberlerine kınama cezası verilmekte, hatalı davranışa devam edilmesi durumunda kademeli olarak meslekten uzaklaştırma cezaları da verilebilmektedir (Mevzuat, 2020). Diğer iki çalışma şekli olan gölge rehberlik ve kalkış rehberliği de literatürde tanımlı iki farklı çalışma şekli olarak ele alınmaktadır. Gölge rehberlik; grupta eylemli bir rehberin bulunduğu ancak rehberlik hizmetinin başka bir şahıs tarafından sunulduğu durumlarda ortaya çıkan yasa dışı rehberlik faaliyetidir. Kalkış Rehberliği ise eylemli turist rehberinin turun başlangıç anında araçta bulunup, kalkıştan hemen önce gerçekleşen denetimden kısa süre sonra aracı terk etmesi ile oluşan yasa dışı rehberlik türüdür. Bu davranışlar cezai işlem doğurmakla beraber turist rehberliği iş etiği noktasından bakıldığında da etik dışı olarak yorumlanabilmektedir. Çünkü bir turist rehberinin düşük yevmiyeli tura çıkması hali doğal olarak piyasada dengesizlik yaratırken rekabet edebilme açısından da haksız bir ortam oluşturmaktadır. Gölge rehberlikte ise genelde farklı bir dil grubunda tura çıkan turist rehberi o dilde çalışma kartına sahip olan bir başka turist rehberinin tura çıkmasını engellemek sureti ile haksız kazanç meydana getirmektedir (Çakmak, 2018).

Yasa dışı rehberlik faaliyetleri özellikle son dönemde araştırmacılar tarafından meslek sorunları kapsamında eskiye oranla daha sık ele alınan bir konu olsa da turist rehberliği alan yazınında üzerinde çok araştırma yapılmış bir konu değildir. Araştırmacılar yasa dışı faaliyetleri sıklıkla rehberlik mesleği sorunlarını araştırdıkları geniş bir çerçeve içerisinde alt başlık şeklinde inceleme yoluna gitmişlerdir (Eker & Zengin, 2016; Eser & Şahin, 2020; Karacaoğlu & Sert, 2018;). Bu kapsamda Eser ve Şahin (2020) turist rehberliği mesleğinde sektörel sorunlara yönelik gerçekleştirdikleri araştırmada, yasa dışı rehberlik faaliyetlerinden kaçak rehberlik ve gölge rehberliğin turist rehberliği mesleğine verdikleri zararları dile getirmektedir. Özellikle gölge rehberliğin nadir diller dışında kabul edilemeyecek bir uygulama olduğu görüşünü rehberlerden alınan dönüşler çerçevesinde paylaşmışlardır. Çakmak (2019) çalışmasında İstanbul Rehberler Odasınca 2016 ve 2017 yıllarında rehber denetimlerinde tutulan 869 tutanak üzerinde içerik analizi gerçekleştirerek, profesyonel turist rehberleri hakkında cezai işlemlerin sebebini araştırmıştır. Sonuçlara göre gölge rehberlik ve sözleşmesiz (taban altı) tura çıkma eylemlerinin yoğunluğuna dikkat çekilmiştir. Çetin ve Kızılırmak (2012) kaçak rehberlik faaliyetleri sebebi ile pek çok turist rehberinin taban altı ücret ile çalıştığını ortaya koymuştur. Bu çalışmadan altı yıl sonra yayınlanan bir başka çalışmada, İlhan ve Soybalı (2018) turist rehberlerinin yaşadıkları sorunları ele almış turist rehberlerinin yasalara aykırı davranmaya sektör kapsamında mecbur bırakıldıklarını belirtmiştir. Yine bu çalışmada aynı zamanda sezonluk kaygıların çalışma şartlarını da etkilediğinin altı çizilmiştir Yenipınar ve arkadaşları (2014) çalışmalarında 6326 sayılı Turist Rehberliği Meslek Kanunu'nun meslek örgütleri ve öğretim elemanlarının değerlendirmesi odaklı yaptıkları araştırmalarında meslek yasasının kaçak rehberliğin ve diğer yasa dışı rehberlik faaliyetlerinin önüne geçemediği sonucuna varmıştır. Yarcan (2007) profesyonel turist rehberliği mesleğindeki etik kavramını, kavramsal açıdan ele aldığı çalışmasında turist rehberlerinin etik davranışlarını pek çok açıdan incelerken bunlardan birinin de haksız rekabet sorunu olduğunu yazmıştır. Ayrıca kaçak rehberlik, yevmiye altı çalışma gibi etik dışı konuların altı çizilerek bu davranışların mesleki imaja zarar verdiği de belirtilmektedir.

Turist rehberliği mesleğinde yasa dışı çalışma ve kaçak rehberlik hizmetlerine yönelik farklı dönemlerde yapılmasına karşın, benzer sonuçlara ulaşılmış pek çok çalışma ile karşılaşmaktayız. Bu durum problemlerin turist rehberliği mesleği çerçevesinde uzun zamandır varlığını sürdürdüğünü ve çözüm beklediğini ortaya koymaktadır.

3. YÖNTEM

Yasa dışı turist rehberliği eylemleri, Turist Rehberleri Birliği ve birliğe bağlı odaların yoğun şekilde mücadelesini yürüttüğü bir husustur. Turist rehberlerinin profesyonel meslek hayatlarını devam ettirme süreçlerinde neden yasa dışı uygulamalara başvurduklarının araştırılması, bu sebeplerin ortadan kaldırılması için atılacak adımların önemli bir ayağını teşkil etmektedir. Zira yukarıda bahsi geçen, gölge rehberlik, yevmiye altında çalışma, kalkış rehberliği gibi etmenler pek çok açıdan zarar teşkil eden, piyasa dengelerini gözetmeyen ve haksız kazanç ile adil olmayan bir rekabet ortamı yaratmaktadır. Bu çalışma turist rehberlerinin hangi sebepler ile yasa dışı rehberlik faaliyeti yürüttüklerini ortaya çıkarmayı amaçlanmaktadır. Cresswell (2017) nitel araştırmaların sahip olması gereken temel olgular arasında ötekileştirilmiş grupların kısılmış seslerinin yükseltilmesi olduğundan bahseder. Bu çalışmada da yapılan, meslek içerisinde ötekileştirilen ve sektör içerisine hor görülen bir grubun neden bu şekilde çalıştıklarının ortaya çıkartılmasıdır. Hassas konuları çalışmak bu çerçevede nitel araştırmaların temel var oluş sebebi olarak da görülmektedir (Creswell 2018; Merriam, 2018). Tüm bu sebepler ışığında, çalışma nitel araştırma yöntemleri kullanılarak gerçekleştirilmiş, çalışma deseni olarak da durum çalışması kullanılmıştır. Durum çalışmaları; belirli durumların derinlemesine araştırıldığı, bu duruma dair etkenlerin bütüncül bir yaklaşım ile ortaya konulduğu, iç ve dış etmenlerin araştırmaya konu olan durumu nasıl etkilediğini ortaya koyan bir çalışma desenidir (Yin, 2017). Çalışma için önce 6 adet yasa dışı rehberlik faaliyetinde bulunan profesyonel turist rehberi ile pilot çalışma yapılmıştır. Bu çalışmada yapılandırılmamış görüşme gerçekleştirilmiştir. Yapılandırılmamış biçimsel olmayan görüşmeler konu hakkında yeterli bilgiye sahip olunmayan durumlarda, daha sonraki görüşmeler için soru hazırlama maksadı ile gerçekleştirilen görüşmelerdir (Merriam, 2018). Pilot görüşmeler sonrası çalışmada istenilen bilgilere ulaşılması maksadı ile toplamda 7 adet soru belirlenmiştir. Bu sorulardan 3 adeti serbest başlığı altında genel bilgi alma merkezli sorular olup kalan 4 soru Strauss vd (1981)'nin önerdiği dört farklı soru tipine göre kategorize edilmiştir (Tablo 1).

Çalışmada kullanılan dört farklı soru tipi şu şekildedir (Amsel, vd., 2010; Strauss, vd. 1981)

- Hipotetik Sorular: İhtimaller ve onların sonuçlarından hareketle oluşturulan simülasyonları kapsayan, katılımcıların henüz olmamış fakat varsayılarak oluşturulmuş durumlar sonrası ne yapacaklarını öğrenmeyi hedefleyen soru şeklidir.
- Şeytanın Avukatı Soruları: Katılımcının muhalif yönünün ortaya çıkartılmaya çalışıldığı sorulardır.
- İdeal Konum Soruları: Katılımcılardan ideal durumların açıklanması istenen soru türüdür.
- Yorumsamacı Sorular: Araştırmacının çok net ifade etmediği konuları açıklaması istenen, bu konuları irdeleyen soru şeklidir.

Çalışmada amaca yönelik örneklem türlerinden biri olan homojen örnekleme göre katılımcı özellikleri belirlenmiş ve bu özelliklere göre kartopu örneklem yöntemi ile her bir katılımcıya ulaşım sağlanmıştır. Amaca yönelik örneklem özellikle nitel araştırma yöntemlerinde sıklıkla tercih edilen bir tür olup, olasılıksal şartlara bağlı olmayan bir örneklem çeşididir (Marczyk vd. 2005). Homojen örneklem ise belirli alt grupların incelenmesi için kullanılan, katılımcılardan benzer geçmiş ve deneyimlere sahip olunması beklenen bir örneklem türüdür (Patton, 2018). Bu örneklem kapsamında araştırmacı, belirlediği araştırma konusuna ait evreni en iyi şekilde temsil edeceğini düşündüğü, konu ile ilgili en doğru bilgiyi alacağı örneklem grubu kriterlerini belirler (Marshall & Rosmann, 2014). Araştırmacının bu süreçte evren hakkında çok iyi fikir sahibi olması gerekmektedir (Neuman & Robson, 2014). Belirlenen örneklem çeşidi çerçevesinde evren, bir odaya bağlı, eylemli turist rehberlerinden oluşmakta olup, yasa dışı çalışma şekli olarak yukarıda açıklanan gölge rehberlik, kalkış rehberliği ve taban altı ücret ile tura çıkma eylemlerinden en az birini gerçekleştirmekte olan turist rehberleri olarak belirlenmiştir. Ortaya konan gerekliliklere sahip toplam 47 adet turist rehberine kartopu örneklem ile ulaşılmıştır. Bu rehberlerden 14'ü çalışmaya katılmayı çeşitli sebepler ile kabul etmemiş, 4 adet turist rehberi ise çalışmanın yapıldığı tarih aralığında yurt dışında turda olması sebebi ile randevu alınamamış ve görüşmeye katılamamıştır. Yapılan tüm görüşmeler her bir rehber ile baş başa gerçekleştirilmiştir. Görüşme süreleri ortalama 45 – 75 dakika arasında gerçekleştirilmiş olup 01.04.2019-05.11.2019 tarihleri arasında tamamlanmıştır. Görüşmeye dayalı çalışmalarda Lincoln ve Guba (1985), görüşmelerin doygunluğa ulaşana kadar devam etmesini, bilgilerin tekrarlama başladığı noktada çalışmanın sonlandırılmasını önermektedir. Bu çalışmada işlenen konunun yasa dışı faaliyetler gibi hassas bir konu olması sebebi ile cevapların tekrarlamaya başladığı 21. görüşme itibari ile görüşmeler sonlandırılmamış, aynı bilgiler alınmaya başlansa da konuya dair farklı bir bilgi öğrenebilme ihtimali sebebi ile tüm katılımcılar ile görüşmelerin sürdürülmesine özen gösterilmiştir. Çalışma kapsamında aşağıdaki sorular rehberlere yönetilerek yarı yapılandırılmış görüşmeler tamamlanmıştır:

Tablo 1: Araştırma kapsamında sorulan sorular

Serbest Sorular	
-Neden yasa dışı rehberlik uygulamalarında bulunuyorsunuz? -Ne zamandan beri bu şekildeki turları kabul ediyorsunuz? -Kazanç olarak nasıl değerlendirmektesiniz?	
Özel Sorular	
Soru Tipleri	
1. Hipotetik soru:	-Hangi olayların gerçekleşmesi sonucu bu şekilde çalışmayı bırakırsınız?
2. Şeytanın avukatı soruları	-Yasa dışı rehberlik uygulamalarının rehberlik mesleğine zarar verdiği konusundaki fikirlere ne diyeceksiniz? Bu durumu nasıl değerlendirmektesiniz?
3. İdeal konum sorusu:	-Bu tarz çalışmaların engellenmesi nasıl mümkün olabilir?
4.Yorumsamacı soru:	-Meslektaşlarınız arasında kendinizi nasıl konumlandırıyorsunuz?

Yapılan çalışmada kesinlikle şahıs isimleri kullanılmayacağı güvencesi verilse de bu kimi katılımcı adaylarında yeterli güveni sağlamamıştır. Bu sebeple görüşmeler esnasında ses ya da görüntü kaydı alınmamış kâğıt ve kalem aracılığı ile notlar tutulmuş, söylenenler yazılmıştır. Dolayısı ile çalışmanın en büyük sınırı ve zorluğu meslek yasasına aykırı çalışan turist rehberlerinin çalışmaya katkı sağlamasına ikna etmek olmuştur. Araştırma kapsamında verilen yanıtlarda belirli cevaplara odaklanıldığı durumlarda bunların sıklık dereceleri ile tablolaştırmaya gidilmiş olup, tüm rehberlerin aynı konuya farklı açılardan baktıkları durumlarda söylem sıklığı tablolarına yer verilmemiş bunun yerine örnek cevaplar ve bunların çıkarımlarını içeren bilgiler bulgularda paylaşılmıştır. Elde edilen verilerin analiz sürecinde hem içerik analizi hem de betimsel analiz birlikte kullanılmıştır. Betimsel analiz, verilerin daha önceden belirlenen temalara göre özetlenip yorumlanması ile gerçekleştirilen bir nitel veri analizi türüdür. Araştırmacı görüştüğü ya da gözlemiş olduğu bireylerin görüşlerini çarpıcı bir biçimde yansıtabilmek amacıyla doğrudan alıntılara sık sık yer vererek özetlenmiş ve yorumlanmış şekilde bilgileri okuyucuya sunar (Yıldırım & Şimşek, 2016). İçerik analizi ise araştırılan alanda sınıflandırma yaparak veya ana bileşenlerin özetlenerek çeşitli çıkarımların gerçekleştirildiği, diğer bir anlatımla; katılımcılardan gelen verilerin benzerliklerine göre gruplandırılıp araştırılan olaya dair yorumların yapıldığı bir analiz türüdür. Araştırmacıların elde edilen verilerden anlam çıkartabilmesi için metinlerin kodlanması veya yönetilebilecek şekilde kategorilere ayrılması gerekmektedir (Cohen & Manion, 2001; Leblebici & Kılıç, 2004)

Bilimsel çalışmalarda, çalışmanın geçerlik ve güvenirliğe sahip olması çalışmanın bilimselliği hususunda büyük önem taşımaktadır. En basit tanımı ile güvenirlik, araştırma sonuçlarının tekrarlanabilmesini ve farklı zamanlarda aynı sonuçları verebilmesini ifade eder. Geçerlik ise ölçülmek istenenin gerçekten ölçülüp ölçülmediğini ortaya koyan bir kavramdır (Ayazlar, 2015). Nitel çalışmalarda güvenirlik ilkesinin sağlanabilmesi başta sonuçlara nasıl ulaşıldığının ayrıntılı olarak açıklanması gerekmekte, devamında ise elde edilen verilerin katılımcı teyidi ile onaylanması gibi ek yöntemler kullanılmaktadır. Bu aşamada farklı kişilerden elde edilen veriler arasındaki tutarlılık iç güvenirlik, teyit edilebilirlik durumu ise dış güvenirlik olarak adlandırılmaktadır (Yıldırım & Şimşek, 2016). Bu çalışmada katılımcılardan veriler toplanırken, gerçekleştirilen her görüşme sonrası katılımcılara tutulan notlar kapsamında “Bunu mu demek istediniz? Bunu mu kast ettiniz ?” gibi soruları sorularak dış güvenirlik sağlanmaya çalışılmıştır. Görüşmelerde alınan yanıtların büyük oranda aynı eksende olduğu ve sorular verilen yanıtların birbiri ile uyuştuğu her bir görüşme sonrası kontrol edilmiştir. Bu uyum çalışmanın bulgular kısmında da gözlenebilmektedir. Yapılan kontroller ile iç güvenirliğin sağlandığı yönünde sonuçlara ulaşılmaktadır. Geçerlik konusunda ise Lincoln ve Guba’nin (1985) önerdiği iç geçerlik kavramı yerine geçen inandırıcılık ölçütü kullanılmıştır. Bu kapsamda katılımcı onayına ek olarak uzman görüşleri alınmıştır. Tüm cevapların analizi gerçekleştirdikten sonra analizlerden elde edilen sonuçlar ve önemli görülen kısımlar, daha önce meslek odalarında yönetim kurulu görevinde bulunup, aktif denetmenlik yapmış profesyonel turist rehberlerine okutularak yapılan yorumların tutarlı olup olmadığı konusunda bilgi alınmıştır. Dış geçerliliğin sağlanması noktasında da metnin bulgular kısmında paylaşıldığı üzere derinlemesine bilgi alma yoluna gidilmiştir.

4. BULGULAR

Çalışmanın ilk kısmında katılımcılardan meslekte bulunma süreleri, cinsiyet bilgisi, çalışma kartını alma şekli ve yapılan yasa dışı rehberlik eylemi bilgileri alınmıştır. Bu bilgiler Tablo 2'de verilmektedir.

Tablo 2: Katılımcıların demografik faktörleri

Katılımcı (K) No	Rehberlik Süresi	Cinsiyet	Çalışma Kartı Alma Şekli	Rehberlik Dili	Yapılan Yasa Dışı Rehberlik Eylemi		
					Gölge Rehberlik	Kalkış Rehberliği	Taban Ücret Altı Çalışma
K 1	7	Erkek	Kurs	İng. Fra.	X		X
K 2	3	Erkek	Lisans	İng.	X	X	X
K 3	7	Erkek	Lisans	Fra.			X
K 4	11	Kadın	Kurs	Alm.	X		X
K 5	13	Kadın	Kurs	Alm.			X
K 6	4	Erkek	Lisans	İsp.			X
K 7	2	Kadın	Lisans	İng. Alm.	X		X
K 8	7	Kadın	Ö. Lisans	İng.			X
K 9	2	Erkek	Ö. Lisans	İng. İsp.	X	X	X
K 10	18	Erkek	Kurs	İsp.			X
K 11	6	Erkek	Ö. Lisans	Fra.			X
K 12	10	Kadın	Lisans	İng.			X
K 13	13	Kadın	Kurs	İng.			X
K14	2	Kadın	Ö. Lisans	İng.	X	X	X
K 15	12	Erkek	Ö. Lisans	Fra.			X
K 16	17	Kadın	Ö. Lisans	Fra.			X
K 17	8	Erkek	Ö. Lisans	İng.			X
K 18	6	Kadın	Ö. Lisans	İng.			X
K 19	2	Kadın	Ö. Lisans	İng.	X	X	X
K 20	4	Kadın	Ö. Lisans	İng.			X
K 21	8	Erkek	Lisans	İng. Alm.			X
K 22	9	Erkek	Ö. Lisans	İng.			X
K 23	13	Erkek	Kurs	İng. Alm.			X
K 24	11	Erkek	Ö. Lisans	İng.			X
K 25	10	Kadın	Lisans	İtly.	X		X
K 26	12	Kadın	Lisans	Alm.			X
K 27	15	Erkek	Kurs	İng.			X
K 28	10	Erkek	Kurs	İtly.	X		X
K 29	8	Erkek	Ö. Lisans	İng. Alm.	X		X

Tablo 2'de yer alan bilgileri incelediğimizde toplamda 29 katılımcının çalışmaya katıldığı, katılımcıların meslekte bulunma süresinin 2 ile 18 yıl arası değiştiği görülmektedir. Katılımcıların 16'sı erkek 13'ü kadın olup 8'er katılımcı bakanlık kursları ve lisans eğitimini tamamlayıp çalışma kartı alırken 13 katılımcının ön lisans turizm rehberliği programlarını tamamladıktan sonra çalışma kartı aldığı gözlenmektedir. Yürütülen yasa dışı rehberlik faaliyetleri açısından tüm katılımcıların taban altı yevmiye ile tura çıktığı belirlenirken 10 katılımcı gölge rehberlik, 4 katılımcı ise kalkış rehberliği yaptığını ifade etmiştir. Tablo 2'yi genel olarak yorumladığımızda meslekte bulunma süresi açısından çeşitliliğin görüldüğü, pek çok farklı yabancı dilden turist rehberinin çalışmaya destek verdiği, turist rehberi olmak için gereken eğitim seviyelerinden çoğunun katılımcılar arasında bulunduğu dolayısı ile geniş katılımlı ve kapsamlı bir grup yapısı olduğu görülmektedir.

Serbest sorular

Çalışmanın serbest sorular başlığı altında katılımcılara Tablo 1' de yer alan üç soru yöneltilmiştir. Serbest sorularda yasa dışı çalışma şekillerinin genel değerlendirmesinin katılımcılardan alınması hedeflenmektedir. İlk aşamada temel soruna geçmeden önce nedenlerine odaklanılan sorulardır. Dolayısı ile bu sorularda tek tek yorumların analizi yerine elde edilen tüm cevapların kümülatif görüntüsü kodlanarak verilme yolu izlenmiştir. Buradan hareketle Tablo 3' de yapılan görüşmeler sırasında en çok tekrarlanan kavramlar ve bu kavramları dile getiren katılımcılar belirtilmiştir.

Tablo 3: Serbest sorulara verilen yanıtlar

Soru	Tekrarlanan İfade	Sıklık
Neden yasa dışı rehberlik uygulamalarında bulunuyorsunuz?	Ben çıkmazsam çalışma kartı olmayan sahte rehber çıkacak	K1-K2-K3-K4-K5-K6-K7-K8-K9-K11-K12-K13K16-K17-K18-K19-K20-K21-K22-K23-K24-K25-K26-K27-K28
	Ben çıkmazsam çıkacak rehber illaki bulunacak	K1-K2-K3-K4-K6-K7-K9-K11-K12-K13-K16-K17-K18-K19-K20-K21-K22-K23-K24-K25-K26-K28
	Borçlar	K1-K2-K4-K5-K6-K8-K9-K11-K12-K17-K18-K21-K22-K23-K24-K25-K26-K27-K28
	Bakmakla yükümlü kişiler – aile	K5-K10- K12-K13-K16-K17-K21-K23-K24
	Çevrem yok	K1-K2-K4-K7-K9-K12-K13-K14-K24-K29
	Yoğun rekabet	K1-K2-K4-K-K3-K5-K6-K7-K8-K11-K12-K13-K14-K16-K17-K19-K20-K21-K22-K23-K24-K25-K26-K29
	Pazarı tanımaya çalışma (gölge)	K1-K4-K7-K9-K14-K24-K29
	Mecburiyet	K1-K2-K4-K5-K6-K8-K9-K11-K12-K17- K18-K23-K24-K25-K25-K26-K27
	Devlet desteğinin olmaması	K4- K5-K10-K12
	Günü kurtarma	K7-K12-K18-K21-K22-K24
	Dil grubu ülkenin turisti gelmiyor	K15-K16-K25-K28
	Taban ücret zaten verilmiyor	K3-K7-K12-K13-K16-K17-K28
Ne zamandan beri bu şekildeki turları kabul ediyorsunuz?	2018 krizinden sonra	K5-K8-K9-K11-K15-K16-K17-K18 K20-K21-K25-K26-K27-K28
	Etrafımdaki herkesi böyle çalışırken görmeye başladıktan sonra	K3- K10- K14-K22-K23
	Mesleğe başladığımdan beri	K1-K2- K4-K6-K12-K13- K7-K19-K24-K29
Kazanç olarak nasıl değerlendirmektesiniz?	Yeterli	K1-K2-K6-K7-K9-K14-K19-K20-K21
	Yetersiz	K3-K4-K5-K8-K10-K11-K12-K13-K15-K16-K17-K18-K22-K23-K24-K25-K26-K27-K28-K29

Tablo 3 incelediğinde yasa dışı rehberlik yollarına başvurma sebeplerinin temelde iki alt maddeye bağlandığı görülmektedir. Bunların ilki yasal sistemin işlememesi sebebi veya birlik ve odaların etkili şekilde çalışmaması olarak görülmektedir. Bunu turist rehberlerinin çalışmanın konusu olan çalışma şekillerini kendileri uygulamasa zaten başkalarının uyguladıklarını ifade etmelerinden anlaşılmaktadır. Bir diğer husus ise maddi çekincelerdir. Turist rehberlerinin mesleğe yeni başlaması gibi sektörde yer edinmeye çalışmaları, bakmakla yükümlü oldukları kişiler, ödemek zorunda olduğu borçlar ve rehberlik piyasasındaki yoğun rekabet sebebi ile işsiz kalma korkusu turist rehberlerini yasa dışı çalışmaya yönlendirdiği görülmektedir. Bu şekilde çalışmaların özellikle kriz yönlü olduğu, "Ne zamandan beri bu şekilde çalışıyorsunuz" sorusuna "2018 krizinden sonra" cevabının verilmesi ile anlaşılmaktadır. Öte yandan mesleğe başladığından beri bu şekilde çalışan turist rehberi sayısının da az olmaması yine konunun hukuksal boşluklarının uzun zamandır sürdüğüne dair de bir kanıt niteliğindedir. Yasa dışı rehberlik faaliyetleri neticesinde elde edilen gelirin özellikle meslek süresi 2 ile 8 yıl arası meslekte bulunan turist rehberlerince yeterli olarak algılandığı gözlenmiştir. 10 yıl ve üstü süredir turist rehberliği mesleğini icra eden katılımcıların elde ettikleri gelirin yetersiz olduğu belirtilmiştir.

Hipotetik sorular

Hipotetik soru kapsamında katılımcılara ne zamana kadar bu şekilde çalışmayı düşündükleri sorulmuştur. Böylece katılımcıların gerçekleştirilen çalışma şeklini ne kadar benimsediklerinin anlaşılması ve irdelenmesi hedeflenmektedir. Alınan cevaplar kapsamında 29 katılımcıdan 6 tanesinin bu şekilde çalışmada bir beis görmedikleri ve bu şekilde kariyer hayatlarına devam edecekleri belirtilmiştir. Diğer 23 katılımcı ise duydukları rahatsızlıkları dile getirerek çeşitli piyasa koşulları ve çalışma şartlarının oluşması durumunda artık bu şekilde çalışmayacaklarını belirtmişlerdir. Belirtilen şartlar ise Tablo 4 te maddeler halinde söylenme sıklıklarına göre listelenmiştir. Tablo 4 durumdan rahatsız olan 23 katılımcıdan elde edilen veriler ile oluşturulmuş olup, katılımcılardan birden fazla cevap alınmıştır.

Tablo 4: Serbest sorulara verilen yanıtlar

Soru	Tekrarlanan İfade	Sıklık
Hangi olayların gerçekleşmesi sonucu bu şekilde çalışmayı bırakırsınız?	Oda ve birlikler yükümlülüklerini yerine getirene kadar	20
	Denetimler olması gerektiği gibi olana kadar	18
	Krizler bittiğinde	11
	Borçlarımı ödediğimde	8

Tablo 4 ü incelendiğinde 23 katılımcıdan elde edilen yanıtların özellikle dört madde etrafında yoğunlaştığı görülmektedir. Dile getirilen dört madde incelendiğinde de aslında iki ana konu dikkat çekmektedir. İlk madde, oda ve birlik yükümlülükleri ve denetim konusunu ele alması sebebi ile mesleki örgütlerin yetersizlikleri üzerine olmuştur.

> *“Ne zaman ki odalar veya mesleki birliğimiz gerçek manada bizi koruyacak şekilde hareket eder, ben de o zaman yasanın bizden istediği şekilde mesleki hayatımı sürdürürüm. Aksi durumda kendimize zarar veren bir meslek yasasını kabul etmiş olmuyor muyuz?”* ***K12***

> *“Kendi meslek örgütüm mesleği koruma adına hiçbir şey yapmazken ve gücü sadece beni denetlemeye yeterken açıkçası bu durum devam ettiği sürece ben de mecburen bu şekilde çalışmaya devam etmek zorundayım”* ***K21***

> *“Denetimsiz bir piyasa var. Mesleğe gireli çok olmadı ve gerçekten beni koruyan kimseyi göremiyorum.”* ***K2***

> *“Denetim yok, denetim olmayınca ortalık kalıyor hanutçulara ya da yerel rehber adı altında kaçaklara. Onlar bizim hakkımızı yiyip insanlara yalan yanlış bilgi vereceğine hiç olmazsa ben taban altı çalışsam da çalışma kartı olan bir rehberim. Bu gibi kişilere cezalar caydırıcı seviyelere gelmedikçe başka bir çıkar yolu göremiyorum.”* ***K23***

İkinci madde ise krizler ve borçlar merkezli olması sebebi ile ekonomik etkiler başlıkları altında toplanabilmektedir. Bu konu ile ilgili yapılan belli başlı yorumlar şöyledir:

“Ülkedeki krizler biraz olsun bitse zaten kimse böyle turlara çıkmaz. Bir uçak düşüp bir saldırı oluyor o ülkenin tüm turistleri bir anda çekiliyor piyasadan. E ne yapabilirim benim de hayatta kalmam lazım” ***K5***

“Ödemiş olduğum bir öğrenim kredi var, üstüne kendi masraf ve diğer borçlarım söz konusu. Bunlar bitmeden nasıl irade gösterme şansım olabilir, üstelik mesleki hiçbir destek görmediğimiz bu ortamda” **K19**

Şeytanın avukatı soruları

Katılımcının muhalif yönünün ve tepkilerinin ortaya çıkartılmasının amaçlandığı şeytanın avukatı sorularında yasadışı rehberlik faaliyetlerinin mesleğe vermesi olası zararları ve bunların etik değerler kapsamındaki değerlendirmeleri sorulmuştur. Bu şekilde çalışan turist rehberlerinin en çok karşı karşıya kaldığı suçlamalar olan bu soru tipi ile turist rehberlerinin ilgili alandaki tepkilerinin de ölçülmesi hedeflemiştir. Keşifsel nitelikli olan bu soruları verilen yanıtları incelediğimizde genel olarak turist rehberlerinin bu şekilde çalışma tarzının mesleğe zarar vereceğini ön görmekte olduğu fakat yaşadıkları şartlar altında buna mecbur oldukları görülmektedir. Bu tarz çalışma şeklinin bireysel etik değerler ile önlenemeyeceği, tüm meslek erbaplarının ortak hareketi ile ancak önüne geçilebileceği ön görülmektedir. Çalışmaya katılan turist rehberleri, üzerinde durulan yasa dışı çalışma şekillerinin oda ve birlik yöneticilerinin dahi başvurabildiği yollar olduğunu belirtmişlerdir. Katılımcılar, üst yönetimlerde bile etik dışı mesleki çalışmalara rastlanılabilmesi sebebiyle, mesleğin genelinde bunun aksi yönünde beklentilerin oluşmasının pek mümkün olmadığının altı çizmişlerdir.

Konu ile ilgili yapılan belli başlı yorumlar aşağıdaki gibidir:

“Bizim kan emici dediğimiz tur operatörlerinin Türkiye ve Kıbrıs ayaklarını yöneten turist rehberleri var. Üstelik bunlar odalar birlikleri yönetmiş adamlar. Şimdi aslan payını alan bu arkadaşlar denetimler ile etik dışıymış, yasa dışıymış diye rehberlere ceza yazıyorlar. Bu çalışma şekli evet mesleğe zarar veriyor ama bu zararın başlangıcının aranacağı yerler de çok farklı emin olabilirsiniz.” ***K10***

“Zarar elbette veriyor. Kendi kendimizi güçsüzleştiriyoruz. Yasayla kazanılmış kendi haklarımızı kendimiz kurban ediyoruz. Ama kimse de bunu güle oynaya yapmıyor. Piyasanın zor şartları altında oda be birliklerimiz kesin bir şekilde bizi yalnız bırakıyor.” ***K13***

“Ben buna o açıdan bakmıyorum. Tam tersi zarar görmüş mesleğin bir çıktısı olarak değerlendiriyorum. Yani her şey güllük gülistanlıktı da birtakım rehberler çıktı biz ortalığı karıştırmak için böyle çalışacağız mı dedi. Alakası yok. Sistemin kurulamaması pek çok meslektaşı bu yola istiyor” ***K15***

“Bunlar çok popülist söylemler. Bunu söyleyen pek çok kişi düne kadar Koreli gruplara gölge çıkıyordu. İsmi lazım değil kimi oda yöneticilerini daha birkaç sene önce Yunan grupların başında görüyorduk İngilizce anlatımı ile. Gölge rehberliğin suç olmadığını söyleyen bir yönetici arkadaş vardı mesela. Şimdi odaların yönetici tayfalarından bile bunları duyarken hangi etik kavram hangi mesleğe zarar” ***K16***

“Etikmiş ahlakmış, mesleki değerlermiş, bakın bu ve bu gibi söylemler çocuğunuzun okul taksiti, evinizin kredisi gibi kavramlar ile karşı karşıya geldiğinde anlamsızlaştırıyor.

Elbette mesleğe zarar veriyor ama benim mesleği koruma adına yaptığım fedakarlığın mevcut sistemde bana dönüşünün ne olacağı kimin umurunda?" ***K23***

İdeal konum soruları

Çalışmanın ideal konum sorusu kısmında katılımcılardan ideal ve olması gereken durumun ne olması gerektiği sorulmuştur. Bu kapsamda yasa dışı çalışma tarzının engellenmesinin nasıl mümkün olabileceği sorusu yöneltilmiştir. Verilen cevaplarda iki ana başlık üzerinde durulmuş, yapılan yorumlar temelde bu başlıklar etrafında şekillenmiştir. İlki **K5** tarafından dile getirilen sektör içerisindeki tüm paydaşlar ile ortak değerler çerçevesinde toplanma zorunluluğudur. Tüm alt sektörlerin birbirini kollaması ile rehberlik mesleğinde de acentacılıkta da kaçak çalışmaların bitebileceği görüşü hakimdir.

"Sektör içerisinde bütüncül bir birliktelik olmazsa olmaz. Acentası ile oteli ile kazan kazan olacak bir sistem üzerinde durulmalı. Her bir turizm meslek grubu hem kendi hem iş yaptığı sektörü koruyacak ki kimse taban altı teklif etmesin, kaçak acentacılık yapmasın. Aksi halde çok zor." **K5**

İkinci ve en yoğun şekilde dile getirilen görüş meslek içerisinde birliğin sağlanması yönlüdür. Meslek birliği ve odaların sürekli olarak kendi aralarında kavgalı veya sorunlu bir görüntü vermesi bu odalara bağlı rehberler arasında da birleşmeyi mümkün kılmamaktadır. Kendi içerisindeki sorunlara hâkim olmayan turist rehberliği meslek erbaplarının dışarıdan gelen tehlikelere karşı da savunması olduğu görüşü çalışmaya katılan çoğu turist rehberince dile getirilmiştir.

"Önce mesleki birlik diyorum. Rehberleri kendi içerisinde birlik olmak için toplayabilecek odalar ve yönetim gerekiyor." **K10**

"Asla başaramadığımız bir şey olan meslek içerisinde birliğin sağlanması lazım. Bugün hala odalar kendi arasında kamplaşmış, meslek birliği üst kurum değil de düşman olarak görülüyor. Böyle bir ortamda herhangi bir düzelme ihtimali var mı? Elbette yok!" **K28**

Yorumsamacı sorular

Yorumsamacı sorular çok net olarak ifade edilemeyen konularda katılımcılara konuya dair açıklık getirmeleri için sorulan soru tipidir. Araştırmanın bu kısmında yorumsamacı soru olarak katılımcılara kendilerini meslek içerisinde ve meslektaşları arasında nasıl konumlandırdıkları sorulmuştur. Bu sorunun seçilmesinin temel nedeni, yasa dışı şekilde çalışan turist rehberlerine hem turist rehberliği temalı sosyal medya platformlarında hem de meslek toplantılarında yoğun olarak eleştirel yorumlar getirilmesi sebebi ile bu turist rehberlerinin kendini geri plana atmasından kaynaklanmaktadır. Çalışma kapsamında gözlemlenen sorulara yanıt verme eğilimi hususunda en zor yanıt alınan ve yanıt vermeden önce katılımcılar tarafından en çok duraklama yaşanmış soru da bu soru olmuştur. Konu ile ilgili sıklıkla tekrarlanan ifadeler Tablo 5'te verilmiştir.

Tablo 5: Yorumsamacı sorulara verilen yanıtlar

Soru	Tekrarlanan İfade	Sıklık
Meslektaşlarınız arasında kendinizi nasıl konumlandırıyorsunuz?	Mecburen bu şekilde çalışan	13
	Mesleğe kırgın	7
	Haksızlığa uğramış	4

Katılımcılardan yorumsamacı soruya alınan yanıtları incelendiğinde, kendilerinin profesyonel turist rehberi oldukları ve diğer rehberlerden hiçbir farklarının olmadığı ancak şartlar sebebi ile bu şekilde çalışan, şanssız, haklıyken haksız duruma düşmüş, hakkı korunmayan gibi ifadeler kullandıkları görülmüştür. Tablo 5'te yer alan tekrarlanan ifadeleri bakıldığında da bu yöndeki cevapların sıklıkları görülmektedir. Konu ile ilgili yapılmış belli başlı yorumlar aşağıdaki gibidir.

> *"Bir noktada tek düşündüğünüz daha iyi yaşam şartlarından ziyade ailenize bakabilmek ve borçlarını ödeyebilmek. Rahatsız edici bir çalışma şekli doğru ama kendimi nasıl konumlandırıyorum derseniz, en az diğerleri kadar rehber ama kimi noktalarda biraz daha şanssız bir rehber diyebilirim."* ***K4***

> *"En az diğerleri kadar turist rehberiyim. Ama hem meslek adına yöneticilerin basiretsizliğinden hem de birlik olunamaması yüzünden son derece kırgın ve küskün olduğumu da söyleyebilirim"****K11***

> *"Mecburi sebeplerden mesleğini istediği gibi yapamayan bir turist rehberi diyebiliriz"* ***K18***

> *"Haklıyken haksız durumuna düşmüş bir turist rehberiyim ben. Net bir şekilde haksızlığa uğruyoruz. Ne acenta ne de turisti dolandırıyorum. Dil grubuma ait iki yıldır doğru dürüst grup gelmiyor mecburen gölge çıkmak durumunda kalıyorum. Onlarda da zaten tipler, komisyon ile taban ücretimizi çıkartıyoruz. Bu güne kadar hangi meslek odası yanımızda oldu!"* ***K25***

5. SONUÇ VE TARTIŞMA

Bu çalışma turist rehberlerinin etik dışı bir çalışma niteliğini de taşıyan yasa dışı çalışma sebeplerini derinlemesine incelemek ve turist rehberlerini hangi faktörlerin bu şekilde çalışmaya ittiğini belirlemek amacı ile gerçekleştirilmiştir. Çalışma doğrudan yasa dışı şekilde çalışan turist rehberlerine ulaşması ve bunların sebeplerini birincil kaynaktan elde etmesi sebebi ile alandaki diğer çalışmalardan (Çakmak 2019; Çokal, 2019; Saatçi & Demirbulat 2017; Eser & Şahin, 2020; Yarcan, 2007) kesin şekilde ayrılmaktadır. Öte yandan, çalışmada elde edilen sonuçlar alanda yapılmış diğer çalışmalar ile de benzer özellikler göstermekte, ikincil kaynaklar ile elde edilen çıkarımlar hususunda ortaya somut veriler koymaktadır.

Yapılan görüşmeler kapsamında turist rehberleri farklı konu başlıkları altında olsa da birbirini tamamlayan, tutarlı yanıtlar vermiş ve istenmeyen çalışma şekillerine hangi şartların sebep olduğu ve nelerin eksik olduğu konusunda önemli çıkarımlarda bulunmuşlardır. Alınan cevaplarda, turist rehberlerinin özellikle haklarının korunamaması hususunda ciddi şekilde şikayetçi olduğu görülmektedir. Meslek yasası ise adeta sadece kendilerinin ceza almasına sebebiyet veren bir yasa olarak algılamaktadırlar. Öte yandan kendi meslek yasalarını tam anlamı ile tanımadıkları ya da benimsemedikleri de gelen yanıtlardan anlaşılmaktadır.

Profesyonel çalışma kartına sahip olmayan kaçak rehberlerin denetimler esnasında yakalansa dahi çok yetersiz cezalar almaları veya ceza almamaları durumu, büyük bir sorun olarak sıkça dile getirilmiştir. Turist rehberliği çalışma kartı olmadan kaçak rehberlik şeklinde çalışan kişilere caydırıcı cezaların uygulanmaması bu kişileri daha da cesaretlendiririrken, turist rehberlerine ciddi hak kaybı yaratmakta, istihdam edilmeleri önünde bir engel teşkil etmektedir. Ayrıca pek çok turist rehberini de taban altı yevmiye çalışmaya mecbur bıraktığının altı çizilmiştir.

Turist rehberleri tarafından sıkça dile getirilen bir başka konu, etik dışı çalışma hususunda birlik ve oda yönetim kadrolarının özensizliği ve çalışmada konu edinilen yasa dışı yöntemler ile kimilerinin çalışıyor olması kimilerinin ise bu konudaki negatif yönlü düşünceleridir. Oysa turist rehberliği ile ilgili birlik ve odalar kendi teşkilatlanmasında bu gibi davranışlardan kaçınması gerekmekte ve bu konuda en net şekilde duruş ortaya koyması gereken kamu kurumu niteliğindeki kurumlardır.

Özellikle yeni mezun turist rehberlerinin rehberlik piyasasında tutunma noktasında çok ciddi sorunlar yaşadıkları tespit edilmiştir. Bu sorunun en büyük sebeplerinden biri dil sınavlarının başarı ile geçilmiş olmasına rağmen, sahip olunan yabancı dilde tura çıkmaya yetecek kadar gündelik dile hâkim olmama durumudur. Çalışmaya katılan yeni profesyonel turist rehberlerinin (1-4 yıl) çoğu turist rehberi yabancı bir grup ile tura çıkacak şekilde kendilerine güvenmediklerini belirtmişlerdir. Bu durum özellikle yeni rehberleri gölge rehberliğe itmekte, bu sayede rehberler herhangi bir anlatım yapmazken sadece grup liderleri iletişim halinde olarak dil becerilerini geliştirmeye çalışmaktadırlar. Aynı zamanda rehberler turlarda hiçbir şekilde günlük taban ücreti alamadıklarını ifade ederek, bu sebeple ek gelir olması açısından kalkış rehberliği yaptıklarını belirmektedirler. Hatta kimi seyahat acentaları kalkış esnasında kendisine istenen yasa dışı yardımda bulunmayan rehbere tur vermemekle tehdit etmekte olduğu söylenmiştir. Bu şartlar altında mesleğe yeni adım atan turist rehberleri elde ettikleri geliri ilk süreçte yeterli olarak bulmakta bunu kendilerini geliştirene kadar bir geçiş süreci olarak tanımlamaktadırlar.

Yapılan görüşmeler kapsamında dile getirilen sorunlar mesleğin geleceği açısından büyük önem taşımaktadır. Çalışma sonunda sadece mesleğe yeni giren turist rehberlerinin değil tüm turist rehberlerinin ciddi sıkıntılar içerisinde oldukları, acil çözüm beklenen sorunlar içerisinde oldukları gözlenmiştir. Bu kapsamda elde edilen verilerden hareketle şu öneriler getirilmiştir:

- Turist Rehberleri Birliği ve ona bağlı odalar arasında yaşanan sorunlar çalışmaya katılan pek çok turist rehberi tarafından dile getirilmiştir. Meslek birlikleri ve yönetim kurulları bu kapsamda aralarında yaşadıkları sorun ve anlaşmazlıkları acilen çözmelidir. Bunun için şeffaf bir yönetim sistemi kurulmalı, odalara üye rehberlere daha çok geri bildirimde bulunulmalıdır.
- Yasa dışı rehberlik faaliyetinde bulunan kaçak rehberler ile ilgili yerel yönetimler boyutunda daha iyi ilişkiler kurularak cezaların caydırıcı düzeylere çıkartılması için resmi düzeyde temaslarda bulunulmalıdır. Devam eden temas süreçleri geliştirilmeli ve arttırılmalıdır.
- Pandemi ya da terör gibi turist rehberlerinin mesleklerini yapmalarını engelleyici kriz durumlarında devlet desteklerinin daha geniş kapsamlı olarak turist rehberlerine sağlanması hususunda bakanlıklar nezdinde çalışmalar yürütülmelidir.
- Yasa dışı rehberlik faaliyetlerinin denetimi tüm turistik bölgelerde daha efektif şekilde tasarlanmalı, denetim birliklerinin sayısı arttırılmalıdır.
- Denetimler olmadan önce bölge ve seyahat acentalarına haber verilmesi konusunda araştırmalar yapılmalı, Bakanlık ve Seyahat Acentaları Birliği boyutunda ilgili konuya dair görüşmeler gerçekleştirilmelidir. Gerekirse hukuki süreçlerin başlatılmasına yönelik adımlar atılmalıdır.
- Mesleğin birlik ve odalarının yönetim kadrolarının belirlendiği seçimlerde, etik dışı çalışmalarda bulunan turist rehberlerinin oda yönetimine seçilmemesi hususunda tüm turist rehberleri daha dikkatli davranmalı, yasa dışı çalışma şekillerine başvuran birlik ve od yöneticilerinin görevlerine son verilmelidir.
- Çalışma kartına sahip olan profesyonel turist rehberleri daha örgütlü bir şekilde ortak hareket etmeli, mecbur bırakıldıkları yasa dışı çalışma şekillerine bireyselden ziyade topluca karşı koyacak şekilde önlemler almalı, ilişkiler kurmalı ve dayanışma içerisinde olmalıdır.

Bu çalışma turist rehberlerinin meslek yasasında yer alan çalışma şekillerinin dışında olup, yasa dışı olarak kabul edilen çalışma şekillerinin sebeplerine odaklanmış bir çalışmadır. Alan yazını bu konuda pek çok çalışmaya ihtiyaç duymakla beraber bu alanda çalışacak araştırmacılar, doğrudan denetim ekipleri ile gözlem ve görüşmeye dayalı çalışmalar gerçekleştirebilir. Böylece yasa dışı çalışan turist rehberlerinin denetimlerde nasıl tepkiler verdikleri, konuyu denetim anında ne şekilde ele aldıkları hususunda bir alan çalışması yürütebilir. Bu çalışma yasa dışı çalışma konulu alan yazınında yürütülen diğer çalışmaların geçerlik ve güvenirlik durumlarını sorgulayıcı nitelikte olacağı gibi, konuya dair derinlemesine yeni analizler yapma şansı tanıyabilir.

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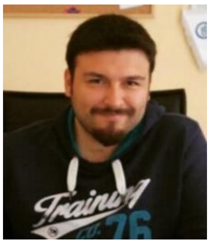

Tolga Fahri Çakmak, yüksek lisans ve doktora eğitimini İstanbul Üniversitesi Sosyal Bilimler Enstitüsü Turizm İşletmeciliği Anabilim Dalında tamamladı. Zonguldak Bülent Ecevit Üniversitesi, Karadeniz Ereğli Turizm Fakültesi, Turizm Rehberliği bölümünde öğretim üyesi olarak görev yapmaktadır. Profesyonel turist rehberi olan Çakmak, 2015-2018 yılları arasında İstanbul Rehberler Odası Yönetim Kurulu üyeliği ve Turist Rehberleri Birliği delegelik görevlerini gerçekleştirdi. Çalışma alanları turist rehberliği meslek sorunları, mevzuatı ve eğitimidir. Turist Rehberliği Nitel Araştırmalar Dergisi Editörü olup, turizm konulu pek çok dergide hakemlik yapmaktadır.

Science is love, love requeries honesty

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Perceived Imagination of a Destination: An Exploratory Study of Tourists in Hungary

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ABSTRACT

The mental imagery is motivated by advertisers applying pictures, words, sound effects, and, more accurately, guidelines to the imagine. From this sense, the tourist who decides to travel seeks to fill various wants and needs that can be expressed consciously or be buried in the unconscious. Indeed, the search for our past, our origins, and our history are today at the heart of the tourist movement. Through a qualitative survey with a method based on photographs taken by tourists during their stay, the study seeks to understand the mental representations that they associate with their travel experiences in Hungary. These performances highlight the perceived image of the destination by those tourists. Understanding this perceived image tells us what attributes it is appropriate to intervene to improve the positioning of the destination. The objective of this research is to explain the tourist consumption experience through the imagination. The process of imaginative creation is rooted in past experiences and future experiences feed on desires and fantasies and vary according to the socio-cultural environment of the tourist.

Key Words: Imagination, Perceived image, Tourism experience, Mental imagery
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1. INTRODUCTION

The choice of a destination is affected by the mental images of tourist forms; such images can be founded either on his or her anticipated experiences or mass-media channels describing the destination, or both (Pana et al., 2011). When the tourists connect with the mental imagery, they develop certain perceptions about the destination in their minds (Lee & Gretzel, 2012) and may come to be more expected to think about visiting this destination. Subsequently, the mental imagery is motivated by advertisers applying pictures, words, sound effects, and, more accurately, guidelines to the imagination (Babin & Burns, 1997). Nowadays, customers' expectations are indeed always more oriented towards experiential tourism to live authenticity (Bernadou, 2017). However, the consumer seeks to enhance his daily life through the experience of singular experiences, aestheticization, and re-enchantment that ensure the enjoyment of his experience (Carù & Cova, 2006). In the tourism field, the consumer is guided by his emotions, but also by his imagination. Besides, imagination is imbued with a playful, aesthetic, ethical, and spiritual value and responds to a need for hedonism, stimulation, ostentation, and even exhibition (Belkaid & Bengamra, 2013). Moreover, the tourist seeks distraction and evasion through the experimentation of new sensations (Holbrook, 2000). From this sense, the tourist who decides to travel seeks to fill various wants and needs that can be expressed consciously or be buried in the unconscious. Indeed, the search for our past, our origins, and our history are today at the heart of the tourist movement.

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The postmodern tourist feels the "need for imagination" of a place that sends it back to memories of the past or future expectations. On the other hand, imagination makes it possible to give meaning to the lived experience of the tourist, through the symbols of past and future (Gao et al., 2011). This approach is based on the analysis of the intangible aspect of the tourist product. Besides, when the imaginative process is triggered, the tourist evaluates a priori "objects outside their material presence" (Jenkins et al., 2010). As part of this study, we will examine the impact of the imagination on the perception of the tourist destination. This problematic imposes on us the following central question: *What is the role of the imagination on the consumption of an experience lived towards a tourist destination?*

The objective of this research is to explain the tourist consumption experience through the imagination. According to Chamard (2015), the subjective component of mental imagery makes it possible to interpret images associated with experience as well as the variations between the different images produced in the minds of different consumers, in the same destination and the same moment. This process of imaginative creation is rooted in past experiences and future experiences feed on desires and fantasies and vary according to the socio-cultural environment of the tourist.

2. CONSEPTUAL FRAMEWORK

"Access to the image is immediate for everyone" (Lysaniuk & Tabeaud, 2012). Besides, the evocative power of images and in particular photographs are now widespread. It is a fact, the images attract the attation and awaken the curiosity of the potential tourist towards the destination promoted (Bernadou, 2017). The images thus have a strong resonance in the construction of the collective imagination when it is a tourist destination (Urry, 1990). The term "image" is therefore mobilized here: the figurative representation on the one hand, which can be embodied in a photograph - no matter here that the medium is physical or digital - and the mental representation of the other is, that is to say, the set of beliefs, the idea that the tourists are made of the territory represented on the iconographic documents - which they have in front of them (Chamard, 2015).

The nature of mental imagery has been studied by researchers in psychology and medicine. Indeed, the definition of the concept and the intelligence of the functions, properties, and characteristics of this mode of treatment are prerequisites for understanding the underlying mental mechanisms (Chamard, 2015). Indeed, the notion of imagination is complex and debated. However, the imagination presents itself as an aptitude of the individual to be situated between the perception and the thought. It is the intermediate step between consciousness and objects. According to cognitive psychology, the imagination is the faculty proper to the mind of the individual that allows him to reason, to be in the reflection. In other terms, the imagination emerges in the experience to create the imaginative process. It is a step towards knowledge by allowing one to experience the objects in the head outside of their material presence (Jenkins et al., 2010). On the other hand, imagination is overflowing. It largely exceeds the existing perceived but inspires enough to build the inexistent (Casey & Edward, 2000). For this, it is based on the real/unreal dichotomy. "We always want imagination to be the faculty of forming images. But it is rather the ability to distort the images provided by the perception.

However, stories, images and desires, belong to the range of essentialized, mythologized and exotic imaginaries of otherness which lead to other frames of reference (Amirou et al., 2011). Marketers eagerly rely on the world's limits, destinations, activities, types of accommodation, and people to discover and experience. Prospective tourists are invited to imagine themselves in a paradisiacal environment and a vanished Eden, where the local landscape and people are consumed through observation, embodied sensation, and imagination. If anything, tourism is part of the "image production industry" (Harvey, 1989), in which identities of destinations and their inhabitants are endlessly (re) invented, (re) produced, (re) captured (re) created in a bid to obtain a part of the lucrative tourism.

It should be noted that several marketing types of research have been interested in mental imagery because it is likely to explain and predict the evaluation of alternatives, satisfaction, intention to purchase, experiences of consumption and to influence consumer responses to stimuli in the environment (Gavard-Perre & Helme-Guizon, 2003). In this sense, the imagination has attracted several researchers in marketing, especially since the emergence of the experiential approach following the notions of hyper-reality, dreams, or emotions, however, little research has been studied in-depth (Schau, 2000; D'Astous & Deschênes, 2005; Jenkins et al., 2010). In this research, we will try to deepen the field of research on the imagination by exploring mental imagery and focusing on the role it can play in the anticipation of a tourist experience.

2.1. Imagination and mental imagery in a consumer experience

The imaginary, relatively vague concept, is, first of all, an evocation, it is not an acquaintance. As a result, perception is no longer the subject of a simple stimulation of sensory (Thomas, 2003), but rather an integration of the imaginary aspect, to give meaning to lived experience. The dimensions of the imagination are the mental imagery, the emotion, and the bodily sensations, the enhancement of the place as well as the moment, and the time of unfolding the experience. These are considered triggers for the imaginative experience and its outcomes (Jenkins et al., 2010). Besides, the combinations of these aspects explain the different forms of imagination: regret, anticipation, nostalgia, attachment. The images allow the individual to think beyond the limits of perceived reality, recalling the memories of the past and simultaneously considering the possibilities of the future to evaluate the different alternatives that present themselves at the present moment (Thomas, 2003). For instance, a hotel or restaurant may be used to create comfortable accommodation or delicious meals. Certainly, this leads consumers to think.

Through a qualitative study, they claim that consumers fantasize, dream, and imagine themselves in possession of their desired products. It is the imaginary experiences that influence their behavior and choices. Thus, the richness of the concept of the image justifies the interest of its study in different disciplines. According to Thomas (2003), imagination is what makes our sensory experience meaningful for us to interpret and give meaning to it. Imagination is also what makes our perception more than just stimulation of sensory. The imaginary creation will form the perception which, in turn, will feed the process of forming mental images. These images will allow us to think outside the limits of our present and perceived reality by rethinking the memories of the past and considering the possibilities of the future to evaluate the different alternatives that present themselves to us in the present moment. We believe that modeling the consumer's imagination would be a contribution to experiential marketing, as it would help to understand the structure of the consumer's imagination as well as its evolution over time and within the experience itself (Jenkins et al., 2010).

2.2. Imagination associated with the tourist experience

Tourist imaginaries guide tourist choices and behavior, which are decisive. Indeed, tourism represents the consumption of space. Each space is associated with images, stories, representations that give an identity to the place in the tourist world and the spirit of tourists. The model of Holbrook and Hirschman (1982) is well adapted to the study of the imagination in the formation of mental images, relating to a tourist consumption experience. However, they insist on the role of the imagination in the consumer experience, which they relate to mental imagery and a particular form of imagery. In the consumer experience, the sensations are multisensory and often be associated with mental images (as mental representations evocative of the multisensory qualities of an object absent from the perceptual field). Mental imagery related to the consumer experience, which refers to the processes used in the development of mental images, can be considered as a continuum ranging from the strict reminiscence of the past to the pure imagination (Holbrook & Hirshman, 1982).

According to Simon (2007), more than half of individuals' dreams relate to two categories of objects: home and travel. Works related to tourism and travel (Schau , 2000; D'Astous & Deschênes, 2005) have shown considerable interest in approaching tourism differently, namely, developing a propensity, singling out the tourist while paying particular attention to his fantasies (Williams, 2006). Besides, tourists are looking for unusual, authentic, and singular experiences to escape from their daily lives. Thus, the development of an experiential offer generates the motivation of the emotions of individuals and awakens their feelings. As a result, it is a major creator of value-added (Balogul & Brinberg , 1997). Since they do not necessarily manifest themselves consciously, these sensations and emotions are difficult to formulate. From this sense, the need for imagination in tourism is based theoretically in postmodern perspective and geographic imaginary, to study new forms of supply (Gao et al., 2011). Since, the imagination is unconsciously linked to real experiences (Malpas, 1999), the individual needs a real place to imagine his dreams. In the postmodern perspective, reality becomes "hyperreality", an aspect of reality that is transformed into illusion and simulation, so that it ends up resembling reality itself (Baudrillard, 1993).

The imagination of a place refers to the psychological needs of the individual who expressed the hopes of the future and/or memories of the past. However, it is influenced by cultural values insofar as the individual creates an image based on his personality, culture, values , and experiences. This experience is nourished by the environment before, during, and after the stay. It is determined by images, produced by collective imaginations, by tourist media or not and reinterpreted by the imagination of the tourist. Indeed, the tourist experience is composed of emotions, it is specific to each and influenced by the imaginary. Besides, the imagination in the tourist experience is a symbolic space that stands out from the geographic holiday location and contains dreams, fantasies, and mental images. The extent of this space depends on the evocative power of the destination and the associations of ideas it arouses. The tourist imaginary can be summarized in the capacity of a place to make a public dream, an ability to highlight the poetry of relief, a landscape (Amirou et al., 2011). Imagination has attracted many marketing researchers, especially since the emergence of the experiential approach following the notions of hyper-reality, dreams, or emotions, however, little research needed in-depth (D'Astous & Deschênes, 2005; Jenkins et al., 2010).

Table 1: Some definitions of the notion of imagination

Authors	Definitions
Eccles (2010); (Casey, 2000)	"Imagination is the ability to experience objects in the mind of the individual, disregarding their material existence"
MacInnis and Price (1987); Campbell (1987), Klinger (1990)	"Imagination produces the same physiological effects that processes provide perceptually"
Jenkins, Molesworth, and Eccles (2010)	"A source of hedonism and pleasure"
Holbrook et Hirschman (1982)	"Responds to a psycho-sensory need and satisfies unreal and fantasy desires, in the imaginary space"

2.3. Imagination and perception of a tourist destination

The tourist who decides to travel seeks to fill various wants and needs that can be expressed consciously or be buried in the unconscious. For example, in realizing the act of travel, he accepts relaxation, exoticism, or discovery. If among the motivation of tourist travel is the desire to meet a new place. As a result, customers' expectations are indeed always more oriented "towards experiential tourism: to live authenticity (Bernadou, 2017). Geographical discovery is accompanied by a cultural, social, or historical discovery. The journey is often not only in space but also in time. It is not surprising then that the dimension of the imagination plays an important role in the perception of many destinations. Indeed, the decision-making process is relatively extensive and takes place in several stages, from the decision to take vacations to the actual choice and reservation, to the identification of needs and expectations. Throughout this continuum, tourism behavior is conditioned by marketing stimuli. The purpose of this research is to understand the interpretations that tourist consumers make of these stimuli by analyzing the resulting imaginary creations. This amounts to decrypting the imagery triggered by the stimulus. It should be noted that several marketing types of research have been interested in mental imagery because it is likely to explain and predict the evaluation of alternatives, satisfaction, intention to purchase, experiences of consumption, and influence consumer responses to environmental stimuli. In this research, we will try to deepen the field of research on the imagination by exploring mental imagery and focusing on the role it can play in the anticipation of a tourist experience.

3. METHOD

This research aims to understand the imaginary component in the process of mental imagery. The subjective component of mental imagery (Chamard, 2015) explains the interpretation of the images associated with an experiment as well as the differences between the different images produced by different consumers of the same destination at the same time. The elaborative function finds its sources in lived experience and past experiences, it feeds on desires and fantasies and it strongly depends on the socio-cultural environment as well as on deep values. This productive activity is at the origin of all imaginary creations (Belkaid & Bengamra, 2013). We will try through a method based on the exploitation of personal photographs to understand this phenomenon as part of a tourist experience.

3.1. Context study

The tourism sector is of particular interest to countries in more ways. As explains the director of the tourist office, Teodóra Bán: "From January to July 2016, Budapest did very well as a destination. Attendance has increased significantly compared to last year due to geopolitical tensions" (Euronews, 2016). According to the World Tourism Organization, Hungary is the country of the European Union with the strongest growth in visitor numbers in 2015. As a result, Hungarian tourism is sustaining more than 300,000 people, generating the tenth GDP and growing at twice the rate of the economy (Tanczer, 2002; HCSO, 2002). In practice, under the socialist regime, the country was already among the privileged destinations of thousands of visitors from Eastern Europe, 10% of foreign tourists to the Council of Mutual Economic Assistance went to Hungary in the current years. With the proliferation of individual initiatives, privatization of small hotels, restaurants, and cafes, then the sale of major hotel chains, the sector has gradually slipped into the private sector. In the last decade, foreign exchange earnings from tourism have quadrupled. Its growth rate is now twice the average of the economy and is the main profitable activity of the least developed regions of the country (Moll & Neffati, 2004).

Hungary has many assets to promote its tourism: important reserves in seaside tourism, cultural events, tourism related to traditions, natural wealth, national parks, sports such as horse racing and hunting, wine tourism and gastronomy. However, the main assets of the tourist sector in Hungary are based on the diversity of its attractions (Budapest, Balaton, thermal and healing waters, culture ...), much of which can still be valued. Its central geographical location in Europe allows it to drain a large flow of tourists

(Euronews, 2016). Despite the favorable data and the dynamic development observed in recent years, Hungary is not in a position to benefit economically from the economic opportunities of tourism. There are two main threats to the Hungarian tourism sector. Firstly, it relates to increased competition among regions for attempts to attract visitors. Secondly, it concerns the standardization of tourism products offered worldwide and the reduction in transport costs that could trivialize the country (Moll & Neffati, 2004). Besides, the sector's weakness lies mainly in its low profitability internationally. This is primarily related to the inadequacies of existing infrastructure. Basic infrastructure- transport and environmental protection- is poorly developed. The low level and volume of tourism infrastructure- a few high-level institutions- create an obstacle to revenue growth. Besides, the low level of exploitation of the possibilities that could represent other tourist attractions and the absence of complex products encompassing several competitive elements and attracting a solvent and demanding clientele. Three other weaknesses must also be mentioned: the limited recognition of the country outside the borders and therefore the dependence of its industry on a small number of markets; the strong seasonality of the sector, its disproportionate concentration around Lake Balaton and Budapest, and the short duration of visits; and stagnation of domestic tourism (Moll & Neffati, 2004). It could lose market share compared to competing destinations (Austria, Poland, Czech Republic, Croatia ...) if it does not extend the existing offer.

3.2. The survey method

This research is part of an inductive exploratory approach given the complexity of the phenomenon studied. In our context, we have resorted to inductive reasoning which consists in highlighting general provisions, known in advance to a particular situation treated. The inductivism method is a scientific method that obtains general conclusions from individual premises. One way to realize the inductive method is to propose, based on the consecutive observation of objects or events of the same nature, a conclusion for all objects or events of this nature. On the other hand, the methods ZMET2 (Zaltman & Coulter, 1995) and AOL3 (Vernette, 2007) have been selected to develop the interview guide, as they help the exploration of the subconscious participants, from the images. The use of the photographs of the respondents, taken during their stay, helped to animate the debate and to probe the question. The discussion took an average of one hour per respondent and was recorded. This method conforms to the epistemological framework of research and was the focus of Chen's (2007) work to explore the mental models of vacationers. The sample is composed of tourists from different nationalities.

Table 2: Interview guide

Themes	Justification	Details
Profile of the participant	Questions needed to initiate the interview and locate the respondents.	Identity of the respondent: age, place of residence, occupation, level of education frequent trips, the budget granted
The motivation of the visit	Choice of the destination outside the survey support. Motivations expressed for participation.	The reason for the visit (fun, sport, health, circuit...), date of the decision, date of reservation of trip, justification of choice (advertising, word of mouth, within the travel agency, the choice has undergone or chosen
Use of survey support: Photographs chosen by respondents		
Choice of the most representative photographs of the experience (The number is limited to 10 photos: liveliness, clarity, the quantity of images)	Understanding of the meaning of the experience through the photographs chosen by the respondent and who the best to describe the significant moments of his experience	Questions relating to the subjectivity of individuals by the choice of photos that can display portraits, landscapes, objects, constructions, a memorable situation, a sensation, or a real emotion that an image could not have described.

[2](Zaltman Metaphor Elicitation Technique) is a technical interview that aims to explore the unconscious of those interviewed.

[3] OnLine Album (AOL) aims to explore and understand the elements that "make sense" in an experiment consumption. It is based on the exploitation of images "online", available on the Internet sites.

Table 2 continued.

Overall evaluation of the visit	Summary description of the respondent's impressions	Overall impressions of the trip as well as great experiences, positive or negative
The structure of the themes (Valencia)	Respondent develops a ranking of the photos he or she has chosen (Zaltman, 1997).	Sort photographs and their batch classification labeled according to a theme defined by the respondent.
In-depth analysis (formation of images development and link to oneself)	Understand the imagination, its reconstruction, the mental imagery by the "bond with oneself", the non-existent perceived (elaborative the function of the imagination), and the evaluation	The evocation of images by the description of scenes, sensations, anecdotes. The place of the interrogated in the photos (link to oneself) which will help to grasp its implication in the experiment. A detailed description of each image (add an object, a person, describe a noise or sensation that does not reach me through the image, but felt by the respondent (non-existent perceived). Choice of a photo that summarizes the visit, in one strong moment.
Imaginary creation	Study the extent of the imagination and relate it to the social and cultural values of the interviewee	Ask the respondent to imagine a positive scenario that brings together some of the selected photos. There is no limit to the feasibility of this scenario. Description of a tourist experience that would make the interviewee dream (no limits on the realization of this dream)

3.3. Sampling

The questions in the interview guide are based on the dimensions of Chamard's mental imagery (2015), namely, the vivacity, the clarity, the number of images, the ease of formation of mental images, the valence, the elaboration, and the link to "self". The group and individual interviews were recorded, fully transcribed, and analyzed by thematic and lexical content analysis. After questioning eleven people, the thematic saturation was reached, since no new idea appeared in the last two interviews. Participants were then asked to distribute their photos in batches, each batch would be representative of a theme and labeled. This brought the different themes together. Participants had different profiles: four couples, three women and four men, and the ages ranged from 20 to 50 years old. The lexical content analysis focused on the study of the occurrence of certain expressions and the richness of the vocabulary.

Table 3: The characteristics of the sample

Age	Gender	Occupation	Family situation
47 old	Male	Manager	Married
46 old	Female	Professor	Married
22 old	Female	Student	Single
19 old	Male	Auditor	In a relationship
30 old	Male	Engineer	Married
42 old	Female	Administrator at the travel agency	Married
31 old	Female	Project Manager	Single
27 old	Male	Taxi driver	In a relationship
31 old	Male	Project Manager	Single
46 old	Male	Engineer	Divorced
25 old	Female	Teacher	Single

4. FINDINGS

The imaginary component is present in the subjectivity of the choice of photos of the tourists as well as in the most representative moments of the visit. Although personal photographs are not rich in landscapes and historical monuments, they emit significant emotional attributes to the extent that the interviewee puts them in their spatiotemporal context to interpret them, unlike advertising posters that are meaningless emotional and addressing everyone in the same way. It is this "feeling" during the taking of the photograph that makes of a significant representation and a memorable moment of the visit.

> "I am very nostalgic every time I look at the pictures" (Nicolas, 27)

> "In this picture, we are in a group and the emotions I feel are indescribable!" (Lucas,19).

For some photos, this is what the interviewee feels now of its visualization, that is to say after the lived experience, that it is representative of his visit or also of experience already lived. On the other hand, the sensory attributes stand out and the respondents evoke many colors, symbols, scents, sounds, and even memories.

> "This is the picture of a parliament. I remembered when I visited this place with my husband and this amazing feeling with all the round especially the colors of the light, the music played with the road musicians… "(Maria, 46)

The imaginary component is very present in these attributes insofar as the imagination corresponds to pleasant and multisensory representations which make the tourist in hyper-reality. Unfortunately, we have not been able to bring out the "unconscious" factor and imaginary creation. Respondents are modest and feel that our questions interfere a lot in their private lives. Our research confirms that the image of a destination results from the process of perception and not of the reality of the territory (Belkaid & Bengamra , 2013). This image is built during the tourist experience whether positive or negative. The tourists we took during their first visit and we presented an induced image. Those who were interviewed after their return, via Skype, as well as those who are accustomed to the destination, presented a more complex and strongly influenced image of the details of their experiences. Interviewing individuals after their lived experience gives more information especially on the imagination.

> "What I remember most is the circumstances in which I took each of these photos" (Claud, 46)

> "I love to talk about my visit, it evokes a lot of memories in me and allows me to dream" (Juliana, 42)

> Cultural places are not the only ones to offer imaginations. For example, historical, road, rail or sea routes, religious, cultural or commercial, gastronomy, lend themselves to the experience of "reliving history" and implement a form of imagination. If the historical context is not always restored, the tourist experiences the story directly, participating in its reconstruction which consists in making the same journey as the past. The support of the survey which is the photography made it possible to classify the participants according to their deep motivations. For this purpose, two categories of tourists are presented:

> -Those who perceive their experiences concerning themselves "This picture of the parliament reminds me of many memories with Budapest and the other historical places which meet its during my visit " (Edward, 31).

> -Those who substitute themselves for others to perceive it. "I am very happy to see the photos of friends, I revisit every moment, and I feel that I lived these moments with them" (Victor, 29).

The latter tries to assert a lifestyle through their tourist consumption (ostentation). They are young tourists between the ages of 20 and 45, who are present in almost all their photos and whose shots are well designed. They like to photograph with the monuments visited or in the evenings organized to relive or share these exceptional moments with their entourage or themselves. Others seek to keep memories and consider their photos so symbolic that it is impossible to understand them if they are not commented on and put in context. It should be noted that in some participants, these two types are simultaneously present. This approach of tourism allows developing a propensity to single the tourist by paying particular attention to his fantasies (Williams , 2006). Indeed, it is from this observation that it would be interesting for future studies to be more interested in the concept of imagination by giving it dimensions. This orientation of the research would make it possible to understand the role of imaginary creation in the mental representations associated with consumption experiences to understand the subjectivity of perception and try to conceptualize it.

Table 4: Determination of sense units

Thematic unit	Unity of meaning	Subunits
The identity of the country	Nature	The climate
		The landscapes
		The Mediterranean Sea
		Plants, greenery
	Culture	Language and writing
		The story
		Cultural Heritage
		The traditions
		The crafts
		The architecture
	Religion	Religious influences
The motivations of the tourist	Relaxation and well-being	Rest
		Wellness care
	Entertainment	The sport
		The art
		Group activities
	Discovery	Excursions and exits
	Curiosity	The political situation
		Origin
The tourist experience	The company	The organized trip
		Meetings during the stay
		Local inhabitants
		Departure with friends
	The festivities	The festivals
		The animation of the city
	The accommodation	Hospitality
		habit
		Quality of services
	The emotions	During the visit
		After the visit
	The sensations	During the visit
		After the visit
	The security	The circulation

Table 5: Thematic and lexical analysis

Unit of meaning	Recording units	Occurrence
Thematic Unit: Country Identity		
Nature and its intrinsic value: the climate, the site, the landscape the sea, the greenery.	"We come here regularly here; we like the climate" "We know Budapest well"	5/12
	"I love Budapest, I like the site a lot" "The sunsets from the chain bridge are a splendor" "The boats are the scenery of a picturesque landscape"	6/12
	"The best for me is the bridge and its breath-taking view of the city...it was beautiful" "Seeing the bay, Turkish bathing is relaxing and more important to me" "The bridge makes me feel a great fullness" "We do not pay attention to that, but there is indeed a beautiful view of the river"	11/12
	"A very beautiful flower and trees taken in the cultural center..." "We went through the flowers and green trees, I liked"	5/12
Culture: Language, the nation, history, craftsmanship, architecture heritage and traditions	"I love to listen to the hard-Hungarian pronunciation " "It is new for me this language"	6/12
	" This is the picture of a parliament. I remembered when I visited this place with my husband and this amazing feeling with all the round specialty the colors of the light, the music played with the road musicians…". "I loved the museum of arts, exploiting the vestiges of the past in cultural activities in the present is very interesting" "A different monument found it everywhere impressed me"	7/12
	"Chinese and Vietnamese products are everywhere, you found many things to buy as souvenirs " "I like the fashion street where you found a different famous brand"	2/12
	"The doors of the old bridge are very rich in symbols, history, and know-how. The fact that each region of the country has a particular style is the authenticity of these regions"	5/12
	"This is the picture of a traditional event, what I found sensational is the traditional clothes of children', the traditional food and different handmade"	3/12
La religion	"People here are open for the others" "There is a lot of tolerance"	3/12
	"Religion is not a problem, everyone has the right to live and practice their religion" "No problem here, everyone has their religion"	6/12
Thematic unit: Tourist motivations		
Relaxation and well-being	"We come for relaxation because our working days are tiring"	5/12
	"We enjoyed the relaxing services offered: massages, sauna, Turkish bath"	2/12
	"We did not dream of the destination we already know; we came for relaxation"	11/12
cultural and sporting entertainment	"We come often to practice riding horses " "I came as part of a congress" "I am here to participate in an associative action" "I watched the chain of a bridge"	6/12
Discovery	"I came for the tasting of a regional wine" "I could not visit other cities, next time maybe" "There are still many regions to discover"	8/12
Curiosity	"We were curious to see how Hungarian live, especially local people in Budapest " "My friend advised me to visit Hungary, I was curious to see this country " "My Hungarian friends influenced me a lot and encouraged me to visit the country"	7/12

Table 5 continued

Thematic unit: The tourist experience		
The company, the group trip, the meetings, the host population	"Since I know the country well, I have come at least six times, I organized a group for my friends and there we have a great time." "We came alone and this discourages us to go out, we regret it because the group stay would have been more enjoyable" "the group photo is one of the most representative of the visit" "The group outings are very rich in joy and sharing"	8/12
	"With my friends yes, I will come back willingly" "We have Hungarian friends here, we are always welcome" "the Hungarian are hospitable, caring and helpful !!! a culture that touched me a lot" "Hungarian people are welcoming, warm, and have an impressive ability to welcome others ..."	12/12
	"The meetings we are doing are very interesting on a human level" "This picture of the cultural center of parliament reminds me of many memories with my friends that I met during my visit"	6/12
The festivities	"We come with my friends regularly to attend the international festival here in Hungary"	6/12
The security	"We found security in Budapest " "we perceived a lot of security where you go"	2/12
Accommodation: Hospitality, habit, service	"We have welcomed the hotel staff is friendly" "We are regulars in the hotel, we are good" "I love Hungary they are smiling and hospitable "	8/12
	"It's a picture of the view from my room, to show it to my friends when we talk about my trip to Hungary"	6/12
The sensations	"Budapest gives me the impression that it's close to me, my home ... habits, traditions ... but at the same time, there is a certain chance of scenery"	4/12
	"The pictures remind me exactly of the experiences I've had" "What I remember most is the circumstances in which I took each of these photos"	10/12
	"The photos help to freeze my memories, by looking at them, the emotion of the lived resurfaces"	2/12
	"I remember the experience even if I do not appear on the images ... "I just have to review the decor so that I feel the atmosphere"	7/12
	"Hungary is the land of colors and scents, just to see this picture of the bridge"	6/12
	"This photo of the parliament reminds me of the sound of the power"	2/12
The emotions	"I am very nostalgic every time I look at the pictures" "In this picture, we are in a group and the emotions I feel are indescribable!"	7/12
	"I am very happy to see my photos, I revisit every moment, this experience" "I love to talk about my visit, it evokes a lot of memories in me and allows me to dream"	4/12

5. CONCLUSION AND DISCUSSION

Tourism imaginaries start to dominate the main stance in a complex set of connections among very various societies, very divergent locales, and very diverse sorts of relations between production and consumption. They appear most obviously in the tourism of destination when the physical and mental landscapes, and the imaginaries of residents, tourism intermediaries, and tourists connected which leads occasionally to conflicts. As they are stranded in powerful relationships, they can never be politically neutral. Generally, the imagination is a pre-eminently world-shaping power. This powerful‘‘worldly’’ is in a double purpose: it makes imaginary worlds that do not occur, and it provides the world that performs with a second imaginative face.

This research treats the imagination and its impact on the perceived image of the destination, through the tourist experience of vacationers. It is part of a postmodern perspective because it sees the destination as a space of experiences offered to tourists and not as a set of products/services. The study of the experience of the tourists through their imagination allowed us to understand the representations that they associate with their experiences and consequently with the destination. However, the subjectivity in the perception of the destination among tourists in this research is clear and can be explained in part by the creative function of the imagination. Therefore, it would be wise to locate the attributes on which it is necessary to act to convey an attractive image for the destination. The results confirmed that it is interesting to revisit its experiential attributes since the respondents perceive the destination as accessible, common, and substitutable which evokes relaxation and entertainment to the detriment of discovery but prefer to visit it in a group and rejoice in the meetings they make there. Thus, it is the experiential components that appear in the conception of the perceived image of the Hungary destination.

The limitations inherent to this research are relative to the support of investigation namely personal photographs. Although recommended by many researchers, to understand the deep motivations for the consumption of a product or a service, this method is not easy to achieve. Respondents were somewhat reserved regarding some questions and even some photos, considering that they are private. The use of this method can only be carried out with people who have a facility in communication and are rather free because it is always difficult to talk openly about fantasies. Since the research focused on the actual tourists of the Hungarian product, it would be interesting to carry out a complementary study that would include potential tourists and neutralize the effect of the experiment to explore the imagination in a new form of tourism based on a need for fantasies. It would be ambitious to equate the imagination process to the extent that the interpretation of the answers was laborious for some cases and it was very difficult to get answers for some questions, considered too personal, even intimate. However, this notion would need to be deepened to better understand the role of imaginary creation in the consumer experience to propose improvements to the attributes of the tourism products offered.

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The Effect of Street Foods on Destination Selection in the Context of Planned Behavior Theory: The Case of Istanbul Province[1]

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ABSTRACT

This research was conducted to determine the effect of street foods on the behavioural intention for destination selection within the scope of planned behavior theory for the tourists visiting Istanbul. In terms of being Turkey's biggest city that welcomes tourist and having a deep-rooted culinary culture of street foods itself, Istanbul constitutes the universe of the study. Extensive literature screening was done and questionnaires which were translated into English and Arabic by experts in the field were used as the method of data collection. Tourist visiting Istanbul with the purpose of tasting street foods were surveyed in the popular tourist spots of Istanbul (Istanbul historical peninsula, Galata tower and Istiklal Street, Kadikoy) between 15 October 2018 and 15 January 2019 in Turkish, English, and Arabic. After removing 20 of the 450 questionnaires obtained after the survey, a total of 430 available questionnaires were analyzed. The data obtained from the research and the hypotheses in the model were tested by using regression analysis. It was found that the measurement results had a high level of reliability and validity. As a result of the analysis, the attitudes towards behavior and subjective norms seem to have a positive effect on the behavioral intention towards destination selection. Regarding the perceived behavioral control, it appears that there is no effect on the behavioral intention for destination selection. These results coincide with the results of previous studies on planned behavior theory. The results obtained after the analysis are important in terms of helping the studies to be carried out later.
Key Words: Planned Behavior Theory, Street Foods, Destination Selection, Istanbul.
Jel Code/Kodu: L83.

Planlı Davranış Teorisi Bağlamında Sokak Lezzetlerinin Destinasyon Seçimine Etkisi: İstanbul İli Örneği

Bu araştırma, sokak lezzetlerine yönelik planlı davranış teorisi bağlamında İstanbul'u ziyaret eden turistlerin destinasyon seçimine yönelik davranışsal niyet üzerindeki etkisini belirlemek amacıyla gerçekleştirilmiştir. İstanbul, Türkiyenin en fazla turist ağırlayan şehri olması bakımından ve de köklü bir mutfak kültürü sebebiyle sahip olduğu sokak lezzetleri, araştırmanın evrenini oluşturmaktadır. Veri toplama aracı olarak, kapsamlı literatür taramasının ardından anket formuna son şekli verilmiş ve alanında uzman kişilerce bu anket formu İngilizce ve Arapça dillerine çevrilmiştir. Sokak lezzetlerini tatma amacıyla İstanbul'u ziyaret eden turistlere İstanbul'un turistik noktalarında (İstanbul tarihi yarımada, Galata Kulesi ve İstiklal Caddesi, Kadıköy) 15 Ekim 2018 – 15 Ocak 2019 tarihleri arasında Türkçe, İngilizce ve Arapça olarak anket uygulanmıştır. Anket uygulanmasının ardından elde edilen 450 adet anket formundan 20 tanesi çıkartıldıktan sonra toplam 430 adet kullanılabilir anket formu analiz edilmiştir. Araştırma sonucunda elde edilen veriler ve modelde yer alan hipotezler, regresyon analizi kullanılarak test edilmiştir. Ölçüm sonuçlarının yüksek düzeyde güvenirliğe ve geçerliğe sahip olduğu görülmüştür. Yapılan çözümlemeler sonucunda, davranışa yönelik tutum ve öznel normun, destinasyon seçimine yönelik davranışsal niyete olumlu etkisi olduğu görülmektedir. Algılanan davranışsal kontrol ile ilgili olarak ise destinasyon seçimine yönelik davranışsal niyete herhangi bir etkisinin olmadığı görülmektedir.
Anahtar Kelimeler: Planlı Davranış Teorisi, Sokak Yemekleri, Destinasyon Seçimi, İstanbul.

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1. INTRODUCTION

Businesses operating in the tourism sector benefit from the attractiveness of gastronomy to improve themselves and increase their diversity. Quan & Wang (2004) argue that food and beverage can be both the main attraction and secondary support factor in tourists' travel, and may even be preferred and consumed as part of their daily routine. As a result of the fact that gastronomy tourism is a tourism type which can be demanded for full twelve months of a year, many countries use products from their own culture in the field of promotion and marketing, both through geographically marked products and by enriching their tangible and intangible cultural heritage. Gastronomy tourist do not consume the foods solely to meet their physiologycal needs, but also they put importance to how these foods and beverages are prepared, preserved, and to the equipment used in this process; all the stages and elements of cooking methods and table culture.

In the 4th century B.C, Greek Archestratus wrote a book about food and wines in the Mediterranean. Thus, it is thought that the word Gastronomy was first used by the Greek Archestratus. The word “gastronomy” was used as the name of a poem published by Jacques Berchoux (1801) in France 200 years ago. The word consists of the combination of the ancient greek words "gastros" used in the meaning of stomach and "nomos" used in the meaning of rule (Scarpato, 2002). Hall & Sharples (2003), according to which food tourism is an experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers’ markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food.

Gastronomy tourism can be defined as the type of tourism that provides motivation to travel for new food and beverage experiences, thus greatly helps to drive travel mobility (Çalışkan, 2013: 41). The origin of gastronomy tourism lies in agriculture, culture and tourism. These three elements provide the opportunity to market and place gastronomy tourism as a regional attraction and experience. Agriculture offers the product, culture offers history and authenticity, tourism provides infrastructure and services. All these elements meet under gastronomic tourism (Yüncü, 2010). Considering the outcomes of gastronomic tourism, it is thought that it will contribute to branding along with its competitive advantage in terms of region and country. From this point of view, local cuisine plays an important role in creating a positive picture in economic indicators and developing the destination. Countries and regions that want to take advantage of gastronomy tourism are supported both legally and economically by official authorities (Henderson, 2009: 307-316). Gastronomy tourism is a whole of relationships, including travel and accommodation, in line with the wishes of people to taste different food and drinks, see the production process, learn different cultures by examining the culinary traditions, discovering new meal systems and eating styles (Karim & Chi, 2010). Gastronomy tourism is defined as a form of tourism that enables tourists to experience the culture and past of a region and creates travel motivation for a new food and beverage experience and is effective in shaping travel behaviors (Akbaba & Kendirci, 2016). In addition, gastronomic tourism is a destination element that has managed to save tourism from seasonality and contributes to the distribution of tourism in twelve months (Hjalager, 2002). This so called culinary tourism, also contains information representing the region where the local cultures live in short (Long & Lexington, 2004). Gastro tourists are people who travel to taste the dishes of different cultures, to learn the presentation and services of these dishes and to experience different food cultures. The aim of gastro tourist by having a dining experience is to feel the difference, rather than satiate the belly (Long, 2003).

Although the number of restaurants and indoor areas are increasing today, the habit of street food consumption still maintains its importance in Turkish food and beverage culture (Sert & Kapusuz, 2010). Turkey experiences four seasons which has a great contribution to the increase of the variety of street flavors. Some example of Turkish street foods include; fish sandwiches, bagels, doner, kokorec, kebab, mussels and so on. In addition, the richness of Turkish street foods is due to the differences between the regions on the culture of eating and drinking (Ballı, 2016: 5). It has been observed that the consumption of street foods has become a trend in the recent period and it has become increasingly popular in mostly touristic cities (Bhimji, 2010; Newman & Burnett, 2013), also it is observed that street food has become appealing to all types of consumers (Karsavuran, 2018: 255).

Street food is consumed with different ways in different geographies, and in many cases it can reflect the characteristics of the society consuming it because it is prepared with local products and cooking techniques. At the same time, street food, which can offer a fun and practical consumption, has the potential to be a gastronomic product and to be marketed for the diversification of tourism (Kurt, 2018: 11).

The main purpose of this research is to examine the behavioral intentions for destination selection in the context of planned behavioral theory of the tourists visiting Istanbul for the purpose of tasting street foods. For this purpose, the effect of attitude towards behavior, subjective norm and perceived behavioral control dimensions are determined on behavioral intention towards destination selection. In this study, how the street foods affect the behavioral intention of the destination selection was investigated with the planned behavioral theory method in terms of the behavior of the tourists visiting Istanbul to consume street delicacies. When the studies related to gastronomy are examined in the literature, it is observed that most of foreign studies regarding street flavors are focused on food safety. With very few studies conducted on street delicacies in Turkey, the study regarding destination selection in terms of planned behavioral theory is indeed limited. The main problem of this research is determining the level of influence of attitude towards behavior, subjective norms and perceived behavioral controls on the tourists who come to Istanbul with the aim of consuming street flavors, in terms of their behavioral intentions towards their destination choice.

2. CONCEPTUAL FRAMEWORK

In this part of the study, the conceptual and theoretical framework of Planned Behavior Theory, the applications on the theory of planned behaviour in the literature, street foods and the applications regarding street foods in the literature are given.

2.1. Concepts of planned behavior theory

Reasoned action theory and planned behavioral theory are used to predict individuals' attitudes and manners and determine their intentions in case of an event or behavior. Following the Causal Behavior Theory introduced by Fishbein and Ajzen in 1975, Planned Behavior Theory is a behavioral theory developed by Icek Ajzen in 1985. Causal Behavior Theory has been successfully applied in almost every field of social sciences by many researchers in predicting and explaining people’s behavior under voluntary control (Ajzen, 1991, 2001). The most effective and famous conceptual human behavior studies are thought to be Planned Behavior Theory which is used extensively in predicting behavioral intentions (Ryu & Han, 2010). The starting point of both theories; is the assumption that human behavior can be estimated from behavioral intentions (Başbuğ, 2008: 30). Behavioral intentions are shaped by individuals' attitudes towards behavior and their subjective norms.

According to Ajzen (1991), conceptually, behavioral intention has three different determinants:(1) attitude towards behavior that shows its evaluations in favor or against the questioned behavior, (2) the subjective norm known as social pressure that affects the presence of the behavior and (3) perceived behavioral control, where behavior is perceived as simple or complex. Accordingly, some basic assumptions of the model are as follows (Ajzen, 2005):

a. Intention is the direct precursor of real behavior.

b. The intention is determined respectively by attitude towards behavior, subjective norm and perceived behavioral control.

c. These determiners themselves are a function of beliefs about behavior, norms and control, respectively.

d. Beliefs in behavior, norms and control can be varied as a function of a wide range of background factors.

Attitude towards the behavior

Since the beginning of the field of social psychology, studies have been focused on attitude. However, when it was seen that measuring attitude towards an object has a weak effect on determining human behavior, researchers started to focus on attitude towards behavior (Ajzen & Fishbein, 1977). Ajzen (1991), on the definition of attitude; It states that there is a general consensus that it is a summary evaluation such as good - bad, useful - harmful, pleasant - unpleasant.

It can be expressed as a person's positive or negative feelings / evaluations about the behavior in question (Fishbein, 2001). One of the key stakeholders in the study of attitudes is the tourist. For travel studies, it was concluded that the attitude towards the use of user-generated content positively affects the intention to use it (Ayeh, 2013).

Subjective norm

According to Ajzen (2005), it is defined as the social pressure that a person perceives to perform a behavior or not. In other words, the expectations of the environment or social groups are also important in the behavior of the person (Eyler, 2016: 85).

Subjective norm; It expresses the social feedback perceived by the individual regarding the behavior in question. When people that the individual respects expect the behavior they want to see from themselves or perform that behavior themselves; The subjective norm will create (social) pressure to carry out the behavior. On the contrary, if most of the normative beliefs are against the behavior, the perceived subjective norm will create pressure for the behavior not to be performed (Albayrak, 2008: 61).

Perceived behavioral control

Perceived behavioral control refers to the presence or absence of resources and opportunities needed to perform behavior. However, the important point here is that the perceived ease and difficulties of behavior may be different from what it actually is. In other words, the difficulty perceived by the person (internal or external) may be less in reality or not at all (Akkuş, 2013).

Perceived behavioral control is thought to be affected by two different situations that can weaken its power in predicting intention and behavior (Notani, 1998). The first of these shapes intentions and interacts with them to affect behaviors jointly (Ajzen, 1991: 179; Maes, Leroy, & Sels, 2014: 785). The second is that an individual's perception of behavioral control does not change over time, but remains constant. In other words, differences between an individual's previously perceived behavioral control and his current control over behavior may weaken the predictive power of behavior (Kocagöz and Dursun, 2010: 141).

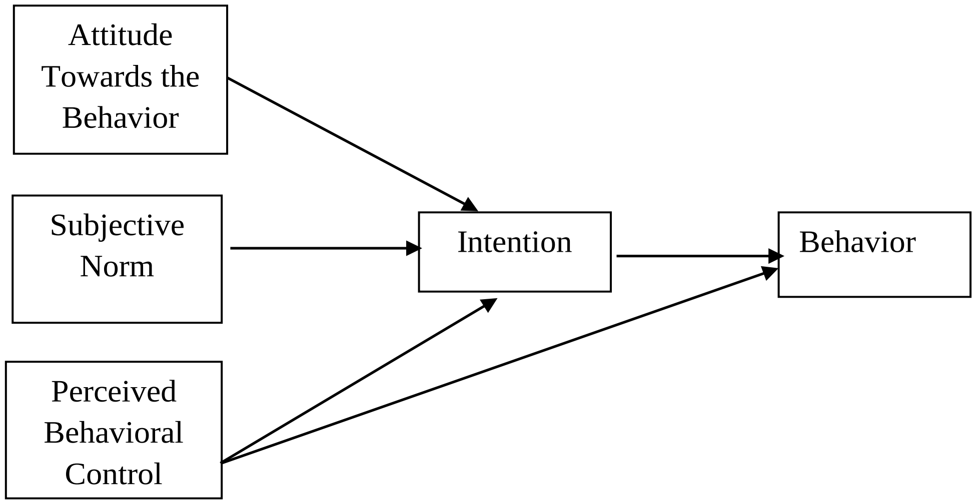

Figure 1. The core model of planned behavior theory (Ajzen, 1991).

It is stated that individuals who have the same intention to demonstrate a behavior are more likely to be successful when they are more confident in their abilities than individuals who doubt their abilities (George, 2004: 199-200). In accordance of this information, the model becomes shown in Figure 2 (Ajzen, 2005).

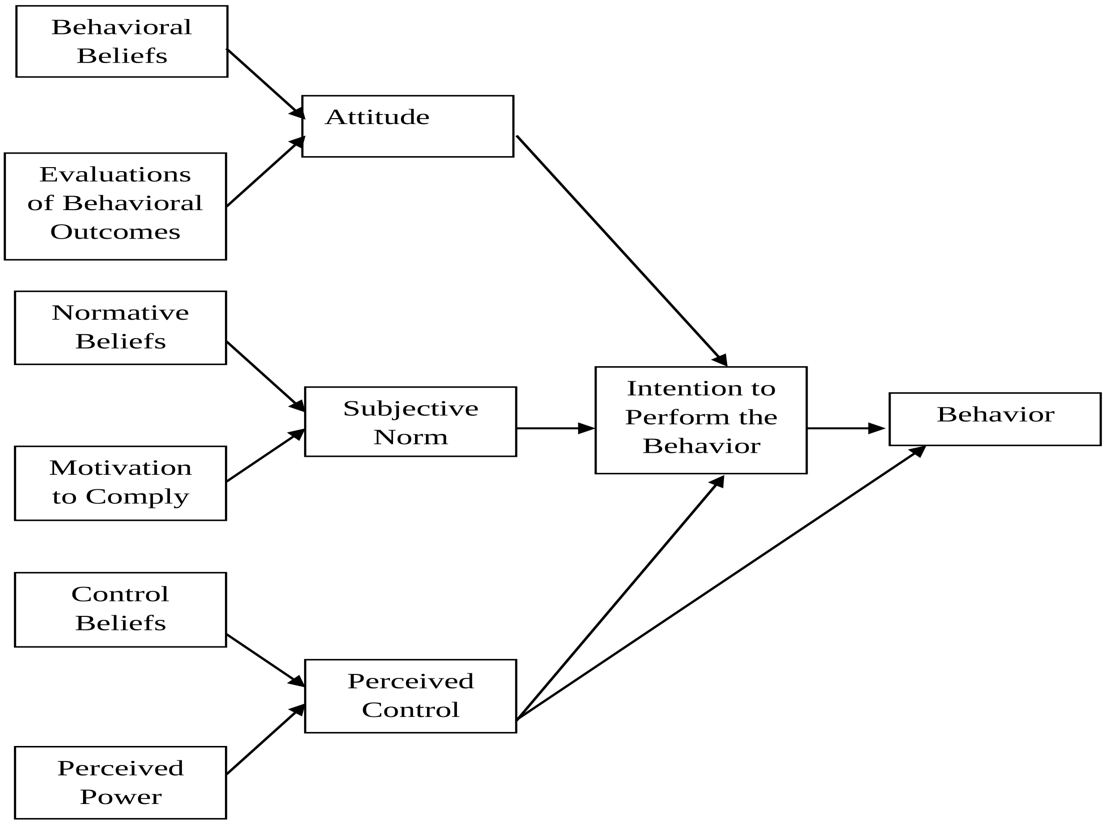

Figure 2. Model of planned behavior theory (Ajzen, 2005).

2.2. Applications of planned behavior theory in the literature

Planned behavior theory has been applied to tourist consumer behavior for more than fifteen years, if not for a long time. Few of the studies have adapted the causal behavior theory to various tourism-related subjects (tourists intention of trying local cuisine, online shopping experience, climbing behavior to Uluru rocks, etc.), and the main studies that make up the literature are generally discussed in the context of planned behavioral theory. Although planned behavioral theory has been used in different studies in the field of social sciences, it has been observed that it is used in a limited number of studies in the gastronomy literature, which is accepted as a new branch of science. Some of these studies have been found to use TRA (Theory of Reasoned Action), and some others use TPB (Theory of Planned Behavior).

When the studies in the literature are analyzed, it is seen that very few use Planned or Causal Behavior Theory to measure the behavior that is intended to be explained directly (Lee, Qu & Kim, 2007; Lee & Choi, 2009; Hsu & Huang, 2012; Tsai, 2010). The vast majority of surveys addressed intention, especially the intention to visit a particular destination. The "intention to try local cuisine", which can be evaluated in the context of food tourism, was tried to be explained only by a few academicians with Causal Behavior Theory (Ryu & Jang, 2006; Ryu & Han, 2010). In both studies, instead of examining direct intention of the food travel, the researchers examine the intention to try local cuisine during any touristic trip. The least studied subject in the context of tourism is the behavior towards employee study (Huh, Kim & Law, 2009).

In the study of Kurt (2018), which aims to examine independent travellers of Istanbul on their intention on consuming street food within the scope of TPB, it is possible to say that street food is a special food group in terms of diversification and marketing of tourism activities as an important gastronomic element, in case of safe and entertaining consumption, together with the relevant managers and practitioners, and the validity of the theory has been reinforced once more by the fact that the variables discussed within the scope of TPB affect the behavioral intent. From the study, it is concluded that TPB, which is being used successfully in other fields, was also used as a successful conceptual basis for understanding tourist behaviors in the field of gastronomy.

In the field of food and beverage; Mullan & Wong (2010) investigated the effectiveness of a food hygiene intervention based on Planned Behavior Theory, and the Planned Behavior Theory model was observed as a reliable model for predicting food hygiene behaviors. In 2015, Mullan and her work team evaluated the safe food transport behavior with the extended Planned Behavior Theory and concluded that transporting safe food differs from young and old age groups. In their research, Chen & Tsai (2007) revealed that the most important effect on behavioral intentions is the destination image.

2.3. Street foods

Street foods are an inexpensive, nutritious food source for low-income people in the city and the countryside, economically advantageous, attractive and diverse food source for tourists. It is an important source of income especially for women, providing chance to become self-employed and an opportunity to develop business skills with low capital investment. Regarding street foods, the authorities should establish a policy aiming to ensure food safety and hygine, to ensure that street vendors are informed about safe food, to support, control and plan the street foods sector itself. This policy should be developed as an integrated system with vendors and consumers to meet the needs of each stakeholder in food safety government, consumers and suppliers (Kargiglioğlu, 2019).

Street foods have been going on since the Middle Ages. Because the rich class chooses not to eat on the street and prefer table service in restaurants to have a better image and service quality, street food has become the symbol of the poor (İrigüler & Öztürk, 2016). Even though street foods were not preferred by the high-income group in the past, it is observed that nowadays street foods are seen even in the menus of the first-class restaurants (Kargiglioğlu & Aksoy, 2019).

Street food is a highly heterogeneous food category that covers meals, drinks and snacks. In addition, food and beverage items differ greatly in terms of retail sales, processing methods and consumption. Various attempts have been made to define street foods, however, the accepted definition was made for the first time in 1986 at the "Regional Workshop on Street Food in Asia" organized by the Food and Agricultural Organization (FAO, 1986) in Jakarta, Indonesia. According to this definition, street food is defined as ready-to-eat foods and beverages, which are prepared and/or sold by street vendors or similar vendors, especially in roads, streets or similar public places (Food and Agriculture Organization of the United Nations (FAO), 1986).

Street flavors are common and important features of city centers in many developing countries. As stated in the definition, the main feature of street foods is the place where they are presented as retail, namely "the street". Those who demand these foods are more concerned with the comfort, accessibility and the resulting sense of pleasure, rather than safety, quality and hygiene (Solunoğlu, 2018: 23).

Although street foods have positive aspects, there are also various negative aspects. Those disadvantages include occupations on roadsides and sidewalks, hygiene and sanitation problems, potential disturbances in the lives of other citizens, and a possible contribution to the deterioration of law and order in the city. Therefore, local authorities should be equally concerned about the total environment in which people conduct their daily life activities, apart from dealing with potential health hazards of street foods. This requires long-term planning of the city infrastructure, adequate civilian facilities and also efficient management (Kargiglioğlu, 2019).

Recently, street foods appear to be more impressive with their simplified preparation techniques and the presentation of unique flavors. Some cities of the United States, such as New York, Los Angeles, and Philadelphia, are proud of their street food business (e.g. Kogi Korean BBQ-To-Go, Churro Station and Xooro Gordon Food Service, 2009). In addition, as a strategy to support street food vendors, a contest under the title of Vendy awards was organized and given to the best street food vendor (Henderson et. al, 2012). Ready-to-eat food is available everywhere, from New York's hot dogs to Mexican taco stands (Gordon Food Service, 2009; Tinker, 1999, 2003). It is also observed that street foods have become an almost universal phenomenon in urban life in many countries (Haryani et. al, 2007).

Kebab in Turkey, Pho in Vietnam, Samosa in India, Takoyaki in Japan and Taco in Mexico are the most popular street foods which can be found in almost every street corner in mentioned countries (Street food, 2012). Some examples of businesses that offer a variety of cultural and traditional street foods in Asia include street trading center in Singapore, night markets in Taiwan, street stalls in Korea, and yatai (peddlers) in Japan. (Choi, Lee & Ok, 2013).

Some street foods that stand out in Istanbul can be categorized as follows (Demir et al., 2018):

- Sea Products: Fried Mussels, Stuffed Mussels, Grilled Fish Sandwich, Lakerda
- Animal Sourced Products: Meatball, Sogus Kelle, Wet Burger, Spiced Mutton Liver, Icli Kofte (Kibbeh), Sweetbread,

- Pastry: Sarıyer pastry, Topic/k, Chickpea Wrap, Turkish Bagel,
- Others: Kanlıca Yogurt, Baked Potato, Mobile Breakfast Bar, Pilaf with Chicken, Haricot Bean Meal,
- Beverages: Boza, Pickle Juice, Turkish Coffee, Sherbets, Salep,
- Sweets/Desserts: Traditional Ottoman Turkish Delight, Semolina Helva, Ottoman Paste, Tulumba Tatlısı (Syrup-soaked Pastry),
- Fruits: Green Plum, Çengelköy Cucumber, Unripe Almond.

The habit of consuming street food has been an important part of the Turkish food culture from the Ottoman Empire time to the present day. Especially in the periods when the culture of eating and drinking starts out, the number of restaurants is low and street foods in the sense of economics come to the fore. People come together and share the experience of having street foods, making it also valuable from the social dimension point of view (Özden, 2015).

2.4. Applications in the literature regarding street foods

In a study titled a comprehensive review done by Abrahale, Sousa, Albuquerque, Padrão and Lunet (2019), a total of 441 articles were selected. The number of publications has increased in recent years, almost half of the publications have been published after year 2012.It is observed that approximately three quarters of the articles are from Africa or Asia. Most studies are about food safety (85.5%), the availability and consumption of street foods are much less frequently investigated (30.3%).The focus of the studies is generally food (mostly about microbiological contamination) and sellers (mostly regarding food processing), whereas consumers and sales areas are rarely evaluated and no definition for street foods is specified in more than half of the studies.

In a study performed by Ghartey et al. (2019) titled personal hygiene practices of street food vendors in a rural area in South Ghana, they pointed out that, despite its many benefits, street food can create significant foodborne illnesses. Almost half of the vendors (49.7%) handled ventilated food with their bare hands, while 57.8% stated that they did not have the habit of washing their hands with soap and water. More than a tenth (19.9%) of vendors admitted to have at least one foodborne illness in the past twelve months.In the conclusion of the study, regular food safety training and vendors' supervision, in addition to follow up by stakeholders were strongly recommended.

In a study of consumption of fresh vegetables from street food and sanitation of street stalls in four regions of Bogor done by Utami et al. (2019), it is found that consumption of fresh vegetables on the stalls requires serious attention. The study aimed to estimate the probability of exposure to fresh vegetable consumption in street food consumers, measure the level of cleanliness of street stalls that offer fresh vegetables, and propose a mentoring program for the stalls located at four points in the city of Bogor. It is concluded that there is a risk of food safety in consuming fresh vegetables at the stalls located at four points in the city of Bogor.

In the gastronomic value of street foods: Istanbul street delicacies study of Demir et al. (2018), Istanbul street foods are classified under seven different headings: seafood, products of animal origin, pastries, beverages, desserts, fruits and other gastronomic values. It has been determined as a result of the observations of the researchers that the demand for street flavors consumed in different features in different geographical regions of Istanbul is high and that the companies serving street foods generally serve at an amateur level. In addition, it is seen among the results obtained during the study that many of the dishes depicted as Istanbul street foods are included in Istanbul street life as a result of migrations from Anatolia to Istanbul. It is also possible to see “sherbet” and different food habits from the Ottoman Empire period in today's Istanbul street foods. Moreover, it is possible to say that high-quality foods such as “topik” and “lakerda” are seen in the street foods of Istanbul among the non-Muslim elements that have existed in the social life of Istanbul for many years.

In a study of Çavuşoğlu & Çavuşoğlu (2018) on a research on gastronomy tourism and Cyprus street foods, the concepts of gastronomy, gastronomy tourism, electronic promotion and street flavor were explained and it contains informations about the food produced and sold on the street of Cyprus, the making of these foods, method of sale and the tools used in sales. In the third part of the study, there is a website application prepared for the electronic promotion of the products that are widely produced and sold on the street of Cyprus. In the conclusion part, suggestions about what to do with regard to preserving the food and beverage culture sold on the street in the gastronomic culture of Cyprus and transferring it to future generations are given.

In a study named 'Conceptual analysis of street flavors of Turkey' by Guzeler & Çağla (2018), it is stated that street foods are seen as one of the most important groups in the nutrition choices, and are preferred because of their easy accessibility, low cost and unique flavors. Most of the countries have their own special street food. Turkey is a country with a rich variety of food in terms of street foods. This diversity is important for the gastronomic situation, such as cultural wealth and gastronomic tourism. Therefore, it is necessary to preserve the unique flavors of street food and control the production techniques.

In Karsavuran's (2018) study of street food: the approach of different disciplines and the evaluation of street food in the field of gastronomic tourism, it is stated that street food is largely away from being considered as a marginal and informal sector. It has been concluded that street food, in which consumers show great interest, is also an important business opportunity for disadvantaged groups of the society such as immigrants, women and unemployed. It can be said that traditional dishes and ethnic cuisines served on the streets are a cultural phenomenon reflecting the texture of the city.

In a study of consumer preferences for street foods: the case of Gaziantep city by Solunoğlu & Nazik (2018), it is seen that there is no difference between men and women as well as pre-graduate and undergraduate graduates are found more frequently than primary school graduates in terms of the frequency of consumption of street foods. As mentioned in the literature, street delicacies are local foods that students especially prefer. It can be stated that depending on the increasing degree of graduation, the tendency of consumption also increases. In addition, monthly expenditure averages for consuming street foods differ in terms of married childless families and families with children. As a result, there was a statistically difference in terms of expenditure average and consumption frequency for the participants with high income and those with low income. The socio-demographic data of consumers gained from the study are thought to offer clues to future research on consumption of street foods.

Dönmez Polat & Gezen (2017) carried out a study to draw attention to the street sellers who sell food that they produce and/or buy by opening stalls on the streets and the importance of street sellers in tourism and gastronomy. In the study, the current status of street food and its vendors, which are emphasized theoretically, as well as analysis of the environmental conditions to which they are exposed to and the sustainability of the work are deemed necessary to be determined. In addition, although it seems modest in our culinary culture, it is considered important to ensure the sustainability of street food, creating awareness and offering suggestions about street vendors that produce and/or buy and sell street foods.

Gönülgül & Durlu Özkaya (2007) in their study titled 'The Review of Los Angeles and Toronto Street Food in terms of Menu Content and Production', they found out that within the menu of street food vendors, the fast-food products from American food culture such as Hamburger and Cheeseburger, and easily and quickly consumed foods from Spanish immigrant culture such as Taco and Burrito are seen in the menu. In this study, for a simple street vendor, it is pointed out that the demographic features of the region are important when planning the menu and how effective it is in the formation of the menu.

In a study of Adana street foods in terms of gastronomy tourism by Ballı (2016), the research regarding street foods and particularly Adana street foods from Turkey and the World was added.

In Mensah et al. (2002) study about how safe are street foods in Accra, Ghana, the need to enforce food hygiene rules more often and to license street food vendors are shown; Public health authorities should intensify their efforts to monitor the health and hygiene conditions of food and beverage organizations; Public opinion, and particularly consumer organizations, can play a key role in the food control system by highlighting deficiencies and constructively supporting national food quality control systems; Also wherever there is consumer pressure, it is seen that there is more awareness about food problems and both authorities and food industry are under pressure to improve.

3. METHOD

The target population of the study is tourists visiting Istanbul, which is one of Turkey's most visited cities. The primary reason for choosing the city of Istanbul as the research universe is because of Istanbul is ranked 15th among the 100 cities of the world in the list of “100 most visited cities in the world” prepared by the international research company “Euromonitor International”, it comes as the first place compared to Antalya, Edirne and Artvin as the cities from Turkey which are included in the same list (Anadolu Ajansı, 2017).

According to the data of "Tourism Statistics 2019, January - December" prepared by Turkish Statistical Institute, the total number of foreign visitors in Turkey is 45,058,256, while the number of foreign visitors visiting Istanbul is 14,906,663 making it the first among the most preferred destinations in the twelve-month period (Istanbul Provincial Directorate of Culture and Tourism, 2020). On the other hand; the richness of Istanbul in terms of street foods, being shown as one of the best street foods in the world by national and international organizations, and the fact that street foods festivals are organized in the city is another reason why the province is preferred for the study. Although street foods are sold by vendors and handlers for immediate consumption or consumption at a later stage without further processing or preparation, they start to be included within the menu of restaurants and cafes due to their popularity.

A total of 450 participants were gained in the research. After the questionnaire used in the research was finalized, the data collection process is started. Data collection was carried out by the researcher himself and by the people who were informed about the study. During the data collection process, the participants were given preliminary information about the research by the interviewer before they started filling out the questionnaire. Data collection was completed in approximately three months from 15 October 2018 to 15 January 2019. During the data collection process, 450 questionnaires were collected, and 430 usable questionnaire forms were obtained after the questionnaires containing incorrect and incomplete information were removed. Eventually, analysis was carried out on 430 questionnaires.

In accordance with the purpose of this study, frequency distributions of demographic characteristics (gender, age, educational background, income, nationality) of the participants who answered the questionnaire in the study will be made with the descriptive research model, and also as a result of the hypotheses developed, based on the literature, a causal research model was used. The mentioned research model is shown in Figure 3.

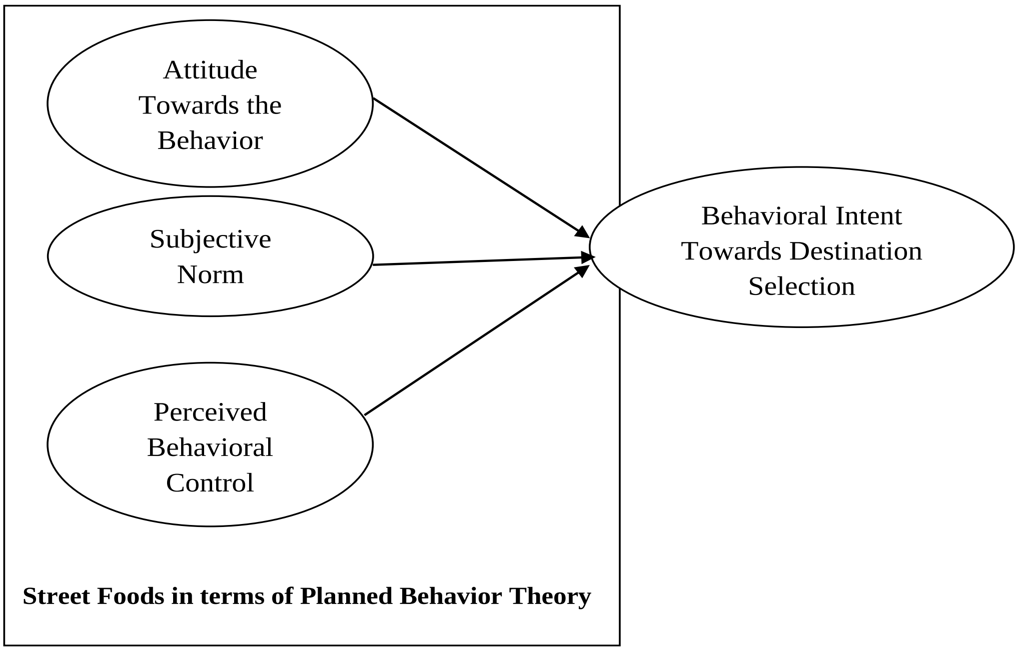

Figure 3. Research Model

The research hypotheses shown on the research model and subject to the study were formed as follows:

H_1: Individuals' attitudes towards participating in tourism aimed at tasting street foods have an impact on the behavioral intent towards destination selection.

H_2: The subjective norms have an impact on behavioral intent towards destination selection.

H_3: The perceived behavioral controls by individuals have an impact on behavioral intent towards destination selection.

4. FINDINGS

This section includes the findings regarding the statistical analysis of the data collected as a result of the study. Firstly, descriptive statistics and regression analysis results for the Planned Behavior Theory scale were presented. By testing the measurement model, the reliability, association and distinctive validities of the research findings were examined and hypothesis tests were initiated. All findings are presented and interpreted with the help of relevant tables and figures.

Table 1. Resources used for scales

Variables	Resources

Attitude Towards Behavior	Lam and Hsu, 2004, Lee et al, 2007, Sparks, 2007, Han; Hsu; Sheu, 2010, Kim et al., 2010, Kocagöz, 2010, Tsai, 2010, Han; Lee; Lee, 2011.
Subjective Norm	Lam and Hsu, 2004, 2006, Cheng et al., 2005, Han; Hsu; Sheu, 2010, Kocagöz, 2010, Ryu and Han, 2010.
Perceived Behavioral Control	Lam and Hsu, 2004, 2006, Cheng et al., 2005, Albayrak, 2008, Sparks, 2009, Han; Hsu; Sheu, 2010, Kocagöz, 2010.
Behavioral Intent	Cheng et al., 2005, Kocagöz, 2010, Ryu and Han, 2010.
Behavioral Belief & Behavioral Assessment	Brown, 1999, Kim et al., 2009, Kocagöz, 2010, Ryu and Han, 2010.
Normative Belief & Adaptation Motive	Joshi, 2003, Lam and Hsu, 2004, 2006, Han; Hsu; Sheu, 2010, Kocagöz, 2010, Ryu and Han, 2010.
Control Beliefs & Power of Control Beliefs	Sparks, 2009, Han; Hsu; Sheu, 2010, Kocagöz, 2010.

As can be seen in Table 2, the reliability values for the scales included in the study were α=0,824 on the Planned Behavior Theory scale, α=0,686 on the Behavioral Belief scale, α=0,860 on the Behavioral Assessment scale, α=0,811 on the Normative Belief scale, α=0,875 on the Adaptation Motive scale, α=0,913 regarding Control Beliefs scale, α=0,925 regarding Power of Control Beliefs scale, α=0,850 on Attitude Towards Behavior scale, α=0,846 regarding Subjective Norm scale, α=0,911 regarding Perceived Behavioral Control scale, α=0.725 on Revisiting Intention scale and α=0.853 on Behavioral Intent Towards Destination Selection scale.

Table 2. Reliability values for the scales used

Factor	Cronbach's Alpha (α)	Number of Variable
Planned Behavior Theory	0,824	15
Behavioral Belief	0,686	10
Behavioral Assesment	0,860	10
Normative Belief	0,811	3
Adaptation Motive	0,875	3
Control Beliefs	0,913	4
Power of Control Beliefs	0,925	3
Attitude Towards Behavior	0,850	3
Subjective Norms	0,846	4
Perceived Behavioral Control	0,911	3
Revisiting Intention	0,725	4
Behavioral Intent Towards Destination Selection	0,853	8

4.1. Findings related to demographic characteristics

In terms of gender, 41.9% of the participants were men and 58.1% were women. According to the data of the age group of the participants; A significant proportion of the participants were between 35-44 years old (29.5%), followed by the group with a rate of 21.2% between the ages of 55-64 and 18.4% with the age of 65 years and above. Looking at these ratios, it can be said that the majority of the respondents are middle-aged and abovementioned. Most of the participants stated that they have a job. In the analysis of occupations of the participants, it is seen that the highest number is 113 people, work as tradesmen with a rate of 26.3%, followed by 97 employees with a rate of 22.6% and 43 officials with a rate of 10.0%. Regarding pensioner, student and unemployed rates and numbers, 70 people are retired with a rate of 16.3%, 53 people are students with a rate of 12.3% and 8 people are unemployed with a rate of 1.9%. When the participants are examined in terms of educational status; It is seen that 33.7% are undergraduates, 31.9% are associate degree graduates, 7.9% are postgraduates, 13.7% are high school graduates and 6.7% are primary education graduates. 6.0% of the participants stated that they had never received any formal education. This indicates that approximately 73.4% of the participants graduated from one of the higher education programs.

In terms of the monthly income levels of the participants, with a rate of 37,4%, the 18001-24000 Turkish Lira income group is the highest rate, followed by 12001-18000 income group with a rate of 27.7%, 7201-12000 income group with a rate of 15.3%, 3601-7200 income group with a rate of 11.9%-, and 24001-30000-income group with a rate of 6.3% respectively, and finally the lowest rate is 1.4% which belongs to 30001-42000 Turkish Lira income group.

Table 3. Demographic characteristics distribution of the participants

Variable	Category	Frequency	Percentage
	Male	180	41,9
Sex	Female	250	58,1
	Total	**430**	**100**
	18-24	25	5,8
	25-34	50	11,6
	35-44	127	29,5
Age	45-54	58	13,5
	55-64	91	21,2
	65 and above	79	18,4
	Total	**430**	**100**
	Student	**53**	**12,3**
	Housewife	46	10,7
	Official	43	10,0
Occupation	Employee	97	22,6
	Tradesman	113	26,3
	Unemployed	8	1,9
	Retired	70	16,3
	Total	**430**	**100**
	No Formal Education	26	6,0
	Primary Education	29	6,7
	High School	59	13,7
Educational Level	Associate Degree	137	31,9
	Undergraduate	145	33,7
	Postgraduate	34	7,9
	Total	**430**	**100**
	3601-7200	51	11,9
	7201-12000	66	15,3
	12001-18000	119	27,7
Average Monthly Income (in Turkish Lira)	18001-24000	161	37,4
	24001-30000	27	6,3
	30001-42000	6	1,4
	Total	**430**	**100**

In terms of the nationalities of the surveyed tourists in the study, the most foreign visitors visiting Istanbul are German, American, Chinese, French, Iraqi, British, Iranian, Russian, Saudi Arabian tourists respectively. This seems consistent with the data published by the Istanbul Provincial Directorate of Culture and Tourism, from the survey of foreign tourist visiting Istanbul in 2019. In the list published by Istanbul Provincial Culture and Tourism Directorate, the nationalities of foreign tourists that visit Istanbul the most were German, Iranian, Saudi Arabian, Russian, Iraqi, British, French, American, Chinese and Ukrainian respectively.

Table 4. Nationalities of the participants

Nationality	Frequency	Percentage
German	124	28,8

American	32	7,4
Chinese	32	7,4
French	78	18,1
Iraqi	24	5,6
British	64	14,9
Iranian	24	5,6
Russian	38	8,8
Saudi Arabian	14	3,3
Total	**430**	**100**

Regression analysis of planned behavior theory for street flavors

In the regression analysis to be applied for the interpretation of the research data, simple linear regression analysis was chosen, because it includes a dependent and an independent variable (Ural & Kılıç, 2011: 253).

H_1: Individuals' attitudes towards participating in tourism aimed at tasting street foods have an impact on the behavioral intent towards destination selection.

$R^2 = 0{,}195$ was found in the impact of individuals' attitudes towards participating in tourism aimed at tasting street foods on the behavioral intent towards destination selection. That is, individuals' attitudes towards participating in tourism aimed at tasting street foods affects the behavioral intent of the destination selection by 19.5%. According to the Anova test, p = 0,000 was found. Since p value is less than 0.05, it can be said that there is a significant relationship between attitude towards behavior and behavioral intention towards destination selection (See Table. 5):

Table 5. The impact of individuals' attitudes towards participating in tourism aimed at tasting street foods on the behavioral intent towards destination selection

Model 1	R	R^2	Adjusted R^2	Std. Error of the Estimate	F	p	
	,442	,195	,193	,89577	103,813	,000	
	Unstandardized Coefficients		**Standardized Coefficients**	**t**	**p**	**Collinearity Statistics**	
	B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
(Constant)	1,975	,192	,442	10,285	,000	1,000	1,000
Attitude	,537	,053		10,189	,000		

As a result of the analysis on the hypothesis, it can be said that with the Tolerance value being 1.00 (greater than 0.05), there is no problem in similarity values of the impact of individuals' attitudes towards participating in tourism aimed at tasting street foods towards behavioral intent for destination selection. It can be said that t value is statistically significant since the significance value of the research t value (10,189) is less than 0.005. The standardized coefficient of beta value of the research is 0,442. Model 1 is reliable because Std. Error < Standardized Coefficient. According to these data, H_1 was accepted.

H_2: The subjective norms have an impact on behavioral intent towards destination selection.

$R^2 = ,623$ was found in the impact of subjective norms that individuals have on the behavioral intent towards destination selection. That is, subjective norms that individuals have affects the behavioral intent of the destination selection by 62.3%. The measuring power of the subjective norm is at a high level.

According to the Anova test, p = 0,000 was found. Since p value is less than 0.05, it can be said that there is a significant relationship between the subjective norms that individuals have and behavioral intention towards destination selection (See Table 6.):

Table 6. The impact of subjective norms that individuals have on the behavioral intent towards destination selection

Model 2	R	R^2	Adjusted R^2	Std. Error of the Estimate	F		p	
	,790	,624	,623	,61247	709,576		,000	
	Unstandardized Coefficients			Standardized Coefficients	t	p	Collinearity Statistics	
	B		Std. Error	Beta			Tolerance	VIF
(Constant)	1,059		,110	,790	9,627	,000	1,000	1,000
Subjective Norm	,747		,028		26,638	,000		

As a result of the analysis on the hypothesis, it can be said that with the Tolerance value being 1.00 (greater than 0.05), there is no problem in similarity values of the impact of subjective norms that individuals have on behavioral intent for destination selection. It can be said that t value is statistically significant since the significance value of the research t value (9,672) is less than 0.005. The standardized coefficient of beta value of the research is 0,790. Model 2 is reliable because Std. Error < Standardized Coefficient. According to these data, H_2 was accepted.

H_3: The perceived behavioral controls by individuals have an impact on behavioral intent towards destination selection.

R^2 = ,003 was found in the impact of perceived behavioral control by individuals on the behavioral intent towards destination selection. Measuring power of perceived behavioral control is almost absent. According to the Anova test, p = 0,239 was found. Since p value is more than 0.05, it can be said that there is no significant relationship between the perceived behavioral control by individuals and behavioral intention towards destination selection (See Table. 7). As a result of the analysis on the hypothesis, it can be said that with the tolerance value being 1.00 (greater than 0.05), there is no problem in similarity values of the impact of perceived behavioral control by individuals on behavioral intent for destination selection. It can be said that t value is statistically significant since the significance value of the research t value (-1,179) is less than 0.005. The standardized coefficient of beta value of the research is -,057. Model 3 is not reliable because Std. Error > Standardized Coefficient. According to these data, H_3 was rejected.

Table 7. The impact of perceived behavioral control by individuals on the behavioral intent towards destination selection

Model 3	R	R^2	Adjusted R^2	Std. Error of the Estimate	F		p	
	,057	,003	,001	,99690	1,389		,239	
	Unstandardized Coefficient			Standardized Coefficient	t	p	Collinearity Statistics	
	B		Std. Error	Beta			Tolerance	VIF
(Constant)	4,143		,227	-,057	18,271	,000	1,000	1,000
Perceived Behavioral Control	-,064		,054		-1,179	,239		

5. CONCLUSION AND DISCUSSION

According to the last published tourism report of the United Nations World Tourism Organization, the number of tourists traveling the world has reached 1.5 billion people (UNWTO, 2020). It is observed that people participating in tourism activities tend to move from mass tourism to individual tourism over the years. Also it is seen in recent years that individuals who participated in the tourism mobility focused on belief, sports, health, education and then sea-sand-sun tourism at first, then chose cultural tourism and alternative tourism types after. In the name of gastronomy, with the travels related to wine at the beginning, an increase in the number of tourists participating in gastronomic tourism all over the world has been seen as a result of the reports and studies conducted.

Street foods have attracted the attention of tourists in recent years, apart from being a consumer product in Asian and African countries. However, it has been observed that tourists do research on where to eat street foods instead of preferring high level restaurants in their destination. In Turkey, the knowledge about consumption of food and drink on the street dating from the Ottoman times, and that there is a socialization activity while performing the eating-drinking action, can be accessed from the books of the period and current studies. It is seen that the Ottoman Empire, which is rich with its differences, has a great wealth in terms of street flavors thanks to these differences and wide borders. The fact that each country has different cultural elements is seen as a factor for tourists to prefer different destinations. The fact that Istanbul was the capital during the Ottoman era, that people from different nationalities lived in Istanbul at that time, and that many people from different cultures gathered in a common place, also indicates a variety in terms of street foods.

In this research, behavioral intention towards the destination selection of the people traveling to Istanbul for the purpose of tasting street foods is examined with planned behavior theory for street foods. The behavioral intent towards the choice of destinations of the people traveling to Istanbul for the purpose of tasting street foods was measured through the main variables of the model, which are the attitude towards behavior, the subjective norm and perceived behavioral control. For this purpose, 450 questionnaires in Turkish, English and Arabic were applied at the touristic points of Istanbul (Istanbul historical peninsula, Galata tower and İstiklal Avenue, Kadıköy) between 15 October 2018 and 15 January 2019, and 430 questionnaires were found suitable for analysis. Before the questionnaire was applied to the participants, the interviewer was asking the participants whether their travel was intended to taste street foods or not, and also in the first question of the questionnaire was basically trying to measure whether these trips are for tasting street foods or not. During the application of the questionnaire, people who consumed street foods sold directly on the streets at touristic spots were studied, and no surveys were carried out in businesses that included street foods in their menus. This is one of the limitations of the research. During the study, it was observed that the newly opened restaurants in the survey areas included more street foods in their menus, and it was also seen that there were businesses which included only street foods in their menus. The study has been applied only to the tourists who consume street foods in the streets of Istanbul, and it is thought that studies for businesses offering street foods can be carried out in later studies.

When looking at the averages of the expressions in the questionnaire form with the planned behavior theory, it is seen that the expression that has the highest average in relation to the subjective norms is 'The media with the messages they offer encourages me to travel to taste the street foods'. This situation shows once again how big the place of media in human life is. It can be said that the media have a high impact in the decision-making process of tourists.

The highest average expression related to perceived behavioral control is ‘Nothing can stop me if I want to travel for tasting the street food’. As can be understood from both the subjective norm and the perceptions of perceived behavioral control, the role of the media in the decision-making process of the respondents is higher than the individuals. When looking at expressions about attitudes towards behavior, ‘It is beneficial to travel for tasting street foods’ and ‘Travelling to taste street foods is a great experience’ are the ones with the highest average. This situation can be interpreted that traveling to taste street foods positively affects the person both physically and mentally. Regarding the behavioral intent of choosing the destination, ‘I’m planning to travel for tasting street foods’ is important in terms of having the highest average expression and both indicating a plan for revisiting and showing behavioral intention in this regard.

As a result of the analysis, it is seen that the consumers' attitudes towards behavior are important in explaining their intention to consume street foods. When the results of the analysis regarding the subjective norm are analyzed, it is seen that the subjective norm has a positive effect on the behavioral intent towards destination selection and the intention to revisit. According to this result, it is understood that the environment and social groups have an impact on the destination selection and intention to revisit.

The perceived behavioral control after the analysis made in the study does not help explaining the behavioral intention towards destination selection. In the studies carried out by Solunoğlu (2018), Akkus (2013), Ryu and Jang (2006) and Ryu and Han (2010), it was concluded that the perceived behavioral control does not have an effect regarding the intention to travel for food purposes. In the examination of the findings obtained as a result of the research, it is seen that behavioral intent is affected by both subjective norm and attitude towards behavior.

Regarding the promotion and marketing of Istanbul street foods, increasing the number of street foods festivals and making advertisements and announcements before and during the festivals on the internet, the streets and in the printed media, establishing gastro-tours to taste and tell the stories of street foods in Istanbul, having courses on city culture in the curriculum especially in high schools and universities in Istanbul, adding street foods to the curriculum as elective courses in universities, organizing workshops for street foods in Istanbul, and also including street foods in tourism promotional films and brochures are deemed necessary. In addition, the creation of a museum regarding street foods are considered to be a factor of attraction as well.

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Science is love, love requeries honesty

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Hotel Managers' Consciousness toward Competition and Its Strategies

Eda Rukiye DÖNBAK [1]

ABSTRACT

The purpose of this study is to evaluate the competition perception of hotel managers within the framework of resource-based business capabilities. A qualitative research method that allows in-depth examination of the competition understanding of hotel managers was applied between 01.10.2019 and 24.10.2019. According to the results of the content analysis of the hotel managers' opinions about competition, the themes of “competitor's business structure and facilities”, “monitoring the external environment”, “industry experience of the manager”, “using statistical data”, “price reduction” and “service quality” were obtained. When the managers' perspectives on the relationship between distinctive abilities and competition were evaluated, it was seen that themes as “information technologies capability”, “customer relationship capability”, “hotel's employment policy” and “employee turnover” rate were formed. When the content analysis conducted according to the innovative product and service understanding of the managers was evaluated, the use of online channels and different service concept themes were obtained. The national and international market themes were obtained according to the managers' evaluations on differentiation strategies. Differentiation strategy for international markets and cost-oriented differentiation strategy weren't evaluated by most hotel managers. The findings from the study are expected to contribute to RBV-based competition studies for the hospitality industry.
Key Words: Resource Based View, Organizational Capabilities, Competitive Strategies
Jel Code/Kodu: M1, M10, M12, M19

Otel Müdürlerinin Rekabet ve Stratejilerine Yönelik Anlayışları

ÖZET
Bu çalışmanın amacı, otel yöneticilerinin sahip olduğu rekabet algısının kaynak temelli işletme yetenekleri görüşü çerçevesinde değerlendirilmesidir. Bu çalışmada otel yöneticilerinin rekabet anlayışının derinlemesine incelenmesine olanak tanıyan nitel araştırma yöntemi otel yöneticilerine 01.10.2019 ve 24.10.2019 tarihleri arasında uygulanmıştır. Otel yöneticilerinin rekabete ilişkin görüşlerinin tematik içerik analizi sonuçlarına göre, “rakibin iş yapısı ve tesis imkânları”, “dış çevreyi izleme”, “yöneticinin sektör deneyimi”, “istatistiksel verileri kullanma”, “fiyat indirimi”,” hizmet kalitesi” temaları elde edilmiştir. Yöneticilerin ayırt edici yetenekler ile rekabet arasındaki ilişkiye bakış açıları değerlendirildiğinde, “bilgi teknolojileri yeteneği”, “müşteri ilişkileri yeteneği”, “otelin istihdam politikası” ve “çalışan devir hızı” temalarının oluştuğu görülmüştür. Müdürlerin yenilikçi ürün ve hizmet anlayışlarına göre yapılan içerik analizi değerlendirildiğinde ise “online kanalların kullanılması” ve “farklı hizmet konsepti” temaları elde edilmiştir. Yöneticilerin farklılaştırma stratejileri konusundaki değerlendirmelerine göre “ulusal pazar” ve “uluslararası pazar” temaları elde edilmiştir. Uluslararası pazarlara yönelik farklılaştırma ve maliyet odaklı farklılaştırma stratejileri, çoğu otel müdürü tarafından değerlendirilmemiştir. Araştırmadan elde edilen bulguların konaklama endüstrisine yönelik ve RBV temelli rekabet çalışmalarına katkıda bulunması beklenmektedir.
Anahtar Kelimeler: Kaynak Temelli Görüş, Örgütsel Yetenekler, Rekabet Stratejileri

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1. INTRODUCTION

Organizational capabilities imply the ability to neutralize threats in the external environment of a business through the use of internal resources in the business, and as a result, the opportunity to create competitive advantage or superiority in the business (Barney & Hesterly, 2006). Competition strategies may develop in accordance with the resources and capabilities of the business, and they are carried out by business managers based on the basic skills of the business and in accordance with the competition balance in the sector.

The main question of this study is how much attention is paid by hotel managers to the effects of tangible and intangible business resources on the competition strategies defined by the resource-based view. The competition perceptions of human resources, including managers at hotels, will be implemented in practice with the decision of managers, in line with the capabilities of the human resources. From this point of view, this study was carried out to evaluate the scope of the competition perceptions of hotel managers from Adıyaman, and determine how important hotel employees' abilities for managers are and how they are taken into account while determining the competitive strategies they will implement.

2. CONCEPTUAL FRAMEWORK

The Resource Based Business Capabilities Theory basically expresses the total of a firm's capabilities and resources (Wernerfelt, 1984), while according to Amit and Schoemaker (1993), it expresses the sum of all factors that can be controlled by the firm and that it can be used efficiently in "desired scales". Snow and Hrebiniak (1980) concluded that companies with distinctive abilities have a more sustainable competitive advantage than others, provided that they examined a heterogeneous firm's abilities in terms of defensive, collaborative, aggressive and reactive competitive behavior. In their study, Barney (1991) discussed the main differences between environmental models and the resource-based view (RBV) vision to gain competitive advantage, and they concluded that obtaining sustainable competitive advantage is possible when the business can turn any resource it has into a separate capability. Sweeney et al. (2011) stated that the potential benefits that can be obtained from internal organization resources may be transformed into firm skills such as information or innovation to provide the company with a competitive advantage. Prithwiraj et al. (2010), in their research where they investigated how a firm's marketing and operational capabilities come together with the differentiation strategy in a resource-based perspective, determined that the firm's marketing communication, customer relationship management ability increased the company performance by creating a differentiation strategy. According to RBV, all of the firm's tangible and intangible resources will be decisive for the firm's competitive strategy (González-Rodríguez et al., 2018).

Similar studies on how an organization's capabilities, which have been evaluated within the RBV framework, have affected their competitive strategies and firm performance, have also been conducted within the hospitality industry. In Ruzic's (2015) study, they observed that human resource management activities at hotels contribute to the hotel's human resources both individually and organizationally, and this effect also increases the financial performance and competitive strategies of the hotel. Ruzic (2015) stated in their study that the individual abilities of employees express their competence at work, but without HRM activities, these are insufficient for the organizational performance and competitive strategies of the hotel. In their work, Bazic and Cvelber (2016) aimed to define the sustainable competitive advantage created by business resources and abilities in the hotel industry and develop an overview of this issue. They examined the 40 most cited studies between 1996 and 2015 and reported that most of them were conducted to examine the impact of a company's intangible resources and abilities on the performance of hotels, and tangible business resources were little taken into account. However, in most of the studies they examined, knowledge was accepted as the main variable affecting hotels' performance. According to Ivanova and Ivanov (2016), the resource-based view presents a model for creating and maintaining a competitive advantage in the hotel industry, and it also provides a basis for sharing and managing organizational capabilities such as hotels' learning and knowledge management. González-Rodríguez et al. (2018) accepted the organizational structure and culture of a hotel, management style, staff training, the brand and brand image which is the intangible resources of a hotel that the hotel has have an indirect effect on the innovative differentiation strategy of the hotel and increase the hotel's market performance. Köseoğlu et al. (2019) investigated how hotel managers from middle and high level and various departments reflected their competitive intelligence on their organizational, operational and strategic levels. The main findings of their work were that daily operations are used for organizational-level strategies, middle and lower-level departmental managers collect data formally and informally about competition intelligence during daily operations and are used to implement competitive strategies determined by hotel managers. Based on these examples in the literature, one may state that the competition strategies applied in the hotel sector are based on the view of competition based on resources. However, it is seen that competitive strategies are formed by monitoring the environment in the hotel sector. For instance, Köseoğlu et al. (2016) explained that they investigated competition intelligence in the hotel industry, and related studies, which had both conceptual and experimental methods, established a direct relationship between environmental scanning (ES) especially for the food and accommodation units of hotels and hotel performance and competition strategy. In their other findings regarding inclusion of competitive intelligence in the process, it was stated that the managers of hotels in competition have information about each other via the internet (social media, Expedia etc.) and from reporting sites such as Star Reports and Hotelligence, while the same managers' way to obtain another information is to travel around by car in order to obtain information about the occupancy rate of their competitors, call by phone to other hotels like a mystery customer and receive information, some of them tried to make decisions on operational matters such as extending the stay of customers by negotiating with the oil companies in the region.

3. METHOD

In this study, a qualitative research method that allows in-depth examination of the competition understanding of the managers of hotels established in Adıyaman was applied. Qualitative research is a type of approach to investigate and understand the meaning that individuals or groups attribute to social issues (Creswell, 2014). Since the perceptions of hotel managers about the concept of competition are suitable for in-depth and thematic evaluation, the phenomenology pattern was used. While descriptive phenomenology describes people's perceptions and experiences, interpretive phenomenology focuses on the meanings embedded within the life experiences of individuals (Akyol et. al., 2020). Descriptive phenomenology was used in this study because it was aimed to examine how hotel managers understand and experience the concept of competition. A total of 450 participants were gained in the research. After the questionnaire used in the research was finalized, the data collection process is started. Data collection was carried out by the researcher himself and by the people who were informed about the study. During the data collection process, the participants were given preliminary information about the research by the interviewer before they started filling out the questionnaire. Data collection was completed in approximately three months from 15 October 2018 to 15 January 2019. During the data collection process, 450 questionnaires were collected, and 430 usable questionnaire forms were obtained after the questionnaires containing incorrect and incomplete information were removed. Eventually, analysis was carried out on 430 questionnaires.

3.1. Sample

In this study, hotels in the central district of Adıyaman were evaluated. The province of Adıyaman is located within the specific zone that is given priority for development in Turkey. Turkey is divided into 26 regions with a lower level of statistical classification, and Adıyaman is in the TRC1 Region. Economic analysis for these regions, and accordingly policy, are important. The TRC1 Region, in both social and economic sense, has serious development differences within. In this respect, Adıyaman has lagged behind other cities in the region in tourism, health and agriculture.

According to the data of the Provincial Directorate of Culture and Tourism, there are five four-star hotels and five three-star hotels with a Business Certificate from the Ministry of Culture and Tourism in the central district of Adıyaman. There are six two-star hotels with a municipal certificate. Apart from these, the training hotel, which was established on a university campus and has a business certificate of the Ministry of Culture and Tourism, was selected to represent the public guesthouses in the city. Two 3-star hotels and two 4-star hotels, whose address and contact details were declared on the site of the Tourism and Provincial Culture Directorate, were not included in the study because they did not operate during the study period. Considering the official data of the hotel classes in the city and when we evaluated the data we obtained from the first four interviews, we decided not to expand the sample because the coding results were very close to each other. Five hotels that were considered to represent each class were identified. Semi-structured meetings were held with these five hotels' managers between the dates of 01.10 and 24.10.2019. By making an appointment with each of the hotel managers, a visit was made to their offices, they were interviewed at their most convenient time, and the interviews were recorded by taking their permission.

Table 1. Information about participants

Managers	Age	Sex	Educational Level	Educational Area	Sectoral Experience	Managerial Experience	Position	Scale of Hotels
M1	32	Male	Bachelor's Degree	Tourism and Hotel Management	17 years	6 years	General Manager	4 Stars
M2	39	Male	Bachelor's Degree	English Language and Literate	24 years	8 years	General Manager	2 Stars
M3	44	Male	Primary School	-	28 years	9 years	F&B Manager	4 Stars
M4	40	Male	Bachelor's Degree	Food Engineering	1 year	1 year	General Manager	Training Hotel
M5	46	Male	Primary School	-	25 years	6 years	General Manager	2 Stars

3.2. Data analysis

The data were analyzed with the content analysis method. While the interviews were recorded by an audio recorder, the points deemed necessary were noted. After the sound recordings were transcribed on the computer, the first step in induction-type content analysis was made, and the process of creating themes started. For the purpose of comparing, describing and defining different data (Creswell, 2013; Flick, 2013), the hotel managers' evaluations regarding the questions were combined and evaluated under sub-themes. The qualitative data were considered to be intense (Patton, 2014), the essence of the data was taken, the logical evidence framework for the investigated cases was drawn, and merging was achieved under the main themes. The data were arranged on the basis of questions, and the coding of the answers given by the participants to each question was performed manually with the notes on the edges of the papers. Codes were created by repeating and interpreting the responses repeatedly at certain intervals instead of a pre-generated code list and concepts. In order to form a meaningful whole with the resulting themes and the data under them and to control the themes' ability to explain the data obtained from the study in a meaningful way, a comparison of the code and themes was made with an expert, and a 80% consensus was obtained. The findings part of the study is arranged in tables to correspond to the codes and themes by using tags such as M1, M2, for each manager, and their expressions are quoted under the tables.

4. FINDINGS

In this section, the findings that emerged as a result of the content analysis of the opinions of the managers at the hotels where the research was carried out regarding competition and organizational skills are presented. The findings obtained from this study consisted of the main themes of "Competitive Insights of Managers", "Distinctive Skills and Competition", "Innovative Product and Service Understanding of Managers", “Differentiation Strategies of Managers”, "Cost Sensitivity" and "Understanding of Price and Cost Balance in Managers".

The themes that formed the insight of the managers towards competition were as “competitor’s business structure and facilities”, “monitoring the external environment”, “industry experience of the manager”, “using statistical data”, “price reductions” and “service quality”. The sub-themes, themes and main themes shown in Table 2 were formed based on the answers given by the managers to the first question, "What do you understand from the competition awareness in this sector," and these statements are presented in Table 2.

Table 2. Consciousness of managers about competition

Question 1	**What do you understand from competitive awareness in this sector?**				
Managers	**SUB-THEMES**				
M1	Economic and political situation	Industry experience	Pre-opening and opening stages		
	Tourism infrastructure of the city	National/international Brand experience	Accommodation data of the city		
		Competition environment experience			
M2	Socio-economic situation			Flexing in prices	Equivalent service
				Price doesn't matter	
M3					Affecting and developing services
	Tourist types			Discount	
	Consumer preferences				
M4					Public sector
					Limited service concept

Table 2 continued

M5	Business operating time				Discount	
	Firm location					
	Business facilities					
	Competitor's Business Structure and Facilities	Follow – Up of the External Environment of Hotel	Industry Experience of Manager	Using Statistical Data	Lowering of Prices	Service Quality
MAIN THEME						
COMPETITIVE INSIGHTS OF MANAGERS						

4.1. Competitor's business structure and facilities

M1;" Since the hotels I work with are national and international brands, they are corporate hotels that are always in competition. Regions were also generally competitive regions. The hotels I work with were starred with techniques based on the same national and international criteria."

M5; "Of course, I am following, of course, how other hotels are gaining customers by providing better service or by getting a price discount. According to these, I try to implement strategies. …and I say that, if I do the following, I will gain customers as follows. Additionally, since the location of each hotel is different in this city, they all have a different market. Their possibilities are also different. For example, it has a sauna, a spa, and I think it doesn't need to go out and search for customers. Now, there are newly opened hotels, 5, 6 years after us, a hotel is more valuable than ever since everything will be new. It uses an advantage of innovation."

4.2.External environment

M1; "What is the economic, political, especially demographic structure of the city suitable for, how suitable is the infrastructure of the city for tourism? You have to do all this work naturally due to some situations that require being an international brand. Of course, it works incredibly well for us as managers. How will accelerations continue, up or down, and how will the situation in the country be reflected in the region? We did all this while we were in the construction phase. As a result, we have not experienced a negative situation other than the economic crisis and the rise of the dollar. In other words, we did not experience a negative situation in the region, especially cultural tours, I can say that there is no change in any negative direction."

M3; "I started to work in the 90s, and those years were more colorful. Our international tourists were in higher numbers. People living here were more social. For example, the food culture and drink culture of international tourists were different. Now, every day, we are getting worse in terms of the tourist profile. When you look at tourism in the world, we see the tourism sector that renews, grows, develops and brands. Unfortunately, this is not possible in our region and city. A Nemrut Festival was held in our city, ministers and politicians would definitely come. It would continue for one month, but these have somehow ended now not practiced."

M2; "Now, first of all, determining the concept in my understanding of management is very important to me. Two important things for us are to carry a mission before the competition, to create a concept, and the second is to follow socio-economic factors and then to compete."

4.3. Industry experience

M1; "The companies I have been working with since 2003 are national and international brands, and they are always in competition. This is why I think the corporate companies we work with give us this awareness enough."

4.4. Using statistical data

M1; "According to data announced by the provincial culture and the provincial tourism directorate, regarding the date our hotel was opened in 2018, there was a 100% increase in the number of tourists staying in our region and 50% in 2019 in comparison to 2017. This was above our expectations. According to our study, this momentum will continue to rise for at least two years. We expect the competition to increase in the following process. Of course, this will also indicate that a competitive environment has started with the opening of national or international chain hotels in our region. We have completed the pre-opening and opening stages of our hotel. We have already started this work with feasibility studies. We have already done timely studies on the future of the sector in this region, the competitive situation with other hotels, that is, which brands other than us can be opened to this region."

4.5. Lowering of prices

M2; "Currently, the situation in Turkey is critical. In order for our work to return at a minimum, we have to stretch for the price."

M3; "…competition may create positive things. The negative side comes when prices are pulled down."

M5; "What my friends do, how they gain customers, but as far as I observe in the decisive competition, we are experiencing a price-based competition. Now, if I have three stars, I think I lost the competition when 4 stars sold rooms for a much lower price than me. There is this kind of competition mainly."

4.6. Service quality

M3; "Now competition is our main requirement. Competition always brings success. It also applies to hotels, so, competition may create positive things". When he evaluates his competitors, we can see the positive side of the competition when the other side is able to act and arrange him or even change his master chef."

M4; "I admit that we are in competition even if we are a public institution. We have certain limits such as the room structure of public hotels, number of rooms, limited activity areas… In order to broaden the boundaries of these areas, new activities need to create new arguments."

Table 3. Distinctive abilities of hotel employees and competitive advantages

Question 2	Does the fact that the staff working in your company have distinctive abilities affect your competitiveness advantage?			
Managers	**SUB-THEMES**			
M1	Newly graduated	Training	Front office	Communication ability
	Being different from competitors	The requirement to be a brand	Sales	Persuasion skill
		Trained staff	Recruitment criteria	
		Department managers	Being an IT user	
M2	Previous experience			
	Teamwork			
	Wages			
M3	Tourism education			
	Previous experience			
M3	Managers with a different business			
M4	Public assignment			
M5	Wages			
	Temporary employees			
	Previous experience			
THEMES				
	Employment Policy of Hotel	Personnel Turnover Rate	Information Technologies Capability	Customer Relationship Capability
MAIN THEME				
DISTINCTIVE SKILLS AND COMPETITION				

The themes that formed the insight of the managers towards the relationship between competition and the distinctive skills of employees were as “employment policy of hotel”, “personnel turnover rate”, “information technologies capability” and “customer relationship”. The sub-themes, themes and main themes shown in Table 3 were formed based on the answers given by the managers to the second question, "Does the fact that the staff working at your company have distinctive abilities affect your competitiveness advantage**,**" and these statements are presented in Table 3.

4.7.Employment policy of hotel

> M1; “In particular, we brought new graduates to the company and benefited from them, which made us different to other hotels here.”
>
> M2; “I absolutely care about it, staff structure is very important for us to exist in the service sector. In other words, if your staff is selfless and able to understand you, if you can work in harmony, this means that you have accomplished most of your work. Of course, this requires you to feed your staff financially, which is a bit difficult under Adıyaman conditions.”
>
> M3; “Of course, I would like to say that we actually want to work with people who have received the education of this business in essence and who carry tourism in the spirit. …but these two do not come together. What we usually care about in job applications is which hotels they previously worked at, what their level of education is. We care about these. When operators are not very professional, there is a hitch there. So, actually, when I say that this is not my job, the man is constantly going towards a blunt.” M4; “The status of the staff to be recruited is determined by public appointments.”
>
> M5; “So, of course, it is very important for them to be experienced, but they work for a short term. They look at this job as a temporary one. We cannot pay too much. A university

graduate teenager does not settle for low wages. In other departments, we look at the experience and the hotels that they worked at before."

4.8. Personnel turnover rate

M1; "All of our department manager friends came from other places. Because we couldn't find local people working in this capacity and put them into work. We started with them, and we tried to gain distinguishing skills. We already provide the trainings required by our brand to them. These trainings are very important for both mental and sectoral development. We are still experiencing a shortage of qualified staff. Someone who has not received any training from scratch makes a serious effort to us, and then, because he is not aware of the sector, he can show a behavior of leaving work."

4.9. Information technologies capability

M1; "We are not expecting this condition to be fulfilled as we will provide certain trainings to the staff that we will start on the lowest level in the housekeeping department. However, personnel with a lack of training in departments such as the front desk and sales may be a serious source of inefficiency for us. The ability to use information technologies is important to us. …because we have used the latest technologies as a newly built hotel, we have used advanced technology in both rooms and other units, and so, they must have knowledge and experience. Of course, we also have an IT department, but especially the front office staff should use information technologies very well, and this is reflected in the job interviews."

4.10. Customer relationship

M1; "Basically, the ability to communicate and persuade is very important to us. In other words, until the behaviors of the staff, from the behavior of the staff to each other, to the behaviors towards the guests, and even to the way of using materials, friends give each other their training. Our friends who have learned the simplest correct sales techniques support the reduction of our costs."

Table 4. Consciousness of managers innovative product or services

Question 3	**Could you say you have innovative products or services?**	
Managers	**SUB - THEMES**	
M1	Trained staff	Service marketing
	Different managers	Corporate planning
	Different services	
	A la Carte Restaurant Service	
	Local foods	
	Breakfasts	
	Local entertainments	
M2		
M3	Hygienic dishes	
M4		
M5	Close guest relationship	
	THEMES	
	Different service concept	Using Online Channels
	MAIN THEME	
	INNOVATIVE PRODUCT and SERVICES	

The themes that formed the consciousness of the managers towards innovative product or services were as "different service concept" and "using online channels". The sub-themes, themes and main themes shown in Table 4 were formed based on the answers given by the managers to the third question "Could you say you have innovative products or services," and these statements are presented in Table 4.

4.11. Different service concept

M1; “We definitely created this awareness even in people here. We work as a fully corporate brand, after the trainings we give to our staff and its reflection to the guests, other hotels in the city have also accepted that the services we use here and the way we market these services are different. They absolutely didn't know that before. …because the employees of these hotels only worked in Adıyaman and learned the sector here. …but the managers of our seven different departments all came here, gaining experience from different cities.”

M3; “Yes, we did this especially in the restaurant section. Here, we try to pay more attention to preparation of food ingredients and add something every day. We are different in cleaning and hygiene.”

M5; “In other words, it may be the interest that we do and offer closely, which our competitors cannot. Because we definitely remember their special days and make our gestures to them. I think we are different to our competitors in this matter.”

4.12. Using online channels

M1; “The services we use here and the way we market these services, especially on line channels, are active as much as we can in every area, as I have already said, other hotels in the city have also accepted this situation. Not only that, this situation gives us different values due to its different mindset and perceptions. I can say that I was able to realize my different corporate plans this way.”

Table 5. Differentiation strategies of managers

Question 4	**Do you have a plan or activity to enter different markets where your competitors are not involved?**	
Managers	**SUB-THEMES**	
M1	Congress, fair	
	South Korea, Russia, Serbia, Ukraine, Malaysia	
	Regional promotional tours	
	Promotion budget	
M2		University
		Place
M3		
M4		
M5		
	THEMES	
	International Markets	National Local Market
	MAIN THEME	
	DIFFERENTIATION STRATEGIES	

The themes that formed the consciousness of the managers towards differentiation strategy were as “international market” and “national local market”. The sub-themes, themes and main themes shown in Table 5 were formed based on the answers given by the managers to the fourth question "do you have a plan or activity to enter different markets where your competitors are not involved," and these statements are presented in Table 5.

4.13. International markets

M1; "Let me say that we are already the hotel that participates in congresses and fairs more than other hotels in the city. We are working on this in every fair. We try to enter the markets there, especially by participating in fairs focusing on cultural tourism tours such as the Izmir fair, which we have entered as a result. Last year, we brought agents from many different countries here. We hosted most of them at our hotel for free and supported the information tours. We have agencies from S. Korea, Serbia, Russia and Ukraine. Thanks to this support, we even received a certificate of acknowledgement from TUROB (Turkey Hoteliers Association). After that, the tours started to come, and we offer hospitality services to these incoming tours here as Hilton. We used many different channels to realize our plan to acquire these new markets. We started to bring tours here, sometimes with our own resources, using private and public channels, both on a city and country scale. Now, we are waiting for tours from Serbia, Malaysia and Ukraine. …because we especially made information tours for them, and there were not any hotels in the city that could enter these markets outside of us. While doing these, we are actually trying to contribute to the tourism of the region by allocating a budget to them as a social responsibility, which is not directly and only profitable."

4.14. National local market

M2; "'Where should I start?' was the first question I asked myself when I started managing this hotel. I answered as that this hotel is very close to both the university and the industry. I did a lot of market research on these two. We managed to attract this segment to ourselves because of our close location."

Table 6. Cost sensitivity of managers

Question 5	**Do you have cost-cutting systems or practices?**		
Managers	**SUB-THEMES**		
M1	Saving measures	Cost	
	Brand training	Standard product cost	
	Brand auditing	Variable product cost	
	Material use studies	Computer program	
	Motion studies		
M2			
M3		Stock system	
		Cost, average cost	
		Computer program	
M4			
M5			Income and expense comparison
			Controlling daily sales
	THEMES		
	Tight financial measures	Cost-based sales prices	Simple accounting applications
	MAIN THEME		
	COST SENSITIVITY		

The themes that formed the consciousness of the managers towards cost sensitivity were as "tight financial measures", "cost-based sales prices" and "simple accounting applications". The sub-themes, themes and main themes shown in Table 6 were formed based on the answers given by the managers to the fifth question "Do you have cost-cutting systems or practices," and these statements are presented in Table 6.

4.15. Tight financial measures

M1; "Of course, as I said before, one of our brand education issues is savings points. Since these are costs for us, from the lights to the materials used by the staff for cleaning, and even to the staff's own uniforms, we also train them on their use. These are all referred to as our savings measures. Therefore, our relevant department supervisor definitely applies the trainings planned by HR. Our brand controllers come and check whether our standards are appropriate from the trainings here to the points we serve. This is the process, and the brand forces us to go through these processes. In other words, you are not authorized to make an independent decision, such as saying that we should not do this in this month. In other words, regarding the behaviors of the staff, their behavior with each other, their behavior towards the guests, and even the way they use materials, we provide their training. Our friends who have learned the simplest correct sales techniques support the reduction of our costs."

4.16. Cost-based sales prices

M1; "Our capacity is approximately twice as large as the largest among the other hotels in the city. Therefore, our total costs are higher than them, but we obtain more advantageous and more appropriate figures in unit costs. …because the global agreements we have made are very important for us, especially at this point. Already, one of the most important issues in the accommodation industry in our age is cost. We consider cost in all our work. We sell every menu we sell, whether it be related to banquets or the events we do, according to the costs of the products. If there are changing points in daily sales, the new price is determined instantly by removing the cost. Nobody has the authority for sales that are not approved by accounting."

M3; "These affect our success, of course, we apply the stock system. For example, today we buy and stock 5 items and store them. From this point on, our cost process starts on inventories. If you have spent many years in the industry, you can also immediately notice situations that are more or less than normal. …but we also support them with computers. We can see this immediately when portion standards are broken. We teach our servings to the newly recruited chef. Related chefs are responsible for their control and execution."

4.17. Simple accounting applications

M5; "So, we are already making daily turnover determinations. We compare expenses and income. If the hotel has not undergone a major renovation, we are continuing our standard work. We do not have a strict cost monitoring program."

Table 7. Cost and price balance understanding of managers

Question 6	**Can you supply less cost than your competitors?**	
Managers	**SUB THEMES**	
M1	Large capacity	Brand standard
	Competitors	Quality product
	Distributor companies	Competitors
	Total cost	At least seven different prices
	The unit cost	
	Global agreements	
M1	Economics of scale	

Table 7 continued

M2			Reaching multiple distributors
			Receive quotes
M3			Purchasing agent
			Price research
			Quality research
M4			Public tender
M5			
		THEMES	
	Brand Discount	High Price Value Perception	Price research at suppliers
		MAIN THEME	
		COST AND PRICE BALANCE	

The themes that formed the consciousness of the managers towards cost and price balance were as "brand discount", "high price value perception" and "price research at suppliers". The sub-themes, themes and main themes shown in Table 7 formed based on the answers given by the managers to the sixth question "can you supply less cost than your competitors," and these statements are presented in Table 7.

4.18. Brand discount

M1; "Our capacity is approximately twice as large as the largest of the other hotels in the city. Therefore, our total costs are higher than them, but we obtain more advantageous and more appropriate figures in unit costs. …because the global agreements we have made are very important for us, especially at this point. With these agreements, we buy more suitable products from the distributor companies here. In other words, the distributors who supply us with products buy more expensive products from us. This expresses the advantage that the brand has given us. Long-term agreements also give us bargaining power. The fact that this brand makes an agreement not only for this country but also for all hotels in the world constitutes a very large scale. This means that sellers will minimize their prices in order to make a deal with this brand."

4.19. High price value perception

M1; "It is true that we increase customer satisfaction due to the quality of the products we use, but we cannot say that we offer lower prices than local hotels here. We already have the obligation to use product quality at Garden Inn standards. On the contrary, others might use lower-quality products. For example, we have a cleaning brand named evilyn, we use it. There's only one distributor in Turkey that we do this with. We do not deviate from our personnel and product quality, and our costs are higher than our competitors. We have very strict instructions on materials that need to be used and renewed for fire precautions. These are all valid costs because we carry a brand. I can say that we definitely use the ones that are more suitable for us as a price benefit balance. Yes, it is more expensive, but we think it is a situation that increases customer satisfaction more than that price."

4.20. Price research at suppliers

> M2; "We go to wholesalers or the marketplace to buy vegetables from local markets. From there, we bring the necessary products at half the price. They are both fresher and more suitable products."

> M3; "Of course, only in our trading group, we have an employee who takes care of these jobs. They conduct research, search for all the markets and negotiate according to our price policy and other criteria".

> M4; "Of course, we are working on textile products and mattresses in accordance with the public procurement procedure in the near future".

5. RESULT AND DISCUSSION

Competition and awareness of competition were asked in the first question to learn which concepts appeared in the minds of the hotel managers. The hotel managers tried to explain their opinions about competition and awareness of competition through the themes of monitoring the external factors of the hotel, facilities and operating structure in competing hotels, using statistical data, managers' sector experience, service quality and decreasing prices. In the study of Köseoğlu et al. (2016), when the awareness levels of hotel managers about competition intelligence were investigated, the majority of the managers stated that they had not received any formal training on this issue before, while the rest emphasized their past experiences in this regard. In the study of Köseoğlu et al. (2016), similar to the themes of service quality and price reduction obtained for the first question of this study, it was seen that hotel managers use competitive practices to create competitive prices and business development. M5 stated that he was following other hotels, we see that the managers in Köseoğlu's (2016) study followed the same method and even tried to catch the strategies of international chain hotels due to their high research potential, but unlike Köseoğlu's (2016) study, none of the participants in this study stated that they followed international chain hotels especially and copied them exactly. M1, on the other hand, assessed that organizational structure and facilities are important in competition, but he stated that they had obtained their competitive experience from the environment created by star hotels with the same criteria. In this sense, he explained that he did not need to watch other hotels and only determined a strategy in accordance with official statistics. According to the theme of using official statistics from M1, we see that M1 supported the proposals of Hull and Covin (2010) regarding organizational learning. We may understand that the importance given to organizational learning and knowledge is effective in creating the competition strategy of M1's hotel. Unlike other studies, this study showed that hotel managers focus on the theme of lowering prices while expressing competition. While evaluating competition, we see that some managers think that competition is effective on the quality of service.

In the second question, the relationship between the distinguished talents of hotel staff and competitive advantage was asked to learn the concepts that were recalled in the minds of the hotel managers. The hotel managers tried to explain their opinions about distinctive skills and competitive advantage through their hotels' employment policy, staff turnover, information technology capability and customer relations. Most of the managers in this study stated that employing personnel with distinctive skills is limited due to the employment policy of their hotel. Only M1 among the hotel managers in this study defined technology capability as a distinctive organizational capability and recognized that their employment of personnel with this capability was effective in providing a competitive advantage. Only M1 also stated that recruiting talented staff contributed to their superiority in customer relations. In their study, Kumar et al. (2008) investigated the variables that affect technology ability in hotel businesses, and they determined that the independent variables that had the most important effect on this ability were the organizational structure and the systems and procedures applied in the organization.

Innovative products and services were asked in the third question to learn the concepts in the minds of the hotel managers. The hotel managers tried to explain their opinions about innovative products and services through different service concepts and using online channels. Backman et al. (2017) researched the variables that affect innovation at hotel establishments and different companies, and they found that the knowledge and abilities of employees had a positive effect on the innovative activities of companies, this effect was more significant than those of other variables in hotel businesses, and the knowledge and skills of the employees of hotel businesses were especially effective in the fields of service and marketing. This result supported the themes obtained from the third question of the study.

In the fourth question, we asked the participants what it meant to be in different markets than competitors to learn the concepts in the minds of the hotel managers. The hotel managers tried to explain their opinions about taking place in different markets than competitors through international markets and national local markets. Another study with a finding that supported the theme of providing services to differentiated markets was the study by Jönsson and Davonish (2008). In their research, among the eight different competition strategies practiced by the hotels they examined, providing services to different markets was in the second place.

In the fifth question, cost cutting systems and practices were asked to learn the concepts in the minds of the hotel managers. The hotel managers tried to explain their opinions about their cost cutting systems and practices through tight financial measures, cost-based sales prices and simple accounting applications. Implementing strict cost-cutting measures, as reported in a previous study (Akan et al., 2006), is a prerequisite for implementation of strategies. In this study, the hotel managers who stated that they had such practices were the managers of 4-star hotels. In the last question, when they were asked to compare their supplier relationship to their competitors, the hotel managers tried to explain their opinions by using the themes of brand discount, high price value perception and price research at suppliers.

The findings from this study are expected to contribute to RBV-based competition studies for the hospitality industry. This study is also expected to contribute to planning of special regions such as TRC1 regions, whose characteristics are mentioned above, where the tourism industry is aimed to be developed by public administrators.

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Agri-tourism as Strategic Intervention for Tourism Education: Lessons learned from Central Luzon State University, Philippines

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ABSTRACT

This study identified and analyzed agri-tourism as a strategic intervention for tourism education using related programs, projects, activities, achievements, and initiatives of the Central Luzon State University (CLSU), Philippines. The agri-tourism landscape of CLSU as input resources to SUC-tourism education was determined and described through government and industry standards and education policies. Also, an innovative tourism education design platform in relation to community education development was created considering factors like faculty complementation, community empowerment, course development programs, and linkages and industry networks. The potentials and status of CLSU Income Generating Projects (IGPs), as agri-tourism education platform, were done based on qualitative data and narratives, analysis, and interpretations complemented by contextual, historical analysis, and key informant interviews related to the establishment of CLSU's agri-tourism and programs. Agri-tourism-related programs in the university stand for a holistic system corresponding to community-based tourism development and trends, which allows for a strong and effective tourism education.

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1. INTRODUCTION

Tourism and hospitality education in the Philippines is both challenging and rewarding (Bian & Aquino, 2016). The increase in receipts mean more opportunities for the country and the people, while the demands of time require focus and attention to survive and thrive. According to Wong, Pine and Tsang (2013), sustainable business complements with effective teaching vis-à-vis balanced learning accessibility and balanced experience styles. Notably, agri-tourism's meaningful visitor offerings come from educational and recreational activities like farm lodging in Italy and England, food and drinking experiences in Alberta, Canada, and business at a working farm in Clackamas County, Oregon, USA (Moore, 2017).

In the Philippines, the Commission on Higher Education (CHED) is the education governing body. It is followed by Higher Education Institutions (HEIs) including State Universities and Colleges (SUCs) in curriculum development, operations, monitoring, and evaluation. CHED provides policy standards and guidelines (PSGs) known as CHED Memorandum Order (CMO). CMO No.30, series of 2006

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guided HEIs in offering a degree in tourism and hospitality management (THM) and other related fields. Solis (2012), identified challenges in preparing industry-ready professionals like language proficiency, international experiential training and exposure, inadequate laboratory facilities among offering schools and universities, and inexperienced administrators and non-experienced educators. Now, CMO No.62, series of 2017 sets the legal basis and guide in keeping THM curricula at par with global set up, standards, and competition.

Moreover, the government has promulgated and updated a set of accreditation rules and regulations from agri-tourism to farm tourism. Executive Order No. 292 (2004), otherwise known as Administrative Code of 1987 or the Rules and Regulations to govern the Accreditation of Agri-tourism/Farm Site, was used by the Department of Tourism (DOT) to recognize agri-tourism sites in the country up to August 2018. Republic Act 10816 (RA 10816), otherwise known as the Farm Tourism Development Act of 2016, is on its way to developing specific policies for its Implementing Rules and Regulations (EO 292, 2004, RA 10816, 2016 and DOT, 2018). Both EO 292 and RA 10816 strongly imply that instruction, research and extension are major responsibilities of Higher Education Institutions particularly State Universities and Colleges (EO 292, 2004 and RA 10816, 2016).

Agri-tourism is also referred to as school tourism because people are trained to become specialists in different fields and in the perspectives of culture and community development, business, and leisure (Petroman et al., 2015). Academic and tourism experts are tapping the potential of agri-tourism to alleviate poverty and promote agriculture courses in schools and universities (Aquino, 2010). Integrated and varied methodologies are used in learning as reflected in the site's holistic and integrated sustainable agri-tourism policy as described by Saima Ashraf Awan & Abdullah Rahan ul Haque Saeed (2016), with inclusive of environmental preservation, resource protection through income, and livelihood resolving community challenges. Relatedly, organic, nature-friendly, and health and wellness farms are among the world's top farm destinations ("The Philippines is now among the world's top agri-tourism destination", 2019). These popular farms are sample sites that are considered schools because of the learning opportunities they offer.

SUCs involvement as stakeholder-partner in agri-tourism development in the Philippines is recognized under the CHED 's role in EO 292 (2004) and RA 10816 (2016). The University of the Philippines' Asian Institute of Tourism (UP – AIT) worked with the DA and DOT on a manual that identified agri-tourism sites in the country (DOT, 2002). The agri-tourism course of the University of the Philippines at Los Baños (UPLB) has been contributing to the integration and coordination of Philippine agricultural resources for technology promotion, commercialization, enterprise development, and entrepreneurship since 2012 (Lesaca, 2012). Aquino (2010), as cited by Padilla (2012), said that the Bureau of Agricultural Research (BAR) has likewise recognized the efforts of Benguet State University (BSU) in developing processing technologies and marketing strawberries to continuously promote the province of Benguet as the Salad Bowl of the Philippines. The Central Bicol State University of Agriculture (CBSUA) started offering the Bachelor of Science in Agri-Ecotourism Management [BSAETM] (CBSUA BSAETM Curriculum, 2014). As agri-tourism continue to progress in education perspectives, it remains as a professional course in CMO 62, 2017. It is noteworthy, that Viernes, Aquino & Garcia (2020) published the operational model for HEIs in implementing agri-tourism development programs including the Asia Pacific Network for Sustainable Agriculture Food and Energy (SAFE Network) recently launched its Virtual Farm Academy last 06 July 2020, hosted and implemented by CBSUA, supported by the Indonesian Education and Culture, Maejo University, in Chiang Mai, Thailand, and CHED (Hidalgo, 2020).

The Central Luzon State University (CLSU), in the Science City of Muñoz, province of Nueva Ecija is a Level IV, 654.05-hectare State University and declared Cultural Property of the Philippines (PH-03-0027) due to its historical, cultural, academic, and agricultural importance to the country (CLSU Profile, 2016). It is designated by CHED as a Center of Excellence in Agriculture, highlighting its strength in science and technology, proactive to agro-industrial development, and people empowerment. A significant agri-fishery contribution, CLSU's Daerrys (coined Dana and Terry) Tilapia Ice Cream is an awardee to the world's largest food and beverage exhibition network – Salon International de L'Agroalimentaire (SIAL) ASEAN Manila in 2016 (Zuraek, 2016). CLSU Public Affairs Office (PAO), on the other hand, manages and maintains a record of its visitors through its Agri-tourism and Administrative Fees Form (CLSU-PAO Form, 2016).

In 2001, CLSU was declared as a Model Agri-tourism Site for Luzon by the Philippine Agri-tourism Program jointly implemented by DOT and Department of Agriculture (DA) in coordination with the University of the Philippines Asian Institute of Tourism [UP-AIT] (CLSU Marker, 2001). Both EO 292 and RA 10816 recognize sites over destinations. Moreover, according to the Chief of the Public Affairs Office (PAO) of CLSU, Ms. Julieta P. Burnot, a marker stands as the sole proof of the model grant and CLSU has not renewed its accreditation (Burnot, personal communication, 28 February 2020). SUCs establish Income Generation Projects (IGPs) ready to support tourism and hospitality education and as a criterion for levelling (Department of Budget and Management (DBM)-CHED Joint Circular No. 1, 2016). CLSU have agri-tourism related IGPs that are used for tourism purposes, may be arranged and requested for interactive activities (Burnot, personal communication, February 28, 2020). However, no IGP at CLSU is an accredited project/site (DOT, 2018). These are great attainments that can be taken advantaged of as agri-tourism learning sites packaged for a course program or degree offering.

Specifically, this research determined the agri-tourism resources, its utilization implications and benefits, and sustainability prospects used and experienced by CLSU for a tourism education development model. This was done to present potentials pertinent to the establishment and identification of more schools to offer agri-tourism. Moreover, this may be another lead for CHED to eventually issue a separate and exclusive set of policies, standards, and guidelines for agri-tourism degree program offering. All of these were described to form the agri-tourism landscape, identify development and influencing factors, and serve as baseline and/or additional information for tourism education in SUCs leading it as a strategic intervention for Tourism Education Platform.

This study looked into the CLSU agri-tourism potentials as strategic intervention for tourism education. Specifically, it determined the agri-tourism landscape of CLSU as input resources to SUC-tourism education as regards government and industry standards and education policies. Moreover, an innovative tourism education model was designed and developed in relation to community education. Factors considered were faculty complementation, community empowerment, course development programs, and linkages and industry networks.

2. CONCEPTUAL FRAMEWORK

2.1. Agri-tourism as a fast-growing enterprise

Philippine agri-tourism, and its global recognition, incrementally grew as an industry through significant contributions of stakeholders (Ichimura, 2019). Key officials from the government and the industry support the promotion and development of agri-tourism. The recorded foreign agri-tourists of 3.177 million is 10.24 percent higher than the previous year from January to May 2018. There are 76 DOT-accredited sites, which proves that it is a growing industry (DOT, 2018).

Agri-tourism is a productive industry stimulating dynamism in technology innovations, inclusiveness in terms of impact on people, and the capability to grow incrementally. Its vitality is made possible because the technology-based innovations in agriculture are intended to allow farmers to survive and thrive farm challenges. The study of Aquino and Battad (2014) used agri-tourism as a model for disaster-prone areas, particularly earthquake and volcano eruption affected areas. Also, their study supported the environmental standpoint of the Green Tourism and Sustainable Agriculture Development (GTSAD) model which helped people earn through innovation, and empowered them to be curators of their land in a sustainable way.

2.2.Benefits of agri-tourism

Spire Research and Consulting (2013) specified benefits of agri-tourism: economic growth from job and business opportunities, social benefits through balance in rural and urban tourism development, and heritage and ecological conservation from friendly and controlled environments. Also, agri-tourism can be a solution to rural and difficulties resonating harmoniously with socio-economic development, through strict adherence to its principles, confidence in learning the concept, and resourcefulness among people and communities (Khamung, 2015).

Awan and Zhuang (2016) likewise emphasized that agri-tourism is an incremental system of tourism ventures utilized by both industrialized and emerging countries. In China, agri-tourism benefits are economic growth and environmental protection directly related to poverty alleviation and community empowerment. United States of America's strategy for sustainability are agribusiness and farm engagements by locals (to increase 50% of food availability by 2035) and decrease in oil usage by 50% of the same year (Yee, 2013). Scheyvens and Biddulph (2017) study presented well the idea of inclusive and transformative tourism engaging marginalized groups in ethical production or consumption in sharing tourism benefits.

2.3.The functions of State Universities and Colleges (SUCs)

SUCs as educational institutions consider education as business and the students are the customer. Hence, SUCs must learn to serve students with inclusiveness (not just one group of markets but all), innovation (incorporate the new and not only the old or basic), and with excellence (competent and competitive educators). This is to sustain its operations and offer the most expensive and most famous product – education (Strategic Education Technology [SET], 2018). Because of this, national agencies particularly the Department of Budget and Management (DBM) and the Commission on Higher Education (CHED), are tasked to evaluate and monitor the performance of higher education institutions as a basis for subsidy and recognition through level standards (DBM-CHED Joint Circular No 1, 2016).

Higher educational institutions like SUCs, are evaluated based on Key Result Areas (KRAs), also known as the four-fold functions – instruction, research, extension, and business. As part of instruction, research outputs are extended as community services, which are translated as enterprises. Income Generating Projects (IGPs) are strategies to manage resources embodied in the Higher Education Modernization Act of 1997 (RA 8292, 1997). They subject themselves to excellence check to be called relevant with standards not only from their place but also with globally recognized organizations like the Association of Southeast Asian Nations (ASEAN). Like industries and private organizations, SUCs must advance through innovation, productivity, and diversification. These are the components of the Joint Circular No.1, series of 2016, also known as the Levelling Instrument for SUCs.

2.4.Transformation and reform-the change for sustainability

The concept of change becomes profound and challenging as it heads for sustainability. Both agriculture and tourism as separate industries are composed of systems that are likely made more complex put together with agri-tourism. The theory of multifunctionality makes the system more significant, given more stakeholders and key players who benefit in the industry (Aquino, 2007). Conversely, stakeholder contribution working simultaneously coupled with collaboration employing delegation, cooperation, continuous education, and transparent reciprocity of income and benefits is the key to industry growth. Sustainable agri-tourism development is still and will always be founded by balanced economic viability, social equity and cultural accurateness, and environmental soundness (Budiasa Budiasa, I Wayan & Ambarawati, I Gusti Agung Ayu, 2014). In reality, the community where the natural resources are, and the people who manage the former are the significant assets of tourism (Cruz, 2009). He mentioned that the utilization and application of resources results to change either as processes and or systems the people transform, and visible community reforms are noticeable towards sustainability. Furthermore, community-based tourism (CBT) and its impact on the people it serves is the operational site for sights like incremental learning in a whole setup, local production for global consumption, and people empowerment. It is not where authority or influence is but the start of development (Budiasa et al., 2014). Contrary to the study of Joo, Khanal & Mishra (2016), which reveals that the profile of agri-tourism farmers were older or matured, educated, and female. Although, small-scale farmers earned the most household income and return to assets.

Also, CBT is driven by the support of external and internal agencies. Political support and social order are approaches to development. The government, private businesses, and administrative bodies for larger companies are called external and internal facilitators (Mtapuri & Giampiccoli, 2014). The usual challenges on community capacity, limited budget in the provision of standard facilities, lack of promotions are government assistance programs of today.

3. METHOD

This case of CLSU agri-tourism landscape in designing its tourism education development model, as cited by Yeboah, Owens, Bynum & Okafor (2016), is presented as the basis of its initiatives, limitations, and processes undertaken. The potentials/status of CLSU IGPs, as agri-tourism site, were done based on qualitative data and narratives, analysis, and interpretations complemented by contextual, historical analysis, and key informant interviews related to the establishment of CLSU's agri-tourism and programs.

Secondary data was utilized to find the existing and combined standards and regulatory requirements by the government and industry, factors relative to Higher Education Institutions (HEIs) including SUCs. Published journals were used to address innovation adaptation, link to community development, and responsiveness to sustainability dimensions towards verifying agri-tourism development.

CLSU's condition in agriculture and tourism was selected following the 111 Higher Education Institutions (HEIs), particularly the State Universities and Colleges (SUCs) or Chartered Colleges and Universities of the Philippines (CCUs) recognized by the Philippine Association of State Universities and Colleges (PASUC). There are 56 agricultural SUCs in the country (SUC Association of Colleges of Agriculture of the Philippines [SUC-ACAP], 2019). Most importantly, there are only four agricultural development perspectives as presented in the Strategic Agriculture and Fisheries Development Zones (SAFDZ) in the country, which are all found in Luzon. These are upland, lowland, rain-fed irrigated, and disaster-prone areas (RA 8435, 1997). The case of CLSU is analyzed for lowland ecosystem towards verification, and contextual analysis about the general provisions for tourism and agriculture industries.

The University President endorsed the study to the Chief of the Public Affairs Office (PAO) of CLSU, Ms. Julieta P. Burnot who was interviewed and assisted the researcher in gathering data. The interview guide was based on DBM-CHED Joint Circular No 1, s.2016, or the SUC Levelling Instrument. The main questions focused on the fourfold functions of SUCs: instruction, research and extension, including production, and business which are also the criteria used for leveling. Other pertinent documents and complementary documentation during visits were asked to complete the needed historical data of the study.

Moreover, the researcher obtained pertinent documents, synthesized, and validated through interviews. Also, observations through field visits and photo documentations were done to support operations of facilities, interactive activities, manual labor, products produced, and clientele involvement. All institutional and sensitive data acquired were held private and confidential, adhered to the provisions of the Data Privacy Act of the Philippines (RA 10173, 2012).

4. FINDINGS AND DISCUSSION

4.1. CLSU agri-tourism landscape input to SUC-tourism education development

Tourism development requires collaborative management towards the achievement of objectives and effective operational strategies (Damanik, 2016). CLSU as an academic and research institution works on a model of partnership between the university, government, industry, and the community (Aquino, 2019). Solis (2013) illustrated global and local responsiveness, and strong sociological and philosophical foundation in tourism education as three important ingredients to develop future leaders. Agri-tourism education in CLSU may be effectively applied and sustainable because it is reinforced by stakeholder contributions and involvement (Budiasa et al., 2014).

4.1.1. Government and industry standards: CLSU offers educational agri-tourism through the agricultural technologies, whereas both theoretical and practical knowledge are directly learned and experienced by students and visitors (Petroman et al., 2016). SUCs are input-oriented in terms of technology utilization in view of their fourfold functions: instruction, research, extension, and business, which are also used as criteria for levelling (DBM-CHED Joint Circular No 1, 2016). Values like resiliency, productivity, and efficiency are among the outcomes of innovations. Viernes, et al. (2020) added technology as a standard requirement and used as the foundation of every business enterprise in SUCs. In CLSU, the technology used in the production of tilapia ice cream alone has excellent tourism and education catchment value. This is in addition to location, facilities/amenities, and infrastructure as factors required by the DOT (EO 292, 2004). IGPs in CLSU, however, can become DOT accredited agri-tourism sites coinciding with standards prescribed by the government and the agriculture and tourism industries (EO 292, 2004 & RA 10816, 2016).

Agri-tourism teaches a student and visitor to realize it as a job and a business opportunity. An agri-tourism experience is an interactive activity created and designed through the use of facilities/amenities/equipment and infrastructures suggested by technology. Every interactive activity corresponds to a service interaction that includes job and employment generated by agri-tourism leading to community development. SUCs are avenues for engagement especially proven business operations that help individuals become productive and profitable. CLSU boasts success stories of its service recipients in business incubation like Mr. Alvin Jay A. Gines, an organic fertilizer producer from Llanera, Nueva Ecija (CLSU AFTBI, 2020).

Standards are taught to prepare learners of, or allow them to experience accountability. Republic Act No. 10055 or the Philippine Technology Transfer Act of 2009 (RA 10055), encourages the ownership, management, use, and commercialization of research-based technologies for the use of the public. Technology, in this case, comes in forms like know-how, skills, products, processes, services, and practices (RA 10055, 2009). There are also agricultural technologies reinforced by government laws and policies like the Republic Act No 10068 or Organic Agriculture Act of 2010 and Integrated Urban Agriculture Act of 2014.

In a study conducted by Aquino and Agrupis (2019), they noted that successful tourism education is a combination of tourism principles and concepts with good partnerships with LGU-led community-based tourism sites as noted in strengthening the SUC-LGU tourism programs partnership at the ground. An example studied is the Mariano Marcos State University (MMSU) and provincial government of Ilocos Norte (PGIN) on several tourism programs and activities. This SUC-LGU partnership served as an initiative in establishing strong involvement between and among different stakeholders/partners involved in tourism education program especially for locally managed and developed tourism destinations.

As revealed in this present study, CLSU is favorable for agri-tourism education in as much as they are expected to produce research-based technologies as part of their fourfold functions (RA 8435, 1997, RA 10055, 2009 & DBM-CHED Joint Circular No. 1, 2016). Agri-tourism is considered an opportunity for CLSU to become more efficient and effective through its IGPs, where technologies are utilized for instruction and extended to transform communities.

Agri-tourism lessons recommend that requirements set by the government and industry are useful guide for farmers and other stakeholders. These are possible learning experiences and strategies for business operations or best practices. RA 8435 (1997) explains that the government encourages the use of agricultural technologies to help farmers with their needs, hence, community development through interventions, collaboration, and cooperation.

Accordingly, standards, the collaboration between government and industry should be evident that leads to well-defined quality standards, implemented, and maintained in the different tourism services to facilitate the provision of correct and accurate information to visitors and to promote competitiveness (UNWTO, [n.d.]). In particular, agri-tourism is impactful because it shares and disseminates cultural knowledge. Such perspective results that culture as a whole is essential to be preserved and conserved. The traditional side by side with the modern parts of culture are utilized for appreciation, learning, and experience.

4.1.2. Education policies: CLSU considers agri-tourism education ready with available legal bases. Agri-tourism could be taught as a professional course in its tourism and hospitality management programs based on CHED Memorandum Order No. 62, series 2017. It may be considered as a research course that designs interactive tourism-related activities, especially for visitors and entrepreneurs. CHED is identified as a partner in the institutional capacitation through training of business tourism-related owners, involved operators, technical-vocational education and training among practitioners, formulation and implementation of competency standards and training regulations, and capability building for promotions (RA 10816, 2016). The existing program of CBSUA or the SAFE Online Farm Academy is viewed as a guide to develop new strategies and approaches for agri-tourism.

4.2. Innovative tourism education platform in relation to community development

Tourism education is equated with professional and practical skills training, hence, innovative, experiential, and collaborative (Saner, Bahcelerli & Eyupoglu, 2016). In the case of CLSU, it has developed and established agricultural – related enterprises, with products, services, and strategies, earning through tourism that led them to be awarded Model Agri-Tourism Site in 2001. The Central Luzon Agricultural Museum of CLSU is an innovative initiative and strategy to captivate visitors and guests utilizing cultural and heritage stories, learning technological innovation milestones, and create a memorable sense of place. CLSU's Hydroponics and Aquaponics Technologies, and the Living Fish Museum featuring the Tilapia Production in Concrete Tanks which has didactic exhibits added features for agri-tourism intervention. Compared with contemporary museums, these have transformed heavily with visitors as shoppers and not only spectators, a redirected focus from photo collections and usual exhibits to an incremental attention to social, recreational, and participatory experiences (Shao, Ying, Shu, Morrison, and Booth, 2019).

4.2.1. Faculty complementation: CLSU exhibits favorable faculty complements for agri-tourism education through their actualized functions, practices, and achievements.

Faculty members are a pool of competent and collaborative experts, researchers, and extensionists in the guise of disciplinary enrichment and instructional development (CLSU Academic Affairs Program, 2016 and DBM-CHED Joint Circular No. 1, 2016). These are learning activities extended well to the students and experiences to visitors and communities CLSU serve. Manpower resource, particularly educational attainment, entrepreneurial attitude, managerial capabilities, and farm orientation and competencies is considered a performance determinant in agri-tourism (Wei-Ting Hung, Hsiu-Yin Ding & Sen-Tyan Lin, 2015).

Agri-tourism education can be offered in various CLSU ways and platforms. It can be as a course or program for students in related degrees (e.g. agriculture, tourism and hospitality management), experience to visitors, research venue, community training and competency building area, and production or business set up.

Teaching and learning are based and backed up with research-based information, extended to impact communities, and translated into tangible and intangible products. According to Bezés (2016), teaching complements research, which is practiced in CLSU and SUCs. Research reinforces and updates knowledge, an arm to realistic and practical teaching methodologies.

Relatedly, agri-tourism challenges and limitations particularly in interrelating business and teaching facilitate entrepreneurial and managerial skills development. Dr. Sofronio Kalaw, a biology professor, researcher, and head of the Center for Tropical Mushroom Research and Development (CTMRD) in CLSU, shared that being a business manager and a tour guide are among his new learning experiences (Kalaw, personal communication, February 28, 2020). Cruz (2016) corroborates with Jordan & Vogt (2017) on describing community stress as one negative effect of tourism through changed daily routines (e.g. tour guides eat their lunch earlier or later to serve tourists) and values (e.g. Entertainment activities like videoke until dawn).

CHED Memorandum Number 62 (2017) require faculty members of industry practice, relevant trainings and industry certifications/assessments, and awards and recognitions from organizations and competitions, as a minimum requirement to teach. Collaborations are made and practiced to satisfy these qualifications. According to Liburd and Edwards (2018), advanced sustainable development is the outcome of collaborative efforts since it harmonizes with diversity in values and agendas, brings out understanding, and resiliency in actions and decisions.

Agri-tourism is a collaboration of agriculture and tourism, and so with the human resources involved. The conceptualization, production, marketing and aesthetics, and continuous development of the tilapia ice cream is a collaborative effort and output of faculty members and employees from different units of the university. The concept of the ice cream product came from the President and faculty members of the hospitality management department, the tilapia as the main ingredient is produced and supplied by the Freshwater Aquaculture Center and sold by the production and marketing sites of the university. The Philippine Carabao Center (PCC) outlet, located within the campus, also sells tilapia ice cream together with the various carabeef product lines. Moreover, other colleges collaborate and involve themselves in different perspectives, like the *"AGRISIKAT! Sa AGRIKULTURA, SIKAT ka!"*, a career advocacy for grade 9 students and family engagement on agriculture and fisheries event organized by the College of Education (CED) and granted by the CHED National Agricultural and Fisheries Education [CHED-NAFES] (Javillonar, 2019). The event also highlighted activities like agri-fish camp, technology creative competition, photography and video contest and a Congress.

4.2.2. Community empowerment: CLSU's strategic plan is centered on the theme *Excellent Service to People and Society* (CLSU Board of Regents (BOR) Resolution No. 02, 2015). One of the aggressive targets is to establish diverse platforms to lead CLSU as an education-economic zone, through learning and enterprise activities that support public service and social responsibility. Hence, the CLSU campus is one huge community ready for agri-tourism learning through its established existence and impact on the community where it is located and serves.

The researcher observed that CLSU is an all-in-one empowered campus, and so, its people. All within the campus are its own old market, hospital, postal office, food, accommodation, transportation, and ATM, among other facilities for students, employees, and visitors. According to Cruz (2014), tourism is a composite product, of primary and secondary attractions, necessary in the provision of meaningful experiences. The Alumni Food Court, for example, is a fascinating stakeholder contribution because it generates employment and business opportunity, secures food availability for extended hours, and sustainability to the destination (Cruz, 2014). Hence, CLSU may be considered a tourist destination.

CLSU extends all its projects and programs for the development of the community of the Science City of Muñoz and the province of Nueva Ecija, where it is located. It is declared as a Cultural Property of the Philippines (PH-03-0027) due to the presence of structures and initiatives of historical, cultural, academic, and agriculture impact to the community (Cultural Properties of Science City of Muñoz, 2016).

According to Viernes et.al. (2020), political systems define Higher Education Institutions (HEIs), particularly SUCs, and CLSU is one. Institutional support is a factor in the type of technology to be taken advantage of, kind and type of investment or offering, and who manages it. The natural resources and the people are the significant assets of tourism which makes up a community (Cruz, 2009). The success and challenges of tourism come from the initiatives and interventions to these assets. According to Alderton (2019), community empowerment is virtually government policy present in all levels of management. In CLSU, the presence of a Public Affairs Office (PAO), maintenance of significant structures of historical value, and establishment of museums to preserve and share technologies to students, employees, and visitors, means that its administration supports tourism and its development. Cruz (2016) explained that the government support projects in terms of allocations and marketing.

4.2.3. Course development programs: Simplify the statement – brief, concise description. CLSU has competent and competitive programs necessary for agri-tourism education in different platforms. The teaching and learning environment is supported by corresponding internal resources, like experts and facilities, and external partners like government and non-government organizations and surrounding communities. Course development programs in agri-tourism extend from educational offerings to prepare students to survive and thrive in the profession and industry, extension projects to assist and sustain life in the community, and IGPs to back up and actualize interventions and innovations.

Online platforms are varied and available through Information Systems Institute (ISI) in CLSU. Its Virtual Learning Environment Platform was launched to provide digital and distance learning engagements (Santos, 2019). Hence, CLSU is ready even with the presence of pandemic which challenged the world in 2020.

4.2.4. Linkages and industry networks: Linkages and networks position the tourism industry to generate higher visitor number and income. CLSU partners build its presence, impact, and influence in the community, industry, international arena, and even virtual. Collaborations are believed to broaden CLSU's opportunities for advancement in terms of knowledge exchange, cultural immersion, technical/technological enrichment, faculty exchanges, and student apprenticeships (CLSU Annual Report, 2012). Among the agri-tourism-related collaborative partners of CLSU are the Department of Agriculture-Philippine Rice Research Institute (PhilRice), Philippine Carabao Center (PCC), Philippine Center for Postharvest Development and Mechanization (PhilMech), Department of Science and Technology (DOST), Phil-Sino Center for Agricultural Technology (PhilSCAT), the LGU, and provincial agriculture and tourism offices and the strong industries and organizations supporting agricultural development.

4.2.5: The CLSU tourism education model incorporating agri-tourism

Agri-tourism education may be a vital development program especially in agricultural SUCs, and CLSU is ready. Its agri-tourism related innovations and efforts of intervention in view of its fourfold functions are continuously inclusive and progressive, hence, sustainable. It is input-oriented in terms of technology development, production, and utilization, where productivity and efficiency among its people and stakeholders significantly benefit. CLSU and SUCs provide avenues for engagement like effective and efficient business operations capitalizing on community empowerment and resiliency especially in any agriculture and tourism or both endeavors. According to Aquino (2020), SUCs serve as training venues especially on capacitation and competencies build up. It is where knowledge and experiences are shared, ideas, theories, and best practices are identified, and transformation is actualized through technology and social innovations. More so, skills are enhanced to address the growing needs of the agriculture, tourism, and education services.

Sustainable development happens where collaboration, institutional support, and linkages and partnerships, transform and reform people and organizations. Figure 1 exhibits a functional and comprehensive model for agri-tourism as a favorable learning site and investment area for CLSU and other agricultural SUCs. Standards are established in the inclusion of business to tourism (e.g. EO 292, 2004 & RA 10816, 2016) and agriculture (e.g. RA 8435, 1997, RA 10055, 2009, RA 10068, 2010, Integrated Urban Agriculture Act, 2014). These policies ensure the security, stability, productivity, and profitability of related projects and programs. Moreover, SUCs operate through instruction, research, extension, and business as criteria for levelling (DBM-CHED Joint Ciruclar No. 1, 2016). Technologies and innovations are encouraged and highlighted directly contributing performance. Strategies are also utilized and shared as practices. Community-based tourism is a great initiative and intervention to demonstrate realistic extension programs, projects, and activities. A collaborative partnership with the local government units, other agencies, and institutions is a realistic way to work with the community. Relatedly, these are the same resources needed for instruction purposes. Basically, agri-tourism suggests a realistic venues, methodologies, and platforms for learning where people can participate, are given job and business opportunities, and be empowered.

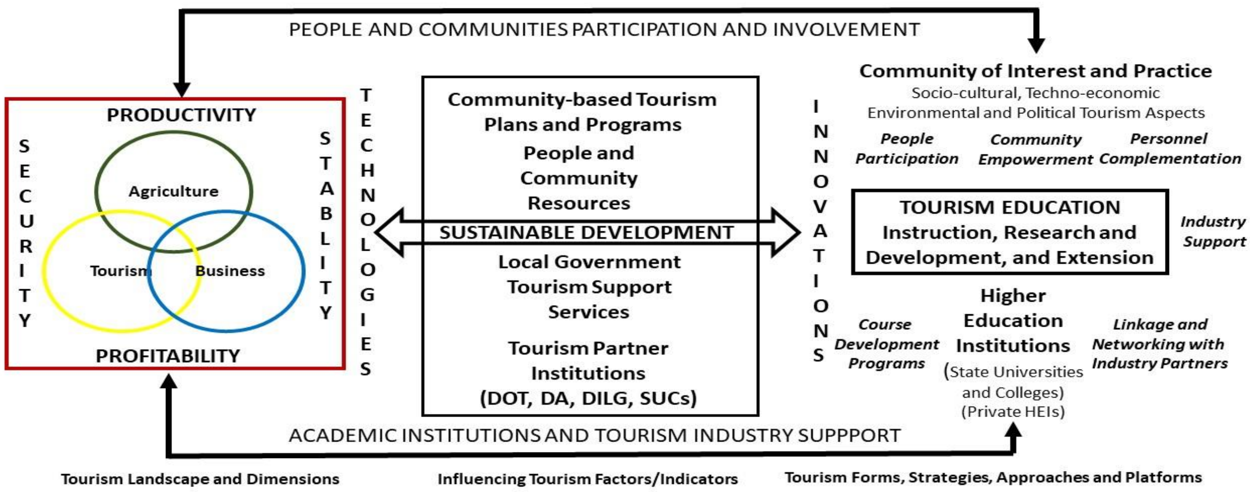

Figure 1. SUC sustainable tourism education model showing the dynamic interaction of influencing factors and parameters (*Aquino & Viernes, 2020*).

5. CONCLUSION

This study strongly concludes that CLSU holds high and strong potentials as an agri-tourism education venue through its programs, projects, activities, achievements, and initiatives. Agri-tourism-related programs in the university confer following a holistic system corresponding to community-based tourism development principles and practice. The university strictly adheres to the requirements set by the government to support programs and sites for agri-tourism development and management including the industry which allows universities to utilize the different models of agri-tourism or tourism business. Not to mention the education standards and policies like the EO 292, 2004 and RA 10816, 2016 for tourism, the RA 8435, 1997 and RA 10055, 2009 for agriculture, and the DBM-CHED Joint Circular No. 1, 2016 for SUCs were considered in the overall implementation and management of the tourism and hospitality education. Complementary to these policies and practices, the LGU and external partner initiatives support the input resources, requirements, and programs enabling CLSU to sustain its tourism education. According to Budiasa, et.al. (2014), agri-tourism is sustainable when requisites like economic, environmental and social dimensions are considered. Moreover, active stakeholders like the government, local community, and the academe among others strengthen and maintain its partnerships and engagements through cooperative and complementary system. Relatedly, the study of Petroman, et.al (2015) presented agri-tourism as an effective educational tool for students and visitors. The learning value comes from the actual farm experience and direct or personal training with farmers. Therefore, an agri-tourism course or school is recommended because of the community-based farm experiences and lessons it offers. The green tourism and sustainable agricultural development model of Aquino and Battad (2014) and the concept of local community participatory learning by Siri (2017) highlight community-based innovation. Green tourism brings out values like resiliency, empowerment, and skillfulness among people under specific conditions like in disaster-affected areas. The participatory learning, on the other hand, suggests a systematic interpretation of creating and operating interactive activities for visitors. These, among others, are recommended agri-tourism experiences promoting innovation and entrepreneurship in tourism.

Notably, the university currently promotes itself as a Model Agri-tourism Site for Luzon. However, with the growing and changing trends in community-based tourism, it needs continual updating, development of interventions that are exciting and interactively-driven that are to be accredited and recognized by the Department of Tourism (DOT) and other external bodies. Through these initiatives and interventions being done by CLSU, these should be properly documented as inputs to the revitalized and renewed tourism education program.

Furthermore, CLSU is a Higher Education Institution (HEI) with an innovative tourism education platform relative to community education development adhering to the enhancement of the tourism management program as stipulated in the CHED Memorandum #62, series of 2017. Based on this, it is recommended that applied course development programs should be pertinently supported by faculty members. The actual practice and experiences of CLSU are relevant resources for agri-tourism education anchored on income generating projects (IGPs) as learning avenues, facilities, experts, practices, and the support of its leaders and administrators. Moreover, different extension programs facilitating community participation and empowerment with realistic methodologies in teaching and learning processes are other considerations.

Relatedly, the set-up of agri-tourism related IGPs of CLSU is likened to the learning centers of Maejo University (MJU) in Chiang Mai, Thailand. Agri-tourism learning centers are used as part of the strategic management practice for MJU to perform as a university and to demonstrate service quality to visitors including students. The same is also used to continuously improve the centers (Navarette, Thongma, Fongmul and Leepattana, 2019). Overall, the documented CLSU tourism education model is vital and realistic which is commendable and recommended for adaptation with similar conditions, resources and practices.

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Science is love, love requeries honesty

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Tourism as a Driver for Promoting Gender Equality? A Case Study of Participation of Women in the Tourism Labour Market in Cox's Bazar, Bangladesh

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ABSTRACT

Bangladesh has the highest overall ranking in Asia for gender equality (World Economic Forum 2017). The tourism industry is frequently promoted as a global driver for the economic empowerment of women (UNWTO 2010). The aim of this research is to examine if a gender gap exists in the domestic tourism industry in Cox's Bazaar. Bangladesh has a large domestic tourism sector centered on the Cox's Bazar district. This paper analyses labour market participation by female residents of Cox's Bazar in the (i) hotel and (ii) restaurant sectors. A mixed methodology approach is employed. Quantitative techniques are used to analyse gender differentials in labour market participation. A qualitative approach using interviews is used to identify factors contributing to the gender gap. The results of the research indicate low levels of representation by women in workforce in the hotel and restaurants sector. The research indicates that the key causes of this gender gap are social norms, the concept of gendered spaces, harassment in the workplace and lack of access to training opportunities. This research aims to contribute to knowledge relating to the gender dimension of tourism and specifically the relationship between the tourism industry participations and gender equality in Bangladesh
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1. INTRODUCTION

In the 2017 World Economic Forum Report on Gender Gap, Bangladesh was ranked first in gender equality in the South Asian Association for Regional Cooperation (SAARC) above larger economies including India and China (WEF, 2017) The aim of this paper is to examine to what extent there is a gender gap in the tourism industry in Bangladesh's most popular domestic tourism destination – Cox's Bazar. The tourism industry is often promoted as an example of an industry which provides opportunity for women (Ashley & Goodwin, 2007; UNWTO 2010) and contributes to poverty alleviation. This research sets out to examine gender equality in terms of labour market participation in the domestic tourism industry focusing on (i) the hotel sector, (ii) the restaurant sector.

The paper begins by providing a review of literature examining the relationship between tourism, gender and poverty in less developed countries (LDCs). There is also a review of literature relating to gender disparity in Bangladeshi society at the wider political and economic level. A brief review of literature

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relating to the socio cultural barriers impacting female labour market participation in Bangladesh is also presented. The second part of the paper presents primary research analysing gender based labour market participation differentials in the hotel and restaurant sector. Finally the research identifies some of the factors which contribute to gender differentials in the tourism industry in Cox's Bazar.

It is often assumed that women in developing countries are the direct beneficiaries of the tourism industry, however such assumptions require detailed analysis of the functioning of the tourism sector and the extent to which women are included, excluded, or stratified within the industry (Staritz & Reis, 2013). The research outlined in this paper aims to contribute to knowledge relating to the gender dimension of tourism and the relationship between the tourism industry and gender equality in Bangladesh. This contribution incorporates a critical analysis of the assumption that the tourist industry economically empowers women through the provision of labour market opportunities. This research contributes to knowledge of the tourism industry in Bangladesh by incorporating a gender dimension into the analysis of the potential for the tourism industry to contribute to poverty reduction. The contribution of this research is to examine the issue of female labour market participation in the tourism industry in Bangladesh in the context of the pro-poor tourism agenda and achievement of Millennium Development Goal 3-promote gender equality and empower women.

2. CONCEPTUAL FRAMEWORK

2.1. Tourism, poverty, and gender nexus

Tourism is a multifaceted concept which has social, economic, cultural and environmental aspects (Lew et al., 2004). Tourism is increasingly perceived as a generator of economic growth for developing economies and as a means of alleviating poverty (Buckley, 1996) and as such has been incorporated into development strategies for developing countries by governments and non-governmental organizations (NGOs). Consequently, tourism marketing and planning are not only seen in terms of commercial potential but also as important elements of societal planning and development (Sautter & Leisen, 1999; Ashley, 2003). There has been extensive research into the relationship between tourism and poverty alleviation in developing countries. (Hall, 2000; Ashley, 2003; Jamieson et al., 2004; Harrison, 2007; Meyer, 2007; Blake, 2008; Mitchell & Ashley, 2009; Scheyvens, 2011; Islam & Carlsen, 2012; Croes, 2014; Venegas et al., 2015). Jamieson, Goodwin & Edmunds (2004) indicate that the development of the tourism sector in many developing countries is prioritized because of its potential for generating employment due to its labour-intensive nature. The United Nations World Tourism Organization (UNWTO) (2005) explicitly state that tourism is 'often the only sustainable growth sector' for poor countries. The UNWTO (2010) specifies the positive impact of tourism on poverty and the opportunities it provides for economic empowerment of women. It cites the labour-intensive nature of tourism which facilitates participation by poor people in the workforce. Many of the jobs require relatively low-level skills and education and are part-time in nature which means they can complement other livelihoods. However, Staritz & Reis (2013) argue that the very reasons put forward for tourism as a pro- female industry serve to underline the constraints placed on women in the industry. Employment in tourism work is seasonal, often based on traditional household tasks, and requires flexible work patterns. As a result, women are often limited to casual employment with low levels of job security and chances for promotion.

It is argued (Santos & Varejão, 2007; Campos-Soria et al., 2011; Rinaldi & Salerno, 2019) that analysis of gender participation in tourism in developing countries must incorporate analysis of both horizontal and vertical gender segregation of the labour market. Horizontally women and men are frequently employed in different occupations. Research (Muñoz-Bullon, 2009; Boone et al., 2013; Rinaldi &

Salerno, 2019) indicates that vertical segregation results in gender pyramids where women are frequently employed at the base while men occupy management roles. The result is that women are overrepresented in job roles which are poorly paid, part –time, insecure and offer very limited opportunities for career progression.

There has been a diverse range of research focusing on the gender dimensions of tourism studies (Gibson, 2001; Morgan et al., 2007; Scheyvens, 2007; Swain & Hall, 2007; Ferguson, 2009) Specifically, the interrelationship between gender, tourism and poverty reduction has been the subject of increased focus (Gentry, 2007; Vandegrift, 2008; Schellhorn, 2010; Ferguson, 2010a; 2011; Tucker & Boonabaana, 2012; Ferguson & Alarcon, 2015; Figueroa-Domecq et al., 2015; Bidegain Ponte, 2017; Moreno & Canada, 2018).

UNWTO initiated the Sustainable Tourism for Eliminating Poverty programme (STEP) as development of the Pro-poor Tourism Partnership (Zhao, 2008). ST-EP's goal was to promote sustainable tourism as a means of alleviating poverty and promoting development in poor countries. However, the gender dimension of tourism and poverty reduction is limited, and gender equality objectives have never been an explicit component of the STEP programme. Ferguson (2011) and Staritz & Reis (2013) note that claims that the tourism industry promotes women's economic empowerment requires further evidence. Moreno & Canada (2018) examine the relationship between the tourism sector and the achievement of the Sustainable Development Goals (SDGs) through the prism of gender and posit the argument that without addressing gender equality, the potential of tourism to contribute to Agenda 2030 will be significantly hindered.

The concept of pro-poor tourism has been promoted by some academics (Ashley et al., 2001) and agencies in the international development community since the late 1990s. The rise of the pro-poor tourism movement argue that the development of the tourist industry is congruent with the concept of pro-poor growth because tourism tends to be labour intensive and it frequently provides opportunities for women's participation in the labour market. However, critics of the pro poor tourism concept claim that it is essentially a neo-liberal concept and that it does little to challenge systemic inequalities (Scheyvens, 2007). An example cited of this failure is that a link between tourism as a catalyst for poverty alleviation and the need to address gender gaps in the industry is not explicit in literature promoting pro poor tourism. (Ferguson, 2011) notes that gender equality or bridging the gap in pay and conditions has never been a direct goal of pro-poor tourism.

2.2. Gender disparity in Bangladeshi society

To examine the status and participation of women in the domestic tourism industry in Bangladesh, it is useful to firstly focus on gender issues in the wider context of the Bangladeshi economy and society. Bangladesh has been hailed as an exemplar in addressing gender disparities and has been at the forefront among the least-developed countries. Bangladesh is ranked top amongst south Asian nations for gender equality by the World Economic Forum (WEF, 2017). However, an analysis of the statistics underpinning the 2017 Report on Gender Gap indicates a more complex situation. One of the key factors contributing to the high ranking for gender equality is the political participation by women. Bangladesh has the eighth lowest gender gap in political empowerment in the world. The country has had a female head of state for longer than any other country in the world and 20 per cent of parliamentary seats are held by women. Kabeer et al. (2013) note that improvements in addressing the gender gap in politics has resulted in significant change in socio-cultural attitudes towards the status of women. An important example cited is the decline in Bangladesh of gender-based infanticide – the so-called missing women phenomenon which is prevalent in some South Asian countries.

However, a reduction in the gender gap in the political class does not necessarily mean there is equality for women, especially poor women in the wider workplace. Kapsos (2008) and Ahmed & Maitra (2010) found that overall women's earnings were between 15 and 20 per cent lower than men. The gender gap in wages is higher in urban areas compared to rural areas although wages in urban areas are higher. There has been a significant rise in female labour market participation market in Bangladesh in the past two decades. However, a closer analysis of the statistics demonstrates that this has to a large extent been driven by the growth of the export led garment industry in major cities. Economic growth in Bangladesh has increased steadily since 2000 driven largely by the growth in the garment industry. Bangladesh is the world's second largest exporter of readymade garments after China. The growth of the garment industry has resulted in higher levels of female participation in the workforce and over 80% of workers in the garment industry are female (Machiavello et al., 2015). Islam (2012) notes that female employment is over dependent on one industrial sector and that in this sector there are there are gender disparities in wages and working conditions. Equal pay for equal work is enshrined in employment law and employers are required to provide 16 weeks of paid maternity leave as specified by the 2006 Labour Law. However, in practice there is evidence of significant disparity between wages and working conditions for men and women in a range of industries. The 2010 Household Income and Expenditure Survey cited by the Asian Development Bank (ADB). ADB indicates that overall female wages were 84per cent of male wages and for workers with monthly salaries the figure for women's wages was 54 percent of men's wages (ADB, 2016). Research highlights a link between education levels and the gender wage gap with the largest gaps observed among illiterate workers and the second largest gap is observed among literate workers with less than a primary school education (Kalam & Al Amin, 2016).

2.3. Socio cultural barriers to female participation in the Bangladeshi labour market

There is a range of literature relating to the relationship between traditional attitudes and social norms and gender-based constraints on female participation in the labour market in Bangladesh geographically and culturally Bangladesh may be located in what is referred to in gender studies literatures as the 'patriarchal belt' (Caldwell, 1982; Kandiyoti, 1988: 1991). Despite significant progress in facilitating access to education for girls Bangladesh is considered a patriarchal society (Littrell & Bertsc, 2013). Local cultural norms reinforced by religious tradition largely limit the role of women to the domestic sphere (Kabeer, 2011). Consequently, many women are prevented from accessing employment and are forced to be dependent on male family members for financial support (Bridges et al., 2011). The predominant patriarchal social structure often means that when women access the labour market, this access is influenced by male family members (Kabeer, 2001). Research (Salway et al., 2005; Kabeer et al., 2011) indicates that restrictions on women 'ability to travel included the need for spousal permission and the fear of harassment Embedded ideas relating to gender norms (Salway et al., 2007) and gendered economic spheres (Islam, 2012) also contribute to gender gap in many sectors of the economy.

Staritz & Reis (2013) argue that in the tourism industry, gender is an identity category that intersects with other identities. The experiences of one group of women may be very different from another based on ethnic, cultural or faith identities. The constraints on women working in the tourism sector may differ when they intersect with ethnic or racial identities (Wood, 1997). Indigenous and tribal people's number only around 1 per cent of the total population in Bangladesh and these communities face multiple deprivation and discrimination. Members of indigenous communities frequently belong to linguistic minorities which can have a detrimental impact on employment and education opportunities. The ILO note that is proportionately high mortality rates, low literacy rates and high levels of poverty impact women from indigenous communities in Bangladesh (Fredlund, 2007).

The greater Chittagong region in general and Cox's Bazar area in particular contain a significant number of indigenous communities. Indigenous culture has been officially recognized as a tourist attraction by the Bangladesh government. However, there is a lack of research on the impact of tourism on indigenous communities in the context of addressing economic and social marginalization and poverty alleviation (Islam & Carlsen, 2016).

2.4. Domestic tourism in Cox's Bazar

Although tourism is a relatively small component of the Bangladeshi economy, it has been identified by the Bangladesh government as one of 32 'thrust sectors' with growth potential (Honeck & Akhtar, 2014). Bangladesh has lagged significantly behind its neighbours in the South Asian Association for Regional Cooperation (SAARC) in terms of attracting international tourists. However economic growth and the expansion of a middle class has led to a significant expansion in domestic tourism. An analysis of the composition of the Bangladeshi tourism industry reveals its dependence on domestic tourism sector which generated 97.9% of direct Travel & Tourism GDP in 2014 compared with 2.1% generated by spending by foreign tourists (WTTC, 2015).

Cox's Bazar which is located in the district of Chittagong is one of the most popular destinations for domestic tourists. Located 400km from the capital it has air and road connections to the rest of the country. Cox's Bazar's main attraction for tourism is its claim to have the world's longest uninterrupted natural beach at 120km. Other local attractions include Himchari, Teknaf, Inani beach, a major Buddist temple at Ramu and the islands of St. Martin (a coral island) and Moheskhali and Sonadi. In July 2015 the government of Bangladesh approved a draft of the Cox's Bazar Development Authority Act 2015 which has the aim of developing the district town into a planned tourism city.

3. METHOD

This research aims to examine gender-based differentials in labour market participation in the domestic tourism industry in the resort of Cox's Bazar. The research is focused on two components of the tourism industry (i) hotels (From 0 star to 5 star) (ii) restaurants (From budget range to set menu dinning). The methodology employed in this research is a mixed methods approach. Mixed methods research 'combines elements of qualitative and quantitative research approaches (e.g., use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration (Johnson, 2004). Quantitative techniques were employed to identify participation rates in hotels, restaurants four major characteristics of quantitative methods are credibility, transferability, dependability, and conformability (Guba, 1985).

In order to examine the extent to which a gender gap exists in the tourism sector in Cox's Bazar, it is necessary to develop a dataset that incorporates gender-based information relating to the number of females and males employed. In order to achieve this, data was collected from tourism businesses in the resort of Cox's Bazar. Cox's Bazar was selected because it is the most popular destination for domestic tourists (Islam 2012). A structured questionnaire incorporating closed questions was developed and the participants were non biased. Sampling was conducted based on an ad hoc and convenience techniques. The sample size for the primary research comprised 20 hotels and 22 restaurants. Field work was conducted over a period of 31 days in August 2017. Research was conducted in the low season in Cox's

Bazar however this paper is not considering seasonality or non-seasonality. The geographic area for data collection location concentrated on Laboni Beach, Suganda Beach and Kolatoli Beach where the majority of the hotels and restaurants are established. Statistical data from the survey were input into excel spreadsheets and the results produced in the form of charts and graphs.

Saunders et al. (2002) note that in order to research socioeconomic events, it is necessary to examine issues relating to culture, values, norms, and socio-political factors which may be difficult to express solely in terms of quantitative data. The inclusion of qualitative methods enables the researcher to analyse how individuals or groups view a problem (Cresswell, 2003). The qualitative aspect of the research was employed to identify factors which contribute to gender-based differentials in participation. The qualitative methodology consisted of short interviews (recorded on video) at data collection period from August 2017 and used to support the quantitative results.

4. FINDINGS

4.1. Quantitative results

An analysis of the results of the quantitative research indicates that female labour market participation in the hotel and restaurant sector of the local tourism industry is significantly lower than the male participation rate. The research indicates that the higher end hotels i.e businesses rated by the Cox Bazar Hotel Association in the range 3 star to 5 star employed a higher percentage of women but still significantly less than the number of males. Hotels in the 0-to-three-star range had lower levels of female employees and the majority of employers in this segment had no female staff. In the restaurant sector the level of female participation in the labour market was lower than the hotel sector. In terms of business ownership, the research demonstrated that there was no incidence of female ownership in the hotel or restaurants included in the sample. A detailed analysis of the results of the quantitative research is outlined below.

Female labour market participation (FLMP), 3-5-star hotels

There are 3-to-5-star hotels in the sample primary data collection area in Kolatoli, Suganda and Laboni beach. The sample size for this research was 20 and the 6 hotels which equates of the 3-to-5-star market segment. The results of the data collected are illustrated in the graph below.

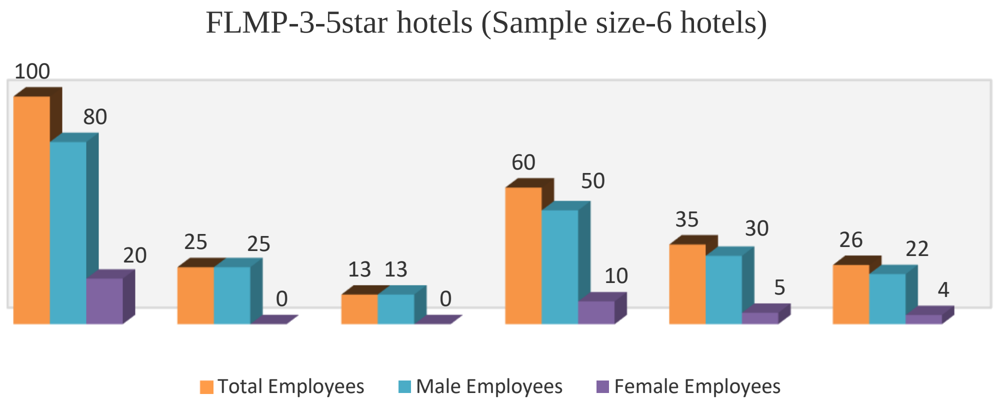

Figure 1. Female labour market participation (FLMP), 3-5 star hotels.

(Author's own work' 2018).

The highest level of female labour market participation was in the one 5 star hotel in the sample at 20%. The average rate of female employment was 11% although two of the 3 star hotels in the sample had no female employees. Feedback from an interview with the 5 star hotel which had the highest level of women staff indicated that larger hotels with a dedicated human resources function could provide a working environment which was more conducive to female environment. However even in this environment, there was evidence of delineated gender roles with the female staff employed in laundry and cleaning occupations.

Female labour market participation (FLMP), 0-2 star hotels

There are 20 hotels in the primary data collection area in Kolatoli, Suganda and Laboni beach which are rated as 0 to 2 star by Cox's Bazar Hotel Association. The sample size for this research was 14 hotels which equates to 70% of this segment of the hotel market. The results of the data collected are illustrated in the graph below (Fig. 2).

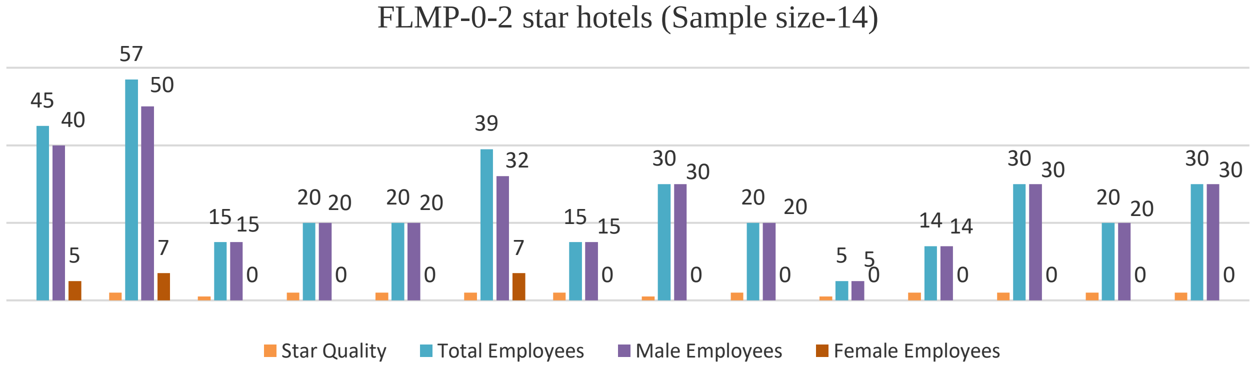

Figure 2. Female labour market participation (FLMP), 0-2 star hotels.

(Author's own work' 2018).

79% of hotels in the sample employed no female staff. The highest level of female labour market participation was 18% and the average rate of female employment in this 0 to 2 star hotel segment was only 3%. There was evidence of delineated gender roles with all the women employed in laundry roles. Lack of skills and the unsuitability of the job for women were the 2 reasons cited by hotel managers in this sample for the gender gap in their establishments. 59% of the businesses in the sample did not employ any female staff. The highest level of female participation was 30% and the average rate of female employment was nearly 5% (Fig. 3).

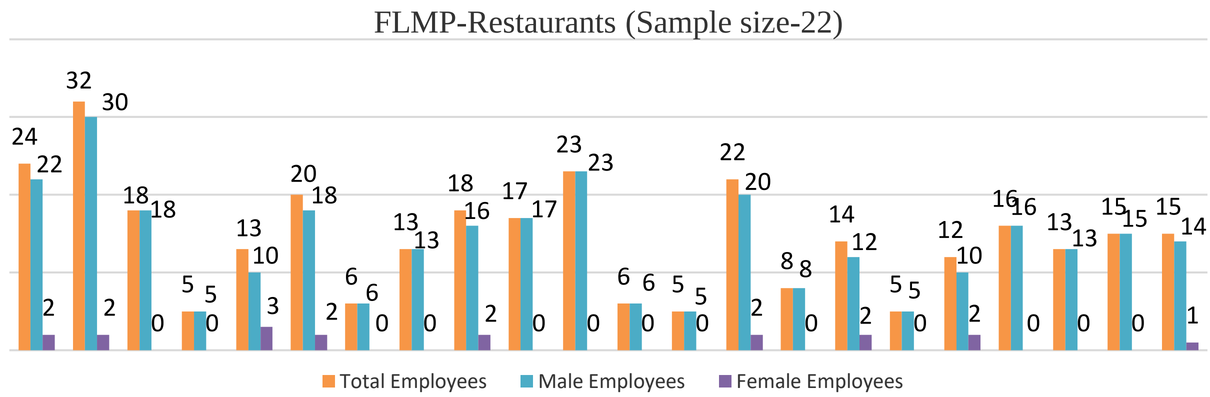

Figure 3. Female labour market participation (FLMP), Restaurants.
(Author's own work' 2018).

4.2. Qualitative Results

In the qualitative research interviews the majority of women respondents expressed the desire to work in the hotel and restaurant sectors. However, they believed they did not have the skills or qualifications necessary to obtain this employment and they did not know how to go about accessing tourism employment. The interviewees identified a range of gender-based constraints which constitute barriers to participating in the local tourism workforce. Practical problems included lack of safe transport for women and lack of any childcare facilities. The result is that women are frequently confined to the domestic space, a number also cited social norms which stigmatized women who worked in contact with males who were not relatives. Interviewees mentioned the role of male family members whose permission was often necessary before a woman could seek employment and the traditional view that men should be the main provider.

The discussions in the interviewees supported much of the literature on the influence of gender constraints, social norms and internalized values (Bridges et al., 2011; Islam, 2012; Kabeer, 2001; Salway et al., 2005). The concepts of horizontal and vertical gender segregation cited in the literature (Santos & Varejão, 2007; Campos-Soria et al., 2011; Rinaldi & Salerno, 2019) were also raised in that the respondents perceived certain jobs (e,g. laundry, cleaning, housekeeping) as suitable for women whereas roles such as reception, front of house were regarded as 'male jobs' Fear of sexual harassment in the workplace was another barrier mentioned by some the respondents. Responses from owners and managers, of hotels and restaurants (all of whom were male) also indicated delineated gender roles with women relegated to back of house functions such as laundry work with limited scope for interaction with tourists. In the 0-to-2-star hotel segment of the sample the concept of gendered spaces was evident with respondents indicating that this was a working environment which was unsuitable for women.

5. CONCLUSIONS AND IMPLICATIONS

As The findings of this research do not support the hypothesis that Tourism supports gender equality by facilitating female participation in the labour market in the case of Cox's Bazar. In this respect the findings reflect literature (Ferguson, 2011; Staritz & Reis, 2013) which calls into question the proposition put forward by the UNWTO that tourism supports women's economic empowerment in developing countries. It can be concluded from this research that there is evidence of gender inequality in the domestic tourism industry in Cox's Bazar in the hotel and restaurant sectors. The results of the quantitative research aspect of the research indicate evidence of a significant gender gap in relation to labour market participation in the hotel and restaurant sectors. Indeed, comparative analysis of industry sectors indicates that the tourism industry lags behind other sectors such as the garment manufacturing industry in terms of female participation in the workplace. There are a wide range of factors which contribute to this situation. Some of the barriers are social in nature including social norms, apprehension about gender-based work-based harassment and the concept of gendered economic spheres. Other barriers contributing to the gender gap relate to practical issues such as safe and affordable transport, childcare and protection from harassment in the workplace.

In terms of policy implications for government and other industry stakeholders, it can be seen that the proposition that growth in the tourism industry inevitably leads to increased participation by women in the labour market cannot be taken for granted.

There is a need for further studies by academics to provide comprehensive quantitative and qualitative research on the extent of the gender gap in the tourism sector and the reasons underpinning this gap. The scope of such research would include the issues of delineated gender roles in the industry and social barriers preventing women entering the tourism workforce and the situation of ethnic minority women. The recent rapid growth of the garment industry in which the workforce is predominantly female indicates that barriers to labour market participation based on social norms can be overcome. If the Bangladesh government is to achieve its aims of developing tourism as a 'thrust sector' there is a need to put gender at the centre of policy making for development of the domestic tourism industry. Such an approach would impact policy development in the areas of education and vocational training by colleges and NGOs to increase the supply of trained female staff for the tourism industry. This research indicates that addressing the gender gap in the tourism industry should be a priority for Bangladesh if it is to succeed in developing this sector of the economy and as an input into the achievement of Millennium Development Goal 3 to promote gender equality and empower women. In the wider context of the pro poor tourism agenda, the results of this research indicate that there is an argument for explicit gender equality objectives to be incorporated in strategies for pro poor tourism projects.

The issue of gender in the tourism industry in Bangladesh has been largely neglected. Further research is necessary into social attitudes towards female participation in the tourism workforce incorporating analysis of gender delineated roles and gendered spaces. In the context of Cox's Bazar, there is a gap in research relating to the specific barriers facing women from ethnic minority communities in terms of accessing employment in the hotel and restaurant sectors.

The data in this study is not without limitation. The unavailability of accurate official statistics of the demographics of the Cox's Bazar region in terms of gender was a key limitation. Sample sizes were limited in the case of the hotel and restaurant sectors. The research was conducted in the low season for tourism and seasonality was not incorporated in the research.

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Science is love, love requeries honesty

The Role of National Parks in Ecotourism-A Case of Peak District Natıonal Park[1]

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ABSTRACT

Ecotourism activities which are varied as an alternative to coastal tourism aim to achieve sustainibility and save nature. National parks which basically concentrate on saving nature and serving it to the visitors are environments for ecotourism activities. In this research, Peak District National Park was investigated to find why it has been in the foreground for more than half a century with its ecotourism activities while preserving its rich nature, history and culture. It was also investigated how these preserved areas contribute to the ecotourism activities. This research is supposed to contribute to the understanding national parks about how the resources can be used while protecting and how they serve for the public. In this research, case study model as a qualitative method was used. The data was collected in the literature review including national parks' history and functions and also the recreational sports. The website of the national park was examined. In this study, it is seen that historical, geographical and cultural elements are basically effective in the ecotourism of a national park. Also, when all the activities are run properly, the park would keep nature safe and serve for people in the long run sustainably.
Key Words: Ecotourism, National Parks, Peak District National Park, England
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Ekoturizmde Milli Parkların Rolü-Peak District Ulusal Parkı Örneği

ÖZET

Kitle turizmine alternatif olarak görülen ekoturizm faaliyetleri, sürdürülebilirliği sağlamayı ve doğayı korumayı amaçlamaktadır. Temelde doğayı korumaya ve ziyaretçilere hizmet etmeye odaklanan milli parklar ise, ekoturizm faaliyetleri için uygun ortamlar olarak görülebilmektedirler. Bu araştırma Peak District Milli Parkı'nın, zengin doğasını, tarihini ve kültürün korurken, ekoturizm faaliyetleriyle yarım asrı aşkın süredir nasıl ön planda olduğunu bulmak amacıyla gerçekleştirilmiştir. Ayrıca korunan alanların da bu faaliyetlere sağladığı katkılar da araştırılmıştır. Bu araştırmanın, milli parklarda kaynakların korunurken ekoturizmde nasıl kullanılabilecekleri ve halka nasıl hizmet sağlayabilecekleri konusunda literatüre katkı sağlaması beklenmektedir. Araştırmada nitel bir araştırma yöntemi olarak durum çalışması modeli kullanılmıştır. Milli parkların genel tarihi ve işlevleri ve ayrıca rekreasyonel sporları da içeren bir literatür çalışması yapılarak veriler toplanmıştır. Milli parkın internet sitesi, kitapçık ve broşürleri incelenmiştir. Yapılan bu araştırmada, bir milli parkın ekoturizm faaliyetlerinde temelde tarihi, coğrafi ve kültürel unsurların etkili olduğu görülmektedir. Ayrıca, bu faaliyetlerin doğayı ve kaynakları koruyarak yürütülmelerinin, parkın korunmasını ve parkın uzun vadede sürdürülebilir bir şekilde insanlara hizmet vermesini sağladığı sonucuna ulaşılmıştır.
Anahtar Kelimeler: Ekoturizm, Milli Parklar, Peak District Milli Parkı, İngiltere

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1. INTRODUCTION

Long before *International Union for Conversation of Nature (IUCN)* classified national parks in the protected areas category and defined them as large areas having unique species and ecosystems, in 1832 some perceivable cases had already been faced in America. The first idea of national park must have possibly took root, when in 1832 artist George Catlin travelled to South Dakota. He was in the home of Indian people to paint that fascinating scenery. However, he was terrified to see the Indians who massacre the animal tongues for whiskey. When he came back, he stated that massacre should be stopped and also added that wilderness should be protected. That was possibly the first call for a national park. However that was neglected until US government got the idea of preservation of nature with the establishment of Yosemite State Park in 1864 and Yellowstone National Park in 1872 (Eagels & McCool, 2002: 3-12). Nevertheless, these parks didn't aim to protect the local people or culture and wilderness but only the natural resources such as waterfall, geysers or hot springs. Before New World contemplated the national park and suggested boundaries to protect the nature in 19th century, these areas had been nature worships for the people in the Far East with the religious doctrines of Taoism, Shintoizm etc. But none of them were included in a national park border (Nash, 1970: 730-731). Establishing Yellowstone National Park was the leading one for the other countries and Canada was the first one. By the end of the century, the countries such as Australia, New Zealand, and Mexico established national parks (United States Council On Environmental Quality, 1972: 331).

It is clear that before the protection of wilderness emerged in the world, some parts of the vast lands were exploited and there were not much wildland to protect. England was an old nation and when it got the movement of national park, it was already having trouble with protecting its nature. When the first national park Peak District was established in 1961, nearly 25 thousand people were living in those areas. That is why houses, towns and villages are included in the national park borders (United States Council On Environmental Quality, 1972: 733).

In time, national parks combined some aims other than ecological ones. Those are the socioeconomic goals of tourism while implementing the sustainibility (Puhakka & Saarinen, 2013). That turned the national parks into a part of tourism industry attracting tourists. Soon after the national parks emerged in countries, some sectors appreciated that a profitable element as visiting a place means 'a way of the goods sale and services'. In addition to the business and sales, parks were the places which are used for sports and outdor activities (Eagels & McCool, 2002: 11). In this respect, nearly a hundred years later when the Peak District National Park was established, lots of countries had already got the idea of national parks. England was in need of protecting the resources and wilderness and that made England include local people within the borders of the national parks to keep them safe. That possibly enabled the park to make profit as a part of ectourism sector easily and so ecotourism activities could be run faster and wider.

This study uses case study model as a qualitative research method to search the qualifications and ecotourism management of a national park- Peak District. In this study, we can understand what the consequences of protecting practices of a national park in the long run are. This study aims to answer some questions, 'Do and how the natural resources, wilderness, culture etc. have a role in the ecotourism of national parks?, Does protecting the lands for a long time within 'national park' term really succeed?, If it does, how do they serve to public as an ecotourism land?.

2. CONCEPTUAL FRAMEWORK

2.1.Ecotourism

Although there is not an exact world-wide definiton for ecoturism, it is generally the type of tourism which places the nature, history and the well-being of local people to forefront in the area. 'Eco-' represents the touristical activities which are not included in an urban area. UNWTO (World Tourism Organisation) describes ecotourism as 'nature based tourism'. The tourists are basically motivated to observe and appreciate the nature and the culture in these natural lands. The touristical activities are served especially for small groups by local people. The activities are aimed to reduce the negative effects of tourism. Ecoturism is 'sustainable tourism' , as it promotes the conservation of natural resources, creates awareness among the local people and visitors and enables the local communities have income (UNWTO, 2002).

When the mass tourism had more and more negative impacts on nature, some alternative types of tourism emerged to minimize these effects such as ecotourism, responsible tourism, environmentally-friendly tourism, green tourism, sustainable tourism etc. No matter what the name is, they all have similar components.

With the increasing population, there happened an increasing usage of natural resources with mining, logging or agriculture and they needed to be protected. When tourism is managed properly in these protected areas, both the natural resources are kept safe and the impacts of tourism are minimized. The visitors are supposed to behave within the scope of ecotourism, not according to their motivation. However, if the ecotourism conversationists or managers in these areas don't be careful about the nature, environment or socio-economic features, there could be pollution and nature destruction will appear (Goodwin, 1996).

2.2.National park

National parks which are classified in the protected areas category by the International Union for Conversation of Nature (IUCN) are defined as large areas offering visitors some opportunities in education, science, entertainment and spiritual areas, as well as their unique species and ecosystems. One of the other purposes of national parks, whose primary purpose is to protect the environmental characteristics of the areas and to support the educational and entertainment needs of the visitors is to make economic contributions to the local people through tourism. (IUCN, 2011)

According to the IUCN terminology table of national parks and protected areas, definitions are categorized from Category I to VI. In Category I (Strict Nature Reserve/ Wilderness Area), the protected lands are mostly based ecologically, however when we go down the list, they have more human impact. National parks are categorized in Category II and they have a population of visitors. Also, the national parks in the UK included in Category V (Protected Landscape/Seascape), as they have more human impact and activities such as farming, housing or touristical services (Eagels & McCool, 2002: 18-19).

3. METHOD

3.1.Research objective

That the purpose of the establishing a national park and the similarity in the definition of ecotourism emphasizes the role and importance of national parks in ecotourism. That made us to study an important and essential national park and find how much it has improved in time in terms of ecotourism and if it has suceeded in protection of nature and culture. Peak District National Park which is the first national park of the country, has been carrying out ecotourism activities for more than half a century. 2014 STEAM reports show that 8.75 million visitors came to see the park and attended the activities in a year. It is seen that these activities are built on the national park's natural, historical and cultural values. This research was conducted to investigate the prominent features of the Peak District National Park in terms of the contributions to tourism. To do this, it was important to find what prominent conditions or problems caused that area to be the first national park in the UK. Nevertheless, the implementations of protecting the park must have been important in ecotourism process as it focuses on nature, environment and culture. In this research, ecoturism activities were also studied to find about how they became varied depending on park qualities subsequently. In addition, it is aimed to examine if there are negative impacts of these features on ecotourism of the region.

3.2. Importance of research

While protecting the nature, national parks aim to offer the visitors opportunities in the fields of education, science and entertainment, while also providing income to the local people. In this respect, national parks coincide with the activities of ecotourism that are based on nature protection and sustainibility. They aim to increase the economic income of the local people. This similarity of definition and purpose draws attention to the importance of national parks in ecotourism. In line with this similarity of definition and purpose, Peak District National Park which has operated for more than half a century and has a high number of visitors through the rich tourism diversity and activities, has been examined. Another point about the importance of research is understanding the success of the national park after it was established in pursuit of the exploitation of these areas.

3.3.Material and methods

In this study, case study model as a qualitative research method was used to study the role of national parks in ecotourism. Peak District National Park was chosen as a case model among the other national parks because of the fact that it is a good example of some respects. Being the oldest national park, the population of visitor a year are some of the remarkable ones. In this respect the history of this national park was investigated in literature. In the beginning, to understand the the meaning and general history of 'national park', the definitons and stories were searched both in literature and the categorization of some institutes such as IUCN and UNWTO. However, in literature it seems that there are few studies about the ecotourism activities in Peak District National Park. Literature review was helpful to get the definitions or history of the ecotourism activities and some general information of Peak District National Park. By dint of the detailed instructions and information in some technological pages of national park, it was easy to get more meaningful studies, as well. Positively, the booklets of the recreational activities in the national park also include informative parts and maps. We have to say that, using technological platforms as a research material in the process contributed to this study in some respects in conclusion. It made us to conclude about the importance of technological promotion of a national park in terms of tourism.

4. FINDINGS

The United Kingdom which is located in the north of the Europe is a kingdom island consisting of 4 countries and England is the most important. These lands were inhabited by various prehistoric civilizations. One of whom built Stonhenge which is considered as one of the most important stone monuments of the world. They were also invaded by states or communities such as Romans and Anglo-Saxons after Christ (White, 2004: 12-25). The First Elizabeth Period (when economic, social and cultural changes took place) and also The Victorian Period (when the country started to rise with mass production and railway construction during the Industrial Revolution) are the prominent periods of the country. (White, 2004: 129)

Gulf Stream, which is effective in the temperature climate of northern Europe, has also affected the UK to have a mild and wet climate (Palter, 2015:113) and the country's vegetation has been shaped accordingly. In various periods of history, artists and literati have been affected by this vegetation and geographical structure of the country and have led some literary movements in history. Namely, William Shakespeare who is the well-known English poet and writer of world literature mentioned about these lands in his play named Richard III as "This precious stone in the silver sea …" (White, 2004:1).

UK National Parks

Figure 1. National Parks Map of The UK

Source: www. nationalparks.uk

The national parks are formed by villages, towns and farms. The livelihood of people living in these parks is based on agriculture, animal husbandry and some handicrafts. However, while these local people earn their livelihood by farming, fishing, forestry, mining, handcraft, they have started to leave their professions with the trend towards tourism in recent years (Who Looks After National Parks, 2018).

United Kingdom national parks, which recorded a total of 73 million visitors (STEAM) per year in 2009, are mostly visited in the southern regions with high populations or in and around London. The effects of the practices which were implemented in the first formation of national parks in the UK have a role in the number of visitors. In other words, it is seen that the number of visitors is concentrated in the parks which are close to densely populated areas. During this period, John Gordon Dower**,** secretary of the Standing Committee on National Parks, reported that at least one nearby national park was to be close to large residential areas that are populous and to be easy to access. In this respect, Peak District which was founded as the first national park of the UK in 1951, stands out among other parks with its proximity to large settlements and the ease of accessibility. In addition, 93% of the visitors reach the parks by their own private cars and the other 7% reach by public transportation such as buses and trains. So, it can be thought that the reason for this is that the national parks are close to large settlements (Tourism, 2018).

With *The National Parks and Access to The Countryside Act* which was enacted in 1949 and aimed at regulating the UK national parks, the objectives of national parks were determined in general. According to this law, it is primarily aimed to protect natural beauty, wildlife and cultural heritage in parks of England to ensure that the characteristics and importance of national parks are understood by the local people and public. Also, it aimed to prioritize the economic and social welfare of local people in the parks (The Aims and Purposes of National Parks, 2018). However, although these articles are aimed at preserving the values at the park boundaries and ensuring the welfare of the local people, they have been met with anxiety by some local communities. For example, local residents and authorities in Northumberland National Park have objected, fearing the stringent conversation practices to be implemented in the park and the possible heavy flow of tourists to the area. Accordingly, when Northumberland National Park was founded in 1956, the boundaries of the park were concentrated on the highlands far from the city center and also some natural beaty settlements were deliberately excluded. Generally, in Nurthumberland National Park where natural beauties are not included within the park boundaries, it is seen that areas with more geological or cultural heritage are included (About Us, 2020).

Apart from the problems which were confronted in the founding process of national parks, there are also negativities in the process of tourism activities. However, it is noteworthy that the people who are sensitive to the problems and seek solutions are mostly local people. For example, in Loch Lomond National Park, campers and visitors coming to the region harm to the environment and it is not allowed to camp in the region. Motor vehicles in the park are forbidden to enter these roads as 4x4 vehicles disturb the hikers, cyclists and horse-driving visitors and they cause erosion in the area. The zip wire line was planned with the idea that would provide job opportunities and visitors. However, the project was cancelled as it would spoil the nature and peace (Hot Topics, 2018).

Location and geographical features of the area- Peak District National Park

The national park which is located in the northern part of England is in the east of the city of Manchester, south of the city of Lieds and north of Birmingham. Covering a total area of 1437 km^2, the highest point of the national park is the Kinder Scout Point at an altitude of 636 meters. The park doesn't have a seafront. The total area of 10 national parks in England cover 9.3 % of the country.

Peak District National Park stands out with its proximity to residential areas and its easy accessibility. The park which is rich in some values such as geographical structures, local architecture and cultural elements was founded as England's first national park in 1951.

According to the 2014 STEAM reports, the number of people living within the borders of the national park is 37,905 people. It has 469 scheduled ancient monuments, 109 conservation areas, 8.75 million visitors and 11.75 overnight stays in a year. Visitors spend 541 million pounds annually (Facts and Figures, 2018).

In the UK's national parks, distinctive characteristic values such as geographical structures, endemic bird or plant species are used as symbols of the parks. As the symbol of Peak District National Park, millstones which play a decisive role in its cultural and historical heritage and among the protected values are used (Special Qualities In Peak District, 2018). The millstones whose first production dates back to the 13th century have been used by local people for centuries to grind grains such as oats, barley and rye in the region. Today, apart from the stones found in the borders of the national park, symbolic counterparts are used as symbolic indicators at the main entrance points of the park (The Peak District Millstone, 2020).

Ecotourism activities in The National Park

Factors such as the geographical feature, vegetation and historical values of the park played a determining role in the tourism activities in these areas. Although there are many different ecotourism activities in the park, the most prominent ones are; hiking, cycling, horse-riding, rock climbing, fell-running, caving, camping, stargazing. Also, some water sports such as windsurfing, sailing and canoeing are popular. In addition to these tourism activities, some traditional and local sports such as *fell running* which is the traditional and local sport in Britain are also in the foreground in the park. Abseiling and some air sports are also popular ones in the park.

Hiking, cycling and horse riding

The trails and routes are used for hiking, cycling or for some other sports. These ways are at the center of tourism as they need the visitors to get activated in nature (Ward Perkins. D. & others, 2020). Hiking areas or trails are one of the best ecotourism areas as they are away from crowds, in the forests, on top of the mounts, near the beaches, lakes, historical land. Visitors can also find wildlife, they are dog friendly activities, as well (Romano, 2007).

In the national park, there have been some important trails. European Long Distance Path, *Trans Pennine Trail* is one of the Europe's longest walking routes and passes through Peak District National Park. This valley path which is used for salt and coal transportaion also goes through the old villages and towns. The path that continues along an old train track and rows of ponds is also used for some activities such as cycling and horse riding in certain parts (Trans Pennine Trail, 2020). Another hiking trail in the national park which gets attention with its hiking routes in the country is *Derwent Valley Road*. Considered as the first examples of modern factory system, the cotton mills which belongs to the 18-19th centuries are in the UNESCO World Heritage List. This part of the path including these historical sites and some other natual areas is located within the borders of the national park (UNESCO World Heritage Center-Derwent Valley Mills, 2020). Peak District Boundary Walk surrounding the borderline around national park was determined as a 320 km long route and divided into 20 tracks. It is also observed in the park that activities which are prominent and frequently encountered in other national parks of England have been made available to disabled and elderly people. Some parts of the hiking trails in the national park are designed to be accessible to disabled, elderly and families with children (Friends of The Peak Society, 2020).

Rock climbing

Rock climbing has been demanded as a recreational activity especially for 30-35 years (Sheel A.W., 2004). Although people had been possibly climbing rocks for thousand years, it has been a sport for the last hundred years. It was the time when the British climbers trained before they went to the Alps at the beginning of 19th century. Now people find many reasons to climb on the rocks. Some find it thrilling, some love the challenge or being competitive or only enjoy being outdoor (Oxlade, 2004).

Peak District National Park, which has rocky terrain suitable for climbing, is known for having the most suitable areas for the activity in Europe. Many world famous climbers live in or around the park. In these areas which are easily accessible by public transportation, suitable space and equipments are provided for visitors of all levels and ages who want to do rock climbing (Climbing, 2020).

Fell running

Fell running is mainly a running race that is tougher and the runners compete on fells, mountains or rugged terrains like boulders or heather lands and bogs (Shevels, 2010). In addition to hiking and rock climbing, traditionally British sport fell running which has adopted to difficult nature and weather conditions, followed by uncertain, old routes and paths is another important tourism activity in Peak

District National Park. This activity is seen extensively in national parks such as Lake District and Yorkshire Dales, as well. It is sometimes carried out by including traditional celebrations and events of some towns and villages as well as organizations.

Well dressing festival

Before the Christianity appeared in Britain, people used to dress the wells and springs with flowers for powerful spirits. Rituels and dances were performed for them. When they met Christianity, they continued to dress the wells but for thanksgiving for God. In Peak District, a festival and carnival is celebrated while dressing the wells (Gogerty, 2019).

The well dressing festival has been celebrated in more than 60 settlements in the park for centuries. The wells are decorated with materials such as flower petals, stones and coffee beans. The festival is one of the organizations where fell running is organised (Fell Running, 2020).

Photo 1. A Dressed Well in The National Park

Source: derbyshire-peakdistrict.co.uk

Camping

Camping is a favoured recreational ecotourism activity as people want to stay away from the city crowds and be in nature (Salk et al., 2018) Wild camping is another term of camping which needs lots of equipments in the campers backpack. Wild camping areas are the large outdoor areas other than the designated campgrounds (Rantala & Varley, 2019). It is obvious that camping in the national park has an important place in the ecotourism activities of the park. While it is possible to camp only in places designated as camping areas, *wild camping* is not allowed in Peak District National Park Authority areas, but in areas of private owners (Camping, 2020).

Caving

After caving tourism gained popularity with a generated community in the USA in the middle of the 20th century, it became famous with the safe equipments more (Kumar, 2014). Peak District National Park has numerous caves which are also suitable for caving. In these areas, as in the rock climbing centers in the park, equipment is provided by businesses for athletes and visitors. The only cave in the UK possessing Blue John stone is located in the Peak District National Park. And the British Caving Library which has an archive of the country’s caving resources is in this national park (Caving, 2020)

Stargazing

Stargazing which is also known celestial tourism or astronomy tourism is a sustainable ecoturism activity which the visitors observe the dark night skies free from air pollution (Shattuck & Cornucopia, 2001). The UK national parks also have a large number of stargazing areas due to their large land and areas away from this city light and pollution. Among the UK national parks, some of them have stargazing areas which are awarded as the *International Sky Reserve* or *Dark Sky Discovery Site* (Dark Skies, 2018). Peak District National Park has only a few areas suitable for stargazing. The proximity of the park to large residential areas has caused the park areas to be affected by intense air and light pollution that occured in the last century. Despite this, the park authority continues to work on specifying areas for stargazing and ensuring the international recognition of these areas. Also several designated observation areas consist of areas that are easily accessible and suitable for daytime activities and some of them are on walking routes. In these areas, there are interpretation panels which are set up to help visitors to discover.

Photo 2. An Interpretation Panel in The National Park

Source: www.peakdistrict.gov.uk

Abseiling

In Rubens' (1999) '*broad and narrow adventures*' classification when compared with broad adventures, narrow activities last shorter and they are more adrenaline-filled. In this category, bungee-jumping and abseiling are thrilling and short term narrow adventure sports. Abseiling is simply a climbing sport (Tomlinson et al, 2005). However adventurers climb down a mountain or bridge in contrast to rock climbing. This activity which is carried out in designated areas in the national park and by taking necessary security measures is mostly carried out in Derbyshire region such as Millersdale Viaduct (Abseiling, 2020).

Water sports (windsurfing, sailing and canoeing)

Windsurfing also known as *board sailing* is one of the most popular recreational water activities, especially lately (Dunkelman et al., 1994). Sailing was possibly practiced by the noble Dutch people first in the 17^{th} century formally (Johnson, 1989). Since then, sailing has become a very popular recreational sport activity. Especially in UK, every year a half million people are involved in that sport in small reservoirs or open seas (Spurway et al., 2007).

In the national park, in addition to the sports such as hiking, fell running, cycling, horse riding and rock climbing, water sports such as windsurfing, sailing and canoeing are also performed in the ponds and rivers in the national park. Canal boat trips are organised on the canals in the national park, and the nature and wildlife of the region are observed during these trips (Water Sports, 2020).

Air sports

In the UK around 150.000 thousand people attend the air sports such as gliding, parachuting, hang gliding or some other ones. One third of these adventurers are the regular members of these sport activities (Elson et al., 1989). Among the air sports, the ones such as gliding, paragliding and hang gliding are performed in the national park. They are sportive activities that are carried out from high and hilly areas to lower points and preferred by adrenaline lovers. There are training schools and courses for these events. To watch these events, the area where many tourists visit can be reached by public transportation (Air Sports, 2020).

5. CONCLUSION

Ecotourism in a national park enables the visitors to get experienced and educated about the park's nature and environment. Lately, national parks have some new recreational activities such as hang-gliding, rock climbing etc. And they make the visitors get in touch with the local culture (Eagels & McCool, 2002: 44-67).

It is obvious that the historical and geographical features of Peak District National Park, which is an exemplary study to understand the role of national parks in ecotourism with its local architectural and cultural elements are the basis of these activities. The millstones belonging to the local culture of the region and the settlements with the first modern factory system examples in history, are historical features that are effective in the ecotourism of the national park. It could be said that the earliest national parks would have more visitors as they include lots of historical settlements and they got the national park statue before the other ones (Henrickson & Johnson, 2013)

In addition, ecotourism activities such as hiking, rock climbing, fell running, caving, stargazing, abseiling and some air and water sports are shaped by the geographical characteristics. Especially combining the walking routes with areas where water sports, stargazing or historical and cultural values are available increases the use of these areas. It also enables different ecotourism activities to be carried out at the same time.

Also, the fact that the tourism areas which are arranged for the use of disabled, elderly and families with children has increased the accessibility of the park. Peak District National Park which is located close to the city centers has provided visitors with easier access to the park. However this situation also caused stargazing activities which are carried out in other national parks intensely to be limited in this national park due to the air and light pollution. Because, pollution problems appear as these areas are close to the large residential areas, although dark sky activities concentrate on sustainibility (Brown, 2018).

Since the national park was established to protect the wilderness or nature and culture in that area, that is succeeded with the help of the right park management rules and practices. That also affected the recreational ecotourism activities. However, it is seen that protecting practices have nothing to do with stargazing activities. Also, in order to increase the accessibility of stargazing, it is seen that these areas are designated close to walking routes and other public transportation lines. Local and traditional sports such as fell running are supported by various local activities or organisations and so the continuinity is ensured. With the purpose of protecting the park, wild camping is only permitted on private property land and so the park is controlled.

With all these results, it can be seen that Peak District National Park takes the advantage of its characteristics effectively in ecotourism activities. Its proximity to city centers, in particular, ensures that it has a high number of visitors and at the same time it has prevented some activities to be done by causing air and light pollution. However, the number of visitors is tried to be increased by supporting these sports with different sports and activities.

The effectiveness of tourism is basically about supporting and advertising of the areas' qualifications such as economical, natural or cultural. There should be also guidance for tourist behaviours (Saxena,

2006) It is obvious that technological accesibility has a place in ensuring the recognition of the national park. Visitors of the national park are given detailed information about the park's history, national park authority and various opportunities such as ecotourism activities and they are guided in planning their visits.

In this study a few limitations were faced as ecotourism activities in the park should have been more accurate especially in numbers and land sizes. That could be more understandable about how large these activities are. Field research in those areas would be more precise about getting more visual data or interviews with the staff or visitors. However in this research, written resources in literature, national park booklets or some other technological sources can also enable the research get enough data to understand the activities of the national park. According to all those findings, it shows that other countries having national parks can use various ways to include the parks in ecotourism while protecting the areas within the park boundaries. Facilitating the park's accessibility by public transportation will increase the number of visitors to the national park. In addition, making ecotourism activities suitable for the elderly, disabled and families with children will facilitate the access of all the public. When transportation is difficult or there are situations that prevent the full applicability of the activity, these activities should be supported with different ecotourism activities and should be made to attract more visitors. In order to increase the recognition of the park technological facilities should be increased and also promotions and explanations should be presented on these platforms where visitors can get detailed information about the national park and increase their interest.

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Science is love, love requeries honesty

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Mardin Yerel Halkının Turizm Algısının Turizmi Destekleme Niyeti Üzerindeki Etkisi[1]

Doğan ATAMAN[2]* **Özgür ÖZER[3]**

ÖZET

Bir destinasyondaki turizm gelişimi yerel halkın üzerinde sadece olumlu etkiler değil aynı zamanda olumsuz etkiler de bıraktığından, halkın turizme yönelik algı ve tutumları, birkaç yıldır turizm yazın alanında önemli bir konu haline gelmiştir. Yerel halkın yaşamı turizm gelişiminden büyük ölçüde etkilenebilirken aynı zamanda turizm gelişimine yönelik algı ve tutumları destinasyonu ziyaret eden turistlerin memnuniyetini ve deneyimlerini büyük ölçüde etkilemektedir. Bu araştırma, yerel halkın turizmin etkileriyle turizmin gelişimine yönelik algı düzeylerini ölçmeyi amaçlamaktadır. Araştırmanın evrenini Mardin ilinde yaşayan insanlar oluşturmaktadır. Araştırmanın verileri Mardin ilinde yaşayan yerel halktan anket yoluyla elde edilmiştir. Araştırma bulgularının analizi sonucunda, Mardin ilinde yaşayan yerel halkın turizmin etkilerine yönelik algılarının genel itibariyle olumlu olduğu ve turizm gelişimine yönelik algı düzeylerinin yüksek olduğu görülmüştür. Araştırmanın hipotezlerini test etmek amacıyla yerel halkın turizm gelişimine yönelik algıları ile turizmin ekonomik, sosyo-kültürel ve çevresel etkileri arasında korelasyon analizi yapılmıştır. Korelasyon analizi sonucunda; turizm gelişimine yönelik algıları ile turizmin ekonomik ve çevresel etkilerine yönelik algıları arasında anlamlı bir ilişki ortaya çıkmıştır. Ancak turizm gelişimine yönelik destek algıları ile turizmin sosyo-kültürel etkilerine yönelik algıları arasında anlamlı bir ilişki bulunmamıştır.

Anahtar Kelimeler: Yerel Halk, Turizmin Etkileri, Turizm Gelişimi, Mardin

Jel Code/Kodu: L83

The Effect of Tourism Perception of Local People on Their Intention to Support Tourism in Mardin

ABSTRACT

The resident perceptions and attitudes towards tourism have become an important issue in tourism literature for several years, as tourism development in a destination has not only positive but also negative effects on local people. While the life of local people can be greatly affected by tourism development, their perceptions and attitudes towards tourism development greatly affect the satisfaction and experiences of tourists visiting the destination. This research aims to measure the perception levels of the local people towards the effects of tourism and the development of tourism. The population of the research consists of people living in the province of Mardin. The data of the research were obtained from the local people living in the province of Mardin through a questionnaire. As a result of the analysis of the research findings, it was observed that the perceptions of the local people living in Mardin regarding the effects of tourism were generally positive and their perception level towards tourism development was high. In order to test the hypotheses of the research, a correlation analysis was made between the perceptions of local people towards tourism development and the economic, socio-cultural and environmental effects of tourism. As a result of the correlation analysis; A significant relationship has emerged between their perceptions about tourism development and their perceptions of the economic and environmental effects of tourism. However, no significant relationship was found between perceptions of support for tourism development and their perceptions of the socio-cultural effects of tourism.

Keywords: Local People, Tourism Effects, Tourism Development, Mardin

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1. GİRİŞ

Turizm, bireylerin yaşadıkları yerlerin dışına yaptıkları seyahat ve vardıkları yerlerdeki sürekli olmayan konaklamalarından oluşan ihtiyaçların karşılanması ile ilgilidir. Tarihin tüm safhalarında bireylerin yer değiştirdikleri bilindiğine göre, turizm tarihten beri süre gelen ve günümüzde de hala bu yer değiştirmelerin olduğu bir olay niteliği taşımaktadır (Olalı & Timur, 1988; Usta, 2014).

Turizm olayının meydana gelmesinde ilk olarak toplumsal etkiler daha ön plandayken, daha sonraki safhalarda ekonomik ve politik etkilerde ön plana çıkmaktadır. Günümüze baktığımızda toplumların daha çok sanayi sektörüne yoğunlaşması ve sonucunda oluşan hızlı kentleşmeyle birlikte, ekonomik ve teknolojik etkiler daha çok ön plana çıkarak turizm sektörünün arz ve talebinin üzerinde değişiklikler meydana getirmiştir (Küçüksarı, 2011). Artan kentleşmeyle birlikte oluşan gürültü ve hava kirliliği, stres ve trafik yoğunluğu gibi sorunlar insanlarda dinlenme, eğlenme, gezip-görme ve kendilerine boş zaman ayırma ihtiyacını doğurmuştur. İnsanlar bu ihtiyaçlarını karşılayabilmek için yaşadıkları yerlerin dışına geçici süreyle başka yerlere seyahat etmektedir. Günümüz toplumlarda temel bir ihtiyaç haline gelen bu hareketlere turizm olayı denilmektedir (Kozak vd., 2017).

Son yıllarda turizm talebinde meydana gelen artışlar destinasyonları bireysel cazibe merkezlerinden daha önemli hale getirmiştir. Turistler bir destinasyonu ziyaret ettiğinde, o destinasyonda birden fazla deneyim ararlar. Turistler gittikleri destinasyonda konaklama, yeme içme, yerel halk ile iletişime girme, kültürel ve tarihi mekânları ziyaret etmek gibi aktiviteler gerçekleştirirler (Bulu & Eraslan, 2007). Böylelikle bir seyahat tek bir ürün haline gelmez, daha çok farklı destinasyonlara sahip birden fazla örgüt tarafından sağlanan farklı hizmet bileşenlerinden oluşur. Bu nedenle, destinasyon konusundaki olumlu deneyimler potansiyel ziyaretçilere tekrar ziyaret yaratabilir ve öneriler getirebilir. Bu yüzden, turizm yönetiminin yönlendirilmesinde ve turistlerin ihtiyaçlarının karşılanmasında destinasyon yönetiminin önemini vurgulamaktadır (Kozak, 2003; Öztürk & Qu, 2008).

Türkiye'nin tarihi ve kültürel turizminde önemli bir yere sahip olan Mardin ili destinasyonunun ulusal ve uluslararası düzeyde rekabet avantajı sağlamasında ve sürdürülebilir bir turizm faaliyetinin etkin olarak gerçekleşmesinde sadece fiziksel yatırımlar ve turizm geliştirme çabaları yeterli değildir. Bir destinasyonda turizmin gelişebilmesi için, turizm faaliyetlerinin yerel halk üzerindeki etkilerine yönelik araştırmaların yapılarak doğru turizm planlama faaliyetlerinin yapılması ve bu planlarda yerel halkın katılımının sağlanması ve görüşünün alınması gerekmektedir. Mardin ilinin mevcut kullanılabilir turistik arz kapasitesinin ve potansiyel turistik arz kapasitesinin daha etkin ve verimli düzeyde değerlendirilmesi ve bölgenin turizm faaliyetlerinin sürdürülebilirliği yönünden önemlidir.

Yerel halkın turizm gelişimine yönelik algı ve tutumlarının incelenmesi, destinasyonlardaki turizm gelişiminin sürdürülebilirliği açısından önem taşımaktadır. Buradan hareketle bu araştırmada, tarihi ve kültürel turizm potansiyeli açısından önemli bir destinasyon olan Mardin ilinde turizmin gelişiminin sürdürülebilirliği açısından yerel halkın algı ve tutumlarının belirlenmesi amaçlanmaktadır. Mardin ili yerel halkının algı ve tutumlarının belirlenmesiyle, destinasyonda gerçekleştirilecek turizm faaliyetlerine ve planlamalarına katkı sağlamak hedeflenmektedir.

2. KAVRAMSAL ÇERÇEVE

2.1.Turizm gelişimine destek

Turizm gelişimi, yerel ekonomiyi geliştirmek ve güçlendirmek için önemli bir ekonomik faaliyet alanı olarak kabul edilmektedir. Yazın alanında yapılan birçok araştırma turizmin geliştirilmesinin ve tanıtılmasının yeni istihdam, ek gelirler, döviz ödemelerine katkı sağlamaktadır. Dahası, toplum alt yapısını geliştirdiğini ve diğer sektörlere fayda sağladığı öne sürülmektedir (Ko & Stewart, 2002).

Turizm endüstrisinin gelişmeye başlamasıyla birlikte destinasyon bölgesinde ikamet eden yerel halkın algı ve tutumları daha da önemli hale gelmiştir. Yerel halkın turizm faaliyetlerine yönelik algı ve tutumlarının olumsuz olması ve bu faaliyetlere olumlu yaklaşmadığı bir destinasyonda turizm gelişimin yeteri kadar ilerleme göstermesi mümkün olmayabilir (Türker & Türker, 2014). Çünkü bir destinasyonda turizm gelişiminin başarılı olması ve sürdürülebilirliği açısından yerel halkın iyi niyetine ve desteğine büyük ölçüde ihtiyaç vardır. Çoğu ülke ekonomik faydalara yönelik olan vergi gelirleri, ek gelir kaynakları ve ödemeler dengesine olan katkısından dolayı turizmi teşvik etmektedir. Ancak daha çok turizmin gelişimine yönelik yerel halkın algı ve tutumlarını inceleyen araştırmacılar, turizmin topluma yalnızca ekonomik değer katmayıp daha çok sosyal açıdan yerel halkın yaşam kalitelerine etki ettiğini vurgulamışlardır (Jurowski & Gürsoy, 2004).

2.2.Turizm gelişime yönelik model ve teoriler

National Turizm bölgesinde ikamet eden yerel halkın turizmin etkilerine yönelik algı ve tutumlarının ölçülmesinde ve açıklanmasında kullanılan birkaç model ve teori bulunmaktadır. Bunlardan ilki olan turizm yaşam eğrisi modelinde Butler, turizm gelişimini bir destinasyonun evrimleştiği bir dizi aşama olarak tanımlamaktadır (Butler, 1980). Butler'ın teorisi dışında şimdiye kadar tartışılan teoriler ve modeller öncelikle turistlere odaklandı. Ancak zamanla, tüm paydaşların desteği olmadan turizmin uzun vadede başarılı olamayacağı ortaya çıktı. Bu, özellikle ziyaretçilere ev sahipliği yapan topluluklar için de geçerli olmaktadır. 1975'te Doxey, turist sayısının artmasına ve turizm destinasyonlarının gelişmesine bağlı olarak yerel halkın algısının hoşnutluktan ilgisizliğe daha sonra kızgınlığa nihayetinde düşmanlığa dönüştüğünü gösteren teorisi Doxey Irridex (tolerans) modelidir (Beeton, 2006; Cordero, 2007).

Açıklanan bu iki model yerel halk ile turistler arasındaki etkileşimi ortaya çıkarmada zayıf kalmaktadır. Bunun giderilmesi için ortaya atılan sosyal değişim teorisi, turizm araştırmalarında yerel halk ve turistler arasındaki ilişkileri en iyi şekilde ortaya çıkaran teoriler arasında gösterilmektedir (Nguyen & Nguyen, 2012; Avcıkurt, 2017: 37; Woosnam vd., 2018: 358). Bir diğer model olan topluluğa bağlılık modeli ise yerel halk ve turistler arasındaki ilişkiyi açıklayan bir çerçeve niteliği taşımaktadır (Doh, 2006).

Toplumlar arası kültürel farklılıklar yerel halk ve turist etkileşimini etkilemektedir. Bu etkileşimin olumlu yönde gelişmesi için yerel halk ve turistler arasındaki etkileşimi ele alan araştırmaların sayısında önemli derecede artış meydana gelmiştir. Bununla birlikte, yerel halk ve turistleri konu alan çalışmalar daha çok turistlerin yerel halk üzerinde bıraktığı izlenimlerine odaklanılmıştır. Ancak turizm gelişimin sürdürülebilirliği açısından yerel halkın turistlere ve turizm gelişimine yönelik algı düzeylerinin ölçülmesi gerekmektedir (Zaidan, 2016). Turizm alan yazınında yerel halkın turizm gelişimine yönelik algı ve tutumlarının neler olduğu açısından birçok araştırma yapılmıştır.

2.3.Turizmin etkileri

Turizm gelişimi ile beraber ortaya çıkan sonuçlar ekonomik etkiler (turizmin döviz arttırıcı etkisi, milli gelir üzerindeki etkisi, iç fiyatlar üzerindeki etkisi ve ödemeler dengesine katkı), sosyo-kültürel etkiler, (geleneksel sanatlar, kültürlerarası etkileşim, suç oranları ve aile yapısındaki değişimler), ve çevresel etkiler (parklar, yaban hayatını koruma, hava, su, toprak ve gürültü kirliliği ve çevresel yıkıcı faaliyetler) olarak üç kategoriye ayrılmaktadır (Avcıkurt, 2003; Andereck vd., 2005).

Turizm literatüründe ekonomik etkileri, sosyo-kültürel ve çevresel etkilere oranla daha fazla araştırma konusu olmuştur (Mason, 2003). Turizm faaliyetlerinin oluşturduğu olumlu ekonomik etkileri; "dış ödemeler dengesine etkisi", "milli gelir üzerinde katma değer oluşturması", "istihdama etkisi", bölgelerarası dengeli kalkınmaya etkisi", "diğer sektörlere etkisi" ve "yatırımları teşvik etmesi" olarak sıralanırken (Avcıkurt, 2003; Tosun vd., 2003; Wall & Mathieson, 2006; Ardahaey, 2011; Ünlüönen vd., 2014; Usta, 2014; Çolak, 2017; Kozak vd., 2017), olumsuz ekonomik etkiler ise; "enflasyon", fırsat maliyeti", "turizme aşırı bağımlılık" ve "mevsimsellik" olarak sıralanmaktadır (Çalışkan, 2003; Mason, 2003; İçöz, 2005; Wall & Mathieson, 2006; Bahar & Kozak, 2013; Korkmaz & Güngör, 2015).

Turizm faaliyetleri bölgedeki yerel halkın, geleneklerini, yaşam biçimlerini, inançlarını, ve değerlerini etkileyen bir sosyo-kültürel olgudur (Garcia vd., 2015). Turizm faaliyetlerinin sosyo-kültürel etkilerine bakıldığında olumlu ve olumsuz tarafları bulunmaktadır. Turizmin olumlu sosyo-kültürel etkileri; barış için bir güç yaratır, kadın hakları konusunda gelişim sağlar, yerel halkın katılımı teşvik eder, yeni meslek guruplarının ortaya çıkmasını sağlar, aile ve toplum bağlarını güçlendirir. Ayrıca topluluklar arasında sosyal etkileşimi hızlandırır, yöreye ait geleneksel sanat ürünlerine yönelik faaliyetlerin artmasına ve canlanmasına neden olur, yerel halkın tarihi ve kültürel değerlerini sahiplenme algısını yükseltir, farklı kültürleri görmek, tanımak ve yeni arkadaşlıklar edinmek şeklinde sıralanabilir (Çalışkan, 2003; Çolak, 2017; Kim, 2002; Çelikkanat, 2015; Erdem, 2017). Turizmin olumsuz sosyo-kültürel etkileri ise; yerel değerlerin ve yerel kimliğin değişmesine ve kaybolmasına neden olur, kültürel öğeler ticari meta haline gelebilir, turist kabul eden bölgenin anadili yozlaşır, ahlaki bozulmalara sebep olabilir, suç oranlarında artış olabilir, yabancı düşmanlığını artırması olarak sınıflandırılabilir (Haralambopoulos & Pizam, 1996; Çalışkan, 2003; Almeida-Garcia vd., 2016; Filiz, 2017).

Turizm gelişiminin doğru bir şekilde planlanması ve kontrol edilmesi sürdürülebilir bir çevrenin önünü açacaktır. Turizm faaliyetlerin çevre üzerindeki etkileri; destinasyona ait doğal, tarihi ve kültürel mimari özelliklerin korunması, çevre bilincinin ve kalitesinin artması, alt yapının iyileştirilmesi ve geliştirilmesi, yaban hayatını korumaya alması, tarihi mekânların restorasyonuna yönelik çalışmaların yapılması, çevrenin korunmasına yönelik faaliyetlerin artış göstermesi ve destinasyona ait yerel mimari özelliklerin korumaya alınması gibi olumlu çevresel etkiler meydana getirebilir (Yoon vd., 2001; Avcıkurt, 2003; Tuna, 2007; Kozak, vd., 2017). Çevre üzerinde sadece olumlu etkiler bırakmayan turizm faaliyetleri olumsuz etkileri de vardır. Bazı araştırmacıları göre, turizm gelişimi ile beraber çevresel kirlilik, ekolojik bozulmalar ve doğal yaşamın tahribi meydana gelmektedir (Andereck vd., 2005; Çolak, 2017).

2.4.Yerel halkın turizm algısı ve destekleme davranışları arasındaki ilişki

Yerel halkın turizm gelişimine yönelik algı ve tutumları ve turizm gelişimine yönelik destek düzeyi arasındaki ilişkiyi ele alan Andereck & Vogt (2000), yaptıkları araştırmanın sonucunda, turizm gelişimine yönelik olarak yerel halkın görüşlerinde farklılıklar olduğunun yanı sıra, yerel halkın genel itibariyle turizm gelişimini olumlu bir gelişme olarak algıladığı görülmektedir. Bir destinasyondaki turizm gelişimi bir anda olgunlaşma aşamasına ulaşmamaktadır. Olgunlaşma aşamasına gelene kadar bir dizi aşamadan geçmektedir. Yerel halkın algıları turizm gelişmeye başladığı ilk aşama ile olgunlaşma aşamasına geldiğinde farklılıklar gösterebilir. Bu yüzden yerel halkın algılarının belli aralıklarla ölçülmesi gerekmektedir. Yerel halkın turizm gelişimine yönelik algı ve tutumlarını iki farklı dönemde araştıran Akova (2006), bu iki dönem arasında yerel halkın algı ve tutumlarında farklılıklar oluştuğunu ve bu farklılıkların olumlu yönde olduğunu saptamaktadır.

Turizm gelişimi bir destinasyonda sadece fayda sağlamakla kalmaz aynı zamanda beraberinde çeşitli maliyetleri de getirebilir. Yerel halkın turizmin etkilerine yönelik algılarını araştıran Yoon vd., (2000), yaptıkları araştırma sonucunda yerel halkın algılarının turizm gelişimi sırasında oluşan fayda ve maliyetlere göre değişiklik gösterdiğini belirtmektedir. Faydaların daha ağır bastığını düşünen yerel halkın algıları pozitif, maliyetler daha ağır basarsa yerel halkın algıları negatif olmaktadır. Benzer şekilde, Vargas-Sanchez vd. (2009), İspanya'da yaptıkları araştırma sonucunda, turizm gelişimiyle oluşan kişisel faydaların artması yerel halkın algılarını olumlu yönde etkilediği ortaya çıkmıştır.

Destinasyonların gelişmişlik düzeyine göre yerel halkın algılarının değişkenlik gösterip göstermediğini belirlemek için Ekici & Çizel (2014) yaptıkları araştırmada, turizm gelişimi yoğun olan bölgelerde yerel halkın algıları sağlanan faydalara göre olumlu olurken, turizm gelişimi daha az olan bölgelerde sağlanan faydaların az olmasından ötürü yerel halkın algılarının olumsuz olduğu sonucuna varılmıştır.

Turizm alanyazınındaki çalışmalardan (Çalışkan, 2003; Gürsoy vd., 2002; Jurowski & Gürsoy, 2004; Çolak, 2017) esinlenilerek bu araştırmanın amacına yönelik oluşturulan hipotezler aşağıda gösterilmiştir.

H1: Yerel halkın turizm gelişimine verdiği destek ile turizmin ekonomik etkilerine yönelik algıları arasında anlamlı bir ilişki vardır.

H2: Yerel halkın turizm gelişimine verdiği destek ile turizmin sosyo-kültürel etkilerine yönelik algıları arasında anlamlı bir ilişki vardır.

H3: Yerel halkın turizm gelişimine verdiği destek ile turizmin çevresel etkilerine yönelik algıları arasında anlamlı bir ilişki vardır.

H4: Yerel halkın turizmin ekonomik etkilerine yönelik algıları ile turizmin sosyo-kültürel etkilerine yönelik algıları arasında anlamlı bir ilişki vardır.

H5: Yerel halkın turizmin ekonomik etkilerine yönelik algıları ile turizmin çevresel etkilerine yönelik algıları arasında anlamlı bir ilişki vardır.

H6: Yerel halkın turizmin sosyo-kültürel etkilerine yönelik algıları ile turizmin çevresel etkilerine yönelik algıları arasında anlamlı bir ilişki vardır.

3. METHOD

3.1. Evren ve örneklem

Yerel halkın turizm gelişimine yönelik algı ve tutumlarını ele alan bu araştırmanın evrenini Mardin ilinde ikamet eden yerel halk oluşturmaktadır. Araştırma evrenini temsil eden örneklemin belirlenmesine yönelik olarak basit tesadüfi örnekleme metodu kullanılmıştır. Araştırmanın evrenini oluşturan Mardin ilinin 2019 yılı nüfusu toplam 838.778'tir (TUİK, 2019). Araştırmanın evreni bakılarak örneklem sayısına göre α=0.05 örnekleme hatası için en az örneklem büyüklüğü 384 olarak hesaplanmıştır (Sekaran, 2003).

3.2. Veri toplama yöntemi

Araştırma, Mardin ili ve ilçelerinde gerçekleşmiştir. Araştırmada 18 ve üstü yaş gruplarına anket uygulanmıştır. Anket formu, (Çalışkan, 2003; Gürsoy vd., 2002; Jurowski & Gürsoy, 2004; Çolak, 2017) tarafından geliştirilen ölçek ifadelerinden yararlanılarak oluşturulmuştur. Anketler Mardin ili ve ilçelerinde ikamet eden yerel halk ile yüzü yüze görüşülerek 520 anket doldurulmuştur. Bu anketlerden 11 tanesinin eksik ve gelişi güzel cevaplanmasından dolayı çalışmaya dâhil edilmemiştir. Kalan 509 anket ile analizlere devam edilmiştir.

3.3.Verilerin analizi

Mardin ilinde ikamet eden yerel halka yapılan anketler SPSS 23.0 (Statistical Program for Social Sciencies) programına yüklenmiş, sonrasında bu programdan yararlanılarak analizler yapılmıştır. Araştırmada elde edilen demografik verilere yönelik olan sorulara frekans analizi yapılmıştır. Daha sonra araştırma kapsamında kullanılacak olan verilerin güvenirliğinin testi edilmesine yönelik ölçek maddelerinin Cronbach's Alpha değerine bakılmıştır. Güvenirliği test edilen verilerin faktör analizine uygun olup olmadığının belirlenmesi amacıyla KMO (Kaiser-Meyer-Olkin) ve Barlett Küresellik testi uygulanmıştır. Verilerin faktör analizine uygunluğunun tespit edilmesinden sonra yapılan faktör analizi sonucunda yedi faktör ortaya çıkmıştır. Buradan hareketle, araştırma için belirlenen hipotezlerin test edilmesine yönelik olarak korelasyon analizi yapılmıştır.

4. BULGULAR

Araştırmada toplanan verilere yönelik katılımcıların demografik özelliklerine ilişkin verileri tablo 1'de gösterilmiştir. Buna göre, 509 katılımcının çoğunluğunu erkekler (%63,3) oluşturmaktadır. Katılımcıların medeni durumlarına bakıldığında çoğunluğu oluşturan bekarların sayısı 336'dır. Katılımcıların meslekleri incelendiğinde, katılımın en çok olduğu öğrenciler katılımcıların %27,3'ünü oluşturmaktadır. Anketleri cevaplandıran yerel halkın yaşları incelendiğinde en yüksek oranın %43,2 ile 26-35 yaş aralığını oluşturmaktadır. Katılımcıların eğitim durumlarına bakıldığında lisans mezunlarının %49,9 ile çoğunlukta olduğu saptanmıştır. Bu da katılımcıların yarısının eğitim düzeylerinin yüksek olduğunu göstermektedir. Yerel halkın aylık ortalama gelir durumları incelendiğinde, %39,7 ile çoğunluğunun gelirlerinin 0-1500 TL arasında olduğu görülmektedir.

Tablo 1. Katılımcıların demografik özellikleri

Cinsiyet	**N**	**%**	**Aylık gelir**		
Kadın	197	38,7	0-1500	203	39,7
Erkek	312	61,3	1501-3000	179	35,2
Toplam	**509**	**100**	3001-4500	67	13,2
Eğitim Durumu	**N**	**%**	4501-6000	36	7,1
Okula gitmedim	5	1,0	6000+	24	4,7
İlkokul	15	2,9	**Toplam**	**509**	**100**
Ortaokul	24	4,7	**Medeni Durum**	**N**	**%**
Lise	86	16,9	Bekâr	336	66
Ön Lisans	85	16,7	Evli	173	34
Lisans	254	49,9	**Toplam**	**509**	**100**
Yük. Lisans-Doktora	40	7,9	**Ne iş yapıyorsunuz?**	**N**	**%**
Toplam	**509**	**100**	Ev hanımı	19	3,7
Yaş	**N**	**%**	İşsiz	54	10,6
18-25	204	40,1	Ücretli çalışan	114	22,4
26-35	220	43,2	Kendi hesabına çalışan	25	4,9
36-45	51	10,0	Emekli	8	1,6
46-55	24	4,7	Öğrenci	139	27,3
56-65	7	1,4	Kamu personeli	109	21,4
66+	3	0,6	İşveren	19	3,7
Toplam	**509**	**100**	Diğer	22	4,3
			Toplam	**509**	**100**

4.1.Güvenirlik analizi

Araştırmada kullanılan ölçeğinin güvenirliğinin test edilmesine yönelik olarak Cronbach's Alpha katsayısı hesaplanmıştır. Elde edilen verilen analizi sonucunda Cronbach's Alpha katsayısı 0,839 olarak bulunulmuştur. Güvenirlik analizi sonucunda α ≥ 0,80 olması oldukça yüksek derecede güvenilir bir ölçek olduğunu göstermektedir (Kayış, 2008).

Tablo 2. Güvenirlik analizi

Cronbach's Alpha	Soru sayısı
0,839	38

4.2.Faktör Analizi

Araştırmada kullanılan ölçeğin faktör analizine uygun uygunluğunun belirlenmesine yönelik olarak Kaiser-Meyer-Olkin ve Bartlett's testi sonucunda ölçeğin faktör analizine uygun olduğu görülmüştür. Yapılan faktör analizi sonucunda yedi faktör ortaya çıkmıştır. Ölçek ifadeleri turizmin olumlu ekonomik etkileri, turizmin olumlu sosyo-kültürel etkileri, turizmin olumlu çevresel etkileri, turizmin olumsuz ekonomik etkileri, turizmin olumsuz sosyo-kültürel etkileri, turizmin olumsuz çevresel etkileri ve turizm gelişimine yönelik destek olmak üzere toplamda yedi faktör altında toplanmıştır. Tablo 3'te ölçek maddelerine yönelik faktör yükleri ve faktörlere ilişkin öz değer, varyans yüzdesi, güvenirlik katsayısı, ortalama ve standart sapma değerleri gösterilmektedir.

Tablo 3. İfadelere yönelik faktör analizi

Faktörler	Faktör Yükleri	Öz Değeri	Varyans Yüzdesi	Güvenirlik Katsayısı	Ortalama	Standart Sapma
1. Faktör: Turizmin olumsuz sosyo-kültürel etkileri		**8,75**	**23,6**	**,910**	**2,31**	**1,10**
Turizm ahlak dışı davranışların artmasına neden olmaktadır.	,835					
Turizm alkol ve uyuşturucu madde kullanımının artmasına yol açmaktadır.	,815					
Turizm cinsel serbestliğin artmasına yol açmıştır.	,812					
Turizm kumar gibi kötü ahlakın artmasına neden olmaktadır.	,808					
Turizm yerel halkın mahremiyetine ve özel yaşamına zarar vermektedir.	,767					
Turizm aile yapısı ve sosyal bağlara zarar vermektedir.	,738					
Turizm Mardin ilinde suç oranlarının artmasına yol açmaktadır.	,644					
Turizm geleneksel yaşam tarzının bozulmasına neden olmaktadır.	,619					
2. Faktör: Turizmin olumlu ekonomik etkileri		**5,11**	**13,8**	**,831**	**3,22**	**,880**
Mardin ekonomisi turizm sayesinde çeşitlenmiş ve güçlenmiştir.	,730					
Mardin ilindeki işletmelerin çoğu gelirini turizmden sağlamaktadır.	,698					
Turizm sayesinde Mardin ilinde daha çok yatırım yapılmaktadır.	,655					
Turizm sektörü iş garantisi ve sürekliliği sağlamaktadır	,650					
Turizm sayesinde Mardin ilinde yaşayan insanların geliri artmıştır.	,588					
Turizm yerel ürünler için pazar imkânı oluşturmaktadır.	,587					
Turizm sektöründe çalışmak arzu edilir bir durumdur	,541					
Mardin ekonomisi turizme dayanmaktadır.	,526					
Mardin ilinde alışveriş imkânları turizm sayesinde artmıştır	,517					
3. Faktör: Yerel halkın turizme yönelik destek algısı		**2,30**	**6,22**	**,873**	**4,18**	**1,02**
Mardin'de turizmin daha da geliştirilmesi gereklidir.	,860					
Mardin'e daha çok turistin gelmesini desteklerim	,844					
Mardin'e daha çok turistik tesis yapılmalıdır.	,756					
Turizm gelecekte de bölgeye çok şey kazandıracak bir sektördür	,719					

Tablo 3'ün devamı

4. Faktör: Turizmin olumsuz çevresel etkileri		**1,64**	**4,43**	**,841**	**2,64**	**1,18**
Otel ve diğer turistik tesislerin inşası doğal çevreye zarar vermektedir.	,817					
Turizm yapılaşmanın gereksiz ve kontrolsüz şekilde artmasına neden olmaktadır.	,815					
Turizm faaliyetleri ve turistik tesisler doğayı olumsuz etkilemektedir.	,749					
Turizm hayvan ve bitkilerin doğal hayatının ve ortamının bozulmasına neden olmaktadır.	,625					
5. Faktör: Turizmin olumlu çevresel etkileri		**1,44**	**3,91**	**,773**	**3,60**	**,984**
Turizm sayesinde daha fazla sayıda park ve yeşil alan düzenlemesi yapılmaktadır	,744					
Turizm sayesinde yollar, parklar, kentin temizliği, elektrik, telefon, güvenlik gibi hizmetler daha iyi olmuştur.	,735					
Turizm doğal çevrenin korunmasına ve güzelleşmesine katkı sağlamaktadır.	,503					
Turizm geleneksel mimarinin ve tarihi binaların korunmasına katkı sağlamaktadır.	,492					
Turizm yerel halkta çevre bilincinin oluşmasına katkı sağlamaktadır.	,474					
6. Faktör: Turizmin olumlu sosyo-kültürel etkileri		**1,33**	**3,61**	**,785**	**3,50**	**1,01**
Turizm kadınların aile içindeki yerinin iyileşmesine destek olmaktadır.	,856					
Turizm kadınların toplum içindeki yerinin iyileşmesine destek olmaktadır.	,766					
Turizm yerel kültürün korunup geliştirilmesine katkı sunmaktadır.	,538					
Turizm insanların birbirini daha iyi anlamasına katkı sağlamaktadır.	,465					
7. Faktör: Turizmin olumsuz ekonomik etkileri		**1,24**	**3,36**	**,404**	**3,01**	**,894**
Turizm fiyatların artmasına neden olmaktadır.	,570					
En düşük ücretler turizm sektöründe verilmektedir.	,565					
Turizm yerel insanlardan ziyade dışarıdan gelenlere iş imkânı sağlamaktadır.	,522					

Varimax döndürmeli faktör analizi
Kaiser-Meyer-Olkin Örneklem Yeterliliği= ,897
Bartlett's Test of Sphericity: p<.000 (Chi-Square 8887,862 df=666).

4.3. Korelasyon analizi

Mardin ilinde ikamet eden yerel halkın turizm gelişimine yönelik verdikleri destek ile turizmin ekonomik etkilerine, sosyo-kültürel etkilerine ve çevresel etkilere yönelik algıları arasında anlamlı bir ilişkinin olup olmadığı ve bu ilişkinin düzeyinin belirlenmesi için yapılan korelasyon analizi sonuçları tablo 4'te yer almaktadır.

Tablo 4. Korelasyon analizi

Faktörler		1	2	3	4
Yerel halkın Turizmin ekonomik etkilerine yönelik algısı (1)	Pearsoncorrelation	1			
	Sig. (2-tailed)				
Yerel halkın Turizmin sosyo-kültürel etkilerine yönelik algısı (2)	Pearsoncorrelation	,158**	1		
	Sig. (2-tailed)	,000			
Yerel halkın Turizmin çevresel etkilerine yönelik algısı (3)	Pearsoncorrelation	,356**	,374**	1	
Yerel halkın Turizm gelişimine yönelik verdiği destek algısı (4)	Pearsoncorrelation	,354**	-,060**	,29	1
	Sig. (2-tailed)	,000	,173	,00	

** Korelasyon 0,01 seviyesinde anlamlıdır. (2-tailed), (N=509).

Yapılan korelasyon analizi sonucunda, Mardin yerel halkının turizm gelişimine yönelik verdikleri destek algıları turizmin ekonomik etkilerine yönelik algıları arasında pozitif ve orta düzeyde bir ilişki söz konusudur ve bu ilişki istatistiksel olarak anlamlıdır (r= 0,354, p= ,000). Yerel halkın turizm gelişimine yönelik verdiği destek algısı ile turizmin sosyo-kültürel etkilerine yönelik algıları arasında negatif ve zayıf bir ilişki vardır ve bu ilişki istatistiksel olarak anlamlı değildir (r= -0,060, p= ,173). Yerel halkın turizm gelişimine yönelik verdiği destek algısı ile turizmin çevresel etkilerine yönelik algıları arasında pozitif ve zayıf bir ilişki oluşmuştur ve bu ilişki istatistiksel olarak anlamlıdır (r= 0,299, p= ,000). Elde edilen veriler ışığında araştırmanın birinci ve üçüncü hipotezleri kabul edilirken, ikinci hipotezi reddedilmiştir.

Mardin yerel halkının turizmin ekonomik etkileriyle sosyo-kültürel etkilerine yönelik algıları arasında pozitif ve zayıf bir ilişki tespit edilmiştir ve bu faktörler arasındaki ilişki istatiksel olarak anlamlıdır (r= 0,158, p= ,000). Yerel halkın turizmin ekonomik etkilerine ve çevresel etkilerine yönelik algıları arasında pozitif orta düzeyde bir ilişki ortaya çıkmıştır ve bu ilişkiye istatiksel olarak bakıldığında anlamlı olduğu görülmektedir (r= 0,356, p= ,000). Benzer şekilde, yerel halkın turizmin sosyo-kültürel etkilerine ve çevresel etkilerine yönelik algıları arasında da pozitif ve orta düzeyde bir ilişki oluşmuş ve bu ilişki istatiksel olarak anlamlı olduğu saptanmıştır (r= 0,374, p=,000). Elde edilen bu bulguların sonucunda araştırmanın sırasıyla dördüncü, beşinci ve altıncı hipotezleri kabul edilmiştir.

5. SONUÇ

Bir destinasyonda karşılaşan yerel halk ve turistler arasında etkileşim olmaktadır. Bu etkileşimden dolayı yerel halkın turistlere ve turizm gelişimine yönelik algılarının tespit edilmesine yönelik araştırmaların sayısı artış göstermiştir. Turizm gelişiminin sürdürülebilirliği açısından yerel halkın olumlu desteği kritik önem taşımaktadır. Bundan dolayı bir destinasyonda turizm gelişirken beraberinde getirdiği ekonomik, sosyo-kültürel ve çevresel etkilere yönelik yerel halkın algılarının belirlenmesi önemli bir konu haline gelmektedir.

Turizm araştırmacıları tarafından yerel halkın turizm gelişimine ve turizmin etkilerine yönelik algı ve tutumlarının belirlenmesi açısından birçok araştırma yapılmıştır. Yapılan tüm bu araştırmaların sonuçları bazen birbirini desteklemekte bazen de birbirleriyle çelişmektedir. Yerel halkın turizme yönelik algı ve tutumlarını ele alan araştırmaların genelinde ortaya çıkabilen bazı ortak sonuçlar bu konunun anlaşılması ve değerlendirilmesi için yol gösterici olmaktadır.

Turizmin gelişim düzeyi normal seviyede kabul eden araştırmacılara göre, turizm yerel halk tarafından topluma faydalı olarak algılanmakta, fakat gelişim devam ettikçe yerel halk turizmi daha az olumlu olarak görmektedir. Aşırı gelişim gösteren turizm ile birlikte yerel halkın algısı olumsuz da olabilmektedir (Avcıkurt, 2003). Pizam (1978), yaptığı araştırmada aşırı gelişim gösteren turizmin yerel halkın tutumları üzerinde olumsuzluğa neden olduğunu açıklamaktadır.

Mardin ilinde ikamet eden yerel halkın turizm gelişimine yönelik algılarının belirlenmesini amaçlayan bu araştırmada, Mardin ilinde ikamet eden yerel halkın turizmin etkilerine ve turizm gelişimine yönelik algılarının genel itibariyle olumlu olduğu belirlenmiştir. Mardin'deki turizm gelişime bakıldığında Butler'in (1980) yaşam seyri teorisi ve Doxey irridex (1975) teorisine göre değerlendirecek olursak, turizm henüz "gelişim" aşamasında olduğu ve bu aşamada turizmin olumlu etkilerinin olduğundan yerel halk turizmden fayda sağladığı için turizme karşı olumlu bir tavır (hoşnutluk) içindedir. Buradan hareketle, Mardin ilinde ikamet eden yerel halkın turizm gelişimine yönelik yapılacak olan faaliyetlere ve planlamalara destek olacağını söyleyebiliriz. Bu sonuçlara benzer şekilde, Şahin (2017) Artvin'de yaptığı araştırma sonucunda yerel halkın turizmin etkilerine ve turizm gelişimine yönelik algı ve tutumlarının olumlu olduğunu ve turizm gelişimine yönelik faaliyetleri ve planlamaları destekleyeceğini belirtmektedir. Ancak, Andereck & Vogt (2000) yaptıkları araştırmanın sonucunda, yerel halkın turizm gelişimine yönelik destek ve turizme karşı tutumları acısından farklılıklar olduğunu ama genel itibariyle yerel halkın turizmi olumlu algıladığı ve çoğu spesifik gelişme türünü destekledikleri belirtilmiştir.

Araştırmada, yerel halkın turizm gelişimine verdiği destek ile turizmin etkilerine (ekonomik, sosyo-kültürel ve çevresel) yönelik algıları arasındaki ilişki olup olmadığının belirlenmesine yönelik olarak yapılan korelasyon analizi sonuçları incelendiğinde; değişkenlerden sadece turizm gelişimine yönelik destek ile turizmin sosyo-kültürel etkileri arasında negatif bir ilişki tespit edilmiştir. Bu sonuca göre; turizmin sosyo-kültürel etkilerinde artış meydana gelirse yerel halkın turizm gelişimine yönelik desteğinde azalma olacağını söyleyebiliriz. Bir destinasyonda turizm gelişmeye başladığı anda yerel halk ilk olarak ekonomik sonuçları ile karşılaşmaktadır. Daha sonra ise çevresel ve sosyo-kültürel sonuçları olmaktadır. Turizm gelişiminin bu özelliğinden dolayı Mardin ilinde turizm gelişiminin meydana getireceği sosyo-kültürel sonuçlar yerel halk tarafından olumlu karşılanmayacaktır. Bu da Mardin'de yaşayan yerel halkın geleneklerine ve göreneklerine sıkı sıkıya bağlı olduklarını ve bunun değişmesinin güç olduğudur. Hatta turizm gelişimi sırasında sosyo-kültürel etkilerin oranı ne kadar fazla olursa yerel halk turizm gelişimini o derecede desteklemekten vazgeçeceğini de söyleyebiliriz. Bu da Mardin'de yaşayan yerel halkın sosyo-kültürel yapısına çok bağlı olduğunu göstermektedir.

Araştırmada, Mardin ilinde yaşayan yerel halkın turizmin ekonomik etkilerine yönelik algıları ile turizmin gelişimine verdiği destek düzeyleri arasında pozitif ve anlamlı bir ilişki ortaya çıkmıştır. Aynı şekilde, yerel halkın turizmin çevresel etkilerine yönelik algıları ile turizmin gelişimine verdiği destek arasında da pozitif ve anlamlı bir ilişkinin varlığı saptanmıştır. Bu sonuçlar, Yıldız & Çalışkan (2018) Muğla'da yaptıkları çalışmanın sonuçları ile benzerlik göstermektedir. Araştırmada elde edilen sonuçlar ışığında Mardin şehri için şu öneriler getirilebilir;

- Turizmin meydana getirdiği olumsuz sonuçların en aza indirilmesi yerel halkın turizm gelişimine yönelik desteğinin artmasını sağlayabilir. Yerel halkın turizm gelişimine yönelik desteğinin artması sürdürülebilir bir turizmin önünü açabilecektir. Bu araştırma, turizm yetkililerine ve planlamacılarına yerel halkın neden turizm gelişimini desteklediğine veya niçin karşı çıktıklarını anlamalarında yardımcı olabilir.
- Bir destinasyondaki turizm gelişiminin sadece fayda sağlamadığını aynı zamanda maliyetleri de arttırabilir. Turizm gelişiminin meydana getirdiği bu fayda ve maliyetlerin tespit edilerek, faydaların daha da artmasını maliyetlerin azaltılmasının sağlanmasıyla yerel halkın turizme yönelik algıları olumlu yönde geliştirilebilir. Hernandez, Cohen & Garcia (1996), yaptıkları araştırmada yerel halkın turizm gelişimine yönelik tutumlarının turizm gelişiminden beklenen fayda ve maliyete bağlı olduğunu öne sürmüşlerdir.
- Bir destinasyondaki turizm gelişimi bir anda olgunlaşma evresine geçmediği için turizm gelişmeye devam ettikçe yerel halkın algılarında değişikler meydana getirebilir. Mardin ilinde ikamet eden yerel halkın turizm gelişimine yönelik algı ve tutumlarının ileriki yıllarda değişkenlik gösterebileceğinden dolayı yerel halkın algılarının belli aralıklar ile tekrar ölçülmesinin gerekli olduğu düşünülmektedir. Eğer yerel halk turizm gelimine yönelik olarak olumsuz düşünce içine girmişse bunun düzeltilmesi için çözümler geliştirilmelidir. Yerel halkın turizm gelişimine yönelik algılarında farklı dönemlerde farklı algılamaların meydana geldiğini Akova (2006), araştırmasında iki dönem arasında yerel halkın algı ve tutumlarında farklılıklar oluştuğunu ve bu farklılıkların olumlu yönde olduğunu belirtmiştir.

- Bu araştırma, turizm yetkililerine ve planlamacılarına yerel halkın neden turizm gelişimini desteklediğine veya niçin karşı çıktıklarını anlamalarında yardımcı olabilir.
- Mardin ilinin doğal, tarihi ve kültürel turizm potansiyelinin yüksek olması göz önüne alındığında, yerel yönetimler, belediyeler, üniversite ve diğer kurumlardaki yatırımcılar birlikte Mardin ilinin turistik değerlerini ön plana çıkararak tanıtımını yapmaları gerekir. Ayrıca ilde mevcut durumda fuar, festival ve kongre etkinliklerinin sayısı çok azdır. Bunlara yönelik organizasyonların artırılması ilin tanıtımı ve reklamı açısından önem arz etmektedir.
- Mardin halkının turizmin etkilerine yönelik algılarını ölçen bu araştırma ile daha sonra yapılacak çalışmalara yardımcı olunacağı yerli ve yabancı araştırmacılara katkı sağlayacağı düşünülmektedir.
- Mardin turizmi gelişme aşamasında olduğu için gelecekte yapılacak çalışmalarda yerel halkın algıları değişebileceğinden gelecekte de yerel halkın algılarının ölçülmesi gerekli olduğu düşünülmektedir. Eğer halk olumsuz düşünce içine girmişse bunun düzeltilmesi için çözümler geliştirilmelidir. Doğal, tarihi ve kültürel turizm potansiyelinin olduğu başka illerde de benzer çalışmalar yapılarak karşılaştırılabilir ve sonuçlar değerlendirilerek ilgili literatüre katkı sağlanabilir.

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Aile Yemekleri, Yeme Davranışları ve Fast-Food Tüketim Sıklığı İlişkisi: KTMU Örneği

Tolga GÖK[1]* Dinara İSAKOVA[2] Cemal İNCE[3]

ÖZET

Bu çalışmanın amacı, üniversite öğrencilerinin aile ile yeme tutumlarının yeme davranışlarına, yeme davranışların da fast-food tüketim sıklıklarına etkisini ortaya koymaktır. Literatüre bağlı olarak geliştirilen anket ile veriler toplanmıştır. Veriler, Kırgızistan-Türkiye Manas Üniversitesi'nde öğrenim gören 382 öğrenciden elde edilmiştir. Verilerin analizinde SPSS istatistik programı ve Smart PLS 3.3.2 kullanılmıştır. Analiz sonucunda, aile ile yeme tutumu boyutlarından "aile yemeklerindeki atmosfer", yeme davranışlarından "bilişsel kısıtlama davranışı"nı olumlu yönde etkilerken bilişsel kısıtlama davranışı fast-food tüketim sıklığını olumsuz olarak etkilemektedir. Diğer taraftan aile ile yeme tutumu boyutlarından "aile yemeklerinde öncelikler" boyutu yeme davranışlarından "kontrolsüz yeme davranışı" üzerinde olumlu bir etkiye sahipken, "kontrolsüz yeme davranışı" da fast-food tüketim sıklığı üzerinde olumlu bir etkiye sahiptir. Bu bulgular, öğrencilerin sağlıklı beslenmeleri için aile ile yemek yemenin önemine ve fast-food tüketim sıklığını azaltmak için sağlıksız ve dengesiz beslenmeye karşı çeşitli önlemler alınmasına yönelik çalışmalar yapılmasının gerekliliğine işaret etmektedir.
Anahtar Kelimeler: Aile Yemekleri, Yeme Davranışı, Fast-Food Tüketim Sıklığı, Kırgızistan.
Jel Code/Kodu: L66, L83

The Relationship between Family Meals, Eating Behaviors and Fast-Food Consumption Frequency: The Case of KTMU

ABSTRACT

The aim of this study is to reveal the effect of university students' eating attitudes with family on eating behaviors and eating behaviors on fast-food consumption frequency. Data were collected with a questionnaire developed based on the literature. The data were obtained from 382 students at Kyrgyz-Turkish Manas University (KTMU). SPSS statistics program and Smart PLS 3.3.2 were used in the analysis of the data. As a result of the analysis, the "atmosphere in family meals", which is one of the dimensions of eating attitude with family, positively affects "cognitive constraint" from eating behaviors, and "cognitive constraint" negatively affects the frequency of fast-food consumption. On the other hand, "priority of family meals" from the dimensions of eating attitude with family has a positive effect on "uncontrolled eating behavior" from eating behaviors, and "uncontrolled eating behavior" has a positive effect on the frequency of fast-food consumption. These findings indicate the importance of eating with family for students to have a healthy nutrition and the necessity of taking various measures against unhealthy and unbalanced nutrition in order to reduce the frequency of fast-food consumption.
Keywords: Family Meals, Eating Behavior, Fast-Food Consumption Frequency, Kyrgyzstan.

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1. GİRİŞ

Beslenme aile ile başlayan bir eylemdir. Çocuklar beslenme kültürünü ailede kazanırlar. Ailede düzenli beslenme, aile üyeleri arasında sosyal etkileşimler ve sağlıklı beslenme düzenlerinin rol modellemesi için fırsatlar sağlar. Aile ile beslenme sağlıklı beslenme düzenlerinin gelişmesine yardımcı olur ve düzensiz yeme davranışlarını da önler (Neumark-Sztainer vd., 2004). Aile bireylerinden yetişkinlerin yemeklerde düzenli olarak bulunamaması durumunda, çocuklarının hangi yiyecekleri yediklerini veya çocuklarının yeterli beslenip beslenmediğini bilmeleri mümkün olmayabilir. Bunun iki sakıncası olabilir; ilk olarak çocuklarda beslenme alışkanlıkları yanlış gelişebilir, ikinci olarak ta çocuklarda sosyalleşme düzeyi tam oluşmayabilir. Aile ile yeme alışkanlığı, çocuklarda bozuk yeme davranışlarının ortaya çıkmasını önleyebilir.

Öğrencilerin beslenme alışkanlıklarının ailenin etkisinden ayrılmaya başladığı, çevreden etkilendiği ve değişmeye başladığı dönem lise ve üniversite öğrencilik dönemidir. Bu dönemde öğrenciler; arkadaş çevresiyle (okul ve mahalle arkadaşları) daha çok vakit geçirmeye ve bazı öğünleri dışarıda yemeye başlamaktadırlar. Bu nedenle en kısa zamanda karınlarını doyurmayı amaçlamaktadırlar. Bu öğrenciler yiyecek ihtiyaçlarını hem ekonomik nedenler, hem de zaman darlığı nedeniyle genellikle fast-food ürünlerini tercih ederek karşılamaktadırlar. Bu dönemde öğrenciler için önemli olan açlıklarını gidermektir.

Öğrencilik döneminde beslenme alışkanlıklarını değiştiren bir diğer çevresel olay, öğrencilerin eğitim amacıyla başka bir ile yada ülkeye göç etmesidir. Eğitim süresince öğrenciler, çoğunlukla aile ortamından uzaklaşmaktadırlar. Bu süreçte öğrenciler, öğrenci yurdunda, özel yurtlarda, evde tek başına veya diğer öğrenci arkadaşlarıyla kiralık evlerde kalmaktadırlar. Öğrenciler, genellikle yemek yapmayı bilmeyen kişilerdir. Beslenme ihtiyacını çoğunlukla ev dışında karşılamaya çalışmaktadırlar. Beslenme ihtiyaçlarını; eğitim kurumlarının (öğle yemeği) ve öğrenci yurtlarının yemekhanelerinde (sabah kahvaltısı ve akşam yemeği), kantinlerde (kahvaltı-simit, poğaça, börek, çay, vb.) ve özel yiyecek-içecek işletmelerinde (restoran, kafe ve fast-food) karşıladıkları bilinmektedir. Bu süreçte öğrenciler, yemeklerin çabuk hazırlanması, ucuz olması, doyurucu olması (tok tutması), lezzetli olması vb. nedenlerle daha çok fast-food ürünlerini tüketmeye yöneldikleri görülmektedir.

Günümüz modern dünyasında, üniversite öğrencilerinin yeme davranışlarının şekillenmesinin ailede başlayıp ileriki yaşlarda değiştiği ve öğrencilerin daha sağlıksız gıda tüketimine yöneldikleri hem sosyal yaşamda gözlenmekte hem de birçok araştırma bulgularında ifade edilmektedir. Öğrencilerin yeme davranışları üzerinde ailenin hangi yönlerden bir etkisinin olduğunu bilmek yeme davranışlarının daha iyi anlaşılabilmesine olanak sağlayacaktır. Ayrıca yeme davranışlarındaki bilinçli ya da bilinçsizce yapılan hareketlerin zamanla öğrencileri fast-food tüketiminin artmasına ya da azalmasına sebebiyet verdiği düşünülmektedir. Üniversite öğrencilerinin aile ile yeme tutumu veya bireysel yeme davranışları üzerine yapılan araştırmalara literatürde rastlanmasına rağmen aralarında bir ilişki veya etkiye dair çalışmaların oldukça az olduğu görülmektedir. Bu çalışmada, üniversite öğrencilerinin bireysel yeme davranışlarında ailenin etkisini ortaya koyarak literatüre katkı sağlanacağı düşünülmektedir. Ayrıca öğrencilerin yeme davranışlarının fast-food tüketim sıklığı üzerinde nasıl bir etkiye sahip olduğuna dair literatürde çalışmalara çok fazla rastlanmamaktadır. Daha çok fast-food tüketiminin nedenleri üzerine çalışmalara odaklanıldığı görülmektedir. Diğer taraftan bu çalışmanın Kırgızistan'da yapılmasının Kırgızistan'ın turizm ve gastronomi alanındaki literatür eksikliğinin giderilmesine de destek olacağı ifade edilebilir. Bu kapsamda, çalışmada ilk olarak üniversite öğrencilerinin aile ile yeme tutumlarının yeme davranışları üzerindeki etkisi incelenmiştir. Sonrasında ise yeme davranışlarının fast-food tüketim sıklığına olan etkisi ortaya konulmaya çalışılmıştır.

2. KAVRAMSAL ÇERÇEVE

2.1. Aile yemekleri

Aile ve aile bireylerinin beslenme kültürü ve yemek seçimi, öğrencilerin beslenme alışkanlıkları, yemek seçimleri ve yeme davranışları üzerinde birinci derecede etkili olan faktörlerdendir (Kabaran & Mercanlıgil, 2013). Aile üyelerinin sofraya oturma zamanı, sofra ritüelleri, öğün sayısı, sofrada bulunan yiyecek ve içecekler, gıdaların taze veya hazır gıda olma durumları, ailenin dışarıda yeme alışkanlığı ve türü, anne ve babanın bireysel yemek tercihleri ve beslenmeye karşı tutumları öğrencilerin beslenme ve besin tercihlerini doğrudan etkilemektedir (Shrewsbury vd., 2010). Ayrıca ailelerin çocukları için yararlı olduğunu düşündükleri besinleri yemeye zorlamaları, zararlı olduğunu düşündükleri besinlerden uzak tutmaya çalışmaları ve bu amaçla koymuş oldukları kurallar çocukların beslenme ve yiyecek tercihlerini etkilemektedir (Matheson vd., 2006).

Öğrencilerin yiyecek seçiminde sosyal, psikolojik ve çevresel faktörlerin önemli bir yeri vardır. Sosyal faktörler içerisinde değişkenlik gösteren ebeveynlerin yiyecek seçimi, öğrencilerin beslenme alışkanlıklarının şekillenmesinde önemli ölçüde rol oynamaktadır. Ailesi ile yemek yiyen öğrencilerin daha sağlıklı beslendikleri ve bununda öğrencilerin psikolojik yapılarını olumlu etkilediği görülmüştür (Basset, 2008; Boutelle vd., 2007; Arcan vd., 2007; Pearson vd., 2009; Neumark-Sztainer vd., 2003). Aile ile yemek, öğrencilerde yasaklı madde kullanımı, eğitimde düşük puan alımı, depresif belirtiler ve intihar gibi psikolojik duyguların azalmasına da katkı sunmaktadır (Eisenberg vd., 2004).

Neumark-Sztainer vd., (2004) aile yemeklerinin yapısına ilişkin niceliksel olarak aile ile daha sık yemenin ve niteliksel olarak aile yemeklerindeki öncelikler, aile yemeklerindeki olumlu atmosfere ve belirli kurallar çerçevesinde yapılandırılmış bir aile yemeği ortamına sahip olan öğrencilerin, düzensiz yeme alışkanlıklarının daha düşük olduğunu ifade etmektedir. Bu nedenle aile yemekleri, aile bağlılığını sağlamanın ötesinde yeme davranışı bozukluklarını önleme anlamında da önemli bir faktördür.

Yıldırım vd. (2017) tarafından öğrencilerin yeme tutum ve davranışlarını etkileyen faktörleri belirlemeye yönelik çalışmada aile ilgili özelliklere değinilmiştir. Araştırmada aile tipine göre öğrencilerin yeme tutumlarında farklılıklar belirlenmiştir. Dağılmış ailelerde öğrencilerin olumsuz yeme tutumu çekirdek ve geniş ailelere göre anlamlı düzeyde yüksek olarak belirlenmiştir.

Ünalan vd. (2009) tarafından sağlık yüksekokulu öğrencilerine yönelik yapılan yeme tutumu araştırmalarında yurtta kalan ve ilçede yaşayan öğrencilerde yeme tutum bozuklukları oranının daha yüksek olduğu ve bu öğrencilerin genel olarak bir ana öğünü atladıkları belirlenmiştir. Yurtsever & Sütçü (2017) tarafından yapılan yeme tutumunda algılanan ebeveynlik araştırmasında ebeveyne yönelik olumsuz algıların çocuklarda olumsuz yeme tutumuna sebep olduğu görülmüştür.

2.2. Yeme davranışı

Yeme davranışı içsel, çevresel ve sosyal olaylardan etkilenen, birey ve çevreye etkileri olan karmaşık bir süreçtir (Dovey, 2010; Van Strien vd., 1986). İnsanlar temel beslenme gereksinimlerini karşılama sürecinde birbirinden farklı davranışlar sergilemektedirler. Yeme davranışları üzerinde *"genetik, çevre, hormonlar, içinde bulunulan duygusal durum, sosyo demografik faktörler, geçmiş deneyimler, kültürel ve dini inanışlar, medya, beden algısı, şişmanlık, iştah vb."* pek çok faktör etkili olmaktadır (Karakuş vd., 2016). Yeme davranışını oluşturan süreci anlamak ve yeme davranışlarının farklı yönlerini ölçmek için çalışmalar yapılmıştır. Yeme davranışlarını oluşturan değişkenleri belirlemek amacıyla çeşitli ölçme araçları geliştirilmiştir.

Yeme davranışlarını belirlemeye yönelik ölçeğin 18 ve 21 maddeden oluşan versiyonları (TFEQ-R18 ve TFEQ-R21) bilim insanları tarafından çeşitli araştırmalarda kullanılmıştır. Bu ölçeğin 18 maddelik versiyonuna ilişkin geçerlilik ve güvenilirlik çalışması Kıraç vd. (2015) tarafından ve üç faktörlü yeme ölçeğinden revize edilen 21 maddelik versiyonunun Türk kültürüne uyarlanması ise Karakuş vd. (2016) tarafından yapılmıştır. Deveci vd. (2017) tarafından 21 madde ve üç boyuttan oluşan ölçek Gastronomi ve Mutfak sanatları eğitimi alan öğrencilerin yeme davranışını araştırmak amacıyla da kullanılmıştır. Taşpınar (2018) Çanakkale ilinde fast-food işletmelerine giden tüketicilerin yeme davranışlarını ölçmek için 21 maddeli ölçekten yararlanmıştır. Jáuregui-Lobera vd. (2014) ise 18 maddeli ölçeğin İspanyolca versiyonu ile öğrencilerin yeme davranışlarını ölçmek üzere çalışma gerçekleştirmiştir. Karlsson vd. (2000) ise obez kişilerin yeme davranışlarını ölçmek üzere ölçeğin İspanyolca versiyonunu geliştirmiş ve kullanmıştır. Löffler vd. (2015) ise katılımcıların yeme davranışlarını yaş ve cinsiyet açısından değerlendirmek için ölçeğin Almanca versiyonunu kullanmıştır.

Bu ölçeklerden birisi de ilk kez Stunkard & Messic (1985) tarafından geliştirilen TFEQ (Three Factor Eating Questioniare) olarak adlandırılan üç faktörlü yeme ölçeğidir. TFEQ, yemenin davranışsal ve bilişsel bileşenlerini belirlemek ve ölçmek amacıyla geliştirilmiştir. TFEQ ölçeği iki bölüm ve üç alt ölçek (boyut) olmak üzere toplam 51 maddeden oluşmaktadır. Ölçeğin ilk bölümü 36 maddeden (evet/hayır) oluşmaktadır. İkinci bölüm ise 14 maddeli likert tipi bir ölçek yer almaktadır. Üç faktör yeme ölçeğinin boyutları ise; yemenin bilişsel kıstlaması, kişinin kendini kısıtlayamama davranışı ve açlık durumundan oluşmaktadır (Serin & Şanlıer, 2018). Işgın vd. (2014) tarafından duygusal yeme, kontrolsüz yeme ve bilişsel kısıtlama davranışları ile vücut bileşimi arasındaki ilişkiye yönelik çalışmada bilişsel yeme davranışı ile Vücut Kitle İndeksi arasında ilişki olduğu belirlenmiştir.

2.3. Fast-food tüketim sıklığı

Fast-food olarak adlandırılan hızlı bir şekilde hazırlanan ve sunulan yiyeceklerin tüketimi son yıllarda dünya çapında hızlı artış göstermektedir. Bu alanda yapılan araştırmalara göre fast-food restoranların sayısı da talebe bağlı olarak artış eğilimindedir. Fast-food üzerine yapılan çalışmalar incelendiğinde bu alanda yapılan ulusal ve uluslararası pekçok çalışmaya rastlamak mümkündür. Bunlardan bazıları aşağıda ifade edilmiştir.

Önder & Önder (2019) tarafından üniversite öğrencilerinin fast-food tüketimine dair alışkanlıklarını belirlemek için araştırma yapılmıştır. Yapılan analiz sonucunda öğrencilerin pek çoğunun kolaylık ve zaman kısıtlılığı nedeniyle fast-food ürünler tüketmeyi tercih ettikleri ve en az haftada birkez fast-food tükettiği tespit edilmiştir.

Canpolat & Çarıkoğlu (2016), üniversite öğrencileri üzerine yaptığı çalışmada fast tüketiminin haftada en çok 2-3 kez ve çoğunlukla öğle yemeklerinde gerçekleştiğini ortaya koymuşlardır. Öğrencilerin fast-food tercih sebebinin ise bu tür gıdaları sevmeleri olduğu ifade edilmiştir.

Unur & Gök (2012) tarafından fast-food gıdaların tüketiciler açısından birçok olumsuz etkileri olduğu halde tüketiminin yoğun olmasının sebebi araştırılmıştır. Analiz sonucunda, tüketiciler dışarıdayken acıktıkları, tadını sevdikleri, kolaylıkla erişebildikleri ve alışveriş yaparken acıktıkları için fast-food tükettiklerini belirtmişlerdir.

Korkmaz (2005) fast-food işletmelerinin uyguladıkları rekabet stratejilerini ve bu stratejilerin üniversite öğrencilerinin fast-food tercihlerindeki etkisini belirlemeye çalışmıştır. Bu araştırma bulgularına göre, araştırmaya katılan ögrencilerin yaklaşık %60'ının fast-food tüketim sıklığının, her gün ile ayda bir arasında değişiklik gösterdiği tespit edilmiştir.

Askari Majabadi vd. (2016) tarafından yetişkinlerin fast-food tüketimini etkileyen faktörler üzerine yapılan araştırmada katılımcıların %28,6'sının sık sık, %38'inin bazen ve %28,6'sının nadiren fast-food tükettikleri tespit edilmiştir. Fast-food tüketimini teşvik eden faktörlerin kişisel görüşlere, sosyal faktörlere ve ailevi faktörlere dayandığı sonucuna ulaşılmıştır.

2.4.Hipotezlerin geliştirilmesi

Öğrencilerin beslenme alışkanlıkları edinmesinde birinci derecede etkili olan ailenin yeme biçimi ve anne ve babanın yemek seçimi konusunda oynadığı rol olarak bilinmektedir (Neumark-Sztainer vd., 2005; Şanlıer vd., 2009). Ebeveynler, çocuklarının yeme alışkanlıklarını kazanmalarında önemli rol model oldukları gibi, onların sağlıklarını korumalarına ve sağlıklı gelişmelerine yardımcı da olabilmektedirler. Ayrıca ebeveynler, çocuklarının fiziksel aktivite yapmalarına örnek olmakta, çeşitli gruptaki sebze, meyve ve etlerle onların beslenmelerini sağlamakta, ailenin ihtiyaç duyduğu gıda ürünlerini sağlıklı gıdalar arasından seçmekte ve çocuklarına belirli beslenme alışkanlıkları kazandırmaktadırlar. Bilimsel araştırmalar, öğrencilerin yeme davranışlarının ebeveynlerin yeme davranışları ile şekillendiğini göstermektedir (Birch & Davison, 2001).

Aile bireylerinin birlikte yemek yemeleri sadece bir sofrada yemek yemeleri değildir. Ebeveynler tarafından genç aile üyelerine sofrada toplumun mutfak kültürü ve sofra adabı aktarılmaktadır. Bu nedenle aile bireylerinin birlikte yemek yemeleri son derece önemlidir. Aile üyeleri ile sorun yaşayanlar, düzenli aile yaşantısı (çalışma koşulları, spor faaliyetleri, sosyal faaliyetler vb.) olmayan ve evlerinde düzenli yemek yemeyen öğrencilerin beslenme alışkanlıklarında düzensizlikler ortaya çıkmaktadır (Olsen & Ruiz, 2008). Aile üyelerinin birlikte yeme sıklığının artması (özellikle sabah kahvaltısı ve akşam yemeği), öğrencilere sağlıklı beslenme alışkanlığı kazandırmakta ve meyve-sebze tüketimini artırmaktadır (Moreno vd., 2010). Araştırmalar, aile ile sık yemek yemenin öğrencilerde ve yetişkinlerde meyve-sebze tüketimini artırdığını ve düzensiz yemek yeme alışkanlığının ise meyve-sebze tüketimini azalttığını göstermektedir (Neumark-Sztainer vd., 2003; Boutelle vd., 2007).

Ailelerin yiyecek ve içecek tercihleri, bunların temin şekli, hazırlanma ve pişirilme şekli öğrencilerin ileriki yaşamlarındaki yiyecek ve içecek tercihleri ile beslenme alışkanlıklarını etkilemektedir. Ayrıca, sofra etrafında aile üyelerinin birlikte olması ise öğrencilerin hem fiziksel hem de psikolojik sağlıklarını olumlu yönde etkilemektedir (Gillman vd., 2000). Öğrencilerin besin seçimi ve yeme davranışlarının belirlenmesi bireysel, sosyal ve çevresel faktörlere bağlıdır. Öğrencilerin genel davranışları, inanç, bilgi, öz yeterlilik durumları, vücut denge durumları, para ve zaman, ana ve ara öğün tüketimi ve lezzet tercihleri bireysel faktörlerdir (Neumark-Sztainer vd., 1999). Aile, arkadaş ve komşular ve bunların yeme-içme davranışları, medya, toplumun mutfak kültürü vb. unsurlar ise öğrencilerin yeme davranışlarını etkileyen sosyal ve çevresel faktörlerdir (Gorin & Crane, 2008). Yapılan bilimsel çalışmalarda bireylerin genç yaşta beslenme davranışlarının ebeveyn beslenme davranışlarından etkilendiği ortaya konulmuştur (Basset, 2008; Boutelle vd., 2007; Arcan vd., 2007). Bu çerçevede aşağıdaki hipotezler geliştirilmiştir:

H_1: Aile ile yeme tutumunun, öğrencilerin yeme davranışları üzerinde anlamlı bir etkisi vardır.

H_{1a}: Aile yemeklerinin önceliği, öğrencilerin yeme davranışlarından bilişsel kısıtlama boyutu üzerine anlamlı bir etkisi vardır.

H_{1b}: Aile yemeklerinin önceliği, öğrencilerin yeme davranışlarından duygusal yeme boyutu üzerinde anlamlı bir etkisi vardır.

H_{1c}: Aile yemeklerinin önceliği, öğrencilerin yeme davranışlarından kontrolsüz yeme boyutu üzerinde anlamlı bir etkisi vardır.

H_{1d}: Aile yemeklerindeki atmosferin, öğrencilerin yeme davranışlarından bilişsel kısıtlama boyutu üzerine anlamlı bir etkisi vardır.

H_{1e}: Aile yemeklerindeki atmosferin, öğrencilerin yeme davranışlarından duygusal yeme boyutu üzerinde anlamlı bir etkisi vardır.

H_{1f}: Aile yemeklerindeki atmosferin, öğrencilerin yeme davranışlarından kontrolsüz yeme boyutu üzerinde anlamlı bir etkisi vardır.

H_{1g}: Aile yemeklerindeki kuralların, öğrencilerin yeme davranışlarından bilişsel kısıtlama boyutu üzerine anlamlı bir etkisi vardır.

H_{1h}: Aile yemeklerindeki kuralların, öğrencilerin yeme davranışlarından duygusal yeme boyutu üzerinde anlamlı bir etkisi vardır.

H_{1i}: Aile yemeklerindeki kuralların, öğrencilerin yeme davranışlarından kontrolsüz yeme boyutu üzerinde anlamlı bir etkisi vardır.

Altun & Kutlu (2015) tarafından yapılan araştırmada öğrencilerin yemelerine özen göstermedikleri, alelacele ve hızlı servis edilen yiyecekleri tercih ettikleri tespit edilmiştir. Bu tür yiyecekler içerisinde fast-food yiyeceklerin önemli bir yer tuttuğunu (özellikle hamburger) belirlemişlerdir. Güleç vd. (2010) tarafından kadın üniversite öğrencilerinden yurtlarda kalanlar üzerinde yapılan bir araştırmada öğrencilerin kahvaltı öğününü atladıkları ve fast-food ürünlerini tükettikleri belirlenmiştir. Njagı (2017) tarafından Nairobi'de öğrenciler üzerinde yapılan araştırmada ise kişisel ve sosyal faktörlerin öğrencilerin fast-food ürünlerini tercih etmede rol oynadığı belirlenmiştir. Deveci vd.'nin (2017) gastronomi alanında öğrenim gören öğrencilere yönelik yaptıkları araştırmada öğrencilerin yüksek oranda kontrolsüz yeme davranışı gösterdikleri belirlenmiştir. Kıngır vd. (2015) tarafından öğrenciler üzerinde yapılan araştırmada ise "*öğrencilerin fast-food tüketimlerine etki eden en önemli nedenlerin başında ürün özellikleri, daha sonra hız ve fiyat politikası*" gelmektedir. Taşpınar (2018) ise "*aile ile birlikte yemek tüketiminin yeme-içme davranışlarını etkilediği ve aile ortamında yeme-içme tüketiminden uzak kalan bireylerin fast-food tüketimine"* yöneldiğini ifade etmektedir. Saghaiana & Mohammadi (2018) tarafından fast-food tüketim sıklığını etkileyen faktörler üzerine yapılan çalışmada, fast-food gıdaların içeriği hakkında bireylerin farkındalığa sahip olmasının fast-food tüketim sıklığını olumsuz yönde etkilediği bulgusuna ulaşılmıştır. Bu çalışmalar doğrultusunda yeme davranışının fast-food tüketim sıklığı üzerindeki etkisini belirlemek üzere aşağıdaki hipotezler geliştirilmiştir:

H_2: Öğrencilerin yeme davranışlarının fast-food tüketim sıklıkları üzerinde anlamlı bir etkisi vardır.

H2a: Öğrencilerin yeme davranışlarından bilişsel kısıtlamanın fast-food tüketim sıklıkları üzerinde anlamlı bir etkisi vardır.

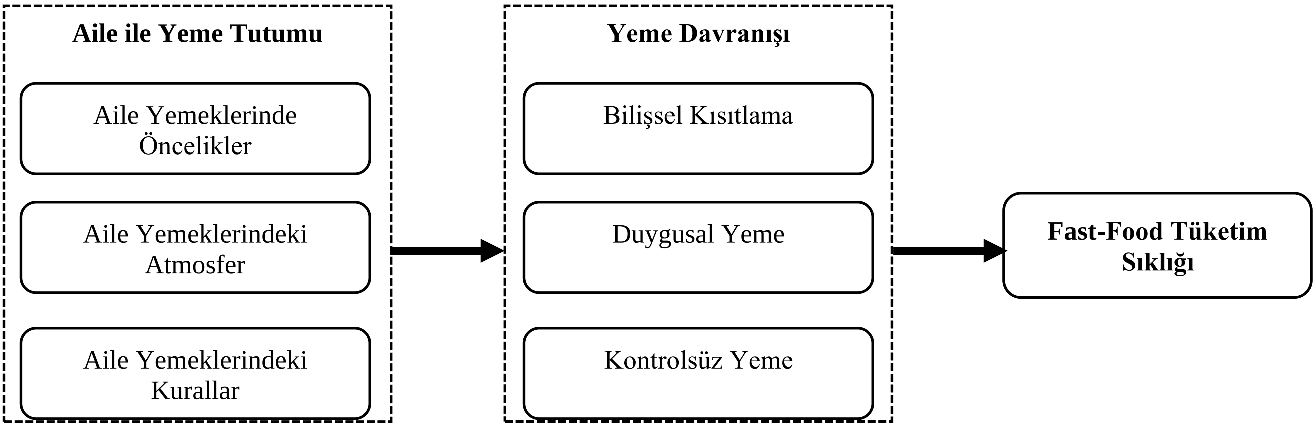
H2b: Öğrencilerin yeme davranışlarından duygusal yemenin fast-food tüketim sıklıkları üzerinde anlamlı bir etkisi vardır.

H2c: Öğrencilerin yeme davranışlarından kontrolsüz yemenin fast-food tüketim sıklıkları üzerinde anlamlı bir etkisi vardır.

3. YÖNTEM

3.1. Araştırmanın amacı ve modeli

Araştırmanın amacı, üniversite öğrencilerinin aile ile yeme tutumlarının yeme davranışlarına etkisini ve yeme davranışlarının da fast-food tüketim sıklıklarına etkisini belirlemektir. Araştırma modelinde de (Şekil 1) görüldüğü gibi aile ile yeme tutumunun boyutlarının herbirinin yeme davranışı boyutlarına olan etkisi tespit edilmeye çalışılmıştır. Devamında ise yeme davranışı boyutlarının fast-food tüketim sıklığına etkisi sorgulanmıştır. Araştırmanın kapsamını Kırgızistan-Türkiye Manas Üniversitesi öğrencileri oluşturmaktadır.



Şekil 1. Araştırma Modeli

3.2. Evren ve örneklem

Araştırmanın evrenini, Kırgızistan-Türkiye Manas Üniversitesi'nde (KTMU) Turizm ve Otelcilik Yüksekokulu, Meslek Yüksekokulu ve İktisadi ve İdari Bilimler Fakültelerinde öğrenim gören öğrenciler oluşturmaktadır. Amaçlı örnekleme yönteminden yararlanarak veri toplama üç birimde gerçekleştirilmiştir. Amaçlı örnekleme sosyal bilimlerde kullanılan popüler yöntemlerden birisidir (Widing vd., 2003). Bu akademik birimler üniversitenin en kalabalık birimlerinden olup toplam öğrenci sayısı yaklaşık 1.500'dür. Veri toplama amaçlı kullanılan anket formları, Mart-Nisan 2019 aylarında araştırmacılar tarafından ilgili birim yöneticilerine bırakılarak doldurtulması sağlanmıştır. Üç birimin öğrencilerinden toplam 382 geri dönüş gerçekleşmiştir. Bu örneklem büyüklüğü, araştırma evreni 1.500 olarak dikkate alındığında %5 hata payı ve % 95 güven düzeyi ile 306 olması gereken örneklem büyüklüğünü karşılamaktadır.

3.3.Veri toplama aracının geliştirilmesi

Literatüre bağlı olarak geliştirilen anket üç bölümden oluşmaktadır. Birinci bölüm katılımcıların demografik ve davranışsal özellikleri (Cinsiyet, yaş, okul, sınıf, ikamet yeri, spor yapma sıklığı, kilodan memnuniyet, fast-food tüketim sıklığı) hakkındaki verileri elde etmeyi amaçlamaktadır. İkinci bölümde ise, Neumark-Sztainer vd. (2004) tarafından geliştirilen ve Mançe (2006) tarafından Türkçeye uyarlanan 14 maddeli "Aile ile Yeme Tutum ve Davranış" (Family Eating Attitude and Behavior Scale-FEABS) ölçeği yer almaktadır. Bu ölçeğin üç alt boyutu bulunmaktadır. Bunlar; Aile yemeklerinde öncelikler (5 madde), Aile yemeklerindeki atmosfer (4 madde) ve Aile yemeklerindeki kurallardır (5 madde). Anketin üçüncü bölümünde, katılımcıların yeme davranışlarını belirlemek amacıyla Karlsson vd. (2000) tarafından geliştirilen ve Karakuş vd. (2016) tarafından Türkçeye uyarlanan 21 maddeli "Üç Faktörlü

Yeme Ölçeği" (Three Factor Eating Questionnare-TFEQ) kullanılmıştır. Üç Faktörlü Yeme Ölçeği üç alt boyuttan oluşmaktadır. Bunlar; Bilişsel kısıtlama (6 madde), Duygusal yeme (6 madde) ve Kontrolsüz yemedir (9 madde). Katılımcılar anketin her iki ölçeğinde de yanıtlarını 5'li Likert derecelemesine (1=Kesinlikle katılmıyorum, ..., 5=Kesinlikle katılıyorum) göre vermişlerdir. Fast-food tüketim sıklığına ilişkin sorunun cevap kategorileri "1=Hiçbir zaman , 2=Nadiren, 3=Bazen, 4=Çok sık ve 5=Her zaman" şeklindedir.

3.4.Verilerin analizi

Yapısal modeli test etmek için kısmi en küçük kareler yapısal eşitlik modellemesi PLS-SEM (SmartPLS 3.3.2) kullanılmıştır (Ringle vd., 2015). PLS-SEM elde edilen verilerin nitelikleri ve araştırmanın yapısına uygun olduğu için tercih edilmiştir (Hair vd., 2011). Bu tercihin yapılmasının en önemli sebepleri araştırmanın keşifsel olması ve verilerin normal dağılıma uygun olmaması (Hair vd., 2011; Ali vd., 2018) ile birlikte yol modeli ile ölçülen bir veya daha fazla yapının araştırmada yer almasıdır (Hair vd., 2019). Aynı zamanda, PLS-SEM çok boyutlu bir araştırma modelini oluşturan yapılarda varyansı tahmin etme ve genişletme açısından uygun bir tekniktir (Ali vd., 2018). Araştırmada örneklem sayısının 50'den fazla olması durumunda kullanılması önerilen Kolmogorov-Smirnov testi (Saruhan & Özdemirci, 2013) ile verilerin normal dağılıma uygun olmadığı tespit edilmiş ve araştırma modelini test etmek için PLS-SEM kullanım kararı alınmıştır. Hair vd. (2011) tarafından önerildiği gibi, ilişki katsayılarının anlamlılık düzeyini belirlemek ve t-değerlerini tahmin için 5000 kez yeniden örneklem ile önyükleme (bootstrapping) yöntemi kullanılmıştır. Ankette yer alan katılımcıların demografik ve davranışsal özelliklerine ilişkin veriler SPSS istatistik programı yardımıyla analiz edilerek frekans, yüzde, aritmetik ortalama ve standart sapma değerleri ile ifade edilmiştir.

4. BULGULAR

4.1.Katılımcılara ilişkin bulgular

Katılımcıların demografik özelliklerine ilişkin yapılan analiz sonuçlarına göre öğrenim gördüğü sınıfı belirtmeyen 1 öğrenci ve ikamet ettiği yeri belirtmeyen 12 öğrenci olduğu tespit edilmiştir. Tablo 2'de katılımcıların demografik özelliklerine ilişkin dağılıma yer verilmiştir.

Tablo 1. Katılımcıların demografik özelliklerine ilişkin dağılım

Özellikler	f	%	Özellikler	f	%
Cinsiyet			**Sınıf**		
Kadın	272	71,2	I. Sınıf	105	27,5
Erkek	110	28,8	II. Sınıf	109	28,5
Yaş			III. Sınıf	106	27,7
18-20 yaş arası	211	55,2	IV. Sınıf	60	15,7
21-23 yaş arası	159	41,6	Cevaplamayan	2	0,5
24-26 yaş arası	11	2,9	**İkamet edilen yer**		
27 yaş ve üzeri	1	0,3	Aile yanı	129	33,8
Akademik birim			Kiralık ev	122	31,9
Turizm ve Otelcilik YO	153	40,1	Öğrenci yurdu	79	20,7
İİBF	128	33,5	Diğer	40	10,5
Meslek YO	101	26,4	Cevaplamayan	12	3,1

382 katılımcının %71,2'sinin kadın, %55,2'sinin 18-20 yaş arasında, %40,1'inin Turizm ve Otelcilik Yüksekokulu öğrencisi, %28,5'inin II. Sınıf öğrencisi ve %33,8'inin ailesi yanında kaldığı tespit edilmiştir. Ayrıca katılımcıların kilolarından memnuniyeti, spor yapma sıklığı ve fast-food tüketim sıklıklarına ilişkin davranışları incelenmiştir. Katılımcıların davranışşal özelliklerine ilişkin dağılım Tablo 2'de yer almaktadır.

Tablo 2. Katılımcıların davranışsal özelliklerine ilişkin dağılım

Davranışsal Özellikler	Art. Ort.	ss
Kilosunda memnun olma durumu	3,44	1,129
Spor yapma sıklığı	2,22	1,082
Fast-food tüketim sıklığı	2,16	0,782

Katılımcıların kilosundan memnun olma durumlarının 3,44 (1: Hiç memnun değilim, … 5: Çok memnunum); spor yapma sıklığının 2,22 (1: Hiçbir Zaman, … 5: Her zaman) ve fast-food tüketim sıklığının ise 2,16 (1: Hiçbir Zaman, … 5: Her zaman) aritmetik ortalama değerlerine sahip olduğu Tablo 2'de görülmektedir.

tablo 3. 5'li likert ölçeğine göre aritmetik ortalamaların değerlendirme aralığı

Aralık	Kilodan Memnuniyet	Spor Yapma Sıklığı	Fast-Food Tüketim Sıklığı
1,00-1,80	Hiç memnun değilim	Hiçbir Zaman	Hiçbir Zaman
1,81-2,60	Memnun değilim	Nadiren	Nadiren
2,61-3,40	Orta düzeyde memnunum	Bazen	Bazen
3,41-4,20	Memnunum	Sıklıkla	Sıklıkla
4,21-5,00	Çok memnunum	Her zaman	Her zaman

Katılımcılarımcıların davranışsal özelliklerine ilişkin verdikleri cevapların değerlendirilmesinde Tablo 4'te yer alan aralıklar kullanılmıştır. Aralıklar eşit olarak varsayılmış, aritmetik ortalamalar için puan aralığı 0,80 olarak hesaplanmıştır (Puan Aralığı = (En Yüksek Değer – En Düşük Değer)/5 = (5 – 4)/5 =4/5 = 0,80) (Kaplanoğlu, 2014:138).

Tablo 4'teki aritmetik ortalamalara ilişkin değerlendirme aralıkları kriter olarak alındığında, katılımcıların kilosundan memnun olma durumlarına ilişkin aritmetik ortalama değerinin orta düzeyin üzerinde olduğu, spor yapma sıklıkları ve fast-food tüketim sıklıklarının ise orta düzeyin altında olduğu anlaşılmaktadır.

4.2. Ölçüm modeline ilişkin geçerlik ve güvenilirlik

Öncelikli olarak modele ilişkin birleşme geçerliği (Convergent validity) test edilmiştir. Tablo 4 incelendiğinde, gösterge yükleri, Bileşik Güvenirlik (CR) ve Ortalama Açıklanan Varyans (AVE) değerleri görülmektedir.

Tablo 4. Ölçüm modeline ilişkin geçerlik ve güvenirlik değerleri

Değişkenler / Göstergeler	Gösterge Yükleri	CR	AVE
Aile Yemeklerinde Öncelikler			
Sıklıkla, Akşam yemeklerini ailemle birlikte yemem. (AYT2)	0,635	**0,776**	**0,542**
Aile fertlerinin günlük işlerinden dolayı akşam yemeklerini düzenli olarak birlikte yiyemeyiz. (AYT3)	0,657		
Aile fertlerimiz zaman uyuşmazlığı nedeniyle birlikte yemek yiyemez. (AYT4)	0,889		
Aile Yemeklerindeki Atmosfer			
Ailemle birlikte yemek yemekten keyif alırım. (AYT6)	0,786	**0,918**	**0,737**
Ailemde yemek yemek, bireyleri keyifli bir şekilde bir araya getirme yoludur. (AYT7)	0,858		
Ailemde yemek zamanları (öğünler), aile bireylerinin birbirleriyle sohbet ettiği vakitlerdir. (AYT8)	0,906		
Ailemde akşam yemekleri yemek yemenin ötesinde birbirimizle sohbet ettiğimiz zamanlardır. (AYT9)	0,879		
Aile Yemeklerindeki Kurallar			
Ailemde, yemek zamanlarında uymamız beklenen kurallar vardır. (AYT10)	0,892	**0,849**	**0,737**
Yemek soframızda, sofra adabına mutlaka uyulur. (AYT13)	0,824		

Tablo 4'ün devamı

Bilişsel Kısıtlama			
Kilomu kontrol etmek için bilerek küçük porsiyonlarda yemek yemeği tercih ederim. (YD1)	0,903	**0,850**	**0,656**
Bazı yiyecekleri beni şişmanlattığı için yemiyorum. (YD2)	0,732		
Kilo almaktan kaçınmak için öğünlerde yediğim yemek miktarını bilinçli olarak kısıtlıyorum. (YD3)	0,785		
Duygusal Yeme			
Endişeli hissettiğimde yemek yemeğe başlarım. (YD7)	0,818	**0,930**	**0,689**
Kendimi üzgün hissettiğimde çoğu zaman gereğinden fazla yerim. (YD8)	0,863		
Stresli veya gergin olduğumda, çoğu zaman yeme ihtiyacı hissederim. (YD9)	0,848		
Kendimi yalnız hissettiğimde, kendimi yemek yiyerek teselli ediyorum. (YD10)	0,781		
Eğer kendimi gergin hissedersem yemek yiyerek sakinleşmeye çalışırım. (YD11)	0,848		
Moralim bozuk olduğunda yemek isterim. (YD12)	0,818		
Kontrolsüz Yeme			
Çoğu zaman öylesine acıkırım ki midemi dipsiz bir kuyu gibi hissederim. (YD15)	0,757	**0,870**	**0,528**
Her zaman öyle aç olurum ki tabağımdaki yemeği bitirmeden durmak benim için zor olur. (YD16)	0,768		
İştah açıcı bir yiyecek kokusu aldığımda veya lezzetli bir yemek gördüğümde, yemeğimi henüz bitirmiş olsam bile kendimi yememek için zor tutuyorum. (YD17)	0,716		
Sürekli her an yemek yiyebilecek kadar aç olurum. (YD18)	0,755		
Çok lezzetli olduğunu düşündüğüm bir yiyecek gördüğümde, çoğu zaman o kadar acıkırım ki hemen o an yemek zorunda kalırım. (YD19)	0,744		
Akşam geç saatlerde veya gece çok acıkınca kendimi tutamayıp yemek yerim. (YD21)	0,608		
Fast-Food Tüketim Sıklığı (Tek maddeli değişken) (FTS)			

Tablo 4'te görüldüğü üzere, tüm maddelerin faktör yüklerinin 0,6'yı aştığı (Chin vd., 2008), birleşik güvenirlik (CR) değerlerinin referans değer olan 0,7 (Bagozzi, 1980) üzerinde ve açıklanan ortalama varyans (AVE) değerlerinden yüksek olduğu ve açıklanan ortalama varyans (AVE) değerlerinin ise referans değer olan 0,5 üzerinde olduğu tespit edilmiştir (Hair vd., 2013). Bu sonuçlar, iç tutarlılık güvenirliğinin (Internal consistency reliability) ve birleşme geçerliğinin (Convergent validity) sağlandığını da göstermiştir.

Tablo 5. Fornell-Larcker kriteri değerleri

Değişkenler	1	2	3	4	5	6	7
Aile Yemeklerindeki Atmosfer	**0,858***						
Bilişsel Kısıtlama	0,163	**0,810**					
Duygusal Yeme	0,108	0,130	**0,830**				
Fast-food Tüketim Sıklığı	0,097	-0,157	0,114	**1,000**			
Kontrolsüz Yeme	0,107	0,088	0,343	0,224	**0,727**		
Aile Yemeklerindeki Kurallar	0,573	0,068	0,105	0,048	0,045	**0,859**	
Aile Yemeklerinde Öncelikler	0,108	0,023	0,061	-0,001	0,156	0,081	**0,736**

* Koyu olarak yazılan köşegen değerler AVE'nin karekökü olup, diğerleri köşegen dışı değerler arası korelasyonlardır.

Ayrıca ayrışma geçerliğini (Discriminant validity) gösteren HTMT yaklaşımının sonuçları (Tablo 5) incelendiğinde, herbir yapının açıklanan ortalama varyansının (AVE) karekök değerlerinin, diğer yapılar ile olan korelasyonlarından büyük olduğu anlaşılmıştır. Böylece, ayrışma geçerliğinin (Discriminant validity) sağlandığı da görülmüştür (Fornell & Larcker, 1981).

Fornell & Larcker (1981) kriterlerine getirilen eleştiriler nedeniyle ayrışma geçerliliğini belirlemek için Henseler vd. (2015) tarafından Heterotrait-monotrait (HTMT) oranının incelenmesi gerektiği önerilmektedir. Tablo 6'da görüldüğü üzere, tüm değerler 0,85'ten küçüktür (Kline, 2011) ve bu sonuç ayrışma geçerliğinin sağlandığını göstermektedir. Ölçüm modeline ilişkin elde edilen bu bulgulara göre, tüm ölçeklerin yeterli psikometrik özelliklere sahip olduğu ifade edilebilir.

Tablo 6. Heterotrait-monotrait (HTMT) değerleri

Değişkenler	1	2	3	4	5	6	7
Aile Yemeklerindeki Atmosfer							
Bilişsel Kısıtlama	0,158						
Duygusal Yeme	0,115	0,172					
Fast-food Tüketim Sıklığı	0,107	0,183	0,116				
Kontrolsüz Yeme	0,132	0,185	0,394	0,237			
Aile Yemeklerindeki Kurallar	0,774	0,106	0,137	0,064	0,126		
Aile Yemeklerinde Öncelikler	0,165	0,144	0,076	0,090	0,192	0,143	

* Gölgeli kutular, HTMT prosedürü için standart raporlama formatıdır.

Ölçüm modelinin geçerlik ve güvenirliğine ilişkin veriler incelendiğinde, değişkenlerden bazılarında yer alan maddelerin gösterge yükleri 0,60'ın altında kaldığı için modelden çıkarılmıştır. Aile ile yeme tutum ölçeğinin alt boyutlarından olan aile yemeklerinde öncelikler boyutuna ilişkin iki madde (AYT1 ve AYT5) ve aile yemeklerindeki kurallar boyutunda ise üç madde (AYT11, AYT12 ve AYT14) çıkartılmıştır. Ayrıca, yeme davranışı ölçeğinin alt boyutlarından olan bilişsel kısıtlama boyutunda üç madde (YD4, YD5 ve YD6) ve kontrolsüz yeme boyutunda üç madde (YD13, YD14 ve YD20) çıkartılmıştır.

4.3. Yapısal model

Yapısal modeli değerlendirmek için öncelikli olarak yapısal modeldeki doğrusallığın düzeyini gösteren VIF değerlerinin incelenmesi gerekmekte ve değişkenlerin reflektif olması nedeniyle de iç model (Inner) VIF değerlerinin dikkate alınması önem arzetmektedir. Yapısal modele ilişkin VIF değerlerinin eşik değer olan 5'ten küçük olduğu ve doğrusallık bulunmadığı anlaşılmıştır (Doğan, 2019:90; Smith vd., 2020). Sonrasında ise Hair vd. (2013) tarafından 5000 kez yeniden örneklem ile önyükleme (bootstrapping) yöntemi kullanılarak R^2, yol katsayıları (path coefficients) ve t-değerlerine bakılması önerilmektedir. R^2 değerleri incelendiğinde yeme davranışlarından bilişsel kısıtlama değişkeni için 0,024, duygusal yeme değişkeni için 0,017, kontrolsüz yeme değişkeni için 0,033 ve Fast-food tüketim sıklığı değişkeni için 0,087 olarak tespit edilmiştir. R^2 değerleri ile ilgili bu sonuçlar bağımsız değişkenlerin bağımlı değişkeni açıklama oranlarının zayıf olduğunu göstermektedir.

Tablo 7. Hipotez testleri

Hipotezler		*β*	t-değeri	p-değeri	*Sonuç*
H1a: Aile yemeklerinde öncelikler	→ Bilişsel kısıtlama	0,017	0,201	0,841	Desteklenmedi
H1b: Aile yemeklerinde öncelikler	→ Duygusal yeme	0,048	0,718	0,473	Desteklenmedi
H1c: Aile yemeklerinde öncelikler	→ Kontrolsüz yeme	0,149	2,324	0,020*	**Desteklendi**
H1d: Aile yemeklerindeki atmosfer	→ Bilişsel kısıtlama	0,175	2,285	0,022*	**Desteklendi**
H1e: Aile yemeklerindeki atmosfer	→ Duygusal yeme	0,069	0,984	0,325	Desteklenmedi
H1f: Aile yemeklerindeki atmosfer	→ Kontrolsüz yeme	0,109	1,474	0,140	Desteklenmedi
H1g: Aile yemeklerindeki kurallar	→ Bilişsel kısıtlama	-0,052	0,627	0,530	Desteklenmedi
H1h: Aile yemeklerindeki kurallar	→ Duygusal yeme	0,062	0,841	0,401	Desteklenmedi
H1i: Aile yemeklerindeki kurallar	→ Kontrolsüz yeme	-0,043	0,497	0,619	Desteklenmedi
H2a: Bilişsel kısıtlama	→ Fast-food tüketim sıklığı	-0,191	3,511	0,000**	**Desteklendi**
H2b: Duygusal yeme	→ Fast-food tüketim sıklığı	0,066	1,174	0,240	Desteklenmedi
H2c: Kontrolsüz yeme	→ Fast-food tüketim sıklığı	0,220	3,587	0,000**	**Desteklendi**

Not: Eşik t-değerleri. *1.96 (P < 0.05); **2.58 (P < 0.01).

Değişkenler arasındaki ilişkiyi gösteren yol katsayıları ve anlamlılık düzeylerinin incelenmesi doğrudan etkilerin tespit edilmesi açısından önemlidir. Aile yemeklerinde önceliklerin, öğrencinin kontrolsüz yeme davranışı üzerinde olumlu bir etkisi vardır (β=0,149; $p<0,05$). Aile yemeklerindeki atmosferin yeme davranışlarından bilişsel kısıtlama üzerinde olumlu bir etkisi vardır (β=0,175; $p<0,05$). Yeme davranışlarından bilişsel kısıtlamanın öğrencilerin fast-food tüketim sıklığı üzerinde olumsuz bir etkisi vardır (β= -0,191; $p<0,01$). Yeme davranışlarından kontrolsüz yemenin öğrencilerin fast-food tüketim sıklığı üzerinde olumlu ve nispeten önemli bir etkisi bulunmaktadır (β= 0,220; $p<0,01$). Böylece H1c, H1d, H2a ve H2c hipotezleri desteklenmiştir (Tablo 7). Modelin genel uyumunu gösteren SRMR değerinin 0,061 olduğu ve modelin doğrulandığı anlaşılmaktadır. Tablo 7, yol katsayıları, t-değerleri ve p-değerlerini göstermektedir.

5. SONUÇ VE TARTIŞMA

Araştırma modelinde de bahsedildiği üzere bu çalışmada iki temel konu üzerinde durulmuştur. Bunlardan birincisi, üniversite öğrencilerinin aile ile yeme tutumlarının yeme davranışları üzerine etkisidir. İkincisi ise yeme davranışlarının fast-food tüketim sıklığı üzerine etkisidir. Bulgulardan da anlaşılacağı gibi araştırmanın dört hipotezi desteklenmiştir.

Aile ile yeme tutumlarının yeme davranışları üzerine etkisi ele alındığında, aile yemeklerindeki atmosferin öğrencilerin bilişsel kısıtlama davranışlarına olumlu yönde etki ettiği anlaşılmaktadır. Bu bulgu aynı konuda çalışma yapan Taşpınar'ın (2018) bulguları ile benzerlik göstermekte olup ayrıca aile ile yeme tutumuna sahip bireylerin sağlıklı gıda tüketimine yöneldikleri konusunda çeşitli araştırmacıların (Olsen & Ruiz, 2008; Moreno vd., 2010; Neumark-Sztainer vd., 2003; Boutelle vd., 2007; Gillman vd., 2000; Mançe, 2006) görüşleri ile benzerlik göstermektedir. Aile yemekleri esnasında öğrencilerin diğer aile bireyleri ile sohbet ederek keyifli bir şekilde yemek yemelerinin kendilerini kısıtlayarak yemeye sevk ettiği düşünülebilir. Aile yemekleri esnasında keyif alan bireylerin kendilerini kontrol edemeyerek fazla yeme konusunda zafiyet gösterebildikleri ve bu durum karşısında aile üyeleri tarafından çocuklarına yönelik telkinde bulunmasına yol açabilir. Böylece bireylerin daha sağlıklı bir beslenme alışkanlığı kazanmalarında aile ile yemenin doğrudan etkisi olduğu ifade edilebilir.

Aile ile yeme tutumlarının yeme davranışlarına etkisine dair diğer bir bulguda, aile yemeklerinde önceliklerin öğrencilerin kontrolsüz yeme davranışları üzerinde olumlu bir etki göstermesidir. Bu sonuç, aile ile sık yemek yemenin düzensiz yeme alışkanlığını azalttığını ifade eden yazarların (Neumark-Sztainer vd., 2003; Boutelle vd., 2007) görüşlerini desteklemektedir. Taşpınar (2018) ise çalışmasında aile yemeklerinde önceliklere sahip olmanın kontrolsüz yeme üzerinde etkisi olmadığını ifade etmektedir. Bu sonuç Kırgızistan'da yapılan çalışmanın bulguları ile örtüşmemektedir. Öğrencilerin aile ile düzenli bir şekilde yemek yememesi ve farklı önceliklere sahip olması nedeniyle kontrolsüz bir şekilde yeme davranışına sahip olduğu söylenebilir. Literatürde de ifade edildiği gibi beslenme alışkanlıklarının kazanılması ailede başlamaktadır. Aile ile geçirilen zaman azaldıkça ve düzenli beslenmeden uzaklaştıkça yeme davranışlarında da düzensizlikler ile karşılaşılması muhtemeldir. Dolayısıyla düzensiz bir hayata sahip bireylerin yeme davranışlarını kontrol etmelerinin beklenmesi yanlış olacaktır.

Üniversite öğrencilerinin yeme davranışlarının fast-food tüketim sıklıkları üzerindeki etkisi incelendiğinde, bilişsel kısıtlama davranışı fast-food tüketim sıklığına olumsuz yönde etki etmektedir. Bu sonuç Saghaiana & Mohammadi (2018), Taşpınar (2018) ve Monge-Rojas vd. (2013) tarafından yapılan çalışmaların bulgularına benzemektedir. Bilişsel kısıtlama davranışı kapsamında öğrencilerin kilo almaktan kaçınmak için yiyecekleri küçük porsiyonlarla yemesi veya şişmanlattığı için bazı yiyecekleri yemekten kaçınması vb. farkındalıkların oluşması fast-food tüketim sıklığına olumsuz yönde etki etmesi beklenen bir durumdur. Bu sonuç öğrencilerin aynı zamanda fast-food tüketiminin olumsuz etkilerine yönelik bilinç sahibi oldukları şeklinde yorumlanabilir. Dünyada en popüler fast-food zincirlerinin araştırmanın yapıldığı Kırgızistan'ın başkenti Bişkek'te olmaması bu bulgunun önemini güçlendirmektedir.

Yeme davranışlarının fast-food tüketim sıklığına etkisine dair diğer bir bulgu ise, kontrolsüz yeme davranışının fast-food tüketim sıklığına olumlu yönde etkisinin olmasıdır. Bu sonuç, yemek yeme esnasında kontrolünü kaybeden ve normalden fazla yeme eğilimi gösteren öğrencilerin fast-food tüketim sıklıklarının yüksek olduğunu göstermektedir. Deveci vd. (2017) üniversite öğrencilerine yönelik yaptıkları araştırmada kontrolsüz yeme davranışı sergileyen öğrencilerin sağlıksız gıdalara yöneldikleri bulgusuna ulaşmışlardır. Bu sonuç yapılan çalışmanın bulguları ile örtüşmektedir. Ayrıca, Taşpınar (2018) tarafından yapılan çalışmanın bulguları ile benzerlik tespit edilmiştir. Ailesinden uzaklaşan üniversite öğrencilerinin kontrolsüz yeme davranışı sergiledikleri ve genellikle öğün atlayarak sağlıksız fast-food gıda tüketimine yöneldikleri söylenebilir.

Sonuç olarak Kırgızistan'da üniversite öğrencileri üzerine gerçekleştirilen bu çalışmada, aile ile yeme tutumlarının yeme davranışlarına ve yeme davranışlarının da fast-food tüketim sıklığına etkisinden söz edilebilir. Bulgulara dayanarak, ailenin bireylerin yetişmesindeki rollerinin daha iyi anlaşılabilmesi için toplumu bilinçlendirmeye yönelik çalışmaların ilgili kurum ve kuruluşlar (Bakanlıklar, üniversiteler, enstitüler vb.) tarafından yapılması önerilebilir. Fast-food ürünlerin zararlı etkileri hakkında değil sağlıklı ve dengeli beslenme konularında da öğrenciler bilgilendirilmelidir. Üniversite yönetimi ve ilgili fakültelerdeki uzmanlar kampüs içerisindeki fast-food yiyeceklerin üretimi konusunda denetimleri artırmalıdır. Üniversite yönetiminin sağlıklı gıda üretimi ve tüketimi konusunda yiyecek içecek hizmet noktalarının iyileştirilmesi ve öğrencilerin teşvik edilmesi önemlidir.

Araştırmanın bazı kısıtlılıkları bulunmaktadır. Kırgızistan-Türkiye Manas Üniversitesi'nde üç akademik birimin öğrencilerine yönelik yapılan bu çalışma evrene genellenemez. Gelecekte yapılacak çalışmalar farklı fakülte, üniversite ve şehirdeki öğrenciler dahil edilerek yapılabilir. Ayrıca, katılımcıların demografik özeliklerine göre yeme davranışlarında ve fast-food tüketim düzeylerindeki farklılıkları belirlemeye yönelik araştırmalar yapılması da akademisyenlere tavsiye edilmektedir.

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