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TOLEHO
Journal of Tourism, Leisure and Hospitality

FROM THE EDITOR

Dear authors, researchers and readers,

As we leave 2022 behind, the world witnessed bitter and cruel face of war. Ongoing violence hurt thousands of people and leave them homeless. On the other hand, tourism is an efficient instrument to reduce the tension and to bind up the wounds. Because tourism is a strong means of interaction among communities and nations. The industry connects people throughout the world and contributes to the common peace. Acorrding to UNTWO, "...international tourism is on track to reach 65% of pre-pancemic levels by the end of the year". As the records steer back to their pre-pancemic course, the world will hopefully benefit from the communication opportunities given by the industry. Therefore, as TOLEHO, we wish that 2023 sets a more convenient ground for tourism activities and new year brings health, peace and happiness to everyone.

Cem Işık, Ph.D.

Editor-In-Chief

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THE RELATION BETWEEN HOTEL EMPLOYEES' CULTURAL INTELLIGENCE LEVELS, CONFLICT MANAGEMENT STYLES, AND CAREER SATISFACTION

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Hotel Employees

ABSTRACT

The study's objective is to determine the effect of cultural intelligence levels of hotel employees on conflict management styles, correspondingly, to study the effects of cultural intelligence and conflict management styles on the career satisfaction of hotel employees. In the study, conflicts between employees and guests were examined. The study's target population is employees working in 5-star hotel businesses in Turkey. Findings showed that cultural knowledge affects problem-solving positively; forcing, avoiding and career satisfaction negatively; cultural ability affects avoiding positively; problem-solving negatively; cultural metacognition positively affects compromising, yielding, problem-solving, avoiding and career satisfaction positively. It was also found that compromising positively affects career satisfaction. It is thought that the results obtained from the study can provide important information concerning cultural intelligence, conflict management styles and career satisfaction to the owners, managers and employees of the hospitality industry and academicians working in this field. Since there are limited studies on these issues in the international tourism literature, it is considered that the study is important as it is possible that it can contribute to the literature and new studies.

1. INTRODUCTION

According to UNWTO, 1460 million tourists took part in international tourism flows in 2019 (UNWTO, 2021: 1). This flow creates a multinational and, accordingly, multicultural structure in destinations. Adapting to multicultural environments requires having a certain level of education and knowing a foreign language, which means a skilled workforce. Since relations between employee and guest and between employee and employee differ culturally in the tourism industry, cultural intelligence is a key concept in these environments. Employees with a high level of cultural intelligence have high communication skills and a high tendency to provide service while coming with guest satisfaction (Bücker, et al., 2014); it also keeps conflicts within the organization at a low level (Ramirez, 2010). It is thought that the employees' career satisfaction will increase in this kind of environment.

Tourism is basically an international exchange of people. Some intercultural conflicts may occur because people bring their social preferences and prejudices with them (Lickorish & Lenkins, 1997: 75). Hotel businesses also have a multicultural structure in terms of both employees and guests (Chien & Ritchie, 2017: 2). In multicultural environments, individuals may differ from each other due to their personalities, beliefs, cultures, etc. (Han & Yoon, 2020: 310). In environments where there is this kind of differentiation, conflicts are unavoidable. Conflicts negatively affect employee happiness and job satisfaction in addition to employee and business performance (Durak, 2010). Because of this, employees with a high level of cultural intelligence are expected to manage conflicts more effectively (Ramirez, 2010; Zaman & Aktan, 2021:394). It is considered that employees' career satisfaction will be higher in a business environment where conflicts are managed effectively. It can be remarked that employees with high cultural intelligence developed conflict management skills and are satisfied with their jobs will provide better service to tourists and achieve higher customer satisfaction or lower customer dissatisfaction (Frías-Jamilen, et al., 2018: 22). This fact may cause an increase in repeat visits to the destination and increase the number of new tourists owing to the word-of-mouth advertising (Jin & Phua, 2014; Ismagilova et al., 2019). Thus, it can be ensured that the tourism industry contributes more to the reduction of the unemployment rate and balance of payments deficits, which are the main problems of developing countries (Isik, Dogru & Turk, 2017: 1; Işık, Sirakaya-Turk, 2020: 1345; Doğru, Işık, Sırakaya-Turk, 2018: 13; Kozak, 2013: 173). In this

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context with this study, it was aimed to determine the effects of cultural intelligence levels on guest-conflict management styles and career satisfaction of employees working in hotel businesses operating in Antalya and Istanbul destinations where 62% of the 5-star hotels in Turkey are located (Republic of Turkey, Ministry of Culture and Tourism, 2021). It is considered that this study will contribute to the literature and the field, as these concepts have not been reviewed together, and the conflicts in the employee-guest relationship in a multicultural sector such as the tourism industry have not been studied.

2. RELATED CONCEPTS AND HYPOTHESES

2.1. Cultural Intelligent

Cultural intelligence (CQ) was studied in a research conducted by Earley and Ang (2003) for the first time by combining cross-cultural and intelligence research. Cultural intelligence theory was published in 2003 by the same authors in their book, Cultural Intelligence: Individual Interactions Across Cultures. Researchers have observed that although computer programmers from different countries are successful and talented in their fields, they have difficulty coming up with a common solution when they work together. In addition, they sought an answer to "why is it that some people adjust to new cultures, understand the existing practices, and can behave appropriately and effectively while others flounder?" and developed the cultural intelligence theory (Early & Ang, 2003: 91). Early and Ang (2003: 58) defined cultural intelligence as "the ability of a person to adopt a new cultural context effectively" in their developed theory.

The concept of cultural intelligence is based on Sternberg and Detterman's (1986) study of multiple intelligences. In this study, different intelligence dimensions were combined to conceptualize individual intelligence. These dimensions are metacognitive intelligence, which states awareness and control of information/cognitions used in acquiring and understanding information; cognitive intelligence, which states knowledge and knowledge structures; motivational intelligence, which accepts that knowledge is the motive and focuses on the magnitude and direction of energy, and behavioural intelligence, which focuses on individual behaviour at the action level.

Thomas et al. (2008) define cultural intelligence as "a system of interacting knowledge and skills, linked by cultural metacognition, that allows people to adapt to, select, and shape the cultural aspects of their environment". In this approach, cultural intelligence components include three dimensions: cultural knowledge, cultural ability and cultural metacognition. Based on this idea, cultural intelligence is knowledge and abilities developed in a particular cultural (cross-cultural) context. It is remarked that the metacognitive dimension must be included in the process to create culturally intelligent behaviour. This approach is important in considering cultural intelligence as an interactive system of abilities (cultural knowledge and cultural ability) and that metacognition works as a connection (Thomas et al. 2008: 128).

Figure 1 shows a view of the connection between cultural metacognition and dimensions of cultural knowledge and abilities. A conflict arising from intercultural differences is remarked in the figure. As a result of this comparison, the other culture participant may show avoidance behaviour (Stage 1). This causes the individual to reflect on their current cultural knowledge and abilities (Stage 2). This new experience provides gains in cultural knowledge and ability by getting involved in the memory of the individual (Stage 3). In the view of these experiences, the next cultural interaction (Stage 4) reflects the individual's new knowledge and abilities (Stage 5) and results in active behaviour (Stage 6). (Such as showing avoidance behaviour based on the example in the next discussion)

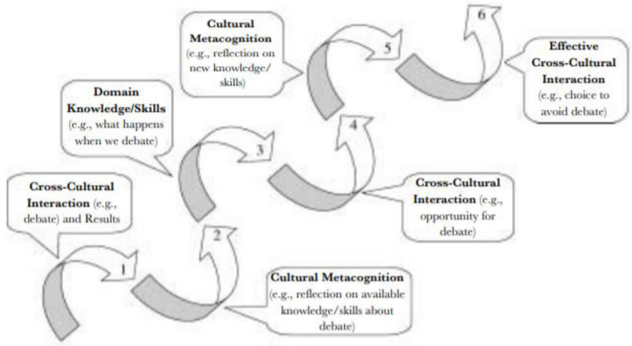

Figure 1. Dimensions of Cultural Intelligence
Source: Thomas et al., 2008

The Importance of Cultural Intelligence in Tourism Establishments

International tourism, which is foreign-dependent by nature, brings multiculturalism to hotel businesses for employees and guests. Personalities, beliefs and cultural characteristics of individuals vary in multicultural hotel businesses. Cultural intelligence takes an active role in managing these differentiations.

It is an important fact for the quality of service offered to the guests that hotels have employees with a high level of cultural intelligence. Employees with a high level of cultural intelligence are aware of the fact that the guests they provide service culturally become dissimilar, know the need to adapt their behaviour to the view of this knowledge they have and can adapt their behaviour according to the cultural characteristics of the guests they provide service (Qi, Smith, & Yeoman, 2018: 597).

Origin country's culture should be considered when providing services in hotel businesses. Employees who have little knowledge about different cultures or have little contact with them and who have not received intercultural training may have problems expressing themselves while providing service to guests and may have difficulty understanding their requests. This situation can reflect negatively on guest satisfaction. At this point, training the hotel staff about the cultural preferences of tourists from various cultures and how to best provide service with them can positively affect guest satisfaction. (Yılmaz & Kaya, 2015: 33).

The fact that the hotel employee is familiar with the culture of the guest who is provided service and can adapt their behavior according to that culture can affect the guest's satisfaction by increasing the quality of the service provided. Guests who are satisfied with the service they receive can increase their repeat visits to the hotel business, and through word-of-mouth advertising, new tourists can also choose the hotel. Therefore, in hotel businesses where both the hotel employee providing service and the guest getting service culturally become dissimilar, the ability of employees with high cultural intelligence to manage cultural differences provides benefits at both individual and organizational levels.

2.2. Conflict Management Styles

Individuals who work to accomplish the same goal as others in the organization are in an interaction. In this interaction, Factors such as differences in personalities, purposes, values, beliefs and perceptions, approaches to defining problems, etc. cause various conflicts in organizations (Elsayed-EkJiouly & Buda, 1996: 71; Jung & Yoon, 2018: 498; Curcija, Noreen & Driml, 2019: 342). for this reason, it can be said that conflict is an unavoidable result of individual and group differences. For active groups, it is rare to not observe conflict for a long time (Suvacı, 2011:58; Hon & Chan, 2013: 174). Rahim (1985: 81) defined conflict as "an interactive situation that comes up as conflict, disagreement, difference or incompatibility within or between individuals and groups".

The reasons for conflicts can be various (Koçel, 2015: 758). Multiculturalism can also increase the possibility of conflict (Kazan, 1997: 340). Particularly, differences in languages make it difficult for people to express themselves and give birth to disagreements (Cohen, 2001). In addition to the language factor, factors such as food prohibitions, religion, and eating habits are also effective in conflicts (Asunakutlu & Safran, 2004: 40). Behaviour patterns, appearance, socio-economic status, differences of ethnic groups and migration factors are also among the reasons for cultural conflicts (Triandis, 2000: 145; Özmen & Aküzüm, 2013: 447). As the guests getting service in five-star hotels in Turkey are multicultural, these establishments are also multicultural (Çalışkan et al., 2015: 9). Cultural intelligence takes an important role in managing this potential risk (Yeşil, 2010: 150).

Personal Conflict Management Styles

Personal conflict management styles discuss conflict management in two dimensions. These dimensions are concerns for self and concern for others. The level of interest is determined as low or high in both dimensions. Two of the five management styles are situated at the corners of the 2x2 matrix. (Rahim, 1986: 80). The matrix can be found in Figure 2 (De Dreu et al. 2001: 660).

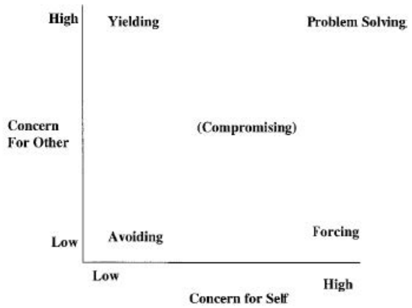

Figure 2. Conflict Management Strategies
Source: De Dreu, 2001

Individuals with a high level of concern for self and low level of concern for others are called "Forcing" individuals with a low level of concern for self and high level of concern for others are "Yielding" individuals with a high level of concern for both themselves and others are "Problem Solving", additionally, individuals with low concern for other are in the "Avoiding" style. The fifth style, "Compromising", is not situated in the middle of the matrix but is a separate dimension between yielding and problem-solving (Cai & Fink, 2002: 69). These styles are as follows:

Forcing: This style is also called competing, controlling, and zero tolerance. It is related to the win-lose trend. In this style, the individual does everything to accomplish their own purpose, thus completely ignoring the needs and expectations of the other party. The only purpose of individuals who choose this style is to win (Rahim & Shapiro, 2000: 10).

Yielding: This style is also called conforming, accepting, and softening. There is a devotion fact in this style. This devotion can come up as generosity, compassion and helpfulness, or it can be in the form of obedience and submission. To eliminate the conflict, the individual ignores their wishes and needs and fulfils some of the other party's wishes and needs to eliminate the conflict (Rahim, 2010: 372). This style also emphasises partnerships by trying to reduce differences (Rahim, Antonioni & Psenicka, 2001: 196).

Problem Solving: This style is also called integration, win-win and cooperation. This dimension requires active cooperation between the parties to reach a solution that fulfils the interests and wishes of both the person and the other party (Rahim & Shapiro, 2000: 10).

Avoiding: This style is related to stepping back, putting something on someone's shoulders, procrastinating, and evading (Rahim & Buntzman, 1989: 197). It can result in postponing the issue to a better time or withdrawing from a threatening situation. The person who avoids cannot fulfil both his own and the other party's interests. In this style, the individual can show a disinterested attitude toward the subject and conflict, as well as denying that there is a conflict (Rahim, 2010: 372).

Compromising: This style is about reaching a common ground for everyone. It occurs when parties focus on finding a common solution that is of concern to all (Simons, 1996: 38; Paul, Samarah, Seetharaman & Mykytyn, 2004: 192). It points to giving up something for both parties to make a mutually acceptable decision (Rahim, Antonioni & Psenicka, 2001: 196).

The Importance of Conflict Management Styles in Tourism Establishments

Hotel businesses, by their nature, show a multicultural structure. This multiculturalism leads to the differentiation of cultural components such as religion, language and race in the working environment. These differences may reveal disagreements and conflicts (Triandis, 2000: 145; Ye, Zhang & Yuen, 2013: 324). The fact that these conflicts do not occur or are managed effectively after they occur affects employee and guest satisfaction.

Hotel establishments are businesses that provide services. The success of hotel businesses is directly related to the satisfaction of the guests they provide service with (Worsfold et al. 2016; Furenes, Øgaard & Gjerald, 2017: 59). At this point, it is very important to manage the disagreements between an employee and a guest in an effective way (Caber et al., 2019: 90). In a conflict, the good management of the conflicts by the employees has important individual and organisational results (Pelled, 1996; Shafer et al., 2002). To apply the right conflict management style in the right place to manage conflicts effectively.

Hotel employees must not ignore the wishes and interests of the guests in case of a disagreement with them, and they must not ignore the guests' requests. In case of the fact that hotel employees adopt a problem-solving style by addressing the conflict with the guests in a way that will protect the interests of both the guest and the organization, following the principle that if the disagreement is not resolved, the guest is always right (Lynn & Sturman, 2011: 2313) will positively affect guest satisfaction. If the guest leaves the hotel with a pleased behavior, this can enable guests to visit the hotel again, and new guests to prefer the hotel owing to word-of-mouth advertising (Arlı, 2012: 156).

2.3. Career Satisfaction

A career is defined as the emergence of any person's work experience over time (Poulsen, 2006: 251). Career satisfaction is to accomplish individual career goals and expectations (Demirdelen, 2013: 43); whether the career level meets the expectations (Demirdelen & Ulama, 2013: 68), and it is related to an individual's perceptions of their current career success and their hopes for their future steps (Nauta et al., 2009: 236), their accomplishments and how they feel about their roles regarding their career and accomplishments (Kong et al., 2012: 77; Moreo, Cain & Chang, 2020: 40).

Career satisfaction is a positive situation that emerges as a result of the evaluation of one's career (Yan, 2005: 15) and is identified as the general level of happiness experienced with the person's career choice (Fu, 2010: 273). It is also considered satisfaction owing to the level of reaching the goals that the person has set in their career (Yüksel, 2005: 305.

Career satisfaction, with work satisfaction, forms a dimension of subjective (internal) career success. (Judge et al., 1995: 487). The career includes a series of work-related positions a person occupies throughout life. Because of this, subjective career success includes current job and job satisfaction (Judge et al., 1995: 487). Accordingly, career satisfaction, which means the general emotional orientation of the individual towards a career or job, also forms an aspect of job satisfaction. That means a person who is satisfied with their career may not be satisfied with another aspect of his job, for example, working conditions (Gattiker & Larwood, 1988: 573).

Career satisfaction is the satisfaction that individuals derive from the internal and external aspects of their careers, including payment, progress and development opportunities (Judge et al., 1995: 487). Accordingly, it is possible to study career satisfaction in two dimensions: objective and subjective career satisfaction. While satisfaction derives from the evaluations of the employees on issues such as payments and promotions form the objective dimension, the evaluations and subjective perceptions of the employees regarding their career development and success form the subjective career satisfaction dimension. As this dimension includes subjective evaluations of the individual, it is considered the internal dimension of career satisfaction. The intrinsic career satisfaction dimension is not only about success but also about the individual's professional progress, finding their job meaningful, and their expectations for the future (Avcı & Turunç, 2012: 45).

Career success, the level of accomplishment of all career goals, the level of progress in income goals, the level of progress in self-development goals, and the progress achieved in acquiring new skills and competencies are important factors affecting the career satisfaction of employees (Sakal & Yıldız, 2015: 6613). In addition, career satisfaction is affected by factors such as employee benefits, working conditions, acting fairly, discrimination, workload and stress (Ünlü, 2014: 16). for example, practices such as promotion and rewarding of employees can be effective in ensuring employee satisfaction in their careers (Demirdelen, 2013: 43).

The Importance of Career Satisfaction in Tourism Establishments

It is important for hotel employees to be satisfied with their careers, both in terms of personal satisfaction and organizational success. Since hotel businesses operate in a labour-intensive sector, employee satisfaction is as important as guest satisfaction. Because hotel employees need to be satisfied with their careers to ensure guest satisfaction by providing quality service. for this reason, hotel businesses must provide career satisfaction to their employees (Demirdelen & Ulama, 2013: 66).

Employees in hotel businesses are constantly meeting guests. Guests expect a high level of service quality and friendliness in the hotel businesses where they have vacations. It is only possible for employees to provide quality service if they are satisfied with their careers (Karaçar, 2019: 56).

Since the jobs in hotel businesses are service-oriented, it is possible to motivate employees only if they are satisfied with their careers (Uçkun, Pelit & Emir, 2004). Because career satisfaction affects employee performance (Gül & Oktay, 2009), intention to leave (Anafarta &Yılmaz, 2019) and organizational productivity. If the employees' satisfaction is not ensured, their performance will decrease and, accordingly, the organisation's productivity will decrease.

According to previous research and empirical studies, it is possible to explain the connection between cultural intelligence, conflict management styles and career satisfaction. In the literature, there is a study examining the effect of cultural intelligence on conflict management styles. Kenar (2018) remarked in the study that cultural intelligence directly and significantly affects conflict management styles. This study revealed the effect between variables. The H1 hypothesis was developed to test this effect on hotel employees.

H1: Cultural intelligence and its sub-dimensions significantly affect conflict management styles.

H1a: Cultural intelligence and its sub-dimensions have a significant effect on yield.

H1b: Cultural intelligence and its sub-dimensions significantly affect compromising.

H1c: Cultural intelligence and its sub-dimensions have a significant effect on forcing.

H1d: Cultural intelligence and its sub-dimensions significantly affect problem-solving.

H1e: Cultural intelligence and its sub-dimensions have a significant effect on avoiding.

No study in the literature directly studies the effect of cultural intelligence and its components on career satisfaction. However, Judge (1995: 487) stated that job satisfaction with job satisfaction is a dimension of subjective (internal) career success. A career includes a series of work-related positions a person occupies throughout life. Therefore, subjective career success includes a current job and job satisfaction (Judge et al., 1995: 487). The positive effect of cultural intelligence on job satisfaction is considered a sign that it will also affect career satisfaction. In addition, Bücker et al. (2014) reported that cultural intelligence affects job satisfaction positively. From this point of view, the H2 hypothesis was developed to examine the effects of cultural intelligence and its sub-dimensions on career satisfaction.

H2: Cultural intelligence and its sub-dimensions significantly affect career satisfaction.

There is a study examining the effects of conflict management styles on career satisfaction. Akman (2018) did not find a direct and significant effect of conflict management styles on career satisfaction. Still, he determined that job satisfaction has a mediating impact on the effect of conflict management styles on career satisfaction. In addition, the significant relationship between conflict management styles and career satisfaction indicates that conflict management styles may also have a significant effect on career satisfaction. From this point of view, the H3 hypothesis was developed to test the effect of conflict management styles on career satisfaction.

H3: Conflict management styles have a significant effect on career satisfaction.

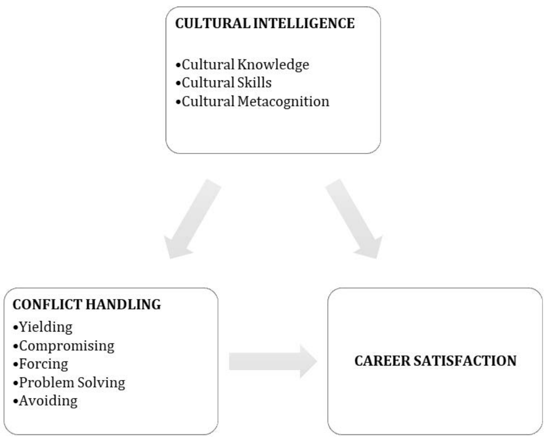

Figure 3. A conceptual research model

3.RESEARCH METHOD

3.1. Measures

The data were obtained from the participants via a questionnaire. In addition to questions to determine the demographic characteristics of the participants in the questionnaire, there are three scales to measure the employees' cultural intelligence, conflict management styles and career satisfaction.

The first scale of the study is the cultural intelligence scale developed by Thomas et al. (2015) to determine the cultural intelligence, including three dimensions and ten items. The second scale of the study is the conflict management styles developed by De Dreu et al. (2001), including five dimensions and 20 items. All the scales were rated on five-point scales, ranging from 5 (strongly agree) to 1 (strongly disagree). The last scale of the study is the career satisfaction scale developed by Shaver and Lacey (2003), including three dimensions.

3.2. Data Collection and Sample

The research population includes employees working in 5-star hotels in Antalya and Istanbul. Antalya is the province that attracts the most tourists within the framework of sea, sand, sun (3S) tourism and mass tourism. Istanbul is the city that attracts the most tourists within the scope of congress and cultural tourism (TÜRSAB & TUADER, 2017: 30). It has five-star hotels (TÜROB, 2018) that were influential in determining this phase. 32% of the total tourists who came to Turkey in 2018 chose to Antalya (ALTID, 2021); 34% chose Istanbul (TÜRSAB, 2020) (Republic of Turkey, Ministry of Culture and Tourism, 2019). In terms of the number of hotels, 343 (46%) of the 749 five-star hotels in Turkey are in Antalya, and 118 (16%) are in Istanbul (Republic of Turkey, Ministry of Culture and Tourism, 2019). In other saying, 62% of the total five-star hotels in Turkey are in Antalya and Istanbul. Any employee that could be reached was included in the study.

As of 2019, there are 118 five-star hotels in Istanbul; and 343 in Antalya (Republic of Turkey, Ministry of Culture and Tourism, 2019). Since the study population is more than 10000, it is accepted as an unlimited universe. The formula "N>10000 için n=(PxQxZα2)H2", which is used in quantitative research, was used to calculate the sample size (Ural & Kılıç, 2011: 47). On the view of this formula, P=0,5 and Q=1–P are Q=0,5, and sampling size was calculated as n=(0,05x0,05x1,962)/0,052, which means n=384, according to 0,05 significance level and 0,05 sampling error. The data was collected between April and November 2019. As there were many unanswered questions in 7 of the 893 returned surveys from the distributed surveys, these surveys were eliminated and were not included in the analysis. Analyzes were made on 886 surveys. As a result of the sling analysis, the survey numbered 593 was excluded from the data set and was not included in the subsequent analyzes (Kalaycı, 2006: 212). Subsequent analyzes were made on 885 available surveys. Analyzes were performed using factor scores.

4.FINDINGS

4.1. Reliability Analysis

Within the research framework, reliability analysis was made to test the reliability of the scales in the survey form. Reliability analysis was applied to the scales in the survey separately. As a result of the reliability analysis applied to the cultural intelligence scale, the Cronbach Alpha coefficient was 0.924; According to the reliability analysis applied to the conflict management styles scale, the Cronbach Alpha coefficient for the whole scale was 0.879; and, according to the reliability analysis applied to the career satisfaction scale, the Cronbach Alpha coefficient for the whole scale was 0.909. These values show that the scales are highly reliable

(Mayers, 2013: 56).

4.2. Confirmatory Factor Analysis

In the second stage of the study, confirmatory factor analysis was made to test the validity of the scales. Confirmatory factor analysis was made twice at this stage. In the first analysis, "I give in to the wishes of the other party", "I concur with the other party.", and "I try to avoid a confrontation with the other." were removed and not evaluated in the second analysis since the standardized load values were low. Results related to confirmatory factor analysis are shown in Table 1:

Table 1. Confirmatory Factor Analysis

CULTURAL INTELLIGENCE	Standardized loading	t-Value
Cultural Knowledge		
I know the ways in which cultures around the world are different.	0,78	26,11
I can give examples of cultural differences from my personal experience, reading, and so on.	0,78	26,12
Cultural Skills		
I enjoy talking with people from different cultures.	0,82	29,00
I have the ability to accurately understand the feelings of people from other cultures.	0,75	25,46
I sometimes try to understand people from another culture by imagining how something looks from their perspective.	0,77	26,61
I can change my behavior to suit different cultural situations and people.	0,69	22,79
I accept delays without becoming upset when in different cultural situations and with culturally different people.	0,76	25,90
Cultural Metacognition		
I am aware of the cultural knowledge I use when interacting with someone from another culture.	0,74	24,26
I think a lot about the influence that culture has on my behavior and that of others who are culturally different.	0,71	23,15
I am aware that I need to plan my course of action when in different cultural situations and with culturally different people.	0,75	25,31
CONFLICT HANDLING		
Yielding		
I try to accommodate the other party.	0,69	20,26
I adapt to the parties' goals and interests.	0,62	18,25
Compromising		
I try to realize a middle-of-the-road solution.	0,56	17,21
I emphasize that we have to find a compromise solution.	0,65	20,58
I insist that we both give in a little.	0,59	18,44
I strive whenever possible toward a 50-50 compromise.	0,60	18,52
Forcing		
I push my own point of view.	0,61	18,19
I search for gains.	0,74	23,20
I fight for a good outcome for myself.	0,72	22,34
I do everything to win.	0,62	18,92
Problem Solving		
I examine issues until I find a solution that really satisfies me and the other party.	0,64	20,12
I stand for my own and other's goals and interests.	0,74	24,13
I examine ideas from both sides to find a mutually optimal solution.	0,77	26,45
I work out a solution that serves my own and the other's interests as well as possible.	0,68	22,09
Avoiding		
I avoid confrontation about our differences.	0,58	14,69
I avoid differences of opinion as much as possible.	0,51	13,13
I try to make differences seem less severe.	0,52	13,59
CAREER SATISFACTION		
7.1. I am glad that I have chosen hospitality industry for my career.	0,91	33,91
7.2. I like working at hotels.	0,92	34,90
7.3. I encourage others to work at the hotel.	0,81	28,69

Table 1 shows that each item's standardised load value is greater than 0,50, and t-values are greater than 1,96. However, the standardized load values and t-values of the measurement model are insufficient to be within acceptable limits. For the model to be accepted as a whole, the goodness of fit must also be considered.

Goodness-of-fit reference values are shown in Table 2 for the model to be accepted. When the table is reviewed, it is obtained that the values obtained as a result of confirmatory factor analysis are at the desired level. Accordingly, it is possible to remark that the scales in the survey have a valid structure as a model.

Table 2. Confirmatory Factor Analysis Fit Index Criteria

Fit Measure	Reference Values		Goodness of Fit Values		
	Good Fit	Acceptable Fit	Cultural Intelligence	Conflict Handling	Career Satisfaction
SRMR	0≤SRMR≤0,05	0,05<SRMR≤0,10	0,043	0,11	Good Fit
NFI	0,95≤NFI≤1,00	0,90≤NFI<0,95	0,97	0,94	Good Fit
NNFI	0,97≤NNFI≤1,00	0,95≤NNFI<0,97	0,96	0,94	Good Fit
CFI	0,97≤CFI≤1,00	0,95≤CFI<0,97	0,97	0,95	Good Fit

Source: Schermelleh-Engel, K., Moosbrugger, H. and Müller, H. (2003).

4.3. Hypotheses Test

Multiple regression analysis was made to determine the effect of cultural intelligence dimensions of hotel employees on conflict management styles and career satisfaction and the effect of conflict management styles on career satisfaction.

Regression analysis was made to determine the effect of cultural intelligence dimensions on yielding conflict management styles. The model formed on the view of the results of the analysis was found to be significant. According to the model, the ratio of cultural intelligence to explain yielding conflict management styles was 24%. In the view of the results of the analysis, cultural metacognition (β=,589; p<0,05) positively affects yielding. However, cultural knowledge and ability (p>0,05) did not significantly affect yield. Results related to the analysis are shown in Table 1.

Table 3. The Effect of Cultural Intelligence Dimensions on Yielding

	Unstandardized Standardized			Unstandardized Standardized		
Model		β	SE	β	t	Sig.
1	(Constant)	7,11	,030		,000	1,000
	Cultural Knowledge	,270	,143	,267	1,890	,059
	Cultural Skills	-,339	,180	-,335	-1,881	,060
	Cultural Metacognition	,575	,090	,589	6,358	,000
R=,499	R^2=,249	ΔR^2=,246		F=97,178		Sig.=,000
Dependent variable: Yielding						

Regression analysis was made to determine the effect of cultural intelligence dimensions on compromising conflict management styles. The model formed on the view of the results of the analysis was found to be significant. According to the model, the rate of explaining compromising, one of the conflict management styles, of cultural intelligence was 21%.

According to the analysis results, cultural metacognition (β=,744; p<0,05) affects compromising positively. However, cultural knowledge and ability (p>0,05) did not significantly affect compromising. The results of the analysis are shown in Table 4.

Table 4. The Effect of Cultural Intelligence Dimensions on Compromising

	Unstandardized Standardized			Unstandardized Standardized		
Model		β	SE	β	t	Sig.
1	(Constant)	2,34	,030		,000	1,000
	Cultural Knowledge	,211	,147	,207	1,431	,153
	Cultural Skills	-,268	,186	-,263	-1,441	,150
	Cultural Metacognition	,529	,093	,519	5,666	,000
R=,461	R^2=,213	ΔR^2=,210		F=121,241		Sig.=,000
Dependent Variable: Compromising						

Regression analysis was made to determine the effect of cultural intelligence dimensions on forcing, one of the conflict management styles. The model formed on the view of the results of the analysis was found to be significant. According to the model, the rate of explaining forcing from conflict management styles of cultural intelligence was 8%.

According to the results of the analysis, while cultural metacognition (β=,301; p<0,05) has a positive effect on forcing, cultural knowledge and cultural ability (p>0,05) have no significant effect on forcing. The results of the analysis are shown in Table 5.

Table 5. The Effect of Cultural Intelligence Dimensions on Forcing

	Unstandardized Standardized			Unstandardized Standardized		
Model		β	SE	β	t	Sig.
1	(Constant)	-5,44	,032		,000	1,000
	Cultural Knowledge	-,278	,156	-,278	-1,784	,000
	Cultural Skills	,257	,197	,256	1,306	,075
	Cultural Metacognition	,301	,099	,301	3,048	,192
R=,296	R^2=,088	ΔR^2=,085		F=28,278		Sig.=,000
Dependent variable: Forcing						

Regression analysis was made to determine the effect of cultural intelligence dimensions on problem-solving, one of the conflict management styles. The model formed on the view of the results of the analysis was found to be significant. According to the model, the ratio of cultural intelligence to explain problem-solving, one of the conflict management styles, was 25%.

According to the results of the analysis, cultural knowledge (β=470; p<0.05) and cultural metacognition (β=,510; p<0,05) positively affect problem-solving, while cultural ability (β= -,466; p<0,05)) negatively affect problem-solving. According to this result, it can be observed that the most effective dimension of problem-solving is the cultural metacognition dimension, and the least effective dimension is the cultural ability dimension. The results of the analysis are shown in Table 6.

Table 6. The Effect of Cultural Intelligence Dimensions on Problem Solving

	Unstandardized Standardized			Unstandardized Standardized		
Model		β	SE	β	t	Sig.
1	(Constant)	-1,18	,030		,000	1,000
	Cultural Knowledge	485	,145	,470	3,342	,001
	Cultural Skills	-,480	,183	-,466	-2,628	,009
	Cultural Metacognition	,527	,092	,510	5,734	,000
R=,507	R^2=,257	ΔR^2=,255		F=101,654		Sig.=,000
Dependent Variable: Problem Solving						

Regression analysis was made to determine the effect of cultural intelligence dimensions on avoiding conflict management styles. The model formed on the view of the results of the analysis was found to be significant. According to the model, the rate of explaining avoidance of conflict management styles by cultural intelligence was 10%.

According to the results of the analysis, cultural ability (β=,541; p<0,05) and cultural metacognition (β=,308; p<0,05) positively affects avoidance, while cultural knowledge (β=-,587; p<0,05)) negatively affects avoiding. According to this result, it can be observed that the most effective dimension for avoiding is the cultural knowledge dimension, and the least effective dimension is cultural metacognition. The results of the analysis are shown in Table 7.

Table 7. The Effect of Cultural Intelligence Dimensions on Avoiding

	Unstandardized Standardized			Unstandardized Standardized		
Model		β	SE	β	t	Sig.
1	(Constant)	-7,010	,032		,000	1,000
	Cultural Knowledge	-,568	,154	-,567	-3,678	,000
	Cultural Skills	,542	,195	,541	2,783	,000
	Cultural Metacognition	,309	,098	,308	3,155	,002
R=,326	R^2=,107	ΔR^2=103		F=35,010		Sig.=,000
Dependent Variable: Avoiding						

Regression analysis was made to determine the effect of cultural intelligence dimensions on career satisfaction. The model formed according to the analysis results was found to be significant. According to the model, the rate of explaining career satisfaction of cultural intelligence was 22%.

According to the results of the analysis, while cultural metacognition (β=,881; p<0,05) positively affects career satisfaction, cultural knowledge and cultural ability (p>0,05) do not have a significant effect on career satisfaction. The results of the analysis are shown in Table 8.

Table 8. The Effect of Cultural Intelligence Dimensions on Career Satisfaction

	Unstandardized Standardized			Unstandardized Standardized		
Model		β	SE	β	t	Sig.
1	(Constant)	-3,300	,030		,000	1,000
	Cultural Knowledge	-,267	,143	-,267	-1,863	,063
	Cultural Skills	,215	,181	,215	1,190	,234
	Cultural Metacognition	,512	,091	,512	5,633	,000
R=,476	R^2=,226	ΔR^2=224		F=85,983		Sig.=,000
Dependent Variable: Career Satisfaction						

Regression analysis was made to determine the effect of conflict management styles on career satisfaction. The model formed on the view of the results of the analysis was found to be significant. According to the model, the ratio of conflict management styles to explain career satisfaction was 10%.

According to the analysis results, yielding style (β=,215; p<0,05) positively affects career satisfaction. Compromise, problem-solving, forcing and avoiding dimensions do not significantly affect career satisfaction (p>0,05). The results of the analysis are shown in Table 9.

Table 9. The Effect of Conflict Management Styles on Career Satisfaction

	Unstandardized Standardized			Unstandardized Standardized		
Model		β	SE	β	t	Sig.
1	(Constant)	5,531	,032		,000	1,000
	Yielding	,212	,098	,215	2,161	,031
	Compromising	,049	,103	,050	,477	,633
	Forcing	,053	,065	,053	,810	,418
	Problem Solving	,003	,088	,003	,035	,972
	Avoiding	,029	,061	,029	,478	,633
R=,321	R^2=,103	ΔR^2=,098		F=28,729		Sig.=,000
Dependent Variable: Career Satisfaction						

As a result of the multiple regression analysis, the H1, H2 and H3 hypotheses were partially accepted.

5.DISCUSSION AND CONCLUSIONS

The research framework aimed to review the relationship between cultural intelligence, conflict management styles and career satisfaction of employees of five-star hotels in Istanbul and Antalya. It is thought that the research will contribute to the field, as these three variables have not been used together before, and the conflicts in employee-guest relations have not been reviewed.

5.1. Theoretical Contribution

As a result of the research, it was determined that cultural intelligence affects the conflict management styles of hotel employees. Accordingly, it has been determined that cultural metacognition positively affects compromise. This result can be interpreted as hotel employees who know their knowledge of different cultures will increase their preferences for yielding conflict management styles during the conflict. These results support the results of the study by Kenar (2018).

According to the other result of the study, cultural metacognition positively affects compromising. Given this, it can be said that there may be an increase in the preferences of the hotel staff towards compromising with the increase in awareness of different cultures. This result is partially similar to the study by Kenar (2018).

According to the other result of the study, cultural knowledge negatively affects forcing. Based on this result, it can be said that as hotel staff's knowledge of different cultures increases, there will be a decrease in their preferences for the forcing style, one of the conflict management styles.

According to the other result of the study, while cultural knowledge and cultural metacognition positively affect the problem-solving style, cultural ability negatively affects the problem-solving style. Given this result, it is possible to say that as hotel staff's knowledge of cultural differences and their awareness of the effect of this information on behaviours increase, their preferences for problem-solving styles during conflicts will increase. However, it can be said that as the ability of employees to adapt their behaviours in culturally differentiated environments increases, their preferences for problem-solving styles will decrease. This result is partially similar to the study by Kenar (2018). Kenar, in the study, determined that cultural knowledge affects problem-solving in a negative way. This differentiation may be because the studies were performed in different sectors.

As the effect of the sub-dimensions of cultural intelligence on the avoiding style of conflict management styles is reviewed, cultural ability and cultural metacognition have a positive effect on the avoiding style, while cultural information affects the avoiding style negatively. Given this result, it can be said that as hotel staff's ability to adapt their behaviours while providing service to guests from different cultures and their awareness of the need to use these skills increases, there is an increase in their preference for using the avoiding style to minimize cultural differences during conflicts. However, it can be said that as the level of knowledge of employees concerning different cultures increases, their preferences for avoiding style will decrease. (As a matter of fact, it was reported in previous results that cultural knowledge level increases problem-solving style). This result is similar to the study by Kenar (2018).

As the effect of cultural intelligence on career satisfaction is examined, cultural metacognition affects career satisfaction positively, while cultural knowledge affects career satisfaction negatively. This result can be interpreted as the increase in the awareness of the employees regarding the effects of cultures on human behaviour will increase their career satisfaction, and as their knowledge of cultural differences increases, their career satisfaction will decrease.

Yielding, one of the conflict management styles, positively affects career satisfaction. This result can be interpreted as increased career satisfaction levels as hotel employees prefer to use the yielding style during the conflict. This result differs from Akman's (2018) study. Akman determined in his study that conflict management styles do not have a direct effect on career satisfaction. This difference can be explained by the fact that the studies were made in different sectors.

5.2. Managerial Implications

It is important for the quality of service offered to the guests that hotels have employees with a high level of cultural intelligence. Employees with a high level of cultural intelligence know that the guests they provide service to are culturally differentiated, they are aware of the need to adapt their behaviour to this information, and they can adapt. Therefore, in hotel businesses where both the hotel employee providing service and the guest getting service are culturally different, the ability of employees with high cultural intelligence to manage cultural differences provides benefits at both individual and organizational levels. Being familiar with the culture of the guest-provided service and adapting his behavior according to that culture will increase the quality of the service provided and affect the guest's satisfaction. In addition, the differentiation of cultural components such as religion, language, and race may reveal disagreements and conflicts. Cultural intelligence is active in ensuring that these conflicts do not arise or can be managed well after they arise. For this reason, managers should prefer candidates with high cultural intelligence in the recruitment process. Employees should also include training that will increase their cultural intelligence levels in training programs. As a matter of fact, many personnel in the sector remained unemployed during the Covid-19 pandemic (Gümüş and Belber, 2021; Işık, 2020). Unemployed qualified personnel made their way to different sectors (TÜRSAB, 2020). For this reason, it is thought that the need for qualified personnel with a high level of cultural intelligence in hotel businesses has increased even more.

Various suggestions can be made to hotel managers given the study's results. Firstly, it is suggested that, when the employees disagree with the guests, if the manager prefers that their employees use the compromising and yielding style from the conflict management styles: increase/raise the cultural metacognition level of the employees if the manager prefers that their employees use the problem-solving style: increase/raise the cultural knowledge and cultural metacognition if the manager prefers that their employees use the avoiding style: increase/

raise cultural ability and cultural metacognition levels, if the manager prefers that their employees avoid from the forcing style: increase/raise their cultural knowledge level. Secondly, hotel managers who want to increase their employees' career satisfaction levels can be suggested to prepare training programs and seminars to increase their employees' cultural metacognition levels. Finally, if hotel managers encourage employees to use the yielding style in case of guest disagreement, it will increase employees' career satisfaction.

6.LIMITATION AND FUTURE STUDY

It is thought that the results obtained within the framework of the study can give important information to researchers about cultural intelligence, conflict management styles and career satisfaction. Since there are limited studies on these issues in the international tourism literature, there is no study in which these three variables are used together, and there is no study examining the conflicts between the employee and the guest, it is thought that the study is important because it can contribute to the literature and new studies.

Within the framework of the study, there was no study examining the relationship between cultural intelligence, conflict management styles and career satisfaction, and it was observed that there were a limited number of studies examining the relation of these variables with demographic variables and work-related variables. Due to this reason, the results within the framework of the study could not be generalized. To compare and generalize the results, it can be suggested that researchers increase the studies in this field.

The study was performed with employees of five-star hotels in Antalya and Istanbul. The reason for choosing this sample is that these two destinations in Turkey have the most five-star hotels, and Antalya attracts the most tourists for mass tourism and Istanbul for congress and cultural tourism. For future studies, it can be suggested that researchers should include employees working in lower-star hotels in the sample; in addition, they examine the variables on hotels in other regions. Furthermore, a similar study on food and beverage businesses and travel agency employees will contribute to the tourism literature. It is considered that comparing similar studies in different branches of the service sector will contribute to the field.

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CONTENT ANALYSIS OF TRIPADVISOR REVIEWS ON SAFE TOURISM CERTIFIED RESTAURANTS DURING THE COVID-19 PANDEMIC

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ABSTRACT

The Covid-19 pandemic, which emerged in December 2019, has deeply affected the economies. During the Covid-19 pandemic, there was a significant drop in restaurant revenues, foreign currency inflows and employment. Moreover, the pandemic has caused drastic changes in lifestyles and consumer behaviors. Therefore, this study aimed to evaluate the user reviews on the Tripadvisor website regarding Safe Tourism Certified restaurants in Turkey during the Covid-19 pandemic. The universe considered in this study consist of users who dined at Safe Tourism Certified restaurants in Turkey and commented on the Tripadvisor website. The content analysis method, used in qualitative research methodologies, was applied. In this context, a total of 922 comments for 98 Safe Tourism Certified restaurants on the Tripadvisor website over the period of 11 March 2020-20 April 2022 were analyzed with the help of Nvivo 12 program. It was revealed that 80.6% of the customer comments were positive. The most emphasized factors in the comments were taste, price, attitude and behavior of the employee, view, food and beverage quality, cleanliness, punctuality, employee care and Covid-19 safety measures. These findings may help in understanding the nature of consumer perceptions during pandemic.

1. INTRODUCTION

Due to the rapid spread of Covid-19 outbreak worldwide, it was declared a pandemic by the World Health Organization on March 11, 2020 (WHO, 2020). In addition to concerns about the transmission of Covid-19 infection, government policies to protect public health, such as full or partial closures and social distancing requirements, reduced the number of customers in restaurants. Thus, many restaurants decided to close during this period.

With these policies, in order to protect public health and improve restaurant quality, a quality certificate called 'Safe Tourism Certificate' has begun to be given to restaurants as a result of inspections in various areas such as cleanliness, hygiene, food safety and standards in Turkey (TSE, 2022). The Turkish Institute of Standards (TSE) and the Association of Restaurant and Tourism Professionals (TURES) collaborated to constitute this certificate under the leadership of the Ministry of Culture and Tourism.

On the other hand, the increased use of the Internet as a result of developments in recent years (Lagrosen, 2005; Prabhu et al. 2017) has facilitated access to information, increased business competition (Tarigan & Widjaja, 2012; Gao et al. 2018) and transformed competition into different dimensions. This transformation is supported by social media. Specifically, during the Covid-19 pandemic, the use of social media has increased (Drouin et al. 2020). In this regard, it is seen that the rate of social media usage increased by 5.8% between 2019-2020 and by 7.8% in 2021 compared to the previous year (Statista, 2022a). With increased online activity, online reviews have become important among customers as they convey the intimate experiences and emotions of consumers (Park et al. 2021). Therefore, consumers who review online comments, form an overall perception about the restaurant based on the information shared online, which in turn influences their purchasing decisions (Li et al. 2021).

In the light of the above explanations, it is important to reveal the factors affecting consumer perceptions during the Covid-19 pandemic in restaurant sector. In this context, the aim of the study is to evaluate the user comments on Tripadvisor website regarding Safe Tourism Certified restaurants in Turkey during the Covid-19 pandemic by using the content analysis method.

2. CONCEPTUAL FRAMEWORK

2.1. Impact of Covid-19 on Restaurants

TThe Covid-19 pandemic has greatly affected

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people's lives. Many people have experienced anxiety and fear due to the uncertainty about the disease. Since people do not have enough information about the disease, they tend to minimize the risk of transmission in order to protect their health. In this context, they paid attention to the rules such as the use of masks, social distance and hygiene. The uncertainty applies not only to health, but also to economic, social and psychological aspects. It has caused significant changes in lifestyles. In this environment of uncertainty caused by the Covid-19 pandemic, people have either reduced or completely stopped eating in restaurants. Given that perceived uncertainties can cause a contraction in economic activity (Işık et al. 2019), the profound impact of Covid-19 on the restaurant industry is inevitable (Chuah et al. 2022; Srivastava et al. 2022). In 2022, due to Covid-19 pandemic, the proportion of customers who dining out decreased by 30% worldwide compared to 2019 (Statista, 2022b). Many consumers have reduced dining in restaurants (Jia, 2021). As a consequence of financial losses, many restaurants have decided to close (Brewer & Sebby, 2021). In Turkey, 1181 food and beverage businesses were closed in 2017, 1172 in 2018, 1215 in 2019, 1733 in 2020 and 1418 in 2021 (TOBB, 2022).

When the studies on the impact of Covid-19 on restaurants are examined, the following issues stand out most prominently financial impacts(Andersen et al. 2020; Kim et al. 2021; Song et al. 2021; Yang et al. 2021; Hirokawa et al. 2022), the impact on managers and entrepreneurs (Brizek et al. 2021; Madeira et al. 2021; Sardar et al. 2022) and the impact on consumers (Cao et al. 2021; Hakim et al. 2021; Jia, 2021; Qi et al.2021; Kostrominita et al. 2021; Luo & Xu, 2021; Silva et al. 2021; Srivastava et al.2022; Xu et al. 2022; Zibarzani et al. 2022). Yet, little is known about the impact of Covid-19 on customer reviews.

The current study aims to examine the impacts of Covid-19 pandemic on the Safe Tourism Certified restaurant customers, based on the fact that Covid-19 pandemic has caused changes in consumers' preferences, attitudes and behaviors (Kim & Lee, 2020; Dağ et al. 2021; Harba et al. 2021) as well as restaurant reviews (Jia, 2021; Luo & Xu, 2021).

2.2. Food Safety and Certification

Food safety has existed since the beginning of civilization and has been shaped by regulations over time (Almanza et al., 2002). In this context, increasing consumer expectations and concerns in the field of quality and food safety are forcing quality and food safety standards to improve (Panghal et al. 2018). Today, countries conduct inspections to ensure food safety. To ensure food safety in Turkey, the Ministry of Agriculture and Forestry conducts inspections according to the regulation published in the Official Gazette dated 2008 and numbered 27009 (Official Gazette, 2008). The Ministry of Agriculture and Forestry determines various food safety strategies based on the recommendations of the Ministry of Interior and Ministry of Health. Additionally, the Ministry of Agriculture and Forestry inspects the enterprises in cooperation with the authorized special provincial administrations, municipalities and local civil authorities. During the inspections, cleanliness, hygiene, food, toxic effects, food contact materials, acceptable temperature conditions, deterioration status and the use of procedures based on HACCP principles are the key considerations.

In Turkey, there are two categories of restaurants: Municipality Certificated restaurants and Tourism Ministry Certificated restaurants. Both types of restaurants are inspected by the Ministry of Agriculture and Forestry. On the other hand, municipality certified restaurants are also inspected by municipal inspectors, and Ministry of Culture and Tourism certified restaurants are inspected by ministry inspectors. In addition to government inspections, there are voluntary food safety and quality improvement certificates. While these certificates contribute to the improvement of restaurant quality, they also guarantee quality. The public body responsible for standards in Turkey is TSE (Turkish Standards Institute). Founded in 1960, TSE is the sole representative of the International Standards Organization (ISO) in Turkey.

Given the growing importance of quality worldwide, government authorities have issued numerous quality certifications for the restaurant sector in this context. For instance, Quality Tourism Services (QTS) is a certification program implemented by the Hong Kong Tourism Board for restaurants (Horng & Tsai, 2010). On the other hand, USA uses numerical and alphabetical ratings or narrative reports in restaurants. Similarly, UK local authorities employ a 5-star rating and The Republic of Korea applies a

3-star hygiene certification system (Kim & Choi, 2021). Norwegian Food Safety Authority uses

the smiley face system and accordingly inspects restaurants, cafes and similar catering establishments in four main areas such as routines and management, facilities and equipment, food processing and preparation, traceability and marking (MATTILSYNET, 2022). Also, the National Environment Agency (NEA), a public agency in Singapore, has launched a campaign to reward companies by issuing SG Cleaning Quality Mark certification for preventing the spread of Covid-19 in the community (SG CLEAN, 2022).

In Turkey, to mitigate the economic and social consequences of the Covid-19 pandemic, a number of policies have been developed. In this context, a 'Safe Tourism Certificate' was prepared under the leadership of the Ministry of Culture and Tourism. In cooperation with the Turkish Standards Institute (TSE) and the Association of Restaurant and Tourism Professionals (TURES), restaurants have started to receive certificates (TSE, 2022).

Previous studies addressed food safety certificates in restaurants in terms of perceptions of managers (Cotterchio et al. 1998, Kassa et al. 2010, Brown et al. 2014, Manes et al. 2013), perceptions of consumers (Alonso et al. 2005, Henson et al. 2006, Knight et al. 2009, Bai et al. 2019, Heo et al. 2020, Kim & Choi, 2021) and regulatory feature (Kim et al. 2016).

2.3. Electronic Word of Mouth Communication (eWOM)

Due to the increased use of internet, platforms based on online consumer reviews have become more common (Senecal & Nantel, 2004; Pantelidis, 2010; Sparks & Browning, 2011; Filieri, 2015; Hlee et al. 2018). In particular, the importance of restaurant review sites is evident (Luo & Xu, 2021), giventhe impact of online reviews on consumers' decision-making processes during the pre- Covid-19 pandemic (Choi & Ok, 2011; Filieri, 2015) and the Covid-19 pandemic (Kim et al. 2020; Siering, 2021). On the other hand, online customer reviews take the form of electronic word of mouth (eWOM) (Phillips et al. 2016; Pelsmacker et al. 2018). Electronic word of mouth (eWOM) is defined as 'any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions the via internet' (Henning-Thurau et al. 2004) and its significance has been gradually increasing (Cenni & Goethals, 2017).

One of the most popular online websites where people can share their restaurant experiences is Trip Advisor (Gebbels et al. 2021). By analyzing such websites where customer experiences are shared, various clues about the changes in customers' perceptions can be obtained. For instance, especially in times of crisis, there may be changes in the content and frequency of comments. In this regard, it was determined that the number of TripAdvisor comments increased by 21.6 % in 2018 compared to the previous year, 17.6 % in 2019, 2.9 %in 2020, and 13.12 % in 2021 (Statista, 2022c). According to these data, it was seen that Covid-19 caused a caused a drop-in comment growth rate in 2020 and 2021.

In the literature, there is a growing number of studies investigating the disruptive effects of Covid-19 on restaurant customer's online reviews (Jia, 2021; Brewer & Sebby, 2021; Qi et al. 2021; Cao et al. 2021). Studies on online reviews for customers during the Covid-19 period focuses on customers' evaluation factors (Cao et al. 2021; Doğan & Demirtaş, 2021; Qi et al.2021; Luo & Xu, 2021; Zibarzani et al. 2022; Srivastava et al.2022), the impact of online reviews on other customers (Silva et al. 2021), the impact of safety-related factors on ratings (Kostrominita et al. 2021); the impact of risk perception and menu on purchase intention for online orders (Brewer & Sebby, 2021) and the variation in customer visits, ratings and spending (Jia, 2021).

3. METHODOLOGY

This study uses content analysis method to explore consumer reviews on the Tripadvisor website forSafe Tourism Certified restaurants during Covid-19. Covid-19 was declared a pandemic on March 11, 2020 and the first case was reported in Turkey on the same day. For this reason, in the current study, reviews were analyzed since March 11, 2020. To better understand the structure of reviews, in Turkish and in English a total of 922 positive and negative reviews on the Tripadvisor website between March 11, 2020-April 20, 2022 were examined. The main objective of this study is to analyze the comments on the Tripadvisor website regarding Safe Tourism Certified restaurants in Turkey in terms of quality elements during Covid-19 era. The sub-objectives of the study are to (1) evaluate the most emphasized factors in restaurant customers' positive and negative comments, (2) determine the customers' awareness of Safe Tourism Certification, (3) investigate the predominant language in comments, (4) create

some awareness in businesses and scientific authorities. For this purpose, the universe of this study consists of users who dine at Safe Tourism Certified restaurants in Turkey and comment on the Tripadvisor website. The sample in this study consists of users who dine at Safe Tourism Certified restaurants and commented in Turkish and English on the Tripadvisor website.

According to the Türkiye Tourism Promotion and Development Agency (TGA), under the Ministry of Culture and Tourism, there were a total of 161 Safe Tourism Certified restaurants in Turkey. The study included 123 restaurants with website information on the Türkiye Tourism Promotion and Development Agency's website. The 25 restaurants, not listed on Tripadvisor, were not included in the study. Therefore, the content analysis method was performed to the data of 98 restaurants.

There were 22739 reviews on Tripadvisor for a total of 98 restaurants and 960 reviews during the Covid 19 period. However, 38 reviews in languages other than English or Turkish were excluded from the current study. Consequently, in Turkish and in English, a total of 922 positive and negative reviews, were analyzed in accordance with the objectives.

In the analysis stage firstly, the Tripadvisor reviews were collected in a word file. Secondly, the authors translated the English reviews into Turkish and next, word file imported to the Nvivo-12 program for analysis. The Nvivo-12 program avoids counting errors when dealing with large amounts of data and provides visual results and facilitates coding of written visual and audio data. Finally, after the comments were coded, main and sub-themes were determined (Eroğlu & Bektaş, 2016). In addition, the words mentioned in the reviews were identified by using the Nvivo program. Word frequencies were interpreted by the researchers.

4. FINDINGS

The data were obtained from 922 positive and negative, reviews in Turkish and English on Tripadvisor website during the period of 11 March 2020- 20 April 2022. TripAdvisor's users can rate restaurants from 1 (terrible) to 5 (excellent); additionally, reviews rated as 'excellent and good' are considered 'positive,' reviews rated as 'average, bad and terrible' are considered 'negative.' (Yetgin et al. 2020). In this study, 79 (80.6%) customers rated restaurants positively while 19 (19.38 %) customers rated negatively. It was also observed that the customer's evaluation of food, service and value had more positive comments. On the other hand, surprisingly, the vast majority of customers (65.30%) did not evaluate the atmosphere.

Table 1: Rating Details of Safe Tourism Certified Restaurants on TripAdvisor during Covid-19 Era

Rating	General		Food		Service		Value		Atmosphere	
	N	%	N	%	N	%	N	%	N	%
5	7	7.14	3	3.06	3	3.06	1	1.02	1	1.02
4.5	27	27,55	37	37,75	19	19,38	14	14,28	17	17,34
4	45	45,91	27	27,55	38	38,77	32	32,65	11	11,22
3,5	10	10,20	8	8,16	12	12,24	19	19,38	3	3,06
3	4	4,08	3	3,06	3	3,06	6	6,12	1	1,02
2,5	1	1,02	1	1,02	1	1,02	1	1,02	1	1,02
2	1	1,02	0	0	0	0	1	1,02	0	0
1,5	2	2,04	0	0	0	0	0	0	0	0
1	1	1.02	0	0	0	0	0	0	0	0
Unrated	0	0	19	19.38	22	22.44	24	24.18	64	65.30

According to Table 1, for general rating, the ratio of restaurants with 4 points is 45.91%, while, the ratio of restaurants with 2.5 points, 2 points and 1 points is equal and 1.02%. As specified by the food evaluation points, the rate of restaurants with a 4.5 points is 37.75%; unscored restaurant rate is 19.38%; and the rate of restaurants with a 2.5 points is 1.02%. In compliance with the service evaluation points, the rate of restaurants with a 4 points is 38.77%; unscored restaurant rate is 22.44% and the rate of restaurants with a 2.5 points is 1.02%. For the value evaluation points, the rate of restaurants with a 4 points is 32.65%; unscored restaurant rate is 24.48%; on the other hand, the rate of restaurants with a 5 points, 2.5 points and 2 points is 1.02%. Considering the atmosphere evaluation scores, unscored restaurants rate is 65.30%; the rate of restaurants with a 5 points, 2.5 points and 3 points is 1.02%.

Figure 1 illustrates the distribution of the language of the Tripadvisor reviews about Safe Tourism Certified restaurants during Covid-19 pandemic.

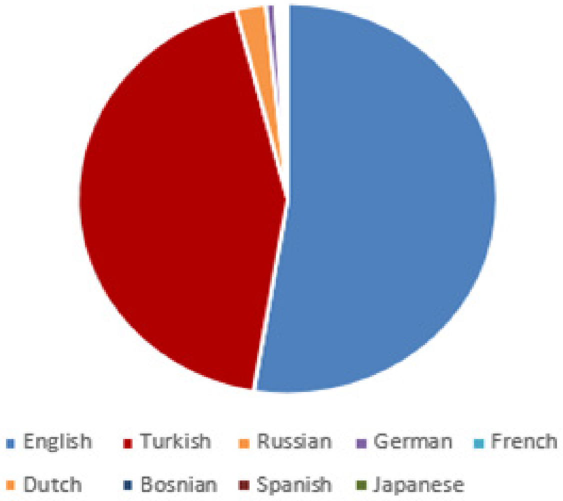

Figure 1: Distribution of the Language of the Reviews

Table 2 represents the number and rate of reviews on the Tripadvisor site of Safe Tourism Certified Restaurants by language during Covid-19 period. The percentage of Turkish comments during the Covid-19 period is 43.43

%; the rate of English reviews is 52.60 % and the rate of reviews in languages other than English is 3.95 %.

Table 2: Number and Ratio of Reviews by Language

Language	Number of Comments	Ratio
English	505	52.60%
Turkish	417	43.43%
Russian	22	2.29%
German	7	0.72%
French	3	0.31%
Dutch	3	0.31%
Bosnian	1	0.10%
Spanish	1	0.10%
Japanese	1	0.10%

Since a comment may have several coding, there is a discrepancy between the total number of comments evaluated and the number of coding (Yetgin et al. 2020). 13 main themes emerged because of coding within the scope of the study. In this regard, food and beverages, employee, atmosphere, price, quality, additional services provided, cleanliness, punctuality, Covid-19, restaurant features and facilities, cuisine, hygiene and menu are the main themes coded from highest to lowest in terms of frequency of use. In addition, taste, price status, employee attitude and behavior, point of view, quality of food and beverage, cleanliness situation, service punctuality, employee care and covid-19 safety measure are the most frequently mentioned factors in the comments. Positive comments are associated with 1196 (78.89%) coding and negative comments accounted for 320 (21.10 %) of the coding.

Most of the negative comments were about price. Price was followed by the attitude and behavior of

Table 3: Main and Sub-Themes Created within the Research

	Total	Positive	Negative
Atmosphere	**221**	**205**	**16**
Ambiance	35	27	8
Exterior Design	5	5	0
Occupancy	20	19	1
Interior Decor	15	14	1
View	100	100	0
Width	12	6	6
Location	34	34	0
Restaurant Features and Facilities	**47**	**41**	**6**
Transportation	9	6	3
Suitable for Families	17	16	1
Reputation	16	16	0
Pet friendly	5	3	2
Additional Services Provided	**72**	**61**	**11**
Free Wifi	2	1	1
Valet	1	0	1
Delivery	7	6	1
Takeout	4	3	1
Online Order	1	0	1
Parking Available	10	10	0
Play Ground	6	5	1
Payment Option	5	3	2
Catering	19	16	3
Service Disabled	2	2	0
Dining Area Option	15	15	0
Food and Beverage	**402**	**352**	**50**
Food and Beverage Temperature	3	1	2
Proper Cooking Level	9	4	5
Food and Beverage Option	39	32	7
Freshness	35	33	2
Presentation	4	2	2
Portion Size	21	15	6
Originality	5	4	1
Attentive food preparation	4	0	4
Taste	271	258	13
Ingredient Ratio	9	1	8
Natural Based Food and Beverages	2	2	0

	Total	Positive	Negative
Covid-19	**51**	**42**	**9**
Safety Measures for Covid-19	51	42	9
Punctuality	**62**	**35**	**27**
Service Punctuality	62	35	27
Hygiene	**23**	**16**	**7**
Hygiene Situation	23	16	7
Quality	**131**	**126**	**5**
Atmosphere	2	2	0
Service	11	10	1
Equipment	4	4	0
Employee	2	2	0
Restaurant	47	45	2
Food and Beverage	65	63	2
Cleanliness	**65**	**59**	**6**
Cleanliness Situation	65	59	6
Menu	**9**	**8**	**1**
Special Menu Option	7	7	0
Menu Update Status	1	1	0
English Menu Option	1	0	1
Cuisine	**31**	**30**	**1**
Cuisine Option	31	30	1
Employee	**283**	**201**	**82**
Chefs	8	8	0
Employee Advising	3	3	0
Employee Professionalism	22	20	2
Employee Attitude and Behavior	151	109	42
Employee Reception	14	12	2
Employee Care	59	40	19
Number of Employees	7	7	0
Employee's Proficiency with English	14	0	14
Employee Attentiveness	5	2	3
Price	**184**	**79**	**105**
Price Status	184	79	105

the employee, service punctuality, employee care, employee's proficiency with English, taste and Covid-19 security measures respectively. Some of the negative comments are in the following:

'The prices are quite expensive.', 'The server spoke to me in a rude manner. Me and my wife were both uncomfortable', 'A bottle of water arrived in half an hour', 'There was zero concern', 'The employee did not speak a word of English. We were disappointed.',' The food had no taste', 'There was no necessary social distance between the tables and also the waiter's mask was not securely fitted.'

It was stated that most of the positive comments was related to the taste. The taste was followed by the attitude and behavior of the employee, the view, the price status, the quality of food and beverage, cleanliness situation, the quality of the restaurant and the Covid-19 safety measures respectively. Some of the positive comments are in the following:

' The food was beyond being delicious', 'The employee was very professional and kind.', 'It has a wonderful terrace with a magnificent view', 'Prices are normal for such a place', 'A nice restaurant with high quality Mediterranean cuisine.', 'The quality was unquestionable.', 'The restaurant is super clean, all Covid security measures are in place'.

Figure 2: Word Cloud

Figure 2 illustrates word cloud of the most frequently used words in the reviews.

The word cloud created by Nvivo program, consists of 3728 words based on the analysis of a total of 922 comments. The size of the word in the figure is proportional to the frequency of use. Words such as 'one, many, for, but...' were not included in the word cloud as they were not relevant to the research. According to the data obtained, the most frequently used words in the comments were service (326), taste (291), price (241), recommendation (227), view (158), quality (141), employee (141), cuisine (120) and the atmosphere (110) respectively.

In the reviews; English, beverage, food, parking, relevant, reservation, cleaning, expensive, family, diversity, freshness, credit card, Wi-Fi, attentive, punctual, fast, vegetarian, covid-19, package, pandemic, environment, catering, ambiance, menu, vegan, rude, polite, appetizer, warm, location, professionalism, valet, full, careful, empty, gluten free, crowd, spacious, chef, hospitable, playful, hygiene, welcoming, slow, cheap, international, cold, portion, presentation, transportation, decor and healthy words were stated.

When analyzing the rates of Safe Tourism Certified Restaurants by city; Istanbul (75.15%) came first, followed by Ankara (7.45%), Antalya (5.59%), Afyonkarahisar (1.86%), İzmir (1.86%), Tekirdağ (1%). 86),

Muğla (1.24%), Nevşehir (1.24%), Bilecik (0.62%), Bursa (0.62%), Düzce (0.62%), Eskişehir (0.62%), Konya

(0.62%) and Manisa (0.62%) respectively.

When examining the rates of Safe Tourism Certified Restaurants by city; it was seen that, Istanbul (76.53%) comes first, followed by Ankara (11.22%), Antalya (3.06%), Afyonkarahisar (2.04%), Bilecik

(1.02%), Bursa (1.02%), Eskişehir (1.02%), İzmir (1.02%), Konya (1.02%), Manisa (1.02%) and Muğla (1.02%). However, since there were no comments on Safe Tourism Certified restaurants in Düzce, Nevşehir and Tekirdağ on Tripadvisor, these restaurants were excluded from the research.

5. CONCLUSION AND RECOMMENDATIONS

Turkey is a country where many different civilizations have interacted throughout the ages, due to its geographical location. Therefore, over the years as a result of the interaction of different cultures, many new tastes have emerged. In this context, the restaurant sector in Turkey has evolved over time and become one of the cornerstones of tourism. Specifically, given that food accounts for 20-25% of a tourist's expenditures (Koçak, 2004), it has become inevitable for businesses to increase their investments in the restaurant sector over time.

The Covid-19 health crisis has deeply and negatively impacted the restaurant sector. As a result, many restaurants were closed in an uncertain environment and those who managed to survive had to quickly adapt to the change. In this regard, it is critical to investigate the changing consumer perceptions.

Based on the findings, the following strategies are recommended:

Firstly, the most emphasized factors in the positive comments were taste, employee attitude and behavior, view, price status, quality of food and beverage, cleanliness situation, quality of the restaurant and Covid-19 safety measures respectively. Most of the negative comments were related to the price. The price factor was followed by attitude and behavior of the employee, service punctuality, employee care, employee's proficiency in English language, taste and Covid-19 safety measures.

Consistent with current results, price (Baek et. all, 2006; Aydın, 2016; Özkale Aslan, 2021) and taste of food (Doğan & Demirtaş, 2021; Yetgin et al. 2020; Tokassynova & Akababa, 2017) have been stated as the most emphasized factors in previous studies. According to the reviews, it was understood that Covid-19 safety measures (social distance, mask use, temperature control...etc.) were decisive.

On Tripadvisor, users can evaluate restaurants with reviews or ratings. In ratings, a low star means dissatisfaction and a high star means satisfaction (Meek et all, 2021). As a result of the research, it was revealed that the evaluation scores for Quality Certificated Restaurants were 4 and above. In addition to the scores, it was also identified that most comments were positive. In this way, it has been confirmed by both ratings and comments that customers are satisfied with the Quality Certificated restaurants.

Results indicated that the most emphasized factors in the reviews were taste and price. In this regard, restaurants need to develop strategies according to the factors determined in the study immediately because only quickly adapted restaurants can survive. It was also seen that the concept of quality came to the fore in the comments. It is suggested that quality certificates be disseminated, with the thought that it will increase the quality in restaurants. On the other hand, in addition to quality factors, Covid-19 measures were also included in the reviews. This finding has demonstrated the sensitivity of customers about Covid-19 measures. Since restaurants have a customer profile that is easily affected by the pandemic, they need to develop strategies to strengthen themselves against pandemics. Indeed, during the pandemic, more resilient restaurants have recovered from the effects of the pandemic and survived. Thus, it is crucial to establish long-term strategies to mitigate the effects of Covid-19 against new waves of the pandemic.

Secondly, most reviews during Covid-19 period were in foreign languages. Based on this fact, Safe Tourism Certified restaurants could be considered as touristic. However, there were complaints about non-English speaking staff in negative comments. Therefore, it is important to provide English training to employees, considering the customer profile of the restaurants.

Thirdly, the information about Safe Tourism Certificate was found in only one user's review. This situation leads to the conclusion that the customers do not have enough awareness about the Safe Tourism Certificate. Since Safe Tourism Certification will increase the quality of restaurants, restaurants and consumers should be made aware of this issue. Increasing awareness of quality certificates will inevitably increase the number of restaurants with quality certificates and spread them outside of Turkey's big cities.

Finally, the results indicated that only 6 restaurants responded to customer reviews. When compared to the total number of restaurants included in the study, this rate is quite low. This situation has showed the necessity of awareness raising activities in restaurants. Restaurants need to consider online reviews to develop strategies to avoid losing customers.

On the other hand, to improve service in restaurants, it's critical to understand how customers' perceptions are evolving. The current findings should be strengthened by researches determining the perception of consumers in the Covid-19 period. Additionally, this study was applied to Safe Tourism Certified restaurants in Turkey. It is suggested for future studies to consider restaurants with similar quality certifications in different countries, different time periods and consumer reviews on different websites other than Tripadvisor. Furthermore, in the present study, the factors that have been identified are from a specific period. New data from a different period may allow the development of new factors.

As the previous studies were examined, it was seen that no similar study was observed to analyze the contents of TripAdvisor reviews of Safe Tourism Certified restaurants in Turkey during the Covid-19 pandemic. Thus, this research was conducted to fill this gap.

This research is crucial for managers and researchers to understand how customer reviews have evolved during the Covid-19 period and to assist them in solving problems. The findings of this study also contribute to the literature in terms of understanding consumers' perceptions in times of uncertainty.

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THE CAUSAL RELATIONSHIP OF TOURISM DEVELOPMENT, ECONOMIC GROWTH, AND FIRM PERFORMANCE: AN ANALYSIS OF THE FOOD AND BEVERAGE INDUSTRY

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ABSTRACT

The main purpose of the study is to determine the relationship between tourism growth, economic growth, and firm performance. Within the scope of the study, the quarterly dataset over the period 2009-2020 was used. The study was conducted for the FBI, which is the second largest sub-sector of the tourism industry. Within the scope of the study, return on assets (ROA) and return on equity (ROE) are used as firm performance indicators, gross domestic product (GDP) as the economic growth indicator, whereas the number of tourist arrivals (NTA) and tourism expenditure (TEX) variables as tourism growth indicators. In line with the purpose of the study, the Toda-Yamamoto Causality Test was performed in the analysis part. According to the analysis results, it was determined that a significant relationship existed between tourism growth and firm performance, as well as between economic growth and firm performance. Consequently, it was possible to claim that tourism growth and economic growth had a significant impact on firm performance.

1. INTRODUCTION

The tourism industry has become an important sector worldwide for both economic growth and development. In this regard, the tourism industry is seen as a tool for economic development and innovation (Karagöz et al., 2021; Koščak et al., 2021; Önem, 2021). Along with globalization, there is an increase in tourism activities and such an increase continues day by day (Işık, et al., 2018-2019; Işık, 2015). Tourism is one of the service industries connected with various sectors in the national economies (Dogru et al., 2019), growing rapidly in the global economy and providing an important source of income to the countries (Loganathan et al., 2008). Therefore, the development of the tourism industry would cause the income of the population employed in tourism-led sectors as well as the population employed in the tourism industry to increase (Dritsakis, 2004). Also, tourism is one of the two most important ways that countries prefer to increase their foreign exchange revenues (Dogru, 2019). Therefore, the tourism industry has an important place in the national economy with its contribution to national income, foreign exchange income, contribution to the balance of payments, and employment it generates for the sectors operating in the industry (Dogru et al., 2019; Işık et al., 2018; Kandır et al., 2008).

The tourism 'growth', in general, means the gradual evolution of the tourism industry, and it may be achieved by utilizing and rationally using tourism resources and increasing tourism efficiency through qualitative improvement, and, above all, by adjusting the tourism product to the desires and needs of tourists (Dritsakis, 2004). Balaguer and Cantavella-Jorda (2002) proposed a widely-used hypothesis of tourism growth. This hypothesis was based on the export-led growth hypothesis of non-tradable goods. They argued that tourism should have been the main driver of economic growth in the long-run and that tourism was perceived as the main source of foreign exchange that could be used to import "capital goods" and, in turn, led to economic recovery by improving products and services. They asserted that once the imports were the main inputs for production, the tourism industry would have further enhanced its key role in all economic sectors. Moreover, international tourism might have also allowed for a rise in firm productivity (associated with different tourist attractions) due to the competition between international and local companies (Balaguer and Cantavella-Jorda, 2002). Therefore, the tourism industry requires an effective financial performance due to its capital-and labor-

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intensive structure, and the existence of high-level risks (Uyar et al., 2020).

The tourism industry may be categorized as travel, transportation, accommodation, food and beverage (FBI), entertainment, and recreation. In the tourism industry, accommodation is the most important sector and ranks first. Nonetheless, restaurants or the FBI are among the important elements that complement hospitality and are the second most important sectors of the tourism industry (Turegun, 2019). Due to higher life quality, leisure time, and a rise in disposable income, people are increasingly showing interest in cuisine and culinary arts. The growing interest in cuisine has allowed restaurants to multiply in number and become a major revenue-generating industry. Therefore, the FBI has been the fastest-growing and increasingly important sector along with the tourism sector throughout the 20th century (Tran, 2015). So, according to the Turkish Statistics Institute's (TSI) data for the year 2021, upon considering the shares of annual expenditure types in tourism expenditures, it is seen that the FBI expenditures have the highest share (31.4%). There has been an increase (54.7%) in the FBI expenditures compared to the year 2020 (TSI, 2022). Depending on the increasing importance of the FBI day by day, it is a crucial issue to enhance financial performances of the companies in the sector in order for them to maintain their existence. Chen (2010) argued that tourism improvement might have been connected to firm performance since tourism growth could improve earnings/sales ratio, and therefore, enhanced the financial performance of hotel businesses. The obtained results confirmed a positive association between financial performance and the rise in Taiwanese foreign tourism. Chen (2007) detected an insignificant association between stock returns and tourism expansion. In sum, it is possible to claim that the improvement of tourism-led sectors positively affects firm performance. Tourism growth may improve the state of the economy under investigation, and thus, improve the performances of companies operating in the tourism industry. In the literature review, there are various studies examining the association between tourism growth and economic growth (Balaguer and Cantavella-Jorda, 2002; Dritsakis, 2004; Gündüz and Hatemi-J, 2005; Kim and Chen, 2006; Lee and Chang, 2008; Chiou-Wei and Chen, 2009; Seetanah, 2010; Fayissa et al., 2011; Seghir et al., 2015; Furmolly and Uludağ, 2018). Studies investigating the association between firm performance and tourism growth (or economic growth) are both limited and, in general, conducted on lodging companies, and the number of studies conducted on companies operating in the FBI is quite limited (Chen, 2007; Kandır et al., 2008; Chen, 2010). Although the research studies indicate a positive association between the tourism development and economic situation, the findings on the association between firm performance and tourism development are inadequate. From this point of view, the main aim of the study is to detect the association between tourism growth, economic growth, and firm performance. It is thought that the obtained results would constitute an important source of information for both the literature and the managers of companies operating in the sector due to the fact that the study is carried out on the FBI companies. Moreover, the obtained results are crucial in terms of providing important information input for policymakers.

2. LITERATURE REVIEW

Tourism is a constantly growing industry and becoming economically essential on the local and global scales. This industry, which has economic, social and cultural aspects, is an important instrument for sustainable development (León-Gómez et al., 2021). Expectations regarding the future of tourism around the world are gaining more and more importance. The rise in disposable income; technological, social, and demographic changes; diversified destinations, and emerging liberalization of the industry cause a significant rise in demand. In line with this increase, it is thought that tourism growth may have a powerful impact on the organizational performance of companies operating in the industry. Tourism growth directly improves the development of companies in the industry, such as hotel businesses, and increases the occupancy rate, and thus, sales revenues (Chen, 2010; Mucharreira et al., 2019).

The concept of performance may be defined as the desired result that may be yielded through multiple measures. Organizational performance, however, may be defined as the analysis of the extent to which the organization adapts to changes in environmental conditions in terms of effectiveness, efficiency, and permanent compliance (Işık and Redulescu, 2017). In this respect, organizational performance occurs as a multidimensional variable and remains uncertain in the strategic orientations of organizations and especially in their quality management practices pertaining to a causal connection addressed in a global vision (Işık, et al., 2020; Mucharreira et al., 2019).

Tourism development is anticipated to have a positive influence on companies operating in the industry, and economic growth is expected to have an effect on the financial performances of companies operating in the industry (such as hotel businesses). Both economic growth and tourism the growth may enhance the sales and profitability of companies, thereby strengthening their financial performances (Chen, 2010). Various studies supported that the expansion of tourism could improve the financial situation of companies operating in the industry such as hotel businesses (Chen, 2007; Kandır et al., 2008; Chen, 2010). It is assumed that a close association exists between the success of companies operating in the tourism industry and economic growth, as well as tourism growth. According to this assumption, it is anticipated that both the economy and tourism growth would have an impact on the performances of companies operating in the tourism industry. In this regard, the summarized information about the studies examining the association between tourism growth, economic growth, and firm performance is shown in the table below.

In the aforementioned studies, both the association between tourism growth and economic growth, and the relationship between tourism growth and firm performance have been investigated. Upon conducting an overall assessment, the association between tourism growth and economic growth has been examined in the studies and it was concluded that tourism growth mostly affected economic growth. A few studies examining the association between firm performance and tourism growth have

Table 1. Summary of Studies Examining the Relationships Between Economic Growth, Tourism Growth, and Firm Performance

Author(s)	Countries /Period	Methodology	Results
Chen (2007)	Taiwan (1989-2005)	Panel Data Analysis	An insignificant relationship was found between stock value and firm performance.
Kandır et al. (2008)	Turkey (1991-2003)	Regression Analysis	Although tourism revenues did not have any impact on financial performance, occupancy rate affected firm performance.
Lee and Chein (2008)	Taiwan (1959-2003)	Cointegration Analysis	The existence of the association between tourism revenues and economic growth was detected.
Lee and Chang (2008)	OECD and Non-OECD Countries (1992-2002)	Panel Cointegration	The existence of a unilateral causality between economic growth and tourism development in OECD countries and a bilateral causality between economic growth and tourism development in non-OECD countries was detected.
Seetanah (2011)	19 Island economies (1990-2007)	GMM–Granger Model	Tourism development was determined as an important factor for economic growth in island countries.
Chen (2010)	Taiwan (1997-2008)	Panel Data Analysis	A positive association between firm performance and the number of tourist arrivals was detected.
Fayissa et al. (2011)	18 Latin American Countries (1990-2005)	Dynamic Panel Data Analysis	A unilateral causality from tourism to economic growth was detected.
Al-Najjar (2013)	Middle Eastern Countries	Panel Data Analysis	The hypothesis of tourism-led growth was supported.
Furmolly and Uludağ (2018)	Turkey (1963-2015)	Granger Causality	A unilateral causality from the number of tourists to economic growth was detected.

been conducted, in general, on hotel businesses, which involve the sub-branches of the tourism sector. Only a limited number of studies have been conducted on the FBI, which is the second important sub-branch of tourism. Therefore, this study aims to determine the impacts of tourism growth and economic growth on the financial performance of companies operating in the FBI.

3. METHODOLOGY

Model and Dataset

In the study, the data of the Gross Domestic Product, the number of tourist arrivals, the expenditures made in the tourism sector, ROA, and ROE variables obtained over the period 2009q1-2020q1 are used in terms of the Turkish economy. The reason for determining the period range as 2009q1-2020q1 involves the fact that data of the relevant variables are available only throughout these periods. The information regarding the models established within the scope of the study is presented below.

Model 1: $ROEit=\alpha0+\ \alpha1LnNTAit+\ \alpha2LnTEXit+\alpha3LnGDPit+\mu it$ (1)

Model 2: $ROAit=\alpha0+\ \alpha1LnNTAit+\ \alpha2LnTEXit+\alpha3LnGDPit+\mu it$ (2)

In the model; "t" denotes time, and "μit" is the error term. The prefix "Ln" in front of the related variables in the model indicates that the natural logarithm of that related variable is taken and included in the analysis.

Table 2. Information Regarding the Variables Used in the Study

Variables	Abbr.	Data Source	Period
Return on Assets	ROA	KAP	2009q1-2020q1
Return on Equity	ROE	KAP	
Gross Domestic Product	GDP	TSI	
Number of Tourist Arrivals	NTA	TSI	
Tourism Expenditures	TEX	TSI	

The variables are included in the analysis after their logarithms are taken. Therefore, these variables are mentioned with the abbreviations "LNGDP", "LNNTA" and "LNTEX", respectively.

Table 3. Descriptive Statistics of the Variables

	ROE	ROA	LNNTA	LNTEX	LNGDP
Mean	16.43422	-1.692200	15.97181	14.04740	19.67987
Median	12.49270	0.435035	15.93155	14.06769	19.72328
Maximum	54.05105	8.173538	16.88876	14.41985	19.99562
Minimum	-0.812021	-16.68843	15.09065	13.58420	19.19035
Standard Dev.	15.55268	7.020200	0.466114	0.196488	0.205813
Skewness	0.948140	-0.764669	0.016762	-0.442782	-0.481088
Kurtosis	2.827120	2.417064	2.122231	2.624192	2.424887
Number of Observations	45	45	45	45	45

In the analysis part of the study, the Toda-Yamamoto (T-Y) Causality Test is performed. Before performing the causality test, the Augmented Dickey-Fuller (ADF) and Phillips-Perron (PP) unit root tests are performed to figure out the stationarity of the series. Then, the causality test and the diagnostic control test results of the established model are revealed and interpreted.

4. RESEARCH FINDINGS

T-Y causality test is performed within the scope of the study. Prior to conducting the causality analysis, it is mandatory to detect the degree of stationarity of the series. Although the T-Y test is insensitive to the number of unit roots, it is crucial in terms of determining the maximum degree of integration. Accordingly, whether the series contains a unit root is tested by performing the ADF and PP unit root tests.

Table 4. Unit Root Test Results

The ADF Unit Root Test Results						
Variables	**Constant**		**Constant and with Trend**		**Without Constant and Trend**	
	At Level	**At 1st Diff.**	**At Level**	**At 1st Diff.**	**At Level**	**At 1st Diff.**
ROA	-2.333257 (0.1669)	-4.867410 (0.0003***)	-2.963248 (0.1549)	-5.176653 (0.0008***)	-0.573171 (0.4627)	-3.540560 (0.0008***)
ROE	-0.532651 (0.8742)	-55.30571 (0.0001***)	-2.233991 (0.4590)	-54.67351 (0.0000***)	1.236223 (0.9423)	-54.75290 (0.0000***)
LNGDP	-4.262888 (0.0018***)	-0.593735 (0.8591)	-0.702801 (0.9654)	-5.867773 (0.0001***)	1.971176 (0.9869)	-1.966880 (0.0483**)
LNNTA	-1.311215 (0.6151)	-3.943917 (0.0041**)	-2.896082 (0.1756)	-3.860731 (0.0233**)	1.004723 (0.9141)	-3.814130 (0.0003***)
LNTEX	-4.368963 (0.0011***)	-7.121916 (0.0000***)	-3.105594 (0.1189)	-7.132453 (0.0000***)	-0.691660 (0.4111)	-7.174174 (0.0000***)
The PP Unit Root Test						
Variables	**Constant**		**Constant and with Trend**		**Without Constant and Trend**	
	At Level	**At 1st Diff.**	**At Level**	**At 1st Diff.**	**At Level**	**At 1st Diff.**
ROA	-10.21834 (0.0000***)	-13.69639 (0.0000***)	-11.50901 (0.0000***)	-13.29228 (0.0000***)	-6.534728 (0.0000***)	-13.96255 (0.0000***)
ROE	-7.352710 (0.0000***)	-13.74630 (0.0000***)	-11.89326 (0.0000***)	-13.28244 (0.0000***)	-4.014534 (0.0002***)	-13.87114 (0.0000***)
LNGDP	-2.622209 (0.0962*)	-11.06559 (0.0000***)	-6.740742 (0.0000***)	-12.64419 (0.0000***)	2.290118 (0.9939)	-8.980173 (0.0000***)
LNNTA	-6.747980 (0.0000***)	-9.608994 (0.0000***)	-8.273665 (0.0000***)	-9.364419 (0.0000***)	0.318748 (0.7733)	-9.904062 (0.0000***)
LNTEX	-4.407943 (0.0010***)	-14.59041 (0.0000***)	-4.548807 (0.0037***)	-23.05866 (0.0000***)	-0.417226 (0.5272)	-14.15205 (0.0000***)

*,**, and *** indicate significance at 1% , 5%, and 10% significance levels, respectively.

Upon examining Table 4, it is determined that the series contains a unit root at the level; whereas no unit roots at the 1st difference. Therefore, all variables are detect to be stationary at I(1). Accordingly, the maximum degree of integration (dmax) is determined as 1. After determining the maximum lag length, the optimum lag length is determined for Model 1.

Table 5. Determination of the Optimal Lag Length

Lag Length	LogL	LR	FPE	AIC	SC	HQ
0	-137.4268	NA	0.009884	6.734608	6.900100	6.795267
1	5.838447	252.4197	2.32e-05	0.674360	1.501821	0.977657
2	78.45371	114.1097	1.60e-06	-2.021605	-0.532174*	-1.475670
3	**107.8564**	**40.60375***	**8.94e-07***	**-2.659830***	**-0.508429**	**-1.871257***

Upon examining Table 5, the lag length with the highest number of "*" signs according to all information criteria represents the suitable lag length. According to the analysis results, the optimal lag length for Model 1 is determined as 3 considering the information criteria such as LR, FPE, AIC, and HQ.

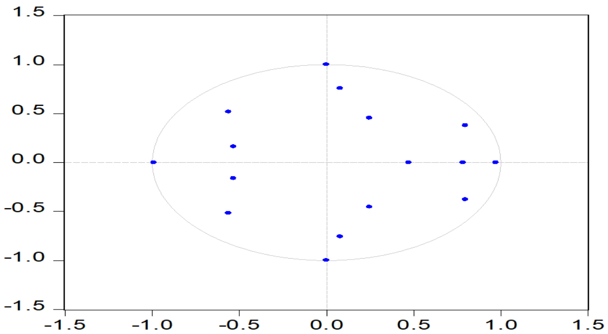

Figure 1. Inverse Roots of AR Characteristic Polynomial

Upon examining Figure 1, the inverse roots of the polynomial for Model 1 are located in the unit circle and fulfill the stability condition for the VAR (3+1) model. The optimal lag length (p=3) and the maximum degree of integration of the variables (dmax=1) are determined. According to the obtained results, the appropriate lag length for the T-Y causality test is used as VAR (3+1).

Table 6. T- Y Causality Test Results

Direction of Causality	Wald Statistic	p-value
NTA → ROA	10.12026	0.0384**
TEX → ROA	12.53252	0.0138**
GDP → ROA	10.95134	0.0271**
ROA → NTA	10.40645	0.0341**
ROA → TEX	5.952112	0.2028
ROA → GDP	9.431995	0.0512
Diagnostic Test Results of the Model		
Autocorrelation	1.048947 (0.4247)	
Normality	6.090639 (0.6371)	
Heteroscedasticity	344.2427 (0.1682)	

*,**, and *** indicate significance at 1% , 5%, and 10% significance levels, respectively.

Upon examining Table 6, which indicates the causality analysis results for Model 1, the existence of a bilateral causality between ROA and NTA; a unilateral causality from TEX and from GDP to ROA; and a unilateral causality to ROA is determined. Moreover, the model does not contain autocorrelation, normality, and heteroscedasticity problems.

Table 7. Determination of the Optimal Lag Length for Model 2

Lag Length	LogL	LR	FPE	AIC	SC	HQ
0	-166.5516	NA	0.039559	8.121506	8.286998	8.182165
1	-22.63452	253.5682	8.99e-05	2.030215	2.857677	2.333513
2	21.21542	68.90705	2.44e-05	0.704028	2.193459	1.249963
3	**53.97671**	**45.24179***	**1.16e-05***	**-0.094129***	**2.057271***	**0.694444***

After detecting the results of Model 1, the same analyses are conducted for Model 2. In this regard, firstly, the optimal lag length is determined. According to the analysis results, the optimal lag length for Model 2 is determined as 3 according to all information criteria such as the LR, FPE, AIC, SC, and HQ.

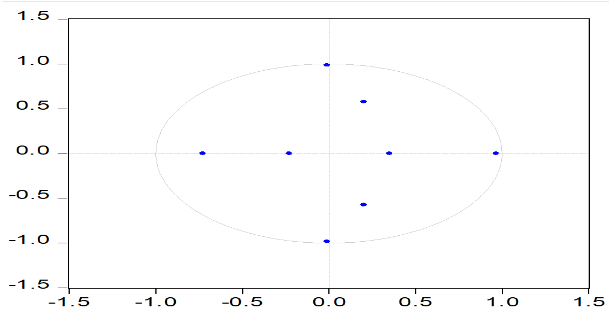

Figure 2. Inverse Roots of AR Characteristic Polynomial

Upon examining Figure 2, the inverse roots of the polynomial for Model 2 are located in the unit circle and fulfill the stability condition for the VAR (3+1) model. The optimal lag length (p=3) and the maximum degree of integration of the variables (dmax=1) are determined for the VAR model. Since the dmax is considered as 1 in the unit root tests and p is determined as 3 for the model, the appropriate lag length for the T-Y causality test is used as VAR (3+1). The causality results obtained in this regard are given in Table 8.

Table 8. T-Y Causality Test Results for Model 2

Direction of Causality	Wald Statistic	p-value
NTA → ROE	16.91926	0.0002*
TEX → ROE	1.590574	0,4515
GDP → ROE	11.86184	0.0027*
ROE → NTA	10.77270	0.0046*
ROE → TEX	2.851951	0.2403
ROE → GDP	13.83736	0.0010*
Diagnostic Test Results of the Model		
Autocorrelation	0.616745 (0.8619)	
Normality	3.994310 (0.8576)	
Heteroscedasticity	174.4858 (0.2051)	

*,**, and *** indicate significance at 1% , 5%, and 10% significance levels, respectively.

Upon examining Table 8, which presents the causality analysis results for Model 2, the existence of a bilateral causality between ROE and NTA; and a bilateral causality between ROE and GDP is determined. No causal relationship is found between the tourism growth indicator (TEX) and the financial performance indicator (ROE). Furthermore, the model does not contain autocorrelation, normality, and heteroscedasticity problems.

5. CONCLUSION AND DISCUSSION

The tourism industry is one of the sectors that expanded and developed rapidly following the mid-20th century. It is usually perceived as an instrument of either national or regional development. The tourism industry has a crucial place in revenue, business areas, tax revenues, the balance of payments, and contribution to development (Karadeniz et al., 2016). The tourism industry is categorized into subsectors such as travel, accommodation, transportation, FBI, entertainment, and recreation. The accommodation sector ranks first among these sectors in order of importance, whereas the FBI ranks second (Turegun, 2019). The

FBI is an important activity for any economy (Pervan and Mlikota, 2013). People travel for various reasons and spend time away from their homes during these travels. Various needs, such as accommodation and FBI needs, arise during these travels (Öğün, 2021). The fact that the FBI in the world has an important place in terms of national economies has rendered the improvement of this sector a crucial contemporary issue. Depending on this fact, the importance of the FBI across countries in the 21st century is increasing day by day (Food and Beverage Industry Report, 2021). Due to the increasing importance of the FBI day by day, a more challenging competitive environment is formed. Within such a competitive environment, merely the income of the goods and services produced by the companies would not be sufficient for them to maintain their existence and grow, but also the continuity of their financial performance should be ensured. Therefore, it is of great importance to measure the financial performance of companies in order to maintain their existence in a competitive environment (Erdil and Kalkan, 2005; Karadeniz et al., 2016). From this point of view, the association between tourism growth, economic growth, and firm performance is tried to be determined.

According to the analysis results, a bilateral causality exists between ROA and NTA, and a unilateral causality exists from TEX to ROA, and a unilateral causality exists from GDP to ROA. Moreover, a bilateral causality between ROE and NTA, and a bilateral causality between ROE and GDP are detected. No causal relationship is found between TEX and ROE. According to the obtained results, a significant association is determined to exist between firm performance and tourism growth, and this situation is in compliance with the literature (Chen, 2007; Kandır et al., 2008; Chen, 2010). At the same time, it is determined that a significant association exists between firm performance and economic growth.

Upon considering the results, a rise in NTA occurs due to the growth of the tourism sector. The rise in the number of tourists, who are potential customers for the FBI companies, would allow companies to increase their sales and enhance their profitability depending on the increased sales. Besides, due to the fact that the tourism industry is linked with many sectors, more goods and services would be purchased in order to fulfill their needs in line with increasing sales. In this manner, it would allow companies operating in the FBI, which is connected with the tourism industry within the country's economy, to generate higher revenues. As a result, both tourism growth and economic growth have essential places in the financial performance of companies operating in the FBI. As the economic levels of the countries improve, higher amounts of budgets can be allocated for the expenditures made in the tourism industry which, in turn, would allow the industry to grow. Therefore, there will be an increase in demand for participation in tourism activities which would allow companies operating in the FBI in the industry to make more sales. All these factors would enhance the financial performance of the companies. Based on the revealed results, more importance should be given to industry-led budgeting plans in order to ensure tourism improvement, and investments in the industry should be encouraged. Furthermore, companies operating in the FBI should consider the conduct of effective promotional activities in order to attract more customers and increase their sales depending on the increasing number of tourist arrivals.

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SPORT EVENTS AND COVID-19: TRAIL RUNNERS' ATTITUDES AND INTENTIONS DURING THE PANDEMIC

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ABSTRACT

COVID-19 has widespread negative effects on sport events, marathons, and trail-running events. Thus, it has become essential to understand the attitudes and intentions of runners in the times of unexpected crises and uncertainty such as pandemic. In this context, this study aims to examine the pandemic's influence in terms of the changes in runners' attitudes relating to their decision whether to participate in races, and changes in their habits. Employing a qualitative research design, and using participatory observation method, data were collected from 12 interviewees in Ephesus Ultra Marathon Trail Race. The results revealed four main motivations for participating in race events during the pandemic: socialization, healthy living, realizing their goals, and maintaining friendships. Despite the risks, the participants continued to take part in events because of their belief in athlete immunity, confidence in individual precautions, their respect for the rules, and the absence of fear. However, the decrease in the number of activities was found to create dissatisfaction with the limited socialization opportunities. The study offers contributions both to the literature and to practice by revealing the runners' motivation for and attitudes to participation in race events during the times of unexpected crisis and uncertainty.

1. INTRODUCTION

Sport events are extensively used in tourism to promote destinations, creating a stimulus that attracts tourists, contributing to destinations' economic and social development by increasing incomes from tourism and thus social welfare (Keshkar, 2021; Maditinos, Vassiliadis, Tzavlopoulos, & Vassiliadis, 2020; United Nations, 2020). These events usually vary from global scale events, such as the Olympics, to national races and trails, to local walking and running events (Getz, 2008). Unfortunately, the unprecedented COVID-19 pandemic spread worldwide and affected millions of global activities, affecting sporting events at all three levels. To illustrate, the Olympics and Euro 2020 were postponed to the following year (Skinner & Smith, 2021; Miles & Shipway, 2020; Cooper & Alderman, 2020; Nauright, Zipp, & Kim, 2020).

Research addressing the relationship between COVID-19 and tourism mainly discussed the transformations in tourism due to the pandemic (Langarita & Cazcarro, 2022; Lebrun, Su, & Bouchet, 2021; Hedenborg, Fredman, Hansen, & Wolf-Watz, 2022; Ateljevic, 2020; Westmattelmann, Grotenhermen, Sprenger, & Schewe, 2020). These transformations were found to occur in, and affect different dimensions of tourists' expectations to consumption habits. For instance, in the times of pandemic or other crises, sport events induce a feeling of trepidation, which lessens over time, and eventually disappears (Seraphin, 2020). Currently, an increasing interest is shown to trail races, probably because of the reduced risk of infection due to being in open air. Thus, it is important to study the particular situations affecting event participants' risk perceptions during crisis periods to guide action in future crises (Johann, Mishra, Malhotra, & Tiwari, 2022; Jackson, 2019; Abraham, Bremser, Carreno, Crowley-Cyr, & Moreno, 2020).

Tourists usually avoid visiting destinations if they perceive risk, especially in times of crisis (Elshaer, Mahmoud, & Ghanem, 2022; Işık, Sırakaya-Türk, & Ongan, 2020; Malliaropoulos, Mertyri, & Tsaklis, 2015). In fact, previous epidemic crisis have influenced tourism and outdoor events, due to customers and tourists' level of risk perception (Yang & Nair, 2014; Bauer, 1960; Swarbrooke & Horner, 2007; Reisinger & Mavondo, 2005). These risks included, but were not limited to, terrorism, social risks, natural disasters, and health risks (Boguszewicz-Kreft, Kuczamer-Kłopotowska, & Kozłowski, 2022; Sönmez & Grafe 1998a; Seabra, Abrantes, & Kastenholz, 2014). However, there remains a gap in the literature focusing specifically

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on the participants' perceived risk of competing in running events (Abraham et al. 2020). Event participants' responses to the COVID-19 pandemic can be used as an opportunity to comprehend how perceptions of risk influence consumers' purchasing decisions.

In many countries, participatory sport events were postponed or even cancelled. Such events were also impacted in other ways, such as border closures, and new rules and regulations for social distancing and lockdowns. In some instances, events went ahead with a local field, because sport tourists were unable to travel due to COVID-19. This study focuses on this kind of a case, and aims to examine the trail runners' attitudes, as well as their intention to participate in the sport events during the pandemic. For this purpose, the Ephesus Ultra Trail Marathon held in ancient city of Ephesus, located in Selçuk, Izmir, Turkey, was selected for study via interviews with race participants, and this data is supported by authors' observations.

2. LITERATURE REVIEW

2.1. Outdoor Sport Events and Perceived Risk

The literature focusing on outdoor events covers marathon races, bicycle races, skydiving, skyrunning and trail races (Beaton, Funk, Ridinger, & Jordan, 2011; Perrin-Malterre, 2018; Getz & McConnell, 2014; Perić, Dragičević, & Škorić, 2019). Regarding trail races, the research has addressed the issues including the business model (Perić, & Slavić, 2019); organizational structure (López-García, Muriel-Isidro, Ruibal-Lista, Maneiro, Amatria-Jiménez, & Moral-García, 2021); participants' perception of space (Hinch & Kono, 2018); political, economic, and social impact on locals (Perrin-Malterre, 2018); participants' spending characteristics (Peric et al. 2019); participants' identifications (Shipway & Jones, 2007) and psychology (Beaton et al. 2011).

Outdoor events are also approachable from different points of view, as they contain and are associated with many risk factors, including, but not limited to, financial, business and management aspects. Some studies have examined the relationship between major sporting events, such as the 2002 World Cup and Olympic Games, and terrorism (Toohey, Taylor, & Lee, 2003; Taylor & Toohey, 2007; Toohey & Taylor, 2008). Beck (1992) emphasized that the common point among environmental, economic and terrorism-related global risks is that all have consequences, actions and uncertainties, which result from issues emerging from civilization. Cleland (2018) also examined participants' perceptions and experiences of the risk to society in elite sporting events. For those who attend events, the risk environment created by COVID-19 may constitute one of the most important crises of recent years.

Consumers make decisions based on their perceived risks (Mitchell, 1999). Buying any product or service involves temporal, physical, social, psychological, and financial risks (Bauer, 1960; Roselius, 1971). As a consumer, tourists and event participants also face risks, which vary according to the type of event, and risk perceptions similarly vary (Reisinger & Mavondo, 2005; Sönmez & Grafe 1998a; Sönmez & Grafe, 1998b).

Physical and health risks appear more prominently for those participating in sports activities (DeJong, Fish, & Hertel, 2021; McCloskey et al. 2020; Malliaropoulos et al. 2015). Event participants reduce their perceived risk through a series of psychological and cognitive processes (Sharifpour, Walters, Ritchie, & Winter, 2014; Choo, Choo, & Kang, 2016). Trail running events, for instance, include falling and injuries type of risks due to their intense physical activity (Viljoen, Sewry, Schwellnus, van Rensburg, Swanevelder, & Jordaan, 2021; Scheer, Valero, Villiger, Rosemann, & Knechtle, 2021). Attending an event during the COVID-19 pandemic may possibly pose additional serious risk (McCloskey et al. 2020). Yet, studies on the event participants during the pandemic (Maditinos et al. 2021; Westmattelmann et al. 2020; Sato, Oshimi, Bizen, & Saito, 2020) have failed to clearly show how runners deal with these risks, or why they may not even perceive risk.

2.2. COVID-19, Sport and Trail Running Events

Unprecedented conditions due to COVID-19 and subsequent lockdowns have impacted many sectors of society, including sport events. Postponement or cancellation of sport events caused catastrophic economic losses worldwide. From the early periods of the pandemic onwards, the literature regarding the relationship between COVID-19 and sport events includes conceptual studies (Ludvigsen & Parnell, 2021; Miles & Shipway, 2020), descriptive commentaries (Dubinsky, 2022; Grix, Brannagan, Grimes, & Neville, 2021; Daniels & Tichaawa, 2021; Parnell, Widdop, Bond, & Wilson, 2020; Ludvigsen & Hayton, 2020; Sheptak & Menaker, 2020; Davis, 2020) and empirical analyses (Tomino & Peric, 2022; Espiner, Degarege, Stewart, & Espiner, 2022; Maditinos et al. 2020; Westmattelmann et al. 2020; Sato et al. 2020). All of these aimed to assess the consequences of COVID-19 on sport.

Related studies have shown that COVID-19 has negatively affected marathons and trail-running events, causing postponement or cancellations (Swart & Maralack, 2020; Dejong et al. 2021). The restrictions also impacted training frequencies. Some studies focused on physical health (Scheer et al. 2021; Dejong et al. 2021). Parnell et al. (2020) for instance, investigated the strategies used to reduce the spread of the disease in mass sport events, focusing on the case of EURO 2020. They proposed that social distance would be ensured by reducing transportation frequency and route restrictions to reduce access during the event period. Focusing on runners and variables affecting decision-making during the pandemic, Maditinos et al. (2020) found the following key factors affecting participation in running events during the pandemic: participants' distance from, and available transportation to the race location, the number of participants, compliance with precautions, and organizers' plans for contingencies. Martins, Moraes, & Marchi Júnior (2021) explored how COVID-19 impacted school sport, analyzing how the authorities responded to its effects concluding that this had been widely affected by cancellations caused by difficulties in the implementation of COVID-19 regulations.

From a public view, the postponement and cancellation of sport events is not necessarily regarded as a negative issue, even over the course of a whole year of global sporting events. In the example of the Tokyo Olympics, Sato et al. (2020) concluded that most participants supported the postponements, potentially an important indicator of a common desire to protect public health. Similarly, some authors found that runners do not necessarily perceive COVID-19 as a major long-term threat to their activities. For instance, Urbaneja, Julião, Mendes, Dorado, & Farías-Torbidoni (2020) analyzed the impact of COVID-19 on the physical activity of sport event participants, finding a belief that the restrictions were temporary, and would not last more than few months.

McCloskey et al. (2020) evaluated the spread conditions of the COVID-19 at mass events, examined the risks, and concluded that five different factors affect the risk of events in such circumstances. Among these, they draw attention to factors such as the number of cities the event will be held in, the participation of risky groups (e.g. 65+ years old), and international participation (McCloskey et al. 2020). Hoang, Al-Tawfiq, & Gautret (2020) discussed the risk of COVID-19 in the Tokyo Olympics in view of the recommendations of WHO, highlighting insufficient data on the spread rates at previous mass gatherings. Carmody, Murray, & Borodina (2020, p. 947) concluded, "If professional sport is to return in the near future, event organizers must accept that assessment of risk must be undertaken, and measures put in place to ensure any risks from the event are less than the benefits." Yet, to the authors' knowledge, the studies in the context of events is scarce, and especially, for those involving data from event participants. Thus, in this study, using the context of ultra-marathon trails, we aim to assess the relation between runners' beliefs and perceptions, and the new conditions and practices imposed by pandemic, which are generally enforced by compulsory law and hygiene protocols. Therefore, the research questions for the study were formulated as follows:

a) Are there any changes in runners' attitudes relating to their decision whether to participate in trail races because of the pandemic?

b) Are there any changes to their habits during their participation in trail races because of the pandemic?

3. METHOD

The research employed a case study design, a detailed and comprehensive qualitative research approach using multiple sources of information from life in general, or a particular situation over a period. In case studies, in-depth information is collected for either a situation description or thematic analysis (Creswell, 2013; Yin, 2009).

3.1. Sampling

Ephesus, among the cultural heritage in Turkey, is located in the Selçuk district of Izmir. The region is not only a center of attraction for millions of tourists annually, but also is the location of the house of the Virgin Mary, a religiously significant site for many. Since 2017, the region has hosted several sport events, including the Ephesus Ultra Marathon, an event organized by ITRA (International Trail Running Association). In previous years, the marathon included three different routes, ranging from 12 to 55 km, but it currently includes six different routes, ranging from five to 120 km. The marathon has separate classifications for women and men, with three different age classifications: under 40, between 40-49 and 50 and over. The Ephesus Ultra Marathon in the pandemic year was originally postponed from March 2020 to September 2020, and then again to March 2021 because of the increase in cases. Those who had applied for the race within this period had the right to a refund, or to participate in the postponed event. In 2019, the year before the pandemic, 1,027 runners completed the Marathon; in 2021, under pandemic conditions, the number rose to 1,127 (Ephesus Ultra Marathon, 2021). This shows that rather than negatively affecting runners' willingness to participate, the pandemic has led to an increase in demand.

The Ephesus Ultra Race was chosen as the sample case for several reasons. The researchers decided to choose the closest destination for easy access, which would minimize the inconvenience of a possible cancellation or postponement, considering the uncertainty surrounding the races. For researchers based in Izmir, this race was the most convenient, considering financial and time limitations. At the time of the event, the weekend curfews were in effect, so researchers needed official permission to access the race destination.

3.2. Pre-Test

The research design was constructed in the light of the literature review and the opinions of three experienced experts, in addition to the three research authors. Afterwards, a pre-test was conducted via an in-depth interview with an experienced runner to identify any unclear and/or unnecessary expressions, or important omissions. Some example questions were: What are your thoughts on participating in a running race in the risk environment of the COVID-19 period? Do you think that the necessary precautions have been taken for the race? Why do you trust this particular event? What are the differences in your participation process in this year's race compared to previous periods? The issues that emerged from the test interview were shared with three experienced researchers, who contributed to the revision of the interview protocol.

3.3. Data Collection

Data required for the research were collected from 12 participants. Participants were fully informed about the research before giving their permission. A purposive and convenience sampling method was used to select the interviewees due to time and other physical constraints. The selected interviewees had already spent some time in the rest area after the race, as it was thought that tired runners coming directly from the race would be more likely to give superficial answers. In addition, one of the researchers, himself an experienced runner, was able to make observations as a race participant. Additional data for the research were collected using participatory observation method, which aims at a deeper understanding of the actors, interactions, and events at the research site (Allen, 2017). The author running in the race conducted the participatory observation; he recorded his experiences on a chart at hourly intervals, noting his conversations with the relevant people, and supporting his observations with photographs taken during the race.

3.4. Validity and Reliability

In order to provide validity, the questionnaire was reviewed by knowledgeable researchers in the field of tourism and recreation, and revised by the authors in the light of their suggestions. The interviews continued until the responses started to repeat themes. The interviews were sound recorded, and transcribed, and notes were made for use in coding and interpretations. In order to increase reliability in the research, the same interview questions were used with all participants, and the audio recordings were backed up electronically. The transcription and analysis took place between April 24 and May 7, 2021, during which time, the views of the participants identified as not directly relevant to the research were excluded (Berg, 2001; Yıldırım & Şimşek, 2016). While conducting the participatory observation, hourly records of experiences occurring during the race were entered on a chart, conversations with the relevant people were audio recorded, and photographs taken to support the observations.

3.5. Data Analysis

This study employed content analysis, a widely used method in qualitative research (Strauss & Corbin, 1990). As Hsieh & Shannon (2005) suggest, there are three content analysis approaches: conventional, directed and summative. Although all three approaches are used to interpret meaning from text data content, they differ in coding schemes, origins of codes and the level of trustworthiness. For this particular study, conventional content analysis was employed. The conventional content analysis method generally involves coding data, creating themes, organizing and bringing codes and themes together, and finally, defining and interpreting the findings (Creswell, 2013; Hsieh & Shannon, 2005; Weber, 1990). Kozak (2017) considers that content analysis should begin with an examination of the participants' texts, images, and discourses emerging from the data, and then, interpretations can be made after identifying the thoughts and situations more emphasized than others.

According to these identified concepts, the data from the semi-structured interviews and from the participatory observation are classified into themes, under which opinions with similar content are categorized (Creswell & Miller, 2000). It is important that the classification is consistent, to ensure valid inferences, and increasing the reliability of content analysis. This can be demonstrated by broad agreement among people coding the same text (Mayring, 2004; LeCompte & Goetz, 1982).

4. FINDINGS

In this research, the focus is on examining the experience and risk perceptions of the runners in Ephesus Ultra Marathon during the pandemic. Firstly, descriptive information about the participants is presented. As seen on Table 1, there is an equal number of men and women, with the average age of 40, from Istanbul, Izmir and Bursa. In addition, most have a bachelor's degree. The participants' occupations are varied, and all have an income of 5,000 TL or more.

For the analysis, themes were created in line with the opinions of the 12 participants, and then the answers were grouped in sub-themes and codes. Participants are identified by numbers. Table 2 demonstrates the themes, sub-themes and codes based on opinions given in the interviews, which are separated into five sub-themes. Two thirds of the participants had between 4-10 years of racing experience, although more than half were participating for the first time, and most preferred moderate distances of 23 to 42 km. Their reasons for participating included for recreation and sport, as well as a healthy lifestyle and closeness to nature.

Table 1. Demographic Profile of the Participants

Participant Number	Gender	Age	Residence	Level of Education	Profession	Monthly Income (TL)
P1	Male	34	Balıkesir	Bachelor	Business Manager	10000
P2	Male	49	Kütahya	Bachelor	Teacher	5000-6000
P3	Female	40	Istanbul	Bachelor	Computer Engineer	10000-15000
P4	Female	46	Izmir	Bachelor	Officer	5000
P5	Female	39	Bursa	High School	Operator	3000-5000
P6	Male	34	Izmir	Bachelor	Architect	7000-9000
P7	Male	40	Istanbul	Bachelor	Sport Organizer	5000-8000
P8	Male	44	Bursa	Bachelor	Teacher	5000
P9	Female	33	Istanbul	PhD	Doctor of Medicine	10000-15000
P10	Female	40	Bursa	Bachelor	Nurse	6000
P11	Female	42	Izmir	Bachelor	Musician	5000-10000
P12	Male	42	Zonguldak	Associate	Operator	10000

Regarding participants' opinions about event organizers, there were seven codes, ranging from the adequate provision of service offerings to the relative lack of information and markings in the event area and track. Most participants were satisfied, but some were critical of the insufficient information and markings, along with infrastructural and superstructural conditions of the event area. The following comment was fairly typical relating to event organization:

P10: "The track was beautiful. I look at how the track is rather than where I'm going. What I needed was lemon, salt and water, I was able to access them at CP points. Some of the direction flags disappeared, I don't know how the organization could find a solution to this. Maybe the flags could be tied to the stones. Especially in the morning, I was hesitant about where to go at some places and that's why I fell. I had a torch, but it wasn't enough, I got lost."

Table 2. Participants' Opinions on Ephesus Ultra Race Event

Sub-Themes	Codes	Participant Number
History of participation in running races	0-3 years	P1, P3, P10, P11
	4-10 years	P2, P4, P5, P6, P7, P8, P9, P12
Purpose of participation in running races	Sport	P1, P4, P7, P10
	Recreational activity	P3, P4, P5, P7, P8, P11
	Healthy lifestyle	P1, P2, P6, P9
	Closeness to nature	P2, P5, P7, P12
History of participation to Ephesus Ultra	First time	P1, P2, P3, P9, P10, P11, P12
	Participation in previous years	P4, P5, P6, P7, P8
Raced track length at Ephesus Ultra	5 km	P11
	23 km	P1, P2, P3, P4, P6
	42 km	P5, P7, P9, P10
	61 km	P8
	120 km	P12
Opinions on Ephesus Ultra organizers	Sufficient service offering	P1, P4, P5, P6, P7, P8, P9, P10, P11, P12
	Insufficient information and marking	P2, P4, P9, P10
	Lack of activity	P2, P3
	Satisfaction with the nature of the track	P3, P6, P10, P12
	Insufficient infrastructure/superstructure	P1, P4, P10
	Track insecurity	P2, P10
	Positive changes on the track	P1, P3

Three participants made almost no comments about lack of activities, dangers on the route, and improvements in the route. Possible reasons for these issues being less important are as follows: although the event was carried out under pandemic precautions, many types of activity were available. Regarding danger, most interviewees ran during daylight hours, and there were officials and event employees to direct the participants. Lastly, more than half were first time runners, and therefore unable to comment on the changes to the route.

Despite the indicated problems, most participants were satisfied with the event and organization in general. However, considering the focus of this study, it was important to investigate their opinions on the COVID-19 pandemic, and its effects on the event. Table 3 classifies the theme, sub-themes, and codes for each participant regarding the relationship between the event and the pandemic. As indicated, participating in the race in an environment of risk seems to be one of the main sub-themes, which is then divided into seven codes. The distribution of these codes reveal that more than half of the participants have confidence in their own individual precautions, and a similar proportion, in the organization. Moreover, nearly all participants found the precautions taken sufficient. To illustrate, participant P3 stated:

P3: “I think it doesn’t pose much risk, as long as everyone wears a mask, there is no risk. Because you don’t talk to anyone in the race. Maybe it could be at start and finish points, but I think the organization took as many precautions as they could, the rest is individual precaution.”

Nearly half the participants, on the other hand, voiced concerns about the risk of infection, as many people were together in the same area. Other, but less frequently cited issues were the social distance between runners, the need for socializing, and the high immunity level of athletes. An issue that draws attention is that some participants are prepared to take risks in order to socialize. As participant P11 expressed:

P11: “Due to the quarantine period that has been going on for 1 year, the desire to socialize outweighs the fear of COVID-19 for myself. I know the risks, I can’t say I have no fear, but I wanted to socialize anyway.”

Even though nearly all participants remarked on the sufficiency of the existing precautions, some expected more. These expectations mainly concerned enforcement of social distance at start and finish, the checking of HES codes and temperature measurement. Participants P11 and P9 commented on the issue as follows:

P11: “More attention could have been paid to the starting moment. They said we would start two by two, but we started in a crowd. In addition, more attention should have been paid to the masks in the first 200 and the last 100 meters. I remembered that we had to wear a mask at the end, but most people didn’t, so it would have been better if someone could have warned us beforehand, as it could pose a risk if someone was suspected of being ill.”

P9: “Considering the need for social distance, larger areas, allowing people to stay away from each other, need to be provided at the start and finish. Also, HES code checks or fever measurement were not conducted at the entrance.”

Table 3. Participants’ Opinions Regarding Attending a Race During COVID-19

Sub-Themes	Codes	Participant Number
Participation in the race in risk environment	Absence of fear	P1, P3, P7, P9, P10, P12
	Trust in individual precautions	P3, P5, P6, P9, P10, P11, P12
	Social distance between runners	P1, P3, P7
	Need for socializing	P8, P11
	Trust in athlete immunity	P6, P10
	Trust in the organization	P2, P3, P5, P6, P7, P9, P12
	Existence of risk perception	P2, P4, P7, P8, P11
Status of taking necessary precautions	Sufficiency of measures taken	P1, P2, P3, P5, P6, P7, P8, P9, P10, P12
	Insufficiency of measures taken	P4
Participants' expectations for extra precautions	Responsible behavior of participants	P8, P9, P11
	Mask/social distance control at start and finish	P2, P6, P9, P11
	HES code and fever measurement application	P1, P6, P7, P9
	Lack of superstructure and equipment	P4, P5
Differences from previous races	Lack of activity	P1, P2, P4, P6, P8, P10, P11, P12
	Decreased socialization	P6, P8, P12
	Lack of food/beverage service	P2, P3
	Social distanced start	P7, P10
Opinions on lack of transfer service	Transportation by personal vehicle	P1, P3, P4, P5, P7, P8, P9, P10, P11, P12
	Transportation by train	P2, P6
	Difficulty of transportation	P1, P2, P3, P4, P5, P8, P11
Opinions on accommodation	Familiar hotel choice	P1, P6
	Disuse of accommodation	P2, P4, P5, P8, P11
	No fear of accommodation	P1, P2, P3, P7, P9, P10, P11, P12
	Tent preference	P6, P8

Less importance was given to the lack of infrastructure and missing equipment, referring to the lack of toilets and lighting on the route, but a considerable number expected the participants themselves to behave more responsibly and take their own precautions.

P8: “They (the organizers) have done everything that comes to their mind. The participants need to be more aware and careful about wearing masks, social distance and hygiene.”

The differences compared to previous events emerged as one of the most significant issues observed in the study. In this context, among the four issues mentioned in the pre-race interviews, most participants commented that the number of activities did not meet expectations. Other, less significant issues mentioned involved the decrease in socialization, along with the lack of food/beverage service, and the social lack of distance precautions at the start of the race. To illustrate, participant E6’s comprehensive comment regarding the issue can be seen below.

P6: “The quotas are limited; the number of participants has decreased. Unfortunately, there is not much activity like in previous years. There would be spaces to socialize, there would be lots of volunteers, we would interact with them and get motivated, here there is none of that. The pasta party has been abolished; there is no more hot food. Today, my running group ran but I couldn’t speak any of them. I guess the ones that finished running have left. Of course, people also come to socialize. I remember there used to be ‘after’ parties. These kinds of activities are not available now, so there may be many who don’t want to participate in the event.”

The race was in Selçuk, 83 km from Izmir, and public transportation options were limited to bus and train. No transfer vehicles were provided, perhaps due to financial limitations, but the organizers may also have decided that providing transport was an unacceptable risk in a pandemic period. Accordingly, lack of transfer service emerged as a much-cited issue. Most participants preferred to access the event in their own vehicles, only two used the train option, and more than half raised the issue of the difficulty of reaching the event area. Participants P2 and P4 made relevant comments:

P2: "Transportation is a big problem. We came by train. There is a transportation problem here; there is definitely a need for improvement."

P4: "We came in our own vehicle. We would have had problems if transportation was not provided, because there is no transportation or shuttle service. Those who came from outside or on previous days had already arrived with their own vehicles. So, they found a solution anyway, but the organization didn't do anything."

Last, but not least, considering the pandemic and contamination risks, and because many participants were from Izmir, the nearest city, accommodation was not the problematic issue that it could have been. However, as seen on Table 5, more than half of the participants expressed no concerns about staying in hotels in the event region, if the required precautions were applied.

P11 stated: "I didn't stay because I came from Izmir. But if I stayed, I wouldn't have any concerns since I would already be isolated in the room and at the dining table in hotels."

Nearly half the participants came from nearby places such as Izmir and Aydın, and these decided to avoid renting accommodation. The participants who needed accommodation chose either to camp, avoiding the dangers of enclosed spaces, or to stay in a familiar hotel, where they were assured of cleanliness and safety, such as P6 mentioned:

P6: We stayed overnight at our friend's hotel. If it were not available, we would set up a tent. We love tents; the pandemic would also be a reason to use tents as an accommodation option.

The authors also collected and compiled observational findings relating to the study focus. Accordingly, concerning the services offered, it was seen that food service at the end of the race followed appropriate precautions, following hygiene and social distance rules, and providing a lunch box with hand disinfectant. Among the medical precautions were an ambulance with medical staff, and additionally, a massage service, and clean and hygienic toilets were provided at the finish point.

Although there was no transfer service from Izmir to the event area, the organization offered transfer service from the finish back to the starting point. There was, however, no visual guidance announcing the pick-up points or departure times. Also, these vehicles were not large enough to allow social distance rules to be enforced. In contrast, CP points were separated and spread out in accordance with the social distance rules. Announcements concerning rules about social distance and masks were made at the start and finish, but these not always followed, especially at the finish. The participants finished the race without masks, and group photos were taken at the end of the race without social distance or masks. Although there were signposts and markers on the running route, there were some deficiencies at certain points. Lastly, maintaining social distance was not always possible in some narrower parts of the track.

5. DISCUSSION AND CONCLUSION

The focus of this study was on the trail runners' attitudes and intentions to participate in sport events during the pandemic. Data was collected through interviews held with Efes Ultra Trail Race participants during the event in the ancient city of Ephesus, located in Selçuk, Izmir, Turkey, on 13-14 March 2021. The interview data were supplemented with participatory observations during the event.

Of the studies that examined ultra-trail activities, few focused on participants' attitudes and real-time on-field event experiences in times of crisis. Studies tend to focus on the risk of injury and examined medical harm (Viljoen et al. 2021; Scheer et al. 2021; Dejong et al. 2021; McCloskey et al. 2020; Malliaropoulos et al. 2015). In contrast, the findings in this study are closer to those of Maditinos et al. (2020). In this context, the most frequently occurring findings addressed COVID-19-related issues: the event area, the risk status at the area, mask, distance and hygiene precautions, and the organizers' responsibilities.

The study potentially contributes to the literature by revealing the motivational factors for participating in race events during the pandemic, as follows: socialization, healthy living, realizing their own goals, and maintaining friendships. Moreover, for many participants, attendance was found to be in accordance with their own pre-pandemic race plans. The participants were able to overcome their doubts over the inherent risks because of their absence of fear, their belief in athlete immunity, and individual efforts in taking precautions in line with the rules. The study revealed that the participants rejected PCR testing in favor of precautions, safety announcements and social distance markings. Some participants emphasized that they may not have attended in the case of a mandatory PCR test result. Another key finding in both interviews and observation is the dissatisfaction caused by the fewer activities, and more limited socialization opportunities.

The study also has certain managerial implications. For instance, in order to prevent future dissatisfaction, event organizers should provide increased socialization opportunities. In addition, most participants stated that, to avoid the risks involved in using public transportation, they preferred to attend local races. Thus, a major reason for the runners' unwillingness to attend the races might also be feelings of uncertainty and insecurity. According to Işık, Sırakaya-Türk, & Ongan (2020) for instance, the rising uncertainty during the economic crisis can cause consumers to change their priorities and postpone or completely cancel their travel plans. From this point of view, the uncertainties experienced as a result of the pandemic crisis, just as in the economic crisis periods, may cause the participants to abandon their plans to attend the race. In this context, it may be beneficial to organize events to cover every region. Moreover, it is necessary for the event organizers to make extra efforts to comply with the conditions and regulations in pandemic period. In addition, this research points to the need for the integration of stakeholders such as local government and organization officials. A final emerging issue is the need to make necessary arrangements, which consider the demands and expectations of the runners in pandemic period.

The main limitation of this study is its focus on a single event. Therefore, further studies can explore the issue focusing on other events in Turkey or abroad, taking into account cultural differences. Additionally, findings in future studies could also consider runners' preferred route lengths. Lastly, COVID-19 vaccination, which was not common in Turkey at the time of data collection, may affect runners' opinions and experiences; therefore, further research could also focus on this changed circumstance.

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SEEKING FOR UTOPIA OR UTOPIAN TRAVEL

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ABSTRACT

We believe that travel, which is perhaps the most important element of tourism, should be questioned with the concept of utopia further. Associating the concept of utopia with travel will close a gap or lead to a new discussion. Therefore, we evaluated the relationship between travel and utopia in this paper. Following the philosophical basis of the concept of utopia, we have determined its equivalent in tourism literature as the transformation of utopian thought into travel. In this context, we held discussions within the scope of travelers who prefer more independent and longer travel than tourists. We realized that the aims of travelers who set out to their own utopian spaces, transform being on the road rather than arriving a destination. Focusing on these utopian travels, we embrace the hermeneutic paradigm in the paper. Hence, we propose a model by examining travels with utopian ideas through sociological and psychological discussions. The prominent concepts in this model were the social life-utopia and the escape-approach. Eventually, we mentioned related discussions and gave suggestions for future studies.

1. INTRODUCTION

Tourism movements are handled in the context of a change of place and the perception of each place differs. For instance, let us consider the Eiffel Tower, which has become the symbol of France. Let us think about someone who is visiting Paris for a short vacation and someone else who is working in a tourism business around Champs-Élysées. Anyone who is on a Paris vacation likely has a romantic gaze, while the tourism worker sees an ordinary iron pile. Adding to the same example residents of Paris who already live there, their point of view would be quite different. There is also a difference between the gaze of a tourist visiting Paris and a traveler. Perhaps many travelers do not even visit Eifel Tower.

While tourists travel to destinations they perceive as more familiar and safer destinations in Europe and North America, travelers prefer riskier but also exotic and authentic destinations in Africa and Asia. Therefore, each of the touristic destinations is considered from different perspectives. There are differences between what tourists and travelers see in a destination and what the locals see, as well as the perspectives of old and new residents of the destination. Even though individuals share the same place, they live in different worlds. Therefore, there is no single community or place (Adam, 2011; Bell, 1996; Harvey, 2020; Lefebvre, 2012; Urry, 2002).

The difference between tourists and travelers is critical since this study is directly concerned with travelers. Therefore, it is necessary to explain what is meant by travelers. While a tourist travels on compressed programs to take advantage of their short-term holidays, a traveler aims to be on the road by creating more time. While the tourists aim to reach their destination, travelers are on the road but never get anywhere. Tourists know where they are going, travelers are the one who does not go where they know. Tourists and travelers vary not only in their behavioral patterns but also in the underlying motivations impelling them to travel (Wood & House, 1991; Zurick, 1995; Honey, 1998). Hence the fact that travelers differ from tourists in many ways means that they can be seen as a different community.

Travelers visit destinations to interact with locals and other travelers to embrace travel thoughts. In addition, during their travel, travelers choose destinations where some rules and restrictions related to routine life are relaxed since they prefer spaces with different behavioral norms. Onfray (2017) states that in his Filosofia del viaggio: Poetica della geografia:

"Travelers are no longer in the abandoned place during the journey, but they have not yet reached the

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destination they desire. At this stage, travelers are in a state of gravity, spatial, temporal, cultural, and social. As the distance from the place of residence gradually increases, travelers whose distance to the destination are decreasing wanders in this no man's land. The world between these two points obeys the laws unaware of laws governing conventional human relations."

Changes in time and place bring results not only in terms of distance, but also in a sense of resistance, opposition, pleasure, autonomy, and freedom. Although travelers do not create consciously structured communities, they consist of individuals who have a critical perspective on social life. The lifestyle they embrace is to stand against the imposed reality. They share an ideology, practice, and a sense of belonging to a community. Hence, they are a subculture since they are primarily concerned with movement. That is, they try to change their lives, to adapt to their essence. They are also a part of modern utopian thought, which is a criticism of social rituals (Macbeth, 2000).

Travelers who dream of an ideal society or ideal living spaces tend to experience distinguishing social life. Therefore, they strive to live in their ideal spaces and societies, even for a short-term. The desire of travelers to visit these spaces as an escape can be considered the practice of the first utopian writings. Undoubtedly, visiting these spaces cannot be explained solely in terms of utopia. However, even though the development of tourism is explained by many factors, the concept of utopia can be seen inadequately in these studies. In this context, this study aims to relate utopian thought with travel. To do this, it is necessary to summarize the utopian thoughts of travelers and to interpret utopia. Furthermore, it may be valuable to bring utopian thought to the field of tourism by associating it with the travelers' experiences. Therefore, the aim is to address utopian travel to explain the complex structure of travel culture with a model proposal.

2. TRAVELER MOTIVATIONS: BEYOND UTOPIA

There is a wide range of literature reviews that discuss, directly or indirectly, travel motivation. However, according to MacCannell (1976) there is an underlying utopian ideal of these motivations. While in the past, work and religion were the basis for identity and a sense of life, nowadays leisure activities have become more valuable. Travelers seek for freedom and meaning in life began to transform self-discovery through travels. Travelers seek better things with a sense of discovery not only in their leisure time but also throughout their lives. Their utopian ideals, on the other hand, contradict restrictive modern society. Hence, travelers seek a different way of life, with their personal choice and claiming the right to self-determination. Travelers are aware of their belief that the repetitive nature of modernity insidiously controls them and extinguishes their willpower. They see that modern society is distancing them from the rhythm of nature, and instead substitutes work schedules, working hours, rushed times, and consumption-oriented leisure time since modern life first organizes the working life and then determines free time depending on the working life. At this point, the travelers return to the system within the time, place, and consumption patterns that modern life has created for them to spend their leisure time. Thus, even ordinary things such as being close to the earth, reaching rural life, growing tomatoes, or fishing are becoming far away.

According to Macbeth (2000), travelers' criticism of social life is divided into three categories: personal/social, political, and environmental. Still, the fourth category underlying the other three is identified as excesses. This is an underlying concern in that the notion of too much, too many, too big or too little appears in an adjectival sense throughout what they say. Too much materialism, too many people, too big government, and too little diversity in urban life are the main problems for travelers (Macbeth, 2000). Travelers refuse materialism and ownership as independent persons who need to take responsibility for their own lives. The desire to reach their lifestyle causes travelers to travel or being on the road to the time or space they imagine. Being on the road means culture, nature, authenticity, and remoteness as it reduces their alienation. Therefore, travelers' lifestyle refuses status-oriented lifestyle based on consumption. They escape from career-oriented, artificial, and repetitive urban life. Therefore, escape appears as a concept that has emerged in travel motivation research. However, studies are repeated and results in terms of different types of tourism and tourists are again attributed to the motivation to escape.

Gottlieb (1982) claims that what is sought in a journey is the inversion of everyday life. Today's travelers also pursue this. Travelers, who intend to overcome the opposition between themselves and the society they live in, pursue to find natural and untouched areas in their world. This seeking is seen as a utopia that is desired to be reached. With such an identity seek, the traveler satisfies both the pleasure and the need for actualization with real experiences (Aktaş Polat, 2016). Travelers meet with other travelers on the road at long distances and in places such as Southeast Asia, South America, and Africa. In these travels, places that match the concepts of unusual, exotic, authentic, and distant are perceived as more utopian.

It would not be wrong to say that humanity has been traveling through history. The reasons for these travels differ in each period. In this direction, when we look at the tourism literature, research about why people travel is always alive. The first research on this subject was conducted by Grisntein in 1955 (Rızaoğlu, 2012). The concept that emerged from this research was escape. In other words, the need to move away from daily/routine life can be met because of the change from one place to another. After this research, studies on travel motivation have been increasing quantitatively since the 1970s.

Gray (1970) defined travel as the desire for sunlust/wanderlust. Afterward, Dann (1977, 1981) evaluated travel with a push factors approach. Dann focused on escape factors and explained it as an escape from the routine, the familiar, the ordinary, and the usual. In addition to the escape factor, he stated that travel is a fantasy, self-image (prestige brought by travel), and a response to loneliness. By 1981, Dann explained both the push and pull factors. Since then, push and pull factors have drawn considerable attention in travel motivation literature.

The push and pull theory first identified the factors that caused migration to occur by Lee (1966) in his article a theory of migration. According to this theory, both the place of residence and destinations have to push and pull elements. Crompton (1979) also explained the concept of travel by using push and pull factors. Push and pull factors are generally accepted approaches in the literature on travel motivation (Baloglu & Uysal, 1996; Uysal & Jurowski, 1994).

The travel career ladder (Pearce & Caltabiano, 1983), alocentrism-psychocentrism based on tourist personality (Plog, 1974), the need for consistency versus complexity (Mayo & Jarvis, 1981) and social-psychological approach (Iso-Ahola, 1982) are other the major research on travel motivation. The following research repeats the previous ones. This methodological uniformity stands out in terms of both research method and approach, and research has been repeated continuously and questioned only in different groups, cultures, and tourism types. This has led to similar push and pull factors being presented as a result.

There are also individual-based approaches to travel motivations. According to Currie (1997), it is necessary to compare the tourists' behaviors to establish whether they distinguish between the home and the destination atmosphere. Thus, compensatory (Burch, 1969), spill-over/familiarity (Wilensky, 1960), liminal (van Gennep, 1908), and liminoid (Turner, 1969) concepts were used to construct the behaviors framework. Accordingly, there is an escape or temporary change from daily life through travel (Currie, 1997). Unlike previous studies, the focus of Currie's study was to compare home and destination behaviors rather than motivations.

Taheri et al. (2017) developed the conceptual model of the liminoid space to explain how play, experiential involvement, and atmosphere contribute to tourists' engagement. Afterward, the model was developed into the liminoid which occurs within leisure activities. According to Collinson and Baxter (2022), this conceptual model needs to be empirically proven. Therefore, their study tested the model and applied the theory of the liminoid to cultural heritage sites. Accordingly, they explored how liminal spaces extend tourists' engagement during traveling to cultural heritage sites by testing the conceptual model of the liminoid space. But the study was conducted to promote practical and managerial implications from a management and marketing perspective rather than a sociological or psychological perspective.

It may be suggested that new variables should be added to the related field and benefit from a different discipline. Providing tourism theory and the lack of other philosophical basis causes the problem that research in this field does not have a specific scope. Therefore, the authors believe this research will relate travel and utopia, which before was almost absent. Therefore, utopia should be discussed in the relevant literature as a new underlying concept.

3. UTOPIAN THOUGHT AND TRAVEL

Utopia often overlaps with different concepts such as absent, imaginary, and ideal place. All definitions emphasize that a utopia is an imaginary place. Utopia concept creates a specific environment, a different time, or place in the human mind, even if it is imaginary. Although artificial and fictional, the utopia concept suggests a place that individuals experience. In the first utopias (Utopia, The City of the Sun, The New Atlantis) where spatial was taken as a premise, being present in different places was mainly discussed. Sometimes an existing place was changed, and sometimes a new place was designed. Thus, these imaginary designs were made more realistic by concretizing them through places. In other words, designed places were transformed into actual places (Maltaş Erol & Görmez, 2016). From the end of the 18th century, a tendency from place to time began in utopian writings. The utopias highlighted the tendency to be in the same place at a different time from being in a different place at the same time. Although utopias showed a radical change and the phenomenon of time came to the fore, seeking different places has always continued.

The utopia concept initiated by Thomas More, who is considered the creator of the utopia genre, is based on the discovered island description during a journey. More's Utopia is a pagan state built on reason and philosophy. For travelers, utopia is the combination of travel and life, created through the formation of free spaces, entertainment, nature, and communes. The spaces built on this are large but not unlimited.

Travel and being on the road are key concepts for tourism. Being on the road changes the perception of time and becomes a utopian journey. Even though it does not show parallels with utopia, the period of going from one place to another, rather than reaching that being on the road may be more valuable for travelers. Perhaps utopia is also valuable since it has never been reached. The possibility for travelers to reach terra incognita and the idea of creating their own utopian spaces with other travelers always maintain their enthusiasm and therefore require traveling. Furthermore, the possibility of equality, happiness, and freedom mean travel is a utopia, since "there is no path to happiness: happiness is the path." Therefore, travelers are constantly traveling for happiness.

There is doubt about the definitions of the traveler who leaves their home and experiences transient travel. This doubt arises with the word transient since some travelers have been traveling for months or even years. So, transient travels are replaced with utopian seek. The general descriptions of the traveler are inadequate to help us understand the utopian designs of the roles embraced by them. Travelers often want to actualize their dreams that exist in the utopian ideal, interacting with culture, nature, and locals. Similarly, the development of natural, adventure, and cultural tourism represents travelers actualizing their utopian dreams. For most tourists, the actualization of dreams in this utopia depends on holidays and annual leave. However, the action and experiences of travelers go beyond the rules, and boundaries are drawn since their attempts to escape become the whole purpose of life, and their dreams of staying away from their homes come true. Although often referred to as tourists, these travelers are also a utopian community that supports a utopian lifestyle.

It is inevitable for travelers to form a new community, seeing modern society as something that takes them away from the rhythms of nature and instead changes the process of artificial creations (Macbeth, 2000). The aim of achieving a better lifestyle and ideal spaces can be interpreted as a libertarian thought in terms of achieving the right to self-determination while traveling. This is about most travelers moving to do new things in their lives. Therefore, novelty is an important utopian thought where everything is new and is an extension of previous experiences or an element that includes the progress of experiences. Exotic and authentic environments, new activities, or unusual social norms allow travelers to enter a parallel universe where priorities may differ. Travelers seek exotic and authentic environments to avoid ordinary everyday life from utopian travels.

Cultural tourism has a fundamentally utopian idea, which includes meeting with locals and learning about their lifestyles, cultural heritage, and life experiences (Brokensha & Guldberg, 1992). This is how travelers feel about their travels and they find them authentic and instructive to improve themselves. Meeting with locals, learning new lifestyles and cultures, and traveling for self-improvement are outcomes of utopian thought. They seek authentic and instructive experiences through solo travel rather than mass tourism and escape attempts are becoming a lifestyle. Eventually, they become a utopian community as a subculture that also embraces a utopian lifestyle.

The first utopias begin with a group of travelers accidentally traveling to an unknown place in a distant country of the world. In the later utopian tradition, as in the dystopias of Zamyatin, Huxley, and Orwell, we take place directly in the daily lives of utopias (Kumar, 1987). In fact, travel and the discovery of new places offered us new worlds by revealing utopias. While travel in the past inspired utopias, now utopias and dystopias encourage travel. While utopias have become imaginary places where happy people live, dystopias are where people live as if they are happy. In addition, utopias inspire travelers to be constantly on the move.

Although the concept of utopia has different meanings, it is perceived as an escape from the daily routine. In terms of tourism, a utopia is a destination that travelers dream of and travel to. In this context, Christou and Farmaki (2019) discovered the extent to which a utopian experience is supported by tourism stakeholders in Iceland, which has a utopian description with its unique geography and natural events, and to understand how tourists perceive such initiatives. The themes primarily identified for the Icelandic destination have been those who believe in myth and elves and unbelieving tourists. Believing tourist groups tend to share information about their travels. Tourism stakeholders, on the other hand, refer to the fact that these myths live in rural areas to increase interest. That is why they sell tourist products such as books and souvenirs telling of these myths. As a result, although tourists are affected by this utopian case, it is a marketing strategy that is mostly built by mainstream tourism businesses. Even if this is the case, interest and enthusiasm for the tourist are reasons for travel.

In another study, Spilanis and Vayanni (2004) argue that the sustainable tourism strategies applied in the Aegean islands become unsustainable. The authors determined that a utopian understanding should be revealed for potential tourists instead of an artificial environment. The importance of planning a utopian destination that tourists want to reach for agriculture, culture, gastronomy, and nature-based tourism was presented. Furthermore, utopia is related to authenticity in their study. In other words, it is considered a utopian space where tourists want to reach their destination to have unique, local experiences.

Sun and Xie (2019) claimed that cruise tourism offers physically different places and emotional experiences, accepting it as the basis of consumption, experience, value, and mobility against modernity. According to the authors, the constant sensory arousal encourages the person to try excessive/extraordinary experiences on escaping from the daily life of cruise tourism. As a utopian space, sensational and unique geographic experiences have been proposed in three themes, both boundless and regular time experiences. Additionally, Isaac (2015) linked the concepts of utopia and dystopia with dark tourism. The view the author maintains in this context may be that one built current of thought as a utopia can become a dystopia for others. For instance, the social order performed during the Second World War by Nazi Germany is a dystopian order for humanity (especially for Jews). From this point of view, movements for dark tourism may be based on utopian motivation for one side and dystopian motivation for the other.

4. TOURISTIC UTOPIAN SPACES

According to Aristotle, happiness is a concept that overlaps with Eudaimonia, improvement, or success rather than instant happiness (Warburton, 2011). He argues that people can only reach true happiness by experiencing a sense of achievement and continuous improvement. True happiness is not momentary or about how one feels. When the right emotions are experienced at the right time, people try to increase these right times. This effort of the traveler is to reach utopian spaces by traveling.

Utopia (More), The City of the Sun (Campanella), and the New Atlantis (Bacon) are classical utopias that emerged in the 16th and 17th centuries in Europe. In these utopias, imaginary places are depicted as places that offer true happiness. A rich creation of utopia and dystopia began in the 20th century, just after Looking Backward (Bellamy), which was later written. Willliam Morris's News from Nowhere, Theodor Hertzka's Freiland, HG Wells' A Modern Utopia, Aldous Huxley's Brave New World, and George Orwell's 1984, take us to contemporary writers such as John Kenneth Galbraith (The New Industrial State), Theodore Roszak (Where the Wasteland Ends), Ursula le Guin (The Dispossessed), Ivan Illich (Medical Nemesis), and Jose Saramago (Blindness). After the classical utopias, utopias and dystopias began to engage. The books being a utopia, or a dystopia began to be left to the reader's perception. Despite this, books that are referred to both utopia and dystopia also have shown.

Rozenburg (1995) examined Ibiza Island in his research. According to the author, until the 1970s, there were a few family hostels and few visitors on the island. However, foreign investors started to serve a mass tourism movement with the construction of large hotels. The island where agricultural life is dominant has changed to capitalist production with the negative effect of tourism. In this modernization process, nature was destroyed because of unbalanced growth and change. After this period, the Hippie groups, who traveled from Barcelona to

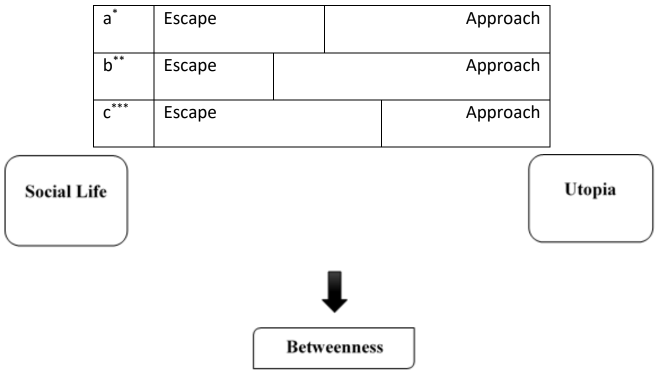
Ibiza by boat in the mid-1970s, established a lifestyle that was perceived as utopian but symbolized real life according to them against the society formed here. This anti-modernist group focused on nature, handcraft, social life, freedom, ordinary clothing, and vegetarianism as a utopian life. Furthermore, these anti-modernists worked together to create the island's tourist image. Not only did they partner with the local tourism industry, but they also spoke of the need for the island community, represented in Western society as lethargic and indulgent, to maintain its own identity. With this new system, a world that was combined and pluralistic and in which the local population began to get to know each other was created. Hippies generally sought to build a social life that offered a new value system that was pluralistic, flexible, coexistent, and tolerant.

The distinction between anti-modernism and modernism reminds the distinction between the state of nature and civil society that J. J. Rousseau mentions in A Discourse Upon the Origin and the Foundation of the Inequality Among Mankind. He describes the state of nature as a state of equality, freedom, justice, morality, and goodness (Rousseau, 1984). For Rousseau, humans are inherently non-social, and this non-sociality produces the primitiveness and immaturity of humans. The solitude and loneliness of humans in their natural state are the most appropriate state of the essence. In the state of nature, one does not need the other or anyone else to meet their needs. This means people do not need to socialize. For Rousseau, nature does not prepare human for living together and for society; there is no sociality in nature (Bingöl, 2021). If nature did not prepare a human for civil society, and if human nature is alone, how did humanity take the first step into civil society? This is also the first step towards inequality. For Rousseau, "the first human, who, after enclosing a piece of ground, took it into his head to say, 'This is mine,' and found people simple enough to believe him, was the true founder of civil society" (Rousseau, 1984). Therefore, we can see Rousseau's design of the state of nature as a utopia that travelers try to reach by escaping from society. Considering this distinction of Rousseau will make it easier for us to understand what the Hippies did in Ibiza.

When considered within the scope of all these studies, Kabak Bay, Olympos (Türkiye), Christiania (Denmark), Auroville, Mahabalipuram, Ooty (India), Palmanova (Italy), Penedo (Brazil), Arcosanti, Maharishi Vedic City (USA), Koh Phi Phi, Koh Phangan (Thailand), Siem Reap (Cambodia) and Ubud (Indonesia) can be seen as touristic utopian destinations for travelers because of their characteristics. In these destinations, travelers meet both with locals and other travelers to create their utopian spaces. These spaces are characterized by the concepts of boundlessness, freedom, equality, exoticism, and liberty. However, Las Vegas, Dubai, Tokyo, and New York can be interpreted as dystopian places where huge resources are consumed to benefit several companies at the expense of all humanity, often with devastating environmental consequences (Simpson, 2016). Although these cities are designed as utopian places, they have become dystopian for some travelers. Nonetheless, they may be a utopia for other tourists.

5. SOCIAL LIFE-UTOPIA DICHOTOMY MODEL

The intensity of travelers' motivation has changed. When travelers start with utopian thoughts, they will have two motivations. The first is the escape from social life, the other is the approach to utopia. Although these two points are interrelated and complementary, there is no clarity as to which one has an effect. A traveler can escape from everyday life but never reach a utopia. This is a philosophical explanation of utopia. In addition, once utopia is reached, it can turn into a daily routine. Based on this, it can be concluded that the transition period is more valuable for travelers. We explain this transition period as the time or place between the home and utopia. For this period, we suggest the term betweenness. That is why we think it is more essential for travelers to be on the road than to arrive at a destination. This explains why travelers are on the road for a long time. As a result, prominent and contradictory concepts were determined as social life-utopia and escape-approach. Based on this, we propose the social life-utopia dichotomy model as an outcome of the research. Hence, it is prominent that travelers are motivated in the same way in this model, and we discuss which motivation is more intense.



a* The traveler's motivation to escape and approach is equal.

b** The traveler's motivation to approach is greater than escape.

c*** The traveler's motivation to escape is greater than the approach.

Source: Recommended by the authors.

Figure 1. Social Life-Utopia Dichotomy Model

According to our model (Figure 1), betweenness describes the social life of travelers and the time to reach their utopian destination, namely the travel period. A traveler can be motivated differently in terms of escaping social life and approaching utopia. This can happen in three different ways, as suggested:

i. The travelers, whose motivation to escape and approach is equal, prefer geographically not far distances in their planned journeys since they are psychologically not ready. The transition period is not too long and the return to social life occurs. They have a utopia in their dreams, but on the other hand, they feel the pressure of returning to social life. Therefore, even if they travel and arrive, they will still return in the medium term. In addition to geographical proximity, culturally close destinations are preferred. Utopia can always be dreamed of, not acting as much as possible, and there is always an obstacle. But one day they will have surely been traveling.

ii. The travelers, whose motivation to approach is greater than escape, are more dissatisfied with social life than reaching utopia and do not see themselves belonging to society. Perhaps utopia is a period rather than a destination, or they perceive the society they live in as dystopia. Although there is always the thought of leaving everything behind, there is doubt about getting somewhere.

iii. In the long run, travelers want to travel all the time and satisfy betweenness. Hence, traveling becomes a way of life. Their utopian seek starts to be the most valuable thing day by day. Ultimately, going back home becomes the last option and they try to be on the road.

As a result, according to the model, the travel period is influenced by the level of motivation. This affects variables such as the travel and accommodation period of travelers. Although we do not aim to do so in the paper, the relationship between the motivation to escape and approach can explain the behavior of travelers in both social life and utopia. In this respect, future studies can distinguish the difference between travelers. However, studies should be ethnographical, if possible, and supported by participant observations and interviews.

6. CONCLUSION AND DISCUSSION

This article is a review of travelers' thoughts. First, the concept of utopia was associated with travel. We think that travelers want to reach their utopia in their travels. Looking at the characteristics of utopian destinations, it can be stated that the tourism sector is not a chimneyless industry. Nowadays, over tourism shows this more clearly. Utopian travels are a response to the tourism industry. Therefore, a traveler against mass tourism makes their travels with a utopian motivation. In this context, a travelers' utopia may be the dystopia of a mass tourist. This utopia/dystopia dichotomy will always be a matter of discussion given the thought and future of tourism.

We named the model as a dichotomy since the perception of utopia and dystopia varies in each traveler and there is a paradoxical structure between concepts. The main variables in the model are social life, destination, and distance between the two. As stated, the relationship between travel and utopia was determined in this research. In other words, we accepted that travel motivation is the idea of reaching a utopia.

Social life may be a dystopia for travelers who think they will reach utopia may reach dystopia. In other words, after reaching the destination, utopia can turn into a dystopia for travelers. Therefore, we emphasize the importance of the concept of betweenness. Although betweenness is the process between social life and utopia for travelers, it can be considered a different phenomenon. In addition, we can recommend that this model should focus primarily on the daily lives of individuals with an ethnomethodological approach. The first step of the model can begin with the question of what individuals' daily lives mean to them. Furthermore, it is necessary to specify the stage that the travelers go through while reaching the destination, which may be utopia or dystopia. Like the concept of utopia and dystopia, this model has a cyclical structure. It can be questioned where and why the next stop of the travelers who reach the destination is.

The escape and approach processes in the betweenness are one of the most critical points for this research. Questioning this process can add a different perspective to research in the future. In addition, the model needs to question the relationships and interactions of travelers before, during, and after the travel process. The model we propose is an output of this research. This model can guide our future research. We also plan to develop this model with different variables and relationships since cognitive and behavioral travel and the phenomenon of utopia are constantly changing.

Like everything else, tourism and its elements have changed. Even looking at the famous travelers (Evliya Çelebi, Marco Polo, James Cook, Christopher Columbus, Ibn-î Battuta, etc.), it is easily seen that they acted with different motivations during the period. The travelers and their utopian travels discussed in this paper are an indication of this. Ultimately, travels based on utopia or dystopia can be regarded as an indication that classification will be conducted even within themselves. Understanding travel thoughts can also answer the question of what social life has or does not have for travelers. Although classifying academically makes it easier for researchers, there is no single place, time, and reality for people. Each traveler's thoughts and perspectives are unique.

6.1. Limitations

In this study, we discuss the relationship between utopia and travel. Therefore, the research is in the conceptual framework. As explained, utopia is what is wanted and desired to be reached briefly. Although people move to reach the utopia they have created in their minds, they may not be able to move independently of current reality. Hence, there is an important limitation to this research. Although there are different experiences experienced by each person from a micro perspective, situations such as the COVID-19 pandemic (Aebli et al., 2022; Bakar & Rosbi, 2020; Qiu et al., 2020) and the Russia-Ukraine war (Sass, 2020) experienced in recent years prevent travel from a macro perspective. While this situation creates limitations for the research, it brings an environment of uncertainty for people (Santos & Moreira, 2021; Matiza, 2022). Given the uncertainty of the global economic outlook, Işık, Sırakaya-Turk, and Ongan (2020) predict that policy-related economic issues will have an impact on tourism demand beyond economic and noneconomic considerations. According to the authors, increasing uncertainty may have a negative impact on travel.

Although the socioeconomic situation of people, the fact that any country does not issue a visa, the individual adversities experienced, and the cultural context are different for each person (Şahin et al., 2014). On the other hand, wars and the global pandemic (Gürsoy & Chi, 2020) are among the common situations that affect everyone. At this point, different factors motivate or not every person to travel. With these motivations, people may travel constantly or never travel (Farmaki et al., 2019). In other words, people may decide that the environment they live in is a utopia/dystopia and behave accordingly. It can be foreseen that the global uncertainties experienced in the past and today will also be experienced in the future. We do not include these situations in this study. Although it is not the generalization purpose of this research, it may be unimaginable for people to act for the idea of utopia in the face of situations that affect everyone or have regional effects.

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PRIORITIES OF CONSUMERS FOR RESTAURANT PREFERENCES: A CONJOINT ANALYSIS STUDY ON GENERATION Z

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ABSTRACT

Eating out is more essential than ever before in social life. Consumers are considering food as well as the other factors when preferring restaurants. In this particular study, Conjoint Analysis was used to determine the restaurant preferences of Generation Z who are supposed to be the largest consumer group of the future. A pre-test was addressed to 21 participants about 10 restaurant evaluation factors of the Taband scale and the first three factors that were ranked the most importance were selected for the research. Finally, the first three factors that emerged as price/quality/location, food and atmosphere including 12 variables were presented to 172 Generation Z participants with 25 experimental design cards. The data obtained were evaluated with the Conjoint Analysis method and the benefit coefficients related to the factors were defined comparatively between the groups. According to the results of the study, although there are differences in the second and third preferences and rates of the groups, the atmosphere factor has always emerged as the first preference of the Generation Z.

1. INTRODUCTION

Eating is one of the daily activities, that has been evolved in the progress. Eating out activities, which have become one of the main actors of socialization (Gregory & Kim, 2005), have become an important part of business and social life (Koo et al., 1999). When the subject is eating out, food and beverage (F&B) companies are naturally the main actors. Food and beverage companies, which varied to different society stratifies and are seen as the reflection of economic/cultural capital (Akarçay, 2015), have been evolved with the expectations and needs of the consumers. Restaurants have to analyse customer profiles properly in order to gain reasonable profit margin in the age of intensive competition and increased costs (Türkay & Atasoy, 2020). Therefore, restaurant managers who are willing to be permanent in the F&B sector, should pay attention to customer preferences (Albayrak, 2014).

Consumers search for good atmosphere, decor, service and food presentation when dining out. These features called as “restaurant regime”, are significant on customers’ preferences and experiences (Warde & Martens, 2000). When deciding is discussed, consumers generally tend to choose the most preferred restaurant (Mowen, 1995). People prefer restaurants among alternatives, and this behaviour is basically known as ‘decision making’ (Edwards, 1954; Gregory & Kim, 2005). On the other hand, restaurant preferences of consumers believed to be the reflections of consumers at the same time. Therefore, factors such as diversity, price, atmosphere and personalities of consumers could be claimed as more effective features (Türkay & Atasoy, 2020).

In this study, a Conjoint Analysis was conducted to examine the restaurant preferences factors. There have been previous studies with conjoint analysis on customers’ restaurant preferences. These studies include consumers choices of restaurant depended on restaurant features (Koo et al., 1999), comparing the marketing strategies for restaurants (Becker-Suttle et al., 1994), restaurant preferences and willingness to pay for local food (Reynolds-Allie & Fields, 2011), and investigating the relationship between the casual restaurant preferences of students from different universities and intercultural differences (Dziadkowiec & Rood, 2015). These studies show that Conjoint Analysis is an experimental approach used for measuring consumers preferences with sets of product profiles (Lucio, 2014). However, contrary to the foreign literature, not enough a choice-based conjoint studies have been done to measuring consumer

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preferences. Yet, there are a few studies, which on coffee preferences of university students (Ali et al., 2022) or individuals' ice cream preference (Gamze & Ceylan, 2016). Despite these limited studies, it can be claimed that different results can be obtained on consumers' preferences with the present studies and future studies on conjoint analysis.

Taband (Sezgin, 2022) restaurant rating scale -including 10 evaluation factors- was used to design choice sets of this present study. The factors are recommended to be limited when performing Conjoint Analysis in case of increasing number of variables may complicate the analysis (Green & Srinivasan, 1978). Thus, reducing the number of factors used in analyses at most of six is the recommended solution. Green & Srinivasan (1978), have also claimed that addressing more factors may bring concern on the participants. Consequently, seven factors of Taband scale were ignored in the present study and three most preferred of the pre-test participants were included for the analyses.

The current study was carried out on Generation Z which is considered as one of the important popular consumer groups (Özdemir, 2019) that have a high potential of decision making. Previous researches show that children's influence increases as they are getting older (Labrecque & Ricard, 2001). Therefore, young people who are potential consumers, are definitely effective on eating and restaurant preferences. Moreover, Generation Z who are spending and consuming independently, could have a direct effect on marketing trends.

The aim of the study is to is to determine the consumer priorities of the Generation Z on restaurant preferences. For this purpose, an indirect research method, Conjoint Analysis was conducted. The data obtained were evaluated with Conjoint Analysis and presented in the context of the findings. The results of the Generation Z preferences obtained from the study is assumed to help developing marketing strategies suitable for the relevant consumer profiles of the F&B companies. Therefore, evaluating the consumer priorities of the Generation Z, conducting a different method compare with the other related studies on restaurant preferences and comparing the approaches of different groups of Generation Z with regards to attitudes are the outputs of this present study. As compared to the other methods, Conjoint Analysis provides individual measurements and identifies the restaurant features with utilities. Finally, this study yielded highly comparable results. Briefly, the findings of the study indicate that although the 'price/quality/location' and 'food' features could be changed according to the different Generation Z groups, the 'atmosphere' feature remain constant in the first-place.

2. CONCEPTUAL FRAMEWORK

Restaurants, where describe as "privilege of occupying space" by Spang (2007), are significant for individuals eating out preferences. The need for eating out may be driven by various factors such as celebrating special occasions, having quick meals, spending time with friends or family, entertaining, status, and financial (Bugge & Lavik, 2010; Warde & Martens, 2000). Atmosphere, decor, service, and food presentation factors have effect on eating out preferences. These factors, also called "restaurant regime", are important with regards to customers' preferences and experiences (Warde & Martens, 2000).

F&B is one of the fastest growing industry in the tourism and hospitality sector (Abu Bakar et al., 2017). On the other hand, eaitng-out motivations can be restated in the light of increasing production and consumption, opening of shopping malls in the 1980 century and the spread of fast-food consumption in **Türkiye** (Akarçay, 2015). According to the guidelines the quantity of F&B exported in 2020, **Türkiye** has increased approximately 7.6 billion dollars (Republic Of **Türkiye** Ministry of Industry and Technology, 2021). Furthermore, based on household budget surveys, food expenditures ranked second among the consumption expenditures in 2019 (**Türkiye** Statistical Institute, 2020). These numbers show that the importance of F&B sector and food entertainments. Thus, competitive among restaurants it makes sense in **Türkiye**. The competition highlights the importance of consumer preferences.

Numerous studies have attempted to explain restaurant preferences factors. One well-known study that is often cited in research on restaurant preferences is that of Becker & Murrmann (1999), who tackled with expectations from dining. They compared Chinese and American consumers' dining experiences and found while Chinese participants care about conversation over meal, American people consider if waiting for service is too long it is due to poor service (Becker & Murrmann, 1999). As argued by Abu Bakar et al. (2017), hygiene, menu and location are the most important factors in fast food restaurants. Similarly, customers concern about hygiene and food safety (Harrington et al., 2011).

Zalatan (1998) mentiones the women are dominant on decision making (MCDM) to evaluate restaurant. Another comprehensive review conclude that location and good atmosphere are notable for mature customers (Kim et al., 2010). This view is supported by Knutson et al. (2006) who find that menu variety, location, price, and service quality have an effect on mature customers' restaurant experience. In view of all that has been mentioned so far, one may suppose that restaurant preferences studies might be conduct with different factors. In this study, factors which was determined according to the Taband (Sezgin, 2022), as "price/quality/location factor in restaurants and Generation Z consumers", "food factor in restaurants and Generation Z consumers" and "atmosphere factor in restaurants and Generation Z consumers".

2.1. Price/Quality/Location Factor and Generation Z Consumers in Restaurants

F&B companies consult some strategies to keep their current position in market and increase their market share. Pricing strategies are one of them. Price is important source of information

for the consumer who has not yet knowledge about business or product (Biçici, 2008). Price is defined as "the amount of money that consumers are willing to sacrifice in order to obtain an offering" (Monroe, 1990; Naipaul, 2002), have an important effect on consumers perception and it considered as an indicator of quality and value (Ravald & Grönroos, 1996). Therefore, consumers make choice depend on price as well.

On the contrary to prices' effect in impulse purchase decisions, price can be less for repeat purchasing and steady customer (Woodruff, 1997). Lewis (1981) demonstrated that the price is the most critical factor in restaurant preferences. Price can be determined as significant factor for the Generation Z, who are regarded as a sample in this study. According to literature price, quality, and location factor in restaurants and fast-food restaurants comes to the fore since they represent a low price to students who has low-income comparatively (Korkmaz, 2005). Biçici (2008) found that tourists under the age of 25 perceive charm pricing as high quality compared to the in the middle age and third age tourists. Thus, price has strong influence on purchasing decisions for young consumers in contrast with other ages (The Food Standards Agency, 2019).

Gregory and Kim (2005) draw attention to food quality and restaurant location. A search of the literature revealed numerous studies which is highlighted price ¬, service, food quality and restaurant location (Gregory & Kim, 2005; Auty, 1992) and occupancy rate as an indicator of low price and low quality (Tse, Sin & Yim, 2002). Furthermore, income, also considered demographic variables in restaurant choices, is universal factor (Olsen et al., 2000). However, although service quality is not sufficient is considered as an important factor on restaurant experience (Gregory & Kim, 2005).

2.2. Food Factor in Restaurants and Generation Z Consumers

Although there are many reasons why people go to restaurants; In the simplest terms, eating has an important place among them (Bugge & Lavik, 2010). Therefore, although many products such as visual images, ambiance, sounds, smells, personal experiences and tastes (Lee & Hwang, 2011) are offered in restaurants in order to motivate people for pleasure, the food itself is also considered as an important factor of preference. The food factor, on the other hand, has different variables within itself. Elements such as the freshness of the food, its taste, the ideal temperature and the fact that the food is cooked sufficiently (Sezgin, 2022) affect the perceptions of the consumers regarding the quality and taste of the food.

The food factor has been frequently emphasized in studies within the scope of restaurant preferences. As a result of the research conducted by Jung et al. (2015), it was seen that food is the most important feature in restaurant selection. When evaluated specifically for the Generation Z, individuals in this age group may exhibit neophobic behavior (Wolff & Larsen, 2019); Food and taste factors are an important element of perception for this generation, who is also eager to try new tastes (Okumus et al., 2021) . It is seen that the taste of the food is important for the Generation Z consumers, who are seen as gourmet consumers (Kılıç et al., 2021) due to the unique characteristics of the generation. In a study on the restaurant preferences of university students, it was seen that the participants gave importance to the quality of the food, the variety of the menu, the service of the food at the appropriate temperature, and the taste and portion size of the food (Oğuzalp, 2020). The aesthetic point of view is also important when it comes to the food factor. Presentation, visuality and aesthetics play a role in the formation of a quality perception for a F&B. Visual element such as product design and packaging features can affect the purchasing and preference behaviors of the Generation Z in line with their aesthetic perception (Handoko, 2021).

2.3. Atmosphere Factor in Restaurants and Generation Z Consumers

Atmosphere is defined as “an effort to design purchasing environments to produce certain emotional effects that increase the buyer’s probability of purchasing” (Kotler, 1973). Atmospheric variables in a space are categorized under five headings: external factors such as building size, shape, parking lot and surroundings, internal factors such as lighting, music, colors, pictures and cleanliness, layout and design factors such as distribution of spaces, waiting areas.

Bitner (1992), the elements of the service environment, which he called Servicescape; classified as items heard (sound, music, noise, etc.), items perceived by smell (smell of the environment and other odors), environmental items seen (lighting, colors, signs and symbols), items felt (ambient temperature, air quality, etc.). According to Ponnam and Balaji (2014), restaurant style and atmosphere come into play as a determining factor after the consumer is satisfied in terms of food type and quality. However, recent studies have highlighted the importance of atmospheric factors in the restaurant industry, drawing attention to their impact on perceived quality (Ha & Jang, 2010; Jung et al., 2015). In the studies of Jang and Nmakung (2009), it has been seen that the atmosphere element has a positive effect on the emotional states of the customers. In Kim’s (2010) study, it was revealed that married participants care more about the atmosphere of casual/family restaurants compared to other individuals.

3. METHODOLOGY

Consumer preferences are measured through direct and indirect methods in marketing (Klein, 1990). The main criticism on the direct measurement is related to the fact that participants usually give high scores to the items. Indirect measurement techniques, on the other hand, have some other sorts of characteristics such as the results obtained from the detailed characteristics of the factors and the direct answers of the participants may be different. Conjoint Analysis, one of the indirect measurement techniques, can be used to measure the joint effects of a series of independent variables on dependent variables (Green & Rao, 1971), has been used in marketing research since seventies (Bagozzi, 1994). The Analysis offers the opportunity to compare attributes quantitatively and transforms uncountable features into data that can be expressed countable (Turanlı et al., 2013). The main restaurant preference factors (also called as dependent variables) determined at the end of the pre-test on the Generation Z, which is the subject of the study, are price/quality/location, food and atmosphere. If the participants were asked directly to ‘rank your restaurant preferences according to priority’, it is likely that different findings could be obtained from the results of the study and different priorities could emerge from different participant groups. However, in this study, the observed variables were mixed according to the principles of ‘Conjoint Analysis’ and indirect results were obtained from the participants through the ‘cards’ used for the analysis.

3.1. Sample

The total population of the study is Generation Z. As demonstrated in Table 1, Generation Z has an important share in the population distribution both in Türkiye and in the world. Generation Z with almost 40% of all consumers, is becoming more stronger in the global consumption market (Turan Yıldız, 2022). Generation Z who are also called as digital natives, iGeneration, Zoomer and Gen Tech, play decisive role in the consumption habits of their families. They tend to evaluate anything multidimensional before purchasing. Therefore, brands or companies need to exhibit a versatile marketing approach by considering the Generation Z preferences (Yıldız, 2022).

Table 1. Populations and types of generations

Age Group	% of Population (2020)	
	World	Turkiye
<20 years (Generation Z, including Alpha)	33,2	30,26
20-39 years (Generation Y)	29,9	30,89
40-59 years (Generation X and some BB)	23,1	25,06
60-79 years (Baby Boomers and some SG)	11,8	11,95

Generation Z who were born into the age of technology don't know the age of no internet (Önder, 2022). They are aware of technological developments and can follow the market by using social media (Szymkowiak et al., 2021). The Generation Z who are also described as 'fresh foodies', have the potential to shape technology, as well as the food and beverage sector (Kılıç et al., 2021), and all these reasons were effective in determining the participants of this particular study. The participants under the circumstances are 172 Generation Z representatives, whose average age are 20.06, and who agreed to evaluate the 25 cards prepared for the analysis. On the other hand, the demographic information of participants is demonstrated in Table 2.

Table 2. Demographic profiles of Generation Z participants

N=172	n	(%)
Age		
18	12	7
19	53	30,8
20	44	25,6
21	41	23,8
22	22	12,8
Average of age: 20,06		
Gender		
Male	81	47,1
Female	91	52,9
Department-Faculty		
Tourism Management (Faculty of Tourism)	36	20,9
Gastronomy and Culinary Arts (Faculty of Tourism)	36	20,9
Tourism Guidance (Faculty of Tourism)	36	20,9
Varied (Faculty of Engineering)	34	19,8
Varied (Faculty of Sciences)	30	17,5

As demonstrated in the table, the social sciences students of Generation Z participants (n:108) in the study are from tourism management (TM), gastronomy and culinary arts (GCA) and tourism guidance (TG) departments of tourism faculty of Anadolu University. The science students (n:64) on the other hand, are from various departments of both Faculty of Engineering (FE) and Faculty of Science (FS) of Eskisehir Technical University. As mentioned before, the average age of the participants is 20.06, with a minimum age of 18 and a maximum of 22 because those born after 2010 are also referred to as the Alpha (Alpha) generation in recent years, and therefore younger participants were not considered in the study.

3.2. Data collection

It is very important to identify variables properly for Conjoint Analysis (Green & Srinivasan, 1978). In particular, the sub-variables of the main factors are supposed to be detailed sufficiently in order to reach the effective results. Researchers apply varied methods when determining sub-variables of the main factors. A verified, detailed, and the latest scale for restaurant preferences was decided to be used in this particular study. Sezgin (2022) stated that the popular academic studies on scale development related to restaurant preferences are Servqual (1991), Servperv (1992), Dineserv (1995) and Mystery Shopper method used by various researchers. The most detailed and the recent example of the mentioned scales is Taband restaurant rating scale developed by Sezgin (2022). There are 10 main factors (unobserved variables) in the scale namely; atmosphere, ambiance and flavor, food, brand/image, staff communication, unique/ hygienic, noise/voice, ability, menu and price/quality/location. Because of the overloaded information possibility due to the number of observed variables, participants sometimes ignore some variables in less important factors during Conjoint Analysis. Accordingly, it is recommended to limit these studies to a maximum of five or six factors (Green & Srinivasan, 1978). Taking into a consideration, it was planned to reduce the 10 factors of Taband scale by pre-test and 21 Generation Z participants were asked to rank the factors in order of importance. As a result of the pre-test, the three most important features (factors) such as atmosphere, food and price/ quality/location and their 12 observed variables were selected for the research. As can be seen in Table 3, the observed variables of price/quality/location are 'the prices are appropriate for the quality', 'the beverages are adequate' and 'the location is appropriate'. The food factor has four variables: 'tasty food', 'fresh food', 'the food cooked as wanted', and 'the warmth of food is O.K.'.

Table 3. Factors and variables of the study

Restaurant factor	Level	Variable
Price/quality/location		
	1	The prices are appropriate for the quality
	2	The beverage is adequate for the restaurant
	3	The location is appropriate for the restaurant
Food		
	1	Tasty food
	2	Fresh food
	3	The food cooked as wanted
	4	The warmth of food is O.K.
Atmosphere		
	1	Simple decor
	2	Relaxing ambiance
	3	Warm atmosphere
	4	Positive first impression
	5	Natural ambiance

Finally, the five variables of the atmosphere attribute are 'simple décor', 'relaxing ambiance', 'warm atmosphere' 'positive first impression', and 'natural ambiance'. The number of cards used in the research was reduced to 25 by using the principles of the orthogonal array design (Hair et al., 2006) instead of including all variables in the form of 3x4x5=60 cards.

Three demographic questions were directed to Generation Z, which is the subject of the study, were the age, gender and department of the participants. Apart from the demographic questions, observed variables were paired using SPSS 24.0 and 25 cards were created with an orthogonal design. The 25 cards were addressed to Generation Z who agreed to participate in the study, and they were asked to rank the cards from most important to least important (from 10 to 1).

The responses of the participants then uploaded to SPSS 24.0. The reliability value (Cronbach alpha =.92) for the data of 25 cards is in the desired range. In addition, normality tests for the data (Shapiro Wilk, Levene's normality test and skewness-kurtosis test) were also applied. According to Tabaschnik & Fidell (2011), the skewness and kurtosis values between −1.5 and +1.5 are considered acceptable in order to prove normal univariate distribution. As demonstrated in Appendix 1, the skewness-kurtosis values are even between -1 and +1 and the data are normally distributed. On the other hand, Figure 1 demonstrates the examples of cards addressed to the Generation Z.

The basic Conjoint Analysis model used in the study is written below. According to the model, 'r' indicates the participants' restaurant evaluation, 'd_1' price/quality/location, 'd_2' food and 'd_3' indicates atmosphere. In addition, the constant value 'β_0' in the model defines the weight values 'βi' and 'ε' defines the error.

$$r = \beta_0 + \beta_1 d_1 + \beta_2 d_2 + \beta_3 d_3 + \varepsilon$$

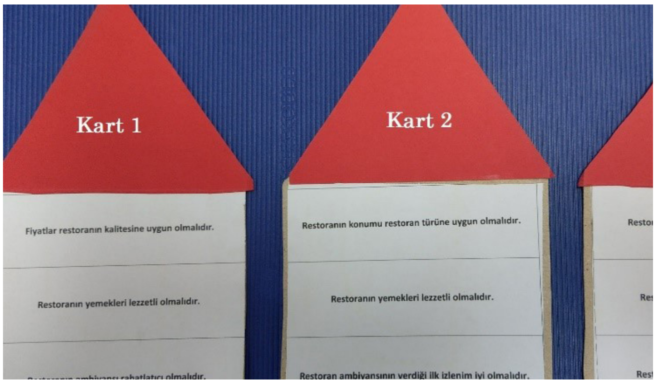

Figure 1. Samples of Conjoint cards used in the study

4. FINDINGS

Regarding the analysis, restaurant preferences of all Generation Z participants were examined first in the study. Then, the preferences of social and physical sciences' student participants, were compared. Finally, the preferences of GCA students, who are assumed to be most interested in restaurants, and EF students, were compared with the 'proportional importance' values.

Table 4 demonstrates the results of the evaluations of Generation Z (N:172) participants. When evaluated on the basis of proportional importance, it is possible to argue that the Generation Z thinks the atmosphere feature (factor) (48.563%) is more important than the others. According to results, price/quality/location relationship (34.359%) is second, and food (17.078%) is the last. Regarding the results, it is interesting enough that the atmosphere seems to be preferred almost three times as much importance as the food.

Table 4. Conjoint Analysis results of Generation Z in general

Restaurant feature (factor)	Sub-feature (variable)	Utility **(N:172)**	Average importance **(%)**
Price/quality/location			
	The prices are appropriate for the quality	,210	34,359
	The beverage is adequate for the restaurant	,073	
	The location is appropriate for the restaurant	-,284	
Food			
	Tasty food	-,033	
	Fresh food	-121	17,078
	The food cooked as wanted	,124	
	The warmth of food is O.K.	,030	
Atmosphere			
	Simple decor	-,359	
	Relaxing ambiance	-,080	
	Warm atmosphere	,339	48,563
	Positive first impression	,154	
	Natural ambiance	-,054	

Table 5. Conjoint Analysis results of social and physical sciences Generation Z students

Restaurant feature (factor)	Sub-feature (variable)	Utility **Social (n:108)**	Utility **Physical (n:64)**	Ave. imp. **Social (%)**	Ave. imp. **Physical (%)**
Price/quality/ location					
	The prices are appropriate for the quality	,165	,286		
	The beverage is adequate for the restaurant	,067	,084	31,661	36,907
	The location is appropriate for the restaurant				
	The prices are appropriate for the quality	-,232	-,370		
Food					
	Tasty food	,029	-,138		
	Fresh food	-,112	-,138	12,989	23,550
	The food cooked as wanted	,031	,281		
	The warmth of food is O.K.	,051	-,006		
Atmosphere					
	Simple decor	-,364	-,351		
	Relaxing ambiance	-,104	-,038		
	Warm atmosphere	,331	,353	55,351	39,543
	Positive first impression	,194	,087		
	Natural ambiance	-,056	-,051		

In Table 5, the evaluations of 108 Generation Z social sciences students and 64 physical science students were compared. Although the ranking of restaurant features appears to be the same for both groups, there is a significant difference in importance levels. The atmosphere feature is the first in both groups, however proportional importance is 55.351% for the social sciences students, and 39.543% for the physical science students. On the other hand, it can be considered as an important finding that the social sciences students evaluated the food feature at only 12,989% level.

Finally, in Table 6, the evaluations of GCA students and EF students regarding restaurant features were examined in order to reach some more specific and field-related results. According to the findings, the atmosphere (GCA: 36.417, EF: 42.746) is the most important feature in both groups, as in the previous comparison results. In contrast to the previous results, food (GCA: 32.452, EF: 30.889) in both groups rose from the third to the second place, and price/quality/location (GCA:31.131, EF:26.365) drop off to the last place. A holistic comment about all the findings would be a suggestion that the three restaurant features of the research, were selected as the most important out of 10 features (factors) of the Taband scale.

Table 6. Conjoint Analysis results of GCA and FE Generation Z students

Restaurant feature (factor)	Sub-feature (variable)	Utility GCA (n:36)	Utility FE (n:34)	Ave. imp. GCA (%)	Ave. imp. FE (%)
Price/quality/ location					
	The prices are appropriate for the quality	,277	,222		
	The beverage is adequate for the restaurant	,035	,054	31,131	26,365
	The location is appropriate for the restaurant	-,312	-,275		
Food	Tasty food	,195	-,171		
	Fresh food	-,419	-,300	32,452	30,889
	The food cooked as wanted	,153	,282		
	The warmth of food is O.K.	,070	,188		
Atmosphere	Simple decor	-,363	-,454		
	Relaxing ambiance	-,208	,016		
	Warm atmosphere	,326	,352	36,417	42,746
	Positive first impression	,192	,216		
	Natural ambiance	,053	-,131		

5. CONCLUSIONS

There are several studies in the literature examining the restaurant preferences of consumers, the effects of gender and maturity factors on restaurant preferences, and some specific features separately such as price, quality, location and design (Zalatan, 1998; Becker & Murrmann, 1999; Korkmaz, 2005; Gregory & Kim, 2005; Knutson et al., 2006; Biçici, 2008; Kim et al., 2010; Ponnam & Balaji, 2014; Jung et al., 2015; Abu Bakar et al., 2017; Oğuzalp, 2020). In this particular study, many of the above-mentioned features (factors) were combined together by using Sezgin's (2022) Taband scale. The three most important factors (atmosphere, food, price/quality/location,) of the scale were analyzed through indirect method Conjoint Analysis, taking Generation Z as the subject of the study.

5.1. Implications for theory

The main theoretical impact of the study is related to the method used. Conjoint Analysis, one of the indirect measurement methods of consumer preferences, is frequently used in marketing research. On the other hand, Conjoint Analysis studies in the tourism industry are not common when evaluated in terms of both academics and practitioners. The subject of this study on the food and beverage sector of tourism is the restaurant preferences of the Generation Z consumers. Therefore, the study has important effects on the literature both using an analysis that indirectly measures the restaurant preferences of consumers and revealing the preferences of the Generation Z, which is an important consumer group.

Another effect of the study, is also related to the method. It is important for academics to use less traditional methods as well as to use traditional research methods in their studies. Conjoint Analysis, which is used as an indirect measurement method for primary data, is a reasonable alternative especially for academics studying tourism marketing.

5.2. Implications for practitioners

The analysis of study is mainly used by both academics and practitioners of several industries in marketing research. In the tourism industry in specific of restaurants, the companies' research expenditure is limited in terms of business structure. It would be too optimistic to claim that restaurants, which are more small and medium-sized enterprises (SMEs), would have marketing departments. On the other hand, today's entrepreneurs are more open and ambitious to improve themselves by getting the benefit of social media etc. Therefore, it would be appropriate for practitioners to consider these studies, which reveal important and interesting results, and update their business according to the expectations of Generation Z, who have a significant percentage today and are the most important consumer group in the near future.

An important contribution of the study for the practitioners, could be the results obtained are taken into account by restaurants. According to the results of the study, the Generation Z finds atmosphere as the most important priority among the three significant factors. When the preferences of varied Generation Z consumers are evaluated, the rank of the 'atmosphere', which is in the first place, has remained constant, although there are some changes in the second and third places. Therefore, restaurant sector practitioners, whose target audience is rather adolescents, need to improve the business atmosphere by taking into account the preferences of the Generation Z.

5.3. Limitations and suggestions for future research

The consumption habits and nutritional cultures of the Generation Z should be limited to the society they live in (Szymkowiak et al., 2021). Therefore, if the findings obtained in the research should be limited to Türkiye, then studies conducted by considering different cultures will contribute better to the literature in the future.

Another limitation of the study is also related to sample group of the study. Essentially, consumers who are assumed to be Generation Z are those born between approximately 2000 and 2010. Since the Generation Z who have purchasing power are more 18 and over, consumers 18 and over were taken into account in the study. On the other hand, an important group of 12-18 ages are not included in the study, could also be evaluated as a limitation. Therefore, including all ages group of Generation Z in future studies may help reaching different findings.

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APPENDIX 1: Skewness Kurtosis values of the data

		Statistic	Std. Error
Kart1	Mean	7,92	,140
	Skewness	-,485	,185
	Kurtosis	-,826	,368
Kart2	Mean	7,05	,140
	Skewness	-,145	,185
	Kurtosis	-,608	,368
Kart3	Mean	6,26	,175
	Skewness	-,413	,185
	Kurtosis	-,506	,368
Kart4	Mean	7,06	,151
	Skewness	-,338	,185
	Kurtosis	-,371	,368
Kart5	Mean	6,83	,133
	Skewness	-,074	,185
	Kurtosis	-,358	,368
Kart6	Mean	7,31	,136
	Skewness	-,174	,185
	Kurtosis	-,775	,368
Kart7	Mean	7,27	,139
	Skewness	-,133	,185
	Kurtosis	-,743	,368
Kart8	Mean	7,52	,140
	Skewness	-,478	,185
	Kurtosis	,005	,368
Kart9	Mean	7,40	,140
	Skewness	-,459	,185
	Kurtosis	-,236	,368
Kart10	Mean	6,85	,159
	Skewness	-,442	,185
	Kurtosis	-,224	,368
Kart11	Mean	6,82	,146
	Skewness	-,427	,185
	Kurtosis	,111	,368
Kart12	Mean	7,18	,134
	Skewness	-,398	,185
	Kurtosis	,237	,368
Kart13	Mean	7,33	,129
	Skewness	-,504	,185
	Kurtosis	,181	,368
Kart14	Mean	7,21	,132
	Skewness	-,314	,185
	Kurtosis	-,043	,368
Kart15	Mean	6,85	,136
	Skewness	-,386	,185
	Kurtosis	-,230	,368
Kart16	Mean	7,32	,137
	Skewness	-,404	,185
	Kurtosis	-,364	,368
Kart17	Mean	7,59	,136
	Skewness	-,556	,185
	Kurtosis	,276	,368
Kart18	Mean	7,73	,133
	Skewness	-,772	,185
	Kurtosis	,663	,368
Kart19	Mean	7,69	,127
	Skewness	-,434	,185
	Kurtosis	-,175	,368
Kart20	Mean	7,77	,129
	Skewness	-,658	,185
	Kurtosis	,547	,368
Kart21	Mean	7,32	,134
	Skewness	-,374	,185
	Kurtosis	-,239	,368
Kart22	Mean	7,65	,127
	Skewness	-,638	,185
	Kurtosis	,178	,368
Kart23	Mean	7,85	,126
	Skewness	-,300	,185
	Kurtosis	-,927	,368
Kart24	Mean	7,47	,130
	Skewness	-,560	,185
	Kurtosis	-,011	,368
Kart25	Mean	7,68	,131
	Skewness	-,450	,185
	Kurtosis	-,579	,368

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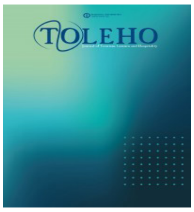

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THE REVIEW OF THE DATA OF TURKISH TOURISM INDUSTRY VIA THE TREND ANALYSIS METHOD

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KEYWORDS

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ABSTRACT

The way for Turkey to increase its tourism related income and to reach to a higher place within the global competition goes through achieving sustained tourism activities and keeping the whole tourism industry standing. This can only be achieved by rendering the enterprises in the industry financially improved and by conducting effective financial analyses. In this study, within the scope of findings, obtained by implementing trend analysis method onto the industrial data of the tourism industry, which is comprised of the accommodation and food & beverage related businesses in Turkey, supplied by The Central Bank of the Republic of Türkiye, determinations regarding the financial status of the industry have been made. In Turkish tourism industry, the profitability between 2015 and 2018 was not at the desirable level. For the continuation of the success of the industry which recovered in 2019 and have been going through a successful period, as well as for the ensuring the efficiency of its activities, taking measures towards strengthening the structure of its equity capital and long-term foreign resources, shall be most beneficial for the industry.

1. INTRODUCTION

The tourism movement gained pace in the world as the result of the living conditions after the end of the WWII and the accompanying socio-economic and technological changes in different manners and an ever increasing number of people up to this day set course for touristic movement in masses (Çoban & Karakuş, 2019; Isik et al., 2018). That is to an extent that the number of tourists, which was 25 million in the post-war period, approached to 1,5 billion people as of the end of 2019 and correspondingly, the tourism related income jumped from a measly 2 billion USD to 1,5 trillion USD (Boz, 2019; UNWTO, 2020).

A number of developments in tourism industry in global scale, the technological advancements being the first, and the rapid change in the tourism related figures over the years resulted in the emergence of a whole new industry and made the tourism one of the highest developing industries in the world (Yıldız, 2011). The tourism industry, which increased the attention it has been increasingly gathering more attention due to its contributions to the global economy especially after 80's, has become a major business today with relation to 64 sub-industries, offering significant advantages to the nations within the global competitive environment (Solmaz, 2019).

The fact that the economic benefits that the tourism provided to the nations as the result of the ever increasing tourism activities across the globe have reached to significant levels also resulted in the rise of a competitive environment (Dogru et al., 2019; Isik & Radulescu, 2017; Isik & Turkmendag, 2016; Isik et al., 2019; Karagöz et al., 2021; Koščak et al., 2021; Singh, 2022a, 2022b). Therefore, both the developed and the developing countries initiated endeavors to increase their share from the global tourism market pie. Without a doubt, Turkiye, which is one of the major players in the world tourism market, is one of those aforementioned nations (Bilgiçli & Altınkaynak, 2016).

Just like the rest of the world, the tourism industry influences a variety of sub industries in Turkey as well. When such industries are analyzed in terms of the primary needs of the tourists, the density of the expenditures and their contribution to the employment, it becomes apparent that the sub industries of accommodation and beverage come to the forefront compared to the others as they play leading roles (Şit, 2016). The way for Turkiye to increase its tourism related income and to reach to a leading place in the global competition passes through the persistence of its tourism related activities (Çımat & Bahar, 2003). This may only be possible by keeping the tourism industry standing and advancing it financially. The importance of the financial analysis emerges right at this point. The issues that the business in the industry experience makes an effective financial analysis activity

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necessary to conduct (Dilber, 2007). Because the financial reality of the businesses may only be outlined in the clearest way possible through financial analysis as the soundest plans and forecasts for the future can only be drafted by the financial analysis as well. Financial analysis is also important in terms of auditing the activities and ensuring an effective supervision as well. (Karadeniz et. al, 2016)

In this study, it was intended to show the financial state of the accommodation and beverage sub-industries, which steer the Turkish tourism business, during the period between 2014-2019 and to reveal their inclinations. While the initial chapters of the study encompass the development of the tourism industry during the aforementioned period, the third chapter indicates the aim and the scope of the study and further reveals how the data had been obtained, further showing the method of analysis. The data, obtained within the scope of the study are disclosed in the fourth section that is called the "Findings". Reviewing and discussing such data via tables are provided in the "Discourse" section. The final chapter of the study outlines the findings, reached through the examinations and review.

2. LITERATURE REVIEW

In the study, conducted by Santos et al. (2021), by analyzing the liquidity levels of the hotels in the vicinity of Portugal between 2013-2017, the capability of those hotels to meet their short-term obligations based on their locations and features was questioned. Within the scope of the survey, the data of 817 hotels was reviewed and it was found that the liquidity levels of the aforementioned hotels did not differ based on their geographic location and it was further revealed that the hotels, which provided no restaurant services, had higher liquidity levels compared to the ones that provided such services. In the study, it was disclosed that the liquidity levels of the hotels differed based on the stars that they feature as the liquidity levels of the hotels with 4 and 5 - star ranked lower and that the liquidity of the hotels tended to decrease as the capacity of scale of the hotels increase.

Another study was conducted by Santos et al. (2019) on 386 business that offered services in alternative fields of tourism such as culture, sea and nature within the area on the Northern part of Portugal. In the study, the businesses were divided into groups based on their services they rendered within a time span of 16 years and were analyzed accordingly. It stands out that while the businesses that deal with cultural tourism are more capable of paying their shorter-term payables, the businesses dealing with sea related activities are better in meeting their long-term financial obligations. Furthermore, it is apparent that the other businesses are experiencing financial issues.

In a study, conducted by Turegun (2019), 13 enterprises that are listed in Borsa Istanbul and that render services in hotel and restaurant businesses, the financial ratios are analyzed. While the results of the study show that the hotels have higher liquidity rates compared to the restaurants, it was also disclosed that the restaurants have higher profit and solvency ratio therefore they are more capable of meeting their long-term obligations.

In the study, conducted by Bilici (2019) the financial performance of the tourism industry in Turkey between 1996-2016 was reviewed via the ratio analysis and the TOPSIS method. As the results of the study show that the industry was not adversely affected by the crises that occurred within the aforementioned period and that while the liquidity levels were insufficient during the initial years of the period such levels reached to better points in the recent years and therefore, it was observed that there were no issues in performing the short-term obligations. However, it is also apparent that the industry is not good at using its capital in an efficient manner and suffers from insufficient equity capital.

Karadeniz and Beyaz (2018) in a survey they run, compared financial performances of the Turkish and European Food & Beverage industries between 2014 and 2016. As the result of the survey, it was observed that the European Food & Beverage businesses had considerably more value compared to their Turkish counterparts and that the capability of the European Food & Beverage industry to meet its short-term liabilities is higher compared to the Food & Beverage industry in Turkey.

In the study, conducted by Erdoğan and Yamaltdinova (2018), the financial performances of 13 tourism businesses that are listed in BIST, belonging to a period between 2011-2015, were examined using the TOPSIS method and the companies of the study were ranked according to the scores, based on several financial ratios. Within the scope of the study, the solvency rates, turnover rates and profitability rates of the 13 companies were reported to experience serious fluctuations. It was underlined that such fluctuations adversely affect the financial structures of the tourism businesses.

Gai et al. (2017) conducted a financial study on the tourism business of Italy and especially performed an analysis that included the financial performances of the Italian enterprises, linked with accommodations. The analysis shows that while the hospitality industry, improved in the recent years, the enterprises in the industry should be pay attention to their barrowing practices via banks and that especially their short-term burrowing negatively impacted their financial performances. It was underlined that the small and middle scale business are having difficulty in competing with the larger companies and therefore, loans with more favorable conditions should be provided to such kind of businesses.

The financial performance of the Hospitality and Beverage sub industry from 2010, 2011 and 2012 was reviewed in a study, conducted with Koşan and Karadeniz (2014) using the DuPont financial analysis method. The study used the data from The Central Bank of the Republic of Türkiye and the results draw attention to the high values of the expenses and costs and the high financial risks, arising from the high utility rate of the foreign capital in the industry.

Ryu and Jang (2004) in a study they conducted in the United States, compared the hotels, which provide casino services, with the ones that do not provide such services and by analyzing the financial statements of 85 hotels that they reviewed through certain financial ratios, they performed performance measurements. In this study, which revealed that the type of the hotel is a significant factor that has an effect on the financial liquidity of the enterprises, it was disclosed that the hotels with gambling services had much better liquidity outlook compared to the other types of hotels.

In the study, conducted by Afşar (2002) regarding the tourism industry in Turkey, the analysis of 300 leading companies of the industry was performed using the data from 1994-2000. The study draws attention to the fact that the tourism industry experienced severe difficulties because of the global and national economic hardships, especially occurred at the end of 90's and due to the natural disasters, struck Turkey but the industry also entered a path of recovery as of 2000. In light of the data, reviewed in terms of the study, outlines that the industry as a whole has a very weak foundation. Moreover, the lodging businesses rather finance themselves using foreign resources and that there is an insufficiency in equity.

3. THE DEVELOPMENT OF THE TOURISM INDUSTRY IN TURKEY

When the development of the tourism industry in Turkey is examined, it is seen that the Turkish tourism followed a path of development that is parallel to the rest of the world. Just like in the world, the tourism activities began condensing in 50's. (Zengin, 2010). Turkey switched to planned development era in 1963. As in many other fields, the first planned steps towards the development of the tourism industry were taken during those years as well. The Turkism tourism industry however, experienced a grand leap forward when 60's came and thanks to the legislative, administrative and financial aids, provided in these years, a significant increase in the number of tourists, in tourism related income and the tourism expenditures per capita was experienced (Yıldız, 2011). The total number of tourists, which were recorded as 200.000 people before the planned development era, reached to 5,5 million people in 1990 and the tourism related income for the same year was reported to be 327 million USD. In the year of 2000, the total number of visitors neared to 10,5 million people while the tourism related income reached to 5,2 billion USD. After this year, the Turkish tourism gathered significant momentum. In 2010, 33 million people visited Turkey and the tourism related income approached to the 25 billion USD. In 2013, the number of tourists neared 40 million people as the tourism income was recorded as 32,3 Billion USD. When the average spending per capita during the aforementioned period is reviewed, it is seen that while the average was around 621 USD in 1990, this figure was recorded as 765 USD in 2000, 755 USD in 2010 and 824 USD in 2013 (Okuyucu ve Akgiş, 2016). The development of tourism industry in Turkey during 2014-2019 is shown is Table 1.

Table 1: Total Number of Tourists, the Tourism Income and the Expenditure Per Tourist Capita

Year	Number of Tourist (Million People)	Tourism Income (Billion $)	Average spending per capita
2014	41.6	34.3	828
2015	41.1	31.4	756
2016	30.9	22.1	705
2017	37.9	26.2	681
2018	46.1	29.5	647
2019	51.7	34.5	666

Source: Republic of Türkiye Ministry of Culture and Tourism, 2020

When the Table 1 is examined, it is seen that the total number of tourists, engaging touristic activities in Turkey in 2014 was 41,6 while the total income was logged as 34,3 Billion USD and the average spending per capita was 828 USD. In 2015, a decrease of 500 thousand people is evident while this resulted in a 3 billion USD drop in the income. The average spending per capita in this year was recorded as 756 USD. In 2016, significant decreases in both the number of tourists and the tourism related income is apparent in 2016. When the tourism associated figures for this year are examined, the total number of tourists was 30,9 million and the total tourism income was 22,1 billion USD: The average tourism related spending during this year was around 705 USD. In 2017, the tourism industry entered into a recovery process but while the number of tourists and the total tourism income, both of which decreased after 2014, showed a marked increase, the drop in the average tourism spending per person continued. In 2018, the vertical movement both in the number of tourists and the tourism income continued as the number of tourists reached to 46,1 million people and the tourism income neared to 29,5 billion USD. The decrease in the average spending per tourist in this year also continued. When the 2019 is examined, it is seen that the total number of tourists reached to 51,7 million people with a 5 million increase compared to the previous year and correspondingly, the tourism income peaked at 35 billion USD. The average tourism expenditure per tourist in 2019 showed a small increase compared to the previous year, resulting in 666 USD.

4. METHODOLOGY

This study, by implementing one of the financial analysis methods, the trend analysis to the data regarding the tourism industry in Turkey, aims to outline the financial performance of the industry during the period that encompasses between 2014-2019 and to determine the transformation that the industry have been experiencing in recent years.

Financial analyses are performed in order to exhibit the financial outlook a company, to analyze the results, arising from its activities, to measure its financial performance and to come up with estimations and projections for the future in light of the accumulated data (Çabuk, 2019). The financial statement of a company, which is comprised of the balance sheets and income tables of the said company, comes first as one of the basic source of data that should be taken into account when conducting financial analysis regarding a company. All groups of interests, which have an assign importance to the business that is the subject of the analysis, make inferences and remarks regarding that business using the data in the aforementioned tables and statements (Elmas, 2019). The comments provide information for the prudential administrative recommendations.

The trend analysis method, which is one of the financial analysis methods, is also called the tendency analysis. When the variances occurring in the items of accounts in the financial tables are desired to be calculated for long-terms, the trend analysis method is utilized. This method, being no fewer than 5 years, may encompass terms with 10-15 years or even longer (Şen et al., 2015). When the trend analysis method is utilized, a year, in which no abnormalities are observed, is selected as a base year. The selected term, being comprised of normal years along with the base year would yield healthier results for the conducted analysis. After the base year is selected, the values in all items of accounts are regarded as 100.

The data from the following years are proportioned to the relevant items of the base year and the emerging variances are indicated with percentage values. If put by a formula, the trend analysis can be expressed as (Sevim, 2019);

$$\text{Trend Percentage} = \frac{\text{The value of the relevant item in the calculated year}}{\text{The value of the relevant item in the base year}} \times 100$$

After the variance percentages of the items, shown in the financial tables, the items on the tables are associated with each other on a graph and some assessments are made. In trend analyses, the basic items that are associated with each other are as follow (Elmas, 2019);

Current Assets and Short-Term Liabilities/ Debts,

- Fixed Assets and Constant Capital,
- Current Assets and Fixed Assets,
- External Resources and Equity Capital,
- Inventories and Sales,
- Trade Receivables and Sales,
- Sales and Costs of the Sales,
- Gross Profit, Operating Profits and Changes in the Income of Exercise.

When the financial analysis works that were conducted in Turkey in the past regarding the tourism industry, it is evident that rather some certain companies were picked within the industry as their stats were examined and that methods, other than the one, used in this study were utilized in such works. In this study on the other hand, a general review of the tourism industry, in which lodging and food sub-industries are discussed, is presented.

The data in the study were obtained over the latest financial tables for tourism industry, published by The Central Bank of the Republic of Türkiye. The financial tables, obtained in this regard, were assessed via the trend analysis method and in light of the resulting data, the financial outlook of the tourism industry was attempted to be interpreted. In the study, the year 2014 was selected as the base year and by using the financial tables of the tourism industry between 2014-2019, the analysis of these tables were conducted. Due to the severe adverse impact of the COVID-19 pandemic on Turkish Tourism Industry just like the rest of the world, the year 2020 was excluded from the study. The financial variances that the industry experienced over the indicated years were presented with tables and graphs.

5. RESULT

The studied term of the tourism sector was selected as 2014-2019. The industrial data was used to conduct calculations regarding the trend analysis.

5.1. The Trend Analysis of the Balance Statement of Turkish Tourism Industry

The below table contains the 5-year calculations regarding the industrial balance statements based on 2014.

Table 2: Trend Analysis of the Balance Statements Tourism Industry by Years

ASSETS	2014	2015	2016	2017	2018	2019
I-Current Assets	100	107,3	129,5	156,6	180,0	217,2
II-Fixed Assets	100	115,1	137,3	151,1	168,6	191,3
Total of Assets	100	112,4	134,6	153,0	172,5	200,3
LIABILITIES	2014	2015	2016	2017	2018	2019
III-Short-Term External Resources	100	118,9	146,9	174,4	209,9	255,8
IV- Long-Term External Resources	100	121,9	158,9	185,6	226,8	238,6
V-Equity	100	96,4	97,9	99,2	81,1	107,2
A- Paid-Up Capital	100	106,2	125,2	135,5	139,9	153,2
B- Capital Reserves	100	115,8	130,0	167,8	175,2	238,6
C- Other Reserves	100	102,5	164,8	192,5	172,6	203,4
D- Profit from previous years	100	116,3	146,0	154,6	167,8	202,7
E- Losses from previous years (-)	100	112,8	154,3	211,4	264,0	335,0
F- Net Income for the period	100	(301,8)	(939,0)	(652,3)	(719,4)	372,2
Total Liabilities	100	112,4	134,6	153,0	172,5	200,3
Number of Businesses	30.233	31.917	34.322	37.373	38.938	41.296
	100	105,6	113,5	123,6	128,8	136,6

In Table – 2, the comparison of the 5-year balance sheet data of the industry with the data from 2014, which is considered as the base year was made and the increases or the decreases on the same items are expressed as percentages. From 2014, which is taken as the base year, to 2019, an increase at the rate of %217 was observed in the current assets, which are in the assets part of the balance sheet. It was reported that the rate of increase, which was slow during the initial years, picked up speed in the recent years. While the rate of increase in the fixed assets is not as high as the current assets, the rate was indicated as %191 in the last year that is 2019.

When the data of the Table – 2 is reviewed in terms of the changes in the liabilities section, increase rates up to %230-250 especially in the external resources are striking. It is safe to safe that the industry sustained its activities during those years via running into debts. Despite the increase in the external resources, the loss related figures as of 2015 show that the profitability started as late as 2019.

5.2. The Trend Analysis of the Income Sheets of Turkish Tourism Industry

The comparison of the 5-year income statement data of the industry was made with the data from 2014, which is taken into account as the base year and the increases or the decreases on the same items are expressed as percentages.

When the Table – 3 is analyzed, it is observed that the gross sales in the industry tend to increase year by year. The gross sales increased in 2015 and 2015 with the rates, close to each other (%10-11 respectively). While an increase rate of %104 was observed in 2018, a rise 2,5 fold was recorded for 2019. The increase rates in the gross sales were reflected upon the net sales in a similar manner. When the sales discounts are analyzed, a 5-fold increase in 2018 is striking. While in that year, a 10-fold increase in the sales discounts is particularly remarkable it is also safe to say that as of 2018, a rather more competitive policy has been followed in this regard. When the Table – 3 is reviewed in terms of the sales costs, it is also apparent that there is a tendency in the cost items to increase by years. The rate of increase in the costs occurred to be more than the increase rate in sales. It is observed that the cost control was established as of 2018. When the cost items in Table – 3 are examined, it is seen that the R&D costs increased more compared to other costs. While the R&D costs showed a decline in 2015, a 3-fold increase in this item in 2019 is also striking. It can be ascertained that the industry went into a new process and steered itself towards new

Table 3: Trend Analysis of the Income Statement of the Tourism Industry by Years

	2014	2015	2016	2017	2018	2019
A- Gross Sales	100	109,4	111,7	147,1	204,2	249,6
B- Sales Deductions (-)	100	125,3	143,2	192,2	529,9	353,7
1- Sales Returns (-)	100	118,6	155,6	195,7	237,4	320,4
2- Sales Deductions (-)	100	139,9	122,6	198,4	1.134,0	386,8
3- Other Deductions (-)	100	114,3	134,1	133,7	188,2	480,9
C-Net Sales	100	109,2	111,3	146,6	200,5	248,4
D-Cost of Sales (-)	100	111,4	120,1	149,8	188,0	238,1
Profit or Loss From Gross Sales	100	102,8	85,1	136,9	237,4	279,1
E- Operating Expenses (-)	100	108,4	122,3	140,9	178,4	219,6
1- Research and Development Expenditure (-)	100	67,4	141,0	157,5	221,7	292,8
2- Marketing, Selling and Distribution Expenditure (-)	100	103,9	136,8	172,4	223,3	275,5
3- General Administrative Expenditure (-)	100	109,6	118,4	132,6	166,5	204,9
Operating Profit or Loss	100	73,5	(111,6)	115,7	549,9	594,0
F-Other Active Ordinary Income and Profits	100	139,3	120,8	162,0	479,6	278,3
1- Dividend Income from Affiliate	100	63,2	335,2	166,6	158,6	253,8
2- Dividend Incomes from Subsidiaries	100	233,2	82,3	272,9	58,1	218,1
3- Interest income	100	81,6	128,7	176,3	196,3	217,8
4- Commission related income	100	199,9	118,0	79,9	340,2	297,1
5- Provisions no Longer required	100	94,0	116,3	129,2	156,3	153,2
6- Profit on Sale of Marketables	100	69,4	37,3	31,0	127,1	103,3
7- Profit From Foreign Currencies	100	167,1	121,4	181,5	685,6	328,4
8- Rediscount Interest Gains	100	44,0	279,6	99,1	126,8	521,3
9- Inflation Adjustment Profits	100	59,0	174,0	70,3	160,0	66,4
10- Other Operatıonal Incomes	100	114,7	117,7	126,8	182,8	228,2
G- Expenses and losses from other ordinary operations	100	214,5	196,2	275,0	795,9	396,2
1- Commission Expenses (-)	100	111,7	110,4	140,6	199,2	254,8
2- Provision Expenses (-)	100	160,1	127,2	85,7	125,4	714,1
3- Loss on sale of marketable sec. (-)	100	97,8	33,5	26,7	188,3	67,5
4- Exchange Rates Losses (-)	100	243,2	216,5	307,9	952,6	431,1
5- Redıscount Interest Expense (-)	100	44,2	123,3	37,2	145,4	414,1
6- Inflation Adjustment Losses (-)	100	277,6	97,0	69,9	89,7	1.743,3
7- Other Ordinary Exp. Losses (-)	100	66,7	108,4	150,1	91,0	134,5
H- Financial Expenses (-)	100	159,9	191,2	244,9	535,0	378,5
Income and Profit from Other Ordinary Operations	100	(189,8)	(540,1)	(336,3)	(331,0)	286,0
I- Non-Operating Revenues / Profits	100	104,3	105,8	118,9	120,4	191,9
J Extraordinary expenses or losses (-)	100	63,9	127,8	151,6	162,5	140,8
Income or Loss for the Period	100	(149,5)	(554,4)	(362,3)	(365,8)	332,6
K- Prov/taxes statutory obligation(-)	100	97,8	70,5	108,7	208,6	268,1
Net Period Profit or Loss	100	(301,8)	(939,0)	(652,3)	(719,4)	372,2

practices and promotional activities. When the table – 3Table 3 is examined in terms of the operating profits / losses, the only losses were recorded in 2016 while in 2018 and 19, a 5-fold increase in operating profits was observed. When the Table – 3 is analyzed in terms of the income and profits as well as costs and losses, arising from other activities, the exchange transactions in 2018 catch the eye for both types of items. On the other hand, while the exchange related profits showed a 7-fold increase in 2018, the exchange related losses increase 10 times as well. As the result, it is safe to say that the industry was negatively impacted from the fluctuations in the exchange rates. When the Table – 3 is examined in terms of periodic net profits and losses, it is seen that the industry ended all years with losses with the exception of 2019. While the Tourism industry ended the base year of 2014 with profits, it is also seen that the profits in the business entered into a tendency towards losses as of 2015. While the most losses were recorded in 2016, 2019 was the only year, in which the industry recorded profits. It can be further commented that the political and terror related incidents, occurred in Turkey in 2015 and 2016 (such as the disputes with Russia and Syria, downing of a Russian military plane, failed coup attempt of July 15th etc.) played major roles in this regard.

6. DISCUSSION

In this section of the study, for the purpose of outlining the financial look of the tourism industry in a better manner, variances in the items that should be prioritized in analyses, made via trend analysis were indicated on figures and such variances were attempted to be interpreted by expressing them in trend curves.
In Figure – 1, the comparison between the current assets and the short-term liabilities is presented.

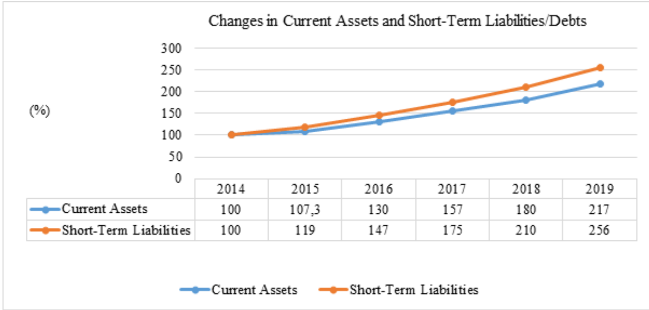

Figure 1: Changes in Current Assets and Short-Term Liabilities

The current assets in enterprises are usually financed by the short-term external resources. When the Figure – 1 is examined, it is observed that there is a constant tendency to rise in the industry for both the current assets and the short-term liabilities in all years. However, it is also apparent that, within the examined period, the rate of increase in short-term liabilities outpaces the increase rate in current assets. From this point forward, it can be assumed that the short-term liabilities were used for financing other items apart from the floating assets and that the liquidity as well as the ability of the Turkish tourism industry to pay the short-term liabilities was steadily weakened.

The equity as well as the long-term external resources is utilized in the finance of the fixed asset investments. The sum of those two items makes up the constant capital. In other words, the fixed assets are realized via the constant capital. In Figure – 2, the comparison between the fixed assets and the constant capital was made.

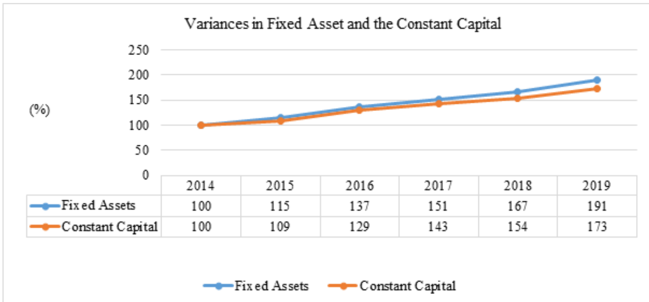

Figure 2: Variances in Fixed Asset and the Constant Capital

When the Figure 2 is examined, it is observed that the fixed assets and the constant capital increased steadily during the analyzed period and as the years followed, the deficit between the two items expanded.

Table 4: Values for Fixed Assets and Constant Capital

	2014	2015	2016	2017	2018	2019
Fixed Assets	77.085.696	88.731.353	105.833.879	116.465.514	129.968.802	147.483.425
Constant Capital (Long-Term Ext. Res. + Equity)	79.175.524	86.471.751	101.765.114	112.856.800	122.115.797	137.057.039

When the Figure – 2 is examined, it is observed that the fixed assets and the constant capital increased steadily during the analyzed period and as the years followed, the deficit between the two items expanded. When the Table – 4 is reviewed, it becomes evident that only in 2014 the constant capital was larger than the fixed assets as after this year, the fixed assets were steadily recorded as larger than the constant capital. As the result and according to this outlook, it is obvious that the fixed assets could be financed by the constant capital only in 2014 and the in following years, as the constant capital was not sufficient in this regard, other resources were needed. The resulting picture may imply that the other resources that are required for the financing of fixed assets were provided from the short-term external resources that should have been otherwise used for the current assets.

The comparison of the current and fixed assets that are listed in the active section is indicated in Figure – 3.

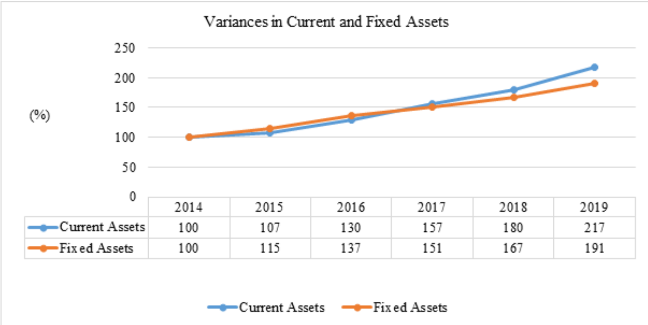

Figure 3: Variances in Current and Fixed Assets

When the Figure – 3 is observed, it is understood that both the current and the fixed assets are in constant tendency to increase within the analyzed period. However, no sharp variances are observed in both groups of assets either. Recording more increases in fixed assets in 2015 and 2016 compared to current assets means that during these years, an increased in the investments in fixed assets occurred. As of 2017 on the other hand, a larger increase in the current assets occurred and as the result, it is observed that increases in the current asset investments in the industry such as the stocks, trade receivables etc. occurred as well.

The distribution and variance of the equity and external resources that are located within the liabilities column of the financial statements show the composition of the resources of the enterprise assets. The pro rata distribution of those items as well as their variances is shown in Figure – 4.

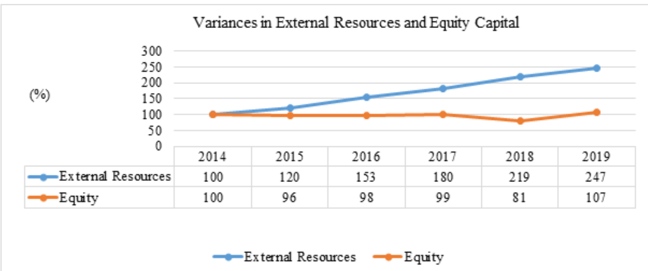

Figure 4: Variances in External Resources and Equity Capital

The assets of the enterprises are financed by their equity capital and the external resources. The amount of the resources and establishing an optimal level of balance between them is as important for the success of the enterprises as the amount of their assets and the balance between them. When the Figure – 4 is analyzed, it is observed that the external resources constantly tend to rise. While small scale decline is seen in equity capital in 2017, no substantial changes occurred. In 2018, a larger scale decline was recorded in the equity capital, but a rise is evident in 2019. According to these findings, it can be underlined that the assets in the tourism business in Turkey are rather financed through external resources and in case this scenario continues to persist, financial risks for the tourism industry may emerge.

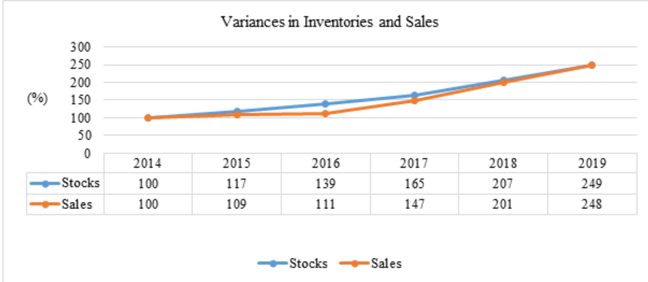

Figure 5: Variances in Inventories and Sales

When the Figure – 5 is analyzed, a tendency in both stocks and in sales revenue to increase is evident. However, the rate of increase in the sales revenue in 2015 and 2016 is virtually non-existent. In those same years, the stocks seemed increased more. From this point, it can be said that the tourism industry experienced difficulties in destocking in those years. It can be interpreted that at this point, this situation had negative impact on the profitability and liquidity structure of the businesses. As of 2017, a significant increase in the sales revenue is evident. It is further observed that after that year, stocks and sales experienced increases that are close to each other and that a more optimistic outlook for the tourism industry in term of stock depletion emerged.

Investments on the trade receivables and the extended maturities are not the situations that the businesses often do not desire. Increased sales usually result in increased trade receivables. And the business may gain information regarding the management of their trade receivables by monitoring their sales increase or decline against the change in their trade receivables. The comparison regarding the changes in trade receivables and sales are shown in Figure – 6.

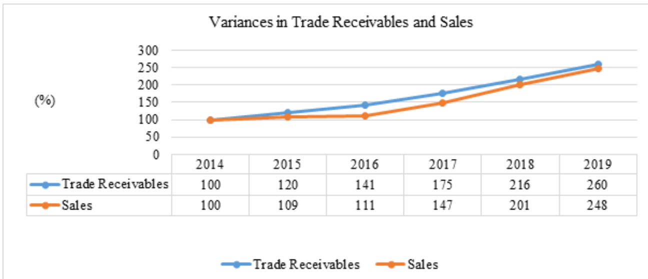

Figure 6: Variances in Trade Receivables and Sales

Just like in the stocks, assessing the changes in monitoring along with the sales income is important in terms of outlining the change in the credit-based sales by the enterprises in the industry. In cases, where there is no change in the credit-based sales by the businesses, the trade receivables and the sales income show increases and decrease towards almost the same direction and at the same rate. The business may opt make periodic changes in their sales policies and in order to increase their total sales volume, may increase their credit-based sales. This may also occur in order to avoid negative market situations and for keeping the sales volume. When the Figure – 6 shows that the sales income and the trade receivables of the businesses in Turkish tourism industry constantly records increase. However, it is also seen that the correlation between the two indicated items weakened in 2015 and 2016 and that the more increase regarding those items occurred in trade receivables. As the result, it can be assumed that the tourism industry had problems in sales in

2015-2016 and in ordered to overcome such problems, the industry prioritized credit-based sales or that they had issues for collecting their receivables. Therefore, it is safe to say that the industry required new funding during those years. When the Figure – 6 is examined, it is also evident that the correlation between the sales and the trade receivables strengthened once again as of 2017 and that increase rates for those two items were close to each other.

Increases in sales volume and amount mean an increase in the sales cost as well. The rate of increase in the sales cost being higher than the sales volume is an unwanted situation. In the comparison of those two items, the declining costs or steady costs are welcomed. When the increase in the sales costs outpaces the increase in sales volume, a situation that is unfavorable for the business occurs while the opposite is quite favorable for the enterprise. The comparison in the variances in sales and sales volume are shown in Figure – 7.

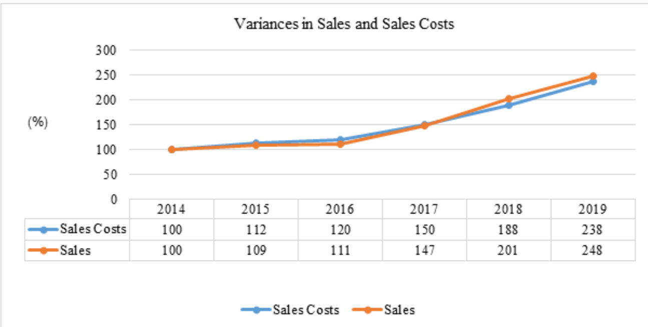

Figure 7: The Variances in Sales and Sales Costs

When the Ffigure – 7 is analyzed, it is seen that there is constant increase in two items, being the sales and the sales cost. It is observed that during the periods of the study, the costs in Turkish tourism industry in 2015 and 2016 increased more than the sales and that the two variant came to the almost same point in 2017. In 2018 and 19 however, a picture that is favorable to the enterprises emerged as the increases in sales income outpaced the sales costs.

The Figure – 8 provides a comparison between the gross profit operation profit and period profit. High profitability figures in all three items are highly desired. Especially the enterprise profits resulting in positive figures are expressed in period (annual) profit. Therefore, period profits, which move towards a positive direction with steady increase, is desired.

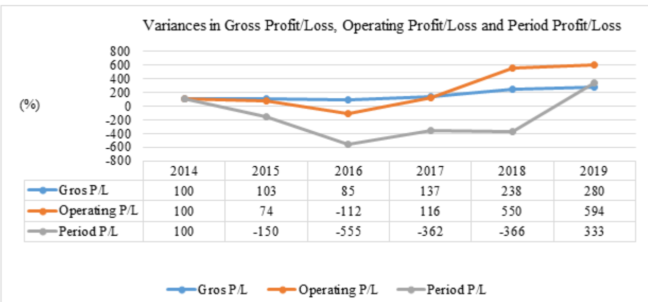

Figure 8: Variances in Gross Profit, Operating Profit and Period Profit

When the Figure - 8 is analyzed, it is seen that except for 2016, in which a gross loss is recorded, all periods registered gross profits. This can be interpreted as the result of the increases and decreases in the sales and sales costs. The ratio of sales increase in 2018 being significantly higher than the increase in the cost is striking. When the Ffigure – 8 is analyzed in terms of operational profits / losses, again the increase of the operation profits, starting from 2018 is remarkable. The rate of increase in the sales, being considerably higher than the sales cost especially in 2018 drove the operation profits to a significantly higher point. Such an increase is also a result of the lower increase rates in operational costs. When the period profits and losses are assessed, it is observed that the industry was running losses from 2015 to 2018. This is resulted from the fact that the ordinary and extraordinary costs and losses, arising from other activities were higher than the income and profits with the same nature. Additionally, increases in financing (debt) costs can be pointed out as the reason for closing the indicated years with losses.

7. CONCLUSION

This study has been performed to outline the financial performance of the industry between 2014-2019 and by analyzing the developments and changes that the industry experienced in the recent years, to observe the reflections of the transformations that the tourism industry has been going through via implementing the trend analysis method, which is one of the financial analysis methods, to the financial statements of Turkish tourism industry.

When the findings of the study are analyzed, it is evident that the assets in Turkish tourism industry are financed rather via external resources. While the current assets in the enterprises are predominantly financed via short-term external resources, the fixed assets are attempted to be financed via constant capital. When the Turkish tourism industry is assessed further, it is observed that the short-terms external resources showed a higher rate of increase compared to the current assets and that the tourism industry is unable to finance its fixed assets through its constant assets, which are comprised of long-term external assets (debts) and equity capital. This means that the financial outlook of the industry is not healthy and thus, it is having difficulties in finding long-term credit and is in risk of rollover for short-term debts (Aimer, 2021; IşıkIsik et al., 20202018, -20182020). At this point, it is safe to say that the short-term external resources are transferred to the financing of the fixed assets in order to ensure the necessary financing.

The assets in Turkish tourism industry are rather financed by the external resources and in case this situation continues, it is very possible that the financial risks for the tourism industry may appear.

It can be said that the industry entered a new path after 2015 and steered towards new practices in terms of promotion, R&D etc.

The study shows that the tourism industry experienced financial difficulties in 2015 and 2016 and after 2014, which was selected as the base year, it registered profits only in 2019. It can be further commented that the political and terror related incidents, occurred in Turkey in 2015 and 2016 (such as the disputes with Russia and Syria, downing of a Russian military plane, failed coup attempt of July 15th etc.) played major roles in this regard.

It is observed that the tourism industry also experienced difficulties in destocking between 2015-2016 and the return of the funds, linked to the stocks failed to be realized in a timely manner. It can be underlined that this had a negative impact on the profitability and the liquidity of the company. In this regard, a more optimistic picture emerged after 2017.

It is also possible to say that the businesses that make up the tourism industry experienced some difficulties in terms of sales in 2015 and 2016 and in order to overcome such problems, they prioritized credit-based sales or they also had difficulties in collecting their receivables. As the result, it was observed that the industry needed new funds in these years. This negative outlook began improving as of 2017.

When the costs of the tourism industry in Turkey, it was observed that a favorable outlook emerged in 2018 and 19 compared to the previous years and that the increase in the sales income overtook the sales costs. The fact that the increase rate in the sales income was recorded as significantly higher than the rate of increase in the sales costs in 2019 elevated the profitability in that year in a remarkable manner. Declining operational costs also played a role in this situation. When the periodic losses and profits are analyzed, it becomes apparent that the industry had been running on losses from 2015 to 2018. This is the result of the fact that the ordinary and non-ordinary costs and losses were higher than the income and profits in the same nature. In addition, increases in the financing (debt) costs as well as the fluctuations in exchange rates can be picked as amongst the reasons for closing those periods with losses.

7.1. Assessments

In Turkish tourism industry, the profitability between 2015 and 2018 was not at the desirable level due to the economic and political turbulences (Turna and & Özcan, 2021). For the continuation of the success of the industry, which recovered in 2019 and have been going through a successful period, as well for the purpose of ensuring the efficiency of its activities, taking measures towards strengthening the structure of its equity capital and long-term foreign resources, shall be most beneficial for the industry (Ahmad et al., 2021; IşıkIsik, 2015).

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HEALTH AND HYGIENE STRATEGIES FOR TOURISM PROMOTION: GUIDELINES FOR AFRICA

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ABSTRACT

The tourism sector plays a significant role in Africa's economic development. However, African countries are weak contenders in global tourism, hence, it is important to develop mechanisms to elevate the continent tourism performance. The World Economic Forum identifies health and hygiene as one of the 14 pillars necessary to enhance tourism competitiveness. Through the use of literature review approach, this study investigates the tourism related health and hygiene practices utilised by Mauritius and Egypt that contributed to their success story in tourism competitiveness. The findings highlight practices inclusive of; development of health and hygiene policies, regulations and guidelines, enforcement of policy implementations, government funding health related initiatives, and COVID-19 regulations as supportive structures of the two countries' tourism competitiveness. This study further provides short- and medium-term recommendations that could be adopted to improve the health and hygiene environment to support tourism activities.

1. INTRODUCTION

Tourism is a dynamic system which is continuously expanding (Uysal, 2022), and its connection to health has been globally recognized since the early nineties (Pan American Health Organization, 1997), and the condition of health and hygiene is key to tourism competitiveness (Msuya, 2015; World Economic Forum, 2019). In recent years, health and hygiene practices are a priority to travellers, and the tourism industry somehow needs to accommodate this changing fact (Lock, 2022). It has been noted that the tourism sector can be significantly affected by disease risks, which in turn affect economic prosperity (Cevik & Goretti, 2020). Severe health risks can arise in locations where the accommodation facilities are of a poor quality, sanitation is inappropriate, medical services are not up-to-date, and clean water is not available (World Health Organization, 2012). These challenges could threaten tourism at such locations, since the state of health and hygiene in destinations play a vital role for tourists' choice of destination (Jovanović, Janković-Milić & Ilić, 2015).

The movement of people for tourism purposes lead to the spread of infectious diseases in geographic areas and populations. Tourists could encounter health related risks especially in areas where accommodation hygiene is compromised (Baker, 2015). Furthermore, international travel continues to grow year by year, and this expose travellers to infectious disease risks because in some destinations, new diseases are emerging while old ones are re-emerging (Brunett, Kozarsky, Magill, Shlim & Whatley, 2009).

The aim of this study is to identify the tourism health and hygiene strategies utilised by tourism best performing African countries. Since 2007, Africa has not been a significant player in the global tourism market. As a result, it is missing out on the economic benefits brought-forth by the tourism industry. This has been evidenced through the Travel and Tourism Competitive Index (TTCI) reports which indicate the tourism performance of countries through ranking from best to worst performers. As evidenced from these reports, most African countries have been ranking lower than all other countries; mostly ranking in the bottom on average of 135 countries (World Economic Forum, 2007, 2015, 2017, 2019, 2022). Table 1 highlights the African countries' scores from the TTCI between 2017 to 2021.

Table 1: African countries scores in the TTCI 2017 to 2021

Year	Number of African countries ranked below the first 50 but above the bottom 30	Number of African countries ranked in the bottom 30	Total number of countries ranked
2021	8	15	117
2019	12	25	140
2017	8	22	136

Adapted from: World Economic Forum (2015, 2017, 2019, 2022)

From Table 1, it can be observed that several African countries are being outperformed in the global tourism industry. These finding highlights that most African countries should consider developing appropriate strategies to elevate their tourism performance.

Health and hygiene have been considered as one of the major pillars contributing to tourism sustainability (World Economic Forum, 2015, 2017,

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2019, 2022). Unfortunately, the World Economic Forum (2019, 2022) indicated health and hygiene as one of the major challenges hindering Africa's tourism performance. This study therefore explores the strategies adopted by two countries which have shown resilience in tourism performance since 2015; Egypt and Mauritius. It is anticipated that the strategies implemented by these two countries in relation to health and hygiene could be adopted by African economies which are underperforming in the tourism sector; mostly those ranking above 100 in the TTCI reports. From these reports, African countries that have been leading in tourism performance are Egypt, Mauritius and South Africa (World Economic Forum, 2015, 2017, 2019, 2022). However, it was noted that South Africa has been dropping in rankings since 2015, while Egypt and Mauritius have been escalating in tourism rankings. In the most recent TTCI, it can be noted that both Egypt and Mauritius outperformed all other African countries, with South Africa further dropping in ranking (World Economic Forum, 2022). Table 2 highlights the three countries' rankings in the TTCI from 2015 to 2021.

Table 2: TTCI rankings of Egypt, Mauritius, and South Africa for 2015 to 2021

Country	2015	2017	Change in ranking	2019	Change in ranking	2021	Change in ranking
Egypt	83	74	+8	65	+9	51	+14
Mauritius	56	55	+1	54	+1	62	-8
South Africa	48	54	-4	61	-7	68	-7

Adapted from: World Economic Forum (2015, 2017, 2019, 2022)

It can be observed from the table that Egypt made a significant improvement in rankings up to the year 2021 after the pandemic. Mauritius on the other hand made an improvement from 2015 and 2019; however, it can be observed that it's ranking dropped down from 54 to 62 between 2019 and 2021. Again, South Africa's ranking has declined significantly between 2015 and 2021 (dropping from 48 to 68). Based on this observation, it is evident that even though South Africa and Mauritius rankings between 2019 and 2021 declined, South Africa's performance had been declining from 2015 to 2019, while Mauritius was keeping a steady improvement during this period. These factors formed the rationale behind the selection of Egypt and Mauritius as the two countries to play a key role in this study.

2. LITERATURE REVIEW

Access to safe drinking water and sanitation is crucial for the comfort of travellers, and in the event where a tourist becomes sick, the country's health sector should be able to provide proper health care facilities (World Health Organization, 2012). Similarly, the high prevalence of HIV and malaria can have an impact on the productivity of the tourism personnel, and can discourage tourists from visiting any country (World Economic Forum, 2019; Crotti & Mishari, 2015). To exemplify, the Ebola outbreak that affected West Africa in 2014 did affect travelling activities. And to lessen the risk of case importation, many countries and airlines adopted travel restrictions to and from this region. These resulted in the postponement of flights by several carriers, air/sea/land border closings, restrictions for non-residents, suspension of visa issuance, and entry screening (Poletto, Gomes, Piontti, Rossi, Bioglio, Chao & Vespignani, 2014).

Recognising the connection between tourism and health, the American government in collaboration with the World Health Organization established a subcommittee to examine the topic of health and tourism and propose guidelines to strengthen intersectoral activities and introduce a health perspective into public policies on tourism. The outcome pointed out that the government should prioritize the formation of policies, plans and regulations, public information and training, mobilization of resources, and research (Pan American Health Organization, 1997). On the other hand, using the example of New Zealand, to avoid travellers from spreading unwanted diseases, the New Zealand government established screening processes aimed at identifying ill or potentially ill travellers before they enter the country. The screening takes place in several ways, including screening onboard aircraft or ships, using health declaration forms, visual or temperature screening of traveller, or using rapid laboratory investigation (New Zealand Ministry of Health, 2016). Apart from these, the World Health Organization (2012) indicated that understanding the purpose, the duration of the visit, and the type of travel planned, is essential concerning the associated travel health risks. For example, activities involving going outdoors in the evenings in a malaria-endemic area without taking precautions can lead to infection.

At the beginning of the year 2020, the COVID-19 pandemic emerged as one of the most significant pandemics that disrupted the global tourism industry (Lock, 2022). As the world is facing an unprecedented global health resulting from the COVID-19 pandemic, this factor has also been noted as an impediment to most sectors of the travel and tourism industry with airplanes on the ground, hotels closed, and travel restrictions in all countries (United Nations World Tourism Organization, 2021). It is further estimated that international arrivals are not expected to return to pre-pandemic levels until the year 2024 at the earliest. The pandemic has shown the significance of a country's healthcare system regarding the issue of mitigating the impact of pandemics and guaranteeing safe travel conditions (World Economic Forum, 2022).

Prior to the COVID-19 pandemic, the tourism industry accounted for one in four jobs of all new jobs established globally, 10.4% of the global gross domestic product, international spending amounting to US$1.7 trillion, 6.8% of total exports, and 27.4% of global services exports (United Nations World Tourism Organization, 2021). However, in the East African Community region only, in 2020, the region lost tourism receipts amounting to US$4.8 billion as about 4.2 million tourists could not travel to this region. This resulted into a drop from 4.1 million jobs to only 2.2 million jobs in the East African Community region (Muoki, 2021). Again, because of the spread of COVID-19, Asia and the Pacific saw an 82% decrease in arrivals in January-October 2020. The Middle East recorded a 73% decline, while Africa saw a 69% drop in this ten-month period. International arrivals in both Europe and the Americas declined by 68% (United Nations World Tourism Organization, 2020). Taking the Asia-Pacific region for instance, the region had over 360 million international tourists in 2019, however, due to the global pandemic and border closures, the number of tourists in this region declined to 60 million in 2020 and further down to 20.9 million in 2021 (Ganbold, 2022).

On the other hand, with the spread of COVID-19 decreasing in other regions, travel and tourism slowly started to pick up and accommodation establishments, eateries, and transport began to resume duties. Unfortunately, a second wave resulted into a decline in some parts of the world once more (Kreiner & Ram, 2020). Considering this challenge, countries across the world have started initiating mechanisms to rebuild more resilient tourism economy post COVID-19. These are inclusive of development of plans to support the sustainable recovery of tourism activities and escalating digital transition among others (Organization for Economic Co-operation and Development, 2020).

3. METHOD

Research method includes all the procedures and approaches which the researcher has taken to conduct a study (Mishra & Alok, 2011), and these approaches are inclusive of procedures taken for data collection and data analysis to provide undoubted conclusions (Walliman, 2011). This study adopted a literature review approach where secondary data was analysed. Secondary data is data that has been collected by other individuals to gain some background knowledge and understanding of a certain issue (MacDonald & Headlam, 2008). Literature analysis is a good tool to uncover knowledge and guide policy development and practice (Snyder, 2019). A systematic literature review was adopted to guide this study to gain convincing findings. The purpose of a systematic review is to find all empirical evidence that fits the already established criteria to respond to a specific research question, and this method can minimise biasness and lead to reliable findings (Moher, Liberati, Tetzlaff, Altman & Prisma Group, 2009). This study entails a wide range of information and build cases for Mauritius and Egypt to identify best practices to promote health and hygiene in tourism. Systematic literature review is an appropriate method to consider in studies such as case controls, and is normally used when there are numerous studies available to be considered for a qualitative review (Piper, 2013). To ensure trustworthiness, data was collected from numerous sources of information (both international and local sources) such as government and private sector publications, Google Scholar, academic journals, non-governmental organization reports, magazines, and newspapers among others. The collected information was then used to analyse the differences and the similarities of strategies applied by the two benchmarking countries. This was to highlight the common and unique strategies applied by both countries.

4. FINDINGS AND DISCUSSIONS

4.1 Case of Mauritius

According to the Mauritius Ministry of Health and Quality of Life (2018a), the government developed a Food Act 1998, which includes Food Regulations. This offers more efficient and effective protection of consumers against health risks when dealing with food that is considered not fit for human consumption and the risk of public health. Food Regulations in Mauritius have also been designed in accordance with the international norms and standards. Health care is regarded as a basic human right, and the Mauritian government has prioritised its spending in the national budget; for example, from 1969 to 2008, the health budget increased by 12,00 0% (Devi, 2008). To prevent the spread of HIV/AIDS, the Mauritian government with the support from local Non-Governmental Organizations (NGOs) and the private sector, developed a Multi-Sectorial HIV/AIDS framework and its implementation began in 2007 (Ministry of Health and Quality of Life, 2017). Because Mauritius is vulnerable to vector-borne diseases, to fight the occurrence of these, the Mauritian government succeeded to put together all concerned stakeholders ranging from public to private sector, as well as local NGOs to develop measures to prevent and control these diseases. Health detection starts at the port of entry and passengers coming from risky regions are screened by health professionals and the thermal scanner at the airport, and visitors are thereafter followed up to their hotels (Ministry of Health and Quality of Life, 2018b).

Moreover, the country's medical education and training has improved considerably to support its medical tourism, and the Mauritian private health centres have a high standard of care with the facilities supported by modern medical diagnostics centres and laboratories (Tourism Mauritius, 2018). The key strengths in Mauritian water sector are good quality water resources, water supply infrastructure, and relatively qualified personnel for the management of the water supply infrastructure. To support these, the government developed the National Water Policy in 2014 to meet the global water challenges making it possible for the country to accomplish the target under the Millennium Development Goal regarding provision of sanitation facilities. Likewise, the National Sewerage Programme is being implemented to increase the current level of coverage of the public sewerage system from 25% to 75% by 2040 (Ministry of Energy and Public Utilities, 2014). According to Waste Water Authority's last annual report, 2015 witnessed the launching of Phase 1 of the Pailes Guibies Sewerage Project and preparation of the new Framework Agreement for House Connections. Furthermore, seventy-seven private carriers were engaged to improve wastewater management in 2015 (Waste Water Authority, 2015).

In response to the COVID-19 pandemic, the Mauritius government has taken aggressive strategies to keep the tourism industry functioning. According to Mauritius Now (2021) the Mauritian government have opened door for tourists under the following conditions for vaccinated travellers:

- Enjoy a hotel holiday in certified COVID-19 safe hotels;
- Relax in the beach;
- Tourists need a mandatory polymerase chain reaction (PCR) test at the airport on the day of arrival. However, this depends on the length of the stay, as one will also need a PCR test on day seven and fourteen of their stay, and
- After a negative PCR test on day fourteen, tourists are free to go and explore the island.

On the other hand, the Mauritius Now (2021) highlighted that for unvaccinated tourists the following conditions apply:

- A tourist must book a quarantine stay in an official quarantine hotel, which includes meals and transfers;
- One will need to stay in your hotel room for fourteen days and meals will be delivered to their room;
- A tourist shall have a PCR test on the day of arrival, day seven and day fourteen, and
- After a negative PCR test on day fourteen, a tourist can freely explore the island and move to other accommodation establishments.

Hurnath and Dookhony-Ramphul (2021) identified that in Mauritius, tourism players who perceive tourism benefits have a high chance to support the sector in exchange of suitable health measures.

4.2 Case of Egypt

Unfortunately, tourists do suffer from infection and diseases due to failure of hotels to observe food and beverage hygiene. To address this challenge in Egypt, the Department of Health has placed food inspectors in various locations responsible for collecting samples of food from different areas for examination. The food inspectors' other role is to assist tourists' complaints about the food quality whereby the food is expected to be analysed according to the applicable standards and regulations, and legal actions are taken against the accommodation establishment if any violation to the standards are identified, and the injured gets compensated (Youssry & Partners, 2018).

A good health system is a priority to the Egyptian government. According to The World Bank (2018), the bank had funded the government of Egypt with \$530 million to support its objective of improving the country's healthcare system with 600 primary healthcare facilities and 27 hospitals. The project was also intended to screen 20 million adult Egyptians against non-communicable diseases and risk factors. Abdelkader (2014) highlighted that 95% of the Egypt population has physical access to healthcare as the government has extensively invested in healthcare infrastructure. Additionally, unlike other countries in the North African region, Egypt does not face a shortage of qualified medical personnel in all healthcare industry arms. And, as much as water demand is continuously widening because of population growth (Abdel-Shafy & Mansour, 2013), Egypt prides itself on the fact that a high percentage of the population has access to safe water and sanitation (Abdelkader, 2014).

In the wake of the COVID-19 health crisis, Egypt also faced challenges in reopening the borders while maintaining and minimising the health risk of its population. To open doors for tourism activities, the government of Egypt eased guests limits for accommodation establishments, eateries, cinemas, and theatres to 70% of their capacity from the prior 50% set before as the result of COVID-19 infections decline. This resulted into an increased tourism revenues as the country received about 3.5 million tourists from January to June 2021 (The Arab Weekly, 2021). Other strategies implemented by the Egyptian government and chain-managed five-star hotels in response to COVID-19, include numerous initiatives focusing on policies on health and hygiene, workforce training, marketing, domestic tourism, booking flexibility, cancellation policies, community support, vaccinations, and contracts (Salem, Elkhwesky & Ramkissoon, 2021). The Al Alamain Hotel (2021) indicated that the Egyptian government also developed guidelines and recommendations for hotels to ensure safety and security, and these included:

- Disinfecting the guests' luggage before entering and leaving the hotel;
- Measuring the temperature of guests upon entering and leaving the hotel;
- Providing hand sanitizers in the reception areas and other locations, and
- Upon discovering a positive case among guests, the hotel shall inform the Ministry of Health to coordinate the isolation of the case in the dedicated area in the hotel or hospital based on the severity of the case.

Other measures that the government developed to smooth the activities of tourism while keeping an eye on COVID-19 precautions, were that all arrivals into Egypt, including its citizens, must provide a negative PCR test taken within 72 hours of departure. This extended to 96 hours for arrivals from Japan, China, Thailand, North America, South America, Canada, London, Paris, and Frankfurt. The certificate must be written in English and Arabic and be stamped by an accredited laboratory. All travellers must complete a personal monitoring card and show proof of health insurance on arrival (CNN Travel, 2021).

4.3 Discussions

Table 3 presents an analysis of the similarities and differences of strategies adopted by both Mauritius and Egypt.

Table 3: Health and hygiene strategies supporting tourism

Strategies implemented	Mauritiu	Egypt
Development of the Food Act	X	X
Development of the water, sanitation and health policies	X	X
Establishment of clean water sector and improved water supply	X	X
Government collaborations with stakeholders to fight the spread of HIV/AIDS and other communicable illnesses	X	X
Improvement of water sewerage system	X	
Increased investment in medical education and training	X	X
Increased budget for healthcare	X	X
Disease detection begins at the port of entry	X	X
Visitors coming from risky disease areas are followed up at their hotel	X	
Improved medical care personnel and facilities	X	X
Securing international financial aid to improve the healthcare system		X
Food inspectors placed in various tourism locations		X
Screening of locals for non-communicable diseases		X
Development of a guiding tool for COVID-19 vaccinated tourists	X	
Development of a guiding tool for COVID-19 unvaccinated tourists	X	
Establishment of certified COVID-19 hotels/guideline for hotels	X	X
Usage of mandatory polymerase chain reaction (PCR) test at the airport	X	
Development of hotel health and hygiene policies to fight the spread of COVID-19		X
Travellers to complete a personal monitoring card and show proof of health insurance on arrival		X
Travellers to provide a negative PCR test taken within 72 or 96 hours of departure depending on the country where the traveller is from		X

The two countries developed the Food Act and water, sanitation, and health policies, established a clean water sector and improved water supply, have established collaborations between government and stakeholders to fight the spread of HIV/AIDS and other transmissible illnesses. Mauritius further improved water sewerage systems. The World Health Organization (2012) highlighted that health risks can increase in places where hygiene and sanitation are of poor quality and clean water is not available. Also, Blanke and Chiesa (2011) considered access to clean drinking water and sanitation as an essential need for tourists. The two countries seem to have invested in medical training and facilities, have increased their health budget, and disease detection begin at ports of entry. In the case where tourists become sick, the country's health sector should provide proper health services, and this is measured by the availability of physicians and hospital facilities (Blanke and Chiesa, 2011; World Economic Forum, 2019). Prior to the COVID-19 pandemic, it appears that Mauritius was already using a strategy of following visitors from risky disease areas up to their hotels. The New Zealand government also used this same strategy prior to the COVID-19 pandemic where potentially ill travellers were screened in aircrafts or ships before they entered the country (New Zealand Ministry of Health, 2016).

Egypt seems to be extending good health and hygiene practices through securing international funding to improve healthcare systems, placing food inspectors in numerous tourism locations, and screening locals for non-communicable diseases. It had been noted that that health risks can increase in areas where the accommodation establishments are of poor quality (World Health Organization, 2012). Also, the findings of Rasethuntsa (2021), indicated that unhygienic eateries and hotels may lead to tourists' dissatisfaction and tourists would likely not choose the location as their tourist destination in future. Recognising the spread of COVID-19 and its impact to the tourism sector, the two countries developed guidelines for hotels while Mauritius went to the extent of establishing COVID-19 hotel certifications in this regard. Mauritius appeared to have developed measures for treating both vaccinated and unvaccinated travellers while also applying a mandatory PCR test at the airports.

Furthermore, to protect international travellers and its population, Egypt developed a hotel health and hygiene policy, mandates travellers to complete a personal monitoring card and show proof of health insurance on arrival and to provide a negative PCR test taken within 72 or 96 hours depending on the country where the traveller is from. The results of the study also highlight the similarity with the strategies adopted by the United States which included prioritizing the formation of policies, plans and regulations, and mobilization of resources. However, the United States strategies further included an investment in tourism-health research, promoting public information and trainings on the issue of tourism and health, forging ties at the ministerial level among the health, tourism, economic, development and other pertinent sectors in the country, and ensuring the health sector's participation in the feasibility studies and impact assessments of projects to promote tourism (Pan American Health Organization, 1997).

5. CONCLUSION AND RECOMMENDATIONS

It can be concluded that the government role in ensuring tourism health and hygiene is through the development of appropriate policies to support and promote a healthy and hygienic tourism sector especially in hotels and eateries. It can also be noted from the results that the two countries are mostly applying the same strategies to promote health and hygiene which in turn has positive spill-over effects on the tourism industry. For example, these include medical human resource development and facilities, and supply of clean water. Collaborations between the NGOs, public- and private sectors is also noted to play a significant role in establishing a healthy and hygienic tourism destination. Egypt and Mauritius are well-informed about COVID-19 strategies to implement in order to ascertain a healthy tourism destination; and a multi-stakeholder approach have been employed to fight the spread of this disease.

In recent years, the world economic outlook is highly uncertain, and sensitive to uncertainties connected to various economic policy decisions emanating from multiple stakeholders inclusive of the government sector (Işik, Sirakaya-Turk & Ongan, 2020). The speedy policy decisions of some economies around the world have effectively allowed the tourism industry to save millions of jobs and livelihoods at risk through retention schemes, and yet, with the industry's contribution to Gross Domestic Product plunging by almost 50% in 2020, the support from government leaders remains more important than ever (World Travel and Tourism Council, 2021). It can therefore be recommended that African countries which lag in this area could adopt the following short- and medium-term recommendations to promote tourism through implementation of health and hygiene measures to emancipate themselves during this declining phase of the tourism industry:

Short-term strategies

- The government to facilitate establishment of a health and hygiene committee including the government organizations and all tourism stakeholders to keep an eye on health and hygiene trends and challenges affecting the tourism industry. This would enable speedy detection and decision-making on areas of concerns;
- Government to collaborate with health-related NGOs to fight emerging diseases;
- Government to implement health screening in ports of entry even after the eradication of the COVID-19 pandemic as this can be a tool to identify travellers with health issues before they enter the tourism destination;
- Government to develop guiding tool to monitor and handle COVID-19 vaccinated and unvaccinated travellers;
- Government to engage the tourism private sector in the development of guidelines to be utilised during the COVID-19 pandemic as this bottom-up strategy could ensure buy-in; noting the fact that the business sector players are the ones to implement these policies;
- Government to keep an eye on the guidelines provided by the World Health Organization regarding the COVID-19 pandemic and disseminate this information to all tourism stakeholders, and
- Government to form a team that monitors

the implementation of all health policies within the tourism business sector and non-compliers to be penalised. This would enforce compliance towards all health policies, regulations, and guidelines in a tourist destination which in turn would boost tourism competitiveness.

Medium-term strategies

- The government through the relevant Ministry to develop food regulations to protect consumers against health risks;
- The government through the relevant Ministry to develop policies for water, sanitation, and health as this would mandate tourism players to implement appropriate measures, and
- Government to increase investment in health education and healthcare facilities as tourists seem to be comfortable in destinations where their healthcare is secure.

This research achieved its intention of identifying strategies applied by both Mauritius and Egypt to promote health and hygiene which ultimately supports tourism effectiveness and competitiveness. The similarities and differences employed by the two countries in this regard were also displayed. The recommendations to other African nations were also presented. Unfortunately, there are no traceable studies that establish the tourism health and hygiene strategies applied in Africa, or a study that compares strategies implemented by African countries to promote health and hygiene to support the tourism sector. This is regarded as an unknown area; therefore, the study is of great importance because it has established a ground for future research in tourism health and hygiene practices in the African continent. Future studies could concentrate on establishing the health and hygiene challenges encountered by tourists in some African countries. The outcome of such a study could enable policy developers and decision-makers to have a thorough knowledge on specific areas that need immediate attention to improve health and hygiene for tourism purposes.

Uncertainty and risk

It is acknowledged that because this is a literature review-based research, some critical information regarding the issue under investigation could have been omitted, and therefore compromising the findings of this study due to inaccessible sources of information. Therefore, it is recommended that more empirical studies in this area be explored through the use of other research methods to provide firm conclusions and add more knowledge regarding the topic under investigation.

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TRAVEL AGENCIES' ROLE IN GASTRONOMY TOURISM DEVELOPMENT AND A GASTRONOMY TOUR EXAMPLE

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KEYWORDS

Gastronomy Tourism
Travel Agency
Tour Development
Tourism Product Differentiation

ABSTRACT

Gastronomy tourism embraces a wide range of gastronomic opportunities for tourists while contributing to sustainability, rural development and the protection of culinary heritage. It diversifies and revitalizes tourism as one of the industry's essential element and emerging segments. However, there is a scarcity of research on the issue related to travel agencies. The purpose of this research is to determine whether travel agencies in Izmir use culinary elements and gastronomic sources as themes in their tour packages to highlight the gastronomy tourism potential of the city, and explore ways of developing this approach. Thus, the contribution of this study is threefold. First, travel agencies in downtown Izmir were surveyed in terms of their actual gastronomy tourism product offers and future plans to create one. The survey results revealed that gastronomy was not promoted as a principal theme due to a lack of awareness of potential local and regional culinary resources. Second, experts in the gastronomy and tourism industries were contacted using purposive sampling. Their opinions were sought regarding places, products and activities that could be included in a gastronomy tour package. Finally, an example tour program was created based on expert opinions along with the author's contribution.

1. INTRODUCTION

As of 21th century, tourism industry has witnessed significant changes in the demand profile of tourists in terms of their expectations and behaviors, resulting in a prominent shift in the means of communication, the promotion and nature of services.Tourists have become more experienced, with more discretionary time and budgets, and seek active experinces that are based on learning and experimenting of places with all their senses (De Albuquerque Meneguel et al., 2019). Food is inextricable of daily life, as well as during travelling, so the strong relation between tourism and food should not be neglected. While food has traditionally been approached as a supportive or complementary product in tourism, researchers have started to examine the connection between food and tourism in more detail in the last two decades. A great number of studies have revealed that tourists' enthusiasm for a region can be considerably affected by an interest in gastronomy (Sio et al., 2021; Dixit, 2019; Folgado-Fernández et al., 2017; du Rand & Heath, 2006; Hjalager & Richards, 2002). Wolf (2020) indicated that tourists spend approximately 25% of their budget on food and beverages; this figure can reach 35% in relatively expensive destinations and fall as low as 15% on more affordable destinations. Foodies, in particular, spend even more than the average of 25%, leading more destinations to focus on food as their core tourism product (du Rand & Heath, 2006).

Travel agencies hold a key role in the tourism sytem. Some of the key roles of travel intermediaries can be summarized as contributing to publicity and marketing activities, exploring new tourism destinations, and offering these as a product, creating tours with price alternatives for various segments, standing as a connecting power between suppliers and the public, providing holistic information and rebuilding destination image in the post-crisis period (Da Silva, Costa & Moreira, 2018; Clerides, Nearchou & Pashardes, 2008; del Bosque, San Martín & Collado, 2006; Cavlek, 2002; Lubbe, 2000; Mısırlı, 2010; Reimer, 1990)

Travel intermediaries have an active role in promoting, marketing and branding a destination's image with all its featured aspects, tangible or intangible. They are in direct contact with potential customers, and they offer a purchase convenience to the buyer, bringing all the related services together as a final product. As travel intermediaries interact directly with potential customers, they are aware of the growing demands for authenticism, experimentation and related new travel trends. They operate in a very dynamic and price sensitive market. Moreover, they deal with a wide range of different suppliers, and therefore can easily gather information on various best practices and facilitate the sharing of experiences throughout the supply chain (Barna & Semak, 2020). Their central position in a complex network of suppliers underlines

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their function as an information center. Besides information giving to potential travellers, they design and market various tour packages, set trends, connect stakeholders, and alter the demand profile to the destination. All these responsibilities emphasize the highly strategic role of travel intermediaries. (Klenosky & Gitelson, 1998). Travel agencies bundle all travel related products and services in a package so that tourists can experience the destination as a local would. They select each location for its character and authenticity to make visitors feel at home as an invited guest rather than a tourist. They design each route carefully to immerse visitors in the local culture. They choose different themes based on the region's resourcesand develop tours accordingly. They tailor their tours to exploit the destinations' tourism potential to its full (Page, 2009).

Amongst other things, they creatively combine natural and cultural sites, tangible and intagible heritage and services in one single attractive package so that it becomes more appealing. Tourism development is highly affected by travel intermediaries' activities. Those with high volume of business are those that are able create a certain image of the destination in tourists' mind, and their attractive packages can give them control over demand. So, travel agencies affect demand levels if they comprehend market needs well, and and cater for all these needs ,in a tour package (Lubbe, 2000). This way, not only increases the accessibility and visibility of destination, but makes tourists more reliant of on intermediaries' offers, and less on those of individial suppliers.

2. LIİTERATURE REVİIEW

2.1. Gastronomy and Tourism

Tourism industry is passing through the processes of globalization; yet, at the same time, tourists have become more interested in experiences based on local identity and culture. The more they travel, the more sophisticated they desire to become. Culinary experience is recently one of the most preferred cultural capital, which has become a major focus for travel. There is a global increase in the number of food-tour companies, food and beverage focused events and food and beverage experience-focused marketing efforts. Based on a recent report of Allied Market Research (2020) that was published in June 2020, the global culinary tourism market size was valued at $1,116.7 billion in 2019, and is projected to reach $1,796.5 billion by 2027, registering a Compound Annual Growth Rate (CAGR) of 16.8% from 2020 to 2027. Another statement from the report was that the Online Travel Agency (OTA) segment was the most prominent segment in 2019 based on mode of booking, and it is expected to grow at CAGR of 17.9% through the forecast period, the highest rate ever seen. This is a result of increasing adoption of smart devices as a way to oganize travel arrangements. Furthermore, this mode of booking is very practical, and is encouraged by travel agencies' flexible offers.

A destination's cuisine is like a window into its soul. Immersion in another destination's culture is not just about sights, sounds and smell; tastes are also an exceptionally influential in a place's charm and in the understanding of its essence (Le, 2017). Yet, gastronomy was neglected by the tourism industry until 1990s, as it was regarded simply as a prequisite for the holiday experience. But today there is a growing recognition of the link between tourism, intangible heritage and gastronomy resulting from the heterogeniety of tourist preferences, increased interest in culture and postmodern consumption styles. The shift from traditional tourism activities to creative tourism made gastronomy even more important; thus, it has become a main focus for promoting travel and an important development focus for tourism authorities (Richards, 2014). According to Boniface (2003), the interest in food and tourism lies in the reaction to the lack of distictiveness and individuality associated with modernity, industrialization and globalization.

What makes gastronomy so attractive in context of tourism industry is that eating and drinking ranks in the top three favorite activities for tourists; it is the only type of cultural experience that activates all five senses at the same time; and also, it is a universal experience, ??not dependent on climatic conditions. Besides, it is experiential in terms of being an interactive discovery-oriented activity which all age groups can enjoy (Kivela & Crotts, 2006).

Food tourism as other types of tourism is a complex system involving many stakeholders and interactions that create quality food experiences by applying knowledge and skill. Tourists buy not only products or services, but the total experience offered by these. So, the total image of the product in foodies' mind is shaped by value creation and memorable experiences. Thus, resources should be diversified and transformed into venues, events, infrastructure and skill development, with the collaboration of all related stakeholders (Getz et al., 2014). A destination's food history should be integrated in its branding efforts for potential commercial returns with the formulation of broader strategies and target plans. These gastronomy tourism initiatives should be supported with government regulations, officially-endorsed marketing activities, the consolidation of economic ties between industrial sectors and the countryside, and public awareness, as well as service quality (Henderson, 2004).

A gastronomy tour is not just about visiting places and dining in restaurants during meal times, as a necessity, and considered simply part of the human diet. A gastronomy tour is about traditions, origins and influences of the cuisine and showing tourists how the food is grown, harvested and brought to market. It also involves visiting off the beaten track places previously known t only to locals, where tourists can enjoy sampling classic and less well-known specialities. These experiences can include tastings and opportunities for hands-on cooking of local delicacies (Tsai and Wang, 2017). Gastronomy products apply to food and beverages or any food-related activity of a nation's culture and heritage. Thus, the definition, far from being elitist, includes not only one-of-a-kind restaurants, but also street vendors, food carts, trucks, gastro-pubs, wineries, food tours, cooking classes, beverage factories, wine and beer tastings, chocolaterie or bakery visits, culinary trails, gastronomic festivals, farm weekends, cookbooks, food guides and the like (Long, 2013).

2.2. Potential of Izmir as a Gastronomic Destination

Izmir is a metropolitan city located on the Aegean coast of the westernmost part of Anatolia. It is the third most populous city in Turkey. It is a popular tourist attraction with various local characteristics mentioned below; yet, it is not branded as a foodie destination. However, all stakeholders recognize the importance of this emerging market, with a great potential in the near future, and they have taken part in different events , initiatives and projects to promote this. The city is attractive for a large number of tourists for purposes including those with leisure, medical, health, youth, business and cultural purposes. İzmir has a extensive historical background that can be traced back to Neolithic period. This cultural richness stemming from the interaction of various civilizations, contributes to the cultural mosaic of the city. Numerous trade fairs, most of them being international, is a tradition that supports city's economy as a form of business tourism. İzmir has a climatic advantage; the mild mediterrenean climate and affluence of sunny days minimize the effects of seasonality that affects many destinations. Besides the historical and religious sites that attracts cultural tourists, its blue flag beaches and thermal sources appeal to leisure travelers. It is home to a great number of coastal touristic towns, hotels and summer houses. With its welcoming and friendly local habitants, İzmir is a symbol of modernity with numerous internationally-accredited public and private universities.. There is an international airport and seaport in the city for accessibility, and conseqeuntly, the destination has become a stopover for cruise liners. Its proximity to major destinations via highway connection is another prime advantage (İzmir İl Kültür Turizm Müdürlüğü, n.d.).

İzmir has all the typical characteristics of the Mediterranean food culture thanks to its geographic location, reflecting Aegean regional cuisine with dishes that are rich in olive oil and fresh herb varieties. As the city has been a cradle to various civilizitons throughout history, the food culture is shaped by Anatolian, Greek, Levantine, Aegean, Jewish and Armenian influences. This diversity is a natural reflection in its cuisine. Meat dishes and pastry products from Balkan cuisines as well as from non-immigrant cultures are blended harmoniously with fresh herbs, resulting in today's cuisine practices. The result is a combination of tastes including meat dishes, fish plates and fresh greens to appeal to all palates. Nomadic Turks settled down in and around İzmir, Levantines, Greeks, Sefarades, those who came from Western Thrace and the islands such as Crete, Chios, Midilli during the population exchange; other settlers are Bosnians, Macedonians, Albanians and African Arabs. Coastal locations are more influenced by Mediterranean influences. In vicinity coastal districts such as Urla, Karaburun, Seferihisar, Tire, Foça and Çeşme as well as the downtown area, one can find exemplary olive oil dishes prepared from vegetables, herbs, and fish from the bay. This is in contrast to the inner region's cuisine culture, composed mostly of red meat, dairy products and cereals, which is a reflection of nomadic traditions and habitants' engagement in livestock and farming activities. This inner regions's cuisine is found in Bergama, Kınık, Kiraz, Menemen, Ödemiş and Tire districts. Street food is also common in İzmir; "Gevrek", "boyoz" and "kumru" are the best example snacks on the go; the traditional old bazaar "Kemeraltı" area offers cold cuts of sheep head, meatballs on the skewer, and sherbets as alternative snacks (İzmir Kültür ve Turizm Dergisi, n.d.).

Gastronomic tourism has attracted a great interest in the world in recent years, and the city of İzmir also aims to take its place at the forefront of gastronomic tourism. With its indigenous fresh herbs, fish and seafood, local eating facilities and food and gastronomy-related events hosted in and around the city, İzmir aims to valorise its gastronomic sources to diversify its touristic product offers, alleviate seasonality issues and maintain year-around tourism activities. The initiatives of profit and non-profit organizations, both in public and private sectors, have resulted in a wide range of projects, events and facilities supporting the development of local gastronomic tourism. However, to compete at an international level, branding the city as a gastronomic destination requires commodification and packaging of products and places as a tourism product (Bucak and Aracı, 2013).

Stakeholders have been involved in several initiatives, projects and events to brand the city as a gastronomic city. Table 1 indicates some of the facilities, events, initiatives, projects and conferences:

Table 1. Gastronomic Sources in İzmir

FACILITIES & PLACES	**EVENTS**	**STAPLE INGREDIENTS**
-Kemeraltı (Old historic bazaar of İzmir) -Urla Vineyard Route -Köstem Olive Oil Museum -Local bazaars (Tire, Sığacık, Bademler..) -Klazomenai Archaic Olive Oil Extraction Plant -Slow city of Sığacık	-International Urla Artichoke Festival -İzmir GastroFest -Alaçatı Herbs Festival -Seferihisar Mandarin Festival -Selçuk Ephesus Centaury Festival -Chocolate and Sweets Festival --Urla Vintage Festivities -Payamlı Fig Festival -Terra Madre 2023	-Olive and olive oil -Seafood -Fig -Artichoke -Grape -Cherry -Melon -Fresh Herbs -Mandarin
INITIATIVES / PROJECTS	**CONFERENCES**	**FOOD & BEVERAGE**
- Délice Network on Food&Gastronomy -Association of Aegean Gastronomic Tourism -İzmir Chaine de Rotisseurs -İzmir Gourmet Guide -23 Geographically Indicated Products -Kemeraltı Selluka Project	-International Gastronomic Tourism Congress	-Şambali, Lokma, Kazandibi (desserts) -Tulum Cheese -Sübye (beverage) -Boyoz, Gevrek, Kumru (pastries) -Kelle söğüş -Kokoreç -Olive oil dishes -Local wines -Stuffed mussel -Mezzes

Source: Compiled by the author

3. METHODOLOGY

Data from travel agencies and experts were collected from June to September 2021 using a multi-section and structured questionnaire, with a specific set of predefined questions, developed on Google Forms via the web to reach the maximum number of agents and experts in a limited time. Purposive sampling technique was chosen, based on volume of business for travel agencies in the downtown area. . Purposive sampling includes those witht he potential to provide more valid and useful information, and Identification and selection of cases or participants aim to ensure that research resources are used as effectively as possible. A purposive strategy is applied when the researcher believes that, for the purpose of the study, those with differing views, and representing the important views, are included in the sample (Campbel et al., 2020). Snowball sampling, also called as 'chain referencing', was used to reach experts. It allows collecting data within the existing social environment, where each new acquaintance points to further acquaintances. As a rule, this technique is used to investigate topics that **are difficult to explore** with public research; so, where a probabilistic sample is not necessary, snowball sampling makes it possible to reach an exponentially large number of users, in this case, tourism experts (Etikan et al., 2016).

The methodology part is composed of two mini surveys, and an example gastronomy tour program development based on these. The first survey was applied to 157 travel agency managers and owners in downtown İzmir area, where there are 251 travel agencies in total, according to the Ministry of Culture and Tourism (2022). The second survey was conducted with industry experts. Given the aim of the study, a purposive sampling approach was used to determine the expert group, based on their professional relationship to the field in question, comprehensive knowledge, independent thinking, and differing views on the phenomenon. Thus, multiple informants responsible for the development, marketing, and operations components of gastronomy and tourism took part in the survey. These were 15 individuals; four involved with official tourism promotion for the region, two industry experts, two academic experts in the field and region, three chefs, one professional tourist guide, one travel agent owner, and two experts from local commercial agencies. The survey was organized around one main question, which concerned the facilities, activities, events, organizations and places that should be included in a gastronomy tour program for the region of İzmir. Finally, an example gastronomy tour program was created based on the results of these two surveys, and author's own contribution. As a summary, four steps were followed to create an examplary gastronomy tour program, as follows: the identification of current situation, referral to expert opinions, making an inventory of potential sources, and the creation of a program including these sources.

The following part includes results and discussions related to:

- survey results related to gastronomy tourism offers of İzmir Travel Agencies
- expert opinions about gastronomic sources of İzmir region
- an example gastronomy tour program based on expert opinions

4. FINDINGS AND DISCUSSION

4.1. Travel Agencies' Current Position in terms of Gastronomy Tourism Offers

The survey was intended to highlight the travel agencies' actual and / or potential gastronomy tourism offers for the development of gastronomic tourism in İzmir. They were asked about any plans for organizing a gastronomic tour in the near future; any preparations for a gastronomy tour to be put on sale in the near future; any gastronomic tours currently on sale; any information about the places to be evaluated for gastronomic tourism in and around Izmir, and also about any projects, training or cooperation executed with tourism authorities. Table 2 summarizes the results as follows:

Table 2. Current Gastronomic Offers of Travel Agencies in İzmir

	Yes	No	Total
any plans about organizing a gastronomic tour in the near future	47.1%	52.9%	157
any preparations for a gastronomy tour that will be on sale in the near future	20.4%	79.6%	157
any gastronomic themed tour currently on sale	9.6%	90.4%	157
any project/training/cooperation about gastronomic tourism with tourism authorities (Ministry, TÜRSAB, etc.)	13.4%	86.6%	157
knowledge about the places to be evaluated for gastronomic tourism in and around Izmir.	37.8%	62.2%	157

Source: Compiled by the author

It can be seen that almost half of the respondents (47.1%) reported plans for organizing a gastronomic tour in the near future; yet, only 20.4% had made preparations for a gastronomy tour for sale in the near future. 9.6% already had gastronomic themed tours currently on sale but 62.2% had no knowledge about the places suitable for gastronomic tourism in and around Izmir. Finally, only 13.4% of the respondents are aware that tourism authorities organise projects, trainings and cooperation efforts for gastronomic tourism.

4.2. Expert Opinions About A Gastronomic Tour Program for İzmir

An important observation of the above-mentioned survey is that although travel agencies have plans for gastronomy tour development, they lack clear knowledge about the gastronomic resources. For this reason, experts were consulted. The experts were selected on the assumption of their extensive knowledge of the structure and functioning of gastronomy and tourism development, and that they would have an impact on relevant education or strategic planning and application regarding gastronomy tourism management. In accordance with the our main objective, the core group of respondents consisted of tourism officials, academics, industry leaders, tourism associations and chefs. They were asked their opinion about which culinary resources in and around İzmir should included in a hypothetical gastronomic tour package. An analysis of their answers using content analysis, led to the emergence of several code categories, such as activities, facilities, events, products and places, listed in Table 3

Table 3. Expert Opinions about a Gastronomic Tour Program Content

Title/Position	Experience	Facilities, activities, events, organizations
Tourism official	**36 years**	Facilities, places, products, activities, events and organizations that are designed to complement each other in different regions (villages/neighbourhoods). Most importantly, the setup of the gastronomy tour; its story should be emphasized.
Tourism official	**18 years**	Kemeraltı, Bergama Tulum Cheese Producers, Oleatrium olive and olive oil museum, Şirince, Kirazlı, Selçuk, Klazomenai olive oil plant, Urla Vineyard Route,
Tourism official	**20 years**	Tastings, workshops, walking tours, local produce shoppings, traditional diners, bazaars
Tourism official	**30 years**	Bazaars (Kemeraltı, Bademler, Sığacık, Tire); Vineyards (Urla, Selçuk, Kemalpaşa, Menderes); Olive and Olive oil related visits; product based visits (Boyoz, Sübye, cheeese etc. production and tasting)
Academician	**19 years**	Kemeraltı walking and tasting tour, Köstem Olive Oil Museum, Sığacık Bazaar, Local Herb Shopping in Urla Bazaar, Dinner in Alaçatı, Çöpşiş in Selçuk,
Academician	**27 years**	Local fresh herbs workshops; Aegean cuisine presentation from an expert; aegean cuisine culture and culinary traditions seminar, tastings integrated with other tourism related activities
Entrepreneur	**15 years**	Applied culinary workshops- Wine, olive oil etc. tasting events - Producer's Markets - Kemeraltı - Artisans and craftsmen of Basmane region
Entrepreneur	**21 years**	Dynamic tour packages that can be adapted to seasonal products, harvests; time-specific gastronomy related activities, conferences and festivals etc.
Chef / Owner	**25 years**	Tire (Tire bazaar, GastroTire, Osman Efendi Tatlı ve Dondurma Evi, Kuyu Kebapçı Ali Usta, Babaoğlu); Ödemiş (Töngül Pide, Köfteci Hurşit); Selçuk (Çiy Restaurant, Yedi Bilgeler Winery), Menderes (İsa Bey Vineyards & Winehouse)
Chef	**22 years**	Kazandibi, Şambali, Boyoz, Kumru, Manisa Kebab, Olive oil dishes, Lokma, Kemeraltı and Basmane Diners, Aegean fish and mezzes, Mustic gum cookies
Chef	**40 years**	Zeynel Ergin Gevrek House, Kordon Restaurants, Çeşme Kumru, kitchen workshops, vineyard tasting tours, Tradesmen Diners
Tourist Guide	**17 years**	Wine tastings, olive oil tastings, kitchen workshops, farmer's markets enriched with other cultural activities and sightseeings
Travel Agent Owner	**28 years**	Food related festivals, events; vineyard visits; tastings of local food and beverages such as gevrek, sübye, lokma. Visits to bazaars and local producers in Tire, Sığacık, Bergama and Urla
Tourism Association Presedent	**33 years**	*Urla Region;* farmers' bazaar, vineyard route, Malgaca district, fine casual restaurants of Kuşçular; *Seferihisar Region;* dried tangerine, Armola cheese, Sığacık bazaar; *Kemeraltı*; tradesmen diners, traditional back streets like Havra, Hisarönü and Kızlarağası Han; Tire and Çeşme-Alaçtı regions
Tourism Association President	**15 years**	Elgani Ezmecizade, Bizim Lokanta, Ayşa Boşnak Börekçisi, Palombo Ticaret Havyar, Hisarönü Şambali, Turkish Coffee in Kızlarağası Han in Kemeraltı; staple products of the region such as olive oil dishes, fresh herb dishes and salads; boyoz, sübye etc.; workshops and tastings, visits to cheese, olive oil, wine producers

Source: Compiled by the author

Table 3 depicts all 15 experts' opinions about facilities, events, places, products and activities. The most frequently mentioned facilities are wine and olive oil production facilities. Place suggestions revolve around Kemeraltı, Urla, Bergama, Tire, Selçuk, Çeşme and Alaçatı regions. The most frequently mentioned products are fresh herbs, boyoz, kumru, sübye, gevrek, lokma, olive, cheese, fish; and, finally, the most common activities are bazaar visits, hands-on kitchen workshops, tastings, and local produce shopping tours on foot.

4.3. An Example Tour Program for the region of İzmir

A sample gastronomic tour program was developed based on the opinions of the experts mentioned in the previous section. This part of the research is intended to offer suggestions and recommendations for the creation of a culinary-based package tour for the city of İzmir.

A successful culinary-based package tour would typically be adapted from current gastronomy tours and thus, can be easily adapted to include various culinary resources found in and around the city of İzmir. Local stakeholders should be involved in collaborative culinary opportunities so that travel agencies, the destination and the locals will all benefit, and the increased traffic will enable the destination to project a positive gastronomic image.

Another recommendation is to create gastronomic tours of various length, so that these can be offered either as self-contained tours, or as complementary to other types of tourism activity. It is also recommended that the tour begins and ends in İzmir to make it accessible from neighboring towns and flight connections. This would allow relevant city tours to be offered to extend the tour experience in the city itself.

The tour program should ensure a more holistic experience of all the elements regarded as culinary activity. Therefore, this sample tour depicted on Table 4 was designed to include various culinary experiences, such as local food tastings, farmers' markets, touring wineries and tasting wine, culinary museum visits, hands-on kitchen workshops, exploration of local culinary culture and customs, enjoying street foods, and visiting local high quality restaurants, as well as a few complementary cultural activities.

Table 4. Example gastronomy tour program for İzmir and its vicinity

Day 1	**Tasting Kemeraltı**	Walking tour: Tasting and exploring the old bazaar district "Kemeraltı" – breakfast at *Abacıoğlu Inn*, walking &shopping in the backstreets of Kemeraltı, lunch at *Manisa Doyuran Kebab*, *kazandibi* and *şambali* tasting in Hisarönü, Turkish coffee break at *Kızlarağası Inn*; visit to *Agora Open Air Museum*, *Kordonboyu* walking tour in the evening and dinner at *Esnaf Lokantası*.
Day 2	**Tasting Urla**	*Köstem Olive Oil Museum* and *Klazomenai Olive Oil Plant* visits, lunch stop in *Malgaca Bazaar and Sanat Sokağı* tour in downtown Urla; Urla Vineyard Route and wine tastings
Day 3	**Tasting Çeşme and Alaçatı**	Walking tour in *Alaçatı*; tasting mustic gum cookies and shopping; visit to *Çeşme Castle*, lunch stop at *Kumru Restaurant,* free time in the afternoon, sundowning celebration on *Ilıca Beach*, mezze tasting along the seaside in the evening.
Day 4	**Tasting Cittaslow city of Sığacık, Şirince, Kirazlı**	*Bademler Village Bazaar*, Sığacık Castle Farmers' Bazaar, visit to *Ancient City Of Teos*, wine tasting in *Şirince Village* in the evening, visit to a *Kirazlı Village* house restaurant for dinner
Day 5	**Selçuk and Kuşadası**	Visit to *House of Virgin Mary* and *Ancient city of Ephesus*, *Çöpşiş Restaurant* for lunch time, *Oleatrium Olive And Olive Oil Museum*, free time in *Kuşadası* in the evening.
Day 6	**Tasting Tire**	Visit to *Tire Bazaar*, culinary workshop at *Kaplandağ Tire*, visit to *Historic Town of Birgi* which is on UNESCO World Heritage tentative list, evening stopover at *Ödemiş Töngül Pide*, visit to Vineyards in Menderes region.
Day 7	**İzmir**	Breakfast at *Boyoz* shop and learn the art of making *Boyoz* with a workshop, sightseeing tour to *Asansör* and *Sübye* tasting while enjoying the view, Ferry tour to Karşıyaka; *Gevrek and Tea* on board.

Source: Compiled by the author

Although the tour was designed as a weekly tour package, travel agencies can redesign the program to create multiple packages of various lengths. While it can be marketed as a complete gastronomy tour package in itself, shorter versions can be integrated with other touristic activities to create awareness of the region's gastronomic richness to promote future visitation. For instance, tours can be incorporated to product harvests, food festivals and other international mega events.

5. CONCLUSİION AND RECOMMENDATIONS

The key for the development of the tourism industry is the creation of a competitive tourism product that can best meet tourists' needs and expectations. Thus, tourism products should be differentiated and varied to attract more tourists to destinations. Newer tourism offers should emphasize a deeper understanding of local values (Su et al., 2020). Destinations should develop strategies to create value for tourists as individuals. Thus, specializing in emerging tourism markets can be an effective strategy for destination development, leading to the introduction of unique products and services to overcome consumers' indifference and support the promotion of the place. For this reason, such strategies should be considered and managed through suitable policies and planning, as well as by careful selection of the most attractive tourism features. Destination development involves place planning and design, and the design of routes and experiences. In this regard , industry and tourism official bodies should work together to create high-quality travel experiences, which should be incorporated into future content design efforts and policy formulations. All of these efforts will contribute to delivering value and encouraging repeat visits. The package tour market in particular seem to be intensifying their efforts in this direction. Travel professionals are placing increasing emphasis on experience attributes through tourist participation; gastronomy tourism is one of the types of tourism that is most appealing to pleasure-seeking, hedonistic-minded tourists.

Although travel services worldwide are becoming more specialized in niche travel products (Novelli, 2018), as tourists lose interest in look-alike tour packages, a survey of İzmir travel agencies and their offers has revealed that only a small percentage offer gastronomic tours, and that they lack awareness of local gastronomic resources. Therefore, the next phase of the research was to compile expert information about culinary resources of İzmir and its vicinity as a starting point for development of a prototyopical gastronomy tour. Amini survey was conducted with experts, eliciting the nature of their expertise, their titles and proposals for gastronomic visits. A summary of their reponses was the basis for the tour program. And finally, considering region's geography, and experts' recommendations, , the route was created as a prototype tour program to inspire travel agencies' efforts in gastronomy tourism, and serve as a guide when creating their programs.

In conclusion, the findings of this study suggest that gastronomy tours, as an additional theme, should be included in tourism product offers, alongside the traditional mass market-oriented packages. The current intensity of competition and post-pandemic uncertainty in the tourism economy make this differentiation even more urgent (Işık et al., 2020). New tour designs are required to meet the expectations of tourists pursuing unique and memorable experiences.

Therefore, tourism market should offer innovative tour packages that were previously unavailable by including services and products that allow tourists to co-create experiences.This research reveals the current structure of gastronomic tourism offered by travel agencies in Izmir. Future studies using different methodologies and data sets may adapt the research to other cities and countries for comparison and development, and shed light on the demand potential for food themed packaged tours.

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Authors should present an accurate account of the study with their results, then an objective discussion of the significance of the study should follow. Manuscripts should contain sufficient detail and references to permit others to replicate the work. Review articles should be accurate, objective and comprehensive, while editorial 'opinion' or perspective pieces should be identified. Fraudulent or knowingly inaccurate statements constitute unethical behaviour, and such situations are considered unacceptable.

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Authors should ensure that they have written and submitted fully original papers and they have cited any study and/or words of others in the manuscript appropriately. Publications that have been influential in determining the nature of the study reported in the manuscript should also be cited.

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Papers describing essentially the same research findings should not be published as more than an article or a primary publication. Hence, authors should not submit for consideration a manuscript that has already been published in another journal. Parallel submissions of the same manuscript to more than one journal at the same time is unethical and unacceptable. Unlike duplicate publication, 'salami-slicing' involves breaking up or segmenting a large study into two or more publications. As a general understanding, as long as the 'slices' of a study share the same hypotheses, population, and methods, "slicing" is not an acceptable practice.

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Please make sure that the submitted article complies with the following style guidelines, all of which must be met before it can be lined up for publication. Careful attention to these points—item by item—will save the author/s and the editors much valuable time. Deviation from these guidelines can delay the process.

Publication Language: Primary publication language of the Journal of TOLEHO is English. However, the authors are free to place an additional alternative abstract and title of the study, in any other languages written in any script.

Length of articles: 5,000 to 11,000 words included references, tables, graphs and charts. And 3,000 to 5,000 words for essay or research notes. All papers have to be minimum 6 and maximum 20 pages long and they have to be submitted in doc format. Please note that it is not necessary to insert page numbers and intent paragraphs.

Font: Times New Roman 12 pt, justified, double spaced

1. The Title Page

1.1. Chapter Title

The chapter title needs be short. It can be two title lines (all in UPPER CASE), each containing a maximum of 26 characters (including blank spaces), with no word hyphenated from the first to the second line.

It is also possible to opt for the title: subtitle format. That is, THE TITLE ALL IN UPPER CASE: The Subtitle in Lower Case. In this instance, the subtitle line can contain 30 characters (including blank spaces).

1.2. Author's Name

Right under the chapter title, the name of the author appears in online, followed by the name of his/her institution and country on the next line. Same format for additional authors.

1.3. Abstract

The abstract should be between 120 and 150 words, including keywords. Please limit keywords to five or not more than seven, and avoid using obvious ones such as "tourism" or "leisure".

1.4. Biosketch

The biosketch should include the name(s), the postal/email address of the first author, and a very brief statement about the research interest(s) of the author(s). Its length, whether for single or for all co-authors, should be between 60 and 200 words.

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To protect the anonymity of the review process, acknowledgments are included in the title page. If eventually accepted for publication, appropriate format will be suggested at that point.

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2. The Manuscript

The article should be made up of six distinct parts: the introduction, literature review, method, findings and discussion, conclusion and recommendation and appendix (optional) followed by references, tables, and figures, as outlined below.

Subsections / Sub-Subsections can be used only for the sections 2, 3, 4 and 5.

Example;

3. Method
3.1. Sampling
3.2. Measure
3.3. Data Analysis

Framework of Paper:

Abstract*
1. Introduction*
2. Literature Review*
3. Method*
4. Findings and Discussion*
5. Conclusion and Recommendation\Implications
6. Appendix (optional)
References*

2.1. The Introduction Section

The heading for this section is simply INTRODUCTION (IN UPPER CASE).

The purpose of this section is to set the stage for the main discussion.

It is preferred that this section ends by stating the purpose of the chapter, but without outlining what sequentially will follow.

If the introduction is short, it appears as one undivided piece. A long introduction of more than 1,500 words can be subdivided.

2.2. The Main Section

This is the main body of the chapter, headed with a section heading capturing the theme/scope/nature of the chapter, ALL IN UPPER CASE. Often this heading is somewhat similar to the chapter title itself.

Its opening discussion begins immediately after the section heading. This should include a literature review on the topic so that the book becomes a documentation of work-to-date in the topic area. Please use present tense (not past tense) for the literature review.

The study methodology, if applicable, is then introduced. Then the chapter proceeds to discuss the study

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findings and their theoretical and practical applications. The discussion in this section is Subtitled as Appropriate (again in a Level 2 heading, in italics).

In general, this is how this discussion section is headed/sub headed.

2.3. The Conclusion Section

This section, headed simply CONCLUSION, can begin with a restatement of the research problem, followed by a summary of the research conducted and the findings.

It then proceeds to make concluding remarks, offering insightful comments on the research theme, commenting on the contributions that the study makes to the formation of knowledge in this field, even also suggesting research gaps and themes/challenges in years ahead.

To do justice to the chapter, this section should not be limited to one or two paragraphs. Its significance/contribution deserves to be insightfully featured here, including remarks which they had been added to the earlier sections would have been premature.

If the CONCLUSION section is longer than 1,000 words (an average length), one may choose to subdivide it into appropriate Subheadings in Italics.

3. Tables and Figures

Each table (single space) or figure appears on a separate sheet at the end of the chapter, with all illustrations considered as Figures (not charts, diagrams, or exhibitions).The title for tables should be above whereas titles for figures should appear below the table.

Both tables and figures are identified with Arabic numerals, followed with a very brief one-line descriptive title (about 10 words). Example:

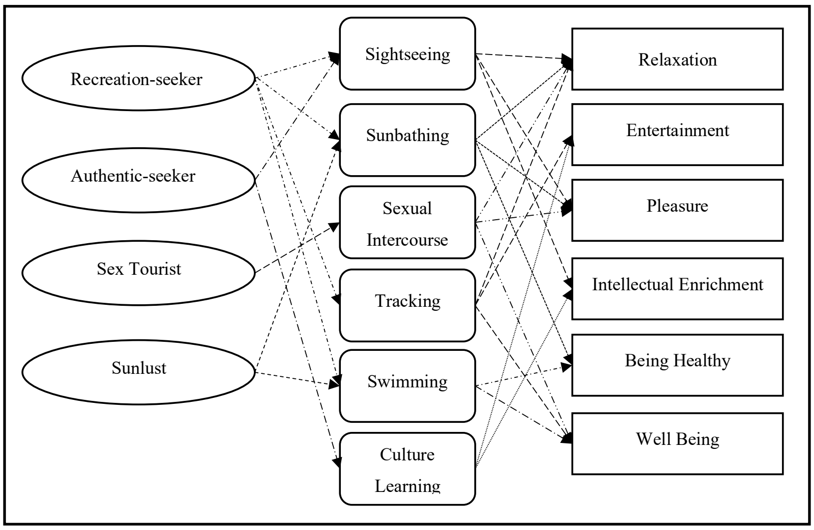

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TABLE	TABLE	TABLE	TABLE
Table	Table	Table	Table
Table	Table	Table	Table
Table	Table	Table	Table

(Reference –If necessary)

The data in tables should be presented in columns with non-significant decimal places omitted. All table columns must have extremely brief headings.

Clean and uncrowded tables and figures are sought. Notes and comments, including references, are incorporated in the paper text, where the table or figure is first mentioned. If any remain, they are "telegraphically" footnoted, using alphabetic superscripts (not asterisks). References, if not already in the text, take this format: (Oncel, 2015:34). All such references are also included fully in the Reference list. Tables and figures generated by the author need not be sourced. Proof of permission to reproduce previously published material must be supplied with the paper.

Tables should not be boxed and girded. No vertical bars can be added and the use of horizontal bars should be limited to 3 or 4, to mark the table heading and its end. See recent issues of Annals for examples.

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- Very long or very short paragraphs should be avoided (average length: 15 lines or 150 words).

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The heading for this bibliographic list is simply REFERENCES, and is centered. All entries under this heading appear in alphabetic order of authors. Only references cited in the text are listed and all references listed must be cited in the text. Reference lists of all chapters are eventually consolidated by the volume editor into one and placed at the end of the book.

5.1. Journal Articles

Aksöz, E. O. (2015). Perceived Image of Cittaslow By Tourism Students: The Case of Faculty of Tourism, Anadolu University-Turkey. *Annals of Faculty of Economics*, 1 (2), pp. 331-339.

Dogru T., Isik, C., & SirakayaTurk E. (2019). The Balance of Trade and Exchange Rates: Theory and Contemporary Evidence From Tourism. *Tourism Management*, 74 (4), pp. 12-23.

Sezgin, E., & Duz, B. (2018). Testing the proposed "GuidePerf" scale for tourism: performances of tour guides in relation to various tour guiding diplomas. *Asia Pacific Journal of Tourism Research*, 23 (2), pp. 170-182.

5.2. Online Journal Articles

Yuksek, G. (2013). Role of Information Technologies In Travel Business And Case Of Global Distribution System: AMADEUS, *AJIT-e: OnlineAcademic Journal ofInformation Technology*, 4(12), pp. 17-28, Retrieved from //…..

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5.3. Conference Prooceedings

Yilmaz, A., & Yetgin, D. (2017). Assessment on Thermal Tourism Potential in Eskisehir through the Tour Guides' Perspective. *5th International Research Forum on Guided Tours*, (5th IRFGT), University of Roskilde, Denmark, pp.70-84.

5.4. Book

Kozak, N. (2014). *Academic Journal Guides of Turkey* (1st Ed.). Ankara: Detay Publishing

5.5. Article or Chapter in Edited Book

Kaya-Sayarı, B., & Yolal, M. (2019). The Postmodern Turn in Tourism Ethnography: Writing against Culture. In *Tourism Ethnographies, Ethics, Methods, Application and Reflexivity* (Eds: H. Andrews, T. Jimura, & L. Dixon), pp. 157-173. New York, NY: Routledge.

5.6. More than one Contribution by the Same Author

Coşkun, I.O., & Ozer, M. (2014). Reexamination of the Tourism Led Growth Hypothesis under Growth and Tourism Uncertainties in Turkey. *European Journal of Business and Social Sciences*, 3(8), pp. 256-272.

Coşkun, I.O., & Ozer, M. (2011). MGARCH Modeling of Inbound Tourism Demand Volatility in Turkey. *Management of International Business and Economic Systems (MIBES) Transactions International Journal*, 5(1), pp. 24-40.

If an author has two or more publications in the same year, they are distinguished by placing a, b, etc. after the year. For example, 1998a or 1998b, and they are referred to accordingly in the text.

5.7. Thesis/Dissertation

Toker, A. (2011). *The Role of Tourist Guides at Sustainability of Cultural Tourism: Ankara Sample* (Unpublished Master's Thesis). Anadolu University, Eskisehir, Turkey.

Bayraktaroğlu, E. (2019). *Establishing Theoretical Background of Destination Value* (Unpublished Doctoral Dissertation). Anadolu University, Eskişehir, Turkey.

5.8. Trade Publications/Newspapers

Same as journal articles (with article title, volume number, etc., as above).

5.9. Internet

Name of the Site, Date, Title of the Article/Publication Sourced .

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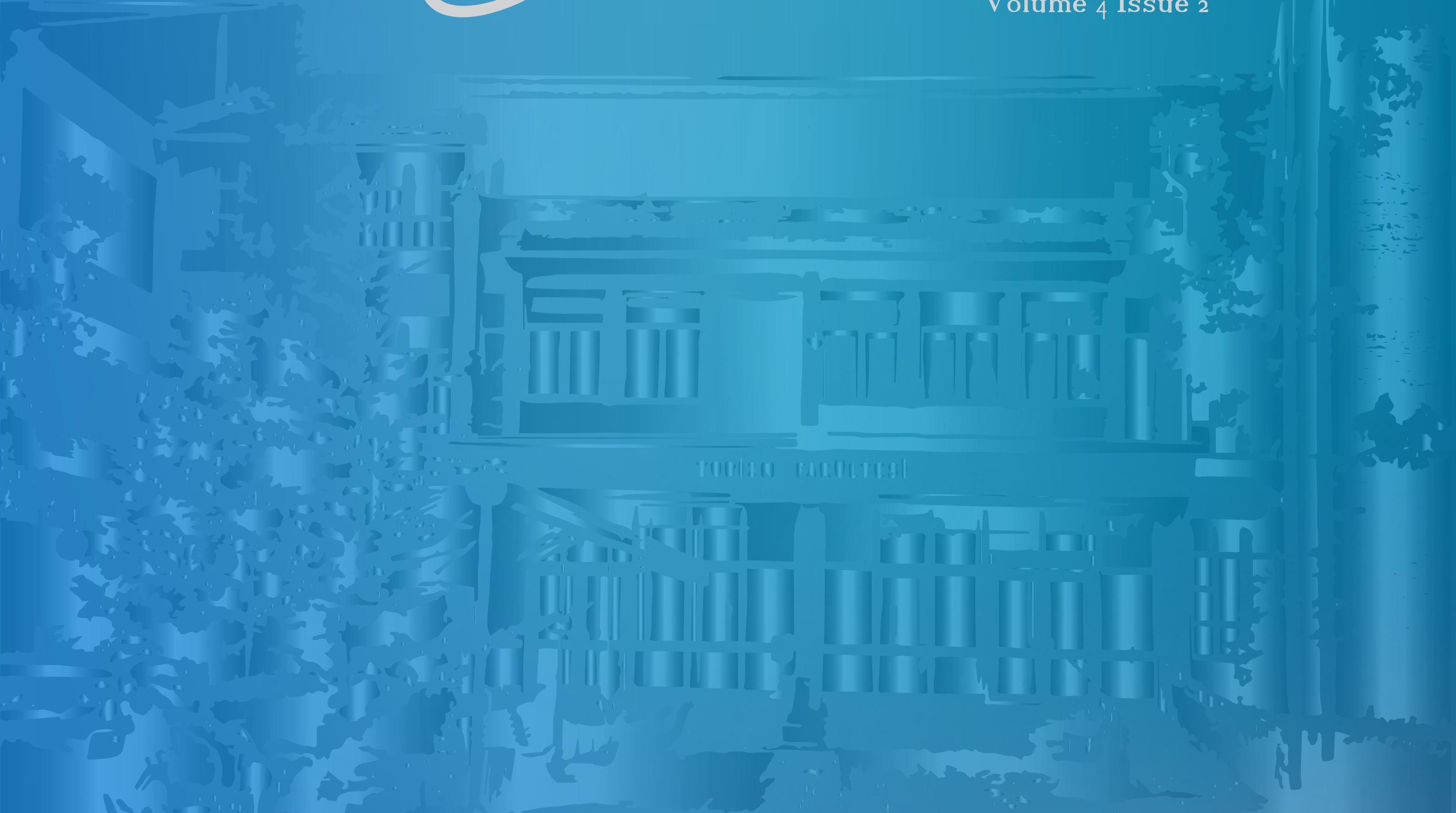

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