

A COMPARATIVE STUDY OF LOCAL RESIDENTS' ATTITUDES TOWARDS TOURISM IN KUŞADASI

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ABSTRACT

Tourism is a multifaceted phenomenon affecting physical and social environment. The main purpose of this study is to examine the local residents' reactions towards tourism in Kuşadası, Turkey, by a comparative study with the thoughts gleaned in 2003 in order to determine the changes over the years. Data obtained from the 384 questionnaire forms has been analyzed with SPSS program and the results were compared with those of the previous one. Importance of the study comes from this comparative approach. The results point out that level of happiness and independent variables have significant correlation. Theoretical and practical implications of the findings are also discussed in the paper. Results of both studies suggest that local residents and their social and environmental needs should be considered as much important as economic issues.

Keywords: *Tourism, Local Residents, Impact, Attitude, Tourism Planning*

YEREL HALKIN TURİZME KARŞI TUTUMU: KUŞADASI İLÇESİNDE KARŞILAŞTIRMALI BİR UYGULAMA

ÖZET

Turizm fiziki ve sosyal çevreyi etkileyen çok yönlü bir olaydır. Bu çalışma ile Kuşadası halkının turizme karşı tepkilerinin belirlenmesine yönelik elde edilen güncel verilerin analiz edilerek 2003 yılı sonrasında değişim olup olmadığının belirlenmesi hedeflenmektedir. Yapılan 384 anket formundan elde edilen veriler SPSS programı ile analiz edilmiş ve sonuçlar bir önceki çalışmanın sonuçları ile karşılaştırılmıştır. Çalışmanın önemi bu karşılaştırmalı yaklaşımdan gelmektedir. Sonuçlar, mutluluk düzeyi ile bağımsız değişkenler arasında önemli bir ilişki olduğunu göstermektedir. Bulguların teorik ve uygulamaya yönelik etkileri de çalışmada incelenmiş ve turizm planlamasında yerel halk ile sosyal ve çevresel ihtiyaçlara ekonomik konular kadar önem verilmesi gerektiği ortaya konmuştur.

Anahtar Sözcükler: *Turizm, Yerel Halk, Etki, Tutum, Turizm Planlaması*

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INTRODUCTION

Gaining promising community support for the tourism industry involves an examination of how local residents' attitudes towards tourism are being formed. Growing importance of tourism for economies has resulted in increasing number of new tourism destinations. As the tourism industry can provide the host community with socio-economic benefits such as jobs, tax revenues, infrastructure development, and additional source of income (Jurowski and Gursoy, 2004), governments have started to promote and encourage the development of tourism as a driving force for enhancing local residents' quality of life.

Even though locals are often portrayed as the weak, who have to 'bear the burden of adjustment' in tourism development (Su and Teo, 2008), the literature suggests that residents are the focal point of tourism development (Ambroz, 2008; Dyer, Gursoy, Sharma and Carter, 2006; Garrod and Fyall, 1998; Gursoy and Rutherford, 2004; Jurowski, Uysal and Williams, 1997; Long, Perdue and Allen, 1990; Nunkoo and Ramkissoon, 2010; Sheldon and Abenoja, 2001; Snepenger and Johnson, 1991) and of destination choice of tourists (Hoffman and Low, 1981; Korça, 1998).

However, prior research has suggested that local residents' attitudes are influenced by not only the economic benefits but also the social, cultural and environmental factors that impact tourism development in the host community (Dyer et al., 2006; Jurowski et al., 1997). Therefore, tourism relies heavily upon the goodwill of the local communities' reactions toward tourism development (Doğan, 2004; Jurowski et al., 1997; Yoon, 2002) and as a result, a number of studies have investigated residents' reactions to tourism development (Ap, 1990; Faulkner and Tideswell, 1997; Jurowski et al., 1997; Lankford and Howard, 1994; Liu and Var, 1986; Prentice, 1993; Um and Crompton, 1987; Yoon, Gürsoy and Chen, 2000).

In this study, Kuşadası has been chosen because it is located close to other main tourism destinations and has similar tourism development model with other tourist settlements, thus the results of the study may prove useful for highlighting some important data and output in some further studies. The importance of the study comes from comparison of the current results with the previous results by Çalışkan (2003) over the last ten years.

This research was conducted among the residents who live/work in the centre of Kuşadası; however, more realistic results might be obtained if this study could be applied to more people living in rural areas. The

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results would be examined by doing studies like this one in other places which are not dependent on tourism, i.e. which have a diversified economy.

The findings of the study provide valuable information for tourism planners and decision makers seeking to build a resident friendly tourism destination in Kuşadası, Turkey.

LITERATURE REVIEW

Tourism affects economy, social attitudes, beliefs, and values as well as the physical environment forming the cultural structure of the society. Tourism has effects over different scales, from the individual to communities, destinations and beyond, and residents with different social, political and environmental values would hold different representations of tourism (Deery, Jago and Fredline, 2012).

Table 1: Factors Influencing Interactions between Tourists, Residents, Host Community, and Environment

Tourist Factors	Destination Factors
Number and type of visitors	Local economic condition
Length of stay	Diversification of the economy
Mass arrivals and departures	Degree of involvement in tourism
Links to community residents	Attitudes of tourism leaders
Ethnic / racial characteristics	Spatial characteristics of tourism development
Economic characteristics	Viability of host culture
Activities selected	History of stability in the community
Ability to speak local language / accents	Pace of tourism development
"Demonstration effect" of tourists	Fragility of the environment used by tourists
	Public transportation options

Source: Kreag, 2001: 13

Even though impact categories are not mutually exclusive and have a significant degree of overlap, the perceived importance of economic revenue for local people and governments has made the majority of research to date to focus upon the economic impacts of tourism. Although governments usually consider tourism as a major approach to development, developing countries may be less aware of some negative economic effects that tourism may cause (Mason, 2003; Xu, Lu, Chen and Liu, 2009). The influential factors are generally divided

into two groups: tourist factors (brought by tourists to destination, for example demographic characteristics, social differences, and numbers of visitors, life styles etc.) and destination factors (such as travel linkage and circulation, local acceptance of tourism and local vitality and leadership (Kreag, 2001). Some key influences on residents' perceptions have been highlighted in the following three ways: i) the length of time they have lived in the area, ii) their dependence on tourism and, iii) the living distance from main tourist activities (Choi and Murray, 2010; Deery et al., 2012). Table 1 shows these characteristics.

Although tourists often seek unspoilt landscapes and authentic experiences (Urry, 1995), many other studies have reported that some other environmental effects are also influential (Carmichael, 2000; Jurowski and Gursoy, 2004; Ko and Stewart, 2002; Sheldon and Abenoja, 2001). It might be the case that both tourism and environmental conditions flourish when concerted measures are taken to protect and maintain the environment as a tourist resource (Mason, 2003). The tourism industry and globalization are crossing borders between nations and cultures, resulting in many socio-cultural consequences. This interaction creates new values and linkages, shapes the social roles of gender and relations between them, and forms new linkages between different cultures. Impacts of tourism, as summarized below, would seem to include both positive and negative effects (Beeton, 2006; Bramwell, 2003; Brunt and Courtney, 1999; Crompton and Sanderson, 1990; Demirkaya and Çetin, 2010; Diedrich and Garcia-Buades, 2008; Frauman and Banks, 2011; Haralambopoulos and Pizam, 1996; Harrison, 1992; McLaughlin and Aislabie, 1992; Nunez, 1989; Pearce, 1989; Ryan, 1991; Urry, 1990, 1991, 1995).

Positive Effects:

Economic: Development in income and life standard, new job opportunities, bringing new investments, increase in the quality and quantity of infrastructure, increase in tax revenues, and encouraging the entrepreneurship.

Environmental: Environmental awareness and better environment management, qualified infrastructure (such as roads, parks, schools, etc.), restoration of historical sites and monuments, better appearance of settlements, protection of special natural sites.

Socio-cultural: Creating a power for peace because developing mutual awareness and understanding, strengthening societies by transference of educated people and educational possibilities, development of social and technical infrastructures, appreciation of

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cultural values and customs as a source of money, support for public participation and increasing awareness of being a member of that local society and culture, acculturation process likely to occur, more opportunities for women.

Negative Effects:

Economic: Increase in the prices of products, services and real estate, increase in inflation level, low level of wages because of illiteracy, increase in the amount of import products, dependency to the tourism sector and leakage because of the international investments.

Environmental: Consumption of the nature and destruction of the economic value of resources, unsustainable land use, changes in eco-systems because of tourism facilities and activities, displanting, increased pressure on existing infrastructure, increase in air, water, noise and visual pollution, change in traditional land use style, crisis in water and energy for local people.

Socio-cultural: Erosion of native languages, changes and assimilations in local identity and values, commodification of culture, losses in cultural authenticity/meaning, distorting traditional ways of living and hospitality, weakening social bonds and family structure, cultural conflicts between the local people and the tourists.

If the impact of tourism is to be assessed meaningfully, the analytical boundaries used, and the advantages and disadvantages of such boundaries must be clearly delineated. Difficulties in discerning impact dimensions have led to the adoption of several models. The most popular is Social Exchange Theory, first applied to tourism by Ap (1990) and used within this study. Social Exchange Theory suggests that residents benefitting from tourism are likely to perceive the industry as positive, and consequently be more supportive; while those who experience the negative effects of tourism development may have negative demeanors toward tourism and oppose such development (Perdue, Long and Allen, 1990; Gursoy and Rutherford, 2004; McGehee and Andereck, 2004; Choi and Murray, 2010).

Although, these categories are not mutually exclusive, they provide rational tools to understand and debate the effects of tourism (Cooper and Hall, 2008). Figure 1 outlines some common relational effects across categories.

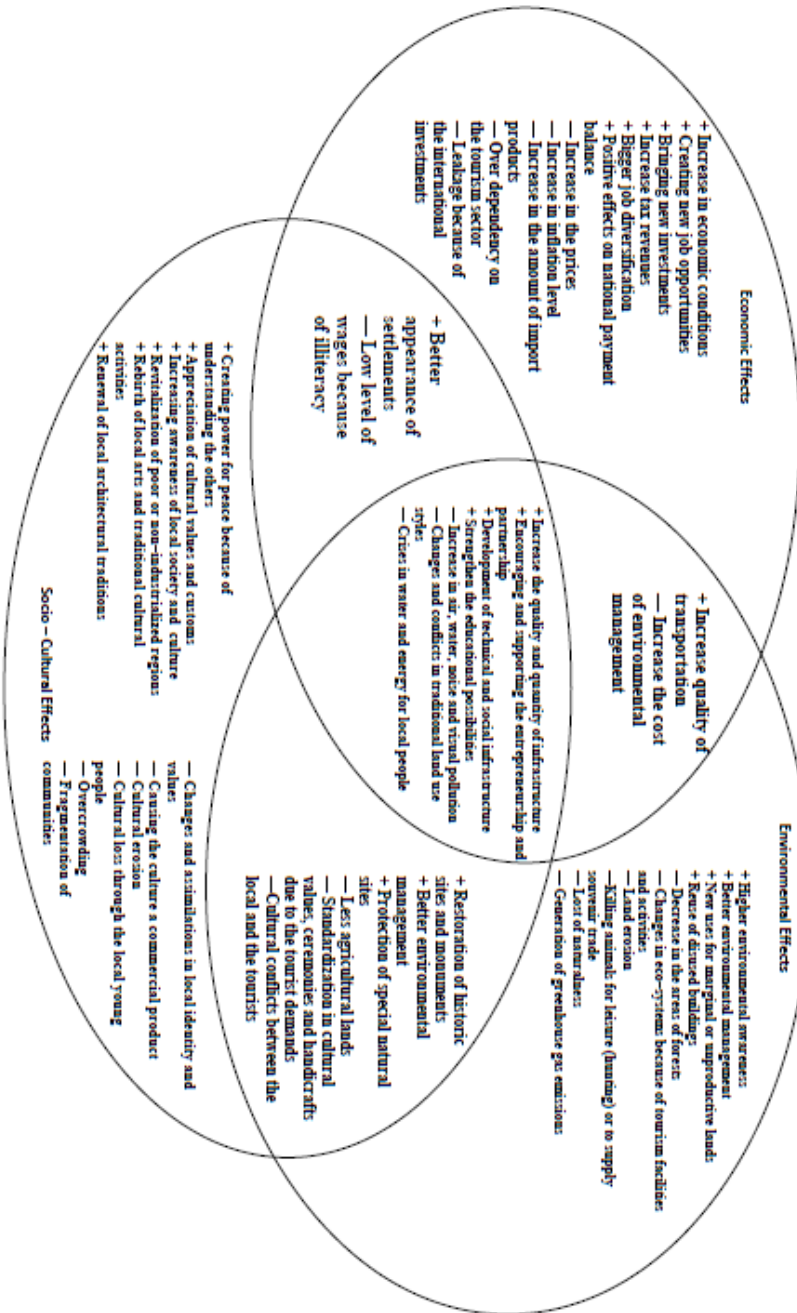


Figure 1: Effects of Tourism

Source: Çalışkan, 2003

As mentioned previously, the main purpose and originality of this study lie with the repeated measures and comparative study between

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current data and that obtained by Çalışkan in 2003. Furthermore, this study is considered significant due to its contribution to literature development. The results of this study may prove useful for future comparative studies involving other tourist destinations.

METHODOLOGY

The survey was designed to determine whether and why any perceptual changes of local residents occurred in the years 2003–2012 and the possible causes for satisfaction levels among residents in Kuşadası. As indicated, an important aspect of this survey is that the results may inform further studies within similar tourism destinations and lead to a refined “framework” to build a tourism destination that is sensitive to the needs of local people.

The data were obtained through structured-questionnaire adopted from that designed by Gursoy, Chen and Yoon (2000) which was administered to identify USA residents' reactions towards tourism. It consists of 7 parts: feelings about tourism (28 questions), support to tourism development (11 questions), attachment to the local community (15 questions), conditions and needs in local society (6 questions), relations between human and the environment (6 questions), local common places and recreational zones (6 questions) and demographic information.

The questionnaire format used in this study is similar to the one employed in a previous study by Gursoy et al. (2000). The adopted questionnaire instrument consisted of two parts: firstly, 39 Likert type survey items (same as the previous study) regarding social, economic, and environmental effects designed to measure the differences between the current tourism type and what the local residents want and including statements such as; “More hotels should be built here”, “Cultural tourism should be promoted instead of mass tourism”. The seven-point Likert scale was used in this part, ranging from —definitely agree (7) to —definitely disagree (1). The second part involved 4 questions regarding basic demographic characteristics of the respondents.

In the questionnaire, the factors, which were used to evaluate local residents' reactions, focus on specific elements that residents count as important. In order to overcome this issue a summary question was utilized as in the previous survey, measuring an overall happiness level of living in Kuşadası. The question is presented as a response to a

statement e.g. —Overall, I am happy to live in Kuşadası. By the inclusion of this statement, a comparative analysis is aimed.

The survey instrument was pilot tested among 40 residents. The pilot results were used to improve the clarity and readability of questions. The study was carried out in three stages: i) theoretical investigation; ii) data collection; and iii) data analysis. The sample size initially was decided to be Proportionate Stratified Random Sampling as each segment of the population would be better represented (Sekaran, 2000).

Kuşadası is one of the counties of Aydın province in the Aegean Region of Turkey. Most of the residents are employed in tourism related industries. The others are employed in agricultural production. The population of Kuşadası is 81.295 according to the census in 2009, and 47.661 according to the census in 2000. The number of obtained questionnaires was 340 for the previous and 384 for the last study.

In total, 384 questionnaires were completed by face-to-face interviews in the business district of Kuşadası and by visiting the houses in residential zones. The sample size of the questionnaire is statistically acceptable for data analysis (Sekaran, 2000). Of these, 7 were eliminated due to missing data. The data obtained was analyzed by SPSS (Statistical Package for the Social Sciences) program. Data analysis consisted of descriptive statistics, factor analysis and regression analysis between dependent variable and independent variables with the multivariate data analysis in light of agreed values.

RESULTS

The descriptive statistics manifest mainly urban and suburban inhabitants' reflections towards tourism. The results indicate opinions of both sex with 44.4% female and 55.6% male participation. Rapid tourism development in Kuşadası touched unsystematic urbanization off and resulted in rural life style in urban areas. This may be observed from the replies to the question "Number of Holidays for last 3 Years". Even though less people than the previous study regard that "having a holiday" is a luxury, more than 1/3 of participants haven't had any holiday for at least 3 years.

The reliability tests on independent variables have been implemented on data at the base of derivative statistics and Cronbach Alfa and Kaiser – Meyer – Olkin sample values are found respectively 0,89 and 0,85, which are acceptable results.

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Table 2: Results of Factor Analysis

FACTORS	Factor Load	Eigen-Value	Variance Explained	Alpha	P
F1: Internal Environment & Tour.Supply I mind crime rates I give importance local culture I think recreational areas are important I care quantity and quality of schools I mind economic development I mind destruction of nature Roads and traffic are important to me Promotional documents should be published Destination should be promoted I am interested in social events	,834 ,805 ,792 ,783 ,783 ,722 ,695 ,601 ,580 ,499	7,926	20,858	0,90	0,000
F2: Emotional Devotion I feel Kuşadası is my home I would be sad if I moved somewhere else I am happy living in Kuşadası Other settlements cannot compete with Kuşadası Public sector creates more job than private sector	,894 ,822 ,799 ,632 ,431	5,533	14,561	0,83	0,000
F3: Negative Environment Social Impacts Local people have trouble due to living in a tourism destination Tourism causes noise and contamination Tourism destructs nature Tourists have negative impacts on local life Tourism causes over crowding	,767 ,741 ,725 ,704 ,614	3,238	8,522	0,86	0,000
F4: Negative Social Impacts Tourism causes traffic jam Tourism causes an increase in prostitution Crime rates increase because of tourism Tourism ascends violence in society	,805 ,736 ,727 ,700	1,891	4,976	0,83	0,000
F5: Economic Expectations More retail businesses should be (souvenir, photographer, market etc.) Service quality in restaurants, hotels should be improved More accommodation facilities should be built Cultural and historical tourism must be promoted	,685 ,622 ,553 ,488	1,548	4,075	0,64	0,000
F6: Economic Impacts Tourism attracts more investment Tourism creates more differentiated sectors Tourism causes increase in prices	,805 ,796 ,603	1,545	4,065	0,70	0,000
F7: Positive Cultural Impacts Tourism helps protecting local culture Tourism results in increasing cultural activities Tourism yields augmenting recreational parks Tourism helps restoration of historical buildings	,754 ,548 ,533 ,458	1,213	3,193	0,60	0,000
F8: Current Economic Conditions Private sector creates more job than public sector More jobs are needed in Kuşadası Economic condition in Kuşadası is not well	,680 ,608 ,531	1,123	2,956	0,53	0,000

*Barlett's Test of Spiritu= 0.001

**Kaiser-Meyer-Olkin Measure of Sampling Adequacy =0,85

***Total variance explained= 0.63205

In order to examine the structural validity, factor analysis has been implemented. To be able to have a meaningful comparison, all variables taken into the analysis were as per the previous study. In factor analysis the "Principal Components" are used as an Extraction method and Varimax with Kaiser Normalization as Rotation method and rotation converged in 9 iterations. In factor analysis, since all 38 items had more than 0,40 factor load, none of them were extracted and they were explained by 8 factors.

The factors were identified due to the Eigen-Value. The factors with more than Eigen-Value 1 were taken into assessment. Due to factor analysis, eight factors were revealed with a total variance explained 63,20% which was statistically sufficient (Kline, 1994). These factors are; "Internal Environment and Tourism Supply" related with crime rate, infrastructural qualities, public culture and advertising of destination, "Emotional Devotion to Kuşadası" related with the subjective perception for living in Kuşadası, feeling Kuşadası is a particular settlement, "Negative Environmental – Social Effects" created by tourists; conflicts between locals and guests, destruction of local lifestyle and nature, pollution, "Negative Social Effects" like traffic jam, prostitution, increase in violence, "Economic Expectations" on future job and income effects, "Economic Effects" related with current economic situations like investment, job opportunities and prices in Kuşadası, "Positive Cultural Effects" meaning the preservation and revitalization and increasing the quality of residents' life and "Current Economic Conditions" emphasizing that people are expecting that economy is going down and investment by private and public sector is still essential. The P values of all the factors are less than 0.05. This means that participants find the questions of the factors related to each other. Due to the Alpha Values, the questions measuring the factors have strong inner relations, only the alpha of Current Economic Conditions factor indicates weaker relation between the questions explaining the factor.

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To understand whether demographic variables have differences among each other, T-test is applied, and the results show that women and men have different perceptions to Internal Environment and Tourism Supply, Negative Social Effects, Positive Cultural Effects. Women are much more positive (sensitive) about the internal environment and tourism supply while men are much more concerned with negative social effects and positive cultural effects. This may be a consequence that

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women started to work in the private sector after tourism development, and this led to better social status. Additionally, marital status makes a difference for only Negative Environment – Social Impacts. Married individuals' perceptions are more negative than those of single respondents.

To understand the impacts of —Internal Environment and Tourism Supply, Emotional Devotion, —Negative Environment – Social Effects, —Negative Social Effects, —Economic Expectations, —Economic Effects, —Positive Cultural Effects, —Current Economic Conditions, factors on the dependent variable which is —I am happy to live in Kuşadası, regression analysis is carried out. In the regression model the p value is less than 0,001 indicating the model is reliable and significant with F value (113,646) and Signif. F. (0,000), Multiple R (0,840) and R² (0,706).

Table 3: The Results of Regression Analysis

	Beta	t	Sig.
Internal Environment and Tourism Supply	0,144	4,223	0,000
Emotional Devotion	0,877	26,472	0,000
Negative Environment – Social Effects	–0,135	–3,57	0,000
Current Economic Conditions	–0,103	–3,17	0,002
CONSTANT	0,376	0,884	0,378

*Multiple R= 0,840

**R Square= 0,708

***Adjusted R Square= 0,7042

****F: 113,646

*****Signif F.= 0,000

The regression analysis suggests that independent variables explain the dependent variable with 70.42 percent which is very good ratio. On the other hand, it is seen that Internal Environment and Tourism Supply (b=0,144, sig.=0,000), Emotional Devotion (b=0,877, sig.=0,000), Negative Environment – Social Effects (b= –0,135, sig.=0,000) and Current Economic Conditions (b= –0,103, sig.=0,000) factors explain the dependent variable but the other factors (Negative Social Effects, Economic Expectations, Economic Effects, Positive Cultural Effects) don't explain. Due to the beta values, while the first two variables have positive impacts, the last two have negative impacts on happiness to live in Kuşadası.

CONCLUSION

The survey has revealed that gender causes differences in the perception of environmental issues such as crime rate, society culture, quantity and quality of parks, recreation zones, and schools. This may be considered as a result of traditional family structure, in which mothers take care of babies and children, and naturally are much more sensitive in their choices of social environment and conditions related to their children. Similarly, married individuals are much more concerned about negative environmental and social impacts related with the family life such as noise, natural destruction, crowded streets, and new living styles conflicting with the traditional way of living. The happiness of the residents is affected by the internal environment and environmental and social impacts which are related to family and children. The results indicate that factors related to family life affect residents' happiness positively whereas economic conditions affect negatively. Ultimately, the results suggest that economic condition in Kuşadası is not satisfactory. "Local people are aware of both positive and negative implications of tourism and draw their conclusions based on the relative weightings they attach to the benefits and the costs" (Jimura, 2011) and this suggests that expressions of true satisfaction for local people would depend more on perceptual change rather than on actual change. Also, people's perceptions of the negative social and environmental impacts of tourism and any resulting destruction of the natural and social environment seem to diminish levels of expressed happiness. Such an increase in natural awareness is presented as a contradiction with the previous results.

Tourism is one of the biggest sectors in a global economy including social, environmental and economic issues. It is accepted that tourism has many effects on the social and economic life of destinations but the complexity of tourism makes it almost impossible to evaluate these effects completely. The main purpose of this study was to determine the local residents' reactions towards tourism and identify any important changes within a given time period. Moreover, this study aimed to figure out what kind of tourism development is desired by local people, i.e. what kind of tourism development is good for local people, not what is good for tourism development. The results draw our attention to how thoughts may change while expressed attitudes remain consistent.

Primarily, as a consequence of unsatisfied expectations, economic expectations have no significant effects on happiness of residents anymore. Current economic conditions seem to have a negative effect on happiness levels indicating that people do not perceive the economy as

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supplying a good quality of life for their family. Another interpretation may be that people do not have hope for the future of the destination; they think that the conditions may go from bad to worse.

As the years have passed, Kuşadası has become a more special place for its residents. As the number of years spent in the destination increases so the devotion increases. The most significant difference between the previous study (Çalışkan, 2003) and this one is that the Emotional Devotion factor has now become the strongest positive factor regarding happiness, indeed, emotional devotion increases with the years spent in the settlement.

Another remarkable change put forth by the studies indicates that instead of overall social structure, family life now becomes the focal point. However, social structure remains important in terms of how it affects family members. Correspondingly, we emphasize that negative social corruption is obvious and that the negative impacts of tourism cannot be ignored anymore. Although urban spaces still do not have high standards of living, local people do not consider this issue as a significant problem. Instead they continue their rural life style in urban places.

A final result contradicting Çalışkan's (2003) inference of Doxey's theory, which maintains that an increase in the number of tourists causes locals to become more formal and unfriendly to tourist, was not appropriate for the settlements which are economically dependent on tourism. The economy of Kuşadası is still dependent on tourism but residents emphasize the negative effects of tourism and tourists, and consequently, they are not so much in favor of foreigners. This result contains "despair" thoughts for economic conditions for the future, so locals think if the "guests" do not bring "welfare", their "misuses" and "misbehaviors" are less ignored or tolerated. Residents have started to think that tourism and tourists are not a "blessing" (Akış, 1996).

To be able to clarify the residents' real and deep thoughts about negative effects of tourism, the economic dependency of Kuşadası must be broken down. Otherwise, the residents would go on living with these negative effects. In addition, the residents, especially the young people, need to be educated about their social and cultural values to avoid any dilemma/conflict regarding local and guest life styles. Although the question and hypotheses will still be valid and accurate, they will need to be reexamined in a place which is not dependent on tourism.

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