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Evaluation of Sustainable Tourism Development in Context of Local Community's Perception: Case of Didim District of Turkey

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ABSTRACT

In recent years, the local community's perception of sustainable tourism development has gained much reputation in scientific debate. Many developed and developing countries have made tourism-oriented economic policies to increase exchange earnings and job opportunities. It is necessary to apply a cautious approach to maximize tourism's economic potential with minimum environmental damages. For this purpose, the local community plays a vital role in achieving sustainable tourism development. The present study is aimed to evaluate the local community's attitudes towards sustainable tourism development in the Didim district of Turkey. A questionnaire-based survey method was used to collect primary data from 379 participants to achieve the objectives of the study. T-test and ANOVA tests of statistics were employed to analyze the data. The results revealed that the local community has very positive attitudes towards tourism development in the region. Education, income, profession, and place of origin were found critical influencing factors in the perception of the local community regarding sustainable tourism development. The findings of the study provide valuable insights for future policy development.

Keywords: Sustainable Tourism Development; Community Attitudes; Community Participation; Turkey

1. Introduction

The notion of sustainability in tourism has evolved since formulating an action plan for sustainable development known as Agenda 21 during earth summit 1992 (Bramwell, 2015). Tourism has gained particular focus in the debate of implementing sustainable development strategies due to its ability to provide alternative economic opportunities in resource-deficient areas (Bramwell et al., 2017). However, the economic benefits of tourism cannot be achieved without any cost. Like other development sectors, tourism also has considerable negative impacts on the surrounding natural environment. Unplanned and unorganized tourism development in certain regions may yield irreversible damages to the natural resources, which further cause deterioration in social and economic sectors (Demirović et al., 2017). Tourism activity directly influences the natural environment of the destination areas. Most tourist attractions are linked with panoramic scenes, beaches, mountain areas, ski resorts, and forests, part of the more extensive physical environment. Human intervention in the natural environment

without any caution can lead to severe consequences in environmental degradation. Therefore, a very cautious approach is required to develop new tourist destinations to avoid gross damages to the physical environment.

According to the definition, the primary objectives of sustainable tourism development are environmental conservation and the socio-economic development of local communities residing adjacent to tourist destinations. These objectives are rooted in the three pillars approach to sustainable development, which emphasizes simultaneous development of social, economic, and environmental sectors without any tradeoffs. Many stakeholders are involved in achieving sustainable tourism development, among which industry, visitors, governments, and local communities are essential. Local communities are considered the most important stakeholders (Hatipoglu et al., 2016). They are required to be involved in different activities, including decision-making for the management and organization of tourism destinations. Any development plan which does not care about the involvement of

the local community cannot be successful in the long run. Therefore, the local community's perception, involvement, and opinions towards sustainable tourism development is critical to evaluate before any future development plan. There are many successful examples of sustainable tourism development in the academic literature in which the crucial role of local communities is highlighted (Kru, 2005; Günlü et al., 2009; Jones & Shaw, 2012 ; Zhang & Smith, 2019).

Turkey has become one of the most demanding global tourist destinations, attracting millions of inbound and domestic tourists. The recent statistics have revealed that the tourism sector has contributed a significantly vital role in the country's GDP directly and other indirect contributions (UNWTO, 2017). Although the global pandemic of COVID 19 has ruined the industry during 2020, the tourism industry is foreseen to rejuvenate itself due to solid resilience towards previous natural, economic, and biological incidents. Turkey's western and southwestern regions are famous tourist hotspots due to many natural, historical, and cultural entities like extended beaches, warm climates, and historical and cultural monuments (Khan, 2018). Tourism is considered an essential source of income generation, job opportunities, and exchange earnings. However, the rapid growth of tourism in these regions also poses a severe threat to the natural environment due to unplanned tourist destinations. Tourism activities carried out within sustainable tourism effectively protect and develop both the natural geographic environment and historical and cultural values (Kozak et al. 2014). In Didim, a district located in Antalya province, tourism activities were not widespread until the introduction of the tourism incentive law in the 1980s. Afterward, significant changes have occurred in the area, with a rapid increase in tourism activities.

The concept of sustainability has been emphasized in recent years in many scholarly debates. Increasing pressure on natural resources has adverse effects on the natural geographical environment. Tourism is regarded as an essential source of income globally. The areas with concentrated tourism activities are being appreciated in economic terms. On the one hand, the natural

environment, historical, and cultural values of such places are also negatively affected in Didim, where tourism activities were not observed previously. The appearance of the natural geographical space has changed, and accommodation facilities and residences have been built primarily in the coastal areas. The district's population has multiplied with tourism development, especially with immigration from outside the community. This situation has caused change and transformation in the district's natural environment, social, and economic structure. Hence, the present research evaluates the local community's perceptions of sustainable tourism development in the Didim district.

2. Literature Review

The concept of sustainable tourism has matured in the last two decades with a shift of academic literature from conceptual and definitional research towards more empirical investigations. Several review studies have highlighted the critical milestones in the journey of sustainable tourism since the publication of "Our Common Future," also known as Brundtland Report, in 1987, a pioneering word to the concept of sustainable development. The main motive of sustainable tourism is achieving a development balance among the environment, economy, and society. Sustainable tourism aims to provide economic benefit to the local communities while preserving the environment and protecting the cultural values of the destination communities.

Residents' participation in tourism development is considered a key to the successful implication of sustainable tourism strategies in any tourist destination. Tourism development in a sustainable manner provides long-run financial security to the local economies and safeguards the natural and cultural settings in the future. However, without community participation, sustainable tourism development can never be achieved. Many empirical studies in the current literature on sustainable tourism have considered the role of the local community in sustainable tourism development with formulating and testing of various conceptual models and theoretical perspectives (Harun et al. 2018; Demirović et al. 2017; Rasoolimanesh et al. 2017; Fun et al. 2014; Eshliki and Kaboudi

2012; Yu et al., 2011 ; Kruja and Hasaj 2010; Kitnuntaviwat and Tang 2008).

Obradović and Stojanović (2021) measured the residents' attitudes towards sustainable tourism development in a protected area in Serbia using the sustainable tourism attitude scale. The study found a very positive attitude of the local community towards sustainable tourism development, which is very important for the long-run sustainability in the region. Besides, their study suggested policy implications for community participation in sustainable tourism planning and management. In another study on determining factors influencing the local community's attitudes toward tourism development, Hateftabar and Chapuis (2020) tested the social exchange and place attachment theories by employing structural equation modelling. The results determined the links between the perception of high economic crisis and the positive impact of tourism development among local people. In addition, the high attachment level to the place also showed a strong relationship with positive perception towards tourism development. At the same time, the study provided practical policy suggestions for better tourism development in the region. Similarly, recent other studies like Aziz et al., (2020), Purnomo et al., (2020), Brankov et al. (2019), and Eslami et al. (2019) have also found positive attitudes of residents towards sustainable tourism development due to various factors including economic benefits and life satisfaction.

In a study from Malaysia, Abukhalifeh and Wondirad (2019) assessed the role of the local community as an essential stakeholder in planning and managing sustainable tourism development through survey techniques. They found community-based solid tourism organizations and mature leadership necessary for community participation in decision-making regarding tourism development in the region. The study concluded with policy implications emphasizing community participation for the future sustainability of the tourism sector. The nexus between over-tourism and visitor-resident relations in Hong Kong was studied by Cheung and Li (2019) by using econometric approaches. The results confirmed the presence of hysteresis effect in deterioration of tourists-residents relation due

to tourist arrivals in the region over the carrying capacity. The local community was observed dissatisfied and irritated because of the overcrowding of tourists in the area. Woosnam et al. (2018) tested the self-perception theory to evaluate the attitude of residents towards tourism development. The results confirmed that community members with more travel history were found to view tourism development more positively than the people with little travel history.

Some studies focusing on the role of local communities in the development of sustainable tourism have considered the relation between marketing and sustainability of community-based tourism (Ngo et al., 2018), place attachment (Stylidis, 2018), responsible tourism (Mathew & Sreejesh, 2017), and community participation in decision making (Mak et al., 2017). Awareness of stakeholders about the concept of sustainable tourism development is another important field of inquiry related to the debate of community participation in sustainable tourism development. In this context, Cárdenas et al., (2015) developed a framework to measure stakeholders' understanding of the concept of sustainable tourism. The study found that residents with more exposure to leisure and entertainment activities and participation in festivals and bird watching scored high on the scale developed on the proposed index. However, age, gender, education, and area of residence had little influence on understanding the sustainable tourism concept. In another study from Malaysia regarding residents' perception of tourism's impacts, May-Chiun et al., (2013) found that local communities were more worried about the social effects of tourism in the region than environmental, economic, and cultural impacts.

Few studies from Turkey have also discussed the role of the local community in the development of sustainable tourism in various contexts. In a study from Kusadasi region of Turkey. Ozturk et al., (2015) evaluated the local people's attitudes towards tourism and their level of happiness by employing a questionnaire technique. Their study revealed positive attitudes of local people towards tourism development in the region. People were found aware of the positive impacts of tourism in economic, cultural, and

environmental sectors. The level of happiness was also found related to the positive and negative consequences of tourism, increasing in the former condition. In another study conducted in the Küre Mountain National Park, Turker and Ozturk (2013) found that residents showed positive attitudes related to tourism development. However, the views of local people also showed significant change according to their place of residence. People living adjacent to the national park showed a higher positive perception than the residents of distant areas. Hatipoglu et al., (2016) explored the barriers to stakeholders' involvement in sustainable tourism development in the Thrace region of Turkey. They found that the main obstacle to stakeholders' participation in the decision-making and planning of tourism is rooted in bad governance and a lack of institutional structure.

The literature review has revealed the growth of empirical studies in determining local communities' attitudes and perceptions towards sustainable tourism development. Various studies have shown similar and contrasting results applying different methodological and theoretical approaches. However, there is a need to conduct more scientific studies in tourist destinations with various natural and socio-economic settings to provide deep insight into the topic. Besides, very few empirical studies have been conducted in Turkey to explore the community perception and attitude towards sustainable tourism development despite the country's status as a popular tourist destination globally. Therefore, the present study is conducted to fill the literature gap by providing more helpful information about residents' attitudes towards tourism which is necessary to formulate a robust, sustainable tourism policy.

3: Materials and Methods

3.1. Study area

Didim district of Aydın province, Turkey, was selected as a study area in the present research. Didim district, located in the southwest of Western Anatolia, is administratively located within the borders of Aydın province. Didim is located at 27° north latitude and 37° east longitude, and its average altitude is 44 m. It is a peninsula-shaped settlement with an area of 402 km². Milas district of Muğla lies in the

east of the research area, Söke district of Aydın in the north, while the Aegean Sea lies in the south and west (see figure 1).

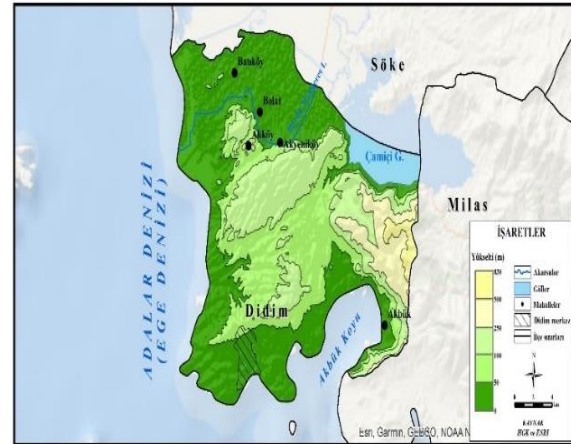


Figure 1: Location Map of the Study Area

3.2. Study design

The present study is conducted using quantitative research methods. In the first part of the study, the quantitative research method was used, applying the "Sustainable Tourism Attitude Scale" (SUS-TAS) developed by Ayazlar (2017) as a questionnaire to the local population. The attitude scale consists of two parts and seven categories. In the first part of the scale, the demographic characteristics of the participants were determined through questions regarding gender, age, marital status, education status, occupation group, income level, being initially from Didim, and profession related to tourism. The second part of the attitude scale consisted of 18 statements to determine the approaches of local people to sustainable tourism activities under seven categories. The 5-point Likert scale (1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree) was used in answering the statements, which are as follows.

- Environmental Sustainability
- Long Term Planning
- Perceived Economic Benefits
- Ensuring Visitor Satisfaction
- Maximizing Community Participation
- Perceived Social Costs
- Community-Centred Economy

SPSS program was used for the analysis, and a statistical description of the data was obtained in the quantitative part of the study. A

questionnaire was distributed to 400 participants. However, 21 questionnaires were not evaluated due to missing answers or marking an item twice. In the end, the data of 379 participants were considered for final statistical analysis. In the frequency analysis of the data, frequency and percentage distributions were determined according to the individual characteristics of the participants (gender, age, marital status, education status, occupational group, income level, status of being initially from Didim, and the profession related to tourism) and divulged in the next section.

Table 1. Demographic characteristics of the respondents

Variable	Group	Frequency	Percent age (%)
Sex	Male	223	58.8
	Female	156	41.2
Education Level	Primary School	100	26.4
	High School	133	35.1
	Undergraduate	46	12.1
	Graduate	82	21.6
	Master	16	4.2
Profession	PhD	2	0.5
	Tradesmen	98	25.9
	Labor	32	8.5
	Public Sector	23	5.9
	Tourism Sector	24	6.4
	Farmer	19	5.0
	Student	21	5.5
	Retired	55	14.5
Income Level	Other	107	28.2
	Less than 1000₺	23	6.1
	1000-1999₺	42	11.1
	2000-2999₺	141	37.2
	3000-3999₺	50	13.2
	4000-4999₺	22	5.8
	5.000-10.000	32	8.4
Age	10.000₺	9	2.4
	Other	60	15.8
	Less than 20	21	5.5
	20-29	63	16.6
	30-39	101	26.6
	40-49	100	26.4
Age	50-59	50	13.2
	60 and above	44	11.6

The "t-Test" was performed in the analysis of the attitude of the local people towards

sustainable tourism activities according to the variables of "gender," "originally from Didim," and "profession related to tourism." One-Way Analysis of Variance (ANOVA) was used in the analysis of participants' views according to "age," "marital status," "educational status," "occupational group," and "income level." LSD analysis was used to determine the statistical differences between different groups of variables in paired comparisons because of the one-way analysis of variance.

4. Results and Discussions

The descriptive statistics of the demographic characteristics of the respondents are given in Table 1. According to the results, 58.8% of the participants were men ($f = 223$) and 41.2% ($f = 156$) were women. The respondents' age distribution analysis reveals that most participants are from the 30-39 age range comprising 26.6% ($f = 101$). It is seen that the minimum number of participants is fallen under 20 years old with 5.5% ($f = 21$). The proportion of those aged 60 and over who participated in the survey was 11.6% ($f = 44$). The examination of education levels of the participants reveals that 26.4% ($f = 100$) were got primary education, 35.1% ($f = 133$) completed high school, 12.1% ($f = 46$) completed associate degree, 21.6% ($f = 82$) completed undergraduate, 4.2% ($f = 16$) of participants were having master's degree and 0.5% ($f = 2$) of them were doctoral graduates.

As can be understood here, the highest participation was from high school graduates, while the lowest was from doctoral graduates. The occupational groups of the participants show that 25.9% were merchants, 14.5% were retirees, 8.7% were workers, 6.3% were tourism professionals, 5.8% were public employees, 5.5% were students, 5% were farmers. In comparison, 28.2% of the participants marked the "other" option—those who keep this option comprised housewives and unemployed people. The analysis of monthly income of the respondents reveals that 6.1% of the respondent had income below 1000 TL, 11.1% had an income between 1000-1999 TL, 37.2% had an income between 2000-2999 TL, 13.2% had an income of 3000-3999 TL, 5.8% had 4000-4999 TL, 8.4% had an

income between 5.000-10.000 TL and 2.4% had an income over 10.000 TL while 15.8% of the participants marked the "Other" option. Those who selected this option in the study consisted of housewives, students, and people who do not have a fixed monthly income, those who do not work regularly.

The questionnaire results related to evaluating the residents' attitudes towards sustainable tourism development are presented in Table 2. It is found that a high percentage of people strongly agree or agree with environmental protection during tourism development. Responses to the first five statements related to the category of belief in environmental sustainability confirm the local community's positive view towards sustainability of the environment. Similarly, comments about long-term tourism planning in the region also receive very positive views. The results of statements related to perceived economic benefits of tourism indicate that local people are well aware of economic opportunities associated with tourism development. The majority of the respondents were also agreed to provide good quality services to enhance tourist satisfaction. The responses to the statements related to community participation received a positive response from 70% of the respondents.

The perceptions of tourism's social costs show that more than 60% of residents consider tourism a source of overcrowding in the study area. Similarly, the perception about the overuse of tourism resources also showed a higher tendency within the local community but not as vital as environmental sustainability. The study's findings are consistent with some previous studies (Ozturk et al., 2015; Rasoolimanesh, Jaafar, Kock, & Ahmad, 2017; Obradović & Stojanović, 2021). It confirmed that people show extreme and positive attitudes towards tourism development. Besides, it is also found that people of the selected region are aware of the economic benefits, social costs, and proper planning and management of the tourism sector to maximize its potential. As mentioned earlier, tourism growth has observed a boost in the region after implementing the tourism incentive law since the 1980s. Therefore, tourism has become a mature economic sector in the area, and people have enough

knowledge about tourism's positive and negative impacts.

T-test and one-way ANOVA test statistics were used to determine the relationship between independent variables and perceptions of sustainable tourism development. It was revealed that education level, profession, income level, and place of origin (from Didim) found significant positive perceptions of sustainable tourism development in the region. In contrast, other selected variables did not show any positive and meaningful relationship. The findings of the present study are found consistent with several previous studies on the determination of resident's attitudes towards the development of sustainable tourism (Hao et al., 2014; Purnomo et al., 2020; Hateftabar & Chapuis, 2020).

The examination of the results provided in Table 3 reveals that the views of the local people on the sustainable tourism activities carried out in the district of Didim differ significantly according to the variable of educational status. [$F(5-373) = 3.455; p < 0.5$]. The results of the LSD test further elaborate that the significant difference occurred among the groups of "primary education-undergraduate" and "high school-undergraduate".

The ANOVA test results about the views of the local people based on "occupations" are shown in Table 4. It can observe that the opinions of the local people differ significantly according to the occupational group variable. [$F(7.371) = 4.291; p < 0.5$]. The results of the LSD test, conducted to determine the significant differentiation among groups, show that there is significant difference of opinions among tradesman-public, craftsman-farmer, worker-public employee, worker-tourist, public employee-farmer, public employee-student, public employee-retired, tourist-retired, farmer-tourist, farmer-student and farmer-retired groups.

The statistics in Table 5 show that the local

Table 3. Results of ANOVA test in determining links between Education Level and ST Perception

Variable	Category	N	X	S			
Education Level	Primary School	100	78.3600	6.73678			
	High School	133	78.5188	6.35038			
	Associate Degree	46	79.6304	6.44070			
	Undergraduate	082	82.0671	8.50046			
	Masters	16	80.6250	5.26466			
	PhD	2	77.0000	.00000			
	Variance	Squared Total	sd	Mean Squares	F	p	Difference
	Between Groups	831.315	5	166.263	3.455	.005	1-4, 2-4
	Within Groups	17951.591	378	48.128			
	Total	18782.906					

Table 2: Local People's Perception towards Sustainable Development

Statements	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	\bar{X}
1. The diversity of nature should be valued and protected	0	0.3	0	15.5	85.2	4.8
2. Tourism must protect the environment	0	0	0.3	20.3	79.4	4.8
3. Appropriate tourist development should protect natural habitat	0	0	5	19.3	80.2	4.8
4. The community values and environment should be protected now and in the future	1	0.3	1	31.1	68.3	4.7
5. Those who have a say in tourism should increase their efforts for environmental protection	0.3	0.3	0.8	20.6	78.1	4.8
6. Tourism development plans must be constantly updated	0.5	1.1	3.7	37.5	57.3	4.5
7. Tourism industry should be planned	1.3	0.8	3.2	37.5	57.3	4.5
8. I believe tourism is beneficial for local people	2.4	4	6.9	28	58.8	4.4
9. Tourism creates new markets for local products.	0	4.9	5.3	34.8	55.7	4.4
10. Tourist businesses should take responsibility for the satisfaction of the visitors.	0	0.5	0.8	25.1	73.6	4.7
11. The tourism industry should provide visitors with good quality tourist experiences.	0.3	0.8	2.4	21.6	75.5	4.7
12. Meeting the needs of the visitors is the responsibility of the touristic enterprises.	1.3	6.9	11.6	37.7	42.5	4.1
13. Regardless of individual differences, everyone in the society should be subordinated to tourism decisions.	1.8	8.5	10.8	35.6	43.3	4.1
14. The management of tourism development should be fully participated by all individuals in the society.	1.8	2.9	10.6	32.5	52.2	4.3
15. With the development of tourism, my place has become overcrowded.	5	17.9	10.1	32.7	34.3	3.9
16. The leisure resources (activities) where I live are overused by tourists.	4	21.9	13	33	28.2	3.6
17. At least half of the people working in tourist enterprises should be recruited from the local community (local people).	2.9	12.1	8.6	19.6	46.7	4.1
18. Those who live in the region (Didim) should benefit from the benefits of tourism equally.	2.1	5.3	2.1	38.3	52.2	4.3

people's opinions in the survey differ significantly according to income. [F (7-371) =3.852; p<0.5]. The results of the LSD test show that significant difference is found among groups of the income level of 1000-1999 TL-2000-2999 TL, 1000-1999TL-3000-3999TL, 2000-2999 TL-4000-4999 TL, 2000-

2999 TL-10.000 TL, 3000-3999 TL-2000-2999 TL, 3000-3999 TL-4000-4999 TL, 4000-4999 TL-1000-1999TL, 1000-1999TL, and over 10000 TL-1000-1999 TL.

Table 4. Results of ANOVA test in determining links between Profession and ST Perception

Variable	Kategori	N	X	S			
Profession	Tradesmen	98	78.5918	6.45338			
	Labor	33	78.0606	7.55786			
	Public Sector	22	84.0909	13.51158			
	Tourist Labor	24	82.4167	6.35827			
	Farmer	19	75.1579	8.33509			
	Student	21	79.5238	3.95751			
	Retired	55	78.0545	7.00904			
	Other	107	80.5467	4.88381			
	Variance	Squared Total	sd	Mean Squares	F	p	Difference
	Between Groups	1406.835	7	200.976			1-3, 1-5
	Within Groups	17376.071	371	46.836			2-3, 2-4
	Total	18782.906			4.291	.000	3-5, 3-6, 3-7 4-7 5-4, 5-6, 5-7

Table 5. Results of ANOVA test in determining links between Income Level and ST Perception

Variable	Category	N	X	S			
Income Level	>1000	23	80.5217	6.67335			
	1000-1999₺	42	75.8810	6.78665			
	2000-2999₺	141	78.5426	6.96765			
	3000-3999₺	50	81.2600	4.76728			
	4000-4999₺	22	82.1364	14.03837			
	5000-10000₺	32	79.1563	6.32511			
	10000₺	9	83.7778	4.40659			
	>10000₺	60	80.7500	4.50471			
	Variance	Squared Total	sd	Mean Squares	F	p	Difference
	Between Groups	1272.783	7	181.826			2-3, 2-4 3-5, 3-7
	Within Groups	17510.124	371	47.197			4-3, 4-5
	Total	18782.906			3.855	.000	5-2, 6-2 7-2

Table 6. T-test results in determining links between the place of origin and ST Perception.

Variable	N	\bar{X}	S	Sd	t	p
Originally from Didim	124	78.62	7.54	374	-1.74	0.005
Outside of Didim	252	79.96	6.75			

The t-Test results describing the views of the local people participating in the research on sustainable tourism activities according to the variable of migration in Didim are shown in Table 6. It is found that there is a significant difference between the participant group originating from Didim or outside [t (374) = -1.74; p<0.5]. However, the profession's relationship with tourism is found to be a determining factor in the attitudes of the local people towards sustainable tourism activities.

5. Conclusion

This study determined that a significant portion of the local people living in the Didim district have a positive attitude towards tourism activities. In the environmental sustainability dimension of the research, local people living in Didim stated that tourism activities should protect the natural environment. In this sense, local people have indicated that they are worried about the future preservation of the shrublands belonging to the treasury, especially within the district's

boundaries. The local people have stated that these shrub areas, primarily those close to the shore, are extensively used, so authorized persons and institutions should take more responsibility and fulfill their duties in environmental protection issues. In the long-term planning dimension of the study, it was stated that local people should be represented in a participatory approach for sustainable tourism. It is found that local people require proper participation in the management and planning of tourism to protect the district's natural and cultural heritage and ensure that the local people benefit from tourism.

In terms of perceived social costs of the tourism, the local people stated that with the development of tourism in Altinkum and Akbuk beach, located in the district center, became crowded in the summer months. Local people living in rural areas of Ak-Yeniköy, Balat, Akköy, Denizköy, Yalıköy, and Batıköy stated that there was no significant crowding due to tourism. Local people said that leisure activities were used extensively by tourists around Altinkum beach and Akbuk beaches in summer, but there is no intensive use in other places. The local people believed that they could easily use Altinkum beach and its surroundings and Akbuk beaches all year round, except for July and August, benefiting from leisure resources in the district. The local people stated that they are worried about the excessive use of leisure resources (activities) due to the increase in the population in the community in the future and that this should be well planned. In addition, local people stated that other social costs of tourism are not at a level to be considered at the moment.

In the aspect dealing visitor satisfaction, it is demanded that the visitors coming to the district have a lovely holiday, and the necessary care should be taken for this. It was stated that the touristic businesses in the community should provide quality service and meet their needs as much as possible. Moreover, quality service and satisfaction of tourists are considered necessary for returning a visit next time. It has been determined that a significant portion of the local people have a positive attitude towards the visitors to the district. In the dimension of maximizing social participation, local people stated that they should be given importance when making decisions about tourism. Local people view

that decisions regarding tourism affect them directly and indirectly, so they should also be represented in the relevant decision-making bodies. The present study's findings are considered essential to support future policy formulation in the region.

Conflict of Interest

Authors declare no conflict of interest.

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