CONTENTS

We are profoundly excited and happy to present the first issue of our journal to our distinguished readers. This journal, which aims to make and then to enhance the communication and co-operation among the executives in the tourism industry, academics and researchers, will be published online biannually. In our first issue, five distinctive papers concerning academics, researchers and others in the tourism field have been published.

Our journal is international refereed and our primary goal in the future is to ensure that our journal becomes worldwide known and fills the relevant gap in the field. Our mission and effort to enhance our journal's scientific eligibility and prestige is intensively ever-growing.

I warmly thank the referees and the members of the international editorial board who have contributed to the scientific evaluation of the papers in our journal. I wish our journal to be beneficial both to our University and for scientists all around the world, and I thank every single person who has contributed to the journal.

Cem Işık, Ph.D.

Editor-In-Chief

All the articles in this section were subjected to double-blind peer-reviewing process. Journal of Tourism, Leisure and Hospitality has a strict reviewing policy. In our reviewing model, both reviewer(s) and author(s) are anonymous and it is the journal's priority to conceal authors' identities. However, it should not be forgotten that reviewers can often identify the author(s) of the reviewed papers through their writing style, subject matter of the manuscript or self-citations in the manuscript etc. Therefore, it has been becoming exceedingly difficult for the journal to guarantee total author anonymity. The reviewing process starts with the submission of the manuscript. One of the assistant editors handles the submitted manuscript for a preliminary examination. Three possible decisions could be made about the submitted manuscript following this stage:

1. **Desk reject:** If the study is found not to have met the journal requirements in terms of content, an immediate desk reject decision is made.
2. **Technical revision:** If the study is found not to have been prepared according to the author guidelines of the journal, it is sent back to the author for technical revision.
3. **Editorial decision:** If the study meets the journal requirements in terms of content and is found to have been prepared following the author's guidelines, it is submitted to the editor-in-chief for final approval.

After the editor's approval, one of the associate editors is appointed as the handling editor during the peer-reviewing process. At this stage, two reviewers are appointed to evaluate the study. There are five possible decisions in this round of peer-reviewing;

1. **Accept:** Manuscript is found to be appropriate to be published without any revision as it is.
2. **Minor Revision:** Manuscript is accepted despite some minor revisions addressed by the reviewer. Handling editor also checks the revisions made by the author(s) following the submission of the feedbacks.
3. **Major Revision:** Manuscript is accepted despite some major revisions addressed by the reviewer. Reviewer, himself or herself, checks the revisions made by the author(s) following the submission of the feedbacks. This needs to be finalized in a maximum of 3 rounds.
4. **Re-submit:** Manuscript is not accepted for publication, but the author(s) are encouraged to re-submit after making necessary revisions in their manuscript.
5. **Reject:** Manuscript is not accepted for publication, and author(s) are not encouraged to re-submit the rejected manuscript.

At the end of the peer-reviewing process, the final decision as to whether the manuscript will be published or not belongs to the editor-in-chief. The manuscripts that are decided to be published are submitted to the preparation unit for publication. If necessary, additional technical revisions can be requested on the text, bibliography, images, tables, figures, etc.

In this issue, five peer-reviewed articles are published according to the model presented above. Information about the titles and author(s) of these studies are:

1. **A Philosophical Approach to Animal Rights and Welfare in the Tourism Sector** by Ebru Günlü Küçükaltan & S. Emre Dilek
2. **A Survey on E-complaints: The Case of Turkish Airlines** by Sema Battal, Erhan Kayalı, Ümit Soner Ural & Duygu Yetgin
3. **Tourists as Meme-seekers: A Theoretical Approach** by Engin Bayraktaroğlu
4. **Developing a Sufficient and Effective Coastal Tourism Model** by Athina Papageorgiou
5. **Views on the Effect of Nature-Based Tourism Activities on the Environment: The Case of Fairy Chimneys Tourism Region (Turkey)** by Semra Günay Aktaş, S. Ali Yılmaz & Nor'Ain Othman

For the readers who want to get detailed information about the corresponding authors is also presented in the articles.

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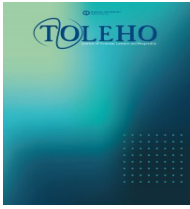
FACULTY OF TOURISM

A Philosophical Approach to Animal Rights and Welfare in the Tourism Sector

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ARTICLE INFO

ABSTRACT

Although studies on animal rights and welfare in the field of tourism have begun to emerge in recent years, the subject is still new. In this context, a philosophical approach to animal rights and welfare in the tourism sector is put forward in this study. Concepts commonly used in animal rights and welfare debates, such as moral status, animal love, animal hatred, speciesism, anthropocentrism, ecocentrism are explained and are then discussed in the context of the tourism sector on the philosophical basis of what tourism means for commodified animals. Various proposals are developed for how changes can be made to grant animals in the tourism sector a moral status, both in theory and in practice.

1. Introduction

Despite never fully succeeding, man has throughout history tried to control and dominate nature; the effects of this for both humans and non-human beings have been discussed from different angles in order to further strengthen the central position of humans in the cognizable world. One of these areas of discussion in the sphere of capitalism is the human-animal relationship. The ambition of humans to use animals as natural resources for their own purposes shows itself in many areas, including the fattening of animals for consumption, laboratory experiments, the entertainment sector, and the tourism sector. Within these different fields, there are ongoing arguments about that animals are not rational beings and therefore can be used to serve any human purpose.

In this study, the philosophy of the meta-production of animals in the tourism sector is examined through the concepts of animal love (theriophily), animal hate (misothery), speciesism, anthropocentrism, ecocentrism and anthropomorphism. In this context, the foundations of the debate are primarily provided by the religious, philosophical, cultural and historical background of the discussion. After explaining the concepts, the national and international tourism literature was examined and a philosophical approach to animal rights and welfare in tourism was developed in this direction.

2. Religious, Philosophical, Cultural and Historical Background

The main sources of traditional thought on the moral status of animals are religion and philosophy, both of which have interacted with science in the formation of cultural perceptions regarding that animals are kinds of beings (DeGrazia, 2002). On the basis of this interaction, concepts of animal love (theriophily) and animal hate (misothery) come into prominence in the ongoing debate on animal ethics. The epistemological questioning of these two concepts in the historical process is crucial in terms of how each of them looks at animals in both religious and philosophical terms, how they perceive the moral status of animals and the resultant direction of ethical debates in this area. It is also a requirement in terms of understanding the concepts used in animal ethics debates such as speciesism, anthropocentrism, ecocentrism and anthropomorphism, which will all be explored in depth below.

The concept of 'misothery' (animal hate) was coined by Jim Mason in 2005 by combining two Greek words (Fennell, 2012a, p. 13), 'misos' meaning hatred and 'ther' meaning animal; the combination of these two words is conceptualized as misothery or animal hatred (Vaughan, 2015). In other words, misothery is used as a concept to define negative feelings towards animals and indicates a belief that animals' only purposes are to serve human beings.

The concept of 'theriophily' (animal love) is synonymous with the concept of 'animalitarianism' and is used in the same sense in the literature. The concept of theriophily consists of a combination of two Greek words and was suggested by George Boas (Gill, 1969); 'ther/therion' meaning animal and 'philos' meaning liking or loving. The concept of animalitarianism was first used by Arthur O. Lovejoy and George Boas in the study A Documentary History of Primitivism and Related Ideas (Moore, 1943). Both concepts have been used to describe animals as superior to humans on some level (intuitive or cognitive), which can be seen in the literature (Fennell, 2012a, p. 22).

The concepts of animal hatred (misothery) and animal love (theriophily) have been handled both philosophically and religiously in the historical process and different cultural judgments about these concepts have emerged. Aristotle is the first thinker from the Ancient World that comes to mind when the cultural judgments that emerged are evaluated from a philosophical point of view. Aristotle argues that animals are deprived of reason and are, therefore, lower in the hierarchical structure of the world, below humans, making them a suitable resource for human purposes (Sorabji, 1993; Steiner, 2005). In this sense, Aristotle can be described as a thinker who inherently embraces a misotheric understanding of animals. At the basis of Aristotle's misotheric view of animals are two elements. The first is that males have greater reasoning abilities than females, thus making man superior to woman. Second, humans whose bodies are stronger than their minds are intended for slavery (DeGrazia, 2002). These two arguments concerning gender equality and slavery can be said to provide the legitimate groundwork for Aristotle's misoteric understanding of the human-animal relationship.

Although there were thinkers in Ancient Greece who embraced a 'theriophilist' view, such as Pythagoras (who argued that animals are reincarnations of humans) and Theophrastos (who stated that animals also have a certain capacity for reason), in later periods, Western philosophers in particular have followed Aristotle's example of the mesospheric view that 'the only rational entity is the human and animals are for the use of people'.

In parallel with the philosophical tradition, which largely rejected the moral status of animals, have been expressions in religious texts strengthening this rejection, causing the widespread view that Aristotle is to be regarded as legitimate in a religious sense. For example, the Christian Bible emphasizes that God created humans by their own sake and that they had no purpose to use all natural resources, including animals; this has strengthened the view that 'the animal is for the human' in the cultural codes of Christian societies. Thus, in the Middle Ages, Western Christian philosophers such as Augustine and Tomasso also mediated this dissemination of the generally accepted thesis in Christian societies, supporting this view on both the religious and philosophical level.

A similar thesis suggesting that animals are for human purposes can be found in Islam. However, it is also written in the Qur'an as that man is forbidden from persecuting some animals. Judaism also shares some similar aspects to other religions, with the importance given to the view that "all that God has created deserves mercy" (Watdaul, 2000; Gross, 2017, p. 3).

In addition to these religious perspectives, modern Western philosophy, starting with Descartes in the 17th century and extending to the end of the 19th century, has – despite some differences among philosophers – continued with the view that people are superior to animals, reflecting the continuing influence of Christianity (Franco, 2013). During this period, the influence of modern science and the interaction between modern science and religion and philosophy further strengthened the dominant misotheric attitude towards animals. Alongside the argument that animals lack reasoning power has been the increasingly widespread idea that they are also deficient in terms of perception and emotion. Thus,

just as the view of male dominance over women ignores the latter's moral status, so too does the misoteric view ignore the moral status of animals. At this point, philosophers such as Jeremy Bentham and John Stuart Mill came to advocate the Utilitarian view that moral behavior must favor pleasure in the balance of pleasure and suffering, and that this is also true for intuitive animals; consequently, the moral status of animals cannot be ignored. In other words, non-human beings have interests as well as humans, and so the traditional misotheric attitude towards animals must be rejected, replaced by a theriophilist perspective. In this same period, Schopenhauer, influenced by Hinduism and Buddhism, stated that the reasoning, ego, and power of animals cannot determine their moral status and that all suffering-capable beings must have moral and ontological status.

With the expansion of the domain of modern science and its increasing acceptance in society, more radical paradigms emerged from Schopenhauer's view. Indeed, in the 19th century, Charles Darwin's radical thought suggesting that people can be said to have evolved from other animal species (Theory of Evolution) showed that animals also have some reasoning ability and experience complex emotions. This strengthened the defense of the generally accepted view in society, if not in science, of there being a cognitive divide between man and animal. Thus, there has been a significant break in the transformation of humans' misotheric understanding of the moral status of animals.

This misotheric understanding, which has historically been dominant in the West on religious, philosophical and scientific grounds, cannot be found in the cultural codes of Eastern societies. The 'ahimsa' doctrine present in Jainism, Buddhism, and Hinduism, and accepted in the Confucian tradition, remains influential today. Therefore, Eastern societies that accepted this doctrine have historically regarded life to be more sacred, including the lives of animals, compared to the West. DeGrezia summarizes this difference between Eastern and Western societies as follows; "a westerner and an easterner might say that life is sacred, but an easterner probably means all life" (DeGrazia, 2002). In conclusion, the moral status and ontological acceptance of animals are directly related to the religious, philosophical and scientific implications of Eastern and Western societies. Hence, Western societies have been more influenced by a misotheric understanding in religious and philosophical discourses while Eastern societies have adopted a theriophilist understanding.

3. Basic Philosophical Concepts Used in Animal Rights and Welfare Debates

3.1. Speciesism

Defenders of animal rights see animal liberation as being directly linked to human liberation, and so will also use the concept of speciesism to refer to humans. The term speciesism is generally used to criticize a modern human-centered society. The concept was first used by Richard D. Ryder in 1970 to mirror the concept of racism (Ryder, 2010). The author explains how he developed this concept as follows (Ryder, 2010, p. 1):

"The 1960s revolutions against racism, sexism and classism nearly missed out the animals. This worried me. Ethics and

politics at the time simply overlooked nonhumans entirely. Everyone seemed to be just preoccupied with reducing the prejudices against humans. Hadn't they heard of Darwin? I hated racism, sexism and classism, too, but why stop there? As a hospital scientist I believed that hundreds of other species of animals suffer fear, pain and distress as much as I did. Something had to be done about it. We needed to draw a parallel between the plight of other species and our own. One day in 1970, lying in my bath at the old Sunningwell Manor, near Oxford, it suddenly came to me: SPECIESISM!"

Peter Singer also tried to reveal the existing prejudices against animals by introducing the concept of speciesism in his book Animal Liberation (Singer, 2002). The concept of speciesism can be expressed as the intellectual sub-structure of the attitude that people actually establish day-to-day towards animals. As mentioned above, people have historically tended to ignore animals in moral and ontological terms due to an underlying belief that animals are simply a resource to be used by humans, based on the religious, philosophical, scientific and cultural references and resultant misoteric view dominant in society.

In other words, animals are for human use and are, from a philosophical point of view, beings that lack the capacity for reason. The expressions found in sacred books mirror the philosophical discourse. Expressions that generally take the form of "God created animals and all nature to serve people's purposes" can be found in religious texts (DeLeeuw et al., 2007, p. 354). Scientifically speaking, animals are used in scientific processes and in research in order to heal human diseases or for cosmetic purposes. As cultural codes are heavily influenced by religion and history, societies that have predominately misoteric attitudes towards animals may also have an attitude of ignoring animals.

All of these references show that in the human-animal relationship, a speciesist attitude of humans othering or ignoring animals may be seen as legitimate. Thus, in Singer's Animal Liberation, which is seen as an important milestone by animal rights advocates, the philosophical approach of 'animal experiments may be considered legitimate only if the intended benefits exceed the damages caused' can also be described as speciesist. Indeed, Francione also criticizes Singer at this point and expresses a different opinion (Francione & Charlton, 2015). Although the discussion that followed between animal welfare and animal rights theorists is worthy of note, it is the concept of speciesism alone that is addressed here.

In this context, speciesism is the basis of the animal ethics debate. For example, the legal protection provided to human beings but not provided to cats or dogs is described by some animal rights theorists as speciesism (Regan, 2004; Francione, 2007). From another point of view, the only reason for the societal preservation of a living being or the acceptance of its moral existence is that the society and the individuals living in that society take a speciesist attitude. In such a society, therefore, no other entity save human beings are considered equal in moral or legal terms. As Ryder argues, first and foremost, speciesism must be socially rejected by establishing an analogy with racism, gender, and class discrimination. It is unacceptable for a person to favor the interests of their own biological species over others and to act in a biased or prejudiced way against other biological species, according to the principle of equality. This is because the principle of equality should be considered valid for all beings; human or non-human, black or white, male or female (Singer, 1987; Singer, 2002). This situation is shaped by the cultural and moral influences of human behaviors, is related to people's views of life, and brings together two basic philosophical concepts in direct proportion to the views of life; anthropocentrism and ecocentrism or physiocentrism (natural centralism).

3.2. Anthropocentrism and Ecocentrism/ Physiocentrism

It is true that human behaviors are shaped by cultural and moral influences and so it can also be said that what shapes people's attitudes towards animals includes moral and cultural systems created by humans. At this point, there are two basic approaches: anthropocentrism and physiocentrism. In anthropocentrism, ethical discussion is built on three basic premises (Macbeth, 2005, p. 977):

- Humans are separate from and superior to nature,
- Nature is here for humans to exploit, as a ''standing'' reserve,
- Non-human entities have no inherent rights that need be respected.

There are two types of anthropocentric approach, solid and soft (Goralnik & Nilson, 2012). Descartes is the best example of those who advocate a solid anthropocentric view. Descartes divided the environment into matter and soul. According to him, the human body and animals are matter. However, while the human being has a soul, animals are 'organic machine (automat)' (Harrison, 1992, p. 221). It is therefore natural that animals that are both completely deprived of reason and of emotion are defined or assessed as organic machinery (Descartes, 1993). Descartes, who saw the human body (matter) in a similar way, suggests that humanity is not the body of the essence and that it is the soul alone that gives rise to consciousness.

On the other hand, the soft anthropocentric view is essentially the same as the rigid anthropocentric view, with the difference between them being that the soft anthropocentric approach advocates 'amoral behavior towards animals', which may make people behave in an amoral or bad way. However, it can be said that it also contains a predominating and speciesist perspective in that it places the human being at the center of the universe. Kant, who is the most influential thinker in this tradition, states that while animals can also suffer, they have no moral or legal status (Korsgaard, 2012).

Physiocentrism, the opposite of anthropocentrism, places the human being at the periphery of nature rather than in the forefront (Mittelstrass, 2002, p. 903). The concept of physiocentrism is very similar to the concept of ecocentrism; while physiocentrism is mostly used in ethical discussions in the scientific fields of medicine and biology, ecocentrism is used in more philosophical discussions such as environmental ethics and animal ethics (Kortenkamp & Moore, 2001).

These concepts, both of which are mentioned in the animal ethics debates, are used to indicate that people are

part of nature, or to defend an understanding of nature as a dominant force. Both concepts are often found in the work of animal welfare and animal rights theorists such as Regan, Singer, Francione and DeGrezia.

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3.3. Anthropomorphism

Anthropomorphism is defined as the attribution of human characteristics to non-human creatures. At the heart of the anthropomorphizing of non-human entities is an anthropocentric view; while humans have no responsibility for respecting nature or other non-human creatures, it is also argued that non-human beings are lower in the hierarchy of nature and so can be used for human purposes. Consequently, performances by dolphins, walruses or whales for the amusement of human beings, the eating of animals for their taste, or the use of donkeys, horses, mules or elephants for transport is considered legitimate according to this understanding of animals, as well as their use in scientific experiments in the development of products that provide 'benefit' to humans.

There are many studies in the literature on the concept of anthropomorphism (Urquiza-Haas & Kurt Kotrschal, 2015; Tam et al., 2013, Butterfield, 2012). In these studies, anthropomorphism is emphasized as a positive aspect of animal welfare. It is stated that anthropomorphism can be divided into 'interpretive' and 'imaginary (visionary)'. While the human comprehension effort is defined as 'interpretive anthropomorphism', the psychological states of non-human beings are referred to as 'imaginary or visionary anthropomorphism', to attribute various characteristic features to animals; it is said that this situation is especially important in terms of animal welfare (Singer, 2002, Goralnik & Nilson, 2012).

In addition to the concepts of speciesism, anthropocentrism, ecocentrism (physiocentrism), and anthropomorphism, which constitute the intellectual infrastructure of animal ethics debates, there are some basic concepts within these concepts. The most frequently used of these concepts include consciousness, pain, happiness, utility and moral status. When taken in terms of dialectics, while pain and happiness are expressed as two opposing concepts (Taylor, 2009), consciousness can be defined as the sum of all instant processes such as human thought, emotion, will, character, excitement, opinion, feeling or the human reflector of objective reality (Griffin, 2001). Pain, animal rights and welfare debates are important concepts reflecting the intellectual climate in which animals can be considered as having a moral status. For example, Bentham, who is generally accepted as the founder of pragmatist ethics, describes this situation in his work Introduction to the Principles of Morals and Legislation, as follows (Singer, 2002):

> "... The day may come when the rest of the animal creation may acquire those rights which never could have been withholden from them but by the hand of tyranny. The French

> have already discovered that the blackness of the skin is no reason why a human being should be abandoned without redress to the caprice of a tormentor. It may one day come to be recognised that the number of the legs, the villosity of the skin, or the termination of the os sacrum, are reasons equally insufficient for abandoning a sensitive being to the same fate. What else is it that should trace the insuperable line? Is it the faculty of reason, or perhaps the faculty of discourse? But a full-grown horse or dog is beyond comparison a more rational, as well as a more conversable animal, than an infant of a day, or a week, or even a month, old. But suppose they were otherwise, what would it avail? The question is not, Can they reason? Nor can they talk? But, can they suffer?"

Finally, the concepts of utility and moral status also frequently appear in debates in the context of animal rights and welfare, as does the concept of suffering. Benefit is a concept attributed to the situation where the result of the action the individual has made is happiness for all (Mill, 1863) and the concept of moral status is defined as the classification of something in relation to morality (Francione, 2007). The question of what all of these concepts mean in terms of the animals that are commodified in the tourism sector, and whether there is a moral status in terms of the rights or welfare of animals in the tourism sector, is a matter that has been discussed in recent years. In this respect, a philosophical approach to animal rights and welfare in tourism is needed.

4. The History of Animal Rights and Welfare Studies in the Field of Tourism

It is known that the first protests against the speciesist, anthropocentric or misoteric understanding, which ignored non-human animals and regarded them only as resources to be used for human purposes, arose in the 1970s (Poole, 1991). The expression 'animal liberation' first appeared on the cover of the New York Review of Books on April 5, 1973, in an article titled Animal Liberation, in which the Australian philosopher Peter Singer reviewed a collection of articles by Stanley Godlovitch, Roslind Godlovitch and John Harris on how we treat animals, called Animals, Men and Morals, a text that has been examined and evaluated at length (Mason, 1981). However, as noted by many animal rights advocates, the first real milestone in this process was the publication of Singer's book Animal Liberation in 1975 (Singer, 2002). In sum, the history of animal rights and welfare work on the basis of theories of moral philosophy is particularly dominated by the literature published in the last forty years.

When looking at the international tourism literature, it is clear that the number of animal rights, animal welfare or animal ethics texts is very small and has only begun to develop with any seriousness since the year 2000 (Fennell, 2012a). Table 1 shows an examination of international literature.

As can be seen from Table 1, the studies on animal rights and welfare in tourism do not date back very far. The authors also note that the topic itself is very recent and that debates in this area have only recently begun to emerge (Fennell, 2012a; Markwell, 2015; Borges de Lima & Green, 2017). The subject is also new in Turkey; a study on this subject in the national literature titled Commoditized Tourism - Commoditised Animals, edited by Günlü Küçükaltan and

Table 1. Animal Rights and Welfare Discussions in International Tourism Literature

Writer/s	Study	Year	Type	Publisher
Chilla Bulbeck	The 'Nature Dispositions' of Visitors to Animal Encounter Sites in Australia and New Zealand	1999	Article	Journal of Sociology, Vol.35(2), 129148
Peter Mason	Zoo Tourism: The Need for More Research	2000	Article	Journal of Sustainable Tourism, Vol.8(4), 333-339
Alan Beardsworth & Alan Bryman	The Wild Animal in Late Modernity The Case of the Disneyization of zoos	2001	Article	Tourist Studies, Vol.1(1), 83-104
Peter Hughes	Animals, Values and Tourism	2001	Article	Tourism Management, Vol.22(4), 321-329
Derek R. Hall & Frances Brown	Tourism and Welfare: Ethics, Responsibility and Sustained Well-being	2006	Book	CABI: UK & USA
David A. Fennell	Tourism Ethics	2006	Book	Channel View Publications: New York - Ontario
Brian Garrod	Marine Wildlife Tourism and Ethics	2007	Book Section	Marine Wildlife and Tourism Management (Eds. James Higham & Michael Luck) in ss. 257-271 CABI: UK & USA
Amir Shani & Abraham Pizam	Towards an ethical framework for animal-based attractions	2008	Article	International Journal of Contemporary Hospitality Management, Vol.20(6), 679-693
David A. Fennell	Tourism Ethics Needs More Than a Surface Approach	2008	Article	Tourism Recreation Research, Vol.33(2), 223-224
Christen Wemmer & Catherina A. Christen (Editors)	Elephants and Ethics Toward a Morality of Coexistence	2008	Book	The Johns Hopkins University Press: Baltimore
Neil Carr	Animals in the tourism and leisure experience	2009	Editorial	Current Issues in Tourism, Vol.12(5- 6), 409-411
Erik Cohen	The Wild and the Humanized: Animals in Thai Tourism	2009	Article	Anatolia: An International Journal of Tourism and Hospitality Research, Vol.20(1), 100-118
David A. Fennell & Agnes Nowaczek	Moral and Empirical Dimensions of Human-Animal Interactions in Ecotourism: Deepening an Otherwise Shallow Pool of Debate	2010	Article	Journal of Ecotourism, Vol.9(3), 239255
Warwick Frost (Editor)	Zoos and Tourism Conservation, Education, Entertainment	2011	Edited Book	Channel View Publications: Bristol- Buffalo-Toronto
Georgette Leah Burns, Jim Macbeth & Susan Moore	Should Dingoes Die? Principles for Engaging Ecocentric Ethics in Wildlife Tourism Management	2011	Article	Journal of Ecotourism, Vol.10 (3), 179-196
John Dobson	Towards a Utilitarian Ethic for Marine Wildlife Tourism	2011	Article	Tourism in Marine Environments, Vol.7(3-4), 213-222
David A. Fennell	Tourism and Animal Ethics	2012a	Book	Routledge: USA and Canada
David A. Fennell	Tourism and Animal Rights	2012b	Article	Tourism Recreation Research, Vol.37(2), 157-166
David A. Fennell	Tourism, Animals and Utilitarianism	2012c	Article	Tourism Recreation Research, Vol.37(3), 239-249
Matt W. Hayward et. al.	Animal Ethics and Ecotourism	2012	Editorial	South African Journal of Wildlife Research, Vol.42 (2), iii-v.
Erik Cohen	Tiger Tourism: From Shooting to Petting	2012	Article	Tourism Recreation Research, Vol.37 (3), 193-204
Amir Shani	Tourism and Animal Rights: More than Meets the Eye	2012	Article	Tourism Recreation Research, Vol.37 (3), 276-277
David A. Fennell	Tourism and Animal Welfare	2013	Article	Tourism Recreation Research, Vol.38(3), 325-340
David A. Fennell	Contesting the Zoo as a Setting for Ecotourism, and the Design of a First Principle	2013	Article	Journal of Ecotourism, Vol.12(1), 114
Giovanna Bertella	Ethical Content of Pictures of Animals in Tourism Promotion	2013	Article	Tourism Recreation Research, Vol.38(3), 281-294
Olga Yudina & David A. Fennell	Ecofeminism in the Tourism Context: A Discussion of the Use of Other-than-human Animals as Food in Tourism	2013	Article	Tourism Recreation Research, Vol.38(1), 55-69
David A. Fennell	Ecotourism, Animals and Ecocentrism: A Reexamination of the Billfish Debate	2013	Article	Tourism Recreation Research, Vol.38(2), 189-202
Brent Lovelock & Kirsten Lovelock	The Ethics of Tourism: Critical and Applied Perspectives	2013	Book	Routledge: London-New York
Rakesh Chandra	Utilizing Utilitarianism: Animal Rights in Tourism	2013	Article	Tourism Recreation Research, Vol.38(2), 255-257
Azade Ozlem Calik & Gulsel Ciftci	Animal Ethics in Tourism	2013	Article	International Journal of Business and Management Studies, Vol.5 (1), 160177
Erik Cohen	Recreational Hunting: Ethics, Experiences and Commoditization	2014	Article	Tourism Recreation Research, Vol.39(1), 3-17
Neil Carr	Dogs in the Leisure Experience	2014	Book	CABI: UK - USA
Kevin Markwell (Editor)	Animals and Tourism: Understanding Diverse Relationships	2015	Book	Channel View Publications: Bristol- Buffalo-Toronto
Sneddon, J., Lee, J., Ballantyne, R., & Packer, J.	Animal welfare values and tourist behaviour	2016	Article	Annals of Tourism Research, 57, 234-236
Tom Moorhouse, Neil C. D'Cruze & David W. Macdonald	Unethical use of wildlife in tourism: what's the problem, who is responsible, and what can be done?	2016	Article	Journal of Sustainable Tourism, 25(4), 505-516
Claudia Notzke	Equestrian tourism: Animal agency observed	2017	Article	Current Issues in Tourism, 20, 1-19
Ismar Borges de Lima and Ronda Green (Editors)	Wildlife Tourism, Environmental Learning and Ethical Encounters	2017	Book	Springer International: Cham, Switzerland

Dilek (2016), draws attention to the field as the first and only study of its kind in Turkey. An increase of such studies in the national field will ensure that the increasing awareness at the international level will also reach the national level, and this area will be examined in further depth in theoretical and empirical studies.

5. Animal Rights/ Welfare Problem and Animal Ethics in Tourism

The discussion of which beings have moral status led by Jeremy Bentham, the 18th-century pioneer of benefit ethics, formed the basis of Singer's views; Singer argues that the point is not whether the being is rational, but whether it has the capacity to suffer (Singer, 2002). Bentham questioned the traditional idea that only people should need or should have moral values, arguing that many animals can experience pleasure and pain, and so for this reason, the interests of animals must also be taken into consideration as a moral imperative in the actions taken by human beings. In this sense, Peter Singer is a utilitarian thinker mirroring Bentham's view that that which provides the greatest happiness, benefit or pleasure for the greatest number of assets is the only matter of moral importance.

Peter Singer differs from Bentham is in that he deepens these views by making Bentham's views clearer. Singer, sharing the Utilitarian opinion that as non-human animals cannot make any plans for the future, when they die, they do not lose anything, states that while animals have an interest in not suffering, there is no imperative to maintain their existence (Singer, 2002). For this reason, Singer argues that although there are some problems with animal husbandry on an industrial scale, there is no moral necessity for animals not to be eaten. Thus, he states that human beings who eat animals that were raised in healthy conditions and killed without suffering can be respected in moral terms.

To summarize, in Animal Liberation, Singer argues that while animals are part of an ethical debate and have the right, just as humans do, not to suffer, he also emphasizes the existence of a natural hierarchical structure. While accepting people as individuals, he, therefore, also argues that animals are nothing but meta used for human purposes and are replaceable. For this reason, Singer is seen as an anthropocentric and speciesist benefit ethics advocate.

Unlike Singer, Tom Regan takes a deontological (Kantian ethics) and absolutist approach that suggests that every entity that has certain cognitive and experiential capacities has moral value. He considers this issue from a Kantian angle, unlike Singer's Benthamite approach.

Regan disagrees with Singer's utilitarian program for animal liberation, for he rejects utilitarianism for lacking a notion of intrinsic worth. According to Regan, animals and humans all have equal intrinsic value upon which their right to life and concern are based. This is precisely where Regan and Singer philosophically differ as Singer does not take into account this intrinsic value that Regan argues for, which utilitarianism lacks. Regan argues further that the respect principle requires that we treat those individuals who have inherent value in ways that respect their inherent value. The respect principle states simply that no individual with equal inherent value may be treated solely as a means to an end in order to maximize the aggregate of desirable consequences. Regan's respect principle shares important theoretical similarities and

Table 2. Ethical Issues in Tourist - Animal Interaction

Meta Production Areas	Ethical Discussions	Benefits?
Wildlife observation in natural environment	Diversity of animals, animal species, effects on ecosystem	The happiness of the tourist, benefits to ecosystem, information on the protection of animal species
Feeding animals in their natural environment	Habituation of animals, behavioral changes in animals, effects on animal health status	The happiness of the tourist, more intense human-animal interaction, conservation awareness, benefits to the ecosystem
Observation and feeding of captive animals	Animal rights, the animals in the meta production chain, ignore the interests of animals	Protection programs for endangered animals, the happiness of the observers, training, create resources for protection programs
Demonstrations of animals kept under captivity	The disadvantages of the animals instructing or the pain they experience, ignore the interests of animals	Income earned for animal protection programs, support for wildlife conservation
Hunting	The killing of animals, animal rights violations	The happiness of the hunter, the strengthening of the experiential relationship between animal and hunter, hunting products
Green Hunting (Capture and release)	Animal suffering including stress	The strengthening of the experiential relationship between the animal and hunter, natural life protection
Eating wild animals in tourist menus	The killing of animals, the abuse of animals, the stress they experience, over destruction of animals, animal species and negative effects on the ecosystem.	The happiness of the tourist, income generation for local people
Tours involving animals	Animal suffering, animal interests not observed, animal rights violations	The happiness of the tourist, increase in tourist-animal interaction
Animals exposed to competition	The suffering of the animals, the killing of animals, maiming of animals, animal rights violations	Happiness and fun of the tourists

differences with the notion articulated by Immanuel Kant, that we treat other persons as ends in themselves and never merely as means to an end. Rational agents, Kant argued, have value in themselves independent of their value to others. Regan's contribution to this notion is his use of the subject-of-a-life criterion to identify, in a nonarbitrary and intelligible way, a similarity between moral agents and patients, which gives rise to a direct duty to the latter.

Regan calls for the total abolition of the use of animals in science, the total dissolution of the commercial animal agriculture system, and the total elimination of hunting and trapping for commercial and sporting interests. Regan writes, "The fundamental wrong is the system that allows us to view animals as our resources, here for us – to be eaten, or surgically manipulated, or put in our cross hairs for sport and money" (Regan, 2004, p. 221). As Regan so eloquently puts it, "People must change their beliefs before they change their habits. Enough people, especially those elected to public office, must believe in change – must want it – before we will have laws that protect the rights of animals" (Regan, 2004, p. 222).

Another theorist, Gary Francione, benefitted from the views of both Singer and Regan, but advocated a stance that is entirely opposed to the moral and ontological hierarchy. Francione, like Singer, argues that the experience of pleasure and pain is a suitable criterion for moral status but agrees with Regan's view that ethical value is for all entities. Unlike both Singer and Regan, however, Francione suggests that the cognitive adequacy of an entity is completely unrelated to the assessment of its moral status. In other words, if an asset is a perceivable asset, it has an equally immanent moral value as any other perceivable asset.

Francione argues that while existence is enough for a being to possess moral value, it is not essential, stating that a sense of feeling is both sufficient and necessary for having a direct moral status. On this basis, Francione sees equally the interests of a rationally developed human being and a less developed animal. For example, the interests of a dog, a cat or an elephant should be considered equal to the interests of a human being. However, this does not necessarily mean that a dog, an elephant or a cat is treated like a human being; just because of the fact that an animal's interests are equal to those of a human being does not mean that the animal has the right to vote, for example. Rather, the equal surveillance situation advocated by Francione means that an animal's interest in not-suffering is equal to a human being's interest in not-suffering. In addition, Francione criticizes Singer and Regan's view that there is no imperative to maintain the existence of animals, rather that they have a common interest in maintaining their existence on the basis of equality if there is an interest shared by human beings and animals in not suffering.

Although the views of Singer, Regan and Francione differ at certain points, they all agree on improving the existing moral conditions of animals; in other words, animal welfare. The outcome of these theoretical views is, therefore, that animals are commoditized in almost every sector, including tourism as their only value is of use and exchange, i.e. economic value. This suggests that the solution may be found not only in the general sense of animal rights or animal welfare debates but also in an ethical discussion within the scope of meta-production areas. In other words, continuing the discussion of the moral status, rights and welfare of animals

with a philosophical understanding of inductive rather than deductive reasoning can ensure that more concrete steps can be taken on behalf of animals.

At this point, it should be made clear that the areas of meta-production that are created through animal-based tourism are evaluated in the context of human-animal interactions and, in particular, what these areas mean for ethical discussions. Table 2 shows the areas of meta-production in the tourism sector that relate to animals and the ethical debates raised in those areas (Lovelock & Lovelock, 2013, p. 230).

Some of the meta-production areas mentioned in Table 2 are types of tourism activities. The expressions given under the heading "Benefits" may be considered to be anthropocentric defences of the commodification of tourism animals. Many of the concepts or theories mentioned above that are used to advocate for animal rights, such as immanent moral value, interest in not-suffering, the equal observance principle or being a subject of life do not apply to animal tourism activities. So much so that the benefits of tourism given are 'tourist/visitor-centred', i.e. human-centered, thus reflecting an anthropocentric and speciesist approach that alienates animals. The tourism sector, therefore, which takes a pragmatic view at the economic level, is very far from the debate about whether already commodified animals have an immanent moral value.

In other words, this situation reveals the necessary relationship between tourism and capitalism and how this relationship plays a role in the commodification of animals in tourism. Capitalism and tourism can be regarded as two facts that generate each other's opposition and feed off each other. In his book Consuming Places, John Urry highlights this relationship and draws attention to the close relationship between tourism and capitalism (Urry, 1995, p. 147). Many writers now argue that a sea change is taking place within contemporary societies. Elsewhere I refer to this as involving a shift from organised to disorganised capitalism (see Lash & Urry, 1987). Other writers have characterised it as a move from Fordism to post-Fordism, and in particular the claim that there is a shift in typical modes of consumption, from mass consumption to more individuated patterns of consumption (Leadbeater, 1988; Hall, 1988). Urry explains travel through the inversion of capitalism, and thus the changing forms of tourism; from a pre-capitalist organized, exploratory form of travel that continued under liberal capitalism, in which rich individuals traveled, to more organized, mass tourism that gained momentum under organized capitalism, and finally to a form of tourism in this period of unorganized capitalism in which all aspects of experience are simulated or aestheticized (Urry, 1995, p. 148). In the current period of organizational capitalism, Ritzer describes the form that tourism takes in the following (Ritzer, 2005, p. 146):

"... While the father is working to pay the interest on credit card debts in the workplace, the mother watches the shopping channel on the television at home. The son is at home in the back room, has finished his classes at the virtual university and is surfing shopping sites. "Where are we going to spend the weekend?" he calls. He adds to his virtual shopping list a new CD to satisfy the question. "We will go to the big shopping center outside the city. While you are climbing the artificial rock in the sports store, we will go to different shops with your father and around the aquarium department; then we will meet at the restaurant on the rainforest theme and have a snack."

This scenario painted by Ritzer can be regarded as a reflection of tourism in that it is a simulation that completely removes the difference between the 'real' and the 'false', as discussed in Baudrillard's Simulacra and Simulation (Baudrillard, 1994, p. 16). Leisure time, which includes tourism activities, is no longer a time for individual serenity, intellectual depth or free choice. Rather it has become a time of shopping, fictional life experiences, packaged fun, media impressions and escapism; the metas that capitalism produce to profit from the human desire for improvement (Ritzer, 2010). Therefore, everything that tourism touches, including culture, has become part of a system that aims to transform everything into meta. It can thus be said that homogeneous flows have come together in order to expand the meta-production chain whilst also increasing consumption, meeting at the suffix 'ism' in the concepts of capitalism and tourism.

In tourism and in its relationship with capitalism, the pragmatic and Machiavellian attitude that ignores animal welfare and animal rights as it does not want to strengthen the philosophical ethical debates on the subject cannot even accept a moral model of the tourism industry (Smith and Duffy, in Holden, 2005, p. 185). The main problem with this is that it endangers its own existence and positioning in the alliance that it has established with tourism-capitalism.

The use of animals as meta in the tourism sector, in which they are variously presented as 'touristy products', can be explained both historically, particularly in relation to Western societies that have ignored the moral status of animals, and by the easy commodification of animals, who have not had moral status since the dawn of capitalism. For this reason, it is important that a structure covering different fields, such as religion, philosophy and sociology, be included within the framework of meta-criticism so that the problem can be put forward and a philosophical approach can be developed. Adhering to the conceptual and theoretical domain, there is a practical field (of application) in the tourism sector where animals are created within the meta-production chain; in other words, by

ignoring their rights, welfare, and moral status. Since tourism is a phenomenon that is both expressed in theoretical terms as well as practiced, it is necessary to establish the problem in view of both theory and practice. Taking into account the debates explored in Fennell's (2012a) Tourism and Animal Ethics, as shown in Figure 1, which integrates theory and practice, a foundation can be established.

Figure 1 shows not only how the production of the meta takes place in the field of tourism and animals in practice, but also in theoretical terms, in the kinds of ethical theories and debates about the ethical statuses of animals that relate to tourism studies, with reference to religious, sociological and philosophical considerations. This background on how and where the discussions of animal rights and welfare in tourism should take place lays the foundations for future tourism and animal ethics studies.

6. Conclusions and Recommendations

When, either national or internationally, animals are held in captivity for the purposes of tourism (zoos, aquariums, etc.), are made to compete for entertainment (orangutan boxers, etc.), or are used as workers (elephant tours or sex worker monkeys, etc.) or performers (dolphin demonstration centers etc.), it is clear that they are seen as meta, as they do not have moral status with rights nor is care given for their welfare. This situation is the most serious obstacle in the establishment of animal rights on both the moral and legal grounds expressed by Regan and Francione. In other words, animals are seen as nothing more than touristy products , souvenirs or entertainment in the tourism sector. For this reason, Fennell calls not only for the improvement of cages (animal welfare) and the removal of animals from centers (animal rights) but also the surveillance of animal rights in the tourism industry (Fennell, 2012b, p. 158). This study used Fennell's basic argument to further argue that the ethical value given to animals is directly proportional to the moral responsibility of the tourism industry towards the animals used in its industry, regardless of the effect
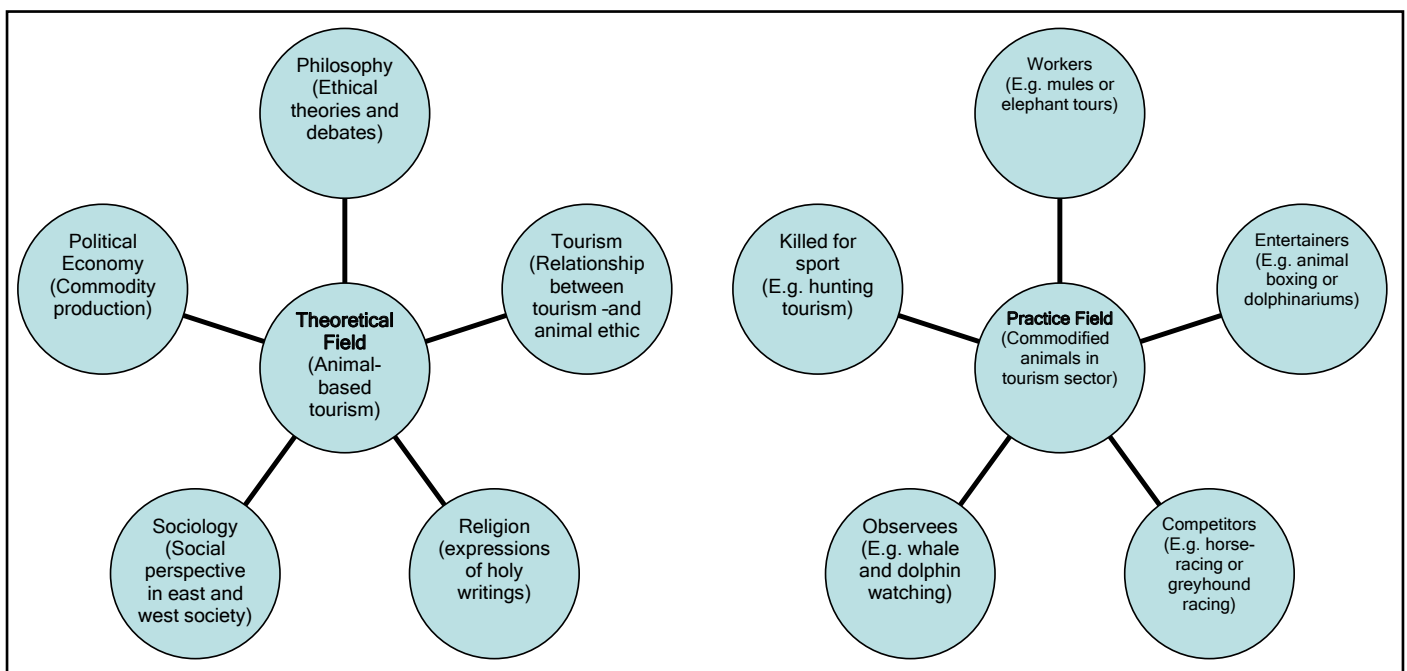

Figure 1. Description of the problem (Theoretical and practice field on animal-based tourism)

on the interests of the industry (as suppliers) and tourists (on the demand side). In this argument, it is the tourism-animal, or more specifically tourist-animal relationship, and whether the interests of the commodified dolphin, horse or chimpanzee are ignored, that determine whether tourism in general terms is moral.

It is the combination of the misoteric attitude that has historically dominated the human-animal relationship, an anthropocentric human-based utilitarian approach and a speciesist perspective alongside a pragmatic and Machiavellian attitude that validates the application of the economic instrumentalism of tourism to the meta world of animals. Therefore, as long as a need to recognize the moral status of animals in tourism is ignored, new ideas about the moral responsibility of tourism cannot be developed. If a hedonistic perspective is to be evaluated and expressed more concretely, the experiences that tourism offer people and the preferences of those people conceal the fact that animals exist as prisoners in the tourism industry. Tourism activities that are particularly animal-focused, such as hunting and keeping the hunted animal's teeth as a souvenir, being photographed swimming with a shark in an aquarium, playing basketball with a seal and riding mules rather than taking a cable car in Santorini (Greece) can be said to have originated from ignorance of the moral status of animals and are not really about knowing reality. Photographs on a camel taken at the beach in Antalya can be said to involve a failure to think about the context of tourism and are more about buying into the authentic rather than looking for the authentic. Similarly, taking a ride with a phaeton in one of the many destinations where horses are known to be tormented as physical workers requires a refusal to know the context.

When the current situation in the tourism sector and the examples mentioned above are considered in philosophical terms, it can be assumed that animals are the subject of a life, that they also have a desire to protect themselves and escape from pain in order to keep living, and that they repeatedly engage in enjoyable behaviors; it must, therefore, be the case that they have a moral status. As such, thinkers such as Wood, Korsgaard, Francione and Regan reject the speciesist view that animals are not rational and thus have no moral value, advocated by Aristotle and Kant, and state that every living thing must have moral value, that life itself is a form of value and morality, and that it is natural for every living creature to wish to maintain its life (Regan, 2004; Francione, 2007; Thomas, 2016). Schopenhauer's emphatically human-animal togetherness approach emphasized that the difference between human beings and animals is that of knowledge capacity and is entirely secondary. This means that animals cannot only be means for the purposes of human beings and thus deprived of moral significance (Sans, 2006). Sans illustrated this by calling his dog Atma (the soul of the world) and by placing the transparent and instinctive attitude of his dog on an equal footing to the human mind or rationality (Sans, 2006, p. 97). Francione's equal observance principle applies to all living things and allows for a more holistic critique to be made of the role of animals in the tourism sector (Francione, 2007). Regan's 'empty cages' doctrine is important as it emphasizes the moral status of animals kept in captivity for different types of tourism (Regan, 2004).

Based on the arguments put forward by these thinkers, and from the discussions in the text, two main dimensions can be evaluated as part of the output of this study, alongside sub-dimensions, which are summarized below.

6.1. Theoretical Area

- Studies examining animal rights and welfare in the tourism sector can be undertaken using the concepts and theories found in the disciplines of religion, economics, philosophy and sociology.
- Animals can also be the subject of scientific studies carried out in the discipline of tourism, with reference to the principle of equal surveillance.
- Increasing the number of national and international studies is important for tourism academics in order to raise awareness.
- The field of marketing within tourism studies is devoid of economic instrumentality and arguments concerning productivity, and it is necessary to carry out philosophical discussions in areas that are ethnocentric or overlooked.

6.2. Practical Area

- Both the supply and demand side of tourism ignore the fact that animals are commodified in the tourism sector.
- Animals commodified in the tourism sector can be divided into five categories: workers, performers, those observed in their natural environment, those killed for sport, and those made to compete.
- In this age of demand driving and influencing supply, it is necessary that animal-oriented NGOs be increased and strengthened in order to increase individual awareness of the plight of animals in tourism, which can in turn influence the supply side.
- Those participating in animal-oriented tourism activities can be persuaded that animals have the right to a good life in order to reduce demand for such touristic products. Awareness raising such as this has meant that the entertainment park SeaWorld in the state of California, USA, has come to the point of closure (Neate, 2015; O'Hara, 2015).

Policies for the development of the tourism sector should not only include concerns about the number of tourists and income from tourism, but also ethical concerns. In other words, tourism should not only be instrumentalized in an economic direction nor should it be able to buy morality in order to make itself sustainable. Every cage in the tourism sector should be emptied, as Regan and Fennell argued. Improving existing conditions is a matter of animal welfare but emptying cages means accepting animal rights in the tourism sector on moral and legal grounds. There is a need for the tourism sector, particularly the areas that involve animals, to accept this radical idea and take steps to counter ignorance.

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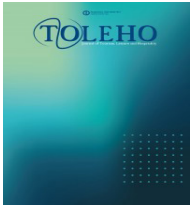
A Survey on E-complaints: The Case of Turkish Airlines

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ABSTRACT

Handling of complaints in airline companies that consider customer satisfaction has a significant impact on customer retention. Customer complaints provide great opportunities for detecting and eliminating weaknesses, and for preventing similar problems. Thus, airline companies should pay attention to customer complaints in order to improve themselves, increase their profits and to ensure their continuity. Within this context, the online complaints submitted between February 2018 and February 2019 regarding Turkish Airlines to the most-visited customer complaint website in Turkey, 'www.sikayetvar.com', were reviewed in this study, and it was aimed to determine the most common subjects of complaint. The complaints were evaluated through one of the qualitative research methods, content analysis. The complaints were categorized, and the most common subjects of customer complaints were determined. This study aims to reveal the types of weaknesses in services delivered by Turkish Airlines Company. The most common subjects of complaint were found to be about damaged and lost luggage, Turkish Airlines loyalty card; Miles and Smiles card, delays and ticket refunds. At the end of this study, suggestions were made for Turkish Airlines and the relevant literature.

1. Introduction

Commercial businesses should develop new strategies by prioritizing customer expectations in both production, sales and marketing processes in order to fulfil their prospective targets and to survive in an increasingly competitive environment. It is seen that the enterprises that increase customer satisfaction by planning the production and marketing process with a customer focus and reduce their complaints are more preferred by consumers.

Increasing product range and options for customers also make things difficult for businesses in terms of stepping forward and satisfying the customers. Customer satisfaction minimizes customer complaints and increases revenues, customer retention and more frequent and repeated customer visits to the enterprise (Alabay, 2012). Accurate and efficient customer complaint management is important for preventing future customer turnover. As such, literature suggests that approximately 96 per cent of unsatisfied customers would not complain and many of these customers leave the company to try other alternatives (Alabay, 2012; Barış, 2006). Within this context, considering the fact that only four per cent of unsatisfied customers states their grievances to the companies, it would be to the point that the incoming complaints should be considered 25 times more than the actual number of complaints (Alabay, 2012).

Domestic and international travels have become a common activity for modern people. The primary drivers for travelling are the needs to escape from the daily routine,

workplace as well as social needs such as meeting other people, experiencing something unique or unusual. Whether they travel for vacation or business purposes, arriving at the scheduled destination as quickly as possible is what people want the most in their travel experiences. When it comes to fast transportation, the first mode of transportation that comes to mind is airline transportation. In addition to fast travel, comfortable and safe travel is also effective for passengers in the choice of airline. The needs and demands regarding speed, comfort, and safety bring along some sort of diversification in transportation systems. This diversification also triggers competition between transportation systems, and countries increase their investments in this field in order to increase their competitive capacity (Çırpın, 2016). In recent years, with the effect of globalization, there have been great changes in airline transportation, and there has been an increase in travels both for business and touristic purposes, and this increase leads to a change in the passenger profile in airline transportation. Due to a new market structure and strong competition resulting from changing expectations of the airline passengers regarding service quality, the only way for airline companies to gain competitive advantage is to meet these expectations by understanding this ever-changing market and to ensure customer satisfaction (Okumuş, 2007).

THY, the biggest airline company in Turkey, started its journey in 1933 with five aircrafts, and now it continues to offer service with its fleet including 335 aircrafts (passenger and cargo). Ranked among world's leading airline

companies with its outstanding growth, THY has made the biggest purchase of aircrafts in the history of Turkish Civil Aviation in 2013. With this initiative, THY aims to increase its upward trend in service quality by maintaining the fleet age within the next couple of years. Considering the current large-scale aircraft orders and the other aircrafts to be chartered/expired, the total number of THY aircrafts, including freighters, is expected to reach 500 by the end of 2023 (Turkish Airlines, 2019).

Owing to its comprehensive flight network, Turkish Airlines flies to 300 destinations throughout the world. Turkish Airlines flies to 120 countries, and this coverage is greater than any other airline in the world. For more than ten years, THY has been showing outstanding growth in passenger capacity. THY carried 10.4M passengers in 2003 and increased this number to 29.1M in 2010, 32.6M in 2011, 39M in 2012, and 48.3M in 2013. Reaching approximately 55M passengers in 2014, this global airline reached 61.2M passengers in 2015 and 62.8M passengers by the end of 2016. THY increased the number of passengers by 9.3% in 2017 compared to the previous year and reached 68.6M passengers (Turkish Airlines, 2019). THY was selected for this study since it is Turkey's biggest airline company with the most flight points that carries the largest number of passengers.

Airline transportation is a significant factor in the development of tourism. While airline transportation ensures that the tourists arrive at their destinations quickly and safely, it also plays a significant role in long-distance international transportation. Airline companies and tourism industry are interrelated. They have a direct influence over each other. Turkish Airlines flies to most destinations in Turkey and is the highest number of passenger-carrying airlines. Tourism is an important industry that increases the foreign exchange reserves, decreases unemployment rate, and that paves the way for completing and fixing all sorts of infrastructure and superstructure problems and many other deficiencies. Relying heavily on the human factor, the tourism industry can also play a significant role in creating new employment opportunities.

The airline industry is strongly competitive, and airline customers are one of the most significant factors in the process of travelling. Besides increasing service quality and ensuring flight safety is also important. Ensuring customer satisfaction is the most important strategy for airline companies. Handling of complaints in airline companies that consider customer satisfaction has a significant impact on customer retention. Favorable use of handling customer complaints in order to improve service quality is widely accepted by the airlines. Customer complaints provide businesses with an opportunity to correct their mistakes, to retain unsatisfied customers and to manipulate the future selections of the customers. The airline companies should meet the expectations of the customers in order to improve their services. If the airline companies take customer complaints as a serious problem, this will increase the possibility of meeting customers' expectations (Khan, 2014). Thus, the airline companies should pay attention to customer complaints in order to improve themselves, increase their profits and to ensure their continuity (İbis, 2016).

This study aims to determine the most complained topics by reviewing the complaints regarding THY company. The most complained topics are important for THY to determine and eliminate the weaknesses and to improve itself on these areas.

2. Literature Review

When the globalizing world is viewed from an economic point of view, it is observed that the enterprises are struggling to survive in a fierce competition. Companies should give due consideration to customer complaints for a sustainable business. For instance, according to Alabay (2012), customer satisfaction following the delivery of a complaint is as important as customer satisfaction during the purchase of goods or services.

In Köse's (2007) study, it was reported that while developing solution strategies regarding customer complaints, the companies should develop strategies that will also prevent potential future complaints, instead of workarounds. It was also predicted that effective handling of complaints and dealing with the customers will ensure customer loyalty and will increase profitability in the long run. The same also applies to airline companies.

Relevant studies mainly focus on the subjects of airline passenger complaints and the solutions for these complaints. In Güreş, Arslan, and Bakar's (2013) study, the complaints of Turkish passengers, and the efforts of Turkish airline companies for resolving these problems were investigated, and they concluded, according to the results of their survey, that customers mostly complain when they encounter a service failure, and that the companies should create effective complaint management procedures that include simple and direct links to customers' social media channels. Chen and Chang (2005) have divided services offered by airline companies into two groups as ground services and air services and concluded that the passengers have different expectations at different stages. It was reported in this study that air services have more influence on customer satisfaction. Kim and Lee (2009) investigated the relationship between the nationality factor and the complaint behaviors of the passengers. According to the survey study that they conducted with the citizens of four different countries, they concluded that the customer complaints vary depending on the nationality of the passengers. According to another result of this study, the age, educational background, and previous experiences of the participants also influenced the customer complaints.

Britto, Dresner, and Voltes's (2012) investigated the effect of flight delays on both passenger demand and plane ticket prices. They found that the delays reduce the passenger demand and increase plane ticket prices and cause a significant decrease in the welfare of both consumer and producer. In their study conducted in the United States (USA), Halstead, Morash and Özment (1996) found that when airline companies ignore the complaints, these complaints will further complicate the situation and turn into a bigger problem. Their study showed that the complaints are ways of both increasing the service quality and retaining the customers. This study also revealed that companies should pick their employees carefully and should give due importance to employee training. They found that handling customer complaints ensures that the mistakes are

properly detected, and it is also necessary not only to solve the current problems, but also to prevent future customer complaints. Gürsoy, Chen, and Kim (2005) investigated ten airline companies in service in the USA, and they revealed the difficulties that these airline companies face, the strategies to follow, and how they could position themselves in this market. The findings of this study provide significant contributions to the airline companies in order to identify their competitors, strengths and weaknesses and the areas that they need to improve in order to better position themselves in the market.

Bhadra (2009) found the causality relationships between wages, delay levels and the complaints by analyzing total monthly data for domestic lines in the USA and revealed that the complaints are affected by the delay levels. Wittman (2014) found that the customers who are unsatisfied with the services of a certain airline company in the USA could make their claims directly to the airline company, or the US Department of Transportation's (DOT) Aviation Consumer Protection Division that acts on behalf of the federal government. They also found that these complaints are statistically published in the Air Travel Consumer Reports (ATCR) that are periodically published by DOT. Although the most common complaints seem to be about flight cancellations, delays, and problems with luggage, it was observed that the passengers of different airline companies complained to the Department of Transportation at different rates for the same service quality. In other words, a great difference was found between the service quality levels perceived by the passengers of different airline companies and the real service quality levels.

Yücel and Alpay (2017) analyzed 12.349 complaints at www.sikayetvar.com regarding Anadolujet, Atlasjet, Pegasus, Sunexpress, THY, and Onur Air companies between January 1, 2016, and December 31, 2016, and they found that Pegasus was the most complained airline company with 5.318 complaints. Ticket Change/Cancellation Refund ranked first with 652 complaints, and it was followed by Lost/Damaged Luggage and Compensation with 618 complaints. The current study revealed slightly different results: Lost/Damaged Luggage category ranked first with 625 complaints, and Ticket Change/Cancellation category ranked fourth with 227 complaints. In Yücel and Alpay's study, THY ranked second with overall 3.404 complaints and Lost/Damaged Luggage category ranked first among the other categories with 450 complaints.

Dolan, Seo and Kemper's (2019) study revealed that there are possibly some differences between the complaints submitted through social media and the complaints submitted through e-mails or face-to-face complaints. Again, online compliant applications are important since these are visible on public platforms on social media. Sound judgement of these complaints and generating reasonable solutions may turn these disadvantages into major advantages. This study and Dolan, Seo, and Kemper's study share similar findings.

Güngör, Güngör, and Doğan (2018) analyzed the comments on TripAdvisor about THY within the first four months of 2017 and tried to find the matters that were considered satisfactory or unsatisfactory by the passengers. They found that customer satisfaction varies depending on the society where customers live. Within this context, they concluded

that airline companies should increase their service quality and continue to work on it in order to ensure passenger satisfaction.

İbiş and Batman (2016) analyzed the complaints at www.sikayetvar.com regarding airline companies operating in Turkey through content analysis method, and they found that the most common complaints were about the damaged and lost luggage in ground services category; ticket change, cancellation, and return procedures in sales process category; call center problem solving in call center and online services category; and attitudes of flight attendants in-flight services category.

At the end of the analyses of these studies, it was found that there were no sufficient studies regarding the complaints about THY company operating in Turkey, and the complaints about THY company at www.sikayetvar.com website were analyzed through content analysis method. The findings are significant in terms of demonstrating the problems in the services delivered by THY company. The purpose of this study is to emphasize the importance of the complainants on social media in terms of major companies and to make sure that the companies take necessary precautions to prevent these complaints from damaging the company. As a result, the common ground of these previous studies suggests that if airline companies can quickly solve these problems and come up with efficient solutions, these seemingly major crises may be turned into opportunities.

3. Method

The purpose of this study is to analyze the online complaints in the most-visited online complaint website of Turkey, www.sikayetvar.com, regarding THY, and to find out the most common subjects of complaint. www.sikayetvar.com is an online platform where consumers seek for solutions regarding their complaints about various companies and where visitors refer to before buying any products of services and make a decision regarding companies. This website is Turkey's first and largest, unbiased and reliable complaint platform that functions as a bridge between companies and customers and where companies find solutions for complaints in order to win their customers back and protect their brand image. www.sikayetvar.com was selected for this study because the platform has approximately 8.5M visitors per month, 3.5M active members, and it has a clearly defined complaint process. It has a reliable verification system that ensures that complaints are submitted by real people, and companies can answer these complaints. (sikayetvar, 2019). Turkish Airlines has been selected as the "Best Airline in Europe" for six consecutive years by Skytrax and has become one of the most prestigious airline companies in the world. 2015, THY has been selected as the best airline company in four different categories, one of them being the "Best Airline Company in Southern Europe" by Skytrax. This study includes the complaints accessed by browsing the keyword "THY", the abbreviation of Turkish Airlines, between February 2018 and February 2019. The qualitative research method was used, and content analysis was made. The basis of content analysis is to gather similar data within the frame of certain concepts and themes and to interpret them by arranging these data in lay terms (Strauss, 1990). Content analysis enables researchers to systematically

eliminate large amounts of data. It is used as a technique that helps see and identify the focus of individual, group, corporate or social interests. It also allows researchers to make implications that can be verified by using other data collection methods. Its practicability and ease of use with large amounts of data is one of its remarkable features (Stemier, 2001). In this study, the main topics of complaints were determined and 3139 complaints involving these topics and delivered within one year on www.sikayevar.com were analyzed. The subject of our study consists of the complaints delivered to the website "www.sikayetvar.com". Since the complaints related to technical malfunctions, connected flights, check-in counters' being closed before due time, and the planes' landing in another airport were excluded, the total number of complaints was found to be 2728. Content analysis was conducted on six main categories: luggage, operational services, employees, sales, customer services and flight services. The coding criterion used by İbis and Batman (2016) was adapted to this study.

Luggage category was divided into three sub-categories as the limit, pricing and damaged and lost luggage. Luggage is the general name for suitcases or other bags in which people pack their personal belongings for travelling (Ateş, 2016). In this study, problems regarding oversized baggage fees, unreasonable baggage fees, undelivered luggage, problems with compensations and broken or damaged baggage deliveries were classified within this category.

Flight cancellations and delays sub-categories were added to the operational services category. Operational services are defined as all services provided starting from the arrival of the plane to the airport until the departure (Ateş, 2016). In this study, the complaints regarding the cancelled flights, delays, and problems resulting from delays were analyzed under this category. The sun-categories of disrespectful, impolite, irresponsible, and uninformed employees were put into employees category. The complaints regarding pre-flight employees were analyzed under this category, and the complaints regarding the flight attendants were analyzed under the flight services category. Sales category includes the complaints regarding ticket reservations, sales, cancellations, return and changes submitted through airline companies' websites, mobile applications, call centers, ticket offices, and the promotions and advertisements that they publish through the channels of visual, audial, written media, internet, and social media. Ticket prices, changes and cancellations, promotions, reservations, and mile programs and miles sub-categories were included in the sales category. In ticket prices category, it was found that customers complain about the expensive and constantly changing ticket prices, excessive change and cancellation fees, and that the refunds are not paid in due time, or they are never refunded at all.

Customer services are the communication channels where passengers can ask their questions and give suggestions 24/7 regarding flights, ticket changes and their travels. Call center and website sub-categories were analyzed under customer services category. It was observed that the problems, such that call centers cannot be reached or cannot solve the problems, have arisen. Flight services cover the entire process starting from passenger's arrival into plane until landing. Food & beverage services, flight attendants,

and in-flight waiting periods were the sub-categories under this category.

4. Findings

The data obtained through the analysis of online complaints submitted between February 2018 and February 2019 on "sikayetvar.com" regarding THY and the findings obtained through the content analysis are given in Table 1. Each complaint was included only once within the process of content analysis. The complaints which were considered to fall into more than one category were included within the most relevant category.

When the complaints about THY were analyzed, it was observed that the highest number of complaints were about sales with 33%. Sales category was followed by luggage with 28%, operational complaints with 16%, employees with 11%, customer services and flight services with 6%, respectively.

Table 1. Results of content analysis

Main Themes	Sub-Themes	Complaints n	Percentages %
SALES	Ticket Prices	75	33%
	Changes and Cancellations	227	
	Promotion	114	
	Reservation	165	
	Mile Programs - Miles	325	
LUGGAGE	Limit and pricing	125	28%
	Damaged	360	
	Lost	265	
OPERATIONAL	Flight Cancellations	189	16%
	Flight Delays	257	
EMPLOYEES	Disrespectful, Impolite	94	11%
	Negligent, Irresponsible	139	
	Uninformed	75	
CUSTOMER SERVICES	Call Center	135	6%
	Web Site	30	
FLIGHT SERVICES	Food & Beverage	55	6%
	Flight Attendants	53	
	In-Flight Waiting Periods	45	
TOTAL		**2728**	**100%**

4.1. Luggage

The airlines have restrictions regarding the maximum weight of passenger luggage. When the passengers exceed these limits, they have to pay an extra fee. Some of these complaints are about these limitations and excessiveness of these extra fees. Sometimes the luggage may get lost or damaged. The airline companies are responsible for the lost and damaged luggage, and they have to compensate for the damages. The complaints include the problems regarding the lost or damaged luggage and the problems regarding compensation. The research shows that 5% of the complaints are about weight-related limitations and pricing, 10% is about lost baggage, and 13% is about damaged baggage. Some examples of the complaints regarding luggage are as follows:

> "*We boarded on 15.50 Isparta-Istanbul flight on 12.02.2019. we were shocked when we saw our luggage. My brand-new extra-large baggage was torn, and my bright yellow baggage was all black.*"

"I received my baggage with a broken (missing) roller after my Singapore-Istanbul flight. I have submitted an online damaged luggage claim on the same day. However, today, I received an e-mail from THY stating that my claim for the damage was declined since I had not made my claim at the airport. But it is clearly stated in their website that I could make an online claim within 1 week, so relying on this, I left the airport without taking down any statements. I kindly request you to take the necessary actions."

4.2. Operational

Airlines may cancel their flights due to various reasons, such as technical problems, meteorological conditions, etc. However, airline companies are responsible for cancelled or delayed flights. The complaints center around the fact that the airline companies fail to consider passenger rights and raise difficulties in the compensation of the damages following the cancelled or delayed flights. The research shows that 7% of the complaints are about flight cancellations, and 9% is about flight delays.

Some of the examples of complaints regarding the sub-themes of the cancelled and delayed flights are as follows:

"I had a flight from Yüksekova to Ankara, but my flight was cancelled. So was my flight to Istanbul. Now the weather is great in Yüksekova, and the visibility range is about 1 km."

"My THY flight from Istanbul to Ankara was cancelled an hour before the scheduled time and we were transferred to 20.20 Anadolu Jet Flight. And this flight was delayed for 2 hours and 10 minutes."

4.3. Employees

Employee quality is critical for airline companies. A warm welcome and straightforward and helpful guidance will result in positive feedback regarding airline employees' quality, and customer satisfaction will be achieved through decent communication. Having qualified employees is a must for airline companies to compete with other airline companies in the international arena, to set their targets and to deliver globally recognized service quality. The findings show that 3% of the complaints are about disrespectful and impolite employees, 5% is about negligent and irresponsible employees, and 3% is about uninformed employees. Some of the examples of the complaints regarding the theme "employees" are as follows:

"THY flight number 1558 was delayed. The employees were extremely negligent, and the passengers were not informed. They even argued with the customers."

"In my experience, THY has failed to meet my expectations. I don't think these impolite and disrespectful people should be employed in such an estimable and long-established company. I was really upset about this, and I hope the necessary actions will be taken immediately."

4.4. Sales

Sales category holds the most complaints in our study. The findings show that 3% of the complaints are about ticket prices, 8% is about ticket changes and cancellations, 4% is about promotions, 4% is about reservations, and 12% is about mile programs and miles. Some examples of the complaints regarding the sales are as follows:

"They stated that I could only receive TRY 279 of my cancelled flight, which was originally TRY 579, and that they will refund to my credit card within 7 business days. However, they now want my feedback even though it's been 8 business days."

"All the information regarding miles are incorrect at Miles and Smiles website; I have warned them so many times, but they did not correct them. Dear authorities of THY, you have been a distinguished company for many years, for God's sake, what happened to you? You are a big failure."

4.5. Customer Services

The findings show that 6% of the complaints are about customer services. This ratio is relatively low compared to the other main themes. It is observed that 5% of the complaints are about call center and 1% of the complaints are about the website. Some examples of the complaints regarding customer services are as follows:

"I filled out a feedback form and waited for a reply. It's been a week, still no reply. I don't even remember how many times I've called the customer services."

"I cannot turn my reservation into tickets at the same price because of the incorrect information given by the customer services. I want you to recover my loss."

4.6. Flight Services

Another category with the lowest rate of complaints compared to other main themes. It is observed that food & beverage services, attitudes of flight attendants, employees' negligence, problems with switching seats, employees' mistakes, and longer in-flight waiting periods become prominent under in-flight services category. Some examples of the complaints regarding flight services are as follows:

"I had a huge piece of metal in my food at 11.45 Istanbul – Moscow flight on 09.01.2019 and it smashed my upper and lower canine teeth!"

"THY (Anadolu Jet) flight attendants do not wear gloves during food & beverage service. They put their fingers and fingernails in the cups, but they wear gloves when they are picking up trash. Nonsense!"

5. Conclusions and Suggestions

In this study, the complaints regarding THY on www.sikayetvar.com website were analyzed, and content analysis was conducted on six main categories: luggage, operational services, employees, sales, customer services, and flight services. The most common subjects of complaint were

found to be about damaged and lost luggage, Miles and Smiles card, delays and ticket refunds.

The results of this study share similarity with those of some other studies in the literature. Within this context, it was observed in İbiş and Batman's (2016) study on airline companies operating in Turkey that most common complaints were about damaged and lost luggage, ticket change, cancellation and return procedures; call center problem solving and attitudes of flight attendants. The results of this study correspond with that of İbiş and Batman (2016). Wittman's (2014) study on the data of the US Department of Transportation shows that the complaints mostly center on flight cancellations and delays, and luggage problems. This study also shows that the complaints about delays and luggage problems are very common. Britto, Dresner and Voltes's (2012) concluded that delays reduce passenger satisfaction and affect plane ticket prices. This study also shows that delays have a negative impact on customers, and they eventually turn into complaints. Güreş, Arslan and Bakar (2013) concluded that Turkish passengers flying with Turkish airline file complaints when they encounter a service failure. We also concluded in our study that the majority of the complaints are filed as a result of service failures. These two studies have common conclusions.

Barghi and Satı (2017) investigated the customer satisfaction of THY passengers regarding luggage services, and the factors affecting customer satisfaction were determined. The customers were most satisfied with the customer services and least satisfied with the damaged baggage and compensation for the damage. These two studies have common conclusions. Efficient use of technology, eliminating some of the baggage procedures, saving time, and using customer-oriented systems that are capable of preventing these problems should be given prominence. Luggage services should become the channels that offer quick solutions for the benefit of the passengers. Thus, welcoming and helpful employees' customer satisfaction levels will surely.

In their study, Yücel and Alpay (2017) performed necessary analyses to find out whether the complaints delivered through social media channels about airline companies were considered as sources of information and found out the most common customer complaints and how these complaints were handled by the companies, since these findings share similarities with the results of this study.

Halstead, Morash and Özment (1996) found that when airline companies ignore complaints, these complaints will further complicate the situation and turn into a bigger problem. They also revealed that replying to customer complaints ensures that mistakes are properly detected, and it is also necessary not only to solve the current problems, but also to prevent future customer complaints. This study and our study have similar findings.

In the study, it was seen that 6% of the total complaints of THY were about customer services and flight services. THY added Japanese, French, Italian, Spanish, Portuguese, Korean, Chinese and Russian along with Turkish, English and German to its corporate website and started to offer services to its passengers in their own languages. The number of complaints is actually very low, considering the fact that THY carries approximately 75M passengers annually. THY

has been selected as the "Best Airline Company in Southern Europe" for nine times, as the "Best Airline Company in Europe" for six times and has received the "Best Business Class On-Board Catering" award for three times.

Based on the results of this study, some suggestions were made for THY and the relevant literature. Customer complaints are also opportunities for airline companies. Reviewing and investigating these complaints is critical for airline companies to see the problems and malfunctions in the services they deliver. An airline company may observe its weaknesses and make sure that these weaknesses are eliminated. They may turn a seemingly disadvantageous situation into a major advantage. Thus, the executives should take these customer complaints seriously, show ultimate attention to the solution of these problems, and make sure that the customer is satisfied with the outcome. They should even take the necessary precautions to prevent reoccurrence of these complaints. Complaint management may provide a major added value to the company.

THY should closely view all online complaint websites. The company should commission a department that would properly and efficiently resolve these complaints. The complaints should always be replied. The primary concern of this department should be analyzing incoming complaints, determining the most common topics of complaints and informing the related departments and executives. The employees of this department should go through a proper training program. Considering the fact that the complaints may have a negative impact on brand image and profitability, immediate and effective solutions should be provided for the submitted complaints as soon as possible. Airline companies may have a competitive advantage if they handle these complaints properly and provide efficient solutions for the benefit of the consumers.

This research was conducted between February 2018 and February 2019 for THY company. The sample in the future studies may be extended, and some other Turkish and foreign airline companies may be compared. Thus, the ratios of the complaints received by different companies in various complaint categories may be compared.

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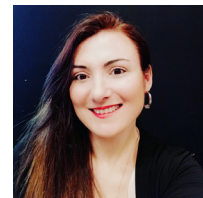
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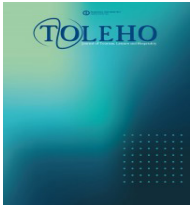
Tourists as Meme-seekers: A Theoretical Approach

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ABSTRACT

Tourists seek a variety of experiences and they all participate in tourist mobility in their way. In this study the concept of seeking analysed in the scope of memetics. The tourist meme has identified as a meme that in a close or wide relation with tourist mobility which are carrying information about a place, an era or period of time, a culture, sub-cultures, cultural items, styles, behaviours, individuals themselves, completely imaginary things, a religion or a belief, an event, events or other memes and so on. It is accepted in meme/gene analogy when a meme spread into a brain, it associates with other memes in a kind of package or other words, in a memeplex. For this reason, tourist types accepted as tourist memeplexes and tied theoretically with the concepts of focus and goal. Kanerva's conception of focus was used to more broadly define what a meme was associated with, as Gabora does. In this statement, memes have accepted in the form of information patterns encoded within the focus indicating the scope and experiential quality of the individual's awareness. The proposed theoretical model consists of three dimensions. These are tourist memeplex, focus and goal. With this proposal, it is aimed to assess different types of tourist experiences together which were defined by different authors. On the other hand, this model gives a chance to develop a new and complex taxonomy to assess various types of tourist experiences in a single framework.

1. Introduction

The literature on tourist behaviours research reveals a basic tourist-related concept that can be termed as 'seeking'. Boorstin asserted that (1961; 1992, p. 85) 'the tourist was a pleasure-seeker'. In addition to this, MacCannell (1973, p. 597) emphasized that 'touristic consciousness is motivated by its desire for authentic experiences.' From this point of view, it is not ambitious to say that MacCannel speaks of a kind of authentic-seeking, when we think about his 'quest for authenticity'. At first, one may think that, these two assumptions contradict each other. And also, MacCannell's criticism on Boorstin might be counted supporting evidence to this thought. But we think that, these ideas are uniting –somehow– within a structure, as the twisted yarns of a rope. The meme analogy is chosen as the point of origin for understanding this assumed structure. This is what we are trying to make as a whole by combining the different approaches within the scope of tourist motivations from their common points.

The meme was first coined by Dawkins (1976) as a unit of cultural transmission or a unit of imitation/replication, in non-genetic means (Dawkins, 2006). The replicator is something, anything, that can either (1) make copies of itself or (2) is easily and automatically copied by the virtue of its relationship to the medium in which it is found

(Burman, 2012, p. 80). Memes are playing a transmitter role in the transmission of cultural ideas', symbols' or practices' transmission from one brain to another through writing, speaking, rituals, gestures and other imitable mimics etc. (Graham, 2002, p. 196). Tunes, ideas, catchphrases, dressing fashions, ways of making a pot or building arches can be shown as examples of memes. Just as genes propagate themselves in the gene pool by leaping from body to body via sperm or eggs, so memes propagate themselves in the meme pool by leaping from brain to brain via a process which, in the broad sense, can be called imitation (Dawkins, 2006, p. 192). It is mentioned that memes can spread from brain to brain, from brain to book, from book to brain, from brain to computer, from computer to computer etc. It is worth listening to Dennett for well understanding about the thing that spread: "...Not stuff, not packets of material, but pure information, the information that generates the pattern of behavior that replicates... (2001, p. 136)". When memes spread into a brain, they associate with other memes in a kind of package or in other words, in a memeplex (Blackmore, 1991). As a result, this wide variety of meme mutations have to compete with each other to attract enough attention to the use of mental resources (Hofstadter, 1983, p. 18). In general terms, these interests allow memes to sustain their existence and to continue self-replication.

Gabora (1997) used Kanerva's (1988) conception of 'focus' to more broadly define what the meme was associated with. In this statement, memes are accepted in the form of 'information patterns' encoded within the 'focus' indicating the scope and 'experiential quality' of the 'individual's awareness' (Gabora, 1997, p. 6). At this point, it may be useful to explain the concepts of focus, awareness and information patterns in an example. Gabora's (1997) 'cookie jar' is an open framework for developing a case. For example, the child is hungry and this hunger situation can be described as a need. The focus of the child can be summarized as to satisfy this need. At this point, that is, to appease his hunger. Now, let's think that, Gabora's cookie jar stands on the table in the same environment with the hungry child. In order for this child to have the awareness that the cookies inside the jar can meet her/his needs, he needs to have information about reaching out to the jar, opening the lid, taking the cookie in it and eating it; or s/he needs other kinds of information that could help her/him to predict this information or simply to reach cookies in the jar (e.g. as breaking the jar). According to this approach, it can be said that, memes are information patterns coded into the focus of suppressing hunger, which is forming the idea of eating the cookies inside the jar that stands on the table.

There are, of course, authors who criticize these approaches. For example, Burman (2012) treats the meme as 'an unscientific object'. In criticizing this structure, he comments on Dawkins' failure to go further after proposing the concept. He further argues that writers such as Dennett, Hofstadter and Blackmore who studied on memes, do not evaluate the meme in accordance with Dawkin's original proposition. The answer to this criticism was given by Blackmore (1999, pp. 54-56) that 'there is no right answer to' what a meme is. According to her, the four notes on a piece of music or the entire symphony can form meme, as long as it can be transferred somehow.

It can be argued that, although some of the criticisms are considered to be correct, meme analogy can still be considered as a useful framework. Because, considering the studies developed over this analogy in the last 10 years, it can be understood that this idea is valid.

Some of the studies conducted in the context of meme analogy address cultural transactions observed in animal communities. Baker and Gammon (2008) studied vocal memes of black-capped chickadees and carried on for eight seasons. They identified 95 different vocal memes belonging to three bird groups, which were distributed to three different locations and examined why some vocal memes persisted, and why others became extinct. In this study, what is defined as vocal memes is considered as the average gargle call patterns of 0.5 seconds used by birds in a singing sequence. 10 average elements called syllables were defined in each gargle call, and it was observed that 50 to 60 different syllables were found in a bird community. As a result of the study, it was observed that 59 of the 95 singing memes disappeared from the repertory of the communities in one or more seasons. Thus, 35 unsuccessful memes lost in one or two seasons and 30 core memes that managed to remain in the repertory for 7 or 8 seasons were identified. As the findings of the study it was found that; (1) core memes are more likely to be shared with other members of the community, (2) during the daily activities of a bird, the nuclear memes are more likely to be heard and (3) unsuccessful memes are generally performed more often by young members of the community. The authors think that these identified core memes are an object of the strict rules of cultural harmony that play a role in natural selection pressures. In this context, many scientists such as Lynch, Baker, Jenkins, Martens, Morton, Slater, and Mundinger conducted various researches on the subject and presented various evidence on the evolution of culture in animal communities (Lynch 1996; Lynch and Baker 1993; Baker 2006; Baker and Gammon 2006, 2007; Lynch, Plunkett, Baker and Jenkins 1989; Martens 1996; Morton 1977; Slater 1986; Mundinger 1980, 1982).

Another example is Sun and Ding's (2018) study on the identification and tracking of technological and scientific information memes in patents and publications citation networks. In this study, researchers identified information memes such as 'laser', 'quantum', 'fiber', 'composite', 'polymer' and 'memory', circulating on patent and citation networks and examined them under the dimensions of differences, similarities and development orientations. In this context, when the information memes determined in the field of graphene were taken into consideration, it was found that although there were some differences between the research subjects, the relationship between them was increasing and the boundaries were blurred. In this respect, this study became one of the most recent studies on the evolution of science and technology culture.

In the previous paragraphs, it was mentioned that a meme is a unit of cultural transmission. By considering Makhortykh's (2015, p. 64) views of memes that 'transmit and strengthen' prominent imagery of cultural memory, it can be inferred that memes also have a role in the structure of cultural memory. Based on Heller's (2001) interpretation of cultural memory embodied in objectification that conceals meaning in a concentrated way, it can be said that some sort of embodiment plays a role in meme mechanics. It has already been mentioned in the previous paragraphs that melodies, proverbs, ways of manufacturing an object, cultural practices and idols, rituals and symbols are examples of memes.

Swiatek (2016), in his study examining the Nobel Peace Prize with a memetic approach, argued that cultural memory is shaped by texts, monuments, festivals and celebrations that are repeated at regular intervals. In this approach, it is mentioned that the Nobel Peace Prize is not only a medal, diploma, financial income. The prize is a structure consisting of various texts, behaviours and practices embedded in cultural symbols and social frameworks, various speeches, the values of the selective committee, in other words, a mass of designed memes. According to this view, the memes are strengthened as long as they are together (Swiatek: 2016, p. 134).

The so-called memotype is the aforementioned whole set of memes or, as Dawkins (1976, p. 211) defines, a mutually harmonious set of memes. At this point, however, critics of the mem / gene analogy are rising when it comes to accepting that memes are not observable objects in any case. In this respect, Gatherer (1998, p. 4) mentions that observing meme products can be a solution because it is difficult to observe the memes directly. This approach has been seen

as a way to overcome the problem of observing memes. The things mentioned as meme products are the ideas, beliefs, behaviours, practices and objects that are accepted as the results of meme relationships. In this context, Gatherer's meme products were named as meme relationships and the whole of these relations is defined as meme mechanics.

2. Tourist Memes

Tourist memes can be identified as memes that are in a close or wide relation with tourist mobility carrying information about "a place, an era or period of time, a culture, sub-cultures, cultural items, styles, behaviours, individuals themselves, completely imaginary things, a religion or a belief, an event, events or other memes etc…" by looking at the definition of meme concept which is suggested by Dawkins (1976). These memes can be a magazine poster, part of a novel, a TV advertisement, a narrative or a story that an individual tells another person, part of a documentary or lyrics, a cartoon frame related to Giza Pyramids or the other things carrying information about "the moment" of a screaming individual over the rollercoaster in Europa-Park when upside-down or an image of an individual sitting on the rock alone and watching the sunrise over mountains. Most of the given examples are the memes that can be observed within their medium such as magazines, photographs, books etc. Another way to observe memes is to observe meme products, as it is mentioned above.

When this was exemplified via Urry (1990), it can be said that what shaped the tourist gaze was memes settled in the memeplex of a tourist. When Cohen's (1979) tourist typologies are taken into consideration, for example, it can be asserted that these typologies are the categories that have been put forward as a result of the classification of tourist memeplexes with similar characteristics. Thus, it can be concluded that the new types of tourists have emerged as a result of the ongoing evolution of social cultures in general. In particular, for tourism, post-tourists (Feifer, 1985) can be accepted as an example of this kind of evolution. The point to be reached here is related to the constant replication of the memes in the tourist mobility, the change of shape and the acquisition of new forms.

3. Tourists As Seekers

One of the earliest interpretations of seeking in tourism, travel and leisure sciences is used by H. P. Gray (1970) to define sunlust and wanderlust. In his words, 'the pleasure traveller or tourist will be forced to seek new areas further afield irrespective of whether s/he seeks wanderlust or sunlust activities' (p. 131). According to him, in sunlust, tourists seek 'domestic amenities and accommodations' and in wanderlust, they seek 'different culture, institutions and cuisine' (H. P. Gray, 1970, p. 14). Within the same period, a similar thesis with sunlust was suggested by Williams and Zelinsky (1970, p. 565) under the term 'heliotropic' and defined as a factor 'namely a strong southward surge of sun-seeking, cold-shunning tourists'. Later, Cohen (1972, p. 176) suggested on the drifters who sought for 'the excitement of complete strangeness and direct contact with new and different people.' Another concept mentioned by MacCannell (1973) as 'the search' for the authentic experience which is also mentioned in the introduction section of this study.

Then he adds that, almost everyone is 'in search of authentic experience, roots and self-awareness' (MacCannell, 1977). In addition to this, Dann (1977, p. 188) suggests 'related to anomie' that tourists seek 'to overcome the humdrum, the normlessness and meaninglessness of life with more satisfying experiences'. Then we see this again in Buck (1978) as pleasure-seekers who are 'seeking escape from egalitarian affirmative action norms'. Later, Cohen (1979) exactly defines tourists as seekers. For example, his 'experimental tourist is in search of himself'. S/he 'seeks to discover that form of life which elicits a resonance in' himself/herself. He thinks that 'such seekers… experiment the alternative lifeways'. One another interpretation is made upon 'the recreation-seeking tourist' who 'thrives on what Boorstin (1961) call pseudo-events' (Cohen, 1979, pp. 184, 189). These kinds of studies are the studies that try to understand the phenomenon from an anthropological perspective.

There are also some business-driven perspectives which are based on psychological insights such as the study of motivations. One of the earliest papers on tourist motivations has been written by Waugh (1956) in relation to tourist data use. In that paper, there are some concepts such as satisfaction, expectation, decisions, likes, dislikes used with the concept of motivation. These concepts are still used as basic concepts of tourist behaviours. In addition to this, these concepts are also used above in the section that tourist memes were defined. Another paper related to travel motivations is mainly about the transportation business. In that paper Hurst (1969) also talks about satisfaction, decision making, behaviours, attraction, perception. It is also possible to find other pioneer studies related to the study of tourist behaviours in tourism, travel and leisure sciences. For example, in a study on travel behaviour, interrelated concepts such as desire, satisfaction, motivation, decision making were used in a planning perspective (Gilbert, Peterson, & Lime, 1972). At this point, it is useful to talk about a cornerstone study written by Crompton (1979), in which 'the concepts of pull and push' is re-evaluated. He defines motives for pleasure vacations in socio-psychological terms and classifies as: escape from a perceived mundane environment; exploration and evaluation of self; relaxation; prestige; regression; enhancement of kinship relationships; and facilitation of social interaction (Crompton, 1979, p. 416). Two years later, Dann (1981) initiates to unite anthropological, socio-psychological and industry-driven perspectives in terms of tourist motivations. In that study he mentions that 'tourists seek a variety of satisfactions, each in its way contributing to the richness of the travel experience' (Dann, 1981, p. 203).

In this study, the concept of seeking is accepted as the starting point with the perspectives of tourist motivations. Tourists seek a variety of experiences and they all participate in various forms of tourist mobilities in their own way. In Urry and Sheller's (2006, p. 207) new mobilities paradigm, it is mentioned that 'asylum seekers, international students, terrorists, members of diasporas, holidaymakers, business people, sports stars, refugees, backpackers, commuters, the early retired, young mobile professionals, prostitutes, armed forces; these and many others fill the world's airports, buses, ships, and trains'. When looking at this mobility, it is really easy to say 'all the world seems to be on the move'. Reasons

for these mobilities change from one to another. When talking about tourists, it is possible to classify them under different classes. For example, Cohen's (1972) organized mass tourist, individual mass tourist, existential, drifter and explorer classification can be accepted within this type of taxonomy. These examples can be increased with various types such as adventure tourists, culture tourists, sex tourists etc…

It can be easily said in the light of the arguments made above that, tourists are in seeking for various things such as exotic tastes, quite environment, sex –legal or illegal–, drugs, history, landscapes, scene, adventure, peace, sea, sun, snow, sports and much more… And these all can be tied with different focuses such as relaxation, joy, pleasure, intellectual enrichment, satisfaction, being healthy, amusement, curiosity etc. This concept of focus is the key we use, to link seeking with memetics.

Introduction section of this study can also be accepted as an introduction to memetics. In Gabora's cookie jar example, it is mentioned that memes can be accepted in the form of information patterns encoded within the focus. This focus can be a need, a habit or something new. It can simply be defined as a part of an individual's life. When the focus is accepted as self-amusement, an individual's awareness regarding the options of amusing herself/himself becomes the main determinant of the type of experience and experiential quality. Let's think about a sex tourist. S/he seeks for self-

amusement and s/he is aware of sexual intercourse as a kind of experience that s/he can amuse herself/himself. This can be summarized as the behaviour of a sex tourist. In memetics it is accepted that, this behaviour of sex tourist is determined by memeplex. And memeplex is defined as a structure consisting of various associated memes. We can call this memeplex the sex tourist as the shallowest definition.

It is time to illustrate this approach through a widely accepted concept. Cohen's (1979, p. 184) 'recreation-seeking tourist' is a tourist looking for 'the pleasure of entertainment'. Now we can add another concept termed as a goal. Now the goal of the tourist becomes the pleasure -or 'the pleasure of entertainment' in Cohen's words-. Her/his focus can be identified as entertaining oneself. We accept that s/he is aware that recreational activities are entertaining and also, we accept that her/his level of awareness or her/his framework of awareness is the main determiner of the type of tourist experience and experiential quality.

In another example, for authentic seekers, self-enhancement, relaxation, entertainment can be defined as the goals. It is possible to multiply these kinds of examples but it is not found useful in this study since the main objective of this study is to develop a memetic model to understand complex tourist experiences rather than to develop a taxonomy. The crucial point in this framework is the focus, and her/his awareness of the experience which s/he focuses
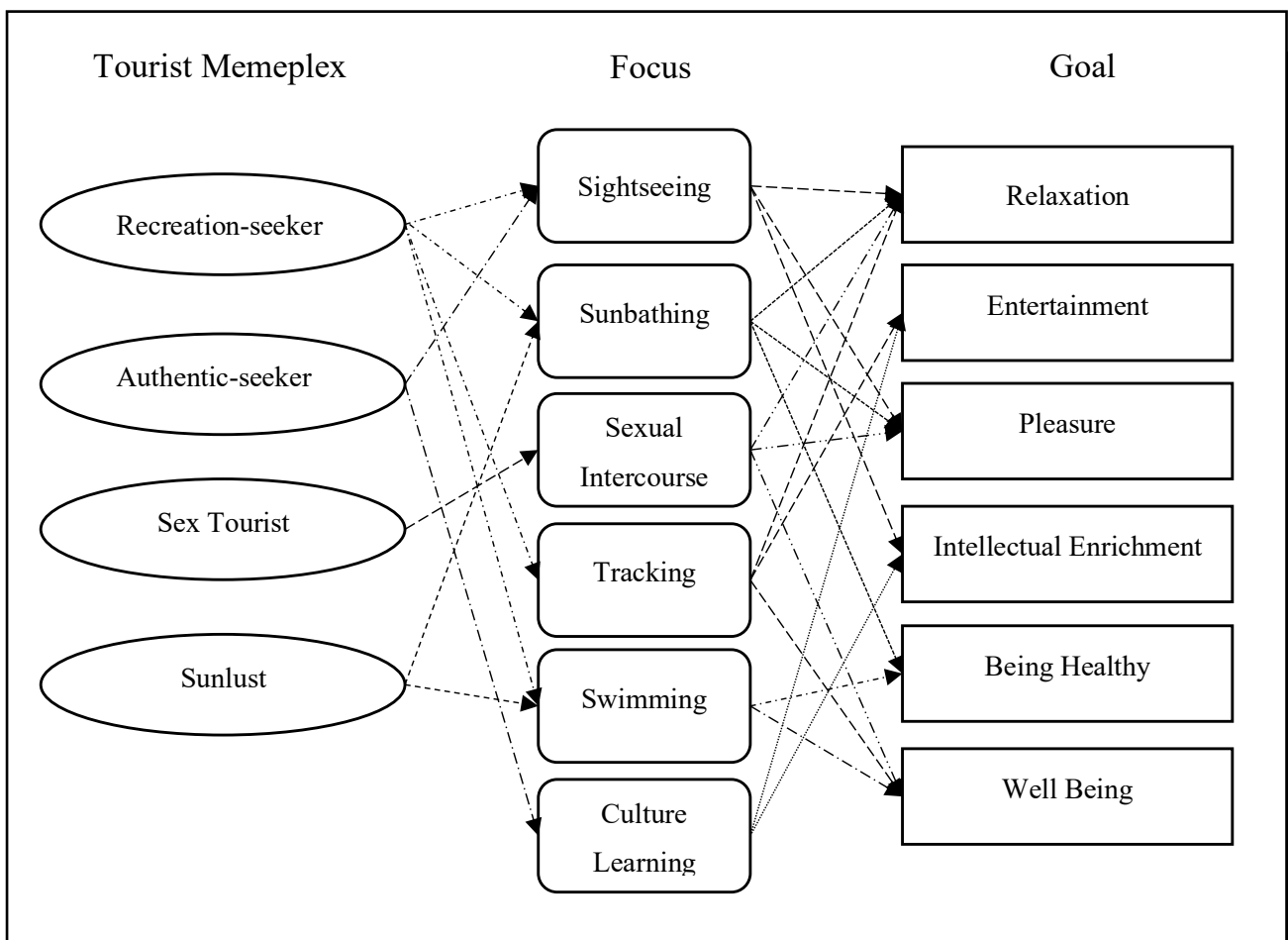

Figure 1. A Memetic Model on Tourist Experiences

meme pool ⊃ tourist memes → mediums → individual/tourist → tourist mobility

Figure 2. Fictional Model of Bayraktaroğlu (2016)

on, will get her/him to her/his goal. This perspective gives a chance to model complex tourist experiences in a single framework (Figure 1).

This model provides the opportunity to understand various kinds of tourist experiences in a single framework. In Figure 1, we assess Cohen's (1979) recreation-seeker, MacCannell's (1973) authentic-seeker, Gray's (1970) sunlust and an unspecified concept of sex tourist together. Through this model, it is possible to assess different types of tourist experiences together which were defined by different authors. On the other hand, this model gives a chance to develop a new and complex taxonomy to assess various types of tourist experiences in a single framework.

In this study the proposed model is accepted as one side of the coin. The other side is related to the awareness concept mentioned in the previous paragraphs. In the introduction it is said that, when memes spread into a brain, they associate with other memes in a kind of package or in other words, in a memeplex. Bayraktaroğlu (2016) illustrates this with a fictional model tying this meme interaction with tourist motivations (Figure 2).

This fictional pre-model, based on Dawkins' memetics, basically suggests that: memes related to tourist mobility (in other words tourist memes) spread through mediums into human brains and they interact with settled memes (or memeplex); and as a result of this process, motivations determined for embodiment of these memes at the source (for resolving meme mechanic). Presumption of this fictional model is; the process of meme imitation (spread of tourism meme to brain through mediums and interaction with settled memes) awakens the motivation of individuals for experiencing and/or embodying the source of information that the meme carrying –and perhaps imitate the other memes in relation–. At this point, the mentioned mediums can be the elements that can carry these kinds of information such as photographs, written documents, verbalized or tacit narratives, printed or visual media, computers, magazines or people themselves etc. Also it wouldn't be wrong to say that imitation of other memes would continue in tourism mobility. In this mobility people will be under the attack of memes through the activities that they participated in and/or other people, societies or things they interacted.

From this point of view, it is not hard to say that, tourist stereotypes are also related to memeplexes. McKercher (2008) asserts it is possible to trace 'American tourist to the 1950s' and 'Japanese tourist to the 1980s'. He asserts that 'social transformation invariably follows quickly on the heals of economic transformation, as the emergence of a large, affluent middle class induces a number of changes in attitudes towards conspicuous consumption, leisure habits and family values'. It is possible to assess social transformation with the evolution of culture in a way. But mostly, impacts of economy on societies is the first cause coming in one's mind, as in McKercher's paper. On the other hand, Pizam and Sussmann (1995) ask a question: 'Does nationality affect tourist behaviour?' They gave examples of tourist stereotypes defined by local residents of different destinations. And also, they surveyed on behavioural characteristics of tourist from different nationalities and found evidence regards to differences. With the help of this work, one can say that tourist behaviour differs by nationality. But it is really bold to say that nationality affects tourist behaviour. In memetics, it is answered through the term of imitation. In this perspective, memes can pass supposedly vertically from parent to child via imitation: for example, in the religious practice of circumcision. Memes can also copy themselves horizontally from person to person -between peers or from leaders to followers- (Atran, 2001, p. 354). This means some kind of community effect rather than nationality.

Memetics, mainly, deals with the ability of ideas and practices to replicate throughout and between different cultural entities (Blackmore, 1991). The definition of such a field of research resembles, in one aspect, propaganda. This aspect is related to shape, at least to manipulate, people's thoughts. Propaganda can be understood in such terms, with the dissemination of ideas and actions throughout culture unifying theme within many disparate approaches to the topic (Sparkes-Vian, 2018, p. 395). On the other hand, in contemporary business research, these kinds of attempts to persuade individuals to buy certain goods or services were called marketing. O'Shaughnessy (1996) asserts that 'even in the sophisticated discourse, the words propaganda and marketing are used almost interchangeably.' Resolving this conceptual dilemma is not the aim of this study since a definition could be useful. Ellul (1973, p. 61) defines propaganda as 'a set of methods employed by an organised group that wants to bring about the active or passive participation in its actions of a mass of individuals, psychologically unified through psychological manipulations and incorporated in an organisation'. In Sparkes-Vian's study (2014), propaganda and marketing concepts were assessed under memetic framework and some arguments made about it. It is also possible to examine 'post-truth' with these concepts. But as it was mentioned in the previous paragraphs, this study is aiming to clarify how this approach can be used in tourism research rather than resolving conceptual difficulties.

In memetics, it is mostly argued that, memes 'seek (in a purely metaphorical sense) to propagate themselves from human mind to human mind and that all communications media such as cave paintings to Twitter have evolved to facilitate this process' (Sparkes-Vian, 2014, p. 41). In Dennett's words, it is a non-controllable process "design out of chaos without the aid of mind" (Dennett, 1995, p. 50). In theory, 'memes are, in a purely metaphorical sense, selfish beings; they 'seek' only to maximise their own replication. As long as they replicate as a unit, when people cease to replicate them, they die - although fragments of them may survive alone or when amalgamated with other memes. The techniques discussed in the previous section represent a small number of ways in which memes, either as actions, ideas or texts can be made more likely to replicate successfully and therefore to survive in a given environment' (Sparkes-Vian,

2014, p. 49). This heavy philosophical inquiry makes it hard to understand how one uses memetics in applied sciences. There is some structure, thing, stuff which is called meme. It is really hard to observe it –perhaps impossible– and it is acting on its own. And this stuff is the key concept of all cultural evolution. It sounds like Higgs particle. No one sees it but everyone in the community believes it exists. This situation also brings to mind something else which is literary out of this studies' research interests.

4. Conclusion

Memetics is accepted as a steppingstone to understanding tourist behaviours in a single complex structure. With this study, it has been tried to present an approach that will make these initiatives meaningful by forming the basis of the attempts made to explain tourist mobilities and the reasons underlying the tourist motives.

MacCannell's staged authenticity, Cohen's types of tourist experiences, Urry's often mentioned post-modern tourists and Adler's analogy of travel as a performed art, have failed to explain the whole tourism movement and have been critically criticized but they provided very valuable information about the nature of the tourist mobility. Numerous theoretical approaches such as destination attractiveness and destination competitiveness have risen on the legacy of these first initiatives. In this study, it is aimed to take this knowledge to the next stage and to fill some remaining gaps and to make a contribution of some new insights on tourist behaviours research.

Through the proposed model, it is possible to create complex structures related to different types of tourist experiences together. On the other hand, this model gives a chance to develop a new and complex taxonomy to assess various types of tourist experiences in a single framework.

By its nature, the memetic approach has the potential to provide a new perspective on many issues such as tourist motivations, tourism marketing, tourism sociology, tourist-local relations, and the socio-cultural effects of tourism. It is another important aspect that it claims to make explanations about the nature of tourism by bridging it with the nature of humankind. In this respect, the use of the concept of meme to understand the nature of tourism does not only provide a chance to explain tourist motives, but also opens up new research areas for tourism marketing and tourist behaviours research.

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Developing a Sufficient and Effective Coastal Tourism Model

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ABSTRACT

Coastal tourism is nowadays the most important tourism activity worldwide and its development is based on the optimal combined use of tourism resources available in the coastal region. Over-development of a destination, however, leads to significant environmental, cultural, economic and social impacts on communities and infrastructures of destinations. Important differentiations are, therefore, needed for re-designing existing destinations and developing new and under-developed ones in sustainable ways. This model must be based on a strategy to regulate, control and finance tourism development proposals using universally accepted rules and practices. It is concluded that sustainable tourism development of a certain coastal area requires the involvement of all stakeholders, as well as the strong commitment of the state to ensure broad participation and consensus. Sustainability in tourism is a continuous process that requires thorough impact monitoring and adoption of all necessary measures to prevent, suppress and/or correct all emerging problems on a case-by-case and day-by-day basis.

1. Introduction

Coastal areas are transitional areas between the hinterland and the sea: these areas are currently under very high population pressure due to urbanization, as over 50% of the world population lives within 60 kilometers from the seafront (UNEP, 2009). Tourism development in coastal areas is called coastal tourism and is defined by the EU as tourism related to recreational activities such as swimming and sunbathing as well as a wide range of other activities, such as coastal walks, athletics and the observation of wildlife. For these activities, proximity to the sea seems to be their major advantage (European Commission, 2014). Coastal tourism is an activity of the persons who travel for entertainment and stay far from their home-place for a period less than one consecutive year, in an area located either on the coastal strip or in the hinterland, but at a relatively short distance (up to 60 km) from the coastal area (Smeenge & Offringa, 2013).

This form is based on an attractive combination of resources available in these transition regions that are called coastal tourism destinations. Many of these destinations have been overdeveloped in recent years due to the high economic impact of coastal tourism. Indeed, in France, Italy, Spain, Greece and Turkey tourism income account for nearly 5% of these countries' gross domestic product (Williams, 2010). This growth and subsequent competition, both between destinations and also between businesses within the destination, has led to new and expensive infrastructure development in order to continue providing high-quality services at affordable prices. As a result, almost 65% of European tour operators are currently working within these destinations (Coastlearn, 2012; Smeenge & Offringa, 2013).

This paper aimed to analyze the current situation and propose measures to face the negative impacts of coastal tourism overdevelopment.

2. The Magnitude of the Problem

Due to its significant profitability, coastal tourism in Europe, even in saturated destinations, tends to be further enriched with the new activities that deplete its capacity: this leads to significant negative effects on the environment and the natural, historical and cultural heritage of destinations, as well as the life quality of the inhabitants (Coccossis & Mexa, 2004; Honey & Krantz, 2007; Lytras & Papageorgiou 2014; UNWTO, 2019). Indeed, statistics are rather worrying as in the Mediterranean region, which is the world's leading tourist destination, where about 350 million visitors are expected in 2020, and 84% of these tourists are expected to come from the northern and western Europe. In 80% of cases, tourists state that their desired destination is Spain, France, Italy and Greece (Smeenge & Offringa 2013). As a result, mass tourism is considered to be one of the main causes of ecological disasters in coastal areas, leading to

- loss of marine resources due to the destruction of coral reefs and overfishing,
- pollution of water resources, with a profound rehabilitation cost,
- soil degradation and loss of soil resources resulted from desertification and high-water consumption, excessive use of fertilizers and corrosion,
- air and sea pollution,
- social upheaval and loss of cultural resources and the particular character of the destination (these characteristics made the destination popular and their alteration is responsible for a possible rapid decline),
- urbanization, increased the cost of living and deterioration of the quality of life of locals,
- the high cost of infrastructure maintenance and

development with dubious paybacks (for instance cruise infrastructure's economic benefit is minimal if the ports are not the starting point or the end of the cruise),

- restricted public access to the maritime front,
- expansion of tourism development from the narrow coastal area to the hinterland and, consequently, the economic imbalance between communities living in the neighboring areas,
- the risk of sea-level rise due to climate change.

Also, among the 10 Mediterranean regions at the risk of an ecological disaster that is listed below, WWF includes the Aegean and the Ionian Sea and states that some sites, once a virgin, have nowadays been severely damaged beyond repair (Coastalwiki, xx). These ten Mediterranean regions at risk are:

- Moroccan Mediterranean Coast and the Alboran Sea, Coral Coast of Tunisia (Spain, Morocco, Tunisia),
- Dalmatian Coast and Islands (Croatia),
- Cyrenaica and Gulfs of Sirte and Gabes (Libya, Tunisia),
- Southern Anatolia and Northeast Levantine Coast and Sea (Turkey),
- The Aegean Sea and Coasts (Greece, Turkey),
- Sardinia and Corsica (Italy, France),
- The Balearic Islands and Sea (Spain),
- Liguro-Provenzal Sea (France, Italy),
- Southern Tyrrhenian Coast and Sea (Italy),
- South-Western Balkans Coast and Sea, Ionian Islands (Albania, Greece)

The protection of the environment should, therefore, be a principal concern in strategic planning for coastal tourism development.

3. Environmental Problems of Coastal Regions

Negative environmental impacts of tourism development in the coastal regions derive from tourism activity itself, overpopulation, pollution, excessive building of houses, hotels and resorts in coastal areas, as well as intensive agricultural and industrial development, overfishing, maritime transport and climate change (Gossling, 2002; Honey & Krantz, 2007; Lal Mukherjee, 2013; UNEP, 2005).

Coastal tourism is extremely profitable, and all destinations aim to further develop it and attract larger numbers of tourists, and this increases tourist demand. However, it also requires additional infrastructure (financed by the government) that is needed to serve both a large number of visitors and the new trends in quality tourism. This costly infrastructure includes airports, motorways, railways, harbors, marinas, as well as golf courses and swimming pools that consume huge water resources. Tourism growth has a significant ecological impact on the coastal areas where fragile ecosystems exist, such as coastal forests, wetlands, delta rivers and coral reefs. At the same time, the increased sewage contaminates the sea despite the existence of biological purification, as such facilities often have limited capacities and cannot cope with this overpopulation. Marine pollution can also arise from tourist boats and, in particular, cruise ships in coastal areas, which are particularly burdensome to the marine environment, as pollution is caused by wastewater discharge and the release of other pollutants, predominantly petroleum products (European Environment Agency, 2017; WWF, 2019a; WWF, 2019c). Wastewater discharge in marinas and seaside coastal areas is a potential danger due to the lack of suitable port facilities for solid waste, especially in small islands, as well as the lack of waste disposal facilities on-board: this means that these deficiencies (and also the illegal discharge of petroleum products) heavily pollutes the seawater (Honey & Krantz, 2007; Tempesta, 2013).

Pollution severely affects the habitat and the life of amphibians and other animals, while excessive water consumption exhausts groundwater resources, thus heavily damaging local agriculture. This habitat degradation and pollution also affect directly rare and endangered species, leading to biodiversity loss (Honey & Krantz, 2007; Tempesta, 2013; WWF, 2000). Indeed, it has been estimated that approximately 24% of mammals (1,130 species) have disappeared during the last three decades, while 12% (1,183 species) of birds face the risk of extinction worldwide (UNEP, 2003b). Finally, over-consumption of "local cuisine" dishes significantly reduces food resources (UNEP, 2003b; European Environment Agency, 2017; WWF, 2000), leading to price increase and degradation of traditional products, as substitutes are widely used.

Deterioration in the life quality of the residents is also another negative consequence often seen, and in a very short period of time, a large number of people influxes such areas: these people require transportation, accommodation and large amounts of food, energy, water and other resources, leading to a price increase in the destination. Moreover, several infrastructure development activities, such as port and marinas expansion and dredging, may result in coastal erosion and traffic congestion around ports (European Environment Agency, 2017; WWF 2019a; WWF 2019d).

It is apparent under the light of the above-mentioned issues that coastal areas and marinas host the activities that have a profound economic impact that is usually multiplied when combined with other touristic, cultural and economic activities at the destination. It exposes, however, a major danger to the environment that has to be protected: for this, new research is led to the development of construction techniques and policies for quality assurance and also spatial arrangements, to ensure that coastal zones and marinas are not entirely occupied by tourist activities, thus allowing tourism to fit harmoniously into the overall function of the destination (Papageorgiou, 2016).

Sustainable coastal tourism development is also necessary for a destination to cope with the decline to be experienced: Butler first suggested that a coastal tourism destination has three distinct phases, exploitation, development and conservation, and from this stage on, reorganization, standstill or decline may occur (Butler, 1980). It is, therefore, apparent that authorities of a certain destination should closely monitor the situation and develop relevant strategies to cope with the decline, which sometimes may occur rapidly (Agarwal, 2002; Butler, 2011).

4. The Need for a New Sustainable Coastal Tourism Development Model

Achieving sustainable tourism is a continuous process requiring thorough monitoring of its impacts for which a pertinent body needs to develop all the necessary preventive, repressive and/or corrective actions on a case-by-case basis. It is, therefore, necessary to adopt rules and apply best practices to protect sustainable tourism development, economic prosperity and the ecological balance of coastal tourism areas, by preserving the natural beauty, local culture and the way of life and the life quality of the inhabitants of the destinations. Protection measures in our opinion should include;

- the selection and sitting of coastal projects (by proper urban and spatial planning), by studying the environmental impacts of the construction and operation of these projects,
- the adaption and update of the institutional framework to the current circumstances and,
- integrated management of coastal structures through a single supervisory body.
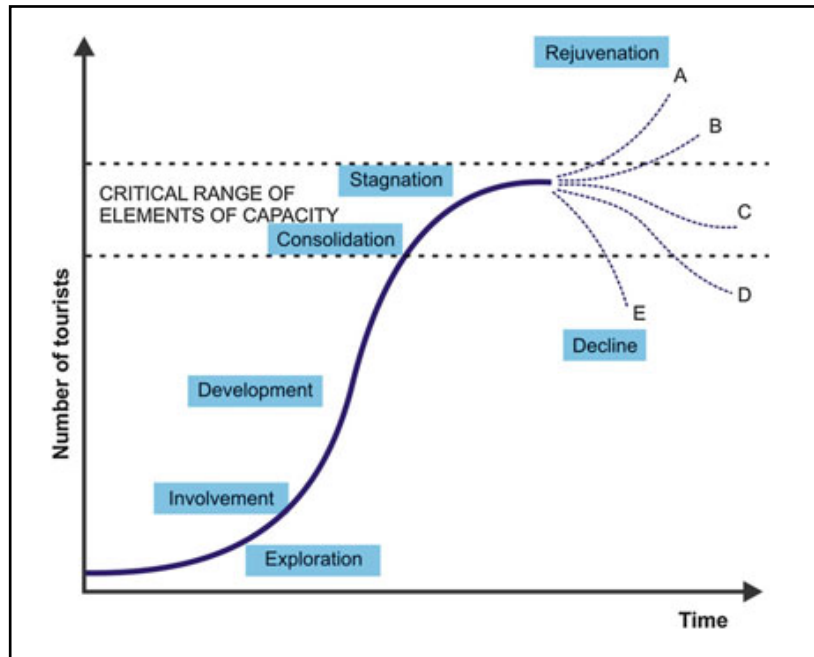
Figure 1. The life circle of a destination, according to Butler (Thiel-Ellul & Navarro-Jurado, 2016).

This last dimension is particularly important since development policy must combine, control, adapt and finance (notably through the European Regional Development Fund) all the above-mentioned activities. In our opinion, the body must be independent (although controlled by the government), involve all the organizations, associations, municipalities and chambers that are relevant to the touristic development of the region and be responsible for the wider coastal region.

EU funding opportunities derive from the 2014-2020 financial framework and other funding tools and can help finance business plans to meet current challenges in coastal tourism as well as investing in innovations (EC, xx; EU, 2016):

- European "Structural and Investment Funds" can finance sustainable investments in tourism, entrepreneurship, the competitiveness of Small and Medium-sized Enterprises, energy efficiency, employment and labor mobility and the promotion of good practices, international networks and clustering.
- The "Horizon 2020" program is a financial tool for the EU's research and innovation strategy, with "Blue Growth" being one of the focusing areas.
- The COSME program aims at enhancing the competitiveness of SMEs, increasing tourism demand, diversifying supply and products and improving the quality, sustainability, accessibility, skills and capabilities of tourism industry personnel.
- The "Creative Europe" program supports synergies between cultural and nature tourism, including coastal and marine heritage.
- The "Erasmus +" program promotes employability and innovative forms of professional education and training.
- The "LIFE +" program can co-finance innovative projects that affect coastal and marine tourism and resource efficiency.
- The "7th EU Environment Action Program" is also linked to coastal and maritime tourism, while the European Investment Bank also provides funding for SMEs to invest in tourism and regional convergence.

All these should be implemented during the development of a coastal tourism Strategic Planning Process of a certain destination, where a board of experts should firstly identify the objectives and define the evaluation methods to achieve them. Research and academic institutions play an important role for this by studying and analyzing the various aspects of the tourism sector, while international and intergovernmental organizations, such as UNWTO, UNEP, OAS, CTO, ASEAN and others develop guidelines for practical implementation.

5. Planning for the Future

The adoption of the policies for the development of coastal areas has been an important issue for the United Nations for more than 25 years. In 1992, the UN Conference on Sustainable Development in Rio de Janeiro reached an integrated action plan known as Agenda 21 (Agenda 21, 1992) that has been approved by more than 178 governments, including Greece. These governments committed for the integrated management and sustainable development of the coastal areas and the marine environment under their national jurisdiction. This means that governments need to (UNEP, 2009):

- develop an integrated policy and implement decision-making processes involving all stakeholders, while promoting compatibility and balance between tourism development and protection of the environment,
- identify existing and future use of the infrastructure, the human and natural resources of the coastal areas, as well as the possible positive and negative interactions between them,
- apply preventive and precautionary measures when designing and implementing projects,
- provide relevant information and consultation opportunities for individuals, investment groups, associations and organizations concerned, as well as the opportunity to participate in programming and decision-making.

These policies should be compatible with the UNWTO's view for sustainable tourism development (UNWTO, 2004) and also balance the environmental, economic and socio-cultural impacts of tourism by;

- optimally using environmental resources and,
- achieving sustainable, long-term economic outcomes and balanced distribution of social and economic benefits (including stable jobs, opportunities to improve income, social services and poverty alleviation) to all parties involved.

Strategic planning to achieve stainable coastal tourism development should, therefore, adopt the key principles of Agenda 21 (Agenda 21, 1992; UNEP, 2005; UNEP, 2003a), which are:

- The concept of integrated local development,
- The visualization of alternative future scenarios,
- The use of indicators to assess sustainability and local life quality,
- The establishment of partnerships with the private sector,
- The participation of the citizens to the project,
- The adoption of short, medium and long term action programs.

UNEP proposes a methodological framework to establish the process of strategic planning for sustainable tourism development in coastal areas, based on five guiding sets of principles (UNEP, 2005; UNEP, 2003a) which are:

- Strategic Planning Approachi
- Integrated Coastal Zone Management,
- UNEP/UNWTO twelve Sustainable Tourism Aims,
- Tourism Carrying Capacity Assessment,
- Stakeholder Involvement.

Strategic planning must consider all tourism resources, organizations, markets and programs within a destination and also consider all economic, environmental, social and institutional aspects of tourism development. Strategic planning starts with a strong commitment of the state and other stakeholders to sustainable tourism development followed by the adoption of a clear vision statement; then authorities must analyze the current situation, create a framework for stakeholder involvement and define a feasible development strategy by formulating a strategic action plan that is to be implemented and monitored. This monitoring and constant evaluation must lead to planning the review and (possibly) revision.

Governments are the key players in tourism development strategic planning and implementation, as they possess all legal and regulatory power in transportation, water distribution, energy consumption, waste management and land and sea use. Governments are also the principal financial sources for infrastructure development and urban planning and regulate and control the legality of private investments. As tourism is a major source of revenue for the national economy, governments nowadays tend to adopt integrated management forms of coastal areas such as the various destination management organizations.

Integrated Coastal Zone Management is a long-term planning activity applied to a certain coastal area; it involves many stakeholders, both state and private and is based on multiple short-term programs that form a major tourism development strategic plan. Strategic Planning is a sine-qua-non process to achieve sustainable tourism development in a certain destination, aiming at (EC, 2013; UNEP, 2005; UNEP, 2003a; Williams, 2010):

- Economic Viability,
- The prosperity of the Locals,
- Quality in Employment,
- Social Equity,
- Visitor Fulfilment and safety,

- Local Controlled planning and decision-making,
- Community Well-being,
- Cultural Richness,
- Physical Integrity,
- Biological Diversity,
- Environmental Purity and
- Resource Efficiency.

The tourism carrying capacity is of paramount importance, especially in overdeveloped areas, where the possibility of decline is highly possible. The tourism carrying capacity of a certain destination must also adopt three basic policies (physical-ecological-environmental, socio-demographic and economic-political) and be able to provide a wide knowledge of the destination, followed by an initial evaluation phase (identifying the possible modes of management and acceptable levels of impact for the destination) and a further strategic phase where optimum capacity is defined and sustainable tourism development strategy is formulated.

To achieve these goals, one needs to engage stakeholders in the strategic planning process by motivating qualified people to involve in the planning process and future activities. Involving people is challenging and time-consuming but makes a huge difference to the development of successful projects, plans and tourism products as working with relevant stakeholders is a key issue at all stages and conflicts are always present. Typical conflicts occur a. when there is over access to the coastline or public coastal resources are used by the public due to the private ownership or rent of land and coastal infrastructure, b. when incompatible activities take place in the same area (i.e. fish farming and marinas), c. when there are problems about preserving versus draining wetlands for residential development (especially the case of protected areas that are generally extremely fragile and vulnerable to anthropogenic activities in general) d. when water-consuming activities (i.e. golf courses) that affect farming are common and e. when safety measures are taken for possible terrorist actions. Conflicts occur between the local authorities and several national/international stakeholders, private companies, the coastal population, the tourists. To resolve these disputes, apart from legal procedures that should be used only when all other techniques have failed, several negotiation techniques have been proposed by international organizations (FAO, 1998; UNEP, 2009; Williams, 2010). In general, two organizations may be formed to help destination development in our opinion: a coastal tourism development bureau and a destination management organization.

A coastal tourism development bureau, adopting the successful model of the Convention and Visitors Bureaus that nowadays operate worldwide, can combine the efforts of local and regional authorities, the private sector and local and regional stakeholders and prove to be flexible and effective in resolving conflicts and developing tourism in the destination.

A destination management organization has a wider impact than the previous and is responsible for the coordination and integration of the destination mix elements, as well as the destination marketing (Morrison 2013a). Although more difficult to be organized than the bureaus, destination management organizations provide coordinated management of all the elements that make up a destination, such as attractions, access, marketing, human resources, infrastructure and image. They are typically participating in governance structures that are led by local authorities, involve all local and regional tourism stakeholders (UNWTO, 2007) and may be formed in many different organizational sizes and types, such as government or quasi-governmental departments, according to local practices and governmental

systems (Morrison, 2013b). The most efficient forms are local tourism boards, councils, public-private partnerships and development organizations (Sotiriadis & Shen, 2017).

Both forms of organizations must ensure that in cases of dispute, all interested parties will sit at the same table and talk, communicate openly and reach a consensus with the majority of stakeholders (UNEP, 2009): this is necessary, as the greatest challenge that coastal managers will face in the future will be tourism development in the context of integrated coastal zone management in order to maintain sustainability (Cicin-Sain et al, 2008). Another important role for these organizations will be the continuous analysis of the status of the destination and the identification of the actions required, as suggested in Butler's model. Indeed, the main scope is nowadays to support the viability and further development of a coastal tourism destination through branding, intelligent marketing, quality services, specialization, time expansion, infrastructure improvement and durability rather than just the increase of the number of visitors (Lew, 2017; Morrison 2013a; Morrison 2013b; Petrosillo et al., 2007).

6. Conclusions

Sustainable tourism development of a certain coastal area requires the involvement of all stakeholders, as well as a strong commitment of the state to ensure broad participation and consensus among stakeholders. Sustainability in tourism is a continuous process that requires thorough impact monitoring and adoption of all necessary measures to prevent, suppress and/or correct all the emerging problems on a case-by-case and day-by-day basis. Tourism planning, therefore, should be thorough, flexible, adaptive and transparent and should take into account (Burbridge, 1999; Morrison 2013a; Morrison 2013b; Papageorgiou, 2016; Tarasionak, 2014; UNOSD, 2013; Williams, 2010; WWF, 2019b; WWF 2019c; WWF2019d)

- the ecological "footprint" of the destination,
- the tourism carrying capacity of the destination,
- the environmental impact assessment of tourism development,
- the integrated coastal zone management principles that should be adopted for the specific area,
- novel and effective marketing approaches,
- the management of a variety of crises and
- a "step-by-step" strategic planning process

For this, the tourism industry must develop new infrastructure and novel tourism products and policies that may (EC, 2014):

- maintain the unique character and, therefore, the attractiveness of the destination,
- restrict tourist flows by keeping the number of tourists within the capacity of the destination,
- adopt innovative activities to help develop new, attractive destinations (i.e. the accessibility to coastal and marine archaeology, the promotion of maritime heritage, underwater tourism or the marine gastronomy) and,
- promote interconnection with other alternative forms of tourism that exist or can be developed in the coastal area.

For many years in Greece, as in several other countries, tourism development was based on the "sun and sea" model, creating overcrowded coastal tourism destinations. This attracted many other profitable facilities in the surrounding areas, such as golf clubs and marinas, leading to environmental disasters. Existing destinations should be maintained and upgraded qualitatively: this means that activities leading to over-saturation and depletion of resources should not be funded through state or EU development programs, and this means that both state permits and funding must be limited

a. to innovative activities that promote quality service and extension of the tourist season in existing destinations or,
b. to the undeveloped areas that have resources suitable for coastal tourism development that is environmentally friendly and respects the character of the destination.

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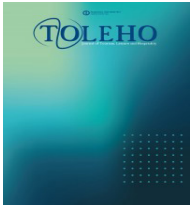
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Views on the Effects of Nature-based Tourism Activities on the Environment: The Case of Fairy Chimneys Tourism Region (Turkey)

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ABSTRACT

The Fairy Chimneys Tourism Region (FCTR) is located in a historical geographic region called Cappadocia in the central part of Turkey. Cappadocia, with its rich history, natural and cultural attractions, is one of the most visited places by domestic and international tourists and its most important attraction is fairy chimneys. In addition to its natural attractiveness, it has important tourist attractions for cultural and faith tourism. The region also offers a wide range of nature-based tourism activities. Qualitative research methods were used in the study and semi-structured interview technique was used. The study was conducted in Nevsehir province in Turkey. In the research, the following main results were obtained. With the nature-based tourism activities, the duration and expenditures of the tourists have increased. Almost all of the respondents (except balloon business) stated that nature-based tourism activities adversely affect the environment. There are different opinions about the rate of negative effects of sportive activities for tourism purposes on nature and which activity is causing more harm. Those who earn direct income from an activity generally report that there is little or no loss. Problems were identified such as unplanned and uncontrolled activities and lack of legislation. The sector lacks specialized tour guides to work in nature-based tourism activities in the region. Efforts should be initiated to develop and implement new tourism policies in order to ensure long-term sustainable tourism development in the region that does not threaten its future. It should be ensured that all stakeholders work in cooperation.

1. Introduction

The number of studies dealing with the negative effects of tourism is also increasing although they are not as many as the studies dealing with the positive effects of tourism. The studies on the negative effects of tourism are increasing because the understanding of increasing the tourism activities threatens its future.

Especially the negative effects of mass tourism on the environment and necessity of the protection of natural and cultural attractions caused the emergence of sustainable tourism concept which aims long-term and continuous use of the touristic attractions. The idea of sustainable tourism has led to discussions regarding the types of tourism such as alternative tourism, ecotourism, green tourism, nature tourism all of which are often used interchangeably. Although mass tourism is still predominant in today's world, alternative tourism is becoming increasingly important.

Requirements of alternative tourism have increased the demand for nature-based tourism. Thus, nature-based tourism has become an important and rapidly increasing part of the world tourism industry (Wright, 1996; Lindberg, Epler Wood, and Engeldrum, 1998). Nature-based tourism which is closely related to sustainability is an eco-tourism that aims to make a significant contribution to the protection of natural and cultural resources and to minimize the adverse effects of tourism and then encourage development at the local level (Christ et al, 2003).

Today, nature-based tourism activities which are the fastest-growing elements of tourism (travel or trip to the national parks, protected areas, wildlife areas etc.) have mostly concentrated in the developing countries (Olson et al, 2001; WWF, 2001; Christ et al, 2003). Nature-based tourism is also important in the developing countries. In such countries, there are migrations from rural to urban areas because of the economic conditions in rural areas. Therefore, it is significant to note that nature-based tourism provides employment opportunities in rural areas (Weaver, Faulkner, and Lawton, 1998).

However, the increase in nature-based tourism activities brings along many risks and pressure on the resources. This risk may cause the degradation of ecosystems of destinations and adverse effects (water pollution, drainage disorders, soil erosion, pollination, crushing, deforestation, limiting or damage to the living things in the nature, biodiversity loss, etc.) on the resources (clean water resources, soils, natural vegetation, wildlife, etc.). It is stated that some activities such as hiking and trekking also damage such as crushing, jamming and drying on the soil conditions and the natural vegetation depending on the frequency of these activities, the number of participants, season, spatial distribution and

behaviour of participants etc. (Cole, 2004). Briefly, nature-based tourism may cause destruction or damage to the resources.

The Fairy Chimneys Tourism Region (FCTR) is established in a historical-geographic region called Cappadocia that is located in the Central Region of Turkey. Since Cappadocia has rich historical, natural and cultural attractions for domestic and foreign tourists, it is one of the most visited areas.

Fairy chimneys (see Image 1 and 2) are the most important attractions of Cappadocia (Yılmaz and Günay, 2013).

Cappadocia has significant potential for alternative tourism. Carved out volcanic tufa was used as a church, monastery and residential area (see Image 3). So this area constitutes an important tourism attractiveness in terms of nature tourism as well as cultural and faith tourism. Wide variety of nature-based tourism activities are also organized in the region.

Figure 1. Location of the study area

Riding tours in the valleys of the area (starting from half an hour up to 10-12 days), canoeing in the Kızılırmak River, ATV trails and jeep safari tours in certain trails, scooter trips with guided and escort vehicle, orienteering between valleys, hot air ballooning in Göreme National Park is determined by the Civil Aviation General Directorate are organized in FCTR. Mountaineering, mountain biking, trekking and camping are other nature-based tourism activities in the region. It is observed that the demand for sports activities for tourism purpose will increase in this area as a result of the newly introduced activities (Orman ve Su İşleri Nevşehir Şb. Md., 2013, p. 34). In addition, it is expected that nature-based tourism activities have negative effects on the environment.

As in the other parts of the world, the demand for nature-based tourism is increasing rapidly in Turkey. The main purpose of this study is to determine the tourism professionals' opinions on nature-based tourism activities in FCTR through a sustainable tourism perspective. The sub-problems of the study are as follows;

1. Do the effects of nature-based tourism activities on the environment vary according to the type of activity?

2. How is the tourist profile who participates in nature-based tourism activities?

3. What are the problems encountered in practice regarding the nature-based tourism activities?

4. What are the recommendations for reducing the damage of nature-based tourism activities on the environment?

5. Do the views on the effects of nature-based tourism on the environment change depending on the field of operation?

Image 1. Variety of Fairy Chimneys a

Image 2. Variety of Fairy Chimneys b

Image 3. Volcanic Tufa Area of Cappadocia

2. Method

In this research which aimed to determine the tourism professionals' views on nature-based tourism activities in terms of sustainable tourism in FCTR, qualitative research methods and semi-structured interview technique were used.

FCTR is chosen as the universe of the study in Nevşehir province of Turkey. The research data were collected in Nevşehir from October 25 to 30, 2014. Convenience sampling method was used in the study. In this research, the enterprises engaged in nature-based tourism activities were used. And the enterprises which do not get direct income from the nature-based tourism activities were also included in the research.

Codes were used for the participants. Information about participants, jobs, the field of operations and education levels belonging to the participants whose opinions are reflected in this study are shown in Table 1.

Three of the participants expressing their views in this research do not generate revenue directly from the nature-based tourism activities. One of the participants is a representative of tourism agency that organizes nature-based tourism activities, one of them is a member of a company that provides all activities for the tourism agencies, one of them is a representative of a company specialized in the equestrian field, three of them are representatives of hot air ballooning company and two of them are hot air balloon pilot instructors who derive income from nature-based tourism activities. Most of the respondents graduated from university.

First of all, an unstructured preliminary interview was conducted with a person who does not get direct income from the nature-based tourism activities by one of the researchers. Subsequently, the obtained data were transcribed, and so the interview subjects were determined. Themes of the subjects were personal information, the environmental impact of the nature-based tourism activities, tourist profile, experienced problems and stakeholder views to reduce the adverse impact on the environment. The created interview form was used during the conversation. All participants permitted the video or audio recording.

For the analysis of qualitative data, primarily audio and video recordings were converted to text without any changes. Two audio recordings were examined and approved by a specialist. By content analysis, an interview coding key was created. Data were coded according to that key. Another researcher coded again the text of the two recordings. Thus the reliability was calculated. Reliability rate of this study was 97% (Reliability: consensus/consensus+difference of opinion, Miles and Huberman (1994) cited by Kaya, 2012, p. 1003). Then findings were obtained and interpreted.

3. Findings

3.1. Contribution of nature-based tourism activities to the regional economy

Sports events for tourism purpose have been offered to the market since the late 1980s in FCTR. Formerly there was a marketing system based on shopping for great tour operators in this area. During this period, tourists participated in panoramic tours in the region. Four of the participants who contributed to the research with their opinions stated that tour operators have been earning hefty sums from the sale of these activities, thus some of the tour operators have added these activities into their tour programs. All participants except two explained that duration of their stay extended with the activity tours in this area, income has increased, tourists have had more sightseeing alternatives, more fun, and they have known this area more. Participants' opinions on this issue can be exemplified as follows;

P1: *'Tourists who plan to stay in the area for a long time have known the activity tours before coming. Thousands of people are working in this sector and tens of thousands of people have been earning their life from this sector'.*

P2: *'We have no problem except protectionism, everyone has earned money in the area. Certainly, there is no employment problem. We even cannot find the staff to run the business.'*

P8, *"1300 people work in only hot air ballooning sector".*

Table 1. Personal Information of Participants

Participant	Job	Field of operation	Education level
P1	Activity provider, company coordinator	Nature-based tourism activity	University
P2	Hotel manager	Accommodation and souvenir sector	Secondary school
P3	Member of Nevşehir Guides Chamber	Tourist guide	High school
P4	Horse breeder	Nature-based tourism activity	Secondary school
P5	Retired guide	Tourist guide	University
P6	Balloon company manager	Nature-based tourism activity	University
P7	Instructor	Hot air balloon pilot training	University
P8	Academician	Vocational High School	University
P9	Tourism agency manager	Nature-based tourism activity	University
P10	Balloon company manager	Nature-based tourism activity	University
P11	Balloon company manager	Nature-based tourism activity	University

P10: *'Tourists coming for religious tours also have been attending the balloon tours. Some tourists have come just for the balloon tour. Balloon tours increase the number of tourists coming here.'*

3.2. Tourist profile involved in the nature-based tourism activities

All of those expressing their views in the research noted that mostly foreign tourists are interested in nature-based tourism activities. Guests from all nationalities have fun. In terms of tourist profile, the tourists attending the nature-based activity programs can be classified. Short tours or programs that are mostly for amateurs. Tourists interested in adventure sports participate in a day or longer-term programs. There are 200 different programs designed for all kinds of groups, ranging from 4-year-old children to the 80-year-old man or from beginner to professional. Although the entertained age group is between 18-45, especially elderly professional rider guests are also hosted. The number of tourists participating in nature-based tourism is continuously increasing. Related to the customer profiles;

P1: *'We entertain guests from all nationalities on canoeing, riding, ATV, etc. Especially Europeans prefer riding horse. Asians mostly prefer tours with scooters. This year the domestic tourists also attended a lot.'*

P4: *'There is a demand from almost every country but mostly foreigners prefer our activities. Mostly young people (aged 20-40 years) are coming. 60% of our customers are beginner. We train some horses for beginners. We first give a bit of training to our guests. Professionals want to ride a horse for a longer time and by camping.'*

P9: *'Overall we are working with the European market. People are bored with classical tourism. They have dedicated themselves to nature tourism. In particular, the number of tourists who come to join trekking, mountain biking, horseback riding, cycling has increased and continues to increase. We usually serve those aged between 18 to 45. People who constantly ride can also come at the ages between 65-70.'*

The representatives of all hot air balloon companies stated that they entertain people from all nations and guests from all ages. As in other activities mostly foreign tourists are interested in hot air ballooning.

3.3. Effects of nature-based tourism activities on the environment

Due to the acceleration in erosion in nature, jeep safari and ATV tour trails have been limited and motor vehicles entrance has been forbidden to the valleys by Nevşehir Governorship. Nevşehir Trails Setting Commission has identified the areas of ATV and jeep safari trails (Nevşehir Valiliği, 2014) according to the regulation for the Sports Activities for tourism purpose (Resmi Gazete 2011). However, 45% of the participants state that (P1, P2, P3, P4 and P9) the greatest damaging activity is hot air ballooning. These individuals indicated that each day 500-600 vehicles are entering the valleys in connection with the hot air ballooning. They prove their claim that these vehicles are accelerating the erosion in the valley and everybody can easily understand this case from the dust clouds every morning and this dust cloud is coming down on the city of Göreme National Park. Three of the participants stated that (P2, P3and P4) in particular, because of the volcanic terrain, the effects of this dust cloud on the health of the local population should be investigated. Three of them (P2, P3and P4) stated that the damage of the gas from the balloons needs to be more carefully studied for public health. According to this person, drying trees in the valley, the extinction of some bird species and vineyards are an evidence for the damage caused by hot air ballooning on the environment. The opinions expressed with this regard can be illustrated with the following sentence:

P1: *'The entrance of motor vehicles is banned to valleys. Every morning 500-600 vehicles are allowed to enter the valley in connection with hot air ballooning because hot air ballooning is a million-dollar sector. It has been discussed for days where horses would pass through the valley. Damage of the horses on the region is very little compared to the other activities.'*

P2: *'Hot air ballooning has begun to slaughter nature. You cannot see the birds in the valley anymore. Local beautiful birds called "sarıkanat" are extinct. While living things in the region are still asleep at the very early hours of the day, tens or hundreds of balloons rise in the valley. These animals do not live there anymore. Balloons land wherever is empty. Thyme plants in the hills have disappeared.'*

P3: *'Our aim is to protect the region while we are earning money with it. Environmental board decisions should not be valid only for ATV tours. All jeeps are entering into the valley while balloons are in the air. Erosion in nature should not be accelerated by man.'*

P4: *'If I released my horse in this land and if my horse broke a vine tree, it would be a big problem. While hot air balloons are landing, they may break hundreds of vine tree. Once upon a time there were grape, apple and pear orchards on that flat land you see. There is a picture, I can show you. Because of balloon gas coming down we cannot eat apples or pear. Nobody cares for them. Dust covers the top of all fruits. In the past, we could eat our grapes without washing.'*

On the other hand, hot air balloon company representatives stated that this activity did not give any harm to the environment. For example, P6 explains that as "we are very careful about the landing area, we prefer main or stabilized roads for our vehicles. This is important for the availability of the vehicle for a long time. In the last stage, we get off the road and enter the land 20-30 meters, then we take the balloon. P11 added saying that the gas from balloons does not have a negative impact on the region. Scientific studies have also been made.

3.4. Suggestions for reducing the effects of nature-based tourism activities on the environment.

P2 and P3 who do not earn any income directly from hot air balloon activities, advocate radical decisions to be taken for sustainable tourism. Their suggestions can be summarized as follows:

- Removing hot air balloon landing and lifting-off activities from the National Park.

- Distributing 100 hot air balloons to different regions by broadening the flight space.

- Allowing hot air balloons to lift off from outside the National Park but to fly over the National Park.

- Reducing the number of hot air balloons lifting off from the region of the National Park.

- Increasing the number of flight fees flying over the National Park Region.

According to them, if put into effect, these suggestions will increase the duration of accommodation, and will increase the total amount of income by using less hot air balloons.

P2: *'Due to the developments in nature-based tourism, as well*

as the increase in the activities and the income, it is wrong to suggest that deformation is inevitable. The objective should be to avoid accelerated deformation. How can we ensure sustainability? I tell you the situation for the next 50 years: There will be no natural vegetation left in the area. There will be no trees left in the valleys. There will be no endemic species left in the region.'

P6 and P7 underline that determination of the regions for landing and lifting off and also removal of these activities from the National Park cannot be implemented due to some technical reasons. According to them, since Göreme region has the best scenery, hot air balloon flights cannot take place anywhere else.

P6: 'Balloons are not high-tech vehicles. You cannot simply take off from a region outside the park and fly to any destination you want with hot air balloons. The Civil Aviation Authority determines the regions for lifting-off and landing.'

P7: 'It is impossible because of two reasons. It is not possible to land on a different place without getting a lower altitude and meanwhile approaching the destination, after lifting-off from a distance of 5 km. This is because hot air balloons do not have a target-actuator, which is the first reason. Another reason is that weather conditions are not the same everywhere. Göreme Valley, where all flights take place, has very different meteorological characteristics. The wind is stable mostly. Sometimes, it is possible to lift off from an outside region and to arrive at the region. However, this cannot be continuous. In addition, the utmost visual attractions are available around this region.'

P11 said that balloons have only vertical movement control, but no-horizontal movement control. Balloons lift off from a place where the wind will take you to Göreme or if the weather is not windy, then they lift off from Göreme region.

P3 suggests that the jeep safari tours can be performed in Karadağ region (in this region there are 12 monuments built by an Australian Artist) or in the eastern Cappadocia region where there are less fairy chimney formations compared to other regions.

P4, P2, P5 and P3 have made some suggestions: Restricting the number of vehicles and tourists entering the National Park; Managing Göreme National Park just like other national parks; not allowing mass tourism in the region and instead supporting ecotourism and rural tourism.

P4: 'We have to get rid of mass tourism. Because tourists come and view sceneries over the valley-region with hot air balloons just for one day. There are other places which tourists can visit and which are within walking distance such as historical churches and caverns. But they ignore these important historical sights. They not only learn nothing about the daily lives of locals who lived in ancient times but also they do not interact with the local culture. Next day, they travel around on tours with the supervision of a guide. Previously, the tourists were interacting with the women who sat in front of their doors, wove handmade carpets, prepared winter food in front of their doors, or interact with the people who made grape-molasses, hanged grapes for drying, etc. But now, there is nothing to see, all those nostalgic sceneries and folklores are almost gone.'

P5: 'The number of tourists who visit Cappadocia should not be as much as those who visit Antalya. If everyday 5 to 6 thousand visitors get into these historic rock churches, the humidity which is a direct result of respiration will damage wall-pictures and may lead these pictures to vanish within

40-50 years. There are similar examples of this all around the world. You can build one or two imitation museums by copying the original Göreme Museum. People can visit the imitation museums at lower fees. But, the people who would like to visit original museums should pay higher fees.'

P4: 'Participant stated that they can plant several thousands of trees every year as the hot air balloon business generates a high level of income. P2 proposed that all the roads on which the motor vehicles run to accompany the hot-air balloons be sprayed with water every morning to avoid road dust.'

P9: 'If they do not allow motor vehicles, not even a single hot-air balloon will lift off from this valley. There are 27 hot air balloon operator companies which conduct business in the region. It will affect Jeep Safari Tours. Millions of dollars and euros of revenue will be lost. Thousands of people earn their income through hot air balloon flights. They have to make a decision by taking into consideration the realities of the region.'

3.5. The views of the people (based on their occupation in the tourism sector) regarding the impact of nature-based tourism activities on the natural environment.

The people who do not generate income from hot air balloon business, stated that those activities are most harmful to the natural environment in the valley-region, due to the motor-vehicles following hot-air balloons. In addition to the above statement, the people who generate income indirectly from hot air balloon business and even some people who generate income directly from nature-based tourism business shared similar opinions and thoughts. However, the people who generate income directly from hot air balloon business, shared their views which were contrary to those who did not generate direct or indirect income from hot air balloon business. Hereof, the views and thoughts of P6 (who is a representative of hot air balloon business) can be given as an example. He says "we do not think that we have done much harm to the natural environment". The hot air balloon operators are not harmful, but the jeep safari and the ATV tour operators do the most harm.

4. Discussion and Conclusion

FCTR has the greatest potential for nature-based tourism activities with its rich natural and cultural resources and biodiversity (Orman ve Su İşleri Nevşehir Şb. Md., 2013). Sporting events for tourism began in the late 1980s. Major nature-based tourism activities include horseback riding, ATV, canoeing, mountaineering, camping, orienteering, hot air ballooning, mountain biking, trips with scooter, trekking, camping, etc. in the region. Sports activities for tourism have gained considerable importance and are expected to continue its growth. This situation has led to two results. First, the contribution of tourism to the region's and the country's economy has greatly increased. The longer length of stay and expenditure by tourists have led to an increase in the revenues of tourism operators and tourism-based business opportunities in FCTR, the fourth most visited destination in Türkiye. About 12-13% of total work-force are employed in the tourism sector in FCTR (AHİKA, 2013). This situation is also attractive for new tourism investments (AHİKA, 2014). Second, the increase in the number of tourists, length of stay and tourism activities have accelerated the deterioration of the natural environment. Although there are a lot of areas that can be used for nature tourism, some problems have been identified for such an activity, such as lack of infrastructure, promotional activities and legislation as well as unplanned and uncontrolled activities in FCTR (Orman ve Su İşleri Nevşehir Şb. Md., 2013, p. 34). However, the effects of such activities on the environment have not been studied yet.

The main purpose of this research is to determine the opinions of tourism professionals on nature-based tourism activities in FCTR from a sustainable tourism perspective. For this, tourism professionals were interviewed in FCTR in 2014. Qualitative research methods were used in this study.

Except for those active in hot air balloon businesses, nearly all of the participants shared the view that nature-based tourism activities had an adverse effect on the environment. Hot air ballooning is one of the activities that has negatively affected the natural environment. Despite seasonal variations, many balloons are flown every day in the region. It is argued that as a result of hot-air balloon take-off and landing in Göreme National Park, gas exhaust from the balloons and clouds of dust cause extinction of vineyards and fruit trees in surrounding valleys. It is reported that some plant species (thyme etc.) and animals (especially species of birds such as sarıkanat) ceased to exist in the valley. An increase in the soil erosion was also mentioned, which was believed to occur because of the 500-600 moving vehicles as part of the balloon tours, jeep safaris and ATV tours. Due to the semiarid climatic conditions and volcanic nature of the land in FTCA, the region is open to the effects of desertification processes (Türkeş, 2005). It should also be remembered that increasing the number of tourists and their length of stay can threaten the natural and cultural resources.

The studies investigating the negative effects of nature-based tourism activities underlined the following types of damage: changes in the behaviour of animals and birds, damages to the habitat, soil degradation and soil erosion, more sensitive vegetation and its destruction, and decline in biodiversity. Long-term negative effects of these kinds of activities cause permanent damage and the extinction of some species (Wong, 1998; Newsome et al., 2005; Tapper, 2006; Cole, 2004). Such research results confirm the observations of the participants.

Except for representatives of hot air balloon business, all of nature-based tourism event organizers noted that there were some problems, such as lack of regulation and ad-hoc application. Tourism activities have been unplanned and uncontrolled because Tourism Sports Board in Nevşehir Province has not been established yet. In addition, there is a lack of specialized guides on nature-based tourism activities. Tourist guides should be required to gain expertise in nature-based tourism activities. On the other hand, the development of nature-based tourism activities can be considered as an opportunity for the revival of some traditional crafts.

Participants who did not generate direct income from this kind of activity argued that radical decisions should be taken to ensure sustainable tourism. They indicated that take-off and landing area of hot air balloons must be removed from National Park. But, hot air balloon business representatives and pilot trainers disputed this view due to some technical reasons. The participants who did not generate direct income from nature-based activities added that a reduction in hot air balloon flights is necessary. However, according to them, if flight fees are increased, then revenue losses could be avoided. They suggested that jeep safari tours can be performed in Karadağ or eastern Cappadocia region where there are less fairy chimney formations compared to the other regions.

To reduce environmental degradation, the number of vehicles and tourists must be limited in Göreme National Park. In addition, it is stated that Göreme National Park should be managed like other national parks. Researchers put an emphasis on a balanced approach to nature-based tourism and protection relations. (Dowling, 1992; Ioannides, 1995; Rotherham, Doncaster, and Egan, 2005) because sustainable nature-based tourism depends on the sustainability of natural resources.

There are different opinions on the ratio of negative effects of tourism-related sports activities over the environment and on deciding which activity is much more damaging. Representatives who generate direct income from an activity often report that these activities give little or no harm to the environment.

In fact, all kinds of tourism activities, bear a positive or a negative impact potential on the social, economic and physical environment (Mathieson and Wall, 1982). The environmental impact of nature-based tourism is an important matter to consider. If the process of degradation of resources which makes the activity itself attractive begins, then the number of visitors will decrease. (Priskin, 2001). Therefore, the level of environmental degradation must be scientifically determined.

Since the areas where nature-based tourism activities are usually sensitive ecosystems, tourism activities in this field must be carried out within the framework of the principles of eco-tourism and the concept of sustainable tourism. A better understanding of the eco-tourism will contribute to the protection of natural (Gössling, 1999) and cultural resources in FCTR. Sustainable nature-based tourism activities will be possible through social consensus. It is understood that managers of tourism companies in the FCTR do not agree on an environmentally responsible tourism approach. A master plan for sustainable tourism for establishing protection and balanced utilization of natural and cultural resources are among the necessities. Therefore, further studies should be geared towards the development and implementation of a new tourism policy which will ensure long-term sustainable tourism. All stakeholders (operators, managers, local people and tourists) must collaborate in this process.

Tourism management approach should stay away from focusing solely on financial returns and mass tourism, and transform to rural tourism and ecotourism, which will prioritize protection and sustainability.

Acknowledgement

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TOURISM EDUCATION PROGRAMMES

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TOLEHO
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TOURISM MANAGEMENT UNDERGRADUATE PROGRAM, ANADOLU UNIVERSITY

Tourism management program at Anadolu University was first established in 1993 and started to accept students in the same year. After its conversion into a faculty on tourism (2012), the number of theoretical courses was increased and their content was also enriched.

The first graduates of the program were produced in 1999. Since then, 2071 students have graduated from the department of tourism management and have started their professional. Currently, 461 undergraduate students continue their education at this department. Thanks to the graduate union, both graduates and undergraduates continue to meet at the end of each year regularly and share their experiences.

The program has been established to raise qualified manpower and contributing to the development of the tourism industry. After four years of undergraduate education, students have access to job opportunities in various fields of the tourism industry. Through the applied courses and compulsory internship, students gain tourism-based professional skills in the industry. Thanks to the foreign language courses (ex. English, German, French, Russian, Japanese) within the scope of the education program, students could have the opportunity to work in Turkey and abroad.

The tourism sector is critical for the economies of many countries. Tourism management program also aims to provide the students with the knowledge and skills that will enable them to effectively and efficiently manage tourism enterprises that operate in a competitive environment. In this context, tourism management program offers courses on management, marketing, finance, accounting and business as well as providing students with opportunities for application-based issues. The courses aim to provide the students with theoretical knowledge of tourism management and also help them obtain the technical knowledge they may need to find solutions to various business problems they may encounter in tourism enterprises.

There are 18 lecturers in the program. Two of them are professors, five are associate professors, two are instructors with a Ph.D. degree, three are lecturers and six are research assistants. Academicians focus on different research areas such as Tourism and Hotel Management, Destination Management, Travel Management, Tourism Economics, Tourism Sociology, Organizational Behavior, Critical Issues etc. and they have published articles indexed in SSCI (Social Sciences Citation Index) and also published national and international books on tourism. Therefore, the knowledge and experience of the academicians are considered an opportunity for the students both academically and professionally.

An undergraduate student is required to complete the courses of the designated program to take a minimum of 240 ECTS credit and have a minimum GPA of 2.00/4.00 and no FF, DZ or YZ grades. These requirements are fully compatible with the Bologna Process and the European Higher Education Area. The students who accomplish the program may apply to master's and doctorate programs or proficiency in fine arts programs.

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TOUR GUIDING UNDERGRADUATE PROGRAM, ANADOLU UNIVERSITY

Tour guiding program at Anadolu University provides a bachelor's degree and formal education for undergraduate students. The program was first established in 2012 and started to accept students in 2013. The students who complete their secondary education can choose Tour Guiding Program providing that they get the adequate score of English as a foreign language in the Examination of Higher Education Institutions (YKS).

There are 244 registered students in tour guiding program. Moreover, 61 students have fulfilled the requirements of the program for graduation and received a bachelor's degree. It has been monitored that the majority of the graduates started their professional career and choose to work as a professional tour guide following their graduation

There are 11 lecturers in the program. One of them is professor, two of them are associate professors, two of them are instructors with a Ph.D. degree, one of them is a lecturer and five of them are research assistants. Five of the lecturers also have a professional tour guiding license.

The undergraduate students of the tour guiding program also provide high-quality and standardized campus guiding tours to the visitors. This project has been planned as a scientific research project and also aims to reveal the personal, social, and professional achievements of the volunteer tour guiding students by demonstrating them that they have gained on-site experience regarding their future career through campus guiding tours. This project includes the design of the route, decision making, and interpretation of campus guiding service. This project also aims to reveal the personal, social, and professional achievements of volunteer tour guiding students demonstrating them that they have gained experience through campus guiding tours. The project includes the design and presentation of campus guiding services, and assessment of the quality of these services.

The academic staff of the program focus on different research areas such as Destination Management, Alternative Tourism,

Destination Planning, Tourism Economics, Travel Management, Tour Planning and Management, Faith Tourism, Travelogues, Art History, Cultural Heritage, Cultural Routes and Tourism Sociology.

Differently from other tour guiding programs, this program offers theoretical and practical education courses such as Life in Nature, Horse Riding, Drama and Campus Guiding and Tour Guiding Seminars.

Students of this program have the opportunity to learn more than one foreign language through different foreign language courses (German, French, Russian). Students also take tourism sector-oriented classes in the initial two terms. It aims to train students on procedural knowledge in tourism guiding with the classes such as Archaeology, History, Art History, Social Psychology, Mythology and Geography. It is compulsory to participate in an Anatolian Tour to become a licensed tour guide. Students are expected to intern in a tour guiding related enterprise for 60 days.

An undergraduate student is required to complete the courses of the designated program to take a minimum of 240 ECTS credit and have a minimum GPA of 2.00/4.00 and no FF, DZ or YZ grades. These requirements are fully compatible with the Bologna Process and the European Higher Education Area. The students who accomplish the program may apply to master's and doctorate programs or proficiency in fine arts programs. The graduates can have job opportunities in the following areas;

- professional Tour Guides in the relatively less commonly spoken foreign languages,
- the Representatives of Incoming Travel Agencies for Foreign Tour Operators,
- the Representatives in the local and regional Travel Agencies,
- the members of the transportation sector,
- an independent/individual tour operator.

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GASTRONOMY AND CULINARY ARTS UNDERGRADUATE PROGRAM, ANADOLU UNIVERSITY

Gastronomy and Culinary Arts Program at Anadolu University provides a bachelor's degree and formal education for undergraduate students. The program was first established in 2012 and started to accept students in 2013. The students who complete their secondary education can choose Gastronomy and Culinary Arts Program providing that they get the adequate score of the verbal field in the Examination of Higher Education Institutions (YKS). Any undergraduate student is required to complete the course of the designated program to take a minimum of 240 ECTS credit and have a minimum GPA of 2.00/4.00 and no FF, DZ or YZ grades. These requirements are fully compatible with the Bologna Process and the European Higher Education Area. The students who accomplish the program may apply

to master's and doctorate programs in different fields.

There are 278 registered undergraduate students in the program. Until today, 77 students have fulfilled the requirements for graduation and received a bachelor's degree. It has been monitored that the majority of the graduates have started their professional career and work in different fields of the food and beverage sector. There are 9 lecturers in the program. Two of them are associate professors, three are instructors with a Ph.D. degree and four of them are research assistants. The academic staff of the program focus on different research areas such as Food and Beverage Management, Corporate Communication in Food and Beverage Establishment, Gastronomy Tourism, Wine Tourism, Hygiene and Sanitation, Nutrition, Menu Planning, Accounting, Cost Control, Waste Management, Aesthetics and Art, Restaurant Design, Atmosphere and Industrial Kitchen Design. The official language of the program is Turkish but students have to take two foreign language courses. One of them is English, and the other one is selective foreign language course out of German, French, Russian and Italian. Students of the program take sector oriented courses such as Banquet Applications and Kitchen Applications. Students are also expected to intern in a gastronomy related enterprise for 90 days.

The program aims to teach students Kitchen Management, Restaurant Management, Cafe-Bar Management, Food and Beverage Management and to equip them with the knowledge and skills to be culinary expert staff and manager chefs. In the first year of the program, the students are given theoretical courses such as Introduction to Gastronomy, History of Gastronomy, Macroeconomics, Introduction to Communication, Nutrition and in the following year they are specialized with the help of many theoretical and applied courses such as Local Cuisines, International Cuisine, Creative Kitchen Applications, Restaurant Management, Service Technics, Accounting, Gastronomy Writing, Gastronomy Photography, Aesthetics and Art, Restaurant Design. In this context, during the four-year undergraduate education, students are taught the subtleties of cooking art from the most basic to the most advanced level, and gain the communication and management skills they will need in business life. At the end of the program, students will have the knowledge to establish their businesses as well as being a manager in food and beverage businesses. The graduates can have job opportunities in the following areas;

- food and beverage manager in food and beverage establishments, hotels, airways, catering establishments,
- manager chef in food and beverage establishments, hotels, airways, catering establishments,
- research and development manager in food, beverage or packaged food companies,
- gastronomy writer of food and beverage magazines or books,
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