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Address: Anadolu University Faculty of Tourism, 26470, Eskişehir, Turkey.
Phone: 0090 222 335 6651
E-mail: toleho@anadolu.edu.tr
Web: https://toleho.anadolu.edu.tr/
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CONTENTS

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TOLEHO
Journal of Tourism, Leisure and Hospitality

FROM THE EDITOR

Dear readers, researchers, and practitioners,

Journal of Tourism, Leisure and Hospitality (TOLEHO) is out with a new issue. We are delighted to celebrate the 100th anniversary of The Republic of Türkiye which has been a fruitful year in terms of tourism statistics and revenues. The number of arrivals and income yielded through tourism reflect the vision rooted in the foundation of Türkiye, thus leading Turkish tourism to grow up in 100 years and ending up with records. In the world, the tourism academy keeps pace with the recovery of the industry after the pandemic as people travel back to destinations all around the world. Numerous papers, including the remarkable research in this issue, help us get a better understanding of the tourism industry in various aspects. Eventually, we hope you enjoy the insights offered by this issue and wish you a happy new year with the best to come in 2024.

Cem Işık, Ph.D.

Editor-In-Chief

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COMPARATIVE EVALUATION OF TOURISM RESOURCES AND YOUNG ENTREPRENEURIAL POTENTIAL OF CORDOBA, ESKISEHIR, AND TREVISO

Sema Ekincek[a*], Merve Özgür Göde[b] , Önder Yayla[c] , İsmail Yenilmez[d] , Şükrü Acıtaş[e] , Semra Günay[f] , Yeliz Mert Kantar[g] , Jesús Blas Ruiz Leal[h] , Handan Akarsu Scarabello[i] ,

[a]*Anadolu University, Türkiye,*
ORCID: 0000-0001-9186-9323 / e-mail: semaekincek@anadolu.edu.tr

[b]*Anadolu University, Turkiye;*
ORCID: 0000-0002-7315-4284 / e-mail: merveozgurgode@anadolu.edu.tr

[c]*Osmaniye Korkut Ata University, Turkiye;*
ORCID: 0000-0002-7967-1805 / e-mail: onder.yayla@gmail.com

[d]*Eskisehir Technical University, Turkiye;*
ORCID: 0000-0002-3357-3898 / e-mail: ismailyenilmez@anadolu.edu.tr

[e]*Eskisehir Technical University, Turkiye;*
ORCID: 0000-0002-4131-0086 / e-mail: sacitas@anadolu.edu.tr

[f]*Anadolu University, Turkiye;*
ORCID: 0000-0001-6663-6827 / e-mail: semragunay@anadolu.edu.tr

[g]*Eskisehir Technical University, Turkiye;*
ORCID: 0000-0001-7101-8943 / e-mail: ymert@eskisehir.edu.tr

[h]*Indepcie, Spain;*
ORCID: 0000-0002-5463-5947 / e-mail: jesusbruizleal@gmail.com

[i]*Comune di Ponte di Piave, Italy;*
ORCID: 0009-0008-4959-6315 / e-mail: akarsuhandan@gmail.com

KEYWORDS

Tourism
Destination attractiveness
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Cordoba
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ABSTRACT

The tourism sector plays a pivotal role in the economies of many nations, significantly bolstering national incomes by paving the way for new employment opportunities. A prime avenue for employment within the tourism sector is entrepreneurship, fundamentally viewed as a process of value creation. For budding tourism entrepreneurs, possessing a deep understanding of a region's tourism resources and activity hubs is paramount. Against this backdrop, this research seeks to juxtapose the tourism resource potential of Cordoba, Eskisehir, and Treviso for aspiring entrepreneurs. In the study's initial phase, a comprehensive database detailing the tourist attractions of these cities was crafted under the Erasmus+ project titled "Anti-Fragile Young Entrepreneurs for Sustainable Rural Tourism: Yes for Rural Tourism." Concurrently, the volume of tourists frequenting these regions was ascertained. Utilizing this database, standout labels within the tourism sectors of Cordoba, Eskisehir, and Treviso were pinpointed using "Word Cloud" analysis. This method effectively highlighted the strengths and weaknesses of the tourism landscapes in each province. Ultimately, this research endeavors to provide a roadmap for young tourism entrepreneurs and bolster the efforts of fellow researchers.

1. INTRODUCTION

Tourism is a critically important economic sector, offering tangible opportunities for sustainable and inclusive economic growth both on global and local scales. It generates foreign exchange, spurs regional development, and directly supports a plethora of businesses, thereby presenting a vast arena for entrepreneurship (Zaei & Zaei, 2013; Gwenhure & Odhiambo, 2017; Dwyer, 2022). As one of the most rapidly expanding sectors worldwide, tourism is increasingly appealing to entrepreneurs (Işık et al., 2019). Policies devised to bolster the tourism industry, and consequently enhance innovation and value creation, have notably centered on entrepreneurship. This is attributed to the efficacy of the tourism sector in allowing entrepreneurs to adapt innovatively to evolving tourism demands (Crnogaj et al., 2014). Furthermore, the individual innovation perceptions of entrepreneurs poised to engage in the tourism sector play a pivotal role in shaping the industry's future and fostering social value creation (Işık & Türkmendağ, 2016). Entrepreneurs are also anticipated to possess the aptitude to transmute ideas into tangible outcomes, discern opportunities, embrace risks, optimize resources, and generate additional value (Işık et al., 2019). Tourism entrepreneurship integrates innovation, risk-taking, and proactivity within a tourism environment (Ratten, 2018). It encompasses burgeoning areas like technological innovation, digitization, geographical nuances, and cultural evolution. To thrive, a tourism entrepreneur must be adept at discerning a destination's allure and leveraging it innovatively.

Destinations are locales that pique the interest of tourists. A site devoid of tourist footfalls is not

*Corresponding Author.

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recognized as a destination (Howie, 2003). The allure of tourism destinations has been the subject of extensive academic inquiry (Hu & Ritchie, 1993; Kim, 1998; Kim & Lee, 2002; Buhalis, 2000; Formica & Uysal, 2006; Kim & Perdue, 2011; Vengesayi, 2008; Vengesayi et al., 2017; Khairi & Darmawan, 2021). Swarbrooke (1995) characterizes destination attractions as facets of the natural environment, man-made buildings, landmarks, and sites with intrinsic allure, like cathedrals, as well as those explicitly crafted for tourists, such as theme parks and signature events. These attractions are categorized into three tiers: primary elements (cultural, sports, recreational amenities, physical attributes, socio-cultural elements), secondary constituents like hotels, eateries, markets, and retail outlets, and supplementary features, which include access and parking amenities, along with tourist-centric facilities like information centers, guides, maps, and the like (Jensen-Verbeke, 1986; Page, 1995; Howie, 2003). Tourists remain unmotivated to embark on journeys to destinations they deem unattractive. Gunn (1998) underscores the significance of identifying and meticulously analyzing available tourism resources as essential precursors to enticing tourists to a particular destination.

Factors influencing the destination choices of tourists can be broadly categorized into two groups: push and pull factors. Push factors encompass elements like the desire for escape, rest, relaxation, adventure, health, and prestige that prompt individuals to travel. Pull factors, on the other hand, include attractions such as natural wonders, cultural and historical resources, accommodation and recreational amenities, and other entertainment opportunities. In the realm of tourism, the "pull factors" of a target destination often outweigh individual internal motivations (Baloğlu & Uysal, 1996). Thus, pinpointing and enhancing these attractive factors pivotal to destination choices is crucial (Howie, 2004).

This study sheds light on Cordoba, Eskişehir, and Treviso: three Mediterranean provinces situated in Spain, Türkiye, and Italy, respectively. Tourism is a cornerstone of their local economies. Notably, none of these provinces boasts coastal access, rendering them less competitive in the popular 'sea, sand, and sun' tourism commonly associated with Mediterranean countries. However, they are hubs for tourism centered around culture, history, and natural attractions. Each province stands as a significant tourist hotspot within its nation. Cordoba, Eskişehir, and Treviso are steeped in rich histories, having been the cradle of various civilizations. They flaunt distinctive landscapes shaped by geological and geomorphological processes, and are endowed with natural water bodies, diverse flora, and fauna. Their historical and archaeological treasures further elevate their appeal to tourists. All three are prominent domestic tourist destinations, and tourism offers a promising entrepreneurial avenue for the younger generation. Yet, in spite of the rural potential, there's a prevalent trend among the youth to gravitate towards urban centers. As such, evaluating the tourism potential of these provinces could serve as a strategic means to breathe new life into their rural regions. In recent years, Córdoba's tourism industry has emerged as one of its most dynamic sectors (Perona & Molina, 2016). This rapid growth can be attributed to a diverse array of tourism offerings, from stunning natural landscapes to historical and sports events, music festivals, scientific and cultural events, and business meetings. These attractions draw millions of visitors annually. Yet, while Córdoba stands as one of Spain's premier tourist destinations, it primarily serves the domestic tourism market, accounting for a third of all its visitors. The city has also carved a niche for itself in gastronomy tourism, a subject explored extensively in academic literature (Dancausa Millán, & Millán Vázquez de la Torre, 2022). Córdoba boasts myriad tourist draws: mountains, lakes, cultural institutions, and festivals. Wine tourism, buoyed by international gastronomy tourists eager to sample local wines and traditional dishes, is another significant economic driver. Architectural gems like the Mezquita-Catedral de Córdoba further underscore its allure, drawing millions annually. To bolster tourism, there's a pressing need to cultivate international tourist interest alongside domestic efforts. This involves showcasing Córdoba's distinct cultural and gastronomic offerings, which, in turn, promises budding tourism entrepreneurs ample opportunities.

Switching focus to Eskişehir, most insights into the city's tourism potential are confined to newspaper articles (Aydın & Aydın, 2019). These publications spotlight parks, museums, historic regions, varied tourism types, and notable avenues and streets. Günay et al. (2020) provided a spatial analysis of Eskişehir's tourism resources, categorizing them in depth. The city, as an urban destination, is replete with attractions. Nonetheless, the representation in news articles often fails to captivate potential visitors fully. While Eskişehir boasts a plethora of attractions fit for an urban destination, the portrayal in news articles often doesn't capture the reader's full attention. According to Yılmaz (2014), Eskişehir sets itself apart from competitors with a unique allure that's inimitable. Argan (2016) posits that the city distinguishes itself in the region due to its natural vistas, supplemented by man-made recreational zones. These aspects not only enhance the city's identity but also cement the significance of its outdoor parks in shaping its image. Evren and Kozak's research (2012) illustrates that visitors perceive Eskişehir as a hub for travel, entertainment, and culture, further emphasized by its noteworthy local governance. Kaşlı et al. (2015) point out Eskişehir's unique position as a melting pot of diverse cultures, highlighting its distinct gastronomic offerings that can entice tourists. Drawing on the rich tapestry of Anatolian culture, Üsküdar et al. (2014) argue that Eskişehir mirrors this cultural diversity. With roots stretching back to antiquity, the city's historical, archaeological, and cultural treasures not only showcase its depth but also amplify its allure for cultural tourism. A notable observation from these studies is that, with the exception of Günay et al. (2020), most have centered on the theme of city tourism.

Treviso, meanwhile, is dotted with tourist hotspots: mountains, lakes, cultural sites, gastronomy, and festivals (Boatto et al., 2013). Wine tourism flourishes here, complemented by the globally renowned dessert, Tiramisu. With its top-tier products and culinary traditions, Treviso is poised as a gastronomic epicenter. Tiramisu, a testament to local culinary ingenuity, is primed to lure gastronomy enthusiasts, further galvanizing the region's tourism industry (Ziliotto, 2011). Roma (2019) emphasizes local wine's pivotal role in sparking tourism interest and product promotion.

This study endeavors to juxtapose the tourism potential of Córdoba, Eskişehir, and Treviso, offering invaluable insights for aspiring young tourism entrepreneurs. To this end, we conducted a numerical overview and content analysis of tourism attractions to pinpoint the standout ones and arm entrepreneurs with foundational knowledge. Initially, a database detailing tourist attractions across the three provinces was established, followed by an assessment of tourist inflow. Subsequently, the attractions were distilled into concise descriptors utilizing the word cloud or tag cloud methodology.

2. METHODOLOGY

This study employs fundamental descriptive statistical tools and the word cloud methodology to encapsulate the tourist attractions in Cordoba, Eskişehir, and Treviso. The attractions are classified under four primary categories: natural, historical and cultural, urban, and sport tourism resources for each province. Initially, a document analysis, a prominent qualitative research method, was undertaken. The data gleaned from this analysis were imported into a Word program and subsequently subjected to word cloud analysis. To discern the tourism potentials of the provinces of Cordoba, Eskişehir, and Treviso, this study relied on a detailed document analysis of the project book authored by Kantar et al. (2023). As per Wach & Ward (2013), document analysis in qualitative research entails the meticulous and systematic examination of the content of written materials. This method is applicable to both print and electronic documents. A word cloud, at its core, is a visual representation of textual data (Atenstaedt, 2012). It visually organizes words based on their frequency within the text. As highlighted by McNaught & Lam (2010), a word cloud graphically showcases text data by emphasizing words according to their occurrences. This visual technique clusters key terms to produce a word cloud, whereby the size of each term is directly proportional to its prevalence within the text. For this purpose, the R software, augmented with the "worldcloud2" package, was employed. It's imperative to mention that the text was refined to garner more lucid insights about tourism attractions. For instance, terms like Eskişehir, Treviso, and Cordoba, which recur numerous times, were omitted from the analysis.

3. FINDINGS

This section elucidates the study's findings, which are bifurcated into two segments. The initial part delves into the outcomes of the document analysis for Cordoba, Eskişehir, and Treviso. Subsequently, the results derived from the word cloud analysis based on the aforementioned data are showcased.

Findings for Document Analysis

General Overview of the Provinces (Cordoba-Eskişehir-Treviso)

The figures, 1, 2, and 3, visually depict the salient tourist attractions for Cordoba, Eskişehir, and Treviso, respectively. Through these figures, one can gain a visual understanding of the main sites and landmarks that contribute to the tourism appeal of each province.

Figure 1. Mosque-Cathedral in Cordoba (Jesus Ruiz photo archive)

Recognized as one of the world's most outstanding architectural marvels, the Mosque-Cathedral of Cordoba has been a World Heritage Site since 1984 and stands as a paramount monument within the Islamic world.

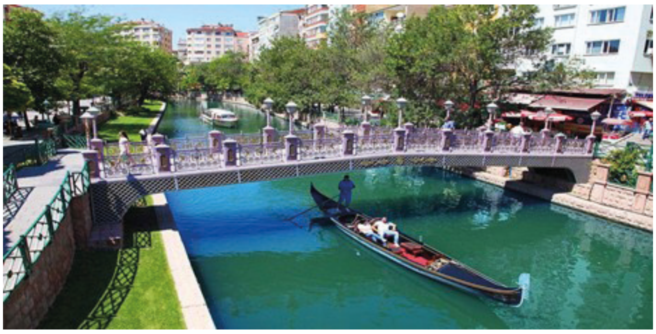


Figure 2. Porsuk River in Eskişehir (Taken from Photo Archive of Eskişehir Metropolitan Municipality)

Information on the area and population of the three provinces is presented in Table 1.

Table 1. Land Areas and Populations of Eskişehir, Treviso, and Cordoba

City	Land Area (km2)	Population
Cordoba	13,771	758,451
Eskişehir	13,925	898,361
Treviso	2,479.83	85,760

Figure 3. Treviso (comune.treviso.it)

Upon examining the surface areas of the three provinces, Eskişehir notably possesses a more expansive area than the other two. Cordoba's surface area is roughly commensurate with Eskişehir's. Such data is pivotal when analyzing tourist attractions. Furthermore, Table 1 denotes Eskişehir as having the most substantial population among the three provinces. Conversely, Treviso's population is markedly lesser in comparison to Eskişehir and Cordoba. Notwithstanding the evident disparities in both area and populace, the provinces become analogous when evaluating the ratio of surface area to population.

Table 2. Comparison of The Annual Average Number of Domestic and International Tourists of Cordoba, Eskişehir, and Treviso

City	Number of Domestic Tourists	Number of International Tourists
Cordoba	660,964	366,467
Eskişehir	269,865	7,939
Treviso	810,474	704,864

Table 2 delineates the annual influx of domestic and international tourists for Cordoba, Eskişehir, and Treviso. The table underscores Treviso's pronounced aptitude to magnetize both domestic and international visitors. Cordoba, too, emerges as a compelling hub for both domestic and international travelers. Eskişehir enjoys considerable popularity among Turkish tourists, even though it isn't nestled along Türkiye's coastal belt. Nevertheless, there's room to bolster Eskişehir's appeal to international tourists.

Different Types of Tourism Resources vs. Number of Activities (Cordoba-Eskişehir-Treviso)

This section offers a descriptive exploration of the three cities, anchored in two graphical elucidations. The initial chart (Figure 4) illustrates the array of tourism activities associated with diverse tourism resources, whereas the subsequent chart (Figure 5) demarcates the tourism activities per square kilometer for each metropolis. Figure 4 provides a visual breakdown of activities within natural, historical, cultural, urban, and sports tourism for Eskişehir, Treviso, and Cordoba. As delineated in Figure 4, Treviso outstrips the other cities in activities across all tourism resource types. Eskişehir follows suit in nature and sports tourism, while Cordoba secures the second spot in historical, cultural, and urban tourism. Figure 4 encapsulates a total of 49, 85, and 50 activities for Eskişehir, Treviso, and Cordoba, respectively. This accentuates Treviso's multifaceted tourist attractions.

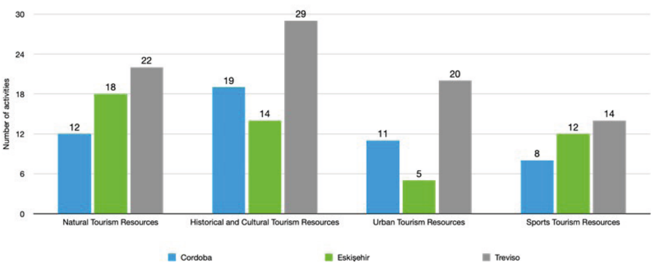


Figure 4. Side-by-Side Bar Plots Depicting the Number of Activities for Each Region

Nonetheless, Figure 4 exclusively encapsulates activity numbers without weighing the land area of each city—an integral dimension. As highlighted in Table 1, Treviso's land footprint is considerably more compact than either Eskişehir or Cordoba. This prompted us to compute tourism activities on a per-square-kilometer basis, with results showcased in Figure 5.

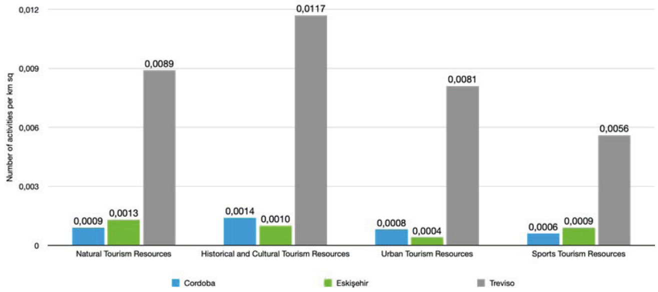


Figure 5. Side-by-Side Bar Plots Showcasing the Number of Activities Per Square Kilometer

Figure 5 underscores Treviso's preeminence in terms of tourism activities per square kilometer, attributed to its dense array of attractions within a confined geography. In juxtaposition, both Eskişehir and Cordoba, with territories nearly quintuple Treviso's, exhibit fewer tourism activities per square kilometer, as outlined in Figure 5. Moreover, Eskişehir claims the second berth in nature and sports tourism, while Cordoba parallels in the other tourism categories. Collectively, accounting for both geographical expanse and activity density, Treviso emerges as a hotspot teeming with tourist attractions.

Comparison of Young Entrepreneurial Potential (Cordoba-Eskişehir-Treviso)

In this subsection, the young entrepreneurial potentials of Eskişehir, Treviso, and Cordoba are juxtaposed across distinct age cohorts, emphasizing the proportion of youth within each city. These percentages are calculated by dividing the number of young individuals by the total population of the respective city and multiplying by 100. Figure 6 graphically represents these percentages for various age groups, without gender differentiation.

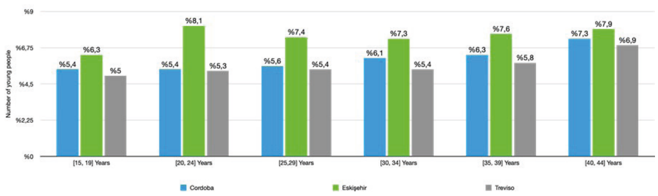


Figure 6. Age-wise Distribution of Youth in Each Province

Data in Figure 6 elucidates that Eskişehir boasts the most significant proportion of young individuals at 44%, succeeded by Cordoba at 36%, and Treviso at 34%. Eskişehir is distinct in its high number of individuals aged 20-24, while both Treviso and Cordoba present a more substantial demographic within the 40-44 age bracket. This infers that Eskişehir might harbor a more pronounced potential for nascent entrepreneurs. However, Treviso and Cordoba too exhibit robust promise in this domain. The ensuing charts, Figure 7 and Figure 8, incorporate gender into the analysis, delineating potentialities for young female and male entrepreneurs, respectively. Both these figures underscore Eskişehir's superior potential across genders, with the city's potential for young female entrepreneurs paralleling that of their male counterparts.

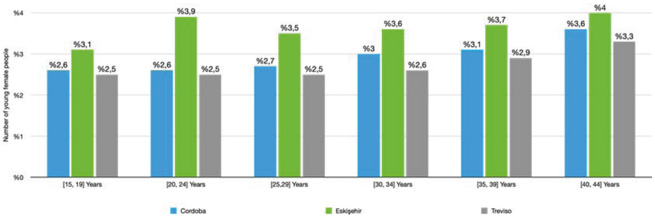


Figure 7. Distribution of Female Population Across Age Groups in Cordoba, Eskişehir, and Treviso

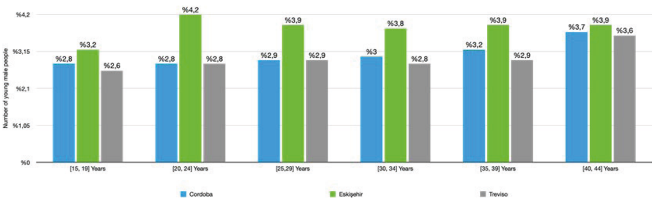
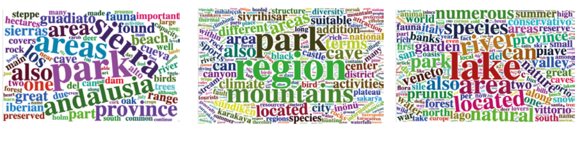


Figure 8. Distribution of Male Population Across Age Groups in Cordoba, Eskişehir, and Treviso

In summation, Figures 6, 7, and 8 collectively intimate that Eskişehir, especially within the 20-24 age cohort, surpasses the other cities in its potential for emerging entrepreneurs. Eskişehir's promise for young female entrepreneurs is notably high, closely rivaling that for males. Given its distinction as one of Europe's youngest, highly-educated populations, Eskişehir holds the capability to bridge the workforce disparity between itself and other European nations.

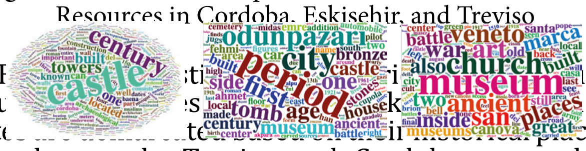
Findings from Word Cloud Analysis

This investigative study seeks to encapsulate the touristic lures of the scrutinized provinces and to spotlight their salient attractions. The study engages in elementary content analysis of the touristic resources across these cities, leveraging the word cloud technique. The "wordcloud2" package within the R software environment facilitates this analysis. The results highlight diverse touristic offerings across the cities. Figure 9 portrays the prominence of natural tourism features like regions, lakes, and parks in Eskişehir, Treviso, and Cordoba respectively.



(a) Cordoba (b) Eskişehir (c) Treviso

Figure 9. Word Cloud Representations for Natural Tourism Resources in Cordoba, Eskişehir, and Treviso



F... st... i... ral tou... s ... cal sit... te... ... ces. Simultaneously, Treviso and Cordoba are replete with a plethora of museums and fortresses.

(a) Cordoba (b) Eskişehir (c) Treviso

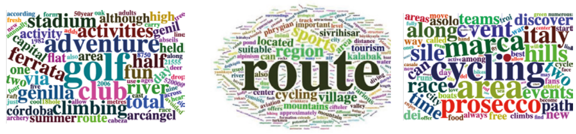
Figure 10. Word Cloud Representations for Historical and Cultural Tourism Resources in Cordoba, Eskişehir, and Treviso

Figure 11 underscores variances in urban tourism resources across Eskişehir, Treviso, and Cordoba. Parks emerge as the primary magnet in Eskişehir, closely followed by festivals. Treviso is typified by its museums and castles serving as cultural tourism pillars, whereas Cordoba's urban allure largely hinges on its various routes.

(a) Cordoba (b) Eskişehir (c) Treviso

Figure 11. Word Cloud Representations for Urban Tourism Resources in Cordoba, Eskişehir, and Treviso

Lastly, Figure 12's interpretation shows that Eskişehir is abundant in sports tourism resources, predominantly marked by trails conducive for pursuits like hiking and running. Treviso, conversely, carves a niche in cycling tourism, courtesy of its myriad cycling tracks. Cordoba diversifies its portfolio with an array of sports facilities catering to tennis, golf, and more, positioning itself as a viable sports tourism destination.



(a) Cordoba (b) Eskişehir (c) Treviso

Figure 12. Word Cloud Representations for Sports Tourism Resources in Cordoba, Eskişehir, and Treviso.

4. CONCLUSION AND DISCUSSION

Tourism, particularly in its rural manifestation, has surged as a prominent catalyst for economic, social, and cultural transformation. Amidst a global landscape that is swiftly transitioning, rural tourism acts as an antidote to the ubiquity of urban-centered development, offering sustainable pathways for economic advancement. Rooted in this paradigm, the present research embarks on a comprehensive analysis, juxtaposing the tourism potentialities of Eskişehir, Treviso, and Cordoba, thereby shedding light on invaluable avenues for aspiring tourism visionaries.

Eskişehir's ascent in the tourism narrative is undeniably robust, mirroring the scholarly attestations delineated by Günay et al. 2020; Yılmaz, 2014; Argan, 2016; Evren & Kozak, 2012; Kaşlı et al. 2015. In contrast, Cordoba, traditionally celebrated for its cultural nuances as documented by Perona & Molina (2016), unfolds a newer facet to its charm - the emerging allure of sports tourism. Treviso, despite its more consistent portrayal in prior literature such as Boatto et al., 2013, offers a dense mosaic of rural attractions.

The innovative deployment of word clouds in this study amplifies its analytical prowess, rendering tangible the core tourist draws across the three regions. The naturalistic splendors of Eskişehir's parks and Treviso's lakes capture the imagination. Eskişehir's Odunpazarı, steeped in historical significance, contrasts poignantly with the cultural fabric of Treviso, rich with museums and ancient relics. Cordoba, with its confluence of historical epochs, complements this panorama. In the urban context, Eskişehir's bustling city spaces, juxtaposed against the festive fervor of Treviso and the urban intimacy of Cordoba, paint a compelling picture.

In essence, each of these provinces unfurls as a repository of unique tourism resources, proffering insights vital for destination strategists. Treviso, within its compact geographical footprint, astounds with a plethora of offerings, emphasizing its strength in rural tourism. Eskişehir, expansive and pulsating, paradoxically showcases a sparse tourism activity spectrum relative to Treviso. Yet, it's youthful demographic primes it as a fertile ground for emergent entrepreneurs, a sentiment echoed strongly in Günay et al.'s study (2020). Cordoba, while showcasing prowess in historical and cultural tourism, presents potential areas of growth in the natural and sports tourism sectors.

The synthesis of this research underscores a salient narrative: Eskişehir, Treviso, and Cordoba each harbor tremendous potential for young entrepreneurs and holistic tourism growth. These insights can shepherd policymakers and regional stakeholders in their pursuit of refining tourism strategies, underpinned by a deeper understanding of regional strengths and opportunities.

Drawing from the insights, Eskişehir stands on the precipice of a significant transformation, with an inclination towards urban tourism. Yet, the alignment between its rural and urban potential remains nascent. Taking cues from Treviso's rural success and juxtaposing it with Cordoba's urban strengths can inform its strategic trajectory.

While the current research offers a rich tapestry of insights anchored in the three regions, it prompts a broader exploration. Diversifying the regional spectrum and weaving in additional tourism facets can bring richer hues to the academic discourse. Eliciting and integrating the voice of the ultimate stakeholders – the tourists – can further refine and deepen future research narratives.

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Sema EKİNCEK, is an assistant professor of Gastronomy and Culinary Arts at Anadolu University in Eskisehir, Turkey. She received her MBA and her Ph.D. from Anadolu University. She specializes in creativity in gastronomy. Her current research interests include food art, chefs' creativity, local food, and rural development through gastronomy tourism. She has worked on many national and regional projects in the field of gastronomy.

ORCID: 0000-0001-9186-9323

Merve ÖZGÜR GÖDE, is an assistant professor at the Department of Gastronomy and Culinary Arts, Anadolu University Eskişehir, Turkey. She received her Master's and Doctorate degrees from Anadolu University, Institute of Social Sciences, Department of Tourism Management. She is currently studying cost control in the food and beverages business, gastronomy, sustainability, food, and beverage marketing. She is also interested in non-alcoholic beverages and beverages in Turkish culture.

ORCID: 0000-0002-7315-4284

Önder YAYLA, is an Associate Professor of Gastronomy and Culinary Arts at Kadirli Faculty of Applied Sciences of Osmaniye Korkut Ata University in Osmaniye, Turkey. He received his MBA from Afyon Kocatepe University and his Ph.D. from Anadolu University. He specializes in the food geography of Turkey. His current research interests include taste psychology and sociology, the impact of immigration on culinary culture, and rural development through gastronomy tourism.

ORCID: 0000-0002-7967-1805

İsmail YENİLMEZ, currently works at the Department of Statistics, Eskişehir Technical University. Yenilmez does research in Statistics (with a degree of M.Sc. & Ph.D.) and Mathematics Education (with a degree of M.Sc.). Yenilmez takes part in national and international projects, gives lectures in the Department of Statistics, and is a part of academic research and publications.

ORCID: 0000-0002-3357-3898

Şükrü ACITAŞ, works as an Assoc. Prof. at the Department of Statistics, Faculty of Science, Eskişehir Technical University. Dr. Acıtaş has expertise in Statistical Methods. He has participated in some scientific projects as a researcher. Dr. Acıtaş gives lectures in the Department of Statistics and continues academic studies.

ORCID: 0000-0002-4131-0086

Semra GÜNAY, graduated from the Department of Geography of Ankara University. She works as a full-time professor in the Department of Tourism Management at Anadolu University Faculty of Tourism. She teaches and researches topics such as tourism planning, geographical information systems, gastronomy and tourism, sustainable tourism, nature-based tourism activities, tourism geography, and food geography. She has worked on and managed many national and regional projects.
ORCID: 0000-0001-6663-6827

Yeliz MERT KANTAR, graduated from the Department of Mathematics of Anadolu University. She has a master's degree and Ph.D. in Statistics from Anadolu University. She is an expert on applied and theoretical statistics.

ORCID: 0000-0001-7101-8943

Jesús BLAS RUIZ LEAL, has a degree in Journalism from the University of Málaga. He currently works as a trainer and project manager for European projects. He has experience as a language teacher at the Spanish Language Institute in Prague, as well as in several social inclusion and education projects in Palermo, especially focused on migrant groups.
ORCID: 0000-0002-5463-5947

Handan AKARSU SCARABELLO, graduated from the Department of Chemical Engineering of Ankara University and Management of Anadolu University. She has a master's degree in Environmental and Technical Research on Accidents from Gazi University. She works as a Professional Coach and has an Associated Certified Coach certificate from International Coaching Federation and a Coaching Professional Certificate from the Turkish Vocational Qualification Institute. In addition, she works as the project manager, trainer, researcher, and consultant for European Projects.
ORCID: 0009-0008-4959-6315

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THE INFLUENCE OF GOOD GOVERNANCE ON THE TOURISM SECTOR: THE CASE OF SOUTH AFRICA

Daniel F. Meyer[a], Tanya Rheeders[b]*

[a]*University of Johanesburg, South Africa;*
ORCID: 0000-0001-6715-7545 / e-mail: dfmeyer@uj.ac.za

[b]*University of Johanesburg, South Africa;*
ORCID: 0000-0003-2376-2182 / e-mail:

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ABSTRACT

Over the last decades, the tourism sector has contributed to the national and regional economies in South Africa, while governance levels have regressed over time. The study's objective was to investigate the impact of good governance on the success and growth of the tourism sector in South Africa, a proxy for developing countries. The hypothesis is that good and effective governance could positively impact tourism growth. A quantitative research methodology was used with econometric methods such as an Autoregressive Distributed Lag Error Correction (ARDL-ECM) process. The estimation indicated a long-run relationship between the variables. The tourism sector contributes significantly to the South African economy, and the government should note the importance of good governance, as indicated through this study, in the success and development of the sector. Given tourism's potential to achieve some of the Sustainable Development Goals and positively influence economic growth and development, relevant parties are urged to pursue good governance in the sector.

1. INTRODUCTION

Uncertain global conditions resulting from the COVID-19 pandemic, the resulting economic downturns, and social unrest have increased the necessity of growth and development avenues (Siswanto, Tegor, Haqiqi, Yusmalina & Susanto, 2022; Xue, Shahbaz, Ahmed, Ahmad & Sinha, 2022). For economies to survive these conditions and build resilience for future disturbances, it is necessary to identify opportunities for growth and development within economic sectors. Various studies (Cavalheiro, Joia & Cavalheiro, 2020; Khayrulloevna, 2020; Shariffuddin, Azinuddin, Hanafiah & Zain, 2021) note the beneficial impact of tourism-related activities on the economy. The tourism sector is a viable facilitator for economic growth and development (Brida, Gómez, & Segarra, 2020; Detotto, Giannoni, & Goavec, 2021; Rheeders & Meyer, 2022; Aleksandrovna, 2022).

On a global scale, the tourism sector is progressing forward and recovering from the global COVID-19 pandemic, natural disasters, economic shocks, and events of poor government. According to the UNWTO (United Nations World Tourism Organisation) (2023), tourism in most regions has improved from previous declines in arrivals and expenditure. Accordingly, in 2022, tourism arrivals reached 900 million globally, led by the Middle East and European regions (UNWTO, 2023). The UNWTO (2023) expected the tourism sector's arrivals of regions to recover between 80 and 95% of the pre-COVID-19 levels.

The World Travel and Tourism Council (WTTC) (2022) postulate that the tourism sector could bring South Africa relief regarding its economic contribution. The South African tourism sector is predicted to increase at an average pace of 7.6% yearly over the next ten years, significantly outpacing the 1.8% growth rate of the nation's overall economy, according to WTTC's Economic Impact Report (EIR). However, according to Julia Simpson, WTTC President & CEO, "Although the future looks bright for the South African Travel & Tourism sector, the recovery this year will be slower than expected. Knee-jerk travel restrictions imposed over South Africa and other African destinations were impulsive and unjustified. Instead of punishing, these countries should have been praised for discovering the variant early. However, with GDP contribution and rising jobs, the long-term forecast looks very positive" (WTTC, 2022).

Poor governance has the potential to impact tourism negatively. It affects the core components that allow the tourism sector to grow within an enabling environment (Dieke, 2003; Schilcher, 2007). These components include: (1) Safety and security: absent and ineffective governance lead to unrest, instability, and increased crime rates, and tourists do not prioritise such regions; (2) Infrastructure: the tourism sector is dependent on well-capacitated

*Corresponding Author.

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and quality infrastructure, including roads, seaport, airports, public transport, clean water and electricity. Infrastructure provision is a significant component of government service delivery, and better governance leads to adequate infrastructure development and maintenance. Such a situation could be more attractive for tourists who expect modern services; (3) Environmental sustainability: Tourism often depends on a destination's natural environment and cultural heritage. Poor governance can lead to environmental degradation and destruction of cultural heritage sites, which can diminish the appeal of a destination for tourists; (4) Service delivery: the quality of service delivery, such as hospitality, transportation, and entertainment, can significantly affect the tourist experience. Poor governance can result in a lack of regulation and standards, leading to poor service delivery, which can deter tourists from returning; (5) Investment: Tourism is a significant contributor to the economy, and it requires significant investment in infrastructure, marketing, and development. Poor governance can discourage investment, resulting in a lack of resources to develop the tourism sector (Khan, Ahmad, & Haleem, 2021; Nunkoo, 2015). Poor governance can negatively impact the tourism sector, including safety and security, infrastructure, environmental sustainability, service delivery, and investment. Governments must prioritise good governance practices to ensure a thriving tourism sector.

Even though the tourism sector can drive economic growth and development in South Africa, many structural problems prevent this. According to Roux (2021), South Africa contributed six cities to the top 20 most dangerous cities globally. The Crime Index ranked the following cities (from highest crime rating) on the Global Crime Index in 2021 as Pretoria (Third - 81.94), Durban (Fourth – 80.84), Johannesburg (Fifth – 80.65), Pietermaritzburg (Seventh – 79.73) in 2021 (Numbeo, 2023). Accordingly, in 2023 the Crime index indicated the following; Pretoria (Second – 82.0), Durban (Third – 81.0), Johannesburg (Fifth – 80.7), Port Elizabeth (Eleventh – 76.9), Cape Town (Twentieth – 73.6). This index indicates a worsening in South Africa's position as a tourism destination from a safety and security point of view.

In addition, the Institute for Economics and Peace constructed the Global Peace Index, indicating overall serenity using metrics, investigating the link between companies, peace, and prosperity by comprehending the political, cultural, and economic factors. In 2021, South Africa ranked an overall 118th out of 163 countries in terms of the global peace index being categorised as a medium level of state of peace (Institute for Economics & Peace, 2022), an improvement from 123rd out of 163 in 2020. Even though the Global Peace Index has improved since 2020, the top 20 most dangerous cities list indicates a deterioration in safety in South Africa. It could therefore lead to a decline in the attractiveness of South Africa as a tourism destination.

According to the World Bank Governance Indicators Index (2023), good governance has deteriorated over the last two decades in South Africa, resulting in development challenges for the tourism sector. There is limited empirical research on the impact that good governance has on the development of the tourism sector in South Africa. The following studies that concern tourism and good governance include; Eagles (2009) focuses on good governance in parks and protected areas; Moscardo (2011) investigates tourism and good governance on a global level; Siakwah et al. (2020) focus on the use of good governance in an attempt to achieve sustainable development. Tirado Ballesteros and Hernández (2019) examined the challenges faced by tourism managers and governing bodies in rural tourism destinations in Europe. In addition, in the last five years, limited research has been found on the impact of good governance on tourism development in the South African context. Therefore, the study investigates the relationship between good governance and the tourism sector to assist in formulating policy and strategy for the sector's development.

2. LITERATURE REVIEW

From a theoretical perspective, Hall (2013) stated that the basic principles of good governance are critical in policy development for tourism. Hall identified four governance types: hierarchies, markets, networks and communities. In addition, a governance framework was formulated to include core elements such as policy themes, policy standpoints, distinctions between policymaking and implementation, success criteria, implementation gaps, the reasons and solutions for those gaps and the primary policy instruments used. According to Hall (20213), the relationship between tourism development and governance is complex and multifaceted, involving various theoretical foundations and concepts, including the following:

Governance Theory: In broad terms, governance is a process where an organisation makes and implements decisions. Regarding tourism, good governance is required for effective policy formulation and implementation, coordinating initiatives, and ensuring sustainable practices.

Sustainable Development: Effective governance is a cornerstone in facilitating sustainable tourism practices, including strategic planning, resource management, and community engagement.

Political Economy Theory explores the interrelationships between politics, economics, and social systems. Tourism development and good governance are related to the interactions between profit and politics and the impact and policy decision-making processes. This perspective is important in understanding how tourism policies are formulated and implemented and how different actors can benefit from or be disadvantaged by tourism development.

Even though economic growth and globalisation are ongoing, global poverty, inequality, and other socio-economic issues still exist, having an adverse effect on economic and social stability (Stojanović, Ateljević & Stević, 2016). The tourism sector is one avenue that can be used to improve economic growth and development. Tourism is competitive, interlinked, and globalised (Detotto, Giannoni & Goavec, 2021). Tourism can assist in lessening poverty, improving income distribution, raising product and service demand, creating more tax revenues (Ren, Can, Paramati, Fang & Wu, 2019), and giving governments access to more foreign monetary inflows (Detotto et al., 2021). Shamai and Yousofi Babadi (2018) state that the improvement of the tourism sector, in conjunction with social and cultural progress, leads to an increase in the prosperity of a region's economy. Furthermore, tourism will strengthen the country's economic resilience, but success in tourism growth will be visible if its sponsors are effectively organised. (Wijaya, Basir & Lawelai, 2022). Aleksandrovna (2022) urges that tourism should be deemed as important as it contributes to employment opportunities, and due to it being interlinked, it provides benefits for various other sectors. As such, it is clear that the development of the tourism sector contributes positively to the development of the socio-economic environment.

Good governance is increasingly becoming more popular in fields such as law, politics and economics. Researchers have dedicated significant attention to examining good governance as it has emerged to have economic and political significance on economies (Akram, Sultana, Sultana, Majeed & Saeed, 2021; Baig & Zehra, 2020). Good governance produces outcomes that satisfy societal needs while maximising the use of available resources. In addition, Siskawati, Yentifa, Zahara, and Gusta (2020) believe that good governance is the process by which the government conducts public affairs and manages public resources is known as good governance, and some people view this as a good government system. According to Addink (2019), good governance is a standard the government should uphold and one of the basics right of the residents. Detotto et al. (2021) state that good governance produces benefits through the following, (i) the first benefit is that it decreases transaction costs, enabling markets to be more efficient, and (ii) markets may "overcome established market shortcomings in allocating resources, obtaining productivity-enhancing technologies, and sustaining political stability in circumstances of rapid societal transition" due to competent governance. As a result, good governance can be seen as a source of development. According to Kaufmann, Kraay, and Mastruzzi (2010), the following six indicators comprise the Worldwide Governance Indicators: Voice and accountability; Political stability; Government effectiveness; Regulatory quality; the rule of law and Corruption control.

Detotto et al. (2021) postulate the importance of good governance by stating that the development of the private sector, households, and investors depends on a stable and predictable environment. In this respect, governance plays a crucial role. Various studies (Detotto et al., 2021; Gretzel & Jamal, 2020; Bichler, 2021; Maniatis, 2016) indicate that high-quality, strong institutions lead to economic growth and development. According to Nurman, Zainal and Rajasa (2021), good governance enables regions to develop and implement strategies for new market creation, ensuring price stability and efficient distribution of products. Tourism revenues could rise due to improved sector productivity and efficiency by solid governance (Detotto et al., 2021). Therefore, good governance can be considered a prerequisite for sustainable development (Stojanović et al., 2016).

For the tourism sector to produce valid social and economic benefits, the principles of good governance should be considered. Tourism governance encompasses activities in the economic and political environment found locally, nationally, and globally (Bichler, 2021). According to Gretzel and Jamal (2020), transparency and effective government, for example, the capability to develop and execute effective policies, restructure institutions, organise resources available, facilitate economic and social well-being, enforce the rule of law, reduce corruption and involvement, are all examples of good governance. One of the most contentious issues in the literature is how governmental policies affect the tourism sector and how crucial political stability is to the long-term viability of the sector. Özgit (2022) stated that the optimal strategy for long-term sustainable tourism necessitates the creation of a system for efficient monitoring and regulations that are swiftly put into place thanks to sound governance.

Bichler (2021) states that current research focuses on merging the three participants in the tourism sector, namely, the government, tourism-related businesses, and community members, to create clarity, effectiveness, and responsibility. In sustainable development, good governance can be understood as a collaborative endeavour that integrates environmental, social, and economic issues (Gretzel & Jamal, 2020; Siskawati et al., 2020). Although the concept of good governance is believed to be taken up by the public sector (government), it should be remembered that the community and private sector can also uphold governance. Raszkowski and Bartniczak (2018) postulate that public managers influence good governance in the sense that they should demonstrate strong leadership, the ability to inspire people to achieve the set goals, and the ability to use both intellectual and organisational capacity. However, there are challenges in governance for tourism regarding the various roles of government and the private sector and the sector's social and environmental costs (Siakwah et al., 2020).

Tourism is a tool utilised for both economic and political purposes. This tourism tool is based on the ideas of the rule of law. This concept of the rule of law is associated with the notion of justice and is closely tied to human rights law (Maniatis, 2016). The rule of law is a legal tool composed of laws relevant to tourism-related activities (Phakdisoth & Kim, 2007). A country's government is said to be effective if it adheres to the principle of the rule of law. Figure 2 presents the relationship between tourism development and trust in government.

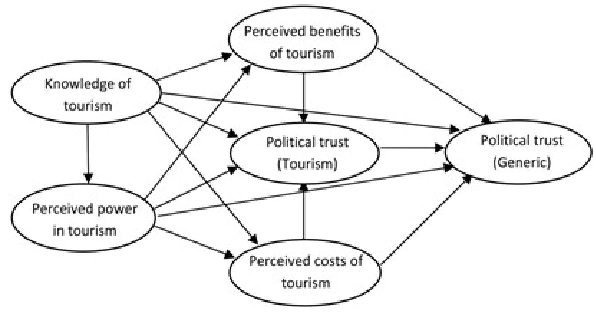


Figure 2. Linkages of tourism and trust in government
Source: Pagliara, Aria, Russo, Della Corte & Nunkoo (2021)

Pagliara et al. (2021) model is a theoretical framework linking tourist development with public trust in government. The theory links the tourism sector and the concept of good governance. The theory entails the interaction between the tourism sector and the public's perceived trust in the local government. As such, the linkage between the tourism sector and good governance can be given as an increase in a destination's perceived trust in its local government's ability to steer the destination towards success and a well-established governing institution. This is because some government organisations and their services are more well-known and regarded as more vital than others. According to the political economy, the government has a key role in the growth and planning of the tourist sector. Local governments bear a large portion of the responsibility for managing and promoting tourism since they are legally required to adopt policies related to land-use planning and regulate local growth. They also manage the majority of the planning aspects necessary for tourist development. The interactions between the many players affecting or attempting to influence the creation of tourist policy and the methods used to carry it out are governed by the concept of power.

This section empirically assesses the relationship between good governance and tourism. The section firstly analyses developed countries followed by developing countries. In 2020, Swamy and Ma investigated the implication of good governance on international tourism in the United States of America from 2008 to 2019 using a wavelet transform method. According to the results, a significant link exists between the World Bank Governance Indicators and international inbound tourism in both the medium and long run. Overall, the findings demonstrate how good governance enhances the competitiveness of host countries by attracting foreign tourists. Usman, Elsalih and Koshadh (2020) explored the link between tourism development and the role of institutional quality in EU-28 Countries from 2002–2014 using a dynamic panel data analysis. Herein, the results indicated that a 1% increase in the institutional quality indicators could translate to a 0.002% increase in tourism development. In 2016, Kubickova studied the linkage between good governance and tourism through a panel data analysis from 1995 to 2007 in the Central American region. Herein it was found that government effectiveness posits a positive impact on tourism. Tourism is a crucial driver of economic growth in most regions, and effective governance levels could increase tourism's competitiveness. Swamy and Ma (2022) assessed the relationship between good governance and international tourism in the US from 2008 to 2019. The study found significant relationships between factors of good governance and international inbound tourism in both the short- and long run. The policy implies that countries must enhance their good governance to boost sustainable tourism competitiveness in attracting tourist inflows (Swamy & MA, 2022).

Beha (2023) investigated the effect of good governance and quality of institutions on tourism development in a panel of 27 countries from the European Union from 2008 to 2021. The control variables used, which also represent the determinants of tourism, are GDP growth rate per capita, inflation, higher education, quality of the environment, and trade. Quality of institutions indexes are constructed based on indicators of government effectiveness, political stability, regulatory quality, the rule of law, and voice and accountability. To estimate the impact of selected determinants in tourism development, we used the Generalised method of the moments-GMM model. According to the results, there is a positive connection between the quality of institutions and tourism.

Regarding developing regions, Shamai and Yousofi Babadi (2018) identified 30 experts on urban themes and tourism development in Masjed Soleyman City, Iran, who completed a questionnaire to establish the role of good governance in sustainable income in the tourism sector. The two most important factors to consider flowing from this study were; the provision of infrastructure and facilities for attracting private investment. Baig and Zehra (2020) used a Structured Equation Model in several areas in Gilgit-Baltistan, Pakistan, to investigate the impact of good governance on tourism development between 2007 and 2017. They found a positive link between good governance and the tourism sector. More specifically, the study found that Political stability substantially influences tourism development. Accordingly, a 1 % increase in political stability in a region could boost tourist arrivals by 0.50%. In addition, a 1 % rise in crime reduces tourist visits by 0.53% in terms of regional law and order. Akram et al. (2021) conducted a study in Pakistan from 1997 to 2018 using ordinary least square regression models. Results indicate that if the Rule of Law improves by 1%, the tourism receipts) improves by 0.05% and 0.081% for tourism arrivals. The findings are consistent with earlier studies (Maniatis, 2016; Steyn & Vuuren, 2016; Tsai et al., 2012). Corruption control significantly and positively impacts tourist arrivals, with a coefficient of 0.052%. Previous research (Das & Dirienzo, 2010; Ekine, 2018; Gallego et al., 2016) supports similar findings. In addition, there is a positive relationship between Political Stability and tourism arrivals and consumption. More specifically, the study's results indicated that a 1% increase in Political Stability caused a 9.80% increase in tourism consumption and 8.98% in tourism arrivals.

Khan et al. (2021) investigated 65 developing economies to analyse the link between good governance and tourism through a panel analysis from 2000 to 2015. Governance indicators such as government efficacy, political stability, regulatory quality, rule of law, and voice and accountability all favour tourist development. Terrorism, environmental deterioration, and corruption have all harmed tourism development and the components of tourism development. Economic growth and commercial openness positively impact tourist development and comments. A decent administration can develop tourism, but terrorism and corruption must be abolished.

Conversely, in the 2016 study of Steyn and Jansen van Vuuren analysing 158 countries, it is found that only four of the principles of good governance does have a relationship with tourism arrivals, namely, (i) Political stability, (ii) government effectiveness, (iii) control of corruption and (iv) the rule of law. However, (i) voice and accountability and (ii) regulatory accountability do not influence tourism arrivals. It explains why some aspects of governance are more important to tourism than others.

The study of Detotto et al. (2021) investigates the link between tourism development and good governance. A panel of 100 countries' data was utilised from 2002 until 2012 with tourism income and governance indicator variables. The study indicated that an increase in the governance index is correlated with an increase in the aggregate tourism output's average levels. The results confirm that a 1 % increase in good governance could lead to a 0.7% increase in tourism output. Athari, Alola, Ghasemi & Alola (2021:10) estimated findings by using the Pooled OLS (Ordinary Least Square) and the Generalised Moment of Methods (GMM) reveal that Political Risk is a considerable obstacle to the increase of total tourism arrivals in the panel of 76 countries from 1995 to 2017. The results indicated that a 1% increase in the real exchange rate could have a 2.8% decline in tourism arrivals.

Shah (2023) examined the impact of effective governance on the tourism poverty nexus in six South Asian countries from 2002 to 2019. An econometric methodology included fully modified ordinary least squares (FMOLS) and dynamic ordinary least squares (DOLS) econometric models. The results confirmed the positive and significant impact of tourism development and the effectiveness of the government on poverty reduction. In addition, results confirm that governance quality and tourism development have complementary impacts on poverty reduction.

Daryaei, Aliashrafipour, Eisapour, and Afsharian (2012) opine that good governance is among the most important factors for success in developing countries. As a key driver of economic development, the tourism industry is one of the most important policy concerns. The study included a comparative study of 30 selected developing countries and 30 OECD countries from 1996-2009. The results show that economic growth and the level of technology to promote tourism positively affected both groups of countries. In study included the six Governance Indicators of the World Bank (2023), such as accountability of power, political stability, rule of law, regulatory quality, corruption and government effectiveness, and the results show that improving the governance indicators has a positive effect on tourism in both sets of countries.

Ingram, Tabari and Watthanakhomprathip (2013) explored the relationship between political instability and tourism growth in Thailand. The methodology is based on cross-sectional and qualitative methods. The findings confirm the popularity of Thailand as a tourist destination.

From the literature review section, it is concluded that tourism is a key driver of economic development in both developed and developing regions, and increased good governance, quality of institutions, and political stability could facilitate continued increases in tourism revenues.

3. METHODOLOGY

Globally, most researchers have identified tourism as an important economic sector via international and local visitors, creating jobs and business development (Haller, Butnaru, Hârșan, & Ştefănică, 2021; Kongbuamai, Bui, Yousaf & Liu, 2020; Sarpong, Bein, Gyamfi, & Sarkodie, 2020; Sánchez-Sánchez, De-Pablos-Heredero & Montes-Botella, 2021). Inbound tourism is one of the world's top-performing trade categories, allowing for foreign exchange income.

The research methodology followed is quantitative. Time series secondary data were collected from 1995 to 2021 from the World Bank data sets, including the World Bank Development Indicators (2023) and the World Bank Governance Indicators (2023) for South Africa, which country is a proxy for developing countries. Following studies of influence were used in the design of the methodology: Duran (2013); Swamy & Ma (2022); and Osinubi, Ajide, & Osinubi (2022).

Table 1 is a summary of the variables included in the study. The research aimed to assess the impact of good governance on the tourism sector in South Africa. The real effective exchange rate is also seen as a country's value to the outside world. The governance indicators developed by the World Bank, including the Rule of Law, Political Stability, and Effective Governance, are included. These three sub-variables from the World Bank Governance Indicators were selected as they are the most suitable and relevant variables that could explain governance impacts on tourism. Table 1 presents the various variables selected with a description and its source.

Table 1. Variable included in the study

Variable name (type of data in brackets)	Abbreviation used in equation (log format in brackets)	Variable description	Source
International Tourism expenditure (US$ values)	TOUREXP (LTOUREXP)	Total expenditures of international visitors in the country, including payments to all tourism service providers and foreign carriers for international transport.	World Bank Development Indicators (2023)
International Tourism arrivals (number of tourists)	TOURARR (LTOURARR)	The number of tourists (overnight visitors) who travel to a country other than that in which they have their usual residence.	World Bank Development Indicators (2023)
Rule of Law (index between +2.5 and -2.5)	ROL (LROL)	The perceptions of the extent to which the public has confidence in the government to ensure society abides by rules, also regarding property rights, the police, and the courts, in preventing crime and violence.	World Bank Governance Indicators (2023)
Political stability (index between +2.5 and -2.5)	POLSTAB (LPOLSTAB)	Measures perceptions of the likelihood of political instability and/or politically motivated violence, including terrorism.	World Bank Governance Indicators (2023)
Government effectiveness (index between +2.5 and -2.5)	GOVEFF (LGOVEFF)	The perceptions of the quality of public services, the degree of its independence from political pressures, the quality of policy formulation and implementation, and the credibility of the government's commitment to such policies.	World Bank Governance Indicators (2023)
Real exchange rate (Index with 2015 as the base year)	RER (LRER)	The real effective exchange rate is the nominal effective exchange rate index adjusted for relative movements in the national price or cost indicators of the home country, selected countries, and the euro area.	World Bank Development Indicators (2023)

Source: Authors' compilation.

The ARDL model equation, as estimated, is listed as follows:

Equation 1: L⟦TOUREXP⟧_(t)=a_0+α_1 L⟦TOUREXP ⟧_(t-1)+α_2 LagLTOURARR⟦_(t-1)⟧+α_3 Lag⟦LROL ⟧_(t-1) ⟦+ α_4 Lag⟦LPOLSTAB ⟧_(t-1)+ α⟧_5 L⟦GOVEFF ⟧_(t-1)+ α_6 Lag⟦LRER ⟧_(t-1) …………… (1)

Where LTOUREXPt denotes the change in the natural logarithm value of total tourism expenditure at time t; LTOURARRt denotes a change in the natural logarithm number of international tourist arrivals at time t; LROLt denotes a change in the natural logarithm index value of the rule of law index at time t, LPOLSTABt is the logarithm index value of the political stability index at time t ,LGOVEFFt is the logarithm of the value of the effective governance index at time t, and LRERt denotes the natural logarithm value of the real effective exchange rate index at time t. The a_0 represents the intercept, n is the optimum number of lags, and the parameters α_i, i=1,2,3,4,5 indicate the long-run multipliers.

In deciding which econometric process or methodology is followed to achieve the research goals, the time series data were analysed before selecting the most suitable analysis methods. The order of integration of the series of interest is also a crucial determinant of a suitable econometric time series analysis. If a variable is stationary, its values usually return to its long-run average values, and its features are not only affected by the change in time. During the unit root test for stationarity, results suggested that the series are combinations of I(0) and I(1) variables. In the case of mixed stationarity (both I(0) and I(1)), the Autoregressive Distributed Lag Error Correction (ARDL-ECM) framework was selected as the best fit for this study (Pesaran & Shin, 1998; Pesaran et al., 2001). ARDL is a robust econometric method for analysing distributed lagged changes (Pesaran et al., 2001; Shrestha & Bhatta, 2018).

Moreover, because of its capacity to transform stationary and non-stationary variables into an error correction model (ECM) with stationary series only, the ARDL model has gained more relevance in time series econometrics. Comparisons of ARDL with other similar cointegration techniques have indicated that this method is more robust (Harris & Sollis 2003; Panapoulou & Pittis 2004). ARDL has proven to be more efficient in the case of relatively small sample size data sets and more effective in cointegrating regressions such as the fully modified and dynamic ordinary least squares (FMOLS & DOLS) (Pesaran & Shin, 1998). ARDL models can also mitigate the second-order asymptotic effects of cointegration. Hence, it performs better regarding estimation accuracy and sound statistical inferences even in the presence of endogenous variables (Harris & Sollis 2003; Panopoulou & Pittis 2004). There are specific requisites which are critical to the use of the ARDL-EC model. First, it is of utmost importance that both the dependent and explanatory variables are stationary at level or stationary at first difference or a combination of both (Pesaran & Shin, 1998). Estimation of non-stationary time series will produce biased results such that the regression results will suggest the existence of significant relationships among variables when in the real sense, the variables are uncorrelated. In such situations, the regressions are said to be spurious, and inferences based on such results are misleading. Also, to estimate a long-run relationship, the concerned variables must be capable of forming an equilibrium relationship over a long-run period (Engle & Granger, 1987; Pesaran et al., 2001).

The econometric modelling process included the following steps: the Augmented Dickey-Fuller (ADF) tests were used to determine the level of stationarity or also known as unit root tests, the estimation of the possibility of long-run relationships using the Bound-test for cointegration, and included the estimation of error correction model and also testing for short-run relationships, Granger causality tests and lastly diagnostic and model stability tests. Regarding the Bounds test, the calculated F-statistic value is compared to the upper and lower critical values in the estimation. If the F-statistic is below the lower and upper Bound, no cointegration exists between the variables. After confirmation of the long-run and cointegration via the Bounds-test, the error correction model (ECM) is estimated and includes short- and long-run dynamics. The ECM's coefficient must be negative, with a significant p-value, indicating convergence to equilibrium and cointegration between variables. Lastly, model diagnostic and stability checks were done by testing for robustness. Three tests were conducted to test for serial correlation, normal distribution and heteroskedasticity. Lastly, the CUSUM test was used to test the stability of the model.

4. FINDINGS AND DISCUSSION

Table 2 and Figure 3 summarise the main descriptive statistics for the study period, 1995 to 2021. International tourism expenditure in the country was highest in 2010, the year of the first African soccer world cup, with US$ 8.4 billion, while 2020 had the lowest expenditure of only US$ 1.6 due to the COVID-19 pandemic. The graph has had a downward trend since 2010. Similar trends are visible from the data on international tourist arrivals, but arrivals peaked in 2015 to 2019 with 15.1 million tourists per annum. COVID-19 pushed that number down to only 3.9 million visitors in 2020. The three good governance variables, political stability, the rule of law, and government effectiveness, have similar trending graphs. Political stability peaked in 2005 under the leadership of President Mbeki but has declined since then to a low point in 2020. The rule of law index peaked in 2005, with a low point in 2016. Government effectiveness started in 1995 at the start of the new dispensation in SA but has steadily decreased since 2021. The real effective exchange rate has also been declining steadily from a high point of 122 in 1995 to the lowest point in 2019 of 70. The local currency, the Rand, has depreciated significantly over the study period. Does this lead to higher numbers of international visitors with a weakening currency?

Table 2. Descriptive statistics

Concept	Tourism expenditure (Billion US$)	International tourism arrivals (millions)	Political stability	The rule of law	Government effectiveness	Real effective exchange rate
Mean	4.740	9.417	-0.228	0.051	0.376	91.870
Maximum	8.400	15.121	0.215	0.181	1.038	122.423
Minimum	1.590	3.886	-0.708	-0.202	-0.017	70.441
Std. Dev	2.030	3.847	0.224	0.105	0.297	14.834
Kurtosis	1.696	1.566	2.898	3.256	2.597	2.080
Jarque-Bera	1.919	2.721	0.818	5.143	2.578	1.472
Observations	27	27	27	27	27	27

Source: Authors' own compilation

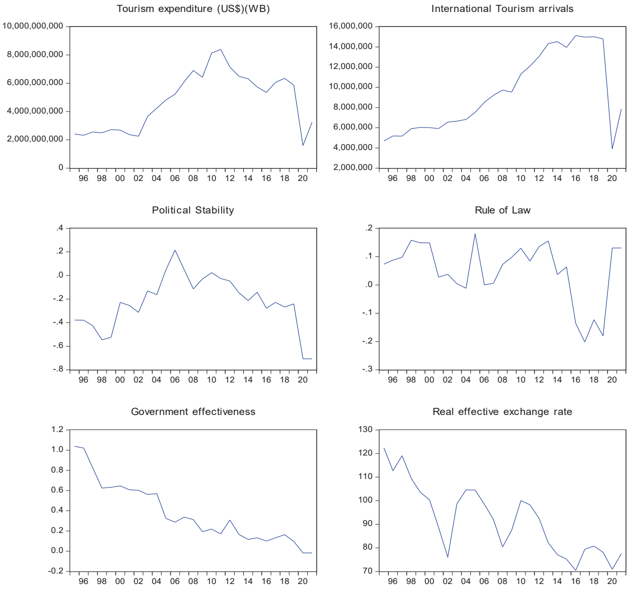


Figure 3. Trends in Variable from 1995 to 2021
Source: Authors' compilation, Eviews (2023)

3.1. Stationarity - unit root tests

The ARDL model allows for the estimation of regression models with a combination of variables that are stationary at level (integrated of order zero I(0)) and non-stationary variables made stationary by first differencing (integrated of order one I(1)). For this purpose, we chose the Augmented Dickey-Fuller (ADF) test among the available unit root tests. The results for the unit root tests are presented in Table 3. All variables are stationary at the first difference; therefore, the ARDL or the Johansen cointegration method could be used. Due to the time series time frame of just under 30 years, the ARDL method was selected.

Table 3. Unit root test results

Variables	Level of stationarity		Result
	ADF levels [I(0)]	ADF 1st difference [I(1)]	
LTOUREXP	0.3217	0.0004*	I(1)
LTOURARR	0.1976	0.0002*	I(1)
LROL	0.1140	0.0089*	I(1)
LPOLSTAB	0.8414	0.0004*	I(1)
LGOVEFF	0.8624	0.0001*	I(1)
LRER	0.2586	0.0046*	I(1)

Note: P-values are listed, and significant values are estimated at less than 5%, indicated as *.

Source: Authors' compilation

3.2. Bounds test and long-run results

The lag length selection was estimated after selecting the econometric model based on the ARDL methodology. All three selection criteria indicated one lag (2) during the lag length selection estimation. The Akaike information criterion indicated the selected and best-performing model 2,2,0,2,2,1.

Following the lag length selection process, the next step in the econometric methodology was the Bounds test for possible cointegration and long-run relationships between the variables. The Bounds cointegration test of Pesaran et al. (2001), used to test for cointegration, was selected. This method is advantageous over other cointegration tests, such as Engle and Granger (1987) and Johansen (1991), which require that all variables of interest are integrated into order one I(1). The Bounds test, on the other hand, is more robust in testing for cointegration among I(0) or I(1) variables. The null hypothesis of no cointegration between the dependent variable and the predicting variables is accepted if the value of the F-statistics is below the lower critical Bound. In contrast, the null is rejected if the F-statistics is above the upper critical Bound. The estimated Bound cointegration test results are reported in Table 4. The null hypothesis of no cointegration among the series was rejected at all the reported significance levels.

The F-statistic was 3.48 with an upper bound value of 5.0% significance at 3.36. Based on the above-listed estimation results, it could be concluded and confirmed that long-run relationships do exist between the variables selected in the model. Equation (2) present the long-run relationships:

Equation2: LTOUREXP=+0.9813*LTOURARR+0.1324*LROL+0.9651*LPOLSTAB+0.3181*LGOVEFF-0.4825*LRER............................(2)

From equation (2), the long-run regression, all of the coefficients are positive except for LRER, which has a coefficient of -0.48. Of all the independent predicting variables, tourism expenditure (LTOUREXP) as the dependent variable is affected at the highest level by the number of international tourist arrivals with a coefficient of 0.98. The prediction, estimated in the model, is that a 1% increase in LTOURARR could lead to an increase of 0.98% in tourism expenditure. It is, therefore, critical to facilitate an increase in international tourist arrivals. Political stability has a similar positive impact on tourism expenditure with a coefficient of 0.97.

For this reason, domestic political stability is important for attracting international tourists. The exchange rate has a negative relationship with tourism expenditure and tourist arrivals. The real effective exchange rate index is higher when the South African Rand appreciates compared to international currencies, while the index lowers when the Rand depreciates. The coefficient is 0.48, meaning if the exchange rate weakens by 0.48, tourism expenditure increases by 1%. The literature shows that tourists from higher-income countries are less affected by the exchange rate (Salleh, Othman & Ramachandran, 2007).

Table 4. ARDL Bound test

F-statistics	3.4823	
K	5	
Critical Bound Values		
Level of significance	Lower Bound (1(0))	Upper Bound (1(1))
10%	2.08	3.10
5%	2.25	3.36
1%	3.06	4.15

Source: Authors' estimation

Table 5. Short-run relationships and error-correction results

Variable (D(LRRI is the dependent variable)	Coefficient	Std. Error	P-value
D(LTOURARR)	0.851	0.188	**0.001***
D(LROL)	0.054	0.083	0.529
D(LPOLSTAB)	0.259	0.161	0.083**
D(LGOVEFF)	0.513	0.252	**0.069****
D(LRER)	-1.007	0.252	0.003*
CointEq(-1)*	-0.578	0.118	**0.001***

Note: *rejection of null hypothesis at 5% level of significance; **rejection of null hypothesis at 10% level of significance.
Source: Authors' compilation

4.3 ECM and short-run results

Table 5 lists the error correction model (ECM) and short-run results. The ECM indicates and confirms the long-run relationship between the variables included in the model. The ECM test result has a negative coefficient and significant P-value of 0.001, which indicates a rejection of the null hypothesis at a 1% significance level, as indicated in Table 5 in the last row with the heading CointEq (-1)*. The ECM test, which measures the relative speed of adjustment towards equilibrium, has indicated a negative sign and is statistically significant. This implies that the system can revert to long-run equilibrium in the event of a short-run disequilibrium. The ECM coefficient thus indicates that in the event of disequilibrium, the model will adjust to long-run equilibrium with a speed of adjustment of 58% (with a coefficient of -0.58). Regarding the short-run results, all independent variables have a positive short-run relationship with the dependent variable, except for LRER, which has a negative relationship, as was estimated in the long run. However, it is essential to note that not all variables have a significant short-run impact. The variable having the highest impact on the dependent variable is LRER, with a coefficient of -1.007, meaning even in the short run, a depreciating exchange rate positively impacts tourism development. A weaker local exchange rate attracts more tourist expenditure in the short and long run. This result could affect monetary policy principles in the host country. Both international tourist arrivals and effective governance have positive and significant impacts on tourism expenditure with high coefficients of 0.85 and 0.51, respectively. This means that a marketing strategy should focus on attracting more visitors, and all efforts should be made to improve governance especially related to effective governance and Political stability within a stable and safe environment where the Rule of Law is maintained.

4.4. Granger causality

Table 6 summarises the Granger causality test results. This type of analysis uses dependent or independent variables, although this study focuses on tourism expenditure as the dependent variable. The results indicate that tourist arrivals do result in changes to expenditure as expected. Regarding the three governance indicators, the rule of law does cause changes in tourism expenditure. Also, political stability causes changes in expenditure, and government effectiveness does not have a direct impact in the short run. Interestingly, shocks in the exchange rate could relate to changes in tourism expenditure (Salleh, Othman & Ramachandran, 2007). If a local currency appreciates, the costs for foreign travellers to visit the country increases and vice versa. This could result in fewer travellers or tourists spending less when visiting.

Table 6. Granger Causality Test results

Null hypothesis	F-stat	p-value
TOURARR does not granger cause TOUREXP	1.9801	0.0717**
TOUREXP does not granger cause TOURARR	1.0216	0.3227
ROL does not granger cause TOUREXP	2.2180	0.0996**
TOUREXP does not granger cause ROL	0.2074	0.6531
POLSTAB does not granger cause TOUREXP	1.7510	0.0919**
TOUREXP does not granger cause POLSTAB	0.4409	0.5133
GOVEFF does not granger cause TOUREXP	0.5544	0.4640
TOUREXP does not granger cause GOVEFF	0.3829	0.5421
RER does not granger cause TOUREXP	2.3812	0.0489*
TOUREXP does not granger cause RER	1.5281	0.3412
ROL does not granger cause TOURARR	4.6171	0.0424*
TOURARR does not granger cause ROL	2.0716	0.1635
ROL does not granger cause POLSTAB	5.3726	0.0297*
POLSTAB does not granger cause ROL	0.2459	0.6246

Note: *rejection of null hypothesis at 5% significance level and ** rejection at 10% level.
Source: Authors' compilation

4.5. Diagnostics

Post-estimation tests are implemented to confirm the consistency and efficiency of the estimated results. The results of the post-estimation tests are presented in Table 6. Various diagnostic and stability tests, as indicated in Table 6, were performed to determine the appropriateness and stability of the models and methods used in the study. All tests reject the null hypothesis, and results are therefore accepted with a P-Value of significance above the 5%

threshold. The results indicated that the residuals were not auto-correlated using the Breusch-Godfrey LM Test. At the same time, the series was tested via the Jarque-Bera Test and found to be normally distributed. The Breusch-Pagan-Godfrey test was used for heteroscedasticity, and the series was homoscedastic. Also, the model was tested for stability using the CUSUM test. The results confirmed a stable model, confirming that results, as estimated, are trustworthy.

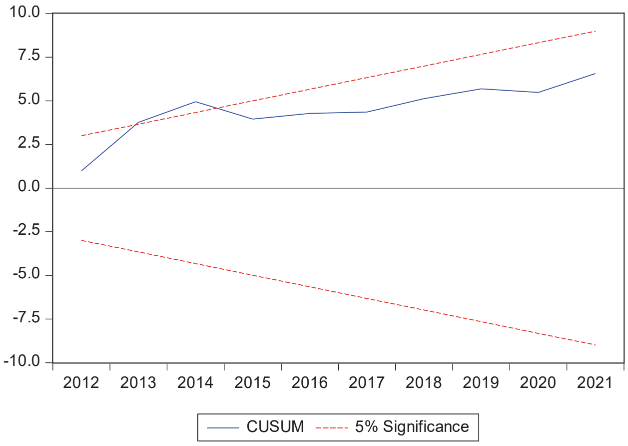
Table 6. Post-estimation diagnostic tests

Test Type	P-value	Results notes
Auto-correlation (Breusch-Godfrey LM test)	0.4811	No serial correlation
Heteroskedasticity (Arch test)	0.2227	No heteroscedasticity
Goodness of fit	0.9671	
Normality Test (Jarque-Bera test)	0.2972	Normal distribution

Source: Authors' compilation

In addition, the stability of the regression model was tested using the CUSUM test in Figure 4. The test graphs suggested that the parameters of the estimated equation are stable as the CUSUM line reminded within the 5% critical lines for the model.

Figure 4. Cumulative sum and cumulative sum of squares test



Source: Authors' compilation

5. CONCLUSION AND RECOMMENDATION/ IMPLICATIONS

In a developing economy such as South Africa, the importance of diversification of the economy across all economic sectors are vital (Rodrik, 2008). The tourism sector presents an opportunity for economic growth and development. However, the importance of good governance in the tourism sector, such as in many sectors, needs to be addressed by policymakers and governing bodies. This study investigated the relationship between good governance and the tourism sector in the South African context. In order to do this, a literature review presented the components and the workings of this relationship.

The empirical study utilised an ARDL analysis method to provide insights into the relationship between the related variables. The Bound test for cointegration indicated that the null hypothesis of no cointegration among the series was rejected at all the reported significance levels. In the long run, the following variables indicated a positive relationship between tourism expenditure and the dependent variables: tourism arrivals, political stability, efficient governance and the rule of law, except for real effective exchange. In the short run, surprisingly, tourist arrivals do not result in expenditure changes as expected. Regarding the governance indicators, the rule of law and political stability cause changes in tourism expenditure, whereas government effectiveness does not directly impact in the short run.

Limitations of the study include that possible important variables could have been excluded from the analysis, and only one developing country was analysed. Future research could include comparative studies and the inclusion of additional variables. A survey could also be developed as part of a qualitative study for tourism destinations to establish their needs in terms of good governance before strategies are formulated and implemented. The challenge of government effectiveness in the growth of the tourism sector is determining an adequate level of effectiveness to successfully oversee both company and individual activities (Akram et al., 2021). Baig and Zehra (2020) postulate that along with effective government, the necessity of tourist infrastructure and quality road infrastructure ensures a steady flow of tourists.

Given the importance and significant contribution of the tourism sector to the global economy, it is necessary to consider both excellent governance and infrastructure for developing tourist destinations, as both are critical components in the classical demand function of tourism. The tourism sector contributes significantly to the South African economy, and the government should note the importance of good governance, as indicated through this study, in the success and development of the sector. Given tourism's potential to achieve some of the Sustainable Development Goals and positively influence economic growth and development, policymakers, researchers, tourism practitioners, and destination managers are urged to pursue and promote good governance in the sector.

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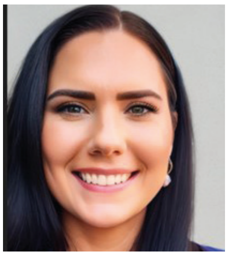
Daniel F Meyer, Prof. Daniel Meyer is a Professor in the College of Business and Economics (CBE) at the University of Johannesburg (UJ), South Africa. He is a National Research Foundation (NRF) rated researcher. Daniel is a Development Economist and a specialist in regional and local economic development analysis and policy development. He has developed various innovative measurement tools, indexes, and scales to analyse regional economies. He has recently established a research unit with a focus on index development. He also has a research focus on macroeconomics and the linkages with good governance. He has authored more than 150 internationally peer-reviewed research papers since 2015 and has also presented more than 60 international conference papers, including a number of keynote addresses. His research is multi-disciplinary through the combination of development economics, business, public management, and governance. He has established a large international network of research partners with a strong focus on the Visegrad group of countries. He has also successfully completed and delivered more than 40 regional development strategies for local governments and provincial governments. He is also involved in various community development projects in the communities where he lives. During his academic career, he has received a number of awards which include: most inspiring lecturer in 2012; Vice-Chancellor's award for community engagement via the Vaal LED warrior initiative in 2016; media person of the year in 2016; and most productive senior researcher on the NWU Vaal campus in 2016, 2017 and 2018; most productive senior researcher in the NWU Faculty of Economic and Management Sciences in 2019; runner-up most productive senior researcher in 2020 at NWU; and top 10 research award in the College of Business and Economics at UJ in 2022. His motto in life is "give more than you take"……

ORCID: 0000-0001-6715-7545



Tanya Rheeders, Dr. Tanya Rheeders started her academic career in 2014 at the North-West University, completing a degree in Economics and Risk management in 2016. After that, she completed my Honours (2017) and Masters (2018) degrees in Economics, both with distinction at NWU. She completed her PhD in Economics with a focus on developing and testing a measurement instrument for regional tourism competitiveness facilitating economic development. Currently, I am employed by Investec Bank SA as a strategic researcher with a focus on the competitiveness of the bank in relation to other markets.

ORCID: 0000-0003-2376-2182

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ANALYSIS OF THE WEBSITE OF HOTELS WITH SUSTAINABLE TOURISM CERTIFICATE: THE CASE OF TÜRKIYE

Eda Hazarhun[a*], Burçin Cevdet Çetinsöz[b], Yasemin Koçak Bilgin[c]

[a]*Independent Researcher, Izmir, Türkiye;*
ORCID: 0000-0003-4798-1857 / e-mail:

[b]*Alanya Alaaddin Keykubat Üniversitesi, Faculty of Tourism, Alanya, Türkiye;*
ORCID: 0000-0003-1703-8067 / e-mail:

[c]*Independent Researcher, Mugla, Türkiye;*
ORCID: 0002-3393-709X / e-mail:

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ABSTRACT

The aim of the research is to examine the sustainability practices of hotels with sustainable tourism certificates. For this goal, between the dates of 06.01.2023 and 11.03.2023, a content analysis was conducted on the websites of 119 accommodation establishments that hold a Tourism Operation Certificate from the Ministry of Culture and Tourism of the Republic of Türkiye, which are listed on the website of the Türkiye Tourism Promotion and Development Agency. As a result of the content analysis, a total of 4 main categories and 32 subcategories were identified, which are sustainable management, support for social and economic benefits of the local community, cultural heritage, and environmental policies. It was determined that the accommodation establishments with sustainable tourism certification are mainly located in Antalya (73), Istanbul (17), and Mugla (14). As a result of the research, it was determined that most of the hotels with sustainable tourism certification did not provide any information on their websites regarding being a sustainable hotel. In addition, it was found that the hotels' websites mostly emphasized equal opportunities for employees, involvement of staff in the implementation and development of sustainability policies, providing various training to personnel regarding their responsibilities, energy conservation, preservation of biodiversity and resources, water conservation, reduction of greenhouse gas emissions, and implementation of social service activities.

1. INTRODUCTION

Environmental pollution has started to increase in destinations due to the uncontrolled use of resources, global warming and the concentration of mass tourism on sea coasts in the world since the 1950s (Erdemir, 2018). This increase in environmental pollution caused by the deterioration of natural resources and mass tourism activities have started to decrease the number of tourists by reducing the attractiveness of destinations thus decreasing the tourism revenues of destinations whose livelihood is tourism. The implementation of sustainable tourism activities in destinations has gained momentum to reverse this situation (İsayeva & Kasalak, 2016).

The concept of sustainable hotels has started to be included in the literature with the rapidly increasing importance given to the concept of sustainability in the tourism sector. Sustainable hotels, also referred to as green hotels, are defined as hotels that minimize energy and water consumption to protect the environment, offer innovative practices to reduce carbon emissions, prefer environmentally friendly and recyclable materials from local suppliers in the services offered to guests and in the construction of the hotel, and demonstrate that the hotel owners have a high social responsibility (Ekoyapıdergisi, 2014). Boutique and chain hotels in the world and in Türkiye are trying to achieve the title of sustainable hotel by designing their facilities according to the sustainability principles determined by various organizations (Upadhyay, Pomponi, Vadam & Mohan, 2016, TGA, 2019). Whether hotels are sustainable or not is determined by various certificates and evaluation programs determined by international and national organizations. In this context, programs that evaluate the sustainability of hotels such as 'Green Globe, Green Key, EuEcoLabel, GTBS' (Griffin & DeLacey, 2012; Greenkeyglobal, 2022; EuEcoLabel, 2023; Jarvis et al., 2010) are available in addition to green building certification systems such as 'Breeam, Leed and DGNB' (Ürük & İslamoğlu, 2014).

In Türkiye, the 'Green Star' awarded by the Ministry of Culture and Tourism, the 'White Star' developed by the Turkish Hoteliers Federation (TÜROFED) and the 'GreeningHotels' certificate developed under the leadership of the Association of Touristic Hoteliers, Operators and Investors (TÜROB) are being used to

*Corresponding Author.

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evaluate the sustainability of hotels (Ceylan, 2019). In addition, TR-I 'Türkiye Sustainable Tourism Industry Criteria' has been introduced as a result of cooperation with national and international organizations under the leadership of the Turkish Tourism Promotion and Development Agency (TGA) and the Ministry of Culture and Tourism.

Accommodation facilities and tour operators in Türkiye can obtain a sustainable tourism certificate if they meet the specified criteria. The TR-I criteria covers four main issues, namely 'sustainable management, socio-economic impacts, cultural impacts and environmental impacts' (TGA, 2019). It is important that hotels with sustainable tourism certificates indicate which practices they have implemented to obtain this certificate on their websites.

It is important for both tourism researchers and tourism investors to examine the practices of exemplary hotels with sustainable tourism certificates to spread the sustainability criteria to large audiences. Furthermore, an examination of the national literature reveals that although studies have been conducted on hotels with green star environmental labels (Doğancili & Akbulut, 2015, Ertaş et al., 2017, Saçılık & Çevik, 2014), environmentally friendly practices (Yılmaz, Özok & Erdem, 2016; Düşmezkalender, 2020), eco-labels within the scope of sustainable tourism (Ceylan, 2019) and green building certification systems in hotels (Sipahi & Tavşan, 2019), no research has been conducted to determine the content of the websites of hotels awarded with sustainable tourism certificates. Therefore, the aim of this study is to review the sustainability practices of hotels with sustainable tourism certification in Türkiye.

2. LITERATURE REVIEW

2.1. Sustainable Tourism

Sustainable tourism is defined as the management of all resources in such a way that the cultural integrity, basic ecological processes, biodiversity and life support systems of regions are preserved and economic, social and aesthetic needs can be fulfilled while meeting the needs of tourists (WTO, 2001). Stukalo, Krasnikova, Krupskyi, Redko (2018) defined sustainable tourism as temporary travel outside an individual's permanent residence for any purpose

Table 1: Objectives of Sustainable Tourism

Economic Continuity	Ensuring the sustainability and competitiveness of tourism destinations and businesses for their long-term development and benefits.
Local Prosperity	Aiming to maximize the contribution of tourism to the host destination, including the rate of visitor spending.
Employment Quality	Increasing the number and quality of local jobs generated and supported by tourism, including wage levels and conditions of service, without discrimination on the basis of gender, race, disability or otherwise.
Social Equality	Ensuring widespread and equitable distribution of economic and social benefits from tourism throughout the local community, including improving opportunities, incomes and services for the indigent.
Visitor Satisfaction	Providing an open, safe and fulfilling experience for visitors, regardless of gender, race, disability or otherwise.
Local Control	Involving and empowering local communities in planning and decision-making about the management and future development of tourism in consultation with stakeholders in the destination.
Community Wellbeing	Avoiding all forms of social degradation or exploitation to maintain and strengthen the quality of life in local communities, including access to social structures, resources, amenities and life support systems.
Cultural Wealth	Respecting and enhancing the historical heritage, authentic culture, traditions and distinctive features of the local community.
Physical Integrity	Preventing the physical and visual degradation of the environment to protect and enhance both the rural and landscape quality of destinations.
Biodiversity	Promoting the conservation of natural areas, habitats and wildlife and minimize damage.
Resource Efficiency	Minimizing the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.
Environmental Cleanliness	Minimizing air, water and soil pollution and waste generation by tourism businesses and visitors.

Source: Unep,2015

(not prohibited by the laws of the country) without engaging in paid activities that do not have any negative impact on the ecology, society and economy of the regions. Niedziolka (2012) defined sustainable tourism as any activity, tourism management and development that preserves natural, economic and social integrity and guarantees the maintenance of natural and cultural resources. 12 main objectives have been identified to develop sustainable tourism in destinations (Unep, 2015). These objectives are defined in table 1 below.

The 12 key objectives of sustainable tourism aim to minimize the negative impacts of tourism and improve the quality of life of local people by supporting the local economy (Kılıç, 2020).

2.2. Sustainable Hotel

Sustainable hotels are defined as businesses that significantly reduce the environmental impact of tourism through environmental best practices in maintenance, service, logistics, product and supply. The most basic practices of these businesses are reducing waste, saving energy and reducing water use (Fredericks, 2020). This definition emphasizes the environmental dimension of sustainability. However, sustainability also has economic and socio-cultural dimensions in addition to the environment (Unep, 2015). In this context, sustainable hotels are defined more comprehensively as accommodation facilities that provide products and services to their guests within the scope of environmental, economic and socio-cultural responsibilities. Environmental responsibilities include activities such as protecting nature, wildlife, reducing waste generation, minimizing water consumption and using sustainable energy sources (Stajonav, 2020). On the other hand, according to EarthCheck (2016), the environmental sustainability responsibilities of hotels are as follows: reduction of greenhouse gas emissions, energy efficiency, conservation and management, ecosystem protection and management, air quality protection, waste water management, solid waste management and reduction of environmentally harmful substances. Furthermore, in addition to environmental responsibility, hotels also have social and economic responsibilities. When purchases are made locally, carbon emissions are reduced and local businesses gain economically. Local businesses that develop economically make local people happy (Frangos, 2018). Some of the green practices implemented by hotel businesses in order to fulfill their environmental responsibilities within the scope of sustainability are as follows (Green Hotels, 2023)

- Prohibiting smoking in rooms
- Using low-flow aerators and shower heads to save water in the bathrooms
- Using fluorescent / led bulbs in the rooms.
- Using natural and vegetable oils in the hotel kitchen
- Using recyclable and biodegradable paper in the hotel
- Preferring natural, non-toxic and phosphate-free, dye-free and soil-soluble types of cleaning products.
- Using sodium bicarbonate (baking soda) for cleaning sinks and toilets
- Preferring natural, organic, dye-free sheets on the beds in the rooms.
- Offering extra blankets in the rooms during winter months to save energy.
- Using natural, odorless, dye-free, phosphate and toxic-free detergents in the hotel laundry
- Using recyclable products in the hotel where possible
- Using ceiling fans
- Avoiding the use of plastic foam in the hotel
- Preferring natural and non-toxic products as insecticides
- Cleaning the air inside the hotel with carbon filters
- Installing sensors in the rooms to save energy
- Using live plants to clean the air in the hotel

In addition to environmental responsibilities in sustainable hotels, economic responsibilities include various practices such as purchasing local products to ensure the competitiveness of tourism destinations and increase welfare as well as increasing the quality of employment by focusing on local employment and training staff. (Greentourism, 2020). The third dimension of sustainability namely socio-cultural responsibilities covers all aspects of the hotel industry that concern people: employees, guests and the local community. The first consideration of hotel businesses should to consider how the products and services they offer affect the local community and take every precaution not to have a negative impact on the locality. In addition, hospitality should be shown equally to everyone within the hotel without discrimination of gender, race and culture. Likewise, hotel staff should be treated fairly without discrimination based on race, gender, age or culture (Aspocomp.com 2020). On the other hand, respecting and protecting the cultural heritage of the local community is among the sociocultural responsibilities of hotels (Greentourism, 2020). The number of sustainable hotels in the world has started to increase recently. Examples of these hotels in the world are Hotel Marcel (USA), Bucuti & Tara Beach Resort (Aruba), Cinnamon Lake Side Colombo Hotel (Srilanka), Hotel Brooklyn, (USA), Room2Chiswick (England). The features of these hotels are as follows (Park, 2023, Sustainabletourism, 2014)

- Hotel Marcel, uses more than 1,000 solar panels to generate electricity to ensure zero carbon emissions. The building uses triple-pane insulated glass to prevent air leakage. The rooms are equipped with energy-efficient lighting systems. Local artworks adorn the walls of guest rooms
- Bucuti& Tara Beach Resort, uses solar panels to generate energy and heat water. The resort uses recycled materials and rainwater for irrigation. There is even a sustainability concierge to help guests experience a 100% carbon neutral travel experience.
- The walls of Hotel Brooklyn, are covered with moss and vines. The hotel has been actively offsetting its carbon emissions by reducing total waste, monitoring energy use and participating in global carbon offset projects such as forest conservation since 2018. A rainwater harvesting system has been commissioned and waste water is recycled.
- Cinnamon Lake Side Colombo Hotel is maintained and energy savings of 35% are achieved by utilizing Srilankaya's endemic kabok plant.

2.3. Eco-Labels in the Hospitality Industry

Eco-labels are tools that minimize the negative impacts of tourism businesses in the provision of products and services and improve the environmental quality of destinations (Bahar, Samursak, & Çelik, 2015). Another definition defines the eco-label as a document showing that businesses maintain the ecological balance (Üstünay, 2008). According to Yücel & Ekmekçiler (2008), an eco-label is an impartial reward that independently demonstrates that the products and services of businesses are offered by respecting environmental responsibilities. The main purpose of these eco-labels is to minimize the negative impacts of tourism on the environment. Accommodation establishments also provide environmentally friendly services and products through eco-labels which increases their preferability by tourists (Fışkın, Çakır & Özkan, 2016). As a result, accommodation businesses have started to attach importance to having eco-labels issued by national and international organizations (Ertaş et al., 2018). Some national and international eco-labels issued to accommodation establishments are given in Table 2 below.

Table 2: Eco-Labels Used in the Hospitality Sector

International Eco Labels	
LEED (Leadership in Energy&Enviromental Design)	This rating system has been designed by the United States Green Building Council (USGBC) to assess a building's environmental performance and encourage market transformation towards sustainable design. It is a green building rating label that also promotes the environmental sustainability of buildings. (PCA,2023).
Green Globe	A rating and certification system promoting improved environmental and health performance for all building types, except residential buildings, by the Green Building Initiative in the United States (EPA,2023)
GTBS (Green Tourism Business Scheme)	This sustainable tourism certification program implemented by the non-profit organization Green Business UK, covers objectives such as protecting natural resources, reducing pollution and protecting local culture (Green Tourism, 2016). 145 criteria are taken into consideration, including compliance with environmental legislation, employee training, energy and water efficiency, use of environmentally friendly products and services, expansion of public transportation, recycling and protection of wildlife in issuing this certificate (Jarvis et al., 1997).
Travelife (Sustainability in Tourism)	An international sustainable certification program for hospitality businesses covering criteria such as reducing carbon emissions, biodiversity, human rights, fair labor, child protection and animal welfare (Travelifesustainability, 2023).
Green Key	An environmental management system that aims to reduce environmental footprints through sustainability management, energy, water and waste management, and raising sustainability awareness among staff (Rheede&Rietbergen, 2014).
TUI Umwelt Champion	This environmental champion award is given to environmentally friendly accommodation establishments by Tui every year. Various criteria such as the importance given to energy and water savings in accommodation establishments, preferring local dishes, using local plants are taken into consideration (Tui-reisecenter,2023).
ISO 14000& ISO14001	An environmental management system that aims to reduce the use of natural resources in enterprises and minimize damage to soil, water and air. (Kenton, 2022).
National Eco-Labels	

Source. Compiled by the author.

3. METHOD

A qualitative research method was used in the study prepared with the aim of examining the sustainability practices of hotels with sustainable tourism certificate in Türkiye. Qualitative research enables a phenomenon to be studied in depth and presented to the reader in a holistic way (Cresswell, 2017). A qualitative research method was preferred in this study to discover which sustainability practices are included in the websites of accommodation establishments that have sustainable tourism certificates from the Ministry of Culture and Tourism of Türkiye. Document analysis, which is one of the qualitative research data collection techniques, was utilized in the study. Document analysis involves the analysis of materials containing written information about the phenomena to be investigated with qualitative research (Yıldırım & Şimşek, 2013). The sustainability reports on the websites of the Ministry of Culture and Tourism of Türkiye Tourism Management Certified Accommodation Facilities were analyzed. The document analysis was carried out within the framework of two basic research questions identified by the researchers. The research questions are as follows;

1- Are sustainability and other environmental practices included in the websites of accommodation establishments holding sustainable tourism certificates?

2- Which practices are included in the sustainability information on the websites of accommodation establishments holding sustainable tourism certificates?

The list of the T.R. Ministry of Culture and Tourism Tourism Management Certified Accommodation Facilities on the website of the Turkish Tourism Promotion and Development Agency (TGA) was utilized to determine the sustainability practices of accommodation establishments holding sustainable tourism certificates. The Turkish Tourism Promotion and Development Agency (TGA) website listed 119 Tourism Management Certified Accommodation Facilities with sustainable tourism certificates during 06.01.2023 and 11.03.2023. The websites of these 119 accommodation establishments were examined and checked for information about sustainable practices on their websites. The websites of the Ministry of Culture and Tourism of Türkiye Tourism Management Certified Accommodation Businesses that provide information about sustainable practices were subjected to content analysis. The aim of content analysis is to enable the coding of data collected by the researcher and creating categories (Merriam, 2018). Creswell (2017) defines coding as the process of dividing the data collected in a research into small parts by the researcher before they are compiled in a meaningful way as a whole. Researchers obtain different findings through this coding process. Thus, the researchers subjected the information under the sustainability tab and the sustainability reports on the website to the coding process. Strauss and Corbin (1990) stated that three types of coding are used in the analysis of qualitative data. In this type of coding, reasearchers establish a code list and categories in line with the relevant literature before starting to collect data (Yıldırım & Şimşek, 2013). The 'Türkiye Sustainable

Tourism Industry Criteria', which was prepared in cooperation with national and international organizations under the leadership of the Turkish Tourism Promotion and Development Agency (TGA) and the Ministry of Culture and Tourism, was used to establish codes and categories in this study. Accordingly, the researchers determined their codes and categories based on these criteria and then analyzed the websites of accommodation businesses by selecting the common ones among them. The coding process of the information on the websites of the accommodation businesses lasted until a consensus was reached among the three researchers and among the codes. As stated by Creswell (2017), the consensus between the codes in the research helped to ensure the reliability of qualitative data. On the other hand, in addition to content analysis, the findings were interpreted by using a descriptive analysis method by including direct quotations from examples of the sustainability practices implemented by accommodation businesses. The analysis resulted in four main categories namely 'Sustainable Management', 'Promoting Social and Economic Benefits of Local Communities', 'Cultural Heritage' and 'Environmental Policies' and 32 sub-categories. The "credibility model" developed by Guba (1981) within the framework of the basic criteria of 'credibility', 'transferability', 'consistency' and 'verifiability' was taken as a basis to ensure the validity and reliability of the research. The categories and subcategories determined as a result of the content analysis for the credibility criterion were presented to two academicians who are experts in their fields and finalized according to their feedback (Shenton, 2004). Another method used in the research to ensure credibility was to compare the findings with the literature (Williams & Morrow, 2009). The researchers provided detailed descriptions and direct quotations (Yıldırım & Şimşek, 2013) to ensure the transferability criterion and included the number of enterprises subjected to analysis, the data collection method and the time interval when the data were collected (Shenton, 2004). The researchers explained the study design in detail in the method section in line with the consistency criterion (Shenton, 2004).

4. FINDINGS

As a result of the content analysis conducted by the researchers, four main categories, namely 'Sustainable Management', Promoting Social and Economic Benefits of Local Communities', 'Cultural Heritage' and 'Environmental Policies', and 32 sub-categories were determined. Explanations for the categories are given in Table 3 below.

Table 3: Explanations on the Main Theme and Sub-themes established to Determine the Information on Sustainable Tourism Practices on the Websites of Accommodation Businesses Operated by the Republic of Türkiye Ministry of Culture and Tourism with Sustainable Tourism Certificates

Main themes	Sub-categories	Explanations
Sustainable Management	Legal Compliance	Refers to the compliance of accommodation businesses with various national and international laws and regulations in force on health, labor and environmental issues.
	Reporting and Communication	Refers to the preparation of reports showing the sustainability policies of accommodation businesses and communicating these policies to internal and external stakeholders.
	Staff Engagement and Training Processes	Refers to the participation of the personnel of accommodation enterprises in the implementation and development process of sustainability policies and various trainings on the responsibilities of the personnel.
	Customer Experience	Refers to the processes of prioritizing customer feedback and measuring customer satisfaction in the implementation of sustainability policies in accommodation businesses.
	Right Publicity	It refers to the right inclusion of sustainability policies of accommodation establishments in promotional materials and various communication channels.
	Access for all	Refers to having access to the services of accommodation establishments and information for individuals with physical disabilities and other special needs.
	Policies to prevent abuse and harassment	Refers to the fact that accommodation enterprises have policies that protect employees who fall into special protected and vulnerable groups from abuse and harassment.
	Equal Opportunity	Refers to providing equal rights to employees at various levels of hospitality enterprises, including managerial positions.
	Respectful working environment	Refers to a safe working environment that protects the social and economic rights of employees.
Promoting the social and economic benefits of the local community	Supporting local communities	Accommodation businesses are defined as the infrastructure of the region the activities of which support the social initiatives of the community.
	Local Employment	Refers to ensuring the employment of local people in various positions in accommodation enterprises.
	Local Regional Entrepreneurs	Accommodation businesses support the provision of products and services in accordance with the cultural characteristics and sustainability policies of the region..
	Local Procurement	Refers to the purchase of special local products by accommodation businesses.
	Community service activities	It is defined as avoiding practices that jeopardize the sustainability of the basic needs of destinations such as food, water, energy, health or sanitation, and engaging in activities that benefit the region.
Cultural Heritage	Cultural Interactions	Refers to hospitality businesses following national and international guidelines for the management and promotion of tourists' visits to culturally and historically significant places.
	Cultural Heritage Protection	Refers to accommodation businesses supporting activities for the protection and development of historical, archaeological and cultural sites.
	Presenting Cultural Heritage	Refers to accommodation businesses offering local cultural elements to their guests in their decor, services, cuisine and various operations.
Environmental Policies	**Protecting Sources**	
	Environmentally Responsible Procurement	Refers to prioritizing suppliers and products that attach importance to sustainability principles in the purchase of all kinds of materials such as goods, food, construction materials, consumables by accommodation businesses.
	Efficient Procurement	Refers to the preference of hospitality businesses for reusable, returnable and recycled goods in their purchasing policies to minimize waste.
	Energy Savings	Refers to the preference of renewable sources in accommodation enterprises and the use of equipment that minimizes energy use.
	Water Saving	Refers to the continuous monitoring of water consumption in accommodation establishments by using equipment and practices that minimize water consumption.
	Reducing Pollution	
	Greenhouse Gas Emissions	Refers to monitoring the carbon footprint in accommodation businesses and implementing procedures to minimize the greenhouse gas emissions of sources.
	Waste Water	Refers to the treatment of wastewater in accommodation establishments to reduce its negative impact on the environment.
	Solid Waste	Refers to the measurement and reduction of all wastes, including food waste, in accommodation establishments or the implementation of recycling practices when waste is not reduced.
	Harmful Substances	Refers to minimizing the use of all chemical substances in accommodation establishments, including chemical paints, swimming pool and all kinds of disinfectants, cleaning materials and pesticides, or using harmless products.
	Minimizing pollution	Refers to the implementation of procedures that minimize noise, light, air, water and soil pollution in accommodation establishments.
	Biodiversity, ecosystems and landscape protection	
	Biodiversity Conservation	Refers to implementing procedures for biodiversity conservation in accommodation establishments and providing financial support for various conservation activities.
	Wildlife Interactions	Refers to practices implemented by Accommodation businesses that ensure that negative impacts on wildlife populations are avoided.
	Animal Health and Welfare	Refers to the practices of accommodation establishments to provide shelter and care for domestic and wild animals.

Explanations for the categories determined within the scope of the study are given and the elements to be expressed with each category are clearly stated. In addition, information about accommodation establishments with sustainable tourism certificates within the scope of the study is given in Table 4.

Table 4: Profile Information of Accommodation Establishments with Sustainable Tourism Management Certificates and Operated by the Republic of Türkiye Ministry of Culture and Tourism.

Facility Class	Number	Place	Number
5 Star	95	Adana	1
4 Star	9	Antalya	73
3 Star	8	Ankara	2
Other	7	İzmir	4
Total	**119**	Bolu	1
		Bursa	1
		Aydın	1
		Muğla	14
		Mersin	1
		İstanbul	17
		Yalova	1
		Zonguldak	1
		Kastamonu	1
		Kocaeli	1
		Total	**119**
Facility category	**Number**	Information on Sustainable Accommodation Business	**Number**
Hotel	92	No	**51**
Holiday Village	9	Yes	**59**
Hotel & Golf Resort	5	Certificate Image Only	**9**
Sports Facility Hotel	1	**Total**	**119**
Private Accommodation Facility, Golf Resort	2		
Private Accommodation Facility	2		
Hotel, Resort	2		
Hotel &Restaurant	1		
Thermal Hotel	1		
Tourism Complex	1		
Boutique Hotel	2		
Hotel Staff Training Facility	1		
Total	**119**		
Type of Need	**Number**		
Resort	88		
City	31		
Total	**119**		

According to Table 4, it has been determined that the majority of the hotels with sustainable tourism certificates are located in Antalya province and consist of five-star and resort hotels. Although all of the accommodation establishments have sustainable tourism certificates, only 59 indicate that they have this certificate and display its logo on their website. While 51 accommodation establishments did not include any information about sustainability on their websites, only the websites of 9 hotels included an image of the sustainable tourism certificate and there was no information about sustainability practices other than the certificate image. Other environmental awards and certificates of the T.C. Culture and Tourism Business Certified Accommodation Enterprises in addition to sustainable tourism certificates are shown in Table 5 below. These awards and certificates are among the other important outputs that show that accommodation establishments support sustainable tourism practices. Therefore, environmental awards and certificates received by accommodation establishments other than the sustainable tourism certificate were subjected to content analysis.

It has been determined that hotels with sustainable tourism certificates mostly have Blue Flag, ISO 14001, Travelife, Zero Waste Certificate and Green Key certificates. Therefore, it can be said that hotels with sustainable tourism certificates also give necessary importance to other certificates issued by various environmental organizations. On the other hand, Table 6 below shows the results of the content analysis of the sustainability-related practices on the websites of hotels with 119 sustainable tourism certificates. An analysis of the sustainability practices on the websites of accommodation establishments reveals that the information is mostly about environmental policies and sustainable management.

Table 5: Other Environmental Awards and Certificates of Sustainable Tourism Certified Accommodation Establishments Operated by the Republic of Türkiye Ministry of Culture and Tourism

Awards and Certificates	Contents	Number
Green Key	This is an international eco-label which aims to contribute to protecting the environment, preventing climate change and sustainable tourism (Türçev, 2019)	11
Travelife (accommodationsustainability)	This is a sustainable tourism certificate issued to accommodation establishments headquartered in the United Kingdom. (Travelsustainability, 2023).	16
Tui Umwelt	Award issued by Tui to environmentally conscious accommodation businesses (Tuigroup, 2013)	7
TuiTierfreundliches	Award issued by Tui for animal friendly hotels (Tuigroup, 2023)	2
Blue Flag Award	This is an international award given for beaches and marinas with the aim of protecting the environment, taking sea water under control and promoting environmental awareness (Blue Flag, 2023)	24
ISO 14001	This is a management system standard that analyzes various factors such as chemical, domestic wastes, sound emission, dust, noise emitted by enterprises and controls environment-oriented practices (Turkish Standard, 2015)	20
Green Star Certificate	This certificate is issued to accommodation facilities by the Ministry of Culture and Tourism with the aim of protecting the environment within the scope of sustainable tourism, raising environmental awareness, incentivizing and promoting the positive contributions of businesses.(T.R. Ministry of Culture and Tourism, 2023)	11
Clean Pool Water Certificate	This certificate is issued to accommodation establishments whose pool waters have been declared clean as a result of measurements made by the Ministry of Health (Ministry of Health, 2018)	2
White Star	This certificate is issued by the Turkish Hoteliers Federation (TÜROFED) to increase the efficiency of accommodation establishments by monitoring various environmental practices such as saving water and electricity, reducing the amount of chemical and solid waste. (Kızılırmak, 2011)	1
Greening Hotel Project	This certificate is issued in collaboration with Turob, Bureau Veritas and Sustainability Academy to increase the environmental awareness of accommodation facilities (Sustainability Academy, 2023)	2
Zero Waste Certificate	This certificate is issued by the Provincial Directorates of Environment and Urbanization to prevent waste in enterprises, improve source manangement and ensure the recovery of waste. (Sıfıratık, 2019)	15
Total		**112**

Table 6: Knowledge of Sustainable Tourism Practices on the Websites of Accommodation Businesses Operated by the Republic of Türkiye Ministry of Culture and Tourism with Sustainable Tourism Certificates

Sustainable Management	Number	Promoting the social and economic benefits of the local community	Number	Cultural Heritage	Number	Environmental Policies	Number
Legal Compliance	28	Supporting local communities	35	Cultural interactions	19	**Protecting Sources**	
Reporting and Communication	21	Local employment	28	Protection of cultural heritage	31	Environmentally Responsible Procurement	41
Staff Engagement and Training Processes	55	Local procurement	31	Presenting culture and heritage	7	Efficient Procurement	21
Customer Experience	31	Local entrepreneurs	4	**Total**	**57**	Energy Saving	55
Right Promotion	1	Community service activities	45			Water Saving	49
Access for all	2	**Total**	**143**			**Pollution Reduction**	
Policies to prevent abuse and harassment	34					Greenhouse Gas Emissions	47
Equal Opportunity	59					Waste Water	28
Respectful working environment	39					Solid Waste	71
Total	**270**					Harmful Substances	18
						Minimizing pollution	26
						Biodiversity, ecosystems and landscape protection	
						Biodiversity Conservation	50
						Wildlife Interactions	1
						Animal Health and Welfare	44
						Total	**451**

It has been determined that almost all the hotels with sustainable tourism certificates provide information on environmental policies on their websites within the scope of sustainability. Accommodation establishments give importance to protecting sources, reducing pollution and protecting biodiversity, ecosystems and landscapes within the scope of this environmental management. Particularly within the scope of protecting sources, accommodation establishments try to purchase all materials needed in the hotel from suppliers that provide products that are manufactured without harm to the environment and in line with sustainability principles and returnable or recyclable to reduce all kinds of waste in the hotel. In addition, it is important to use products and follow strategies to save water and energy in accommodation enterprises. Renewable energy sources such as hydro, geothermal, solar, wind, wood, plant residues, biomass are also used to save energy. Greenhouse gas emissions of the sources in are determined within the scope of pollution reduction and strategies to minimize these emissions are implemented. Some accommodation establishments monitor the nightly carbon footprint of tourists. Wastewater is treated and solid wastes are recycled in accommodation establishments. In addition, the use of environmentally harmful chemicals is minimized and practices to reduce noise, air, water and soil pollution are followed in accommodation establishments. Finally, businesses pay attention to the protection of areas of high natural and biological value, take measures to protect wildlife or follow various local and international guidelines on wildlife within the scope of environmental policies. Furthermore, importance is attached to the welfare of the animals in the accommodation business by giving them shelter. Some sample statements on the environmental policies implemented by accommodation businesses on their websites are given in Table 7 below.

Table 7: Sample Statements on Environmental Policies of Accommodation Businesses with Sustainable Tourism Certificates

Our hotel prioritizes purchasing environmentally friendly building materials, sustainable food and consumption products, low-energy consuming tools, equipment and products, and services selected from suppliers that comply with legal regulations, give importance to human rights, employee health, safety and environmental safety within the understanding of business ethics'. (Hotel 2)
The spawning period of Caretta Caretta turtles starts in March-April in our club location. During the spawning periods, these areas are protected with cages and the spawning and hatching dates are marked on them. Our aim is to minimize intervention as much as possible.' (Hotel 2)
'We avoid using straws to the extent possible and switch to biodegradable straws' (Hotel 9).
'We sort waste into paper, plastic, metal, glass and recycle them into nature with the support of both our employees and guests, ' (Hotel 12)
'We work on the protection, health care and feeding of animals in the environment. We create environments where cats can live comfortably in our hotel. We hang birdhouses on our trees so that birds in nature can rest' (Hotel 13)
'We prefer products in large packaging during the purchasing process to reduce the amount of waste, and buy small packages only when necessary. We also prefer reusable products whenever possible.' (Hotel 14)
Plastic, paper-cardboard, metal, glass, organic and grass wastes are stacked separately in our main waste unit and then delivered to a licensed company for disposal to ensure recycling' (Hotel 15)
'We support natural life by hosting endemic plant species and animals'(Hotel 16)
We purchase goods from nearby regions whenever possible. Thus, by minimizing the CO2 emissions of the delivery vehicles of supplier companies, our aim is to reduce the impact on the environment and support the employees of the region' (Hotel 18)
'All reservoirs are adjusted so that no more than 6 liters of water is discharged per use'.(Hotel 19)
The endangered endemic sand lily plant grows naturally on the beach of our hotel and the areas where it is present are marked with a warning sign and our guests are guided to see this beauty. This way we aim to protect the sand lily and increase the development and number of sand lilies on the beach.
'Photocell luminaires are used in public areas' (Hotel 20)
'Our wastewater is discharged directly to the wastewater sewage connection system, and we ensure that grease is broken down with auxiliary bacteria to reduce the wastewater pollution load' (Hotel 22)

Sustainable management is the second most prominent category after environmental policies on the websites of accommodation businesses with sustainable tourism certificates. Within the scope of sustainable management, accommodation businesses attach importance to legal compliance, reporting and communication, staff participation and training processes, customer experience, promotional activities, access services for the disabled, policies that prevent abuse and harassment, policies that offer equal opportunity and a respectful working environment for all employees. In the legal compliance process, it is important that all activities dealing with the environment, health, labor issues, etc. of accommodation enterprises comply with national and international laws, and that accommodation enterprises prepare sustainability reports in the reporting and communication process and communicate these reports to both internal and external stakeholders. In accommodation businesses, care is taken to offer equal promotion opportunities for all employees, avoid discriminatory policies, maintain policies that prevent abuse and harassment of all employees, including child labor and disabled individuals, pay at least the minimum wage to employees and respect the labor rights of employees. In addition, personnel are actively involved in the generation of sustainable management policies and are subjected to trainings on sustainability. Again, customer satisfaction of accommodation establishments is given importance within the scope of sustainable management and accurate and transparent policies about sustainability processes are followed in all kinds of promotional activities. Some sample statements on the sustainable management systems of accommodation establishments on their websites are given in Table 8.

Table 8: Sample Statements on Sustainability Policies of Accommodation Businesses with Sustainable Tourism Certificates

'Sustainability reports, which we aim to publish annually, are an important tool we use to be a transparent and accountable organization' (Hotel 11)
'The aim is to fully fulfill our legal obligations and responsibilities covering environmental aspects and other relevant requirements' (Hotel 12)
'Follow up all guest complaints from all sources, resolve them and to turn complaints into opportunities for ourselves by informing our guests about the issue' (Hotel 14)
''All employees are provided with awareness-raising training by environmental, DGSA and energy consultants every year'' (Hotel 15)
'We provide continuous training to the staff on the protection of Caretta caretta turtles and issue warning notifications for our guests' (Hotel 16)
'We consider the needs of our guests and employees with special needs when designing our buildings and concept, and adopt the understanding of accessible service for everyone' (Hotel 17)
'Our hotel is based on the principle of "guest orientation". Guest survey forms are used to receive feedback from our guests about the quality of the services we offer within the scope of continuous improvement to exceed their expectations.' (Hotel 18)
'We have delivered environmental training to 80% of our staff in line with our environmental protection targets' (Hotel 19)
'One of our top priorities is to increase our product and service quality with a continuous improvement perspective to ensure customer satisfaction, which is one of our highest priorities, and carry out remedial activities'. (Hotel 20)
'Carry out procurement activities in compliance with relevant legal regulations and national-international best practices' (Hotel 21)
'Our facility operates in compliance with National and International laws. Our facility was awarded the Safe Tourism Certificate in 2020.' (Hotel 22)
Everyone has the freedom of opinion and faith in our country and we do not discriminate against anyone in terms of language, religion, race, gender, social class, age or union membership. The protection of human rights is our core rule and we expect the same sensitivity from our stakeholders' (Hotel 20)
'We adopt a zero tolerance approach to all forms of verbal, physical, psychological, sexual and/or emotional harassment' (Hotel 21)

The third most frequently mentioned category on the websites of accommodation businesses with sustainable tourism certificates is supporting the social and economic benefits of the local community. Within the scope of supporting the social and economic benefits of the local community, accommodation establishments pay attention to the initiation of various projects to raise the awareness of local people on issues such as education, training, sustainability, sanitation and climate change, and prioritize the employment of local people in accommodation establishments. On the other hand, accommodation businesses prioritize local suppliers for purchasing products and services, developing sustainable products and services that will protect the natural and cultural structure of the local community, and support services for the social benefit of the people of the region. Some sample statements about supporting the social and economic benefits of the local community on the websites of accommodation businesses are given in Table 9.

Table 9: Sample Statements of Accommodation Businesses with Sustainable Tourism Certificates for Supporting Social and Economic Benefits of Local Communities

'We see local communities as an integral part of our organization and maintain a dialogue with them, local authorities and stakeholders' (Hotel 9).
'Organizing beach clean-up events with local people, collaborating with local schools for environmental education, providing quality local employment that sustainably strengthen the local economy' (Hotel 10)
' We make sure that the personnel we employ are local. Thus, we contribute to the revitalization of the economy in the region by the personnel we employ with the multiplier effect of the economy' (Hotel 11)
'We planted saplings together with TEMA and hotel guests and made a whole class in one of our schools TEMA members' (Hotel 13)

'It is our duty to protect children from any form of abuse/ exploitation, including sexual exploitation.'(Hotel 14)
'Everyone is given equal opportunity regardless of nationality, race, religion, faith, age, sexual orientation, marital status, pregnancy, disability, union membership and political opinion in the recruitment and employment (placement, promotion, social rights, etc.) process of our employees in line with our selection/evaluation criteria such as experience, skill level and merit' (Hotel 17)
'We provided training on environmental awareness and waste separation to the students of Belek Primary School by our Environmental Consultant and undertook the detailed cleaning of the school. We also equipped the school with the necessary equipment for waste separation.'(Hotel 15)
'We support social projects that will contribute to our national values, local development and the survival of our cultural richness.'(Hotel 18)
'As the Antalya Promotion Foundation, we supported the "Artifacts are beautiful where they belong" project initiated for the return of the artifacts taken abroad. We aim to deliver our request for the return of the artifacts within the scope of the project to Unesco under the leadership of Atav' (Hotel 19).
'We are aware of our contribution to the local economy with our procurement practices, 54% of our suppliers and raw materials are local.'(Hotel 19)

Cultural heritage is the fourth most prominent category on the websites of accommodation businesses with sustainable tourism certificates. Accommodation businesses attach importance to cultural interactions as well as the protection and presentation of cultural heritage within the scope of cultural heritage. In this context, accommodation establishments support the monitoring of national and international practices within the business to minimize the negative effects of tourist visits to culturally and historically important areas in the local region and support projects to protect these cultural heritage sites and pass them on to future generations. In addition, accommodation businesses offer local and foreign tourists local and regional cultural elements by using them in their cuisine, service delivery or in the decor of the hotel. Some sample statements on the website for the protection of cultural heritage by accommodation businesses are given in Table 10 below.

Table 10: Some Sample Statements on the Web Sites of Accommodation Businesses with Sustainable Tourism Certificates on the Protection of Cultural Heritage

'Our primary goal is to carry out activities that will contribute to the protection of the environment and cultural heritage in the region where we carry out our activities and beyond as much as possible and control our environmental impact' (Hotel 17)
'We are committed to contribute to the development of local culture by supporting local non-governmental organizations. We respect the customs and traditions of the local people and ensure our continuity without jeopardizing them' (Hotel 15)
'We contribute to the preservation and development of local/regional properties, sites and traditions of historical, archaeological, cultural and spiritual importance' (Hotel 16)
'We support the promotion of the food, activities, culture and traditions of the region where the facility is located'. (Hotel 17)
'The facility supports the promotion of the food, activities, culture and traditions of the region where the facility is located. We work in cooperation and solidarity with the local people to preserve the natural texture and protect historical and cultural assets.' (Hotel 17).
'Our public spaces are equipped with very special antiques reflecting our Ottoman culture and traditions. All our guests are offered the opportunity to see and feel the pieces of our culture. We also have an antique shop in the lobby'(Hotel 18)
'Protect our rich cultural and artistic heritage and contribute to projects that support the development of our country'.(Hotel 19)
'We aim to incorporate visits to local historical, cultural and historically significant sites into our programs in our interaction with the local community with the common goal of preserving these values'. (Hotel 20)
'There is a Turkish corner in our main buffet and we include local products'.(Hotel 15)
'The pottery workshop of our hotel's mini club gives us the opportunity to introduce the tradition of pottery, a part of our intangible cultural heritage, to small hands. This gives us the opportunity to introduce those provinces in our country where pottery making still continues. Every week, the children who participate in this activity are presented with the pottery they produce with theirllabor along with an introductory card' (Hotel 21)
'We continue to sponsor the excavation work in Side.' (Hotel 22)

4. CONCLUSION and DISCUSSION

The increase in global warming and the spread of mass tourism have a negative impact on the environmental conditions in tourism destinations. In particular, mass tourism accelerates the pollution of natural resources and the decline in biological diversity by enabling the population to exceed the carrying capacity of the destinations (Karakaş & Güngör, 2015). Therefore, environmental destruction in tourism activities should be kept at the lowest level considering that natural resources, which are among the tourism attractions, are not renewed and the benefits of tourism should be increased. (Avcıkurt & Güdü Demirbulat, 2016). Destinations have started to give importance to the development of sustainable tourism practices to generate environmental, economic and socio-cultural benefits from tourism (Genç, Atay & Eryaman, 2014). Sustainable tourism activities reduce environmental destruction. Furthermore, both economic and socio-cultural development of the region is ensured as local employment and preservation of local culture are prioritized (Doğan & Gümüş, 2014). On the other hand, the interest of tourists in environmentally friendly destinations and businesses has started to increase (İpar & Aksu, 2022). Therefore, accommodation businesses have started to implement sustainable tourism practices to gain a competitive advantage and attract tourists (Yılmaz et al., 2016). The evaluation of these sustainability practices of accommodation establishments is done through national and international eco-labels. LEED (Leadership in Energy & Environmental Design), ISO 14000 and ISO 14001, Green Globe, GTBS (Green Tourism Business Scheme), Travelife (Sustainability in Tourism), Green Key, TUI Umwelt Champion & Eco Resort are some of the international labels awarded to accommodation businesses. In addition, the white star environmental program, greening hotels project, green star application and sustainable tourism certificate are issued in Türkiye to reduce the environmental damage of accommodation establishments and protect the economic development of destinations and maintain respect for local culture. Especially in recent years, sustainable tourism criteria, prepared under the leadership of the Ministry of Culture and Tourism and the Turkish Tourism Promotion and Development Agency (TGA) in cooperation with the entire sector and international organizations, have started to play a role in the sustainability practices of accommodation establishments. Therefore, accommodation establishments in Türkiye have started to seek sustainable tourism certification (TGA, 2019). Based on all this information, this study examined the websites of hotels in Türkiye that have sustainable tourism certificates and investigated which practices they include on their websites in line with sustainable tourism criteria. In this context, it was determined that only 59 of the 119 hotels with sustainable tourism certificate have this certificate and have put the logo on their website. In addition, it has been determined that 51 accommodation establishments do not have any information about sustainability on their websites, while 9 hotels only have a visual of the sustainable tourism certificate on their websites. On the other hand, it has been determined that the majority of the hotels with sustainable tourism certificates are located in Antalya province, consist of five-star and resort hotels, and mostly hold Blue Flag, ISO 14001, Travelife, Zero Waste Certificate and Green Key certificates related to the environment other than the sustainable tourism certificate. This finding is consistent with the results of the study conducted by Ertaş et al. (2018). In the study, it was stated that most of the hotels with green stars are located in Antalya and are mostly resort and chain hotels. They also emphasized that most of these hotels do not have any information about green star environmentally friendly practices on their websites. Recently, tourists are willing to pay more for the products and services of businesses that do not harm the environment (İpar & Aksu, 2022). Therefore, accommodation businesses should include their eco-labels on their websites and share them on their social media accounts to attract more tourists and increase their revenues.

Another result of the study is that the hotels with sustainability information provide information on environmental policies on their websites. It has been determined that hotels give importance to protecting sources, reducing pollution and protecting biodiversity, ecosystems and landscapes in their environmental policies. In particular, it is underlined that environmentally friendly products are preferred in the purchasing policies of the hotels and energy and water savings are ensured to protect the environment. In addition, the websites report that waste management is given importance to reduce pollution and practices to reduce greenhouse gas emissions are carried out. Ertaş et al. (2018) found that hotels with green stars include environmental policies, waste management, staff and guest training, and energy saving information on their websites. Tülek & Altuntaş (2016) examined the practices of green star environmentally sensitive accommodation facilities in tourism and found that hotels have made significant improvements in energy, water, landscaping, chemicals and waste. In this context, this result of the study coincides with the literature. Sustainable management is the second criterion that most of the hotels with sustainable tourism certificates include in their websites within the scope of sustainability. Accommodation establishments included policies on their websites such as compliance with laws, sustainability reports and disclosure of reports to stakeholders, participation of staff in training processes, giving importance to customer experience, promotional activities, access services for people with disabilities, policies preventing abuse and harassment, equal opportunity for all employees and providing a respectful working environment within the scope of sustainable management.

Using local products in destinations and preferring local staff employment revitalize local economies (Aktaş, 2019). Therefore, businesses should attach importance to implementing practices that will cover the economic and socio-cultural dimensions of sustainability as well as the environment. It has been determined that hotels with sustainable tourism certificates most frequently include policies that support the social and economic benefits of the local community in their websites. In particular, it has been determined that local products are prioritized in the procurement policies of accommodation businesses and local people are prioritized in the recruitment of personnel. As a result less money leakage occurs in destinations and tourism revenues start to show the multiplier effect and the foundations of sustainable development are laid.

Finally, it has been determined that hotels with sustainable tourism certificates include some of the activities carried out for the protection of cultural heritage on their websites. In this context, some hotels sponsor excavations, while others offer local products or local dishes to their guests. In particular, local dishes and traditional folklore, which are among the cultural heritage of destinations, are an attraction factor for destinations (Şengül & Türkay, 2016). Accommodation businesses should increase the use of local cuisine in their menus to increase the number of tourists, and present local entertainment to tourists authentically without degenerating its culture.

This study contributes to the literature. Many studies (Ertaş et al., 2018; Sipahi & Tavşan, 2019; Saçılık & Çevik, 2014; Düşmezkalender, 2020; Yılmaz, Özok & Erdem, 2016; Giritlioğlu & Güzel, 2015) have been conducted on eco-labels in the tourism sector. However, no research has been conducted on sustainable tourism criteria prepared in cooperation with the entire sector and international organizations under the leadership of the Ministry of Culture and Tourism and the Turkish Tourism Promotion and Development Agency (TGA). In this study, the websites of hotels with sustainable tourism certificates and the extent to which the sustainability criteria are included in the websites and the benefits of introducing sustainable tourism criteria were examined. Therefore, it is thought that the study will contribute to the expansion of the relevant literature. On the other hand, the practices carried out by accommodation establishments on their websites in line with sustainable tourism criteria will be a guide for sector policymarkers. Other accommodation establishments that do not have a sustainable tourism certificate may become aware of sustainable tourism criteria and apply for a sustainable tourism certificate. Thanks to the sustainable tourism approach, environmental pollution can be reduced and natural resources can be passed on to future generations. The study revealed that hotels most frequently emphasized sustainable environmental policies on their websites to have a sustainable tourism certificate. Therefore, accommodation establishments should be incentivized to collect and treat rainwater from the roof and ground and reuse the treated water in the establishments to save water. Another step to be taken to save water is to treat gray water from showers, sinks, bathtubs and kitchens and use it for general cleaning works and garden irrigation. Another item that increases the cost of hotels is energy expenditures. Considering that energy saving should be given importance to have a sustainable tourism certificate, electricity can be generated from natural gas in hotels or if the hotel is built in a location where wind is available, a wind turbine can be installed and electricity can be generated with the driving force of the wind. These practices can lead to significant reductions in both energy and water costs. The study also revealed that hotels also attach importance to reducing pollution and protecting biodiversity in their environmental policies. Accommodation establishments that are considering obtaining sustainable tourism certification should also give importance to placing separate waste bins in the hotel for the collection of different types of solid waste and cooperate with municipalities to send their solid waste to solid waste recycling facilities. Furthermore, carbon emission measurements should be made at regularly within the hotel and according to the results of these measurements, practices that increase carbon emissions within the hotel should be abandoned and the use of environmentally friendly products that do not contain chemicals should be emphasized instead of products that increase carbon emissions to reduce greenhouse gas emissions. All plant and animal species in the gardens and within the beach borders of accommodation establishments should be specially protected and conserved for future generations. In the study, it was determined that hotels with sustainable tourism certificates frequently emphasize equal opportunities, staff participation and training processes within the scope of sustainable management policies in addition to environmental policies. Therefore, accommodation establishments should pay attention to avoid any discrimination among their staff in promotions and other social benefits and subject their staff to environmental trainings given by experts at certain times of the year. Since the current study found that supporting the social and economic benefits of the local community and preserving cultural heritage are important, accommodation establishments should also prioritize the employment of staff residing in the area and the purchase of local products. Thus, the local purchasing policy of accommodation businesses is a driving force in the economic development of the regions. In addition, accommodation establishments should avoid cultural degeneration in all services offered to tourists, especially animation programs presented within the hotel, and pay attention to the presentation of products and services reflecting the authentic culture of the people of the region, and make an effort to provide financial support for various ancient city excavations or restoration works of cultural artifacts in the regions where they operate.

The research has some limitations. The continuous increase in the number of businesses with sustainable tourism certificates has caused difficulties in keeping the study up-to-date. This study is based on the list of Türkiye Tourism Promotion and Development Agency (TGA) dated 06.01.2023 and 11.03.2023. However, the number of accommodation establishments in the list increases with each update. In future studies, the most up-to-date lists can be used to examine the businesses that have sustainable tourism certificates. In addition, interviews can be carried out with the managers of businesses with sustainable tourism certificates and more detailed data can be collected about sustainable tourism certificate practices.

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Eda Hazarhun, graduated from the Department of Tourism Management at Dokuz Eylül University in 2011. She received her master's degree from the Department of Tourism Management at Dokuz Eylül University in 2017. In 2022, she obtained her doctoral degree from the doctoral program in Tourism Management at Dokuz Eylül University. Eda Hazarhun's main areas of research include; information technologies, digital marketing, gastronomy, and religious tourism. She currently serves as an assistant editor in various journals and holds membership positions in various tourism associations.

ORCID: 0000-0003-4798-1857

Burçin Cevdet Çetinsöz, Çetinsöz graduated from Gazi University Tourism Management. He completed his master degree at Mersin University. He completed his doctorate at Adnan Menderes University. He works at Alanya Alaaddin Keykubat University. He has academic researchs in the field of tourism management.

ORCID: 0000-0003-1703-8067

Yasemin Koçak Bilgin, After completing his undergraduate degree in Tourism and Hotel Management at Muğla Sıtkı Koçman University, he completed his master's degree at Dokuz Eylül University, Institute of Social Sciences, Department of Tourism Management, and his doctorate at Sakarya University of Applied Sciences, Department of Tourism Management and received his doctorate. He has work experience in many companies in the USA such as Culinart Inc., Çelebi Aviation Holding and Havaş Yer Hizmetleri A.Ş. She continues her academic career, which she started as a Lecturer in 2017. He has many national and international papers and articles.

ORCID: 0002-3393-709X

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HISTORY OF BLUE VOYAGE

Aysel Kaya[a*], Duygu Yetgin Akgün[b]

[a]Anadolu University, Faculty of Tourism, Eskisehir, Türkiye;
ORCID: 0000-0002-1296-1074 / e-mail: aysely@anadolu.edu.tr

[b]Anadolu University, Faculty of Tourism, Eskisehir, Türkiye;
ORCID: 0000-0002-9909-4523 / e-mail: dyetgin@anadolu.edu.tr

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ABSTRACT

This study aims to examine the history of the first exploratory blue voyages initiated by the Fisherman of Halicarnassus, which have important traces in terms of Türkiye's tourism history. In this study, in which qualitative method was adopted, data were obtained by analysing the relevant literature. As a result of this conceptual study, it was determined that the first blue voyages initiated by the Fisherman of Halicarnassus on 22 August 1946 with nine people were educational and cultural trips, women also participated in them from 1957 onwards, blue voyages became continuous, and blue voyagers left works of art such as writings, letters, paintings, poems and monuments during the tour. It was observed that blue voyages as a cultural trip were replaced by yacht tourism after the death of the Fisherman of Halicarnassus and Sabahattin Eyüboglu in 1973. Based on the findings of the study, suggestions for the tourism sector and academia were developed. It is thought that the findings of the study will enrich the narratives of tour guides in guided blue voyages and that these narratives can be used in both long-term and daily boat trips.

1. INTRODUCTION

Türkiye, which has been home to various civilisations since ancient times, has many historical and cultural heritage. Especially the untouched bays of the Aegean and Mediterranean coasts impress with their natural beauty and historical heritage. The initial purpose of the blue voyage, which is nowadays carried out by commercial boats, is to try to convey the beauties, cultural and historical values, and ancient cities of these coasts to future generations through art. In this sense, Cevat Şakir Kabaağaçlı , known as the Fisherman of Halicarnassus, travelled around the coasts of Bodrum and Gökova with his boat named "Yatağan" in 1944, taking Mustafa Esin, known as Paluko, the octopus hunter from Bodrum, with him, and travelled to these coasts that had not been discovered until that day. This trip was actually a preliminary exploration trip for the blue voyages to be made in the future.

In 1946, the Fisherman of Halicarnassus went on his first blue voyage, taking seven intellectual friends and Paluko with him. In 1946, since Türkiye had just emerged from the Second World War and was trying to develop, these trips were suspended for a while until 1957. On the first voyage with the boat named "Macera", the Fisherman of Halicarnassus told his companions about the ancient cities on the coasts from Kuşadası to Bodrum with their mythological stories and guided them. Fisherman of Halicarnassus is known as the pioneer of tour guides in Türkiye. The blue voyage has emerged in order to be conveyed to people who have never seen those places through visual arts such as paintings and monuments and literary arts such as books and poems.

Azra Erhat emphasises that the first blue voyages were cultural trips. According to her, the main purpose of the first blue voyages was to discover the beauties of the country, to learn and know what kind of opportunities there were in every corner of the country, and thus to attract a significant crowd of travellers to Türkiye by introducing this to the whole world with all its openness. It is an indisputable fact that Türkiye is a country full of endless riches that can interest all kinds of tourists. According to him, in order to promote the country, every organisation should survey a region in detail and reveal all the touristic opportunities of that region. Thus, a touristic map of Türkiye can be created and the state can plan Türkiye's tourism according to this map (Erhat, 1962). From Erhat's words, it is understood that there was a lack of publicity in Türkiye at that time.

When the related literature was analysed, it was seen that blue voyage was the subject of studies in different disciplines. In the field of literature, Halicarnassus Fisherman's books about the seas, sailors and sponge divers, as well as Azra Erhat (1960; 1962), one of the first female blue voyagers, wrote about the blue voyage in detail in her works. These works are the first sources that give us

*Corresponding Author.

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information about the course of the blue voyage. Sadun Boro wrote books about his sea voyages with his wife. Pupa Yelken (1969) is only one of them. In addition, Berk-Albachten (2012) wrote about the philosophy of blue voyage in his article, Türk (2017) wrote about Sabahattin Eyüboğlu as a blue voyager in his book, and Koşar (2018) wrote about the philosophy of Blue Anatolianism and Sabahattin Eyüboğlu. In addition, in the field of maritime and service design, Turan and Özcan (2023) discussed blue voyage as a culture and design activity specific to the Mediterranean. Paker (2019) and Turan (2021) prepared theses on service design in blue voyages. In the field of tourism, Yılmaz and Yetgin (2016) studied the product life cycle of blue voyage, Yetgin and Yılmaz (2018) studied the first blue voyages, Yılmaz and Yetgin (2018) studied the transition from blue voyage to yacht tourism, and Yolal and Sevinç (2020) studied guidance practices in yacht tourism.

Blue voyage requires knowledge and cultural accumulation. For this reason, it can be evaluated in the context of cultural tourism. Blue voyages, which were made under the guidance of the Fisherman of Halicarnassus many years ago, can be transformed into a cultural tour by being accompanied by a tour guide today. Based on this idea, the aim of this study is to analyse the history of the first exploratory blue voyages initiated by the Fisherman of Halicarnassus in 1946, which have important traces in terms of Türkiye's tourism history. It is thought that the findings of the study can create a culture-based narrative enriched with artefacts such as poems, paintings, music, memories and letters of the first blue voyagers and enrich the narratives of tour guides in guided blue voyages. These narratives can also be used in both long-term and daily boat trips. It can be said that this study is different from the others in these aspects.

2. METHOD

In this study, in which qualitative method was adopted, data were obtained by scanning secondary sources on blue voyage. Records, written documents, artefacts and archival documents kept in the past are defined as material culture and constitute a rich source of data for researchers (Patton, 2014). In this study, books, poems and pictures written by the blue voyagers are the documents that constitute the main data source. According to Merriam (2018), documents are documents such as official records, letters, newspapers, poems, songs, shared records, historical documents, diaries, autobiographies. As with physical evidence and traces, photographs, films and videos can also be used as data sources (Merriam, 2018).

3. FINDINGS

The findings obtained are explained chronologically starting from 1946, when the first blue voyage started. This study is limited to the information available from secondary sources.

First Blue Voyages (1946)

In 1944, Fisherman of Halicarnassus travelled around the coasts of Bodrum and Gökova and the ancient cities there with his boat named "Yatağan" and discovered the beauty of these coasts. He was accompanied by Mustafa Esin, a Bodrum octopus hunter known by the nickname Paluko. The purpose of this trip was to make a preliminary discovery. According to him, the most effective way to publicise these beauties to a wider audience is through art and literature. For this reason, the people with whom the Fisherman of Halicarnassus wanted to go on the first blue voyage in 1946 were intellectuals, poets, important writers and painters. He persistently invited them with the following statements: *"If you do not immediately leave the big cities where you live and come to me, if you do not share these beauties with me, my friendship with you will come to an end. Leave everything aside and come to me immediately!"*

Upon this invitation, all his friends wanted to join the blue voyage. Those who lived in Ankara came to Izmir by plane and went directly to the harbour. At the harbour, the writer and poet Necati Cumalı joined the group. In fact, Necati Cumalı, who came to see them off, found himself as one of the first blue voyagers in the group. This event was included in the Blue Voyage Notebooks with the following dialogues (Eyüboğlu, 2009):

When Sabahattin Eyüboğlu saw Necati Cumalı, he immediately decided:

- You will come with us, we need a poet, a good poet like you!

- How can that be? I have neither a suitable dress nor money, says Necati Cumalı.

- My dear, you can go on the boat in your underpants, you don't need money. You'll be our guest.

Necati couldn't stand it, he wrote a compass to be given to his family and came with us. For years he kept saying "I'm glad I came with you".

Thus, in the summer of 1946, a group consisting of Bedri Rahmi Eyüboğlu, Sabahattin Eyüboğlu, Sabahattin Ali, Erol Güney, Benya Rapoport, Necati Cumalı and Fuad Ömer Keskinoğlu set off on their first blue voyage under the leadership of the Fisherman of Halicarnassus. The aim of these intellectuals to be together was to write, evaluate, tell and disseminate the places they had travelled and seen in a correct way (Eyüboğlu, 2009). The captain of the ship was Paluko from Crete. The Fisherman of Halicarnassus and Paluko, who spoke six languages, sometimes spoke Turkish, sometimes Greek and sometimes Italian (Erhat 1962; Yetgin and Yılmaz, 2018).

The first voyage was made between Kuşadası and Bodrum. Samim Kocagöz from Izmir arranged the Macera, the first of the boats used in the blue voyage. Macera, an uncomfortable fishing boat, disappointed the first blue voyagers. Although the boat was beautiful, it did not even have a toilet, so it was thought that this first blue voyage was not suitable for women. However, after embarking on the trip, their step-by-step programme and the beauties of the places they visited led them to extend the duration of the trip (Eyüboğlu, 2009). The food of the blue voyagers was fish. In the letter Bedri Rahmi wrote to his wife Eren Eyüboğlu on 24 August 1946, it was written that he was disgusted by fish and that he wanted to buy a sheep from the Fisherman of Halicarnassus and slaughter it on the motorboat (Eyüboğlu, 1999).

The Fisherman of Halicarnassus knows Bodrum very well. The reason for this is that he was exiled to Bodrum to serve his penal servitude. Even after completing his sentence, he continued to live in Bodrum for many years because he loved the sea and the people of this small town (Yetgin, Yılmaz, & Kozak, 2018). Thus, he told the blue voyagers about the history, nature and beauties of this charming town for two days and showed them around. Bedri Rahmi's letter from Bodrum to his wife dated 1 September 1946 contains the details of this trip (Yetgin & Yılmaz, 2018). Accordingly, the blue voyagers were impressed by the places they visited and thought that this place of exile was actually a paradise. Contrary to popular belief, this trip was not only a sea voyage but also a cultural trip and ancient cities were visited. The first blue voyagers felt lucky to visit important ancient cities such as Ephesus and Miletus with a knowledgeable and enthusiastic guide, the Fisherman of Halicarnassus (Eyüboğlu, 2009). This journey inspired them. Bedri Rahmi drew sketches, sketches and wrote poems to immortalise this journey and the blue voyagers (Eyüboğlu, 1999). The best known of these is the poem titled "Reproach". Bedri Rahmi sat in the ancient Hellenic theatre on Sedir Island, where they went on the blue voyage, and wrote this poem while looking at the olive trees (Gökovalı, 2014).

The person who started the blue voyage is Halicarnassus Fisherman. Sabahattin Eyüboğlu is the person who has participated in blue voyages alongside Halicarnassus Fisherman since the first Gökova voyage. Sabahattin Eyüboğlu made these trips a tradition and named them 'blue voyages' (Erhat, 1979). Vedat Günyol, one of his close friends, defined the blue voyage as *"the name of the journey that a handful of progressive intellectuals, who had assimilated the heritage of the ancient cultures that flourished on the Aegean and Mediterranean coasts of Anatolia, made starting from the coasts and travelling inland in order to make the Turkish people adopt this heritage in a short way"* (Günyol, 1994).

Second Period of Blue Voyages (1957-1967)

Blue voyages were suspended for a while due to reasons such as the Fisherman of Halicarnassus moving from Bodrum to Izmir for the education of his children, starting to work as a tour guide here and the poor economic situation of the country. After 1957, blue voyages started to continue again and became permanent. Since 1957, women have also started to participate in these voyages (Yetgin & Yılmaz, 2018). The Fisherman of Halicarnassus wrote a letter to Azra Erhat on 25 May 1957 and invited her to the blue voyage to be organised that summer. The letter contains the following statements (Erhat, 1976):

"Bodrum's Gökova Bay is dêclic (French, spark), or maybe not. I'll insist you come on your way out, but wear old jeans. How much room would you take anyway? If necessary, we'll put you in a bag and hang you on the wall of the boat." (Fisherman of Halicarnassus)

The 1957 blue voyage is important in terms of the first participation of women. Azra Erhat was the first woman blue voyager. On 21 September 1957, Erhat's friends on her first blue voyage were Halicarnassus Fisherman, Sabahattin Eyüboğlu, Alev Ebuzziya and Mehmet Eyüboğlu (Erhat, 1962). The name of the boat the blue voyagers set out on in 1957 was Macera, just like the other boat. This boat was more comfortable than the first Adventure. Azra Erhat described her thoughts when she first saw the boat in the following words: *"We couldn't believe our eyes when we saw Macera tied to the pier, how big! Just like a pirate ship. The hull is worn and silvery because it has not been painted for a long time. The name Macera is written on a big plate on the board."*

The front of the boat seats four to five people. It has an awning big enough to cover the deck. The boat also has cabins, a kitchen, a toilet, a large water tank, a dining table in the form of an American bar and seats around it. There are also two wooden ladders to go up and down to the hold and to enter the sea. The owner of the boat is Haşmet Akdoğan (Erhat, 1962). After this trip, during which they visited ancient cities under the guidance of the Fisherman of Halicarnassus and had intellectual conversations, Erhat wrote books on blue voyages such as Blue Anatolia (1960), Blue Voyage (1962) and Blue Voyage from Caria to Pamphylia (1979).

In 1959, Füreya Koral, the niece of the Fisherman of Halicarnassus, also participated in the blue voyage. After the death of Füreya's father, the Fisherman of Halicarnassus invited her to the blue voyage, saying "We need to bathe you in the waters of the Mediterranean... You cannot be purified and rested otherwise". Füreya accepted the offer by saying "Wash me in the waters of the Mediterranean then uncle". Füreya is a ceramic artist. At that time, the people in her workshop also wanted to join the blue voyage by saying "wash me too". Upon this, although the Fisherman of Halicarnassus said "We are back on Noah's ark", he took them all on a blue voyage. Thus, in 1959, Füreya went on her first blue voyage with her other friends at the studio. There were 33 of them in a 16-metre-long shabby boat. The boat, named Macera, departed from Marmaris and brought its passengers to Bodrum, stopping at the bays. The passengers slept on the deck, wrapped in sleeping bags or blankets at night, and travelled for 15 days intertwined with the sea, dolphins and history. On this voyage, the day started with "Hello", sung by the Fisherman of Halicarnassus in his usual booming voice. The people on the boat roasted and ate the fish he caught, and they recognised the legends they had heard from him, as well as the hundreds of plants, flowers, herbs and trees he had named. Füreya and her friends became regulars of the blue voyage and this adventure was repeated every year (Kulin, 2014).

In 1961, a group of 20 people embarked on a blue voyage again from Kuşadası and travelled to Gökova. On Thursday, 10 August 1961, at 11 am, blue voyagers gathered in the hall of the Babadan Hotel in Izmir. For this voyage, a circular was prepared months in advance and sent to the blue voyagers. In the title of this circular, there was a picture of a blue-painted ship, and the passengers were also informed about the name of the ship, its tonnage, the place and day of departure, the duration of the voyage and the items they should take with them. Those who wished to sleep on the deck of the boat were advised to bring sleeping bags and foam mattresses, as well as cameras and personal belongings. Blue voyagers prepared for these voyages over a long period of six months. Samim Kocagöz found a boat in Kuşadası, and its name was Macera. This boat was 40 tonnes, could take about 50 passengers, had bunk beds, a cabin, a kitchen and a toilet. It is quite different in terms of equipment and comfort from the Adventure on the voyage of the first blue voyagers. The ship is ready for a blue voyage with its captain and crew for 10-15 days (Erhat, 1962).

In 1962, another voyage was planned and one of the 20 passengers was İsmet Kabaağaçaçlı Noonan, Balıkçı's daughter. As stated in her memoirs, her father Halicarnassus Balıkçısı, her brothers Sina and Suat Kabaağaçaçlı, her seven-year-old son Cevat, Suat's fiancée Işıl, her cousin Füreya Koral, Sabahattin Eyüboğlu, Sabahattin Batur, Ziya Şav, Güngör Dilmen, Cevat Çapan, Vedat and Özcan, Azra Erhat, Leyla, Perihan, Işıl, İsmet Kabaağaçlı Noonan participated in the trip (Kabaağaçlı Noonan, 2010).

The 1963 blue voyage was also a first for the writer Mina Urgan. Urgan, who was one of the 32 people who participated in the voyage, said that she travelled with Macera and described it as a ramshackle boat. The crew set off from Kuşadası after midnight. They arrived in Bodrum on a stormy day. Each voyage was an experience for them. For example, on this voyage in 1963, they realised that it was wrong to start the voyage from Kuşadası; they should set off from Bodrum to go to Gökova and from Marmaris to go to the Gulf of Fethiye (Urgan, 1999). According to Mina Urgan, the blue voyages of Sabahattin Eyüboğlu's time were cultural trips that also included visits to ancient cities. The blue voyagers were of the opinion that a place that is not known cannot be loved and a place that is not loved cannot be considered as a homeland. They tried to learn about the places they travelled to and set off with the knowledge to read, learn and discuss even about the places they knew very well (Gökovalı, 2014). In fact, one of these travellers undertook the role of a guide at each stop and gave information about the ruins, monuments and temples of the place. With intellectuals such as Sabahattin Eyüboğlu, Müntekim Ökmen, Şadi Çalık, Melih Cevdet, the boat sometimes turned into a floating academy. In the evening, entertainment was organised. In every bay they visited, they made friends with American, French and German tourists on yachts with foreign bands, chatted and sang songs together (Urgan, 1999).

Since 1965, the boat named Hürriyet has been in use. Hürriyet is a 16 metre long tirhandil, a type of boat unique to Bodrum. The capacity of Hürriyet has increased to 30 people from time to time. Trips were organised in three routes: Bodrum-Marmaris, Marmaris-Fethiye, Fethiye-Antalya, and in all of these trips Sabahattin Eyüboğlu and Azra Erhat were present, while the other passengers could change. The 1965 blue voyagers included hundreds of familiar names such as Sabahattin Eyüboğlu, Azra Erhat, Vedat Günyol, Melih Cevdet, Şadi Çalık, Berna Moran, Oğuz Akkan, Cengiz Bektaş and Mina Urgan (Cumhuriyet Newspaper, 27 June 1988). In the same year, before a blue voyage that Can Yücel, Güler Yücel, Sabahattin Eyüboğlu, Melih Cevdet Anday and the Fisherman of Halicarnassus were preparing to embark on together, the Fisherman of Halicarnassus stood in front of the crew and said with a smile, *"Let's give up this blue voyage. If this boat sinks, all the intellectuals of Türkiye will perish"* (Kabaağaçlı Noonan, 2010).

Hıfzı Topuz, who compiled his memories of blue voyages in his book "Old Friends", set out in the early 1970s with a team of 16 people on a boat called Hürriyet under the leadership of Sabahattin Eyüboğlu. Sabahattin Eyüboğlu, the founder of these teams, chose people who would get along with each other. Only the Hürriyet boat travelled around those pristine bays. Eyüboğlu, distributing bags of fruit sweets to children on the shores, also explains the cultural and historical richness of the places they visit to the blue voyagers like a guide. Passengers obtain their food and beverage stocks from the ports where they anchor (Topuz, 2000). The blue voyages, which continued in this way, changed their shape in 1973 upon the death of the most influential names of the voyages, the Fisherman of Halicarnassus and Sabahattin Eyüboğlu, and turned into yacht tourism (Yılmaz & Yetgin, 2018).

Traces of Blue Voyage

The aim of the participants of the blue voyage is to evaluate, express, tell and leave a trace of the places they have visited. In 1967, the blue voyagers left a monument on Sedir Island, also known as City Island, in the Gulf of Gökova, and named it "Hands Monument". With sand brought from a stream bed and water taken from the spring on the island, the handprints of Bedri Rahmi Eyüboğlu, Sabahattin Eyüboğlu, Azra Erhat, Şadi Çalık, Mina Urgan and Şadan Gökovalı are placed on the rock. Next to the monument of hands, which the authors of this article visited and examined personally, "Respect for S. Eyüboğlu 1973" is inscribed on a rock with seashells in memory of Sabahattin Eyüboğlu, who died in 1973. Azra Erhat mentioned the monument in one of her writings as follows:

"What a revel, what a joy! To see the Hands Monument on City Island intact after three years, and even to receive news from other travellers that they had seen it and that it had never deteriorated! This experience makes one happy on a ten-day journey. It makes one human. Those who can be blue travellers become blue travellers for the rest of their lives. And those who are not, will be blue travellers themselves." (Cumhuriyet Newspaper, 1970).

Bedri Rahmi Eyüboğlu, one of the blue voyagers, not only wrote the poetry of the blue voyage and painted everything he saw on every blue voyage, but also left an artistic mark on the places he visited. Erol Güney, one of the first blue voyagers, stated that Bedri Rahmi filled five notebooks during the trip, and that they consisted of sketches, paintings and notes. He even drew a picture of Sabahattin Ali with a crown on his head, a scepter in his hand and looking like the ruler of the boat and presented it to Erol Güney (Eyüboğlu, 2009).

Azra Erhat also mentioned these traces. In the bay called Osmanağa Suyu in the Gulf of Fethiye, now called Taşyaka, the place is known as Bedri Rahmi Bay because of the fish he painted on a large rock. The fish painting here is a bright symbol of the human hand's involvement in nature among pines, various trees, plants and flowers. Bedri Rahmi erected a monument there (Erhat, 1979).

4. EVALUATION AND CONCLUSION

Türkiye is a country rich in natural, historical and cultural attractions. Today, the natural and untouched bays of the Aegean and Mediterranean coasts offer the opportunity to create routes suitable for blue voyages. This study aims to examine the history of the first exploratory blue voyages initiated by the Fisherman of Halicarnassus, which have important traces in terms of Türkiye's tourism history. In this context, the works of intellectuals who participated in the first blue voyages and secondary sources were utilised.

Azra Erhat argues that it is no coincidence that blue voyages were born in these lands. According to her, boatbuilding is an occupation known throughout history on the Anatolian coast and has been one of the important features of Bodrum for centuries. Considering that yachts were built and women admirals lived in these lands during the time of the Carians, it can be said that boat and yacht building in these lands dates back to ancient times. For this reason, Bodrum has always been a stopping point for blue voyages. The first voyage was made from Kuşadası to Bodrum.

The first blue voyage started on 22 August 1946 with a group of nine people consisting of Bedri Rahmi Eyüboğlu, Sabahattin Eyüboğlu, Sabahattin Ali, Erol Güney, Benya Rapoport, Necati Cumalı, Fuad Ömer Keskinoğlu and Paluko under the leadership of the Fisherman of Halicarnassus. The person who started the blue voyage was the Fisherman of Halicarnassus. The only constant participant of these voyages and the name father of the blue voyage is the writer Sabahattin Eyüboğlu. Since the first blue voyage, these trips have been educational and cultural trips. The reason for this is that the Fisherman of Halicarnassus chose the people who would participate in the blue voyage from intellectuals and important artists such as poets, writers and painters. Thus, the beauty of the Bodrum and Gökova coasts became permanent in the form of novels, poems, newspaper articles, columns, essays, paintings, engravings and monuments, and spread to a wide audience. Each blue voyage was like a seminar. Those who participated in these trips had prior knowledge about the history of the ancient cities in the places they visited and told each other about them as if they were guiding each other.

The blue voyages, which started in 1946, were repeated every summer continuously after 1957 and each time they were carried out more regularly and with a larger number of passengers. In 1957, women participated in blue voyages for the first time. Starting with Azra Erhat, women blue voyagers were quickly joined by new ones. Ceramic artist Füreya Koral made her first blue voyage in 1959, İsmet Kabaağaçlı Noonan, daughter of the Fisherman of Halicarnassus, in 1962 and writer Mina Urgan in 1963. Azra Erhat's participation in the blue voyages is important in that she wrote down what she saw and experienced in a book and brought it to the present day. The Fisherman of Halicarnassus praised blue voyages in his works as follows: "They say, 'See Naples and die,' but no, my dear, see Gökova and live!" The number of people who followed this call of Balıkçı and saw Gökova and missed it afterwards increased gradually. The aim of the first blue voyages was to pass on the beauties, cultural and historical values and ancient cities of the Aegean and Mediterranean coasts to future generations through art. The breaking point of this aim was the death of Sabahattin Eyüboğlu in 1973. After the death of the Fisherman of Halicarnassus in the same year, blue voyages were replaced by yacht tourism.

5. RECOMMENDATIONS

For Tour Guides

The findings of this study can be considered as a resource for tour guides in guided blue voyages. These narratives can enrich the narrative of the tour guide and make it enjoyable. The tour guide can tell the history of blue voyages, their experiences and the traces they left on the coasts of Kuşadası, Bodrum and Gökova. Every time he/she comes to the coasts, he/she can say "Hello" with a strong voice like the Fisherman of Halicarnassus and say the words "a place that is not known cannot be loved, a place that is not loved cannot be considered as a homeland". In the ancient theatre on Sedir Island, they can read the following poem written by Bedri Rahmi Eyüboğlu to the group, and during the tour they can play the song composed by Erol Evgin from this poem:

In front, olive trees split behind

The year nine hundred and forty-six seasons is autumnsplit

They stabbed you in my chest like a black-handled knife

My head turns like a millIt's not love, it's anger

Come see me shattered

Wire by wire I'm untied

What should I do with the branches of olive trees in the front?

What should I do with the tongues that didn't fall in your way?split

They stabbed you in my chest like a black-handled knife

My head turns like a mill

It's not love, it's anger

Come see me shattered

Wire by wire

I'm untied

In front, olive trees split behindthorn in the core of my soul

I have a reproach in the baby of my eye

Sedir Island in the Ula district of Muğla is the ruins of the ancient city of Kedrai. It is also known as Cleopatra Island. It will make a difference if they tell the story of the worn Hands Monument and the stone inscribed "S.Eyüboğlu 1973" and show it to the group. In addition, poems such as "Black Mulberry", which he wrote and later composed, can be read in Bedri Rahmi Bay.

For Travel Agencies

During the research, it was understood that the information on the history of blue voyage on the web pages of travel agencies organising yacht tours was incomplete and sometimes incorrect. Travel agencies can update their web pages by making use of the information in this study. In addition, they can take into account the suggestions made to tour guides and be guiding in their tour programmes.

For Academy

The history of blue voyages can be included in tourist guidance trainings. Students can be asked to make enriched narratives including the history of blue voyage. It can be suggested that studies on the history of tourism should be prepared in a way that can make practical contributions to the sector.

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Aysel Kaya, received her PhD degree from Anadolu University, Institute of Social Sciences, Tourism Management Programme. Her research interests focus on tourism, tourist guiding, tourism history, oral history, travelogues and cultural heritage.

ORCID: 0000-0002-1296-1074

Duygu Yetgin Akgün, received her PhD degree from Anadolu University, Institute of Social Sciences, Tourism Management Programme in 2017.Yetgin Akgün received the title of Associate Professor in the field of tourism in 2022. Her research interests focus on tourism, tourist guiding, tourism history, oral history, management and organisation.

ORCID: 0000-0002-9909-4523

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THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON CONSUMERS' DECISION MAKING OF RESTAURANT CHOICE

Lokman Dinç[a*]

[a]*Tourism Faculty, Nevsehir Hacı Bektasi Veli University, Türkiye;*
ORCID: 0000-0002-8219-5248 / e-mail: lokmandinc@nevsehir.edu.tr

KEYWORDS

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ABSTRACT

Social media uses the infrastructure provided by Web 2.0 technologies; They are virtual platforms that enable people to communicate online and create and share content such as text, images, and videos. With the transformation of the Internet into an effective and widely used media communication tool, it has reshaped the communication, information seeking and purchasing behaviours of consumers and has become an important information search source, especially in the purchase of experiential products such as tourism, food and beverage. Therefore, this research aims to examine the effect of SMI trust on the restaurant choice decision-making process. This research employed a questionnaire technique to collect primary data. A snowball sampling technique is employed. The customer journey theory is also adopted as a theoretical underpinning of the study to examine the influence of SMI trust on consumer decision-making in restaurant selection. The research data was analysed using Smart PLS. The study results showed that each step of consumers' decision-making of restaurant selection is positively correlated with trust in SMIs. According to the findings, consumers showed tendency feeling desire to visit a restaurant recommended by a SMIs and, search for information provided by influencers. There is also a significant correlation between trust and evaluating alternatives and buying decisions, indicating that consumers are significantly influenced in the pre-purchase stage. A significant association between SMI trust and satisfaction and experience sharing shows the significant effect of trust in the post-purchase. It is one of the first attempts to investigate the influence of social media influencers' trust on diners' decisions to choose a restaurant employing customer journey theory. Also, this research contributes to the consumer decision-making journey literature by investigating and providing evidence regarding each step of the decision-making journey in the context of restaurant selection.

1. INTRODUCTION

The development of online social networks over the past two decades has turned the internet from a simple tool for communication to a cutting-edge technology that empowers consumers and enterprises connectivity (Kotler & Armstrong, 2017). Xiang, Magnini, and Fesenmaier (2015) mentioned a consequential shift in the behavioural patterns that tourists search and use information gathered through social media. According to Luo and Zhong (2015), the fundamental driver behind social media's increasing use is that it has become a significant instrument for moulding peoples' conceptions, feelings and experiences (Luo & Zhong, 2015). One of the most popular online activities is the use of social media. Globally, more than 4.26 billion people used social media in 2021, and that number is expected to rise to approximately six billion by 2027 (Dixon, 2023). Internet users can cooperate, interact, and post creative content on social media platforms like blogs, videos, wikis, reviews, or images (Hays, Page, & Buhalis, 2013). Unlike conventional media platforms, it is associated with involvement and communication between internet users and the web, distinct from traditional media platforms (Dedeoğlu, Taheri, Okumus, & Gannon, 2020). There are many different types of social media, including blogging (such as travel blogs), social networking sites (such as Facebook and Linkedin), media sharing and review websites (such as Tripadvisor and Foursquare), collaborative projects (such as Wikipedia, Skylineswiki, and Wikitravel), and microblogging (such as Twitter) (Çakıcı & Cankül, 2022; Munar, 2012). These various social media channels have a significant influence on consumers. For example, according to a recent study by (Rahman, Zahin, & Akter, 2023), the most influencing factors on consumers' restaurant selection are the availability of online reviews and social media reviews. New behaviours were produced through social interaction with others, which also had an impact on customers' everyday buying selections. Virtual communities affect customers' purchasing decisions because consumers enjoy engagement and communication with one another and obtain advice about various (Li & Darban, 2012) goods or services. Social media influencers (SMIs) have emerged as

*Corresponding Author.

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a result of the growth of online social networks (Cox, Burgess, Sellitto, & Buultjens, 2009). Freberg et al., (2011) highlighted that SMI is unanimously described as a "a new type of independent third-party endorser who shapes audience attitudes through blogs, tweets, and the use of other social media". Trust is the fundamental concept to understand intention of purchasing tourist good and services and acknowledge the content produced by social media influencers. Past studies have investigated how trust impacts on the tourism industry in several context (Cohen, Prayag, & Moital, 2014), and studies highlighted that there is a not only significant positive correlation between trust and the peer-to-peer market (Ert & Fleischer, 2019) but also, the intention toward buying online tourism products (Ponte, Carvajal-Trujillo, & Escobar-Rodríguez, 2015), whereas similar studies using eWOM have demonstrated the benefits of influencer marketing (Hu & Olivieri, 2021; Lou & Yuan, 2019). Several studies investigated the influence of SMIs on buying decision process in tourism industry (Magno and Cassia, 2018) and found that SMIs have a significant impact on their followers' intention to boost the probability of visiting a particular place (Xu & Pratt, 2018). Consumers use social media as a source of information and seek it mostly through social media (Dabija, Bejan, & Tipi, 2018; Fotis, Buhalis, & Rossides, 2012; Guerreiro, Viegas, & Guerreiro, 2019). Former researchers have investigated the impact of social media influencers on tourist buying intention via trust construct (Chatzigeorgiou, 2017; Magno & Cassia, 2018), customer journey (Guerreiro et al. 2019), how quality of detected information impact on tourist destination (Magno & Cassia, 2018), and the influence of advertisement by SMI on consumers destination congruence (Xu & Pratt, 2018). In addition, previous researchers highlighted impact of SM on tourist attitudes (Christou & Chatzigeorgiou, 2020) and tourism sharing experiences (Wong, Lai, & Tao, 2020).

The emergence of social media has prompted research on how it influences restaurant choice. Therefore, few studies have so far examined how social media affects consumer-related issues in the restaurant industry, including the dining experience of diners (Mhlanga & Tichaawa, 2017), buying intention, brand equity, and perceived image (Lima, Mainardes, & Cavalcanti, 2019), customers purchasing behaviour (Kumar, Konar, & Balasubramanian, 2020), and consumers restaurant choice (Hwang & Park, 2015; Ramos, Cuamea, Morgan, & Estrada, 2021; Yarış & Aykol, 2022). Most food and drink companies also have a social media presence (Fleming-Milici & Harris, 2020). The possible effects of social media influencers in the restaurant industry must be researched. The restaurant sector must comprehend how social media influencers affect consumer decisions about restaurant selection. It is thought that eating out is strongly associated with people's lives. As highlighted in the literature, social media is a primary touchpoint used by consumers as a source of information (Dinc, 2023; Dinc & Huang, 2022; Hu & Olivieri, 2021). Although many studies were conducted on the influence of social media in different contexts, the influence of social media influencers trust on diners' decisions to choose a restaurant has not been found. Therefore, it is crucially significant identifying the possible role of social media influencers in restaurant sector. This gap needs to be addressed to provide a deep understanding of the influence of social media influencers on consumers restaurants choice. This research aims to investigate the influence of social media influencers trust- as an independent variable- on consumer restaurant choice as a dependent variable. period (Lemon and Verhoef, 2016) highlighted that the customer journey not only encompasses all interactions between the client and the brand, but also, all customer experiences during the decision-making period (Lemon and Verhoef, 2016).

2. LITERATURE REVIEW

There are many different restaurant options when choosing one in decision-making. Uncertainty is the one consumers encounter when choosing a restaurant. Concerns about uncertainty include not only the food served at the restaurant but also the entire eating experience, including the level of service quality, the flavour of the food, the menu options, the cost, and the location of the establishment. Uncertainty among consumers emerges, particularly when they do not have antecedents and enough experience while selecting accessible restaurants (Yarış & Aykol, 2022).

Customers seek several information sources to eliminate this uncertainty, including marketer-controlled and marketer-uncontrolled ones (Richards & Tiwari, 2014). One of the potential alternatives is social media, which can be used by businesses offering goods or services as well as restaurants to make decisions. Hence, the advent of social media necessitates harnessing the power of both consumers and stakeholders (Kim, Rahman, & Bernard, 2020). Previous studies showed that restaurant visitors have commonly made comments on social media on service quality dimensions, including food quality, flavour of the food, ambience, price and service speed (Ekincek & Önçel, 2017). According to the studies, consumers are significantly influenced by the photos, comments, physical evidence, popularity of social media, and social media advertisements (Dinc, 2023; Kumar et al., 2020; Oliveira & Casais, 2019; Ramos et al., 2021; Yang, Hlee, Lee, & Koo, 2017). In the same vein, the study by Çakıcı and Cankül (2022) noted that social media is used as a platform for consumers to gain information and share their thoughts (Kaygısız & Buyruk, 2022). The common argument from these studies is that social media is used as a source of information and has a significant role in consumers buying intentions and attitudes in restaurants. SMIs is regarded as opinion leader, and they can increase the influence of information that spreads to others (Çakıcı & Cankül, 2022; Jalilvand, 2017).

On social media, consumers see influencers as mini-celebrities (Gaenssle & Budzinski, 2021; Hudders, De Jans, & De Veirman, 2021b). With the rise of SMIs, organisations have started adopting influencer marketing strategies (De Veirman, Cauberghe, & Hudders, 2017). Influencer marketing has arisen as an instrument for the online global business environment, enabling businesses to engage with their clients more directly and credibly (Backaler & Backaler, 2018). Organisations usually use celebrities to promote tourist destinations and create favourable attitudes among visitors (Xu & Pratt, 2018). Dabija et al. (2018) highlighted that by using the power of social media, organisations can connect with more consumers than usual, particularly those more impacted by social media, such as millennials and Generation Z.

When customers have online information shared by an opinion leader, they are more likely to have more trust towards information (Metzger, Flanagin, & Medders, 2010). Based on the previous visitors' comments on restaurant ambience, cleanness, service quality, taste and employees' behaviour, consumers' decisions can be favourably or adversely affected when making restaurant selections (Aydın, 2016; Çakıcı & Cankül, 2022). Persuasion and information appraisal are positively influenced by source credibility (Wilson & Sherrell, 1993). In Internet marketing literature, the researcher extensively studied the concept of trust and source credibility (Ye, Hudders, De Jans, & De Veirman, 2021). Due to the popularity of this subject, social media influencers are described as active and empowered social media users who other social media users listen to and see as a trusted source of information (Agostino, Arnaboldi, & Calissano, 2019). According to Lou and Yuan (2019), the information provided in the content produced by SMIs, reliability, attractiveness and relative familiarity with the product act as precursors for trust in the brand in the post.

Also, followers' trust in influencer-branded post significantly influences followers' willingness to buy a product. Trust has a predicting power of post credibility, which leads to a stronger interest in the influencers' posts (Martínez-López et al., 2020). Moreover, it is highlighted that trust positively influences information credibility and, through trust favourable brand attitude could be led (Xiao, Wang, & Chan-Olmsted, 2018). When consumers have positive experiences with SMI, they tend to build stronger trust. As a result, the significant predictor of eWOM could be a trust created by SMI (Konstantopoulou, Rizomyliotis, Konstantoulaki, & Badahdah, 2019). From the consumer's standpoint, celebrities appear to be less reliable than SMIs. Their fans can relate to them less, whereas SMIs have a bigger influence on consumers' buying intentions (Schouten, Janssen, & Verspaget, 2020). Pop, Săplăcan, Dabija, and Alt (2022) noted that each stage of travel decision is positively influenced by consumer trust in social media influencers.

However, some studies contradict previous study findings. For example, Hudders, De Jans, and De Veirman (2021a) found that consumers' perception of influencers' trust could be negatively affected by the sponsorships. Additionally, according to Singh et al. (2020), utilising influencers to manage a company's reputation during an organisational crisis may result in a decline in brand credibility and trust, which may affect customers' brand attitudes.

2.1. Customer journey theory

This study used customer journey theory to gain a thorough insight into the impact of SMI trust on consumers' restaurant selection decisions, as well as to assess the role of customer journey variables (such as desire, information search, assessing alternatives, buying decisions, satisfaction, and experience sharing). The customer journey is described by Lemon and Verhoef (2016) as the overall customer experience. Pre-purchase, buy, and post-purchase behaviour are just a few examples of the various touchpoints that make up the consumer journey. The pre-buying stage comprises the customer experience before they do a buying transaction (Lemon & Verhoef, 2016). When it comes to restaurant decision-making, consumers have a variety of available alternatives. When choosing a restaurant, consumers encounter uncertainty such as service quality, taste, and price. Such uncertainties lead consumers to search various information marketer-controlled and uncontrolled sources (Richards & Tiwari, 2014). One potential alternative is social media for consumers in the decision-making process (Kim et al., 2020). Hence, the information, views and suggestions provided by social media become more significant for consumers. In the first phase of the process, as Tussyadiah and Fesenmaier (2009) noted, online communication significantly influences consumers' desire to visit a place. The traveller's interest in visiting a place can be increased through videos (Kumar et al., 2020). Cornejo (2017) highlighted that consumers' decisions influence others' decisions, and the number of posted images, likes or posts can determine it on the internet. The common argument noted by studies is that social media has become an increasingly important source of information influencing consumers' buying intentions and attitudes (Lima et al., 2019; Yarış & Aykol, 2022), and it has changed consumers seeking, reading, and trustworthy behaviours (Sigala, Christou, & Gretzel, 2012). During the information-seeking process, the expectations about the place are built, which is further strengthened by consumers' trust in SMIs (Hudson & Thal, 2013). One of the important determinants of consumers' restaurant selection is social media (Cornejo, 2017). When consumers assess the alternatives, social networking and previous tourist experiences play a significant role in their decision-making (Chen, Nguyen, Klaus, & Wu, 2015; Kumar et al., 2020). The evidence from the study indicated that if it is a new restaurant, consumers are more likely to check the review and ranking of the restaurant before they visit (Santos, 2017). Similarly, Yarış and Aykol (2022) noted that an individual's restaurant choices are impacted by factors including searching for services, social interactions, and searching for products. There is a complete interaction between the buying stage and the brand (Lemon & Verhoef, 2016). In showing the post-buying behaviour, people internally make comparisons the experiences they had with what was their expectations (Lemon & Verhoef, 2016). Additionally, the positive or negative attitudes of influencers shared on social media is likely to impact the decision of another consumer (Kang & Schuett, 2013). Also Lemon and Verhoef (2016) confirmed the interplay between good consumer experience and trust towards the brand.

3. HYPOTHESIS DEVELOPMENT

3.1.The influence of SMIs in pre-buying decisions

Considering the evidence that social media has become an increasingly important source of information influencing consumers' buying intentions and attitudes (Dinc, 2023; Yarış & Aykol, 2022). As Kumar et al. (2020) highlighted, videos significantly influence travellers to strengthen their interest in visiting a place. In the same vein, Beeton (2010) noted that advertising campaigns promoted by hotels have less influence on travellers than travel photos posted on social media by travellers. Various social media channels are used to obtain information when planning a travel plan (Verma, Stock, & McCarthy, 2012). However, consumers encounter a problem in the phase of problem recognition and information seeking (Dabija et al., 2018). When consumers want to visit a new restaurant, they tend to check the review and ranking of the restaurant before they visit (Santos, 2017). Also, according to the findings of Cox et al. (2009), 80 % of SM users give significance to prior comments and reviews in arranging destinations and accommodation. In addition, the study by Yarış and Aykol (2022) supported that consumers' restaurant choice is affected by social media use factors, including seeking services, social interaction and products. Before tourists make their final buying decisions, they use social media as a source of information (Fotis et al., 2012). Through a various social network such as blogs, social media, webpage, the information is gathered. The study by Dinc (2023) highlighted that advertisement through social media has significantly influence on consumers' organic food consumption behaviour in restaurants.

On the other hand, the study by Guerreiro et al. (2019) argued that travel plans can be made via social media, but SMIs do not have an influence on the choice of alternatives. Similarly, travellers do not heavily rely on social media to plan international leisure trips (Schroeder & Pennington-Gray, 2015). As a result, the influence of social media influencers on the assessment of alternatives is controversial and unclear; hence, the following hypotheses have been developed:

H1: A positive correlation exists between trust in the content that social media influencers (SMI) generate and consumer desire to visit restaurants.

H2: There is a positive correlation between trust in the content that social media influencers (SMI) generate and information searching for restaurants.

H3: There is a positive correlation between trust in content that social media influencers (SMI) generate and evaluating restaurants among restaurants.

3.2. The influence of Social media influencers on buying

Guerreiro et al. (2019) noted that people devoted to SMIs tend to frequent the same locations and respect quality in terms of trustworthiness, credibility, and honesty. When social media has a greater impact on consumers' destination choices, they tend to switch holiday plans (Fotis et al., 2012). Also, a significant association between restaurants' presence on social media and purchase intention is identified (Lima et al., 2019). Based on the above, the following hypotheses were formulated:

H4: There is a positive correlation between trust in the content that social media influencers (SMI) generate and visiting restaurants.

3.3.The influence of Social media influencers in the post-buying stage

When the content of an SMI is seen as non-sponsored content, consumers tend to build trust in the content, and the credibility of the content is increased in consumers' eyes. It increases the chance of a potential consumer to select a particular destination (Marketing, 2019). Visitors evaluate their post-purchase tourist product experience to earlier expectations (Dunne et al., 2011), which results in pleasure or dissatisfaction. In hospitality literature, the strong association between trust and satisfaction is noted (Christou, 2010). Social media is used by consumers as a place where they can express their views and experiences in the form of positive or negative posts (Kang & Schuett, 2013). The influence of social media influencers is noticed in this regard, which is significantly impacted by the credibility and quality of the information shared (Popescu & Ciurlău, 2019). A brand that creates a positive experience can lead its customers to price positive recommendations through social media (Bigne, Andreu, Perez, & Ruiz, 2020). In this way, the following hypotheses are proposed:

H5: There is a positive correlation between trust in content that social media influencers (SMI) generate and post-purchase satisfaction.

H6: A positive correlation exists between trust in content that social media influencers (SMI) generate and customer experience-sharing behaviour.

4.METHODOLOGY

The aim of this study is to investigate the effects of SMIs' trust on the consumer decision-making of restaurant choice. It aims to identify the link between the social media influencers' trust and each stage of the decision-making journey. This research carried out empirical research among social media users in Turkey to test research hypotheses. After setting up an internet connection in Turkey in 1993, technology has permeated every part of Turkish society, enabling local and international connections as well as the discovery and exchange of knowledge. As of January 2022, Turkey had experienced significant growth in the number of internet users, with approximately 70 million internet users, and Turkey has become 15th among all countries in terms of digital population (Statista, 2022). The developed hypothesis was tested to identify the influence of social media influencers' trust on each stage of the consumer decision-making process.

The quantitative research method, a self-administered questionnaire technique, is used to collect primary data in May 2023. Based on the literature as shown in Table 2, several scales were adopted for this research: the desire scale from Goldsmith, Lafferty, and Newell (2000);Pop et al. (2022); Prestwich, Perugini, and Hurling (2008); information search from Kang and Schuett (2013); Pop et al. (2022); evaluating alternatives from Pop et al. (2022); Magno and Cassia (2018); purchase decision from Cox et al. (2009); Pop et al. (2022); satisfaction from Tseng (2017); Pop et al. (2022); experience share from Kang and Schuett (2013); Pop et al. (2022) and trust from Goldsmith et al. (2000); Pop et al. (2022); Cox et al. (2009); Fotis et al. (2012). Respondents anchor their level of agreement on a 7-point Likert scale. This research used snowball sampling which is suggested as a useful technique when researcher encounter a challenge to strictly identify desired population (Bryman, 2016). Research collected the data via an online questionnaire that was posted on several social media sites, particularly on specific Facebook groups for foodies who discuss their dining experiences with other group members. After removing 23 incomplete questionnaires, the further analysis is conducted with 268 questionnaires. The demographic characteristics of the participants is presented in table below.

Table 1: Demographic profiles of respondents (n=268)

	Variable	Frequency	Percentage (%)
Gender	Female	126	47
	Male	142	53
Age	10-25	40	14.9
	26-40	161	60.1
	41-55	54	20.1
	56- and over	13	4.9
Income	9.999TL and under	53	19,8
	10.000-19.999 TL	111	41,4
	20.000-29.999 TL	81	30,2
	30.000-39.999 TL	11	4,1
	40.000 TL and above	12	4,5
How much time do you spend on social media	Less than an hour	36	13,4
	1-2 hours	123	45,9
	3-5 hours	91	34
	More than 5 hours	18	6,7
How many SMIs you follow in relation food	1-3	204	76.1
	4-6	39	14.6
	6-8	11	4.1
	More than 8	14	5.2

4.1. Data analysis

Smart PLS 3 is used to analyse the research data. This research modelled SMI trust as a reflective construct with the travel customer journey stages desire, information search, evaluating alternatives, buying decision, post-purchase satisfaction and travel experience sharing. Table 2 below shows the details of the reflective measurement model assessment, including item loadings, assessment of internal consistency, reliability, convergent validity, and discriminant validity. The test results showed that all measured item loadings have adequate values above 0.70 (Hair Jr, Hult, Ringle, & Sarstedt, 2014a), showing that all items provide convergent validity criteria. The construct reliability is tested through Cronbach's α and composite reliability test. Those values are expected to be above 0.6 for exploratory purposes, whereas above 0.7 is an acceptable value for confirmatory purposes. All measured items Cronbach's α and composite reliability score is above 0.7 indicating reliability is given. The common rule is that an AVE value of at least 0.5 or above shows sufficient convergent validity (Hair Jr et al., 2014a). The differences between each construct are measured by discriminant validity. The construct correlations are less than the square root of each AVE, hence showing sufficient discriminant validity for all constructs.

Table 2: Reflective measurement model assessment

Construct	Item	Measure	Loading (>0.7)	Cronbach's Alpha (>0.7)	AVE (>0.5)	CR (>0.7)	Adapted from
Desire	Q1	I aspire to visit a restaurant that SMI advertise.	0.842	0.900	0.751	0.901	Goldsmith et al. (2000);Pop et al. (2022); Prestwich et al. (2008)
	Q2	I am willing to buy restaurant products that SMIs recommend.	0.897				
	Q3	I feel desire to visit the restaurant that SMIs recommend.	0.860				
Information search	Q1	I use SM to search for information about my next restaurant visit.	0.767	0.765	0.621	0.767	Kang and Schuett (2013); Pop et al. (2022)
	Q2	I research online by reading about SMI diner's experiences via social media.	0.808				
Evaluating alternatives	Q1	Likely to consider SMI's restaurant experiences when making my restaurant decisions.	0.872	0.856	0.748	0.856	Pop et al. (2022); Magno and Cassia (2018)
	Q2	When I have to make restaurant-related decisions, I will take suggestions from digital influencers.	0.858				
Purchase decision	Q1	I make final decision in relation to booking a restaurant because of the SMI.	0.809	0.796	0.662	0.796	Cox et al. (2009); Pop et al. (2022)
	Q2	Change existing restaurant visit plan because of the SMI.	0.818				
Satisfaction	Q1	I am comfortable with one's own buying decision.	0.761	0.864	0.685	0.874	Tseng (2017); Pop et al. (2022)
	Q2	I feel comfortable with the buying decision SMIs recommend.	0.915				
	Q3	Wise choice to visit this restaurant.	0.800				
Experience Share	Q1	I share about my own personal dining experience to make a good impression.	0.740	0.873	0.699	0.884	Kang and Schuett (2013); Pop et al. (2022)
	Q2	I share my dining experience to take positive feedback from others.	0.818				
	Q3	I sharing my own restaurant experience with Social media showing similarity with SMIs.	0.938				
SMI Trust	Q1	SMI is trustworthy.	0.906	0.952	0.739	0.954	Goldsmith et al. (2000); Pop et al. (2022); Cox et al. (2009); Fotis et al. (2012)
	Q2	SMI is reliable	0.869				
	Q3	SMI is honest	0.787				
	Q4	SMI is believable.	0.839				
	Q5	I trust the information about restaurant that influencers provide.	0.967				
	Q6	SMI is more trustworthy than mass media.	0.876				
	Q7	SMI is more trustworthy than official restaurant sites.	0.806				

Table 3: Discriminant validity

Construct	Buying decision	Desire	Evaluating alternatives	Experience share	Information search	Satisfaction	Trust
Buying decision	**0.911**						
Desire	0.623	**0.913**					
Evaluating alternatives	0.748	0.765	**0.935**				
Experience share	0.498	0.379	0.434	**0.892**			
Information search	0.586	0.667	0.733	0.357	**0.899**		
Satisfaction	0.755	0.723	0.776	0.522	0.599	**0.887**	
Trust	0.605	0.578	0.561	0.424	0.488	0.655	**0.899**

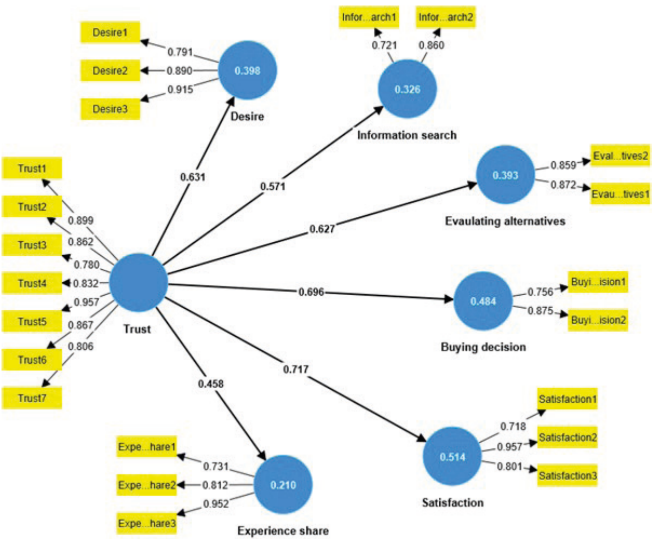

Figure 1: The structural model is here

As can be seen from the structural model above, the first association between SMI trust and consumers' buying decisions is examined to accomplish the research scope. Figure 1 above indicates the established relationship between the constructs and the results of the SEM-PLS path algorithm. The statistical analysis results showed that six assumed hypotheses are accepted, showing that SMI significantly and positively influences desire, information searching, evaluating alternative restaurants, buying decision, satisfaction, and experience sharing.

5. RESULTS AND DISCUSSION

The results showed that H1 that there is a positive correlation between trust towards the content that social media influencers (SMI) generate and consumer desire to visit restaurants was supported (β=0.630, T=14.174, $p<0.05$), indicating a positive relation between trust in SMI and desire to visit a restaurant. This result is in the same vein as previous studies (Çakıcı & Cankül, 2022; Lee, Scott, & Kim, 2008; Lima et al., 2019; Pop et al., 2022; Yarış & Aykol, 2022). H2 assumed a positive correlation exists between trust in content that social media influencers (SMI) generate and information searching for restaurants. The positive significant influence can be traced between the trust in SMI and information search in the restaurant field (β= 0.568, T=10.787, $p<0.05$). Therefore, H2 was accepted, showing that the results of the study are consistent with previous findings that highlight that social media is used by consumers as an information search area (Dabija et al., 2018; Guerreiro et al., 2019; Pop et al., 2022).

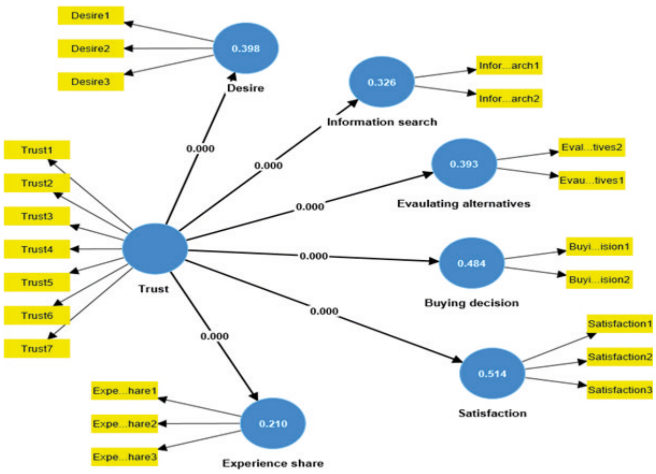

Figure 2: Structural model with P values is here

As for the H3, it presumed there is a positive correlation between trust in content that social media influencers (SMI) generate and evaluating restaurants among restaurants. This research disclosed the significant association between SMI trust and consumers' evaluation of alternatives among the restaurants (β= 0.627, T=12.227, $p<0.05$). Hence, H3 found support in the data. The respondents often use social media influencers in evaluating alternative restaurants. In other words, there is a positive association between the evaluation of alternatives and SMI trust, in line with similar research in the context of social media (Narangajavana, Fiol, Tena, Artola, & García, 2017; Pop et al., 2022).

Based on this positive influence, it can be suggested that respondents of this research tend to consider SMIs restaurant experiences as an important reference when making restaurant decisions in relation to restaurant choice, and they take recommendations from SMIs. As a result, SMI trust has a positive influence on consumer pre-buying stages and a favourable influence on consumer purchasing intention to visit restaurants, which is consistent with earlier studies (Pop et al., 2022; Xu & Pratt, 2018).

H4 presumed that there is a positive correlation between trust in the content that social media influencers (SMI) generate and visiting restaurants. According to the results of the analyses, the path coefficient and T-statistic were calculated as statistically significant (β= 0.697, T=11.604, $p<0.05$) between trust in the content created by influencers and their buying decision of restaurant visit; therefore, H4 was accepted confirming that consumer decision making in relation to restaurant visit is positively influenced by SMIs, showing similar result with previous research (Guerreiro et al., 2019; Pop et al., 2022). H5 assumed a positive correlation between trust in content that social media influencers (SMI) generate and post-purchase satisfaction. The results of the analyses found a significant relationship between SMI trust and consumer restaurant satisfaction (β= 0.718, T=14.223, p<0.05) that provided evidence to support H5. This result shows similarities with the previous studies (Christou, 2010; Pop et al., 2022). Feeling safe with the purchase decision, as it is the wise and optimum decision recommended by SMIs, largely impacts respondents' satisfaction.

Table 4. Structural estimates of the model.

Paths	Path Coefficients	Standard deviation	T statistics	P values	R-square	Hypothesis
Trust -> Buying decision	0.697	0.060	11.604	0.000	0.484	Supported
Trust -> Desire	0.630	0.044	14.174	0.000	0.398	Supported
Trust -> Evaluating alternatives	0.627	0.051	12.227	0.000	0.393	Supported
Trust -> Experience share	0.458	0.065	7.016	0.000	0.210	Supported
Trust -> Information search	0.568	0.053	10.787	0.000	0.326	Supported
Trust -> Satisfaction	0.718	0.050	14.223	0.000	0.514	Supported

Note: *p-value < 0.05; ***p-value < 0.001

Regarding H6, that assumed a positive correlation exists between trust in content that social media influencers (SMI) generate and experience sharing behaviour. According to the result, a significant positive relationship between SMI and consumers' experience sharing on social media was found to be significant. Therefore, there was enough evidence to support H6. The results of the tests support the findings of previous studies, which showed that consumers' experience sharing on social media is positively affected by SMI trust (Kang & Schuett, 2013; Lien & Cao, 2014).

The coefficient of determination is the most widely employed measure to assess structural models (Hair Jr, Hult, Ringle, & Sarstedt, 2016). This coefficient is a measure of the model's predictive ability. R^2 values of 0.75, 0.50 or 0.25 for endogenous latent constructs can be respectively defined as substantial, moderate, or weak (Hair Jr et al., 2016; Henseler, Ringle, & Sinkovics, 2009). As indicated in the table above, the test results showed that the constructs with the highest explained variance ranged between R^2=0.514 and R^2=0.210. It is noted that the R^2 value of the variables can be described as moderate. According to Hair, Ringle, and Sarstedt (2011), there is no strict rule of thumb for acceptable R^2 values depending on model complexity and research discipline, which can vary. For example, in disciplines such as consumer behaviour, consider R^2 values of 0.20 as an acceptable level.

6. CONCLUSION

This study was designed to evaluate how SMIs' trust influences individuals' decision-making journey of restaurant selection. The results of SEM analysis with a sample of 268 social media users showed that SMIs' trust significantly influences consumer desire and information search, evaluating alternatives, buying decisions, satisfaction and experience sharing. There is a positive association between the trust and such factors. When consumers trust SMIs, they tend to feel a desire to visit a restaurant recommended by an SMI. Also, social media users are more likely to be in search of informative content produced by SMIs. The results showed a positive relationship between trust, evaluating alternatives, and buying decisions, indicating that consumers are significantly influenced in the pre-purchase stage. Similarly, researchers highlighted that social media is considered an informatory platform, and SMIs are the opinion leaders who have the power to increase the impact of information and shape the consumers' opinion on certain products or services (Agostino et al., 2019; Jalilvand, 2017). A positive relationship between SMI trust and satisfaction and experience sharing shows the significant impact of trust in the post-purchase stage. All in all, as highlighted in the results of the previous studies, social media is now a significant information source that influences consumers' attitudes and purchasing decisions (Lima et al., 2019; Yarış & Aykol, 2022). The opinions of influencers expressed on social media, whether favourable or unfavourable, are likely to affect consumer's choices. Moreover, this research contributes to the consumer decision-making journey literature by investigating and providing evidence regarding each step of the decision-making journey in the context of restaurant selection.

Besides, this study provides some practical implications for marketing practitioners, policymakers and managers to develop a series of effective marketing strategies. Social media marketing is a successful technique to engage with customers and prospects for businesses of all sizes. The outcome of the study indicated the positive influence of SMIs on all stages of the consumer decision-making process. This finding may help guide policymakers, market practitioners and other stakeholders when they design tourism policies and strategies. If the trust towards content can be developed by the SMIs, it could help attract more customers and increase in sales. Businesses can engage with clients on social media more affordably and directly than through more traditional communication methods. Businesses can benefit from this to decrease their marketing cost, develop an effective marketing strategy, and reach their potential customers through SMI with lower costs. When SMIs provide information related to food, it is considered by consumers as more reliable than food that mass media or other food-related organisations promote. Also, the trust created by social media influencers may help eliminate the uncertainty in relation to food and service and may give consumers more confidence about the products and services. Restaurants should increase their visibility on social media and use SMI in promoting their business and develop marketing strategies through influencers. Also, social media should be used as a place where food is promoted and considered as a bridge between customers and business to maintain the relationship with customers. Policymakers should develop and implement effective strategies in order to increase technological, relational, marketing, management and innovation in relation to social media management in the industry. Tourism organisations can be promoted by implementing effective social media marketing strategies. Especially social media marketing can be benefited by restaurants, hotels, and other tourism institutions that target non-resident clients. Consumers' desire to visit restaurants can be boosted by trust created by SMIs, which also helps raise brand awareness; the probability of choosing that restaurant when evaluating alternatives. Therefore, industry practitioners and marketers should use the SMI to enhance and trigger the desire to visit restaurants. Social media is a marketplace for businesses that can introduce and sell their products. Through social media, businesses can reach a huge number of people and attract more customers. The findings of the study indicated that consumers can alter their existing restaurant visit plans due to recommendations from trustworthy SMIs. Hence, businesses should benefit from the significant influence of SMIs' trust on consumers' purchase decisions to influence their customers' decisions using SMIs. Consumer satisfaction can be increased by SMIs, which may have a beneficial impact on consumers' behaviour to make repeat purchases. This could be beneficial for developing a healthy relationship in the long term and building customer loyalty. It may help increase restaurant revenue in the long term.

The present study identified limitations on the generalizability of the research findings due to the limited sample size of 268 respondents. Also, this research used snowball sampling to collect primary data, reducing the generalizability of the research data. Further research can use different sampling techniques and a bigger sample size. Also, this research is conducted in Turkey. There are diversified contextual approaches in the previous studies. There is a need to conduct cross-cultural studies, and researchers should examine the differences between countries. In the proposed model, some significant factors, such as subjective norms, attitude, quality, and loyalty, are not included. Researchers should pay attention to the other factors that may play a significant role in consumer decision-making.

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Lokman Dinç, gI earned my Bachelor's degree at Atatürk University in Food and Beverage Management, where I honed my expertise in the culinary and hospitality industry. I furthered my education by completing a Master's program at Bournemouth University in Hotel and Food Service Management, deepening my understanding of the intricate dynamics within the hospitality sector. I have recently completed my doctoral studies in Tourism and hospitality management at University of Plymouth, where my research focused on consumers' organic dining behaviour in the UK. During my doctoral research, I gained extensive experience in conducting empirical studies, analyzing large datasets, and applying advanced statistical techniques to derive meaningful insights.

ORCID: 0000-0002-8219-5248

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EMOTIONAL SOLIDARITY AND TOURISM EFFECT ON SUPPORT FOR TOURISM DEVELOPMENT: RESIDENTS' PERCEPTION

Ebru Düşmezkalender[a] , Cihan Seçilmiş[b*] , Veysel Yılmaz[c] , Omar Youssef[d]

[a]Eskisehir Osmangazi University Department of Tourism Management, Türkiye;
ORCID: 0000-0001-6197-1394 / e-mail: earslaner@ogu.edu.tr

[b]Eskisehir Osmangazi University Department of Tourism Management, Türkiye;
ORCID: 0000-0001-6781-0997 / e-mail: csecilmis@ogu.edu.tr

[c]Eskisehir Osmangazi University Department of Statistic, Türkiye;
ORCID: 0000-0001-5147-5047 / e-mail: vyilmaz@ogu.edu.tr

[d]Texas A&M University Recreation Park & Tourism Sciences, USA;
ORCID: 0000-0002-9530-6090 / e-mail: somary.90@tamu.edu

KEYWORDS

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ABSTRACT

The present study employs a framework of residents' emotional solidarity with tourists (e.g., welcoming nature, emotional closeness and sympathetic understanding), and tourism's positive-negative impacts to understand residents' support for tourism. The Research model was tested using a sample of 405 residents living in Alanya/Turkey. Data were collected using a face-to-face survey. Alternative models were used to test the theoretical structure of this study. The validity and credibility of the constructs were tested through confirmatory factor analysis, while its hypotheses were tested using path analysis. In Model 1, the dimensions of emotional solidarity and the positive and negative impacts of tourism and their direct effects on support for tourism were examined, and Model 2 showed results similar to those in Model 1. Results revealed that welcoming nature and sympathetic understanding had a positive effect on the positive impacts of tourism. However, emotional closeness did not affect the positive impacts associated with tourism. Regarding residents' support, welcoming nature had the greatest positive effect on the support for tourism compared to other dimensions included in the framework of emotional solidarity, emotional closeness, and sympathetic understanding. The results of this study could enhance destination marketing managers when they need to understand residents' support for tourism development.

1. INTRODUCTION

Comprehending the attitudes and thoughts of local people towards the development of tourism in their region is very important for the success and sustainability of every form of tourism in a region (Gursoy et al., 2010). When residents do not support the development of tourism in a destination, it becomes necessary to attract more visitors to the destination, which threatens the sustainability of that destination in the tourism market (Aleshinloye et al., 2021). Positive support of local people for the development of tourism depends on developing relationships between tourists and local people (Woosnam, 2012).

Within the tourism system, tourists and residents undergo a process of change and look for something valuable. As the Theory of Social Exchange mentions, residents tend to trade with tourists if they think they will benefit from this interaction without bearing any costs (Gursoy et al., 2010). In other words, if local people hope to benefit from this trade without paying much cost as a consequence of their interaction with tourists, the probability of trading between tourists and local people increases (Ap, 1992; Stylidis et al., 2014). The expectation that such relations will develop in a tourist destination and that the effects of such a relationship will be positive is closely related to the emotional relationship between tourists and local people. In this sense, it is a noteworthy issue whether or not the feelings of residents toward tourists will affect the behavior of residents (Lan et al., 2021).

Emotional solidarity is another important variable influenced by the link between individuals and destinations (Joo et al., 2021). At this point, the Theory of Emotional Solidarity (Durkheim, 1915) is a suitable framework that could be used to explain the relationship between tourists and local people in a destination (Woosnam and Norman, 2010). Woosnam (2011) points out that emotional solidarity, as one of the three main antecedents in the structure explained by Durkheim (i.e., shared beliefs, shared behaviour, and interaction) is not mentioned much in the resident and tourist contexts. Lai and Hitchcock (2017) also emphasize that the impact of disturbances that local communities develop due to the experiences between tourists and residents

*Corresponding Author.

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and how this will affect tourism development in that destination to be examined. These studies reveal that further research is needed in the field of tourism regarding the relationship between local people and tourists using the Theory of Emotional Solidarity. Alanya, a county of Antalya province in Turkey, has been chosen as the research area of this study. Alanya attracts a large number of tourists every year, and the majority of these tourists communicate with local people.

It was thought that this region would be a suitable environment for measuring the examined variables in the study. This study is expected to contribute to improving the visitor experience and sustainable tourism activities by examining the relationships between emotional solidarity, tourism impacts, and support for tourism to sustainable tourism and the local community to perform actions. Although many studies have stated that emotional solidarity is the cause or result of many variables, no study has explicitly examined emotional solidarity, tourism impacts, and support for tourism. Based on this, it is thought that this study will also contribute to local authorities and researchers by filling the gap in the relevant literature.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Emotional solidarity

Although the concept of emotional solidarity has existed for centuries, Emile Durkheim (1915) is the first researcher to examine the concept in a theoretical framework (Li and Wan, 2016; Woosnam and Aleshinloye, 2012). The most widely accepted view in this context is that the framework of emotional solidarity is based on Durkheim's research (Woosnam, 2012). Durkheim (1912), in his book "The Elementary Forms of Religious Life", claimed that individuals form a tie by participating in sacred beliefs and ceremonial behaviors (Joo et al., 2018), which means that they develop emotional solidarity (Joo et al., 2021; Woosnam et al., 2014). In more precise words, Durkheim argues that a feeling of solidarity arises when individuals have similar beliefs, engage in similar activities, and interact with each other (Woosnam & Norman, 2010). Based on Durkheim's research, Collins (1975) added the interaction of individuals with each other as another dimension and expanded the theoretical framework of solidarity. Since then, it has become a structure with three premises; interaction, shared beliefs, and shared behavior (Ribeiro et al., 2018; Wang et al., 2021). Based on Durkheim's research, it is also stated that the values of the local people, their relationships with tourists, and the emotional solidarity they experience with tourists visiting their destinations could be predicted (Woosnam et al., 2009).

Over time, awareness regarding the feasibility of Durkheim's Solidarity Theory in tourism research has been created thus, this theory has been introduced to tourism research with the research by Woosnam et al. (2009) (Joo et al., 2021). In this study, the basic structure of emotional solidarity has been transformed from a religious context into a tourism context and reconstructed based on Durkheim's framework (Wang et al., 2021). In addition Woosnam and Norman's (2010) research is also claimed to be an important contribution to the use of emotional solidarity in tourism research. These authors confirmed the examined impacts on the attitudes of local people towards tourism by testing them through a three-dimensional structure; welcoming nature, emotional closeness, and sympathetic understanding. This structure provides important clues to understand the complex dynamic relationship among individuals in a destination and so has been used in many other studies. In line with these developments, it is also seen that the studies on emotional solidarity conducted in tourism have been more popular recently (Erul et al., 2020; Phuc & Nguyen, 2020; Stylidis et al., 2020).

2.2. Support for Tourism

Since the 1970s, researchers have conducted extensive research on tourism development and have identified many factors affecting this development (Gursoy et al., 2019). The support of local people is of great importance for the development and sustainability of tourism in a destination (Choi & Murray, 2010; Gursoy et al., 2019; Jurowski et al., 1997). Residents' support for tourism development is shaped by many factors, such as the benefits to be gained from tourism and the costs that tourism will bring (Ap, 1992; Stylidis et al., 2014). Local people's support for tourism has been explained by several different theories (Theory of Reasoned Action (Dyer et al., 2007); Theory of Normative Beliefs (Cooke & Szumal, 1993); Socialisation Theory (Van Maanen & Schein, 1979); Emotional Solidarity Theory Durkheim's (1995 [1915]). The Theory of Social Exchange is very popular, especially in explaining the relationship between economic ties and the residents' support for tourism (Joo et al., 2021). The Theory of Social Exchange is discussed in the context of the principle of utilitarianism of residents in explaining the support given to tourism development. In other words, local people who make economic gains and consider that tourism has potential may react positively to tourism (Gursoy & Rutherford, 2004; Yoon et al., 2001). On the other hand, using the Theory of Emotional Solidarity is also appropriate in revealing how the support of residents for tourism is influenced by emotional ties (Joo et al., 2021).

2.3. Positive/Negative Impacts of Tourism

In addition to providing economic opportunities that will improve residents' quality of life, the development of tourism in a destination can sometimes have positive and sometimes negative impacts (Rivera et al., 2016). First, tourism is perceived as a potential economic tool that provides elements that can improve the quality of life in the region, such as employment opportunities, tax revenues, economic diversity, recreational activities, festivals, attractions, and restaurants (Andereck et al., 2005). Appropriately designed tourism activities contribute to the stabilization of communities suffering from economic and social problems (McCool &Martin, 1994). In addition, with the development of tourism, new facilities and enterprises are opened for the use of local people. Thus, tourism directly or indirectly makes people happier (Rivera et al., 2016), provides regional development, creates jobs, attracts investments, and strengthens local infrastructure (Khizindar, 2012; Zhang et al., 2021).

The impact of tourism on the local people and the quality of life is not always positive, and some negative consequences could also be encountered. Deterioration of the quality of life of local people, increasing crime rate, displacement of local people, value conflicts (McCool & Martin, 1994), increasing congestion, and antisocial behavior in residents (Jaafar et al., 2015) could be given as examples of these negative impacts. The weakening of the sense of belonging and attachment to society, alienation, and the loss of the importance of rural life are also some of the other negative impacts (McCool & Martin, 1994).

2.4. Emotional Solidarity and Tourism Impacts

Understanding the attitudes of local people towards tourism and the factors affecting these attitudes is essential in obtaining positive support for tourism development (Gursot et al., 2002). Khizindar (2012) points out that the concepts of emotional solidarity should be examined to provide more support for the economic impacts of tourism. Based on the findings of the study, Woosnam (2012) suggests that hypotheses pointing out the relationships between emotional solidarity and attitudes towards the impacts of tourism could be used in future studies. Based on the relevant literature, the following hypotheses have been developed.

(H1): Residents' welcoming nature toward tourists will affect their negative perceptions.

(H2): Residents' welcoming nature toward tourists will affect on their positive perceptions.

(H4): Residents' level of sympathetic understanding of tourists will affect on their negative perceptions.

(H5): Residents' level of sympathetic understanding of tourists will affect on their positive perceptions.

(H7): Residents' emotional closeness with tourists will affect on their negative perceptions.

(H8): Residents' emotional closeness with tourists will affect on their positive perceptions.

2.5. Emotional Solidarity and Support for Tourism

The studies conducted in the relevant literature so far found that local people's support for the development of tourism can significantly be predicted, and emotions are essential determinants of such support (Erul et al., 2020). In other words, the feelings and behaviours of residents towards tourists in a destination also determine the strength of support for tourism in that region. At the same time, it is expected that residents who have a supportive attitude toward the development of tourism in their region will also be emotionally close to visiting tourists (Lan et al., 2021). This supports a possible relationship between emotional solidarity and support for tourism. The studies conducted in the field also reveal some empirical evidence for the existence of such a relationship. Joo et al. (2021) found in their study that emotional solidarity positively affects support for tourism. Hasani et al. (2016) found in their study that the most influential factor affecting the attitudes of local people towards the development of tourism is welcoming nature. In a study conducted by Moghavvemi et al. (2017), they found that the sympathetic understanding and welcoming nature of the residents are the most influential factors affecting the attitudes of local people towards tourism development in their region. Based on the studies conducted in the relevant literature, it was assumed that there could be a relationship between emotional solidarity and support for tourism, and the following hypotheses have been developed:

(H3): Residents' welcoming nature toward tourists will affect on their support for tourism development.

(H6): Residents' sympathetic understanding of tourists will affect on their support for tourism development.

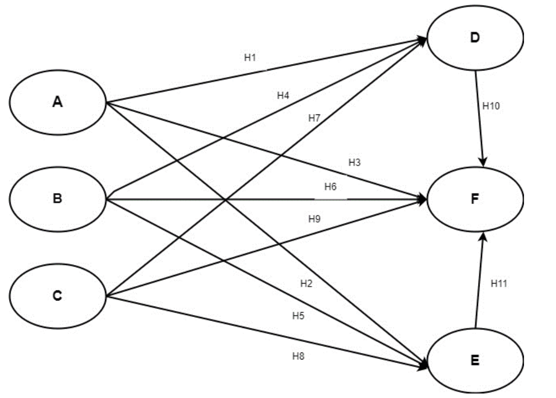
(H9): Residents' emotional closeness with tourists will affect on their support for tourism development.

2.6. Impacts of Tourism and Support for Tourism

The awareness of the local people regarding the potential positive and negative impacts of tourism affects their support for and participation in the development of tourism. Many studies conducted in the relevant literature have found that positive perceptions of residents positively impact their contribution to the development of tourism and support for tourism (Rasoolimanesh & Jaafar, 2017). Rasoolimanesh et al. (2017) revealed that positive perceptions have different indirect impacts on support for tourism development. The studies conducted regarding the development and sustainability of tourism within the scope of the SET have revealed that the public attitude towards the development of tourism is shaped by the economic (e.g., employment opportunities, income growth), socio-cultural (e.g., Sustaining historical and cultural values) and environmental (e.g., conservation of natural resources) benefits and costs as well as rising prices, crime rates and pollution in the region (Gu & Wong, 2006; Lee, 2013; Northcote & Macbeth, 2005; Nunkoo & Ramkissoon, 2011). Based on these assumptions, the following hypotheses have been developed, and all hypotheses have been presented in the research model.

(H10): Residents' perception regarding the negative impacts of tourism will affect on their support for tourism development.

(H11): Residents' perception regarding the positive impacts of tourism will affect on their support for tourism development.



A: Welcoming nature B: Sympathetic understanding, C: Emotional closeness, D: Negative impacts, E: Positive impacts, F: Support for tourism

Figure 1: Theoretical Framework and Hypotheses

3. METHODOLOGY

3.1. Research Area

In this study, the destination of Alanya was chosen to examine residents' attitudes toward tourism development. Following Turkey's tourism strategy, which has focused on increasing international tourist arrivals since the 1960s, Alanya has transformed from a small resort town into a well-known international tourism destination by capturing a significant amount of tourists from the tourism market (Soyak, 2003). With its beautiful beaches, climate, and natural parks, Alanya has become a famous destination as it is close to well-known historic sites, such as the Alanya Castle, with six kilometer-long walls and 140 bastions on these walls (Alanya CTG, 2019).

3.2. Measurement

In order to measure the dimensions of emotional solidarity, which are welcoming nature (3 items), Sympathetic understanding (4 items), and Emotional closeness, the expressions used by Lai & Hitchcock (2019) to measure the reaction of local people to mass tourism were used in this study. In order to measure the perceptions regarding positive tourism impacts (8 items) and the perceptions regarding negative tourism impacts (6 items), the scales used by Eusebio et al. (2018) to determine the interaction of local people and place attachment were adapted and used in the study. The residents' support for tourism development was measured with four items used in previous studies (Yu et al. 2018; Zaman & Aktan, 2021).

Since the scales used in the research were taken from the international literature, it was necessary to test their linguistic validity. For this purpose, the scale was translated into Turkish first. Then the Turkish version was translated back through back-translation methods into English to avoid any meaning-related loss in the items. In this process, translation and back translation were performed by two language experts, and thus, linguistic equivalence was achieved (Lochrie et al., 2019). Finally, a pilot test was conducted on 40 people for the intelligibility of scale expressions and face validity. As a result of the pilot test, some revisions were made to several statements.

3.3. Questionnaire Design and Data Collection

This research follows a quantitative design. Residents living in Alanya formed the population of this study. Utilizing a convenience sampling method, an on-site self-administered questionnaire was distributed to 500 residents between February and May 2019 in the target destination, and they were requested to participate in the research by filling in the questionnaire. Despite the possibility of representativeness and generalizability problems that may arise in such a sampling method, it was thought to be useful for large samples (Nowinski et al., 2019). A total of 440 questionnaires were returned, of which only 405 were usable for further analysis.

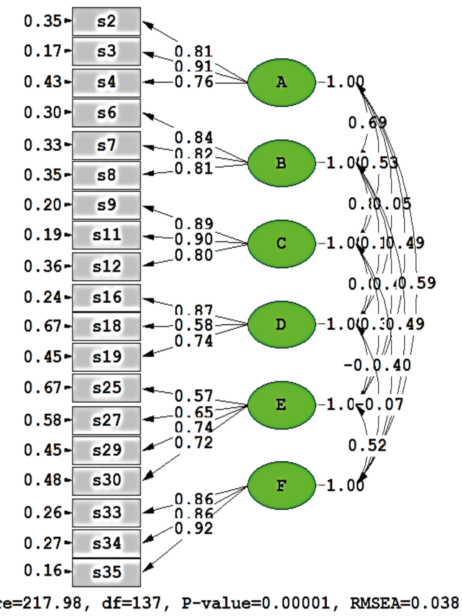
Descriptive statistics revealed that 57% of the respondents were male (43% female), 29% were aged between 41–50, 27% were aged between 31-40, 26% were aged between 21–30, 12% were aged between 18–20, and 6% were aged 51 and above. Moreover, 29% of the respondents were found to be high school graduates, 48 % were found to be university graduates, and 61% of those who filled out the questionnaire were married, whereas 39% were single.

4. FINDINGS AND DISCUSSION

Before the data analysis, the data set was examined for multivariate normality. Relative Multivariate Kurtosis was calculated as =1.375, and Multivariate normality was calculated as $\chi2=2069.380$ ($p<0,01$). This result indicates that the data set has no multivariate normal distribution. For this reason, Robust Maximum Likelihood analysis was used in the study, which does not require a normality assumption and is based on the evaluation of the overall fit of the model based on the Satorra-Bentler $\chi2$ statistic.

4.1. Measurement Model

The measurement model involved in the remaining study variables was examined for its data-quality testing. In order to analyze the data, two-stage methods were followed: Confirmatory Factor Analysis (CFA) and structural equation modeling. The measurement model was examined to find out convergence and discriminant validity. To evaluate the fit of the measurement model, fit indices were calculated through Satorra-Bentler Scaled as $\chi2/df= 217.98/137 = 1,59 < 3,00$ (Hayduk, 1987), Goodness-of-Fit Index (GFI) = 0,92>0,90 (Bogozzi & Yi, 1988), Adjusted Goodness of Fit Index (AGFI) = 0,90>0,80 (Scott, 1995), Normed Fit Index (NFI) = 0.98>0,90 Bentler & Bonett, 1980), Comparative Fit Index (CFI) = 0.99>0.90 (Bogozzi & Yi, 1988), Root Mean Square Error of Approximation (RMSEA) = 0.038< 0.08 (Bogozzi & Yi, 1988). The Constant Akaike Information Criterion (CAIC) model was calculated as 589.18 < saturated Model CAIC= 1330.70, and the Expected Cross-Validation Index (EVCI) model was calculated as = 0.80 < saturated model ECVI = 0.94. These results reveal that the measurement model is suitable for use in the study.



A: Welcoming nature; B: Sympathetic understanding; C: Emotional closeness; D: Negative impacts; E: Positive impacts; F: Support for Tourism

Figure 2: Measurement Model

Three criteria have been considered to examine the convergence validity. First, each observed variable from the latent variables should have a standard factor load greater than 0.50 and be statistically significant (Fornell & Lacker, 1981). Secondly, each structure's Composite Reliability (CR) value must be greater than 0.70 (Hair et al., 1998). Thirdly, each structure's Average Variance Extracted (AVE) should be 0.50 higher (Fornell & Lacker, 1981). When the convergence validity of the study is examined, it is seen that the standard factor loads are between 0.57 and 0.92. CR values were found to be higher than 0.77. Finally, all AVE coefficients were found to be higher than 0.50 (see Fig. Table 2). Considering all these, the structures were found to have met convergence validity.

In order to ensure the discriminant validity of the measurement model, the square root of the AVE value of each structure is examined by comparing the correlation between that structure and other structures. As a result of these comparisons, if the square root values of AVE are greater, discriminant validity is confirmed (Fornell & Lacker, 1981).

Table 1: Discriminant Validity

	A	B	C	D	E	F
A	0.83					
B	0.69	0.82				
C	0.53	0.82	0.87			
D	0.05	0.14	0.01	0.74		
E	0.49	0.47	0.38	0.04	0.71	
F	0.59	0.69	0.40	0.07	0.52	0.88
AVE	0.69	0.68	0.75	0.55	0.51	0.78

As seen in Table 1, the square root values of the AVE calculated for each factor are greater than the correlation coefficients between the factors. Therefore, it could be stated that discriminant validity is confirmed.

Table 2: Results of Reliability, Convergent, Discriminant Validity, Standardized Factor Loadings for The Models

Factors	Items	Standard Factor loading	R^2
A: *Welcoming nature* *CR*=0.87 *AVE*=0.69	S2: I think that the arrival of visitors to Alanya provides some social benefits	0.81	0.65
	S3: I am grateful to the visitors for their contribution to the economy of Alanya.	0.91	0.83
	S4: I treat visitors to Alanya honestly	0.76	0.57
B:*Sympathetic understanding* *Cronbach's Alpha*=0.85*(0.85)* *CR*= 0.86 *AVE=0.68*	S6: I identify myself with the visitors to Alanya	0.84	0.70
	S7: I am full of love for visitors to Alanya	0.82	0.67
	S8: I have many things in common with visitors to Alanya	0.81	0.65
C: *Emotional closeness* *Cronbach's Alpha*=0.67*(0.72)* *CR*=0.90 *AVE*=0.75	S9: I enjoy communicating with visitors to Alanya	0.89	0.80
	S11: I like to be friends with visitors to Alanya	0.90	0.81
	S12: I like to interact with visitors to Alanya	0.80	0.64
D: *Negative Impacts* *CR*=0.78 *AVE*=0.55	S16: Tourism increases traffic accidents	0.87	0.76
	S18: Tourism increases the stress level of residents	0.78	0.33
	S19: Tourism leads to an increase in drug use	0.74	0.55
E: *Positive Impacts* *CR*=0.77 *AVE*=0.51	S25: Tourism introduces local traditions	0.57	0.33
	S27: Tourism provides improvements in infrastructure (such as roads and sports facilities)	0.65	0.42
	S29: Tourism contributes to the improvement of the quality of life of residents	0.74	0.55
	S30: The development of tourism increases recreational activities for the local population	0.72	0.52
F: *Support for Tourism* *CR*=0.91 *AVE*=78	S33: I can offer suggestions for the development and improvement of tourism in Alanya	0.57	0.74 0.73
	S34: I can actively participate in the planning of tourism in Alanya.	0.65	
	S35: I support tourism projects in Alanya	0.74	0.84

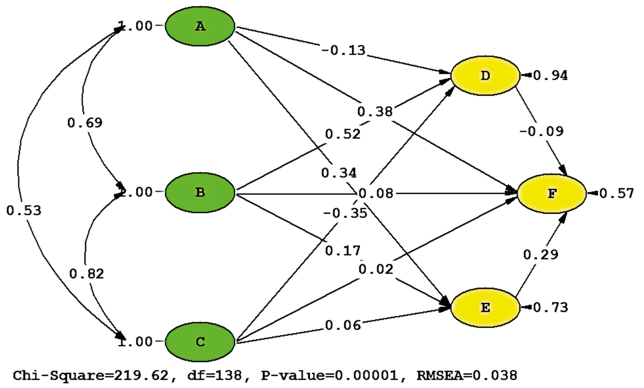
4.2. Structural Model and Hypothesis Testing

The Structural Equation Modeling (SEM) method and LISREL 8.80 were conducted to test the proposed relationships. As some previous studies in the relevant literature found that the dimensions of emotional solidarity had a mediating effect in explaining the support of local people for tourism, claiming some significant relationship (Joo et al., 2021; Li et al., 2021) when looking at the distribution of expressions during the tests, as an alternative model produced better results, two models were considered in the evaluation phase.

Model 1

In Model 1, the dimensions of emotional solidarity, the positive and negative impacts of tourism, and their direct effects on support for tourism were examined. Figure 2 presents the path diagram of the model and the standard loads. In addition, Table 3 presents the standardized parameter estimates and hypothesis test results for the model in Figure 2.

When Figure 2 is examined, it is seen that there is a significant positive relationship between A and E by 0.34 units, which means that one unit increase in A causes 0.34 unit increase in E. Similarly, a positive directional 0.38 unit significant relationship between A and F, 0.52 unit significant relationship between B and D, a negative -0.35 unit significant relationship between C and D, a negative -0.09 unit significant relationship between D and F and 0.29 unit significant relationship between E and F were found in the study.



A: Welcoming nature; B: Sympathetic understanding; C: Emotional closeness; D: Negative impacts;

E: Positive impacts; F: Support for Tourism

Figure 3: Summary Path Diagram of the Proposed Model

It was found that the positive effect of B on D and the negative effect of C on D were found to be significant. Considering the items that measure the exogenous latent variables B and C, it was found that these latent variables were significant in a positive sense. When the items that measure the endogenous latent variable D are considered, they were found to have a structure in a negative sense. Therefore, the coefficients to be calculated for the relations B→D and C→D are expected to be marked negative. The coefficient for the C→D relationship was calculated as -0.35, but the coefficient for the B→D relationship was calculated as 0.52. These results reveal that as the emotional closeness of the people of Alanya to tourists increases, their negative attitude towards tourists will decrease. According to these results, hypotheses H1, H5, H6, H8, and H9 were not supported, hypotheses H2, H3, H4, H7, and H11 were supported at the 1% significance level, and hypothesis H10 was supported only at the 10% significance level. In addition, although people in Alanya have sympathetic feelings towards tourists, their negative attitudes towards tourists also tend to increase.

Table 3: Standardized Parameter Estimates and Hypotheses

Hypotheses		Standardized parameter estimates	Results of hypotheses
H_1	$A \rightarrow D$	-0.13^{ns}	not supported
H_2	$A \rightarrow E$	0.34***	supported
H_3	$A \rightarrow F$	0.38***	supported
H_4	$B \rightarrow D$	0.52***	supported
H_5	$B \rightarrow E$	0.17^{ns}	not supported
H_6	$B \rightarrow F$	0.08^{ns}	not supported
H_7	$C \rightarrow D$	-0.35***	Supported
H_8	$C \rightarrow E$	0.06^{ns}	not supported
H_9	$C \rightarrow F$	0.02^{ns}	not supported
H_{10}	$D \rightarrow F$	-0.09*	supported
H_{11}	$E \rightarrow F$	0.29***	supported

A: Welcoming nature; B: Sympathetic understanding; C: Emotional closeness; D: Negative impacts; E: Positive impacts; F: Support for Tourism

****p<0.01; **p<0.05; *p<0.10; ns: non significant*

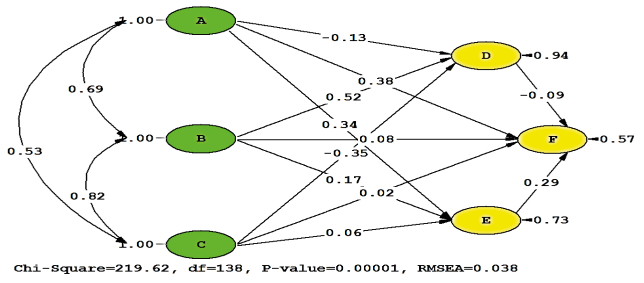
A: Welcoming nature; B: Sympathetic understanding; C: Emotional closeness; D: Negative impacts; E: Positive impacts; F: Support for Tourism

It was found that the endogenous latent variables B and C had no significant effect on the Support for Tourism (F) factor in Table 3. Lai & Hitchcock (2017) found in their study that A→F and B→F relationships were significant, while C→F relationships were insignificant. One of the possible reasons why the relationship of factors B and C with F is not significant in the study may be that one of these exogenous latent variables acts as a mediating endogenous variable. In addition, as seen in the model in Figure 4, the correlation coefficient between A and B was calculated as 0.69, and the correlation coefficient between B and C was calculated as 0.82. For these reasons, an alternative model has been proposed in which the latent variable B is defined as an endogenous latent variable.

Model 2

The results of the path diagram hypothesis test for the alternative model

Figure 3 presents the path diagram of the alternative model. In addition, Table 4 presents the standardized parameter estimates and hypothesis test results for the alternative model in Figure 3.



A: Welcoming nature; B: Sympathetic understanding; C: Emotional closeness; D: Negative impacts; E: Positive impacts; F: Support for Tourism

Figure 4: Summary Path Diagram of Proposed Alternative Model

The H6: B→F relationship was not found to be significant in the first model, while β_FB=0.35 was found to be positive and significant in the alternative model. Based on this result, it can be concluded that as the people in Alanya develop sympathetic relations with tourists, the support of the people for tourism will also increase.

In the first model, the direct relationship between H9: C→F was not found to be significant. In the alternative model, no direct relationship between these factors was predicted, while it was predicted that these relationships could be through factors B, D, and E. The indirect relationship coefficient between A and F was 0. 30, and the indirect relationship coefficient between C and F was 0.28 (Table 6). For the C→B→F relationship, the 0,22 coefficient was found to be significant. Therefore, the relationship between A and F is indirect through factors B, D, and E, and the relationship between C and F is similarly indirect through factors B, D, and E.

Mediating Effects

The mediating role of factor B for the A→F and C→F relationships

For the mediating effect of factor B between A→F, the relationship between A→F was calculated as β_FA=0.58 at first. Then, by adding the mediating variable B to the model, the relationship between A→F was calculated as 0.49*** again. Since the coefficient of the relationship between A and F decreases when the mediating variable B is added to the model, it could be concluded that variable B acts as a partial mediating between A and F. When the E variable was added to the model for mediating effect between A→F of variable E, the A→F relationship was calculated as 0.43. Since the value of the coefficient of relationship between A and F decreases when the mediating variable E is added to the model, it could be concluded that variable E acts as a partial mediating between A and F.

For the mediating effect of factor B between C→F, the C→F relationship was calculated as β_FC=0.39 at first. Then, the C→F relationship was calculated as 0.02 by adding the mediating B variable to the model. Since the relationship between C and F was statistically insignificant when the mediating variable B was added to the model, it could be concluded that factor B is the full mediating between C and F. When the E mediating variable is added to the model, the relationship coefficient between C and F decreases to 0.23 from 0.39, so factor E could be claimed to have a mediating role between C and F.

Table 4: Standardized Total and Indirect Impacts

	Standardized total impact		Standardized indirect impact	
	A	C	A	C
B	0.38***	0.62***	-	-
D	0.05^{ns}	-0.03	0.21***	0.34***
F	0.30***	0.28***	0.30***	0.28***
E	0.44***	0.15**	0.04^{ns}	0.07^{ns}

Note: **P<0.05; ***P<0.01; NS: Non Significant

The indirect effect of factor A on F through B is 0.13 (0.38*0.35), and the total effect is 0.30. This result reveals that 43% of the total effect of A on F (0.13/0.30=0.43) is mediated by factor B. The indirect effect of factor C on F through B is 0.22 (0.62*0.35), and the total effect is 0.28. This reveals that 79% of the total effect of C on F (0.22/0.28=0.79) is mediated by variable B. These results also reveal that an alternative model in which B is treated as an endogenous latent variable is more appropriate.

Table 4: Standardized Parameter Estimates, T-values and Hypotheses

Hypotheses		Standardized parameter estimates	Results of hypotheses
H_{1ALT}	$A \rightarrow D$	-0.16^{ns}	Not supported
H_{2ALT}	$A \rightarrow E$	0.40***	Supported
H_{7ALT}	$C \rightarrow D$	-0.37***	Supported
H_{8ALT}	$C \rightarrow E$	0.08^{ns}	Not supported
H_{4ALT}	$B \rightarrow D$	0.55***	Supported
H_{5ALT}	$B \rightarrow E$	0.11^{ns}	Not supported
H_{6ALT}	$B \rightarrow F$	0.35***	Supported
H_{10ALT}	$D \rightarrow F$	-0.11**	Supported
H_{11ALT}	$E \rightarrow F$	0.38***	Supported

****p<0.01; **p<0.05; ns: Non significant; ALT: Alternatif model*

5. CONCLUSION

This study used the framework of emotional solidarity (welcoming nature, emotional closeness, and sympathetic understanding) and positive-negative impacts of the support for tourism to examine local people-tourist relations in a destination. The study used two models (M1 and M2) to test the theoretical structure. First, the direct effects of welcoming nature, emotional closeness, and sympathetic understanding, which are the sub-dimensions of emotional solidarity, on support for tourism were measured in Model 1. Based on this model, it was found that welcoming nature, one of the dimensions of emotional solidarity, had a positive effect on the positive impacts of tourism and support for tourism and did not have a significant effect on the negative impacts of tourism. In Model 2, the results showed a similarity with those in Model 1. Previous studies in the relevant literature suggest that welcoming nature has a positive effect on support for tourism (Hasani et al., 2016; Moghavvemi et al., 2017).

Unlike the findings of this study, Woosnam (2012) found that welcoming nature did not significantly predict the support of the local people for the development of tourism. However, the fact that there is no significant relationship between emotional solidarity and perceived negative impacts in the study conducted by Li and Wan (2017) reveals a similarity with the findings of this study. According to Lai and Hitchcock (2017), the dimension of the welcoming nature that local people have covered the pride in tourism, the gains that tourism brings to the local resources, and the economic contribution made to society. According to the Theory of Emotional Solidarity, local people who are hospitable to tourists because of their economic benefits from tourism can also see the benefits of tourism to society and support tourism. Boley et al. (2018) also claim that the more economic benefits local people get from tourism, the more they support it.

The effect of sympathetic understanding (empathy of the local population towards tourists) on the positive and negative effects of tourism Models 1 and 2 show similar findings (positive and significant), while its effect on the support for tourism differs in the two models. The first model reveals that sympathetic understanding does not have a significant effect on support for tourism, and the second model reveals that there is a significant effect. At this point, the findings that were not supported in Model 1 and which were supported in Model 2 could be claimed to be significant in confirming the assumptions and hypotheses of the study. The result of the research claiming that local people who empathize with tourists support tourism more is an expected finding in the study. This could be closely related to how close local people are to tourism. A resident, who could be himself, one of his relatives, or one of his friends who interacts with tourists, is more likely to experience tourism directly or indirectly, get to know, understand and empathize with tourists better. These positive relationships have the potential to affect the way tourism is viewed positively. The close relations established with tourists are considered an outstanding example of the social impacts gained through tourism in a destination (Woosnam, 2012). The fact that the local people have positive emotions for tourists is probably also a result of beliefs, feelings, behavior, and interaction. The common beliefs shared with tourists are closely associated with the fact that tourists appreciate that region through this destination's historical and natural beauties. This helps residents think that they live in a very beautiful area and makes them feel proud of their region. When others want to visit this region and experience the same beauties, they experience the same pride (Woosnam et al., 2009). This also sheds light on the role of emotional closeness in the tourist-local community relationship. However, contrary to what was expected, emotional closeness (the degree of closeness of tourists, established friendships) in Model 1 and Model 2 could not affect the positive impacts of tourism and support for tourism. In contrast, a significant effect on the negative impacts of tourism was found.

While there is no significant relationship between the sympathetic understanding dimension, which is the mediating variable in the model, and the positive impacts of tourism, support for tourism, which was found insignificant in the first model, was found to be positive and significant in this model. In addition, sympathetic understanding partially mediates between welcoming nature and support for tourism and a fully mediating role between emotional closeness and support for tourism. About half of the impact of welcoming nature on support for tourism is explained with a sympathetic understanding. A large part of the effect of emotional closeness on support for tourism has also been explained with a sympathetic understanding. In other words, it has been seen that residents welcome tourists and that the perception of support for tourism is based on the emotional closeness they have established with them is influenced by sympathetic understanding. As a result, it is seen that Model 2, in which sympathetic understanding is considered a mediatory, is a more suitable model for explaining support for tourism.

5.1. Limitations and Recommendations

The emotional solidarity of the local people in communicating with tourists is of great importance for sustainable destination management (Joo et al., 2018). Although emotional solidarity is the cause or result of different variables in previous studies in the relevant literature, there has not been any research that links and examines emotional solidarity, tourism impacts, and support for tourism. Addressing the issue through the impacts of tourism constitutes the first contribution of this research to the literature. However, emotional solidarity should not be considered a complete and single framework for understanding the relationships between tourists and residents (Woosnam, 2011). At this point, more comprehensive research is needed in the future. On the other hand, if a Destination Marketing Organization (DMO) has an idea regarding the level of emotional solidarity experienced by residents with tourists, relevant marketing campaigns could be implemented to appeal to potential tourists (Woosnam, 2011). For this reason, this study could be considered a guiding role for marketers.

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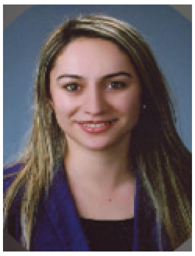


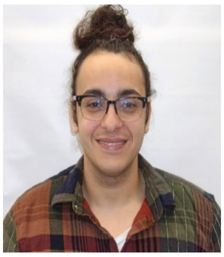
Ebru Düşmezkalender, is working as an associate professor at Eskişehir Osmangazi University, Faculty of Tourism. Her research interests include sustainable tourism, alternative tourism, tourism management, organizational behaviour.

ORCID: 0000-0001-6197-1394

Cihan Seçilmiş, igraduated from Gazi University, Faculty of Commerce and Tourism Education, Department of Hospitality Management Teaching in 2003. He completed his master's and doctorate degrees at Gazi University Institute of Educational Sciences Tourism Management Education Program between 2003-2009. He received the title of assistant professor in 2010, associate professor in 2015, and professor in 2020. He has many national and international articles, book chapters and papers. Prof.Dr. is currently working in the Department of Tourism Management at Eskişehir Osmangazi University, Faculty of Tourism. SEÇİLMİŞ's field of study focuses on business management, tourism management and organizational behavior.aviour.

ORCID: 0000-0001-6781-0997

Veysel Yılmaz, He completed his undergraduate and graduate studies at Anadolu University, Department of Statistics, and his doctorate in Applied Statistics at Eskişehir Osmangazi University. He was appointed as an associate professor in 2005 and as a professor in Eskişehir Osmangazi University, Faculty of Science, Department of Statistics in 2011. He has supervised 3 doctoral theses on Structural Equation Modeling, a doctoral thesis on partial least squares structural equation modeling, and several postgraduate theses on SEM applications. He has a book on Structural Equation Modeling, which is in its 3rd edition. He has more than 25 articles scanned in SCI and SSCI indexes and nearly 100 articles in Turkish. His research interests include survey design and analysis, multivariate statistical methods, and structural equation modeling. He was the founding director of ESOGÜ Statistics Research Center and is currently a member of the board of directors.
ORCID: 0000-0001-5147-5047



Omar Youssef, is a fourth-year PhD student in the Department of Hospitality, Hotel Management and Tourism at Texas A&M University. He received a Master of Science in Business Administration - Hotel and Tourism Management from Virginia Tech University and a Master of Science in Human Development and Leadership from Murray State University in the United States. He earned his bachelor’s degree in hotel management from Helwan University. Omar’s research interest focuses on moral psychology and moral emotions in relation to tourists’ pro-environmental behaviors and the conservation of natural resources significant to the tourism industry.
ORCID: 0000-0002-9530-6090

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EFFECTS OF TOURISM AND ECONOMIC GROWTH ON SUSTAINABLE ELECTRICITY CONSUMPTION: FRESH EVIDENCE FROM TÜRKIYE

Cuma Demirtaş[a*]

[a]*Aksaray Vocational School of Social Sciences, Aksaray University, Aksaray, Türkiye;*
ORCID: 0000-0002-1475-5530 / e-mail: cumademirtas@aksaray.edu.tr

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ABSTRACT

This study investigated the impact of tourism and economic growth on electricity consumption in the Turkish economy, which operates under an open system, throughout the time span from 1995 to 2022. The analysis employed the ARDL bounds test method and the wavelet-based Fourier causality test. The empirical evidence demonstrates the presence of a long-term cointegration relationship among economic growth, tourist arrivals, and consumption of electricity. The research findings indicate a positive relationship between economic growth, tourist arrivals, and power consumption. To enhance the robustness of the findings, the series underwent wavelet processing, followed by the application of Fourier causality analysis to these transformed series. Wavelet-based causality analysis reveals that trade openness exerts a significant influence on not only electricity consumption but also on tourism and economic growth. The results additionally indicate that shocks exhibit persistence across all components.

1. INTRODUCTION

Economic growth stands as a paramount objective within the realm of economic policy. Indeed, the assessment of economic policy efficacy is predicated upon the quantification of the economic growth rate. Countries characterized by high income rates are commonly perceived as having sound economic policies, whereas low-income countries are often interpreted as sending a message to the markets that their policies are flawed or inefficient. There exists an assumption that a correlation exists between economic growth and welfare. Higher levels of economic growth correspond to an increase in job prospects and a greater availability of goods and services to cater to consumer demands. Policymakers exhibit a significant level of interest in sectors that contribute to the enhancement of economic growth. Historically, their attention has been primarily directed on the industrial sector (Nissan et al., 2011). Nevertheless, it is indisputable that international travel and tourism have significantly contributed to the global economy since the 1960s, emerging as the dominant service sector in international trade (Lew, 2011; Du et al., 2016). Consequently, numerous nations have resorted to tourism as a feasible means to attain their economic objectives. Numerous studies have substantiated the significance of tourism as a pivotal industry for fostering growth in economically disadvantaged nations. According to Nissan et al. (2011), tourism serves as a valuable means of acquiring resources to address the imbalance in these countries.

The presence of tourism not only contributes to the enhancement of economic growth (Bulut, et al 2023; Işık et al., 2020, 2013), but it also generates a multiplier effect on the overall economy (Shaheen et al., 2019). Tourism is well acknowledged for its ability to contribute positively to long-term economic growth through many mechanisms. The tourism industry has a crucial role in producing revenue from foreign sources, which then enables the acquisition of imported capital goods or vital inputs used in the industrial process. Furthermore, tourism assumes a significant function in facilitating investment in novel infrastructure and fostering rivalry among local enterprises and enterprises situated in other tourist destinations. Additionally, it is worth noting that tourism has the capacity to provide economic growth in several industries through direct, indirect, and induced effects, as highlighted by Habibi et al. (2018). Furthermore, it is worth noting that the tourist industry continues to play a significant role in terms of job creation and income generation, both within the formal and informal sectors (Manzoor et al., 2019). Furthermore, the consumption and acquisition of goods and services by tourists have the potential to exert an influence on various sectors. The aforementioned sectors comprise several aspects of the tourism industry, including accommodation, transportation, tour operators, and tourism-related retail enterprises such as restaurants and souvenir merchants. Furthermore, the consuming and purchase behaviors of tourists can also have an impact on many tourist attractions, including those that are natural, cultural, historical, and developed.

*Corresponding Author.

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Tourism activity yields several economic advantages, such as tax revenues, employment opportunities, and supplementary income streams (Habibi et al., 2018). Hence, the tourist industry plays a substantial role in the economic development of numerous societies globally, as it possesses the capacity to create revenue, taxes, foreign exchange, and employment opportunities (Lee & Brahmasrene, 2013).

Tourism requires an extensive variety of infrastructure services, encompassing air transportation, railway systems, and telecommunications. The construction of tourism facilities gives rise to a range of environmental and ecological problems as a result of infrastructure operations. Given its ability to create cash for various stakeholders, the tourist sector exerts significant political, social, and environmental influences. As previously said, the tourist industry has an indirect impact on numerous economies through its contributions to the balance of payments, enhancement of residents' living standards, augmentation of products and services production, and accumulation of foreign exchange reserves. Nevertheless, while the aforementioned favorable consequences, it is important to acknowledge that the tourist sector might have adverse implications on the environment due to its reliance on non-renewable energy sources, namely oil, coal, and natural gas (Lee & Brahmasrene, 2013; Paramati et al., 2017). The rapid rise of the tourism industry has resulted in considerable environmental challenges, such as increased reliance on energy-intensive transportation, excessive use of water resources, biodiversity loss, overexploitation of natural resources, uncontrolled trash disposal, and waste creation. For more than a decade, the tourism industry has been identified as a carbon-intensive industry due to a variety of factors. Hence, it is evident that the phenomenon of environmental pollution might arise as a consequence of energy consumption associated with tourism, as well as the development of hotels and other related infrastructure (Pata & Balsalobre-Lorente, 2022).

The recognition of tourism as a significant energy-consuming sector was acknowledged during the World Summit on Sustainable Development in Johannesburg in 2002 (Liu et al., 2019). The tourist industry encompasses air transportation and lodging, both of which necessitate significant energy consumption. This energy usage has adverse environmental consequences, primarily in the form of substantial carbon dioxide (CO2) emissions and the release of greenhouse gases (GHGs) over international borders (Shaheen et al., 2019). The significance of energy within the tourist sector is of paramount relevance, given that the growth in tourism activities results in a corresponding surge in energy requirements across multiple operational domains. Therefore, with the progression of the tourism industry, it is anticipated that its need on energy will increase. According to Katircioglu (2014), this phenomenon will result in a rise in energy usage. The significance of the association between energy consumption, tourism, and environmental quality is noteworthy, as it stems from the direct influence of energy usage on greenhouse gas emissions and pollution. Hence, the burgeoning tourist population not only serves as a catalyst for economic growth but also amplifies the nation's energy consumption requirements and exacerbates environmental deterioration (Liu et al., 2019). Consequently, the promotion of tourism is imperative in order to facilitate and sustain economic development. The tourism sector necessitates the consumption of energy. Maintaining this delicate equilibrium is of utmost importance. Notwithstanding the significance of this delicate equilibrium, the existing body of research exhibits a dearth of comprehensive investigations into the interconnection among energy usage, tourism, and economic growth. The analysis of sustainable tourism is crucial in this regard. Within the given framework, the current study aims to examine the impact of tourism and economic growth on power consumption, with a focus on promoting sustainable electricity use within the Turkish economy. A limited number of studies (Tang et al., 2016; Lai et al., 2011; Liu et al., 2022; Yorucu & Mehmet, 2015; Bekun et al., 2023) have investigated the interrelationship between these three variables in the existing body of literature. Out of the several research considered, it is worth noting that Yorucu and Mehmet (2015) exclusively focused on analyzing a sample from Türkiye. In contrast to the aforementioned study, the present study utilizes more up-to-date data and incorporates the ARDL technique in addition to employing wavetable-based Fourier causality analysis. Fourier functions are important in elucidating gradual variations in causal relationships. Furthermore, the utilization of wavelet transforms enables the comprehensive analysis of causal relationships across many time scales, encompassing short, medium, and long-term periods. This is achieved by considering the frequency domain characteristics of the data series. By considering many aspects of the series, it will be feasible to derive more precise causal correlations. We endorse the utilization of the Fourier Toda Yamamoto (FTY) test due to its incorporation of two significant characteristics. This test can be conveniently obtained through the implementation of wavelet transformations. Therefore, it is expected that this study will provide a significant contribution to the current body of empirical research. The rationale for investigating the example of Türkiye in this study stems from its status as one of the top ten globally sought-after destinations, renowned for its diverse range of tourism activities across various regions. In light of its rich natural assets, significant historical backdrop, diverse cultural landscape, and favorable climatic conditions, the region attracted a substantial influx of over 50 million tourists in the year 2022, predominantly originating from nations within the OECD. Therefore, it has emerged as the fourth most popular tourist destination globally. The tourism industry holds significant economic importance in Türkiye, contributing 3.1% to the country's gross domestic product (GDP) (Aygün Oğur & Baycan 2023). There is little doubt that the rise of tourism in Türkiye will exert a substantial influence on energy consumption.

The article is organized into five distinct sections. After the introduction section, Section 2 provides a comprehensive overview of the existing literature. Section 3 supplies an exposition of the data, while Section 4 offers a comprehensive account of the employed approach. The findings and analysis are reported in Section 5, followed by the conclusions in Section 6.

2. LITERATURE REVIEW

Tourism is a significant economic endeavor on a global scale. In recent times, there has been a notable shift in the predominant area of interest, transitioning from positive associations pertaining to tourism to negative aspects encompassing energy, environment, and climate change (Pablo-Romero et al., 2019). The environment is impacted by tourism as a result of its energy use. The tourism industry exerts both beneficial and negative influences on the economy, with the former manifesting as sustainable economic growth and the latter manifesting as environmental repercussions. The engagement in tourism-related pursuits, including but not limited to transportation, lodging, air travel, and jet boating, necessitates the utilization of energy derived from fossil fuels such as oil, gas, and coal. Consequently, this reliance on fossil fuels contributes to the escalation of carbon dioxide (CO_2) emissions (Shaheen et al., 2019). In order to ensure the long-term viability of the tourism industry, it is imperative to adopt sustainable practices in the utilization of tourism-related resources, including transportation and the environment (Martín-Cejas & Sanchez, 2010). The primary objective of this study is to examine the interplay between energy use, tourism, and their impact on economic growth. The emphasis placed on the tourist sector is crucial, since it not only exerts a substantial influence on economic growth but also entails considerable energy consumption, making it a key component in the pursuit of sustainable development.

Tablo 1. Literature

Author(s)	Method	Sample period/Region	Findings
Tourism and Economic Growth			
Bahar & Bozkurt (2010)	GMM	1998–2005/ 21 countries	Tourism ↑↑ GDP
Işık (2012)	VECM and Granger causality	1990-2008/ Türkiye	Tourism → GDP
Mérida & Golpe (2016)	Granger causality	1980-2013/ Spain	GDP→Tourism (1985 yılına kadar) GDP↔Tourism (2000 yılından itibaren)
Işik, et al. (2017)	Emirmahmut oglu–Kose bootstrap Granger non-causality	1995–2013/ Top 10 most-visited countries	Tourism → GDP
Işik, et al. (2018)	Panel cointegration	1995–2012/ seven countries (T-7)	Tourism → GDP
Turgut et al. (2021)	ARDL	1998Q1- 2019Q4/ Turkiye	Tourism → GDP
De Siano & Canale (2022)	Spatial analysis	2005-2018/ Italian provinces	Tourism → GDP
Bulut, et al. (2023)	Panel cointegration	1990-2018/50 US states	Tourism → GDP
Razzaq et al. (2023)	Panel quantile regression	1995-2018/ top 10 GDP countries between	Tourism → GDP
Tourism and Electricity Consumption			
Lee (2013)	GARCH-M(1,1)	January 1983-June 2011/ Singapore	Tourism ↑↑ ELEC
Pablo-Romero et al. (2019)	Panel	1999-2014/ Spain-12 states	Tourism ↑↑ ELEC
Visas et al. (2023)	FGLS PCSE	1995–2014/ BRICS	Tourism ↑↑ EC
Electricity Consumption and Economic Growth			
Işik & Radulescu, (2017)	ARDL and RWA	1980-2014/Turkiye	ELEC →GDP
Aydin (2019)	Panel causality	1980–2015/ 26 OECD countries	ELEC ↔ GDP
Muhammad (2019)	SUR GMM	2001-2017 / 68 countries	EC ↑↑ GDP (developed and developing countries) EC ↑↓ GDP (MENA countries)
Mohapatra & Giri (2020)	ARDL, VECM	1981-2017/ India	GDP ↑↑ ELEC TDI ↑ ↓ ELEC GDP → ELEC TDI → ELEC
Rahman (2020)	FMOLS DOLS	1971-2013/ 10 countries	GDP → ELEC
Stamatiou (2022)	ARDL Cointegration Test	1990–2018/ Italy	Tourism → ELEC Tourism → GDP
Electricity Consumption, Economic Growth and Tourism			
Lai et al. (2011)	VECM	1999Q1–2008Q4	Tourism ↑↑ ELEC Tourism ↑↑ GDP
Yorucu &Mehmet (2015)	ARDL	1960–2010/ Turkiye	ELEC ↑↑ tourism ELEC ↑↑ GDP
Tang et al. (2016)	Gregory–Hansen test	1971-2012/ India	Tourism →EC Tourism →GDP
Liu et al. (2022)	ARDL, Bayer and Hanck tests	1980-2017/ Pakistan	EC ≠ Tourism EC ≠ Tourism
Bekun et al. (2023)	ARDL	1995-2019/ South Africa	Tourism ↑↑ GDP ELEC ↑↑ Tourism

ELEC: electricity consumption, EC: Energy consumption, TDI: technology development index

3. DATA

This study used international tourist arrivals as an independent variable to advocate for the promotion of sustainable electric energy consumption and, consequently, the stimulation of economic growth in an open economy. The study's samples encompass a time span from 1995 to 2022, owing to the accessibility of data. The data were sourced from various databases, including the World Bank (WB) for Growth, Urban, and Trade statistics, Enerdata for electricity consumption data, and TUIK for tourism data. Tables 2 and 3 provide comprehensive depictions and statistical summaries of the data, respectively.

Table 2. Variables Used in the Model

Variable	*Description*	*Source*
Elec	Electricity consumption	Enerdata
Growth	GDP per capita growth (annual %)	WB
Urba	Urban population growth (annual %)	WB
Tour	International tourism, number of arrivals	TUIK
Trade	Trade openness [(exports+ imports)/GDP]	WB

Note: Note: All variables (except growth and urba) are in natural logarithmic form.

Table 3: Descriptive statics

	lnElec	lnTrade	lnTour	Growth	Urba
Mean	3.327103	1.709648	7.339569	3.563974	2.158827
Median	3.349438	1.695655	7.413860	4.619681	2.265683
Maximum	3.529145	1.905785	7.713885	10.51288	2.735903
Minimum	3.055526	1.575937	6.874308	-7.138251	1.255117
Std. Dev.	0.143713	0.070136	0.269984	4.317549	0.399468
Skewness	-0.293478	0.814002	-0.359460	-0.910825	-1.007042
Kurtosis	1.812428	4.022041	1.694726	3.500248	3.061766
Jarque-Bera	2.047319	4.310791	2.590686	4.163432	4.737077
Probability	0.359278	0.115857	0.273804	0.124716	0.093617
Sum	93.15889	47.87013	205.5079	99.79127	60.44716
Sum Sq. Dev.	0.557640	0.132813	1.968073	503.3132	4.308517
Observations	28	28	28	28	28

4.METHOD

The ARDL bounds test exhibits distinct characteristics in comparison to other cointegration tests. The ARDL bounds test was created by Pesaran et al. (2001) as a method to assess data sets characterized by varying orders of integration. For instance, the explanatory variables may exhibit either integrated of order zero (I(0)) or integrated of order one (I(1)), however the dependent variable must strictly exhibit integration of order one (I(1)). It is crucial to ensure that both the dependent and independent variables are not integrated of order 2 (I(2)) simultaneously.

The ARDL technique is comprised of three steps, as outlined by Pesaran, Shin, and Smith (2001). The initial procedure involves doing a cointegration analysis between the variables utilizing the bounds test approach. In the present context, a model known as the unrestricted error correction model (UECM) is formulated. The bounds test was employed in this study to analyze the UECM model as described by Equation 1.

$$\Delta lnEC = \alpha_0 + \sum_{i=1}^{j} \alpha_{1i}\,\Delta lnEC_{t-i} + \sum_{i=0}^{k} \alpha_{2i}\,\Delta lnTrade_{t-i} + \sum_{i=0}^{l} \alpha_{2i}\,\Delta lnTour_{t-i} + \sum_{i=0}^{m} \alpha_{2i}\,\Delta Urba_{t-i} + \sum_{i=0}^{n} \alpha_{2i}\,\Delta GDP_{t-i} + \beta_0 lnEC_{t-1} + \beta_1 lnTrade_{t-1} + \beta_2 lnTour_{t-1} + \beta_3 Urba_{t-1} + \beta_4 GDP_{t-1} + \varepsilon_t \tag{1}$$

The equation represents α_(1….4) and β_(1…4) coefficients, Δ the difference operator, α_0 the constant term and ε_t the random error term. Additionally, j,k,l,m,n display the optimal lag lengths selected by the information criteria.

The subsequent stage of the ARDL bounds test involves the estimation of the long-run coefficients by employing the level equations. The subsequent phase involves the estimation of the short-term model, namely the error correction model (ECM). An ARDL-based ECM equation can be formulated in the following manner:

$$\Delta lnEC = \theta_0 + \sum_{i=1}^{a} \theta_{1i}\,\Delta lnEC_{t-i} + \sum_{i=0}^{b} \theta_{2i}\,\Delta lnTrade_{t-i} + \sum_{i=0}^{c} \theta_{2i}\,\Delta lnTour_{t-i} + \sum_{i=0}^{d} \theta_{2i}\,\Delta Urba_{t-i} + \sum_{i=0}^{e} \theta_{2i}\,\Delta GDP_{t-i} + \vartheta ECT_{t-i} + \varepsilon_t \tag{2}$$

In Equation 2; θ_(1….4) refers to the short-term coefficients, Δ the difference operator, θ_0 the constant term and ε_t the random error term. Additionally, a,b,c,d,e show the optimal lag lengths selected by the information criteria. The ECT coefficient is understood as the speed of adjustment, as estimated. In essence, a negative and statistically significant coefficient for the Error Correction Term (ECT) indicates the speed at which short-term deviations return to the long-term equilibrium.

This methodology offers some key advantages compared to alternative methods. Firstly, the analysis can be conducted on variables exhibiting varying degrees of integration, namely I(1) and I(0). This approach is equally efficacious when used to samples of a relatively modest size. Additionally, the ARDL bounds test addresses the issue of residual correlation by employing suitable lag selection techniques, hence mitigating the problem of endogeneity. Furthermore, the approach employed in this study yields impartial estimations and statistically significant t-values, irrespective of the potential endogeneity of certain explanatory variables (Menegaki, 2020).

5. EMPIRICAL FINDINGS

The first step in the examination of multivariate time series data often involves conducting unit root tests to assess the stationarity of the data. As previously stated, when employing the ARDL estimate strategy, it is necessary for the series to possess integrated of order one (I(1)) or stationary (I(0)) properties, while series with integrated of order two (I(2)) or above are not suitable for this method. In the research, the series were additionally subjected to wavelet modification and thereafter categorized into short, medium, and long periods. The extended Dickey-Fuller (ADF) test is employed for conducting unit root tests. The results of the examinations are displayed in Table 4.

Table 4. Unit Root Tests

Original series	Variebles.	Level		First Dif.		Result: (dmax=1)
Constant		Test sta.	Prob	Test sta.	Prob	
	lnElec	-2.007	0.280	-4.614	0.001	I(1)
	lnTrade	0.966	0.994	-5.845	0.001	I(1)
	lnTur	-2.251	0.195	-1.102	0.696	I(1)
	Growth	-4.776	0.000	-	-	I(0)
	Urba	-1.666	0.435	-2.959	0.052	I(1)
Constant and Trend	lnElec	-1.992	0.579	-4.663	0.005	I(1)
	lnTrade	-2.143	0.499	-6.912	0.000	I(1)
	lnTour	0.968	0.999	-4.840	0.003	I(1)
	Growth	-4.776	0.003	-	-	I(0)
	Urba	-2.643	0.265	-	-	I(1)
Decomposed Series Short Term	Variebles.	Level		First Dif.		Result: (dmax=0)
Constant		Test sta.	Prob	Test sta.	Prob	
	lnElec	-5.471	0.002	-	-	I(0)
	lnTrade	-4.472	0.002	-	-	I(0)
	lnTour	-3.138	0.037	-	-	I(0)
	Growth	-5.694	0.000	-	-	I(0)
	Urba	-5.913	0.000	-	-	I(0)
Constant and Trend	lnElec	-5.318	0.001	-	-	I(0)
	lnTrade	-4.361	0.011	-	-	I(0)
	lnTour	-3.238	0.039	-	-	I(0)
	Growth	-4.784	0.003	-	-	I(0)
	Urba	-5.723	0.001	-	-	I(0)
Decomposed Series	Variebles.	Level		First Dif.		Result:

Medium Term						(dmax=1)
Constant		Test sta.	Prob	Test sta.	Prob	
	lnElec	-2.722	0.087	-	-	I(0)
	lnTrade	-4.078	0.005	-	-	I(0)
	lnTour	-3.319	0.026	-	-	I(0)
	Growth	-0.970	0.744	-6.677	0.000	I(1)
	Urba	-2.326	0.173	-2.686	0.093	I(1)
Constant and Trend	lnElec	-2.169	0.480	-	-	I(1)
	lnTrade	-4.764	0.005	-	-	I(0)
	lnTour	0.968	0.999	-	-	I(1)
	Growth	-1.039	0.915	-	-	I(1)
	Urba	-2.162	0.484	-	-	I(1)
Decomposed Series **Long Term**	Variebles.	Level		First/second Dif.		Result: (dmax=2)
Constant		Test sta.	Prob	Test sta.	Prob	
	lnElec	-1.560	0.487	-3.308	0.025	I(1)
	lnTrade	-2.314	0.176	-3.402	0.022	I(2)
	lnTour	-4.960	0.000	-	-	I(0)
	Growth	-3.336	0.024	-	-	I(0)
	Urba	-1.511	0.509	-	-	I(1)
Constant and Trend	lnElec	-0.392	0.982	-	-	I(1)
	lnTrade	0.336	0.997	-	-	I(1)
	lnTour	-4.750	0.001	-	-	I(0)
	Growth	-4.776	0.003	-	-	I(0)
	Urba	-3.732	0.041	-	-	I(0)

The results of the unit root tests conducted on the original series, as shown in Table 4, suggest that some of the variables examined in the analysis demonstrate stationarity (I(0)), whereas the bulk of them exhibit non-stationarity (I(1)). To clarify, it is important to note that all time series utilized in the empirical study exhibit stationarity after undergoing the process of first differencing. This implies that none of these variables possesses an integrated order of 2 (I(2)). In order to do the causality test, the series undergo a transformation via the wavelet approach. In the aforementioned series, namely the short, medium, and long-term series, it is seen that only the lnTrade series exhibits stationarity at the second difference in the long run. However, given that the ARDL approach will not be utilized for these series, there is no issue. Based on The results of the unit root tests conducted on the original series, the decision was made to undertake cointegration analysis. This choice was motivated by the observation that a majority of the time series employed in the analysis exhibited stationarity after differencing. However, given that a subset of the series displayed I(0) characteristics, the ARDL bounds test was selected as the preferred analytical approach, as suggested by Pesaran et al. (2001). In the context of the ARDL bounds test, which shares similarities with unit root tests, the determination of the appropriate lag length is accomplished by employing the Schwartz Information Criterion (SIC). This choice is made due to the limited number of observations, as recommended by Pesaran & Pesaran (1997). Based on the analysis conducted, it can be concluded that the ARDL (2, 0, 2, 1, 1) model is the most suitable choice. Table 5 displays the estimation outcomes of the ARDL (2, 0, 2, 1, 1) model, as well as the results of the diagnostic tests conducted on the model.

Table 5. ARDL (2, 0, 2, 1, 1) Estimation Results

Variables	Coefficient	Std. error	t-Statistic
lnElec (-1)	0.434870*	0.247438	1.757494
lnElec (-2)	0.405547*	0.225842	1.795712
lnTrade	-0.034483	0.045477	-0.758250
lnTour	0.006899	0.015313	0.450511
lnTour (-1)	-0.020144	0.017025	-1.183210
lnTour (-2)	0.056235***	0.019006	2.958741
Growth	0.002155***	0.000415	5.189004
Growth (-1)	0.001861**	0.000759	2.451213
Urba	-0.047125***	0.012031	-3.916868
Urba (-1)	0.036651***	0.010662	3.437552
Intercept	0.306616***	0.086287	3.553435
Diagnostic test results			
Normality (JB)	0.461653[0.79]		
B-G Serial Cor. LM	0.666328 [0.53]		
Heteroskedasticity (White)	1.162087 [0.38]		
Ramsey RESET	1.061281 [0.32]		
F-stat	944.9927[0.000]		
R2	0.99		

*, **, and *** are used to denote statistical significance at the 10%, 5%, and 1% levels, respectively. The p-values are denoted by values enclosed in square brackets.

Based on the diagnostic test outcomes presented in Table 5, it can be observed that the ARDL (2, 0, 2, 1, 1, 1) model demonstrates the absence of autocorrelation as per the Breusch Godfrey LM test. Additionally, the model exhibits variance changes in accordance with the White test, and is devoid of functional form issues as indicated by the Ramsey RESET test. Furthermore, based on the findings of the Jarque-Bera test, it may be concluded that the residuals in the model have a normal distribution. Following the estimation of ARDL model with lag orders of (2, 0, 2, 1, 1, 1), a bounds test analysis was performed to ascertain the existence of a long-run equilibrium connection. To ascertain the cointegration relationship between variables in the ARDL bounds test, it is imperative to conduct a comparison between the F statistics and the critical values of the bounds proposed by Pesaran et al. (2001). Moreover, in situations where the sample size is limited, it is crucial to assess the F statistics in relation to the critical values specified by Narayan (2005). In the event that the value of the F statistic above the critical value, it is appropriate to reject the null hypothesis, hence suggesting the existence of cointegration. Conversely, if the value of the F statistic falls below the lower bound, it is not feasible to reject the null hypothesis. The observed result indicates the lack of cointegration. However, when the F statistics fall inside the predetermined range of the upper and lower bounds, the interpretation of the cointegration relationship becomes ambiguous. The results of the ARDL bounds test are presented in Table 6.

Table 6. ARDL bounds testing results

F-stat=8.67366 (k=4) [n=28]				
H0: no cointegration				
Bounds value				
Pesaran et al. (2001)	Asymp.: n = 1000			
	Significance	I(0)	I(1)	Cointegration
	10%	2.45	3.52	✓
	5%	2.86	4.01	✓
	1%	3.74	5.06	✓
Narayan (2005)	Finite sample: n = 45			
	10%	2.752	3.994	✓
	5%	3.354	4.774	✓
	1%	4.768	6.67	✓
t-stat=-7.411780				
Pesaran et al. (2001)	10%	-2.57	-3.66	✓
	5%	-2.86	-3.99	✓
	1%	-3.43	-4.6	✓

Case III, the model assumes an unlimited intercept and no trend. The optimal lag durations are computed using SIC.

Based on the ARDL F-bound test findings presented in Table 6, it can be observed that F statistic (8.67) surpasses the critical values provided in the tables of Pesaran et al. (2001) and Narayan (2005). The results of this investigation indicate the existence of a sustained equilibrium relationship among the variables incorporated in the model. The results of the ARDL bounds test suggest the presence of a long-term cointegration relationship among the variables. In accordance with the model specifications outlined by Pesaran et al. (2001), case 3 was chosen for inclusion in the ARDL model. Consequently, in addition to conducting the F-boundary test, the t-boundary test was also carried out. The findings of this examination are additionally documented in the lower section of Table 6. The t-bound test statistic, when compared to the upper critical values in the table provided by Pesaran et al. (2001), consistently exceeds these values at all levels of significance. This confirms that the cointegration conclusion obtained by the F-bound test is likewise supported by the t-bound test. To assess the efficacy of the error correction mechanism in resolving deviations from the long-run equilibrium caused by shocks, it is necessary to examine the estimate outcomes of the short-run error correction regression. Table 7 presents the estimation outcomes for the regression model that incorporates short-run error correction.

Table 7. Short-run error correction regression estimation results

Variables	Coefficient	Std. error	t-Statistic
ΔlnElec(-1))	-0.405547**	0.189324	-2.142079
ΔlnTour	0.006899	0.011100	0.621510
ΔlnTour(-1))	-0.056235***	0.012211	-4.605392
ΔD(Urba)	-0.047125***	0.009820	-4.798873
ΔD(Growth)	0.002155***	0.000295	7.294001
ECT(t-1)	-0.159583***	0.021531	-7.411780
*, **, and *** are used to denote statistical significance at the 10%, 5%, and 1% levels, respectively.			

According to the findings presented in Table 7, the error correction coefficient (ECT) has a negative value and demonstrates statistical significance. This observation implies the presence of a significant and enduring relationship between the variables being examined. This finding also suggests that a system for mistake correction operates to mitigate the impact of shocks in the short term. The coefficient of ECT suggests that, following one session, around 15 percent of the deviation from equilibrium will be eliminated.

In order to examine the impact of economic growth and international visitor arrivals on energy consumption in an open economy, it is crucial to assess the long-term coefficients of the ARDL model. In order to fulfill this objective, Table 8 presents the results of the long-run coefficient estimation for the ARDL model.

Table 8. Lon-run error correction regression estimation results

Variables	Coefficient	Std. error	t-Statistic
lnTrade	-0.216083	0.331571	-0.651695
lnTour	0.269386***	0.063410	4.248287
Urba	-0.065632	0.038122	-1.721653
Growth	0.025164**	0.010234	2.458852
*, **, and *** are used to denote statistical significance at the 10%, 5%, and 1% levels, respectively.			

According to Table 8, both the tour and growth variables are statistically significant and have a positive sign in the long run. Therefore, it can be argued that the relationship between tourism, economic growth, and sustainable power use in an open economy is one that yields beneficial outcomes. Nevertheless, over the course of time, the impact of tourism arrivals surpasses that of economic growth. On the other hand, the trade variable used to represent an open economy and the Urba variable used for urbanization are statistically insignificant and have a negative sign.

In order to assess the credibility of the research findings, the CUSUM and CUSUM of Squares structural break tests, as described by Brown et al. (1975), were computed. This was done to account for any alterations in the Turkish economy over the analyzed period. Figure 1 displays the outcomes of the CUSUM and CUSUM of Squares tests.

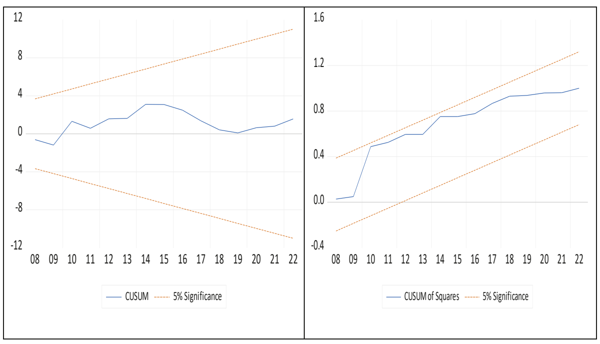

Figure 1. CUSUM and CUSUM of Squares Test Results

The outcomes of the CUSUM test and the CUSUM of Squares test are depicted in Figure 1, with the left panel representing the former and the right panel representing the latter. Based on the findings from both test results, it can be observed that the test statistics fall within the 5 percent confidence interval. Put otherwise, the calculated parameters remain inside the critical limitations. Hence, it may be concluded that the predicted parameters remain unaffected by any potential alterations in the data period.

Furthermore, the present work employs the Fourier TY causality test, which has been adapted to incorporate wavelet transformations. This approach offers a full study of causality, yielding significant results by considering the temporal and frequency dimensions of the variables, as well as accounting for smooth transitions (Pata et al., 2023). In order to achieve this objective, variables are initially segregated into components that correspond to short, medium, and long-term durations. The Daubechies model is employed for the aim of this investigation. In order to use the least asymmetric scaling technique, we adhere to the methodology proposed by Gençay et al. (2010) and opt for LA8 as the wavelet length. In accordance with the research conducted by Andersson (2016), this study categorizes the components into short-term (d1 + d2 = 2–8 years), medium-term (d3 = 8–16 years), and long-term (d4 =+16 years) segments. Next, we proceed to analyze the causal connections between the original data and the wavelet-decomposed series by employing the Fourier TY causality method. The outcomes of this analysis are then succinctly shown in Table 9.

Table 9. Fourier and Fourier TY causality

Original	Test stats	Boostrap prob.	p	k	Short term (< 8 years)	Test stats	Boostrap prob.	p	k
Trade=>Elec	1.436	0.238	1	0.8	Trade=> Elec	0.060	0.772	1	0.8
Tour=> Elec	1.870	0.186	1	0.8	Tour=>Elec	0.413	0.476	1	0.8
Growth=> Elec	**3.665***	**0.074**	1	0.8	Growth=> Elec	1.022	0.253	1	0.8
Elec=>Trade	**14.599***	**0.003**	1	0.8	**Elec=>Trade**	**10.601***	**0.027**	1	0.8
Tour=> Trade	0.283	0.603	1	0.8	Tour=> Trade	0.485	0.449	1	0.8
Growth=>Trade	1.509	0.259	1	0.8	Growth=>Trade	0.309	0.529	1	0.8
Elec=> Tour	2.222	0.148	1	0.8	Elec=> Tour	0.133	0.636	1	0.8
Trade =>Tour	2.800*	0.125	1	0.8	**Trade =>Tour**	**35.057***	**0.000**	1	0.8
Growth=>Tour	0.001	0.982	1	0.8	Growth=>Tour	0.301	0.499	1	0.8
Elec=> Growth	1.574	0.237	1	0.8	Elec=> Growth	0.036	0.804	1	0.8
Trade=>Growth	0.097	0.724	1	0.8	Trade=>Growth	0.095**	0.741	1	0.8
Tour=> Growth	**82.774***	**0.000**	1	0.8	**Tour=> Growth**	**39.051**	**0.000**	1	0.8
Medium term (8–16 years)	**Test stats**	**Boostrap prob.**	**p**	**k**	**Long term (> 16 years)**	**Test stats**	**Boostrap prob.**	**p**	**k**
Trade=>Elec	0.225	0.882	2	2.9	Trade=>Elec	8.482	0.147	2	4.5
Tour=>Elec	1.235	0.544	2	2.9	**Tour=>Elec**	**21.235***	**0.036**	2	4.5
Growth=> Elec	**1130.25***	**0.000**	2	2.9	**Growth=> Elec**	**82.25***	**0.001**	2	4.5
Elec=>Trade	**666.36***	**0.000**	2	2.9	**Elec=>Trade**	**208.36***	**0.000**	2	4.5
Tour=> Trade	0.352	0.812	2	2.9	Tour=> Trade	0.525	0.906	2	4.5
Growth=>Trade	0.971	0.556	2	2.9	**Growth=>Trade**	**33.702***	**0.012**	2	4.5
Elec=> Tour	**56.413***	**0.000**	2	2.9	Elec=> Tour	0.589	0.891	2	4.5
Trade =>Tour	**155.705***	**0.000**	2	2.9	**Trade =>Tour**	**36.949***	**0.011**	2	4.5
Growth=>Tour	1.801	0.399	2	2.9	Growth=>Tour	0.685	0.868	2	4.5
Elec=> Growth	0.028	0.980	2	2.9	Elec=> Growth	2.844	0.495	2	4.5
Trade=>Growth	**221.68***	**0.000**	2	2.9	Trade=>Growth	2.382	0.573	2	4.5
Tour=> Growth	**500.97***	**0.000**	2	2.9	Tour=> Growth	7.670	0.180	2	4.5

Note: p: Appropriate delay, k: Appropriate frequency, *, **, and *** are used to denote statistical significance at the 10%, 5%, and 1% levels, respectively.

The Fourier TY causality test was employed because to the original series having a maximum degree of integration (Dmax = 1). Based on the fractional Fourier TY causality test, the results indicate the presence of unidirectional causality in the following relationships: economic growth (EG) to electricity consumption (EC), EC to trade openness (TO), and tourism to EG. No causal relationship was identified for the other factors. The results suggest that the shocks exhibit a permanent nature as evidenced by the fractional frequency values.

In the immediate time frame, a fractional Fourier causality test was employed due to the series having a maximum degree of integration (Dmax=0). Based on the findings, the results indicate a unidirectional causal relationship from EC to TO, TO to tourism, and tourism to EG. No causal relationship was identified for the other factors. The results suggest that the shocks have a lasting impact.

Based on the analysis conducted using the fractional Fourier TY causality test in the medium term, it was observed that a unidirectional causality exists from EG to EC, from EC to TO, from EC to tourism, from TO to tourism, from TO to EG, and from tourism to EG. No causal relationship was identified for the other factors. Hence, the interactions among variables have a higher magnitude in the medium term. The results indicate that the shocks have a lasting impact.

Based on the long-term analysis conducted using the fractional Fourier TY causality test, it was shown that a unidirectional causation exists solely from tourism and EG towards EC. Additionally, a unidirectional causality was identified from EC to TO, from EG to TO, and from TO to tourism. No causal relationship was identified for the other factors. The results indicate that the shocks have a lasting impact.

6. CONCLUSION AND RECOMMENDATION

This research investigates the effect of tourism and economic growth on electricity consumption in order to assess the potential for sustainable electricity usage within the Turkish economy. The ARDL bounds test method is employed for the examination of the time frame spanning from 1995 to 2022. Furthermore, in order to conduct the causality test, the series are subjected to transformation using the wavelet approach. The Fourier causality test is utilized to examine these altered series, encompassing short, medium, and long-term components. The empirical evidence indicates the presence of a long-term cointegration association among economic growth, tourist arrivals, and power usage. The findings of the investigation show a favorable correlation between economic growth, tourist arrivals, and power use. However, the commerce variable, which is employed to symbolize an open economy, and the urba variable, which is utilized to measure urbanization, exhibit insignificance in the analysis. The alteration of the series modifies the impact of one series on the others.

Consequently, the initial series of observations revealed a unidirectional causal relationship, wherein EG exerted an influence on EC, EC impacted TO, and tourism contributed to EG. In the immediate term, the study identified a unidirectional causal relationship whereby EC influenced TO, TO influenced tourism, and tourist influenced EG. In the intermediate timeframe, there is a greater degree of interaction across variables. The analysis revealed a unidirectional causal relationship between EG and EC, EC and TO, EC and tourism, TO and tourism, TO and EG, and tourism and EG. Ultimately, it was determined that there exists a unidirectional causal relationship in the long run, wherein tourism and EG have an impact on EC, EC influences TO, EG affects TO, and TO impacts tourism. The results additionally indicate that the shocks have a persistent nature across all components. Based on the results obtained, it is possible to provide certain suggestions to researchers and policymakers. The study possesses significant limitations that necessitate further clarification and expansion in future research endeavors. This report employs foreign visitor counts as a metric to assess the tourist business. Incorporating supplementary tourism metrics, such as international inward investment and the generation of tourism revenue, provide a favorable approach to expanding the scope of the study. The tourism-led growth hypothesis is substantiated by the empirical findings, which have implications for policymakers. This implies that the robust economic expansion in Türkiye can be attributed to the significant contributions of the tourism industry. In the present climate, it is imperative for policymakers to allocate increased attention towards the tourism sector. Various strategies can be employed to achieve this objective, encompassing enhancements in the tourism regions' infrastructure, more international dialogue, and the implementation of institutional learning initiatives. In addition, careful consideration should be given to the implementation of well-crafted regulations and tax structures that align with a sustainable shift towards electricity generation, while also taking into account the need for proper legislation and policies pertaining to tourism, as well as the adoption of clean energy technologies. The integration of energy-efficient technology is of paramount importance for the tourism industry. There is a pressing need for more funding towards tourism programs that have positive environmental impacts. As an illustration, bicycle tourism has the potential to serve as a substitute for environmentally detrimental forms of transportation (Bekun et al., 2023; Dogru, et al., 2020).

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Cuma Demirtaş, He was born in 1987. He studied at the Selcuk University Department of Economics from 2006 to 2011. He finished his doctoral thesis in 2020 at the Aksaray University Department of Economics. His thesis subject was economic growth and social entrepreneurship. Dr. Demirtas has been working at the Aksaray University Department of Economics since 2012. His professional fields are economic growth and development, enviromental economics and green economy. He is the author of an article in Environmental Science and Pollution Research.

ORCID: 0000-0002-9530-6090

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SUBSTITUTION EFFECT OF TOURISM DESTINATIONS IN TÜRKIYE: CASE STUDY OF IRANIAN TOURISTS

Javad Barati[a*]

[a]*Department of Tourism Economics, Tourism Research Institute, Academic center for Education, Culture and Research (ACECR);*
ORCID: 0000-0001-7776-2394 / e-mail: j_baraty@acecr.ac.ir

KEYWORDS

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Dynamic Linear Regression
Substitution Effect

ABSTRACT

This study investigates the substitution effect between the destinations of Iranian tourists who travel to Türkiye, distinguishing between Istanbul and other touristic cities. For this purpose, it uses the Dynamic Linear Regression model in the class of time-varying parameters described in a State Space framework. The data are monthly 2018-1 to 2023-2 the results show that there is a dynamic relationship between the "number of incoming Iranian tourists to Istanbul" and "the number of incoming Iranian tourists to other destinations". It seems that the opening of Istanbul's new airport and the diversification of flights to Turkish destinations have an important factor in the dynamics of the parameter. There is a substitution effect between Istanbul and other touristic destinations. Also, inflation (both Iran and Türkiye) affects Iranians' travel behavior to Türkiye due to two features: One is due to the decrease in the purchasing power of Iranians and the second is due to the change in the national currency of the two countries.

JEL Classification: L83, Z32, L93, C22

1. INTRODUCTION

During the last decade, there have been significant changes in the travel of Iranians to different cities in Türkiye. So that the share of Agri as the most important tourist destination for Iranians has decreased significantly, and on the other hand, the cities of Istanbul and Van have hosted a larger share of Iranians. Also, the city of Van, as one of the most important tourist destinations for Iranians entering Türkiye, has reached a share of less than 7% in the early years of 2010 to a share of 18.7% in 2022. Meanwhile, Istanbul has become the most important tourist destination for Iranians. The competition between Istanbul and other Turkish cities in attracting tourists (especially Iranian tourists) is growing (Duman & Kozak, 2009) So that this growth can be affected by various factors, some of which in the studies Asadi & Daryaei (2011), Duman (2016), Ozturk et al. (2017), Çetin et al. (2018), Acar & Tanrisevdi (2019) et cetera.

Substitution effect can be investigated between different tourism destinations, between different travel methods or between types of received services or tourism products. Considering what was said about the competition between Istanbul and other tourist destinations in Türkiye for Iranians, this study seeks to investigate the substitution effect between the most important tourist destination for Iranians in Türkiye (Istanbul) and other tourist destinations in that country. For this purpose, there are two specific innovations in this study. First of all, despite the number of studies conducted on Iranian tourists who travel to Türkiye, this study is the only study that compares Istanbul with other tourist destinations in that country. The second is the research methodology, so that this study is the only study that used dynamic modeling to analyze substitution effects in the tourism economy. Recently, some studies have investigated the elasticity of tourism demand in Türkiye (Ozcan & Ucak, 2016; Dogru & Sirakaya, 2018; Ulucak et al., 2020), but the study of substitution effects specifically for incoming tourists from a specific country (according to database of Ministry of Culture and Tourism of Türkiye (Monthly Bulletins), during 2014-2022 always, Iran was been 3-6 rank in incoming tourists in terms of the number of incoming tourists to Türkiye) has not been investigated.

2. LITERATURE REVIEW

Empirical studies in the field of incoming tourists to Türkiye, especially the travel of Iranians to Türkiye, and the issue of destination choice can be divided into three categories: First category, only refers to the pull and push factors in the travel of Iranians to Türkiye, without making a distinction between the domestic destinations of Türkiye for Iranians. Asadi and Daryaei (2011) prioritizes pull factors for Iranian tourist that travel to Türkiye. The three factors of "destinations variety", "tourism expenditures" and "lack of access to some services" in Iran are most pull factors. Nikjoo and Ketabi (2015) investigated the push and pull factors for Istanbul and Antalya cities. They showed that there are differences between Istanbul and Antalya in

*Corresponding Author.

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attracting Iranian tourists. So, the type of tourism for these cities is different in Iranian travels. Ozturk et al. (2017) surveyed the motivational factors among Iranian tourists in Antalya. Although they focused on all-inclusive packages, their results show that there is a difference between the choice of travel destination for Iranians and residents of other countries. Therefore, substitution between tourist destinations is also different for Iranians than tourists from other countries.

The second category includes studies that have investigated the specific purpose of travel for a specific city in Türkiye. Duman (2016), Çetin et al. (2018), and Kaya and Gulcan (2021) investigated Iranian tourism demand in Van City, and resulted that Van could be substitution for other tourism destinations in Türkiye. Etemaddar et al. (2018) have focused on the purpose of the wedding celebration in the journey of Iranians to Türkiye. They stated that destinations with natural views are a suitable substitution for tourism destinations for holding wedding parties.

The third category is the studies that have been conducted only with purpose of investigating the substitution effect of tourism destinations. No study has specifically analyzed the effect of substitution of Iranian tourists to Türkiye. But some studies that have calculated tourism demand have also investigated substitution effects as a secondary objective. However, they have investigated these effects only using linear function and not dynamic modeling. In these studies, two points are important. Firstly, creating new tourist destinations and diversifying destinations is one of the goals of tourism management. Okuyucu (2013) has stated that creating additional locations in tourism is one of the goals of tourism managers in Türkiye. Second, in longer and more expensive trips, the elasticity of substitution is higher (Eugenio-Martin and Campos-Soria, 2007). Therefore, due to the neighborhood of Türkiye and Iran and also the size of these two countries, it is expected that Iranians' trip to some destinations in Türkiye have a different elasticity of substitution compared to each other (comparison of Istanbul and Van). Castillo-Manzano et al. (2015) estimated the substitution effect between the two types of transportation in Spain. They showed that the assumption of constant substitution rates and the use of linear functions is not a suitable assumption and dynamic modeling should be used to investigate the effects of substitution.

The substitution effect shows the tendency of consumers to substitute between their different choices (e.g., different destinations), due to difference in the elasticity of demand (Tribe, 1995). According to economic theory, when there are better substitutes for a product (or destination), the demand for that product (or destination) is the more elastic (McTaggart, Findlay and Parkin 1999). The issue of substitution effect can be found in consumer theory and demand theory. Price is a fundamental factor for change in consumer behavior and change in substitution effect (Varian, 2014). Therefore, in modeling the demand and explaining the problem of tourist selection, both price variables and the possible substitutes (alternative destinations) should be considered.

3. DATA AND METHODS

The model used in the research is in the class of time-varying parameters described in a State Space framework (West and Harrison, 1989). Dynamic models belong to the family of Time Varying Parameter models. Whenever there are new routes or changes in the route or mode of travel for tourists, non-dynamic models will not produce reliable results and the use of dynamic models will be more appropriate. Considering the developments in the access routes of Iranians to Türkiye cities as well as changes in price variables during recent years, the use of dynamic models will be preferred. Sometimes, volatility in international tourist arrivals is so high that it can significantly affect the GDP (Das et al., 2023). Therefore, dynamic modeling can be very valuable. The Dynamic Linear Regression (DLR) model used here can be mentioned as follows:

$$\begin{aligned} IstanbulTour_t &= \beta_0 + \beta_{1t} OtherTour_t + \beta_2 TRItoIRR_t + \beta_3 pop.direct_t + \beta_4 Inf_t \\ &+ \beta_5 Covid_t + \beta_6 Holiday_t + \sum_{i=7}^{17} \beta_7 Seas_{it} + \varepsilon_t \end{aligned} \tag{1}$$

where

1. $IstanbulTour_t$ is the number of incoming Iranian tourists to Istanbul at time t.
2. $OtherTour_t$ is the number of incoming Iranian tourists to other cities in Türkiye at time t.
3. $TRYtoIRR_t$ is the Turkish Lira (TRY) to Iran Rial (IRR) rate at time t.
4. $pop.direct_t$ is the population of cities of departure from Iran (People who have direct access to Türkiye flights)
5. Inf_t is inflation in Iran market.
6. $Covid_t$ is a dummy variable for covid-19 (Coronavirus disease).
7. $Holiday_t$ is a travel period for Iranian (Nowruz and summer).
8. $Seas_{it}$ is a set of dummy variables for i = 7, . . . ,17 and time t (A total of 11 seasonal variables).
9. ε_t is the error term, which has a normal distribution with zero mean and variance σ^2.

Since this research seeks to analyze the substitution effect between Istanbul and other cities for Iranians entering Türkiye, then number of incoming Iranian to Istanbul is as the endogenous variable, which is indicated by *IstanbulTour_t*. The exogenous variables are number of incoming Iranian tourists to other cities *(OtherTour_t)*, the Turkish Lira to Iran Rial rate *(TRYtoIRR_t)* and inflation rate in Iran *(Inf_t)*. the effective exchange rate is an important factor in the substitution between tourist destinations (Candela & Figini, 2012), also exchange rate affect the tourism trade balance. The tourism trade is also affected by the number of incoming tourists. Bilateral exchange rate between countries is important (Dogru et al., 2019). Factors that create high intra-regional substitution are among the important factors affecting the competition of destinations. For example, the change in relative currencies between two countries (origin and destination) affects the level of demand and attraction of more/less tourists (Barati, 2023). If the substitution rate between one region (Istanbul) and other regions is high, then that tourist destination (Istanbul) can maximize its tourism receipts by increasing prices (Syriopoulos, 1990). Therefore, the relative exchange rate is important in calculating the substitution effect between tourist destinations. The inflation in Iran in recent years, in addition to reducing the value of the national currency, has severely reduced the purchasing power of Iranian households, so that travel costs for Iranians have increased significantly. This factor has significant effects on the choice of travel destination and the behavior of tourists (Barati, 2022). Also, after the opening of Istanbul's new airport in 2018, more direct flights have been launched between different cities in Iran and Istanbul, which has increased the competition between other Turkish cities and Istanbul in terms of attracting Iranian tourists. Economic policies (such as the development of air transportation, price management, improving household purchasing power, etc.) are very important in tourism demand (Işık et al., 2019). Table 1 shows some new transportation routes between the cities of Iran and Türkiye. The cities of Hakkari, Agri, and Van, as the cities where Iranians mainly travel by land, behave differently than the cities of Ankara, Antalya, and Izmir (as important tourist destinations for Iranians). Istanbul has now become the most important tourist destination for Iranians. As a result, the travel pattern of Iranians to different cities in Türkiye is affected by some infrastructure measures (especially transportation infrastructure). The impact of tourism infrastructures, especially transportation infrastructures, on the travel pattern of Iranians has been investigated by Barati (2019a, 2019b).

According to Castillo-Manzano et al. (2015), in order to check elasticity, all variables, except virtual variables, are written in logarithmic form and modeled. The difference between the Linear Regression (LR) model and DLR model is that the DLR model coefficients in DLR change with time. Therefore, the sub index t is used for the coefficients. The βt stands for the substitution effect between Iranian tourists entering Istanbul and Iranians entering other cities.

The data were collected monthly from January, 2018, to February, 2023 (a total sample of 62 observations per variable). The statistics of IstanbulTour and OtherTour collected from the Ministry of Culture and Tourism of Türkiye (Monthly Bulletins), The statistics of Inf collected from Iran Statistics Center and the statistics of TRYtoIRR collected from Central Bank of Iran.

Least squares estimator and maximum likelihood estimator cannot be applied to estimate β_{-1t}. Therefore, it is used to recursive estimation algorithms and here is applied Generalized Random Walk model in a State Space framework:

$$\begin{pmatrix}x_t\\ x^*_t\end{pmatrix}=\begin{pmatrix}\alpha_1 & \alpha_2\\ 0 & \alpha_3\end{pmatrix}\begin{pmatrix}x_{t-1}\\ x^*_{t-1}\end{pmatrix}+\begin{pmatrix}\mu_t\\ \mu^*_t\end{pmatrix} \quad (2)$$

$$\beta_{1t}=(1\quad 0)\begin{pmatrix}x_t\\ x^*_t\end{pmatrix} \quad (3)$$

- The β_{1t} is a smoothed signal component consisting of the first state x_t; and x^*_t is a second state variable (Castillo-Manzano et al., 2015); α_{-i} are fixed values (i=1,2,3). If all of α_{-i} be equal to One $\mu_{-t}=0$ then the model is the Integrated Random Walk (IRW). In R-Studio software for estimate IRW and DLR model used to *dlm* package.

Fig. 1 shows the trend of Iranians entering Istanbul during the five-year period (2018-2022). As it is clear, seasonal changes in this variable are quite evident (even during the covid-19 restrictions and from February 2020 onwards, there are still peak tourism periods similar to other years). Table 1 shows events that can indicate the effects of substitution of different tourism destinations in Türkiye. These are a factor to create dynamics in the model Coefficients.

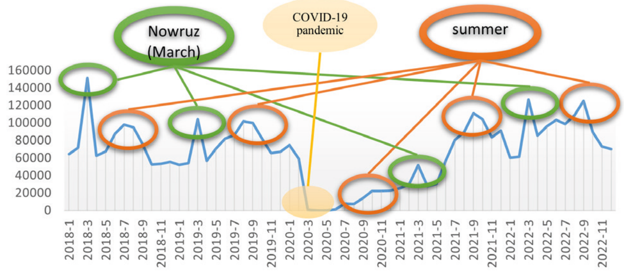

Fig. 1: Seasonality in incoming Iranian to Istanbul during the period 2018-2022

Table 1: Actions between Iran and Türkiye transport connection during the period 2018-2023

Launched Routes	Start Date	City
The first phase of Istanbul's new airport	October 2018	Istanbul
Full *opening of Istanbul's new airport*	March 2019	Istanbul
Flight between Rasht and Izmir (three days during Nowruz)	March 2019	Izmir
Flight between Tabriz and Adana	July 2019	Adana
Flight between Isfahan and Izmir	August 2019	Izmir
Tehran-Van-Ankara-Istanbul train	July 2019	Istanbul
Flight between Urmia and Istanbul	February 2020	Istanbul
Flight between Mashhad and Istanbul	July 2021	Istanbul
Flight between Ahvaz and Istanbul	November 2021	Istanbul
Flight between Tehran and Van	January 2022	Van
Flight between Gorgan and Istanbul	January 2023	Istanbul
Flight between Kerman and Istanbul	February 2023	Istanbul

4. RESULTS AND DISCUSSION

In order to verify whether there is a relationship between the dependent variable and the independent variables, before estimating the model, it will be useful to first check their degree of dependence using a matrix of scatterplots. Creating a matrix of scatterplots help to identify the existence of some degree of dependence among the variables. Due to the importance of OtherTour variable, here only the relationship between OtherTour and IstanbulTour is depicted in Fig 2. As can be seen, there is a positive relationship between these two variables. Therefore, choosing OtherTour in research modeling is an acceptable assumption. The same argument can be used for other variables as well, but because other variables are not specifically analyzed here, matrix of scatterplots related to them have been avoided.

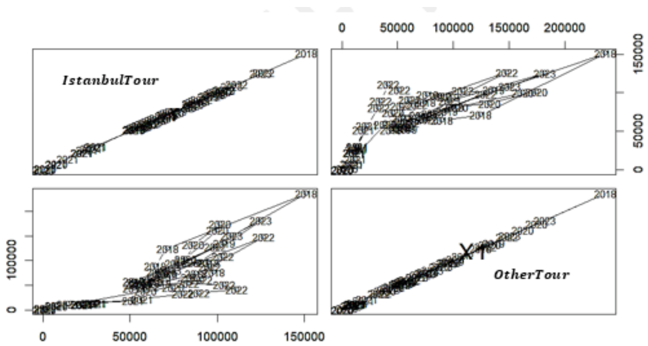

Fig. 2: Scatterplot matrix of *IstanbulTour* and *OtherTour*

Examining the dynamics of the model parameters (here, β_{-1t} is checked) shows the existence of change by time. Therefore, it is necessary to use the dynamic linear regression model and consider the parameters in such a way that they change with time (Fig. 3). Although in the long term β_1t tends to a constant value, it cannot be considered stable in the short term. By comparing Fig. 3 and Table 1, it seems that the opening of Istanbul's new airport (The first months of the period under review) and diversification of flights to other cities, except Istanbul (The third to eighth month of the second year under review) are the most important reasons for the change in the parameter over time.

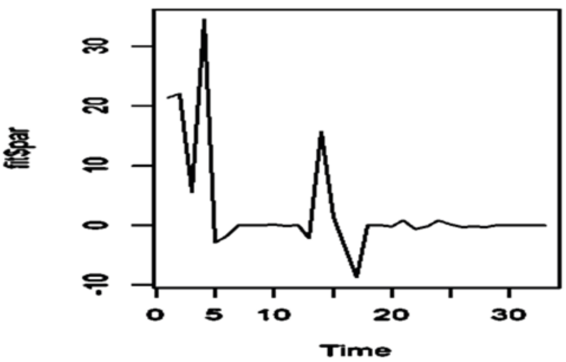

Fig. 3: Seasonality in incoming Iranian to Istanbul during the period 2018-2022

The results of DLR model are shown in Table 2 (seasonal virtual variables are not shown in this table). According to these results, except the pop. direct, other variables are significant. The non-significance of the pop.direct indicates that the increase in the number of flight origins does not necessarily lead to an increase in the number of inbounds to Istanbul, and Iranians who wish to travel to Istanbul, even if there is no direct flight from their city to Istanbul, they will travel there through other cities. Therefore, the policy of multiplying the number of departure cities for flights to Istanbul (and maybe other cities) is not a correct action and should be done with caution.

The substitution rate between Iranian tourist destination cities in Türkiye has risen over time, so that in all of 2018, the rate was above 10. The parameter related to OtherTour variable is significant, so the substitution effect is confirmed. Based on previous studies (Kozak, 2001; Evren et al., 2020; Ünal, 2021), substitution between Istanbul and other Turkish cities can be significant. This study also confirms the results of other studies, so that the substitution effect between other cities and Istanbul has been positive. This means that other cities are competitors of Istanbul in attracting Iranian tourists.

Table 2: Results of the DLR model proposed in (1).

Variables	estimate	Pr(>|t|)	
Intercept	-9.33	0.017	**
OtherTour	0.90	<2e-16	***
TRYtoIRR	0.96	<7e-06	***
pop.direct	0.05	0.795	
Inf	0.16	0.046	**
Covid	-0.93	0.0002	***
Holiday	0.73	0.031	**
Model adjusted R-squared: 0.9579		<2.2e-16	***

Two countries, Iran and Türkiye, are among the countries with the highest rate of inflation. Also, the value of the national currency of these countries has decreased drastically in recent years. The comparison of the national currency of these countries shows that until 2021, the Iranian Rial (IRR) has always been more valuable than the Turkish Lira (TRY), but in 2022, this trend has been reversed. The change in IRR to TRY has a positive and significant effect on Iranians' trips to Türkiye. In fact, the decrease in the value of a country's currency compared to other countries (here, the decrease in the value of the Turkish Lira compared to the Iranian Rial) can increase the number of incoming tourists to the country (increasing Iranian travel to Türkiye). This change in the behavior of tourists and their willingness to travel usually accompanied by a time delay (due to the need to plan the trip). Therefore, until the middle of 2022, an increase in the number of Iranian trips to Türkiye (however small) can be expected. The change in the Iranians trips to Türkiye has increased slightly, while the change in their travel destinations seems to be more. This change can be caused by substitution effects. Since the total number of Iranian trips abroad has not changed significantly, this means that Türkiye has replaced other Iranian travel destinations as a cheap trip for Iranians (because inflation in Iran reduces the purchasing power of Iranians and makes them move towards cheaper destinations). It is noteworthy that inflation in Iran has also affected the purchasing power of households, so that short trips have replaced long trips, and the length of the trip has also shortened (Barati, 2022; Soltani et al., 2019). The positive and significant effect of Inf is indicative of this result.

Although this paper has not specifically investigated the effect of tourism seasonality, the significance of Holiday and Seas variables can be related to the seasonality of tourism. Iranians' trip to Istanbul is highly seasonal.

Estimation is achieved by means of the Kalman Filter have showed in Fig 4. The Kalman filter produces estimates of the current state variables. In here, the Kalman filter shows the dynamic changes in the system along with the existence of substitution effects between tourism destinations in Türkiye. The increasing trend over time in Fig 4 indicates the presence of dynamics in β_t. The dlmFilter function is used to calculate Kalman filter in R software (Petris, 2009; Petris et al., 2007; Piccoli, 2015).

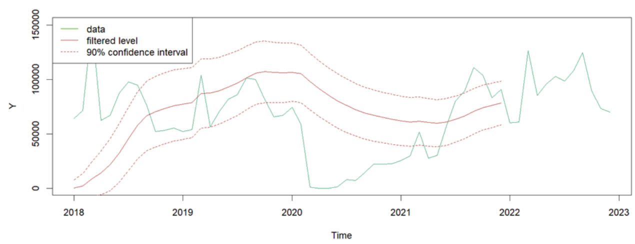

Fig. 4: Kalman filter applies to compute filtered values of the state vectors for Iranians have traveled to Istanbul

5. CONCLUSIONS

This study aims to investigate the substitution effect between the destinations of Iranian tourists who travel to Türkiye (different touristic cities in Türkiye), distinguishing between Istanbul and other touristic cities. The results show the level of competition between Istanbul and other destinations in Türkiye. For this purpose, R software and dlm package have been used. The results show that there is a dynamic relationship between the variables, so it is necessary to use DLR. The dynamic of the parameter related to the variable of OtherTour disturbs the conventional linear regression results. It seems that the opening of Istanbul's new airport has acted as a turning point and an important factor in the dynamics of the parameter. Of course, the diversification of flights from different cities in Iran to other cities in Türkiye (except Istanbul) can also be effective in this dynamic. Also, there is a substitution effect between destinations and Iranians who travel to Türkiye tend to visit other touristic cities (except Istanbul) in their next trips. Several important conclusions can be drawn from the model results. First, the increase in the number of flight destinations does not necessarily lead to an increase in the number of tourists incoming to Istanbul. In fact, the whole of Iran should be considered as the origin and not its cities (those interested in traveling to Istanbul, despite the distance of their residence and cities with direct flights to Istanbul, will still travel this path and "distance between cities" cannot be an important factor in reducing the number of trips to Istanbul). Second, inflation in Iran (and of course inflation in Türkiye) affects Iranians' travel behavior to Türkiye due to two features: One is due to the decrease in the purchasing power of Iranians and the second is due to the change in the national currency of the two countries (Turkish Lira (TRY) to Iran Rial (IRR) rate).

According to the results of this study, it is recommended that Turkish policymakers stop the policy of expanding the number of flight points (cities) from Iran to Istanbul and instead focus on the policy of diversifying attractions and destinations, stabilizing the national currency and using cooperation and focus on coordination between objectives (rather than competition between them). Also, researchers in this field will benefit more from dynamic behavior in modeling.

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Javad Barati, His an assistant professor at ACECR and the director of the Tourism Economics Department at ACECR's Tourism Research Institute, Iran. He was born on 28 September 1981 in Mashhad, Iran. He received his master's degree in economic planning and development at Bu-Ali-Sina University (2010), and he received his PhD in Economic Development at University of Mazandaran in January 2016. Barati has been selected as the top researcher many times at the provincial and national level and has been responsible for numerous research projects. His interesting fields include tourism economics, regional economics and economic development.

ORCID: 0000-0001-7776-2394

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BROADENING HORIZONS WITH CRITICAL PEDAGOGY: ACTION RESEARCH IN TOURISM UNDERGRADUATE PROGRAM

Barış Çıvak[a*]

[a]*Assistant Professor, Faculty of Tourism, Anadolu University, Türkiye;*
ORCID: 0000-0001-9334-3683 / e-mail: bariscivak@anadolu.edu.tr

KEYWORDS

Critical pedagogy
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Tourism education

ABSTRACT

This study investigates whether critical pedagogy makes a difference in the tourism undergraduate program and contribution to students' academic and social lives. The study was conducted with 31 students in the Critical Thinking course who volunteered to participate in the research. Semi-structured questionnaires, observation notes, student assignments, and mid-term and final exams were used as data collection tools. The study was conducted step by step, and the course configuration was reconstructed after each data analysis. By comparing the pre-course situation, the course stages, and the academic development at the end of the course, information about the application of critical thinking in tourism undergraduate education is included. In this respect, the study is thought to contribute to tourism literature significantly.

1. INTRODUCTION

Scholars in tourism have been calling for critical pedagogy (CP) for years. The number of studies based on the critical paradigm (see Ateljevic, Pritchard & Morgan, 2007; Tribe, 2009; Bianchi, 2009; Bramwell & Lane, 2014), which is expressed as a 'critical turn' in the tourism literature, has been increasing in recent years. In addition, studies have been conducted on critical tourism pedagogy (CTP). When we look at the studies on CTP, due diligence, ways, and methods of CP (Çıvak, 2023), and its benefits (Belhassen & Caton, 2011; Grimwood, Arthurs & Vogel, 2015) are discussed. Çıvak (2023) proposes the basic principles needed for a CTP. These are (1) increasing critical tourism studies in terms of quality and quantity, (2) increasing critical courses in the education curriculum and enriching their content, (3) creating a free atmosphere and development of dialogue, and (4) combining different teaching methods. Lai and Kan (2020) propose four types of learning: democratic, collaborative, critical–reflective, and global. Rouzrokh et al. (2017) identified five pedagogical themes in their study on CP in tourism. These are (1) building safe spaces and developing trust, (2) creating empathy, (3) engaging tourism literature with real life, (4) opening the door to constant thinking, and (5) decentralizing power and knowledge. Fullagar and Wilson (2012) enlighten the necessity of reflexive thinking for CP. They state that it is substantial to involve those not yet critically thinking and to explore new ways of understanding. They emphasize that critical academics should remain open to the future, dialogue, and discussion using 'soft power.' Grimwood, Arthurs & Vogel (2015) discuss CP in tourism education. They state that using visual methods in tourism education can contribute to the development of students.

CP ensures students acquire self-awareness and social awareness and take a position against oppressive forces (McKernan, 2013). CP generate social transformation outside of individual freedom, social justice, and work productivity (Belhassen & Caton, 2011). CT can create awareness of adverse working conditions (see Çıvak, 2021; Çıvak & Besler, 2022; Yıldırım, 2021) and ways of resistance. Learning the paths of organized resistance against labor exploitation and domination in tourism (Çıvak, 2021) will ensure that tourism professionals survive, transform the field, and attain their rights. Considering all these studies, progress has been made, for CT in tourism, albeit at a limited level. However, a lot of effort is still needed to improve CTP.

This study aims to reveal whether CT makes a difference in the mentality of students in tourism undergraduate education. This study explains the students' knowledge understanding and questioning styles in the 'Critical Thinking' course. Academic knowledge of critical thinking (CT), critical paradigm, and critical academic studies of students was questioned. The education plan was designed accordingly before the course. By comparing the course stages and the intellectual development at the end of the course clues on how to apply CT in tourism undergraduate education. This study mentions the importance and benefits of CT. In this

*Corresponding Author.

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respect, the study has significant contributions to the tourism literature.

2. CONCEPTUAL FRAMEWORK

2.1. Critical Pedagogy

The history of CP is based on Marxist ideology. The The history of CP is based on Marxist ideology. The thinkers of the Frankfurt School rebuilt CT. The school includes theorists such as Max Horkheimer, Theodor W. Adorno, Herbert Marcuse, Walter Benjamin, Jurgen Habermas, Erich Fromm, Friedrich Pollock, and Leo Löwenthal (Wiggershaus, 1994). These thinkers are very precious in the formation of CT. Later, Paulo Freire (1993), starting from the critical tradition, revealed how the education system reproduces inequalities and similar human typologies. Bourdieu and Passeron (1990) reported that the school creates and reproduces educational inequalities and deepens the class divide. In addition to these significant doyens, researchers following Freire such as Michael Apple, Henry Giroux, Donald Macedo, Peter McLaren, and Ira Shor contributed to the development of CP (Abraham, 2014).

The first name when CP is mentioned is Brazilian researcher Paulo Reglus Neves Freire (1921-1997). He focused on social inequalities and educational opportunities to transform social relations in Pedagogy of the Oppressed. In his research on pedagogy in Brazil, he advocates the necessity of CP instead of the didactic teaching method. According to him, in the didactic education system, "the teacher teaches, and the students learn; the teacher knows everything, and the students know nothing; the teacher speaks, and the students listen meekly" (Freire, 1993, p. 54). In addition, Freire questioned the power relations, exploitation, and inequalities in Latin American society. He focused on inequality in education. According to him, inequality in education created and reinforced other types of inequality (Freire, 2018). He revealed how it reintroduces imbalances and similar human typologies in education systems. He emphasized that the social order continues within the oppressor-oppressed relationship, and the education system has served the oppressors (Freire, 1993).

Freire explains that there are two basic understandings of the current education system. It explains the Banker Education Model and then the Problem Defining Education Model. According to the banking education model, the teacher is the subject, and the student is the object. In this system, the teacher is the center of authority and knows everything. The student patiently listens to the teacher and memorizes the information. Thus, he transforms a personality who cannot think and seek his rights (Freire, 1993). As Marcuse (1976) points out, the individual becomes a one-dimensional human.

Pierre Bourdieu and Jean Claude Passeron are two authors who have produced notable works on CP. Bourdieu and Passeron examined the literacy levels of the children of the working class and the middle class, their ability to use language and their relationship between social class and academic success. According to this, schools are a field of cultural reproduction. The education system reproduces culture and power relations in all social classes (Bourdieu & Passeson, 1990). The system imposes given elements on the mind. So, many things become legitimate for individuals. In addition, Bourdieu and Passeron (1990) state that social class is as important as the gender variable and that these variables influence success. In other words, a worker's child and an industrial boss's child do not receive education under equal conditions. Accordingly, economic capital is a significant instrument for providing intellectual capital for children.

Bourdieu and Passeson (1990) state that the school institution functions as a sort of sorting and protects the difference between children equipped with cultural capital. In other words, families with high economic capital can buy special education for their children, while those with low economic capital cannot allocate money for special education. It is seen that people who have average similar economic capital reside in the same neighborhood. In other words, there is a class distinction even in the neighborhood selection. Considering the school records based on the address system in Turkey, the children of families with close economic capital go to the same schools. It is possible to say that this system deepens the class distinction.

2.2. CT in tourism education

CT is "a way of thinking, negotiating, and transforming the relationship between classroom teaching, knowledge production, the institutional structure of the school, and the social and material relations of the wider community, society, and nation-state" (McLaren, 1998, p. 45). Moreover, CT teaches students to take appropriate measures against domination practices by gaining critical self-awareness and social awareness (McKernan, 2013). CT is about identifying our assumptions, understanding whether these assumptions are accurate or not, looking at our ideas and decisions from various perspectives, and taking conscious actions (Brookfield, 1987). In other words, false consciousness in society can be prevented with CT. CT contributes to the emergence of hegemonic structures and the development of awareness against them, thus contributing to the germination of the idea of resistance. In-class discussions can provide significant intellectual progress, especially in resolving current social cases.

CT deciphers power relations, symbolic violence, and anti-democratic customs and practices in society. In particular, it gives priority to a problem such as precarization, inherent in the tourism sector. In addition, it goes over structural problems by conveying the forms of exploitation and domination. It offers a vision in the opposite direction of the lessons, which have been created from a pragmatist perspective. CTP is significant in terms of deconstructing stereotyped social structures. At this point, a solid foundation that can provide the enlightenment and liberation of tourism students is built.

Jamal, Kircher & Donaldson (2021) state that CT in education should be developed to get out of deepening social problems and injustices. If students are aware of exploitation and domination practices, a suitable environment for resistance comes into being by itself. This is why critical academics are needed. We often see that the curriculum in business schools is built with a pragmatist point of view. Tourism education is fed from a pragmatist perspective such as business education. Tourism educators also pass through this education system. So, pragmatist pedagogy is passed on from generation to generation. To overcome this, critical tourism academicians first need to increase in quality and quantity of their work. Considering the subject and paradigm distributions in the tourism literature, the situation of critical studies does not seem encouraging. It is seen in tourism studies that the positivist paradigm is still the dominant paradigm (Çıvak & Sezerel, 2018; Çıvak & Emir, 2021).

Fullagar and Wilson (2012) state that despite the different structures of tourism pedagogy, there is at least a common discourse in all universities about teaching 'critical thinking'. They add that this is defined as a core "graduate qualification". Examining the tourism education programs on how much they overlap with CT is controversial. At this point, there is a significant difference between tackling a phenomenon or a case in depth and examining it based on a critical paradigm. To tackle phenomena and issues based on critical paradigm means studying within Marxist ideology and leftist literature. Critical tourism studies deconstruct mainstream concepts and theories and give voice to the marginalized in the real world of the tourism industry (Chang, 2022).

CT is limited in the tourism education curriculum (Çıvak, 2023). The tourism undergraduate programs in Turkey and other countries have no critical courses or they have partially included CT. The content of the courses mainly aims to achieve professional goals and objectives (Airey & Johnson, 1999). Because tourism students need different skills, abilities, and knowledge to survive in a competitive environment (Sheldon, Fesenmaier & Tribe, 2011). However, tourism education created for this purpose enables the capitalist wheel to turn and the exploitation order to be reproduced. Tourism professionals who graduate from a purely business perspective try to increase their wages and seniority by displaying the professional skills and abilities required from them in the sector. They look for sub-employees' skills when they come to the managerial position. The system has been processed in this way, and the doxa of the field has been shaped.

The market has radically changed human behavior and language. The language of citizenship gave way to the language of commercialization, privatization, and liberalization (Giroux, 2007). We can say that the competitive element created by the capitalist ideology comes to the fore, especially in business schools. This competition has spread to the course content in business schools. Especially in courses such as human resources management, a clear presentation is made on how to differentiate from other candidates during the job application process. In tourism education, it is necessary to give importance to CT as much as competition, market discourses, efficiency, and productivity.

Pedagogy creates an environment where economic and social justice issues are discussed as well as a moral and political practice is developed (Giroux, 2021). CT must be included in tourism education to enable students to address stereotypes and injustices and develop relational solutions (Jamal, Kircher & Donaldson, 2021). Transformative learning should continue throughout life (Werry, 2008). In tourism education, it is essential to constitute a program that is open to questioning, discussion, and looking at different perspectives instead of the didactic education method.

3. METHODOLOGY

3.1. Research Design

As a qualitative method, action research is adopted in this study to reveal whether CT makes a difference in the mentality of students in tourism undergraduate education. Action research is "an iterative process involving researchers and practitioners acting together on a particular cycle of activities, including problem diagnosis, action intervention, and reflective learning" (Avison et al., 1999). The purpose of action research is to understand social regulations, to affect desired change as a path to generating knowledge, and to empower stakeholders (Huang, 2010). This research was carried out in the "Critical Thinking" course the researcher gave in the tourism undergraduate program. The situation at the beginning and end of the period was compared. A roadmap was created on how to create the course content. Figure 1 shows the process of the action research.

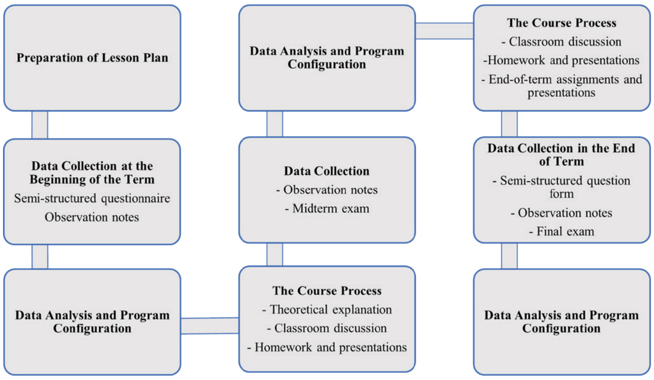

Figure 1. The Process of Action Research

3.2. Data Collection

The research was designed according to action research. First of all, the content of the "Critical Thinking" course was created. Semi-structured questions were prepared to determine the students' cultural capital on CT at the semester's beginning and end. Two academicians who are experts in CT were asked questions to get their opinions. As a result, it was decided to ask seven questions at the beginning of the semester. Forty-five minutes were given to students to answer the questions. The researcher kept observation notes on the general condition of the class during the term. After the theoretical background on CT, homework was given on analyzing books, movies, and social phenomena. Students discussed their homework with their friends in class. However, on a social phenomenon, the students were divided into two, and the opposing view was brainstormed. At the end of the term, the students requested a social event or phenomenon as homework. Assignments are presented in a discussion-open environment in class before the end-of-term exams. To measure the knowledge and interpretation levels of the students, a midterm exam and a final exam were held at the end of the semester. Finally, at the end of the semester, the teaching of the course, the impact of the course on students' lives, their knowledge, and their actions on CT were questioned. Semi-structured question forms consisting of five questions were given to the students. Students answered the questions in writing for an average of 45 minutes. Data collection tools are as shown below:

- Semi-structured questionnaire at the beginning of the term
- Observation
- Midterm exam
- Student assignments
- Final exam
- Semi-structured questionnaire at the end of the term

The questionnaire at the beginning of the semester consists of seven questions. There are questions about the students' capacity for CT, level of consciousness, awareness of the effect of social structure on the decisions made, and why they chose the course. The lecturer kept observation notes throughout the 14 weeks. The students' discussion habits, ways of defending their ideas (inductive/deductive), and analysis skills related to events and phenomena were recorded in the observation notebook. The midterm exam was in a semi-structured format consisting of 3 questions. Midterm exam results were also evaluated as data. Students' homework was also assessed as a data collection tool and contributed to the study of CT and writing. The final exam is an essential tool that measures the knowledge level of students at the end of the semester. Finally, a semi-structured questionnaire consisting of five questions was used at the end of the semester. Students' capacities for CT, how the course is conducted, the effects of the course on students' lives, and obstacles to CT were questioned.

The CT course is included as a 2nd-year course in the Tourism Management program of Anadolu University. The course is compulsory for tourism management students. It can be taken as an elective course by the students of the other departments in the faculty. Fifty-one students chose the course. Forty-five students were from the Department of Tourism Management, while six were from the Department of Tourism Guidance. The number of students who voluntarily participated in the research is thirty-one. The participants signed the "Participant Information and Consent Form". In addition, permission was received for this study from the Anadolu University Social and Human Sciences Scientific Research and Publication Ethics Committee. There are no strict rules for sample size in qualitative studies (Patton 2015; Creswell 2017). If sufficient information is provided and data saturation is achieved in line with the purpose of the research, the researcher can terminate data collection (Fusch and Ness 2015). Thirty-four students have already attended the course, and many of them participated in the research.

3.3. Data Analysis

Data analysis is the process of making sense of data in qualitative research (Creswell, 2017). In this process, the researcher explains what the data means in line with the purpose and scope of the study. In this research, students' answers to questions and observation notes were coded via the descriptive analysis technique. Then, sub-themes and main themes were created. At the same time, two tourism academics who are experts in critical pedagogy, coded data. Thus, peer review was carried out. (Merriam, 2009). The code, sub-themes, and main themes were finalized by comparing the data. The data were summarized with similar studies in the literature and detailed explanations were given in the findings (Merriam, 2009).

The direction for the program configuration was drawn by descriptive analysis of the interviews held at the beginning of the semester and the researcher's observation notes. Then, class success was tested by evaluating midterm and observation notes. Finally, at the end of the semester, the interviews, final exam notes, and observation notes were analyzed and the whole process was explained.

4. FINDINGS

4.1. Students' Perceptions and Intellectual Capital About CT at the beginning of the Term

CT course is a 2-credit compulsory course in the Tourism Management undergraduate program. Students in other departments at the Faculty of Tourism can take it as an elective course. A total of 51 students chose the course. Thirty-one students participated in the research voluntarily. Although 17 students chose the course, they have not participated in the course since the beginning of the semester.

It was questioned whether the students had prior knowledge about CT and whether they had researched this subject before taking the course. Most students stated that they had no prior knowledge about the course. Although some students said that they could predict the content of the course, it was seen that they were at a limited level. Ensar explains this situation with the following statement:*"I have no prior knowledge about critical thinking, but when I read this concept, it came to my mind to empathize and analyze." Although the university website contains information such as course contents, purpose of the course, academic resources, and course instructor, it is understood from the interviews and observation notes that most of the students have not researched the course. It seems that students do not choose their courses consciously. At this point, if academic advisors can convey the curriculum and course content to their students, there can be a more conscious selection process.*

"I did not know critical thinking" (Kardelen).

The main reason, the course is compulsory in the curriculum is to enable students to evaluate concepts, ideas, and data with scientific methods, identify and analyze complex problems and issues, make discussions, and develop suggestions based on evidence and research. In addition, it aims to enable students to question the rules and regulations of social life and local and international culture in all its dimensions, to make them aware of labor relations, employee rights, and the conditions of exploitation and domination. Tourism students need to take courses focused on research and inquiry to analyze the human relations inherent in the sector. However, whether students would choose such courses if they were electives was examined at the beginning of this research. Most students stated that they would take the course because they thought it would benefit them. They said they would contribute to themselves, especially in intellectual development, questioning, and liberation. Dilara expresses this situation as follows: "I would take this course even if it were not compulsory. It is necessary for a healthy thinking system. I chose it consciously because I thought it would enable me to look at the things around me from different perspectives." However, one student said she would not take this course because he was shy.

I think I wouldn't take it because, as the name of the course suggests, I realized that we would discuss our ideas and judgments. I generally shy away from these types of courses. There are times when you are afraid to talk, and I do not take such lessons" (Ayşegül).

Some students state that they make choices in terms of course credit, course intensity, instructor, and course contribution. However, it has been noted that the CT course has a remarkable name for students. The course seems to be preferred because students' names and content arouse the student's curiosity. Aslı expresses it as follows:

"I would choose it even if it isn't compulsory. It caught my attention with its title and content. I think it will help me at the end of the course" (Aslı).

At the end of the course, the students were asked about their thoughts on what CT would add to their lives and intellectual knowledge. Students stated that they would create a vision for multidimensional rather than one-dimensional thinking, change their view of the world, and contribute to personality development. Şule noted that "it will enable more in-depth thinking and questioning, contrary to dogmatic thinking." Some students indicated that it would help them gain a culture of self-criticism. İstek expresses this situation as follows: "I think it will help me see my rights and wrongs through my own eyes." They stated that thanks to CT, they could gain new perspectives and become comprehensive and questioning individuals. Erkin and Nilay's expressions are as follows:

"I believe it will add new perspectives and a comprehensive and questioning mindset" (Erkin).

"*My perspective on the world, people, and societies will expand, and I will be able to question and compare the events that took place in some moments of my life from every angle" (Nilay).*

The course instructor plans the course program in advance and creates the course content. However, as a result of the interviews he conducted at the beginning of the semester, he reviewed the flow of the program by questioning the students' knowledge of CT. Their knowledge of the subject was tested by asking, "What is critical thinking?". The student's conceptual and theoretical knowledge of CT was observed to be relatively weak. Students explain CT as "analysis of events, specifically seeing the pros and cons of events, self-criticism, considering an idea with its positive and negative aspects, knowledgeably approaching events and facts, getting to the root of an event and commenting impartially, distinguishing between right and wrong, He explains it with concepts such as "questioning instead of direct acceptance, positive-negative evaluation, reasoning, discussing an idea in detail and objectively."

The students' worldviews were questioned by asking, "Who are you?". At this point, it was explicitly intended to ask about their worldview, such as their ideological view and paradigm. The content of the question was explained to the students. However, when the answers given by the students were examined, it was seen that the emphasis was on personal characteristics, and there was no ideological expansion. It has been observed that students' knowledge about critical paradigm or other worldviews is quite limited. At this point, the researcher decided to lay the foundation by entering the critical subject of crucial paradigm after CT principles. For this purpose, he first presented the paradigm and prioritized the teaching of ontology, epistemology, and methodology. He decided to teach the basis of critical pedagogy. In addition, it was deemed appropriate to convey preliminary information on how to criticize books, movies, and advertisements. The students' answers to the question are as follows:

"I am a person who does not like many people, enjoys being alone, reading books, and participates in volunteer activities" (Zeynep).

Students were asked about the factors that influenced their decisions. Whether they made the decisions themselves or not and the impact of the social environment on the decision was examined. According to the findings, it was observed that students attach great importance to the opinions of their family, relatives, and friends when making decisions. It is understood from the statements that especially the family has a say in decision-making. Aslı expresses this situation with the following words: "Unfortunately, I do not make all the decisions in my life myself. "No matter how old I get, I feel like I have to consult my family." As can be understood from this statement, the family, which affects the individual's decisions, can affect the individual's ability to take responsibility alone. One of the ways to overcome this is to question the individual's lifestyle. Critical pedagogy can play a stimulating role in this sense and contribute to the development of the individual. Some students stated that they made their own decisions, but they benefited from the opinions of the social environment to reduce the risk of mistakes. The point to be noted here is that the individual is reluctant to take risks. Of course, it is essential to benefit from different ideas and filter them through criticism. However, if the opinions of others dominate what is wanted to be done, we can say that the social environment has an oppressive role.

"I don't make all my decisions myself. "I attach importance to the opinions of people I trust to minimize my margin of error" (Hilal).

"My family always supports me, allowing me to make decisions myself. "I get ideas from my family and very close friends" (Ayşenur).

Finally, students were asked whether they used CT in their lives. Some of the students stated that they use CT in their lives. Although they indicated that they used it to make decisions, choose friends, and look at events and facts, they did not clearly explain how. It has been observed that it is in the form of evaluating events and facts rather than a systematic intellectual process. Some students stated that they did not know precisely what CT meant. This clearly shows that there are fundamental conceptual deficiencies in CT Because some students indicated that they used CT in their lives, even though they did not know what it was. Kadir explains it: "Even though I don't know exactly what it is, I think I use it." As can be understood from this statement, the student's conceptual knowledge level about CT is insufficient. In addition, CT involves a conscious intellectual action.

"I think I use it most of the time. Critical Thinking is about having a little doubt. I don't believe anything is completely true. "I think many ideas can be interpreted from different perspectives" (Hilal).

"I do not use critical thinking consciously in my life, but I think I use it in situations I encounter." (Aslı).

4.2. Students' Perceptions and Attitudes Towards CT During the Lesson Process

Considering the interviews and observations made at the beginning of the semester, students have limited intellectual capital about CT, critical paradigm, and essential academic literature. For this reason, it was decided to give basic information at the beginning of the program and support it with discussions on events and facts. In addition, the weekly homework list for reviewing books, articles, and movies has been announced. Firstly, perception, attitude, behavior, tendencies, predispositions, fears, sensitivity, preferences, culture, and individuality were discussed. Then, the conceptual infrastructure, purpose, importance, steps, standards, and obstacles of CT were explained to the students by the instructor. In addition, until the midterm exam, the processes of creating arguments, discussing reality, establishing cause-effect relationships, distinguishing between evidence and claims, presenting opinions, mistakes made while looking at facts and events, conducting research, reaching judgment, and convincing others were explained in detail in the classroom. The topics were supported with case studies and facts. In-class discussions were held.

Three semi-structured questions were asked in the midterm exam. The average success rate of the class is 87.5. The highest score is 100, and the lowest score is 70. Compared to the interviews conducted at the beginning of the semester, it was observed that the basic conceptual knowledge about CT increased. The researcher's observations also show that class success is rising. However, it was observed during the discussion that some of the student's views on the issues were still subjective, that they had difficulty empathizing, and that they acted with dominant social judgments about individuals in minority groups. The program was restructured to overcome this, and classroom discussions were moved to a different dimension. Firstly, the class was divided into two. Students who acted with dominant views were asked to defend opposing views. The groups were given time for this. The groups presented their opinions. Students were then asked if their thoughts about the topic had changed. Some students stated that it was an opportunity to understand people with different views and that their empathy skills increased.

After the midterm exam, Marxism, Frankfurt School, and Critical paradigm were discussed. Class discussions were held on issues addressed from the critical paradigm, especially the functioning of the capitalist system, working styles, working conditions, labor issues, forms of exploitation and domination, and resistance issues. Films that emphasize issues such as social life, working life, and justice were given as homework and discussed in class. In addition, critical books on the reading list were presented for discussion in the class. Finally, students were asked to research a topic they considered problematic and present it in class. Students gave their homework and discussed it in class. The homework topics chosen by the students are shown in Table 1.

Table 1. End-of-Term Assignments

1. Fan Violence and Hegemony in Football 2. Does the Istanbul Convention Really Survive? 3. Use of Nuclear Energy 4. Should Refugees in Turkey Go or Stay? 5. Is Euthanasia a Right? 6. Should Zoos Be Closed? 7. Labor Exploitation and Resistance in Hotel Businesses 8. Human Nature: Good or Bad? 9. Sharia and Secularism 10. Discrimination Based on Gender	11. Should Inmate Mothers in Penitentiary Institutions be Given Their Children? 12. Glass Ceiling Syndrome 13. Anarchism 14. Is it Himself or Society that Pushes People to Crime? 15. Racism in Turkey 16. Gender Pay Gaps 17. Application of Death Penalty 18. eugenics 19. Evaluation of the Internet Censorship Law in Turkey 20. Hate Speech Against Sexual Orientation

The targeted success rate was achieved when the content and presentation performances of the assignments chosen by the students were evaluated. The homework grade average is 84. The lowest score is 55, and the highest score is 100. It was determined that students with low grades were inadequate in research processes, argument formation, and argument defense. It has been determined that students with low grades work part-time or do not pay due attention to their homework. When the subject distributions were examined, it was seen that students focused on social issues. In addition, ecological issues were also included in the presentations. Presentations were limited to 15 minutes for each student, and each topic was discussed in class. Student presentations lasted two weeks.

4.3. General Situation of Students in CT at the End of the Term

At the end of the course, students were given a semi-structured questionnaire with five questions to evaluate the CT course and 45 minutes to answer. First of all, it was asked whether the CT course was practical and what kind of contribution it made to the academic and social lives of the students. Students were asked to make a comparison before and after the course. According to the answers given by the students, they can look at events and facts from a broad perspective, think deeply, do research, approach without prejudice, respect different opinions, objective approach, evaluate ideas, solve problems, get involved in discussions by obtaining information first, prioritize logic in the decision-making process, argument. It has been stated that it is useful in subjects such as creating and supporting ideas with scientific data. The student's answers on the topic are as follows:

"I learned that I should approach events and people without prejudice, what might happen behind the scenes of events, things could be very different from what they seem, I could learn different things from people who do not agree with me, and I should respect

people who have opposing views." (Ahmet).

"It enabled me to think scientifically and philosophically, to put aside prejudices and objectively approach the ideas put forward" (Dilara).

"I learned that I was not knowledgeable on many subjects, that I needed to know to argue with someone about a subject, and that I learned to do research" (Selim).

"Critical thinking teaches us to evaluate issues analytically, from social problems to our decisions" (Seda).

Students were asked their opinions on whether the course should be included in the program, and all of the students stated that the course should be included in the program and its credits should be increased. It is possible to say that as the credits of the course increase, the course hours will also increase, and the discussions can be discussed in more detail.

"Every university student, no matter what department or grade they are in, should be included in the program to include analytical thinking and science in the decision-making process. Additionally, course credits should be increased (Kader).

It was asked whether the CT course guided decision-making. Students stated that they used the information they learned in the course in the decisions they made in their academic, social, and business lives. Some students commented that it directly guided them in their daily life practices, generating arguments and solving problems. Hakan explains this with the following words: "I learned to think more deeply in my decisions in both my social and business life." Some students stated that it enabled them to empathize. Şule explains it this way: "It helped me look at things from a broader perspective and empathize." Servet explains its impact on his daily life as follows:

"I think it guides us in producing correct arguments when defending an issue in daily life… I think it helps us when we evaluate the problems we experience in daily life" (Servet).

Students were asked how the course was taught, its positive and negative aspects, and how it could be improved. This will also provide comparisons with other measures of success. According to the findings, most students state that the teaching of the course should continue in the same way. Some emphasized that interaction should be increased and students should be included more in dialogues and discussions. Aslı and Şule explain this with the following words:

"It should be processed interactively as it is now" (Aslı).

"Students should be more involved in dialogues and participate in discussions" (Sule).

Some students stated that they could not participate in discussions because they had a shy character. At this point, the instructor of the course should develop ways and methods that will give each student the right to equal participation. Hüseyin explains this situation with the following words: "I am a shy person. For this reason, it is necessary to ensure that people like me participate in the lesson." In addition, some students state that the emphasis should be on discussions rather than conceptual issues.

"The emphasis should be on discussions rather than conceptual issues" (Akın).

One of the students states that students should be more active in discussions. One student noted that the number of students was high, so some hesitated to express their opinions. One student pointed out that the examples should be increased and visually supported. Grimwood, Arthurs, and Vogel (2015) state that using visual methods in tourism education can contribute to the development of students. The students' statements are as follows:

"Students need to be more active" (Barış).

"The number of students in the classroom should decrease. Everyone is afraid to express their opinion. Only certain people are speaking. Everyone's participation should be ensured" (Atakan).

"It should be handled with more examples and visual support" (Zeynep).

Finally, it was asked whether there were any obstacles to CT and, if so, what they were. It was also asked what should be done to remove the barriers. According to the findings, it has been stated that there are social pressures on CT, factors such as family imposition, lack of questioning, giving relatively more importance to dogmatic information, fear, ignorance, prejudice, masculine domination, inequality, and culture. It has been stated that to prevent this, emphasis should be placed on education. The students' statements are as follows:

"When we look at things, we make decisions thinking about what society will say. We cannot look critically" (Request).

"The biggest obstacle is blind faith. "The way to overcome this is through an education system that gives importance to research and discussion" (Tugay).

At the last stage of the course, the final exam was heAt the last stage of the course, the final exam was held and tested whether the students could interpret events and facts with the information acquired throughout the semester. For this purpose, four semi-structured questions were asked of the students. His grade point average is 77. The lowest score is 45, and the highest score is 100. It was observed that the exam success graph decreased in the end. The reason for this may be the recent increase in the absenteeism rate. Additionally, the increase in the topics covered during the 14-week course period may have caused a shift in study focus. To increase the success rate, it is thought that it would be more appropriate to repeat the topic and include events and case discussions one last time before the exam.

5. CONCLUSION

This study was designed to examine whether critical pedagogy changes tourism management undergraduate education and present a road map on how critical pedagogy can be provided within education. In this respect, it is thought that the study can be a reference source for academics working on tourism education studies on critical pedagogy in tourism literature (see Ateljevic, Pritchard, and Morgan, 2007; Tribe, 2009; Bianchi, 2009; Bramwell and Lane, 2014), this study provides the opportunity to compare before and after critical pedagogy. The study reveals the topics covered in the CT course, the educational methods followed, and students' views and knowledge about CT.

This study examines the capability of students to understand and question information and their academic knowledge regarding CT, critical paradigm, and critical academic studies. The study contains significant results about revealing the change before, during, and after the lesson. First, revising the education program by considering classroom dynamics is essential to increase total success. In this respect, academics can build a dynamic and interactive program instead of didactic teaching methods by questioning how the student interprets the information.

First, it was determined that the students had no prior knowledge about CT before the course. It was observed that students did not have a good command of critical literature. This may be because tourism education is predominantly pragmatist/ functionalist, but this is also closely related to reading habits. Observations reveal that students' reading habits are low. To overcome this, educational methods that instill reading habits should be developed, and the purely pragmatist education system should be abandoned. Instead, it is thought that programs that include different perspectives and prioritize research, questioning, and discussion should be created. In addition, critical pedagogy will create an infrastructure for individuals working in the tourism sector to know and defend their rights. CT enables students to gain self-awareness and social awareness and take positions against oppressive forces (McKernan, 2013).

Critical pedagogy is a stepping stone from a one-dimensional person (Marcuse, 1976) to a multidimensional thinking person. CT has the opportunity to create social transformation beyond individual freedom, social justice, and business productivity (Belhassen & Caton, 2011). This study determined that students contributed significantly to empathy, questioning events and facts, researching, and creating and defending their arguments. Fullagar and Wilson (2012) state that it is significant to include those who are not yet critical thinkers and explore new ways of understanding. In this respect, the CT course enabled students to discover new ways of learning. It made them aware of the adverse working conditions, labor exploitation, and forms of domination in tourism (Çıvak & Besler, 2022; Çıvak, 2021).

When the beginning and end of the semester were compared, it was determined that the course created a positive change in the academic and social lives of the students. It has been concluded that students have made significant progress in areas such as being able to look at events and phenomena from a broad perspective, thinking more deeply, gaining the ability to do research, becoming aware of their prejudices, and respecting different opinions.

5.1. Limitations of the Study and Future Research

This study is limited to the CT course in the Anadolu University Tourism Management Undergraduate Program. It is also limited to 31 students who took the study course and voluntarily participated in the research. Opening different critical courses for critical pedagogy and including them in the research will increase the study's credibility. However, the study provides suggestions for future research. A study focusing on cultural differences can be conducted in critical pedagogy. Studies using different qualitative research techniques can be produced. Since this study was conducted in the tourism management undergraduate program, studies can be undertaken in critical courses in other programs. Impact research can be conducted sometime after the lessons are included in critical pedagogy.

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Barış Çıvak, He is a faculty member at Anadolu University, Faculty of Tourism, Department of Tourism Management. He completed his Ph.D. in Tourism Management. His academic interests include organization theory, managerial control mechanisms, tourism management, critical issues in tourism, and labor issues.

ORCID: 0000-0001-9334-3683

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INVESTIGATION OF RESTAURANT PREFERENCE IN TERMS OF GENDER ROLE, TURKEY SAMPLE

Pınar Şenel[a*]

[a]*Assistant Professor, Faculty of Tourism, Anadolu University, Türkiye;*
ORCID: 0000-0001-8437-1367 / e-mail: pinargoksu@anadolu.edu.tr

KEYWORDS

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ABSTRACT

Gender roles emerged from roles assigned to different genders in history. Although many researchers investigate the relationship between gender and preference for restaurant type, a study examining gender roles regarding restaurant and beverage business type preference has not been found. The research aims to investigate restaurant and beverage business type preferences within the scope of gender roles. Quantitative methods were used in the study. Data were collected from 160 people living in Eskisehir province by survey method. The data was analyzed by exploratory factor analysis, ANOVA, and t-test. As a result of the research, it was found that the preference for the type of beverage business differs according to gender roles. Contributions to the literature and food and beverage sector were presented. It is aimed to contribute to the literature and food and beverage sector.

1. INTRODUCTION

Gender is an innate biological characteristic that directly affects an individual's societal behavior (Risman, & Davis, 2013). On the other hand, gender roles are the roles that an individual develops in life by being influenced by the socio-cultural and economic elements of the environment (Carter, 2011). In this context, gender roles develop independently of gender. However, the emergence of gender roles is related to the tasks ascribed to different genders in history (Parelius, 1975). Individuals performed the functions attributed to their gender in the first ages, and gender behaviors were distinguished. In psychology, male and male-specific behaviors have been defined as masculine, and female and female-specific behaviors have been described as feminine (Edwards, 2004). The fact that gender roles show different behavioral characteristics has caused them to be investigated regarding consumer behavior in marketing (Schroeder, 2004; Neale et al., 2016). The behavior of eating is one of the phenomena that should be investigated in terms of gender roles because it is the primary behavior in life. Although there are studies in the literature that investigate food preference and consumption within the scope of gender roles (Garcia et al., 2023; Cairns & Johnston, 2015; Swenson, 2009; O'Doherty Jensen & Holm, 1999; Murnen & Smolak, 1997; Mori, Chaiken, & Pliner, 1987), there has not been a study investigating restaurant and beverage business type preferences.

The research aims to investigate restaurant and beverage business type preferences within the scope of gender roles. Quantitative methods were used in the study. Data were collected from 160 people living in Eskişehir through a survey technique. As a result of the research, it has been found that participants' beverage business preferences differ in gender roles. The research aims to contribute a limited number of interdisciplinary scientific studies covering the fields of psychology, sociology, and gastronomy. Also, marketing benefits to the food and beverages sector are expected.

2. LITERATURE REVIEW

2.1.Gender Roles

The fact that individuals are born as belonging to one gender defines a biological gender, while adopting behavioral patterns related to one gender defines the gender role (Marshall et al. 1999). Accepting specific behavior patterns related to gender in society constitutes the reason for the emergence of the gender role. Socio-cultural values and production practices shape general acceptance related to one gender in society (Oakley, 1986). In this context, it is possible to state that the history of social roles dates back to the early ages (Sobal, 2005). The effort to obtain the basic needs of humans to survive in history and the tasks they fulfilled in this process constituted the first gender roles (Adams, 1991). In these times, the fulfillment of tasks that were outside and required power by men included the traditional acceptance of the gender that is outside and dominant today should

*Corresponding Author.

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be men (Counihan, 2018). On the other hand, the concepts of feminine and masculine, which are gender roles, were defined first in psychology in the 1930s. The feminine was termed as behaviors belonging to women while masculine belonging to men (Auster & Ohm, 2000). Many studies state masculine and feminine individuals have different personality traits. Twenge (1997) stated that feminine individuals are more committed to their traditions and values than males. Jones, Chernovetz, and Hansson (1978) found that the loyalty rates of feminine individuals to their families are higher than those of masculine individuals. Spence and Helmreich (1978) determined that feminine individuals are more critical to equality than males. Capraro (2000) stated that masculine individuals like power, adventure, and risk. In the literature, it was also found that masculine and feminine personality traits are inverse to each other (Constantinople, 1973; Bem & Lenney, 1976; Bem et al., 1976). In the research, it was found that feminine individuals are emotional, friendly, fragile, imaginative, and sensitive to violence, while masculine individuals are realistic, distant, competitive, and tend to violence (Jones et al., 1978; Fröchlich, 2010; Ruby & Heine, 2011). Along with all these research and findings, it must be stated that gender roles differ according to society (Marshall, 2008). In Eastern and Western cultures, which have quite different socio-cultural elements, the roles of men and women in society differ. Realist, individual, competitive, influential, and dominant masculine individuals are at the forefront of Western Culture, while emotional, sensitive, understanding, kind, and hardworking feminine individuals are at the forefront in Eastern culture (Chia et al.1994). Although gender is unchangeable, gender roles can change depending on culture, economy, and time. The possibility of gender roles changing has affected the investigation of the concept in terms of different fields and topics (Van de Vijver, 2007). Marketing studies on the compatibility of masculine and feminine individuals' product and service preferences and personality traits are frequently encountered in the literature (Mastin et al., 2004; Palan, 2001; Worth et al., 1992). In the studies, it has been found that feminine individuals prefer traditional, home-oriented, environmentalist, non-violent products and services, while masculine individuals prefer modern, technological, violence-containing, sensory, and financially prosperous products or services (Jaffe & Berger, 1988; Hartmann & Klimmt, 2006; Seo & Scammon, 2017; Felix et al.2021). The eating preferences of masculine and feminine individuals are explained in the subheading.

2.2.Gender Roles and Eating Behavior

Food is one of the most basic needs of humans. It is influenced by all social, cultural, and economic elements, constituting the basis of gender roles and food relationships. The most critical factors for the association of food and gender roles are explained in the food obtaining, preparation, and consumption in history (Rothgerber, 2013). Considering the processes of getting and preparing food in the first ages, the food was obtained by hunting and cooked with fire. During this period, the role of securing food and cooking was performed by men who had the physical strength to cope with the animals outside and hunt them (Counihan, 2018). This gender role belonging to the hunting period in history also has affected the task of meat cutting, preparing, and cooking related to men today. In this context, cutting meat into pieces and cooking it on a barbecue is associated with masculinity (Willard, 2002). Some studies revealed that men perform the task of meat preparation, cutting, and cooking in patriarchal societies (Unlu, 2018). Also, it was determined that men consume meat in a grilled form more than women (Sobal, 2005). Studies describing meat as masculine due to the violence associated with its production and raw appearance in its preparation are also found in the literature (Rozin et al., 2012; Greenebaum & Dexter, 2018). Meat and its consumption are stated as a masculine hegemony, while vegetarian or vegan eating is associated with a feminine movement against this hegemony (Lockwood, 2021; Wright, 2020).

Fast food with meat is also ascribed to masculinity (Nibert, 2013). Fast food is defined as masculine due to its energy emergence quickly and its riskiness in terms of calories and pathogens (Navarrete & Fessler, 2003). With a different approach, fast food is described as masculine because it is a product of the modern era. Fast food is prepared in industrial kitchens outside the home dominated by men and compatible with the rational and rapid behavior patterns attributed to men in society (Tickner, 1992; Leer, 2016). In contrast to these food and eating behaviors, small-portion, laboriously prepared, fruit and vegetable-based meals are associated with femininity (Cavazza, Guidetti & Butera, 2015; O'Doherty Jensen & Holm, 1999). Food prepared slowly and laboriously at home or through traditional methods can be described as feminine (Schlosser, 2012; Arsenijevich, 2014). The demand for healthier food by women and feminine individuals causes them to prefer traditional and slow food that are healthy, low in calories, and have low risk in terms of pathogens (Stice & Bearman, 2001). Studies also show that women prefer feminine food while men prefer masculine food (Gasiorowska et al., 2023).

Considering all previous studies, H1, H2, H3, and H4 hypotheses were developed for this study.

H1: There is a statistically significant difference between the types of restaurants men and women prefer.

H2: There is a statistically significant difference between the types of beverage businesses men and women prefer.

H3: There is a statistically significant difference between the types of restaurants masculine and feminine individuals prefer.

H4: There is a statistically significant difference between the types of beverage businesses preferred by masculine and feminine individuals.

3. METHOD

3.1. Measure

Quantitative methods were used in the research. The data was collected through the survey technique. The survey consisted of three parts, which were to measure the gender roles of the participants, to determine their restaurant preferences, and to determine their demographic characteristics. The first part of the survey consisted of nine items measuring the gender roles of the participants. The items are taken from the study of Özkan and

Lajunen (2005), who adapted the BEM Gender Role Inventory (Bem, 1974) to Turkey. In the study in which the items related to masculine and feminine gender roles were determined for both women and men, the items having a factor load of 0.50 and above for women and men were used in the survey. The second part of the survey consisted of four questions to determine the participants' restaurant and beverage business preferences. The related section includes the frequency of eating in the restaurant and consuming drinks outside, as well as the type of restaurant and type of beverage business options. The participants were asked to mark the first three types of restaurant and beverage establishments with preference priorities. The last part of the survey consisted of demographic questions to determine the gender, age, and educational status of the participants.

3.2. Sampling

The universe of the study consists of adult Turkish men and women. In the research, data were collected in Eskişehir by considering the city's cosmopolitan structure related to universities, migration, and its geographical location. Data were collected from 160 participants using the convenience sample method. For factor and item analysis, it is recommended that the sample should be ten times the number of items in the questionnaire (Kline, 1994). The data were collected after the Anadolu University Ethics Committee Decision 610732 protocol numbered 1-8 October 2023.

3.3. Data Analysis

The data were analyzed by using the SPSS 24 statistical program. The scale was tested for reliability and validity before the data were analyzed. Frequency analysis, factor analysis, t-test, and ANOVA tests were used to analyze the data.

4. FINDINGS

4.1. Participants Demographic Characteristics and the Frequency of Eating/Drinking Out

In the study, frequency analysis was used to determine the gender, age, and educational status of the participants, as well as the frequency of eating and drinking out. Demographic characteristics and the frequency related to eating/drinking out of participants are presented in Table 1.

Table 1. Participants demographic characteristics and the frequency of eating/drinking out

Gender	N	%	Age	N	%
Female	86	53,75	18-25	27	16,9
Male	74	46,25	26-35	65	40,6
Education	**N**	**%**	36-45	42	26,25
Elemantary school	1	0,6	46-55	20	15,5
High school	23	14,4	56 ve üzeri	6	3,75
Undergraduate	88	55	**Drinking out**	**N**	**%**
Master/Phd	48	30	Once a week or more	94	58,75
Eating out	**N**	**%**	Twice a month	40	25
Once a week or more	101	63,1	Once a month or less	26	16,25
Twice a month	34	21,3			
Once a month or less	25	15,6			

As shown in Table 1, 86 participants are women, and 74 participants are men. %57.5 of the participants are between the ages of 18-35. %85 of the participants stated they had a bachelor's degree or higher education. More than %55 of the participants noted the frequency of their eating and drinking out as once a week or more.

4.2.Participants Restaurant and Beverage Businesses Preferences

Frequency analysis was used to determine the frequencies of the participants' preferences between the types of restaurants and beverage businesses. The findings regarding the preferences of the participants from the restaurant and beverage business types in the first three places are shown in Table 2.

Table 2. Participants' restaurant and beverage business preferences

Restaurants	N	%	Beverage Businesses	N	%
Steakhouse/ Grill house/ Kebap house	141	88,1	Coffee house	143	89,4
Fast food restaurant	99	61,9	Pub/Beer house	103	64,4
Home cooking restaurant	88	53,1	Bistro	90	56,3
Local restaurant	70	43,8	Tavern	60	37,5
Vegan and vegetarian restaurant	4	2,5	Wine house	29	18,1
Lux restaurant	39	24,4			
Authentic restaurant	28	17,5			
Themed restaurant	13	8,1			

As seen in Table 2, steakhouse/grill house/ kebap restaurants, fast food restaurants, and home cooking restaurants are the most preferred among the top three restaurant preferences of the participants. The participants' least preferred restaurant types are vegan or vegetarian restaurants and themed restaurants. The participants' most preferred beverage establishments are coffee houses and pub/ beer houses.

4.3. Reliability and Validity

In the study, Cronbach alpha value was used to measure the reliability of the scale. The Cronbach alpha values related to the two dimensions of the scale, namely femininity and masculinity, are presented in Table 3.

Table 3. The dimensions and Cronbach alpha values

Dimension	Cronbach Alpha
Feminity	0,869
Masculinity	0,806

As seen in Table 3, the scale dimensions have a high-reliability coefficient of over 0.80. To measure the validity of the scale, exploratory factor analysis was used. Before the exploratory factor analysis, the data set was controlled for factor analysis with Kaiser-Meyer-Olkin (KMO) and Bartlett test. KMO value was determined to be 0.803, Barlett's test result was 658.659, and the p-value was 0.000. Factor analysis results are presented in Table 4.

Table 4. EFA Results

İtems	Dimensions	
Dominant	**Maskülenite**	**Feminite**
Assertive	0,824	
Has leadership abilities	0,848	
Willing to take risks	0,843	
Independent	0,705	
Compassionate		0,857
Affectionate		0,848
Gentle		0,822
Understanding		0,851

As a result of the exploratory factor analysis, it was found that the scale has sufficient structural validity. All scale items were collected under the dimension they belonged to, and their factor loads were higher than 0.80.

4.4. Participants' Gender Roles and Restaurant Preferences

In the study, the averages of masculinity and femininity dimensions were compared for each participant to determine the gender roles of the participants. It was determined that 117 participants had a feminine gender role, and 43 had a masculine gender role. Considering the normality test result of data, a t-test was used to determine whether there is a statistically significant difference between the gender roles of the participants and the preferences of the restaurant and beverage business types. As a result of the t-test, no statistically significant difference was found between the gender roles of the participants and the restaurant type preference (H3 is rejected). It was found that there was a statistically significant difference between the gender roles of the participants and beverage business preferences (H4 is accepted). T-test results related to gender roles and the participants' pub/beer house preferences are shown in Table 5.

Table 5. Gender Roles and Pub/Beer House Preference

Pub/Beer house preference	**Levene's test**	**F**	**Sig**	**t**	**df**	**Sig 2**
	Equal variances assumed	2.171	0.000	-1,993	158	0.48
	Equal variances not assumed			-2.128	85.575	0.36
	Gender role	**N**	**Mean**	**Std.**	**Mean difference**	**Std.error difference**
	Masculine	43	1.2326	-0.42746	-0.16915	0.8488
	Feminine	117	1.4017	-0.49235	-0.16915	0.07951

As can be seen in Table 5, there is a significant difference between the pub/beer house preferences of the feminine and masculine participants (Sig 2: 0.36). Feminine individuals prefer pub/beer houses more than masculine ones (Mean:1.4017).

4.5. Participants' Gender and Restaurant/Beverage Business Preferences

In the study, a t-test was used to determine whether there was a statistically significant difference between the gender of the participants and the preferences of the restaurant and beverage business type. T-test results related to the gender of the participants and their preference for restaurant and beverage businesses are shown in Table 6.

Table 6. Gender and ve Restaurant/Beverage Business Preferences

Home cooking restaurant	**Levene's test**	**F**	**Sig**	**t**	**df**	**Sig 2**
	Equal variances assumed	4.237	0.41	3.154	158	0.002
	Equal variances not assumed			3.163	156.104	0.002
	Gender	**N**	**Mean**	**Std.**	**Std.Error Mean**	
	Male	86	1.5814	0.49622	0.05351	
	Female	74	1.3378	0.47620	0.05536	
Lux restaurant	**Levene's test**	**F**	**Sig**	**t**	**df**	**Sig 2**
	Equal variances assumed	22.218	0.000	-2.251	158	0.026
	Equal variances not assumed			-2.290	157.060	0.3023
	Gender	**N**	**Mean**	**Std.**	**Std. Error Mean**	
	Male	86	1.6860	0.46682	0.05034	
	Female	74	1.8378	0.37112	0.04314	
Authentic restaurant	**Levene's test**	**F**	**Sig**	**t**	**df**	**Sig 2**
	Equal variances assumed	19.289	0.000	-2.081	158	0.039
	Equal variances not assumed			-2.128	154.423	0.035
	Gender	**N**	**Mean**	**Std.**	**Std.Error Mean**	
	Male	86	1.7674	0.42494	0.04582	
	Female	74	1.8919	0.31264	0.03634	
Pub/Beer house	**Levene's test**	**F**	**Sig**	**t**	**df**	**Sig 2**
	Equal variances assumed	53.483	0.000	4.299	158	0.000
	Equal variances not assumed			4.377	156.706	0.000
	Gender	**N**	**Mean**	**Std.**	**Std.Error Mean**	
	Male	86	1.5000	0.50293	0.05423	
	Female	74	1.1892	0.39433	0.04584	
Wine house	**Levene's test**	**F**	**Sig**	**t**	**df**	**Sig 2**
	Equal variances assumed	22.872	0.000	-2.249	158	0.026
	Equal variances not assumed			-2.303	153.659	0.023
	Gender	**N**	**Mean**	**Std.**	**Std.Error Mean**	
	Male	86	1.7558	0.543212	0.04660	
	Female	74	1.8919	0.31264	0.03634	

As shown in Table 6, it was found that there was a statistically significant difference between the preferences of male and female participants for home cooking restaurants (Sig 2: 0.002), luxury restaurants (Sig 2: 0.3023), authentic restaurants (Sig 2: 0.03), pub/beer houses (Sig: 0.000) and wine houses (Sig 2: 0.023) (H1 and H2 is accepted). It was found that female participants preferred home-cooking restaurants (Mean: 1.5814) and pub/beer houses (Mean: 1.5000) than male participants. In contrast, male participants preferred more luxury restaurants (Mean: 1.83778), authentic restaurants (Mean: 1.8919), and wine houses (Mean: 1.8919) than female participants.

4.6. Participants' Gender and Restaurant/Beverage Business Preferences

In the study, a t-test was used to determine whether there was a statistically significant difference between the age of the participants and the restaurant/beverage business type preferences. T-test results related to the age of the participants and restaurant/beverage business preferences are shown in Table 7.

Table 7. Participants Gender and Restaurant/Beverage Business Preferences

Home cooking restaurant	**Levene's test**	**F**	**Sig**	**t**	**df**	**Sig 2**
	Equal variances assumed	4.713	0.031	-2.223	158	0.028
	Equal variances not assumed			-2.234	146.886	0.027
	Age	**N**	**Mean**	**Std.**	**Std.Error Mean**	
	18-35	92	1.5435	0.50084	0.05222	
	36 +	68	1.3676	0.48575	0.05891	

As can be seen in Table 7, it was found that there was a statistically significant difference between the home-cooking restaurant preferences of the participants aged 35 or younger and 36 and older (Sig 2: 0.027). It was found that the participants aged 35 and younger preferred home-cooking restaurants

(Mean: 1.5435) than participants aged 36 or older (Mean: 1.3676).

4.7.Participants' Education and Restaurant/ Beverage Business Preferences

In the study, a t-test was used to determine whether a statistically significant difference existed between the participants' educational status and their restaurant/beverage business type preferences. The t-test results related to the participants' academic status and restaurant/beverage business preference are presented in Table 8.

Table 8. Participants' Education and Restaurant/ Beverage Business Preferences

Authentic restaurant	**Levene's test**	**F**	**Sig**	**t**	**df**	**Sig 2**
	Equal variances assumed	21.119	0.000	-1.873	158	0.063
	Equal variances not assumed			-2.905	60.110	0.005
	Education	**N**	**Mean**	**Std.**	**Std.Error Mean**	
	Elemantary and high school	24	1.9583	0.20412	0.04167	
	Undergraduate and Master/Phd	136	1.8015	0.40037	0.03433	

As can be seen in Table 8, it was found that there was a statistically significant difference between the authentic restaurant preferences of the elementary and high school-educated participants and the undergraduate and higher-educated participants (Sig 2: 0.005). It was found that participants who graduated from elementary and high school preferred authentic restaurants (Mean: 1.9583) than participants with a bachelor's degree or higher education (Mean:1.8015)

4.8. Participants' Eating/Drinking Out Frequencies and Restaurant/Beverage Business Preferences

In the study, the ANOVA test was used to determine whether there was a statistically significant difference between the frequency of eating/drinking out and the type of restaurant/beverage business preferences of the participants. As a result of the ANOVA test, there was a statistically significant difference between the participants' frequency of drinking out and pub/beer house preference (Sig: 0.016). In contrast, no statistically significant difference was found between the participants' frequency of eating/drinking out and restaurant type preferences. The findings related to the frequency of drinking out and pub/beer house preference of the participants are presented in Table 9.

Table 9. Participants Drinking Out Frequencies and Beverage Business Preferences

Pub/Beer house	Dunnett T3	**F**	**F**	**Mean**
		Once a week or more	Twice a month*	-0.23404
			Once a month hor less	-0.19558
		Twice a month	Once a week or more*	0.23404
			Once a month or less	0.3846
		Once a month or less	Once a week or more	0.19558
			Twice a month	-0.3846
	F	**N**	**Mean**	**Std.**
	Once a week or more	94	1.2660	0.44421
	Twice a month	46	1.5000	0.50637
	Once a month or less	26	1.4615	0.50839
	Total	160	1.3563	0.3798

As can be seen in Table 9, the Dunnett T3 test was used to determine the differences in drinking out frequency and pub/beer house preference of the participants (Levene: 0.000). It was found that the participants who drank out twice a month times (Mean: 1.5000) more preferred the pub/beer house than the participants who drinking out once a week or more times (Mean: 1.2660)

5. CONCLUSION

As a result of the research, findings related to the participants' demographic information, restaurant and beverage business type preferences, and gender roles were obtained. Eighty-six participants are women, and 74 are men. %57.5 of the participants are between the ages of 18 and 35. More than %55 of the participants stated that they eat and drink out once a week or more. The participants' most preferred restaurants were steakhouses/ grill houses/kebap houses, fast food restaurants, and home-cooking restaurants. At the same time, the most preferred beverage businesses were coffee houses and pub/beer houses. One hundred seventeen participants were found feminine, and 43 had masculine gender roles. No statistically significant difference was found between gender roles and steakhouse/grill house/ kebap house and fast food restaurant, which were most preferred in the study. The finding can be explained by the value of meat in the Turkish culinary culture since history (Demirgül, 2018) and the fact that fast food restaurants are one of the most important phenomena of today preferred by everyone (Garber & Lustig, 2011). It was found that female participants preferred the pub/beer house more than male and male participants. The findings coincided with conceptual studies stating that women prefer pub/ beer houses because of their friendly, unpretentious atmosphere and traditional structure (Leyshon, 2008; Waitt et al., 2011). It was found that female participants preferred home-cooking restaurants to male participants. The finding aligns with studies indicating that women prefer dishes prepared by slow and traditional methods (Wertheim-Heck & Raneri, 2020; Kimura et al., 2009; Flora et al., 2009). It was found that male participants preferred luxury, authentic restaurants, and wine houses to female participants. This finding is consistent with studies indicating that men prefer more luxurious and flashy products and services (Avery, 2012; Felix et al., 2021; Ulrich & Tissier-Desbordes, 2018). Age and educational status also made a statistically significant difference in restaurant preference. It was found that the participants under the age of 35 preferred the home-cooking restaurant over those over the age of 35. The finding can be explained by the fact that young people with low income can consume healthy home meals quickly and cheaply at home-cooking restaurants. Also, it was found that participants in elementary and high school graduates preferred authentic restaurants to participants in undergraduate and Master/Ph.D. education.

5.1.Theoric Implications

Although there are many studies in the literature that examine food and beverage business preference in terms of business-specific variables such as branding, service quality, and atmosphere (Sulek &Hensley, 2004; Kausar, Malik & Akram, 2014), studies examining consumer-specific variables are limited. With the study, an empirical study examining the restaurant preferences of consumers within the scope of gender roles was presented in the literature. The need to explore the gender role in variables such as satisfaction and revisit intention reveals new research problems. In addition, the fact that different variables affect the behavioral characteristics of consumers other than gender roles creates new research areas.

5.2.Practical Implications

The increasing competition in the food and beverage business sector encourages food and beverage businesses to stand out by providing personalized service and service (Ahn, 2023). The finding that gender and gender roles affect business preference as a result of the study will enable different types of food and beverage businesses to plan their menus, services, and atmospheres by taking into account the behavioral characteristics and expectations of their potential customers.

5.3. Limitations and Suggestions for Future Research

In the study, data were collected from 160 participants living in Eskişehir by convenience sampling, and restaurant preference was investigated in the scope of the t-test and ANOVA tests. Gender roles and restaurant preferences should be investigated in more extensive and different samples, and the research results should be compared. Impact analyses should be made, and models should be developed by adding other variables to the relationship between gender roles and restaurant preference.

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Pınar Şenel, is an assistant professor in the Department of Gastronomy and Culinary Arts at Anadolu University, Turkey. She received her master's degree and Ph.D. in Tourism Management at Anadolu University. She mainly teaches issues related to restaurant design and kitchen planning. Her research focuses on design and atmosphere in gastronomy.

ORCID: 0000-0001-8437-1367

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UNDERSTANDING THE RELATIONSHIP BETWEEN FEAR OF PANDEMICS AND HOTEL VISIT INTENTION: A MULTIPLE MEDIATION MODEL

Harun Mirac Güneş[a*] , Pınar Başgöze[b]

[a]*Department of Business Administration, Faculty of Economics and Administrative Sciences, Hacettepe University, Türkiye;*
ORCID: 0000-0001-8158-3604 / e-mail: miracgunes@hacettepe.edu.tr

[b]*Department of Business Administration, Faculty of Economics and Administrative Sciences, Hacettepe University, Türkiye;*
ORCID: 0000-0003-4597-5752 / e-mail: pinaran@hacettepe.edu.tr

KEYWORDS

Fear of COVID-19
Tourism-based risks
Purchase-based risk perception
Hotel visit intention
Tourist behavior

ABSTRACT

In the context of the COVID-19 pandemic, it is evident that pandemics entail significant and far-reaching economic and psychosocial consequences globally. This study seeks to examine the psychological impact of the fear of pandemics on the tourism sector by investigating the relationship between the Fear of COVID-19 and hotel visit intentions. Employing a multiple mediation model, we aim to enhance our understanding and specifically focus on the mediating roles of tourism-based risks (destination risk, health risk, and travel risk) and purchase-based risk perception in a pandemic situation. The study draws on quantitative data obtained from travelers through a structured questionnaire. The findings reveal that, although fear of COVID-19 heightens tourism-based risks and purchase-based risk perceptions, it concurrently diminishes hotel visit intentions. The authors propose a model to guide hotel managers and provide a concise summary of practical and strategic recommendations. It is noteworthy that the impact of the fear of COVID-19 on hotel service purchase intention, mediated by risk perception and various travel risk types, remains underexplored in the existing literature. Hence, the authors present a model that is particularly relevant for hotel managers, compressing practical and strategic insights.

1. INTRODUCTION

The novel coronavirus disease has resulted in a high fatality rate and infection rate (Ahorsu et al., 2020). Additionally, therapeutic options are currently unavailable (Jian et al., 2020), leading to heightened panic (Islam et al., 2021) and increased fear, worry, and anxiety emotions (Hassan and Soliman, 2021). For instance, COVID-19 has originated fear related to economic downturns, societal impacts, job loss, extended lockdowns, disruption of routines (Mertens et al., 2020), concerns about physical health and life (Mahmud et al., 2020), as well as fears of contracting the virus and the socio-economic consequences of the pandemic (Taylor et al., 2020).

Overall, the Fear of COVID-19 (FCV) is defined as "a negative emotional state that captures the anxiety and depression experienced due to an awareness of the possible consequences of the COVID-19 pandemic" (Jian et al., 2020). The concept of FCV has gained significant attention in the academic community and is a crucial point for researchers. It is frequently explored in studies related to consumer behaviors, such as purchasing behavior (Hassan and Soliman, 2021), travel intention (Luo and Lam, 2020), revisit intention (Rather, 2021), booking intention (Apaolaza et al., 2022), and destination image (Ong et al., 2022)."

According to the Health Belief Model, any behavior that may influence an individual's physical health or that an individual perceives may affect their physical health is considered a health behavior (Rosenstock, 1974). Therefore, it can be anticipated that someone prioritizing the avoidance of health hazards expects health-promoting behavior to reduce that risk (Champion and Skinner, 2008).

Travel restrictions and bans to prevent the spread of COVID-19 have increased tourists' perceived tourism-based risk types (travel risk, destination risk, health risk), defined as perceptions of risk related to travel (Floyd et al., 2004), negatively affecting customers' intention to travel (e.g., Agyeiwaah et al., 2021).

As risk can significantly impact destination choice and traveler behavior, the concept of risk has always been examined in the context of the tourism industry (Ritchie and Jiang, 2019). Risk perception is defined as the perception of possible negative consequences of purchasing or consuming products (Reisinger and Mavondo, 2005) and plays an essential role in an individual's choice of destinations and services (Agyeiwaah et al., 2021; Neuburger and Egger, 2021).

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According to the psychometric paradigm of how individuals perceive risk, risk is divided into two categories: unknown risk and frightening risk (Leppin and Aro, 2009). The authors categorize virus outbreaks leading to a health crisis as unknown risks, given the lack of information about the origin and the infection process being unobservable. Safety and security are crucial concerns among tourists (Poon and Adams, 2002). However, unknown health issues (e.g., Hassan and Solliman, 2021), like pandemics, create more fear than known risks. Godovykh et al. (2021) demonstrate that during the COVID-19 pandemic, travelers' behavioral intentions and attitudes were considerably negatively impacted by their fear of an unknown illness. On the other hand, Leppin and Aro (2009) classify pandemic influenza in the dread risk category, as viruses causing health crises are likely to spread rapidly worldwide, increasing their destructive impact and being difficult to control.

The tourism industry is vulnerable to threats, especially unexpected ones such as terrorist attacks, natural disasters, and epidemics/pandemics (Işık et al., 2020; Jiang and Wen, 2020; Gupta et al., 2021). Previous research has shown that crises such as September 11th (Floyd et al., 2004), the Ebola epidemic (Foroudi et al., 2021), and the SARS pandemic (Gupta et al., 2021) had negative impacts on the industry. Diseases can significantly spread via travel (Nicolaides and Labropoulos, 2019) during pandemic influenzas. The COVID-19 pandemic has also made hotel visit intentions unpredictable, negatively impacting the tourism industry (Hassan and Soliman, 2021; Foroudi et al., 2021). Thus, continual viral mutation raises health concerns, and this condition does not facilitate the tourism industry's return to pre-COVID-19 levels, resulting in a persistent unwillingness to travel (Shin et al., 2022).

However, the specifics of the tourism industry's recovery process are unidentified after the pandemic. Despite an increase in tourism income, the impact of fear and risk perception on tourists' purchase intention is unknown during the COVID-19 pandemic. This study aims to assess the association between FCV and hotel visit intentions in the early stages of the pandemic by conducting a multiple mediation model. To enhance our comprehension of this connection, we concentrate on the mediating function of tourism-based risk types and purchase-based risk perception. Thus, this article contributes to an under-researched area of risk management in a health crisis by primarily investigating the effects of FCV on hotel visit intention. Secondly, testing the relationship between tourism-based risk types and risk perception to understand the significant effects of travel, destination, and health risks on hotel visit intention. Lastly, deepening the understanding of risk management strategies in a health crisis by offering a multiple mediation model that provides a holistic perspective.

2. LITERATURE REVIEW

2.1. Fear of COVID-19 (FCV) and Hotel Visit Intention

Diseases or pandemics prominently evoke fear emotions (Moukaddam, 2019), such as FCV. It constitutes a negative emotion encompassing depression and anxiety, arising from the high death rates associated with infection and the absence of preventive or therapeutic measures (Jian et al., 2020). Consequently, pandemics introduce uncertainty, fear, and risk into the tourism industry (Das et al., 2023; Foroudi et al., 2021), potentially constraining tourism growth (Yang et al., 2020; Dogru et al., 2023).

Previous instances like the Severe Acute Respiratory Syndrome (SARS) outbreak in 2003, Avian Flu (H1N5) in 2005, Swine Flu (H1N1) in 2009, and the Middle East Respiratory Syndrome (MERS) outbreak in 2015 have been major disruptive events causing substantial financial and human losses (Gupta et al., 2021). Similarly, the COVID-19 pandemic has inflicted a severe impact on hotel services (Jian et al., 2020), with numerous hotel reservations being canceled (Dogru et al., 2023) due to travel restrictions and the fear of encountering the coronavirus. However, the recovery is expected to be gradual until the hospitality industry returns to pre-COVID-19 occupancy and revenue levels (Shin and Kang, 2020; Dobrosielski, 2020).

H1: FCV decreases tourists' hotel visit intention.

2.2. The mediating role of tourism-based risk types

Early studies on tourism and risk utilized consumer behavior models to categorize various risk types (e.g., Cheron and Ritchie, 1982) that may influence travel decisions. According to Hassan and Soliman (2021), major risks for tourists are associated with health issues, crimes, and natural disasters. Consumer sentiment regarding travel safety and security may significantly decline when such risks emerge (Floyd et al., 2008), leading tourists to avoid potentially hazardous locations (Neuburger and Egger, 2021).

Furthermore, evidence indicates a decrease in travel demand based on perceived travel risks during disease circumstances (e.g., Leggat et al., 2010). The pandemic crisis increases perceptions of tourism and travel destinations as riskier (Foroudi et al., 2021). Previous pandemics have inflicted damage on the tourism and travel industry (Cahyanto et al., 2016) as well as the recent pandemic (Dogru et al., 2023). For example, the SARS outbreak resulted in an 80% reduction in airline passengers and a significant decline in hotel occupancies to 90% (Samdin et al., 2021), impacting tourism demand in Asia (Foroudi et al., 2021). During the novel pandemic, FCV has had adverse effects on tourists' perceptions and intentions (Godovykh et al., 2021).

Main component analysis categorizes hotel visit intentions during COVID-19 into three groups based on tourism-based risk types:

Travel Risk refers to the probability of experiencing any danger, especially COVID-19 in this study, while traveling (Fischhoff et al., 1984). Tourists' perceptions of potential outcomes of their travel decisions may increase perceived travel risk, leading to anxiety and fear of negative events (Park and Reisinger, 2010). Tourists' travel risk influences their psychological behavior regarding traveling to a destination (Rahman et al., 2021). It is predicted that FCV during the pandemic may enhance travel risk perception, potentially leading to a decrease in hotel visit intention.

Destination risk refers to potential dangers associated with the destination (Fuchs and Reichel, 2006). When a destination is perceived as unsafe, negative impressions occur, making the destination less attractive to tourists (Chua et al., 2021). Therefore, it is anticipated that FCV during the pandemic may heighten perceived destination risk, resulting in a decrease in hotel visit intention.

Health Risks refers to potential dangers or harms to visitors' health and well-being during any tourism activity at the destination (Samdin et al., 2021). Perceived health risks, as proposed by the theory of perceived risk (Mitchell, 1999), can significantly influence customer behavior due to potential negative effects in a crowded environment. Preliminary fears of pandemics in travel research date back to instances such as foot and mouth disease (Frisby, 2002), SARS, and bird flu epidemics (Mao and Bian, 2010). Some studies (Seabra et al., 2013; Yang and Nair, 2015) discuss the need to analyze health risks in travel research, specifically addressing the "fear of pandemics" such as the SARS outbreak. Brug et al. (2009) support a direct link between perceived health threats and behavior during the SARS pandemic. Consequently, there is a need for more focused investigation into how COVID-19 is perceived as a health concern and how this perception influences tourists' travel plans.

H2: The negative effect of FCV on hotel visit intention is mediated by tourism-based risks types (health risk (H2a), travel risk (H2b), destination risk (H2c)).

2.3. The mediating role of purchase-based risk perception

Risk perception, defined as how a consumer perceives an action that could expose them to danger, can significantly influence travel decisions if the perceived threat is deemed greater than reasonable. This influence extends to destination choices (Ong et al., 2022). In the context of purchasing hotel services during the pandemic, sources of risk may stem from potential negative consequences related to performance (concerns about the quality of hotel service and hygiene), psychological aspects (anxiety associated with staying in a hotel rather than at home), or physical concerns (health risks posed by the virus). These risk sources amalgamate to constitute an overall level of perceived risk associated with the consumer's decision to purchase the hotel service (Campbell and Goodstein, 2001).

Rundmo (2002) argues that emotional factors are crucial predictors of risk estimates, with worry being particularly significant. Worry, defined as an uncontrolled thought arousing negative emotions and heightening anxiety and distress in anticipation of uncertain and likely negative outcomes, plays a central role in influencing risk perceptions. Given the infectious nature of COVID-19 and consumers' fear of infection through the consumption of hospitality and tourism services, the tourism sector and hotel visits are perceived as risky purchase situations (Atadil and Lu, 2021; Shin and Kang, 2020). Fear can easily emerge when individuals become aware of potential adverse health effects from being in a social situation with other people (Gursoy et al., 2021). According to the social amplification of risk framework, infections entail a social dimension more than other types of diseases. In this context, risk perception extends beyond an individual to include the likelihood that close others will be affected (Leppin and Aro, 2009). Consequently, it has been found that FCV (Rather 2021a/2021b; Zhang and Huang, 2022; Pasztor et al., 2020) and perceived risk (Bratic et al., 2021; Seçilmiş et al., 2022; Rather 2021b) negatively iimpactourists' traveling behavior.

However, in the post-lockdown period, the tourism industry experienced a positive shift. Certain travel restrictions were lifted in some countries, domestic flights resumed, and domestic travel markets reopened (UNWTO, 2020a). Concurrently, the approval of COVID-19 vaccines for emergency use positively impacted the reduction of FCV (Seçilmiş et al., 2022) and the willingness to stay at a hotel (Gursoy and Chi, 2021). Despite increased travel after strategic changes and medical advances, consumers' concerns about risks associated with tourism persisted (UNWTO, 2020a), altering travel trends and accommodation choices (Bresciani et al., 2021). Travelers, for example, opted for trips closer to home, made bookings closer to departure dates, favored car and RV trips (UNWTO, 2020a), engaged in one-day tours (Roy and Sharma, 2021), and showed a preference for shared accommodations (Lee and Deale, 2021).

H3: The negative impact of FCV on consumers' hotel visit intention is mediated by the perceived risk of hotel visits.

2.4. A multiple mediation models

The concept of risk has consistently been scrutinized within the framework of the tourism industry (Ritchie and Jiang, 2019). To establish a "favorable environment" for tourism development, it is crucial to comprehend how potential visitors perceive safety in their surroundings, which is intricately linked to perceived tourism-based risk (Sönmez and Graefe, 1998b). Tourists are unlikely to feel secure if they experience intimidation and anxiety during travel or their stay (Sönmez and Graefe, 1998b). Travelers with a heightened perception of travel risk are more inclined to opt for destinations they perceive as safer (Jahari et al., 2021). Therefore, tourists' perceived risk plays a pivotal role in travel and destination decisions during pandemics (Rahman et al., 2021).

In times increasingly prone to pandemic crises, a focus on the interplay of different risk types is essential to assist the tourism industry in reducing vulnerability and fostering resilience. Thus, understanding how tourists perceive the risk of visiting a hotel may be influenced by various tourism-based risks. Although not thoroughly explored to date, the current study aims to investigate the relationship between these two mediators.

H4: The negative effect of FCV on hotel visit intention is sequentially mediated by tourism-based risk types (health risk (H4a), travel risk (H4b), destination risk (H4c)), and purchase-based risk perception.

3. METHOD

3.1. Measurement of Variables

The FCV scale was adapted from Ahorsu et al. (2020). The scale assesses individual fears towards COVID-19 and comprises 7 items, including anxiety (e.g., "my hands become clammy when I think about coronavirus-19") and depression levels of participants (e.g., "I am afraid of losing my life because of coronavirus-19"). It also gauges the perceived vulnerability of participants to infectious diseases and their dislike for germs. The overall score, derived from the sum of item scores, indicates the severity of FCV.

The Risk Perception scale and hotel visit intention scales were borrowed from Sözer (2019). The travel risk scale (Floyd et al., 2004) measures an individual's comfort and anxiety about travel (e.g., "I am afraid of traveling at the moment"), while the health risk scale (Floyd et al., 2004) reflects an individual's concerns about the safety of travel decision making. The destination risk scale (Fuchs and Reichel, 2006) is employed to measure an individual's level of destination risk. Respondents express their opinions using a five-item scale ranging from 1 (strongly disagree) to 5 (strongly agree).

3.2. Data Collection and the Sample

Two proficient academics independently translated English surveys into Turkish, after which they collaborated to address any translation issues in the Turkish version. Subsequently, two separate expert academics performed back-translations of the revised Turkish version into English. Both experts reconciled any inconsistencies in their translations, resulting in a finalized English version. All four translators convened to refine the Turkish instrument, and three bilingual academics conducted a final assessment, making minor adjustments to enhance clarity.

Structured questionnaires were disseminated to participants using an online survey method, employing convenience sampling. Eligible participants were individuals residing in Turkey who had purchased hotel services at least once in their lives. To determine the sample size, a formula based on estimates of effect size, level of statistical power, number of variables, and probability level, as recommended by Soper (n.d.), was employed. According to this formula, the recommended minimum sample size was 161. We received 274 responses, but due to survey incompleteness, 263 responses were ultimately deemed usable.

As indicated in Table I, both females (60.1%) and males (39.9%) were represented in the sample, with ages ranging between 19 and 65 years. The majority of participants (86.3%) reported not having a chronic disease.

Table I: Respondent demographics (N=263)

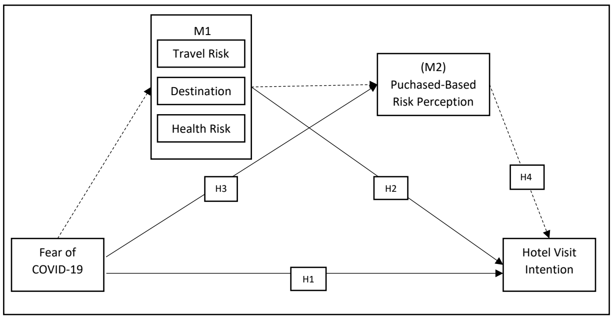
Items	Classification	Sample Amounts	Percentage (%)
Gender	Female	158	60.1
	Male	105	39.9
Age	Under 20	4	1.5
	20-29	138	52.47
	30-39	58	22.05
	40-49	46	17.49
	50-59	9	3.42
	60 and Above	3	1.14
Chronic Condition	Yes	35	13.3
	No	227	86.3

3.3. Statistical Analyses

All analyses were conducted with 263 participants. Descriptive statistics and Pearson's correlation method were employed to evaluate the bivariate relationships between variables. Kurtosis and skewness values were calculated to verify normal univariate distribution (Tabachnick and Fidell, 2013).

For hypothesis testing, three different multiple (serial) mediation models (Preacher and Hayes, 2008, p. 880) were utilized. Figure 1 illustrates the two-mediator model, where the independent variable (X) affects the dependent variable (Y) through four different pathways. One pathway represents the indirect effect of X on Y with the first mediator (M1) only; the second pathway involves the second mediator (M2) only, and the third pathway is indirect through both mediators (M1 and M2) sequentially. In this study, three different multiple mediator models were constructed, corresponding to three different M1 variables (travel risk, destination risk, and health risk). The participants' chronic disease status was used as a control variable in this study due to unequal variance distribution.

Figure 1: The Serial Mediation of Tourism-based Risk Types (destination risk, travel risk, health risk) and Purchase-based Risk Perception in the Relationship between Fear of COVID-19 and Hotel Visit Intention



Bootstrapping analyses of the study were conducted using "Multiple Mediation Model 6" through the PROCESS Macro with 5000 bootstrap samples (Hayes, 2017). Following Hayes (2009), the assertion of a significant indirect effect requires that the 95% confidence interval "between the lower and upper bound must not include zero." A p-value of 0.05 is considered on the borderline of statistical significance.

3.4. Common Method Variance

Due to all responses being derived from consumers in this study, common method variance (CMV) was assessed to investigate the possibility (Aragon-Correa and Sharma, 2003). CMV could lead to a false relationship between constructs. In this study, the single-factor method of Harman and the correlation coefficient between variables were used to test CMV. Harman's one-factor test was applied to load each of the construct items examined, and one factor explained 39.11 percent of the variance, which is below the minimum threshold value (50 percent), indicating that CMV is not severe. Additionally, the correlation coefficient of the different relationships is not greater than 0.9, indicating a lower level of CMV. Therefore, this study exhibits a lower level of CMV.

4. FINDINGS AND DISCUSSION

4.1. Reliability and Validity Analysis

In this study, each construct's reliability was assessed by examining Cronbach's Alpha, with a minimum requirement of 0.7 (Fornell and Larcker, 1981:39-51). As shown in Table II, the Cronbach's Alpha values of all constructs exceed the acceptable value of 0.7, indicating the reliability of the measurements is acceptable.

The validity of the constructs was evaluated using discriminant validity and convergent validity. According to Hair et al. (2014), AVE above 0.5 and CR above 0.7 are acceptable. AVEs and CR values for the construct meet the recommended values (Hair et al., 2014), indicating that the content validity of the measurements is accepted. Therefore, there is convergent validity for the construct. Table II presents Cronbach's Alpha coefficient, average variance extracted (AVE), and composite reliability (CR) of the measurements.

Table II: Reliability, confirmatory factor analysis and discriminant validity analysis

Constructs	Cronbach's Alpha	Composite reliability (CR)	Average Variance Extracted (AVE)
FCV	0.92	0.91	0.60
DR	0.82	0.83	0.56
TR	0.85	0.86	0.68
HR	0.93	0.93	0.87
RP	0.84	0.83	0.56
HVI	0.89	0.90	0.69

Model fits CMIN= 671.879; DF= 252; CMIN/DF=2.66; CFI=0.91; RMSEA=0.08

FCV: fear of COVID-19; DR: destination risk; TR: travel risk; HR: health risk; RP: purchase-based risk perception; HVI: Hotel visit intention

To examine discriminant validity, a heterotrait-monotrait (HTMT) correlation ratio was assessed, as shown in Table III. Henseler et al. (2015) found that HTMT has greater specificity and sensitivity (97% to 99%) than the cross-loadings criteria (0.00%) and Fornell-Lacker (20.82%) using Monte Carlo simulation. If the HTMT exceeds 0.85, discriminant validity is considered lacking. Some authors recommend a threshold of 0.85 (Kline, 2011), while Gold et al. (2001) suggest 0.90. In our study, all HTMT values are below 0.85, indicating that HTMT does not suggest discriminant validity problems. Additionally, the results of the constructs revealed that a measurement model comprising all study constructs had fit indices (CMIN=671.879; DF=252; CMIN/DF=2.66; CFI=0.91; RMSEA=0.08) that meet the recommended values.

Table III: Heterotrait-Monotrait Ratios (HTMT)

	FOC	DR	TR	HR	RP	HIV
FOC						
DR	0.56					
TR	0.65	0.70				
HR	0.33	0.45	0.60			
RP	0.56	0.57	0.75	0.47		
HVI	-0.30	-0.45	-0.60	-0.37	-0.56	

4.2. Descriptive Statistics and Correlation Analysis

In addition to the content validity assessment, as demonstrated in Table IV, criterion validity was examined using correlation analysis, indicating that the constructs operate credibly. Table IV illustrates the means, standard deviations, and correlations of the study variables. FCV positively correlated with DR (r = 0.47, p < 0.01), TR (r = 0.57, p < 0.01), HR (r = 0.30, p < 0.01), and RP (r = 0.49, p < 0.01), while negatively correlated with HVI (r = -0.26, p < 0.01).

Table IV: Descriptive Statistics and Correlation among Variables

		M	SD	1	2	3	4	5	6
1.	FCV	3.18	1.00	1					
2.	DR	2.74	0.86	0.47**	1				
3.	TR	2.07	0.91	0.57**	0.59**	1			
4.	HR	1.56	0.73	0.30**	0.40**	0.53**	1		
5.	RP	2.16	0.86	0.49**	0.44**	0.63**	0.43**	1	
6.	HVI	4.26	0.67	-0.26**	-0.32**	-0.40**	-0.36**	-0.36**	1

Note. **p < 0.01. N=267

4.3. Mediation Model Analyses

In three multiple mediation models, the serial link between FCV and HVI via HR, TR, and DR as M1 and RP as M2, with participants' chronic diseases as a control variable, was examined. The multiple mediations were tested using Model 6 of the PROCESS macro (Hayes, 2013). The direct effect of FCV on HVI was significant (direct effect= -0.28, 95% CI= -0.40 to -0.16), supporting H1.

First, multiple mediations were tested for health risk (HR) (M1). According to the results of the analysis, while controlling for the effect of participants' chronic diseases, the pathway from FCV to HVI via HR was significant (indirect effect = -0.05, 95% CI= -0.08 to 0.02). Therefore, H2a was supported. The second pathway from FCV to HVI via RP was significant (indirect effect = -0.06, 95% CI = -0.10 to -0.02), thus supporting H3. The sequential pathway from FCV to HVI was also significant (indirect effect = -0.01, 95% CI = -0.03 to -0.01). Therefore, HR and RP only sequentially mediated the link between FCV and HVI. Thus, FCV was serially related to increasing HR (b=0.22, p<0.001) and RP (b=0.35, p<0.001), but lowered the HVI (b= -0.17, p<0.001). This supports H4a. The residual direct pathway from FCV to HVI was also significant (b=-0.17, p<0.01). Thus, HR and RP sequentially mediated the link between FCV and HVI. The details were shown in Table V.

Table V: Testing the pathways of the multiple mediation model model (M1= Health risk)

Effect	b	SE	t	p	LLCI	ULCI
Direct effects						
FCV → HR	0.22***	0.04	4.98	0.00	0.13	0.30
HR → RP	0.37***	0.06	5.81	0.00	0.24	0.49
RP → HVI	-0.17***	0.05	-3.15	0.00	-0.27	-0.06
FCV → RP	0.35***	0.05	7.53	0.00	0.26	0.44
HR → HVI	-0.22***	0.06	-3.80	0.00	-0.33	-0.10
FCV → HVI	-0.17**	0.04	-4.31	0.00	-0.25	-0.10
Indirect effects						

	b	SE	LLCI	ULCI
FCV → HR → HVI	-0.05	0.01	-0.08	-0.02
FCV → RP → HVI	-0.06	0.02	-0.10	-0.02
FCV → HR → RP → HVI	-0.01	0.01	-0.03	-0.01

Note. ***p < 0.001.

FCV=Fear of COVID-19; HR=Health Risk; RP=Purchased-based Risk Perception; HVI=Hotel Visit Intention

Second, multiple mediations were also tested for travel risk (TR) (M1). The pathway from FCV to HVI via TR was significant (indirect effect = -0.10, 95% CI = -0.16 to -0.05), supporting H2b. The pathway from FCV to HVI via RP was also significant (indirect effect = -0.02, 95% CI = -0.05 to -0.01). The sequential pathway from FCV to HVI was significant as well (indirect effect = -0.03, 95% CI = -0.07 to -0.01). The residual direct pathway from FCV to HVI was also statistically significant (b= -0.17, p<0.01). Moreover, TR and RP sequentially mediated the link between FCV and HVI. Thus, FCV was serially related to increasing TR (b=0.51, p<.001) and RP (b=0.17, p<.001), but decreased the HVI (b=-0.17, p<.001). H4b is supported. The details were shown in Table VI.

Table VI: Testing the pathways of the multiple mediation model model (M1= Travel risk)

Effect	b	SE	t	P	LLCI	ULCI
Direct effects						
FCV → TR	0.51***	0.05	11.07	0.00	0.42	0.60
TR → RP	0.49***	0.05	8.89	0.00	0.38	0.59
RP → HVI	-0.14	0.06	-2.42	0.02	-0.25	-0.03
FCV → RP	0.17***	0.05	3.53	0.00	0.08	0.27
TR → HVI	-0.20***	0.06	-3.50	0.00	-0.31	-0.09
FCV → HVI	-0.17**	0.04	-4.30	0.00	-0.25	-0.09
Indirect effects						
			b	SE	LLCI	ULCU
FCV → HR → HVI			-0.10	0.03	-0.16	-0.05
FCV → RP → HVI			-0.02	0.01	-0.05	-0.01
FCV → HR → RP → HVI			-0.03	0.01	-0.07	-0.01

Note. ***p < 0.001.
FCV=Fear of COVID-19; TR= Travel Risk; RP= Purchased-based Risk Perception; HVI= Hotel Visit Intention

Third, multiple mediations were also tested for destination risk (DR) (M1). The pathway from FCV to HVI via DR was significant (indirect effect = -0.06, 95% CI = -0.10 to -0.01). H2c is supported. The pathway from FCV to HVI via RP was also significant (indirect effect = -0.06, 95% CI = -0.10 to -0.02). Therefore, DR and RP mediated the link between FCV and HVI. The sequential pathway from FCV to HVI was significant as well (indirect effect = -0.02, 95% CI = -0.04 to -0.01). The residual direct pathway from FCV to HVI was also significant (b=-0.17, pz0.01). Thus, FCV was serially related to increasing DR (b=0.40, p<.001) and RP (β= 0.28, p<.001), but decreased the HVI (b= -0.17, p<.001). DR and RP sequentially mediated the link between FCV and HVI. Therefore, H4c is supported. The details were shown in Table VII.

Table VII: Testing the pathways of the multiple mediation model model (M1= Destination risk)

Effect	b	SE	t	P	LLCI	ULCI
Direct effects						
FCV → DR	0.40***	0.05	8.58	0.00	0.31	0.49
DR → RP	0.28***	0.06	4.67	0.00	0.16	0.40
RP → HVI	-0.20***	0.05	-3.72	0.00	-0.30	-0.10
FCV → RP	0.31***	0.05	6.16	0.00	0.21	0.41
DR → HVI	-0.14	0.05	-2.69	0.01	-0.25	-0.04
FCV → HVI	-0.17**	0.04	-4.31	0.00	-0.25	-0.09
Indirect effects						
			b	SE	LLCI	ULCU
FCV → DR → HVI			-0.06	0.02	-0.10	-0.01
FCV → RP → HVI			-0.06	0.02	-0.10	-0.02
FCV → DR → RP → HVI			-0.02	0.01	-0.04	-0.01

Note. ***p < 0.001.
FCV=Fear of COVID-19; DR=Destination Risk; RP=Purchased-based Risk Perception; HVI=Hotel Visit Intention

The present study aims to examine the link between the fear of pandemics and the hotel visit intentions of tourists, with mediating roles of tourism-based risk types and purchase-based risk perception. The research results provide comprehensive findings for academics and tourism marketers. Fear can be a predominant emotion in the occurrence of tourism-based risk types, such as anxiety and a fear of potential negative events while traveling, potential danger perceptions related to the destination, and potential harm to visitors' health and well-being during tourism activities. In 2003, hotel occupancy rates in China fell by 10% (Wilder-Smith, 2006), and in Thailand, by 8.8% (Rittichainuwat and Chakraborty, 2009), due to the fear of SARS. Swine flu fear also decreased hotel occupancy by up to 55% in Mexico in 2009 (Staff, 2009).

When the impact of participants' chronic conditions is controlled, the fear of COVID-19 negatively affects tourists' hotel visit intention, consistent with the first hypothesis. This result indicates that tourists avoid purchasing hotel services to protect themselves from crowded environments. Moreover, we observed that health risk is an important explanatory mechanism through FCV to hotel visit intention. Therefore, the greater the fear emotion that is felt, expectations about health issues during traveling will be high and make tourists avoid hotel visits.

In addition to health risks, we also found that high FCV causes an increase in destination risk and travel risk, which also decreases hotel visit intention. The results show that FCV increases risk perceptions even in domestic destinations, consequently decreasing hotel visit intention. Besides, the greater the fear emotion that is felt, the riskier the traveling behavior becomes, further decreasing the hotel visit intention. These findings are roughly consistent with the prior research findings (Sönmez and Graefe, 1998a; 1998b; Karagöz et al., 2020) that focus on safety concerns and travel intention.

Substantial evidence has been found for the protection motivation theory (Rogers, 1975), which maintains that individuals engage in protective behavior when the threat and the possibility of accruing are high, mitigating actions (e.g., alternative travel behavior or staying home) occur, and if there are manageable consequences (e.g., postponing or canceling the travel) (Floyd et al., 2004). In this sense, high travel, destination, and health risk are not only an outcome of FCV but also an antecedent of hotel visit intention.

Our results also illustrate that purchase-based risk perception is another mediator between FCV and hotel visit intention. For the second part of the mediation process, we found that high-risk perception decreases tourists' hotel visit intention. Although risk perception is important to consumers' decisions and judgment (Yavas, 1987), people tend to avoid visiting places deemed risky (Sönmez & Graefe, 1998a). Therefore, the hotel visit intention is significantly influenced by physical risks (one of the purchase-based risks), such as the danger of contracting a virus (Chew and Jahari, 2014). This mediation finding is consistent with the study (Neuburger and Egger, 2021) that found the COVID-19 pandemic significantly influences risk perception and willingness to change or cancel travel intentions. Also, some researchers found that

FCV (Rather 2021a/2021b; Zhang and Huang, 2022; Pasztor et al., 2020) and perceived risk (Bratic et al., 2021; Seçilmiş et al., 2022; Rather 2021b; Karagöz et al., 2023) have both negative impacts on tourists' travel behavior.

Finally, the sequential pathway from FCV to hotel visit intention was significant as well. Thus, FCV was serially related to increasing health risk, travel risk, and destination risk, where they increase purchase-based risk perception and lower hotel visit intention. This result reveals the relation between tourism-based risk types and purchase-based risk perception. People with high-risk perceptions about health concerns in destination areas, vacations in domestic places, and traveling may find hotel visits riskier. To the best of our knowledge, this study is the first to show how FCV and the intention to purchase a hotel service are mediated by different tourism-based risk types and purchase-based risk perception.

5. CONCLUSIONS AND IMPLICATIONS

This study contributes to the existing knowledge about the association between FCV and hotel visit intention. First, to deepen our understanding of this relationship, we use a multiple mediation model and focus on the mediating roles of health risk, destination risk, travel risk, and purchase-based risk perception. The results of this analysis indicate that FCV sequentially lowers tourists' hotel visits. Specifically, FCV increases tourism-based risks (health risk, destination risk, and travel risk), increases purchase-based risk perception, and lowers tourists' hotel visit intention. Second, our work contributes to the growing body of knowledge about the effects of pandemic fear, including altered travel habits and hotel assessments in case of a potential health crisis.

On the other hand, in a pandemic situation, tourists may differ in vacation types; choosing trips closer to home, making bookings closer to the departure date, and opting for preferred car or RV trips (UNWTO, 2020a; Sozzi, 2020), or engaging in one-day tours by road in the luxury of their cars along with home-cooked food (Roy and Sharma, 2021) instead of using public transport (Rahman et al., 2021). In addition, tourists' accommodation choices may also change (Bresciani et al., 2021). For instance, it seems that COVID-19 will have a greater influence on shared accommodation (Airbnb, 2020; UNWTO, 2020). According to Lee and Deale (2021), customers' impression of the risk of using shared accommodations, such as Airbnb services, increased. This may be because of the nature of the pandemic, which has made sanitation, cleanliness, and hygiene more significant to consumers compared to the pre-pandemic period (Yuko, 2020). Although tourists must interact with others in shared public spaces such as lobbies or restaurants in hotels, they tend to choose Airbnb services that offer social distancing (Dogru et al., 2023; Yoo et al., 2022; Bresciani et al., 2021).

5.1. Theoretical Implications

This study extends prior research efforts (Tu et al., 2023; Rather, 2021a; Rather, 2021b; Zhang and Huang, 2022; Pasztor et al., 2020; Bratic et al., 2021; Seçilmiş et al., 2022) by examining the influence of fear emotions on hotel visit intentions during pandemics within the framework of a serial mediation model.

We proposed a multiple mediation model to deepen our understanding of the predictors of hotel visit intentions. We found that Fear of COVID-19 (FCV) increases perceptions of various tourism-related risks (destination risk, travel risk, and health risk), subsequently elevating purchase-based risk perceptions and resulting in a decrease in hotel visit intentions. This finding is consistent with previous research (Maher et al., 2022; Spr et al., 2023; Gursoy et al., 2021).

Alam et al. (2023) concluded that fear amplifies anxiety, leading to a reduction in the intention to consume hotel services. In line with this, Agina et al. (2023) found that perceived risk has a negative impact on the intention to consume accommodation services, but remediation of risk factors can mitigate this effect. Specifically, Spr et al. (2023) suggested that promotional activities and service quality, including cleanliness, can reduce health risks, thereby increasing purchase intention. Achieving this may necessitate consumer experiences with the hotel, fostering loyalty, or establishing trust in specific hotel brands. This implies that tourism and hospitality brands may exhibit resilience to external shocks.

5.2. Practical implications

Our research has some major practical implications. First, in pandemic situations, we observe that safety and trust are essential factors in hotel management. Hence, we suggest that hotel managers enhance their safety and trust-based image to decrease the risk perceptions of tourists. Therefore, implementations in health practices such as additional health employees, and protocols with local hospitals or other healthcare organizations can be useful as a marketing tool. In addition, governmental partnerships can be utilized to decrease destination risk perceptions. Explaining the quality level of health organizations, providing statistics or numbers about health facilities, may increase safety perceptions. Establishing private travel facilities or developing safe travel instructions may decrease the travel risk perceptions of tourists. Thereby, these policy recommendations can help managers manipulate the visit intention of tourists by decreasing purchase-based risk perception.

5.3. Limitations and Future Directions

As with all research, this study has several limitations. First, although we propose a multiple mediation model in our study, FCV is still a new topic for research, and it is not possible to establish causality due to the inadequacies of research. Additional longitudinal studies are needed to better examine the validity of these relations in the proposed model. The Fear of Coronavirus Scale is a newly developed scale. It is important to mention that only Turkish data were gathered for the current study. However, FCV and risk perception are deeply attached to cultural frameworks, and the results have a narrow range of generalizability. Future research may consider collecting data from different cultures.

The majority of the participants in this study were between the ages of 20-29. It is recommended to examine different age ranges for further studies to provide a more comprehensive understanding of the relationship across various age groups. Additionally, the presence of chronic diseases was used as a control variable in this study, as the majority of the participants did not have any chronic conditions. It may be useful to consider chronic conditions as a moderating variable for future studies. Future research could explore the differences between participants with chronic conditions and those without chronic conditions. This study addresses the uncertainties caused by health crises. In addition, it is suggested that future studies should examine the effects on tourism by addressing concepts with high uncertainty elements such as climate crisis, economic policy, climate policy, renewable energy, economic freedom, and wars.

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CONFLICT OF INTEREST

We Declare that there are no conflicts of interest attached to this manuscript.

DATA AVAILABILITY STATEMENT

The data that support the findings of this study are available on request from the corresponding author's respondents who participated in the survey while developing this article.

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Harun Mirac Güneş, He embarked on his academic journey in 2020 at Hacettepe University, Department of Business Administration, working as a research assistant. He completed his undergraduate studies in Business Administration at Gazi University in 2016 and pursued a master's program in Marketing at Hacettepe University, completing it in 2022. Currently, he is a Ph.D. student at Hacettepe University.
ORCID: 0000-0001-8158-3604

Pınar Başgöze, She started her academic journey in 2002 at Hacettepe University, Department of Business Administration. In 2010, she successfully earned her Ph.D. During 2007, she served as a visiting doctoral student at Maastricht University in the Netherlands. As of 2022, Pınar Başgöze has attained the rank of professor and presently holds a position as a faculty member in the Department of Marketing at Hacettepe University, Department of Business Administration. Within the department, she lectures in Consumer Behavior, Marketing Communication, and Brand Management courses. Her scholarly contributions are evident through publications in various international journals. She has significantly enriched the Turkish literature on Post-complaint Behaviors, Corporate Social Responsibility, Brand Credibility, and contemporary issues such as Digital Addictions (netlessphobia, nomophobia, and FOMO), which are among the most debated topics in today's academic landscape.
ORCID: 0000-0003-4597-5752

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

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Plagiarism takes many forms, from "passing off" another's paper as the author's own, to copying or paraphrasing substantial parts of another's paper (without citation), to claiming results from the studies conducted by other parties. Plagiarism in all forms is regarded as unethical behaviour and is unacceptable at all.

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

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

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

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

1. The Title Page

1.1. Chapter Title

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

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

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

1.3. Abstract

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

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

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

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2. The Manuscript

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

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

Example;

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

Framework of Paper:

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

2.1. The Introduction Section

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

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

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

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

2.2. The Main Section

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

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

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

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

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

2.3. The Conclusion Section

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

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

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

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

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

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

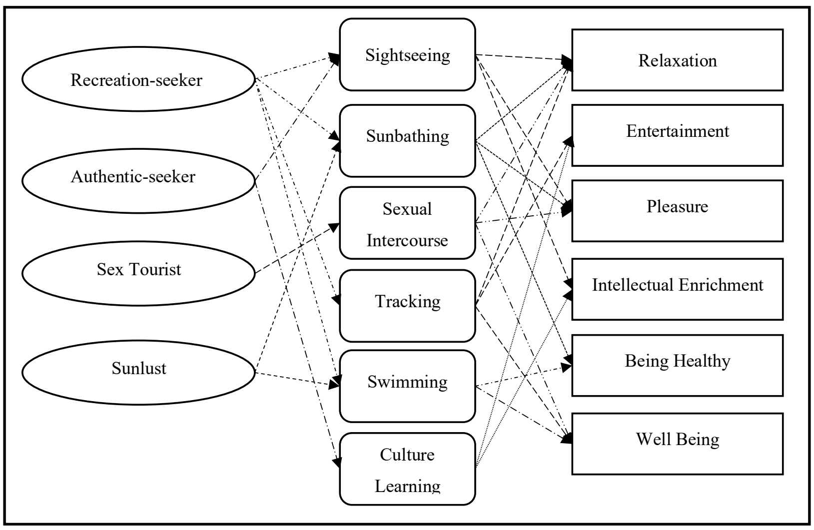

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TABLE	TABLE	TABLE	TABLE
Table	Table	Table	Table
Table	Table	Table	Table
Table	Table	Table	Table

(Reference –If necessary)

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

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

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

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

5.1. Journal Articles

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

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

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

5.2. Online Journal Articles

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

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5.3. Conference Prooceedings

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

5.4. Book

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

5.5. Article or Chapter in Edited Book

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

5.6. More than one Contribution by the Same Author

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

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

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

5.7. Thesis/Dissertation

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

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

5.8. Trade Publications/Newspapers

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

5.9. Internet

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

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