

# Contemporary Issues in Tourism and Hospitality

## A SYSTEMATIC APPROACH

This book has been prepared to create a resource for academicians and sector representatives working on the subject, with a scientific goal in tourism and hotel management. The book consists of 10 chapters written by a total of 15 different authors, 11 of which have a doctorate degree, 4 of which are master students, who carry out various studies in tourism. The book's topics have been determined by taking into account the latest research in national and international literature.

The book “Contemporary Issues in Tourism and Hospitality: A Systematic Approach”, which focuses on the terminology of tourism and hospitality, is expected to provide theoretical and practical scientific contributions in various fields such as gastronomy, recreation, marketing, and management. In addition, it is expected to be a resource book for studies to be carried out on similar subjects by preventing the lack of resources on current issues.



Editor  
Nilüfer Vatansever Toylan, Ph.D.



Social Sciences



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**CONTEMPORARY ISSUES  
IN  
TOURISM AND HOSPITALITY  
A SYSTEMATIC APPROACH**

**Editor**

**Nilüfer VATANSEVER TOYLAN, Ph.D.**



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**LIVRE DE LYON**

# FOREWORD

**T**HIS BOOK HAS BEEN PREPARED TO CREATE A RESOURCE FOR ACADEMICIANS AND SECTOR REPRESENTATIVES working on the subject, with a scientific goal in tourism and hotel management. The book consists of 10 chapters written by a total of 15 different authors, 11 of which have a doctorate degree, 4 of which are master students, who carry out various studies in tourism. The book's topics have been determined by taking into account the latest research in national and international literature.

Accordingly, mindfulness travel is discussed in the first chapter. The theories based on mindfulness were discussed, and after a systematic literature review, the gaps in this field were revealed. Future suggestions on mindfulness travel have been presented to the academicians who will work on this subject. And some theoretical applications were suggested for the industry. The second chapter, changes towards the Covid-19 effect, which has become very important for today's tourism, and digital transformation issues are discussed. After the systematic literature review on the subject, the authors talked about basic and digital practices to reduce the pandemic effect. The third chapter aims to examine the studies on the travel motivation of diaspora tourists. In this context, studies on diaspora tourists' travel motivation were presented with a systematic literature review within limits determined. Various motivation factors were determined as a result of the empirical studies examined. These factors are grouped under themes. These themes are expected to shed light on future researchers. In the fourth chapter, a literature review conducted to determine the overseas travel motivation of Turkish tourists, followed by an empirical research is presented. As a result of the empirical research, various findings affecting tourists' motivation to travel overseas are revealed. In the fifth chapter, the applicability of organizational ambidexterity in tourism management is discussed. For this purpose, a systematic literature review has been created, including organizational ambidexterity studies in tourism in recent years. The findings obtained are often interpreted as a resource for both the industry and the academy. In the sixth chapter, the subject of Digital Free Tourism (DFT) is discussed. In this context, first, the concepts of

digital detox and FOMO were explained, then the concept of digital free tourism (DFT) was discussed. In the systematic literature review within the chapter, the scientific studies on the subject are mentioned. In the seventh chapter, zoos are considered both as tourist attractions and recreation areas. Limited sources in domestic and foreign literature have been revealed through this section and thus the subject has been tried to be clarified. In the eighth chapter, a conceptual explanation is given regarding the Peer-to-peer accommodation subject under the sharing economy. Studies handled in terms of both supply and demand are presented with a systematic literature review. As a result, various recommendations for future studies are highlighted for researchers and managers. In the ninth chapter, geographically marked products have been evaluated within the scope of gastronomy tourism and for the province of Izmir. After a systematic literature review, İzmir province geographically marked products and their effects on gastronomy tourism development were examined. Finally, in the tenth chapter, the motivational elements of bicycle tourists are presented. In addition, the characteristics of the destinations for bicycle tourism have been determined. These issues have been clarified with the help of a systematic literature review using various studies

In this context, the book “Contemporary Issues in Tourism and Hospitality: A Systematic Approach”, which focuses on the terminology of tourism and hospitality, is expected to provide theoretical and practical scientific contributions in various fields such as gastronomy, recreation, marketing, and management. In addition, it is expected to be a resource book for studies to be carried out on similar subjects by preventing the lack of resources on current issues.

I would like to thank all the authors who contributed to this book project, which is the result of teamwork, and all the reviewers who enriched the content with their valuable opinions. I hope this book will be an important source of information for tourism students, industry professionals, destinations, and academics.

**Nilüfer VATANSEVER TOYLAN, Ph.D.**

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\*Chapters are sorted alphabetically according to the initial letter of the authors



# CHAPTER 1

## MINDFULNESS EFFECT ON TRAVEL MOVEMENT

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### INTRODUCTION

**M**INDFULNESS TRAVEL IS EXPERIENCED BY GRADUALLY ABSORBING THE MOMENT, TASTING AND EMBRACING the environment in order to make the mind free of everything and to live in the moment makes people happy. Slowly eating a meal by smelling it, listening to music with your whole body without thinking about anything else, going around by looking, seeing and noticing things and living any experience holistically are essential points of mindful understanding.

One of the basic teachings of Buddhist monasteries, mindfulness is a teaching that teaches individuals how to approach events in almost every situation they face in daily life, without judgment and involving their sentiments during assessment, and aims to make the right decisions. This practice has also started to be used in the tourism industry. As is known, tourism is a valuable part of the service industry and there is no specific standard of service. Since each person can interpret the service they receive differently, each employee can offer the service differently. At this point, service can evolve with the mindful travel approach. The value received from the service can be further increased thanks to mindfulness. According to Dutt, (2011) “*through mindfulness amongst other things, it can improve customer satisfaction, information recall, increase sustainability, and improve visitor appreciation and understanding*”. Because mindfulness is frequently used by tourists to understand their experiences in recently. It becomes increasingly important to fulfil the factors that make their

travel interesting and to try to have a meaningful experience of the destination (Rubin, Lee & Paris, 2011).

Although mindfulness travel experiences of today partially embody Buddha's philosophy, it has no role in determining where mindful travellers will travel. Mindful travellers can go to the Himalayas or go on a safari in Africa. The prominent thing about them is that they have become a habit of living by noticing every moment. This habit makes the tourists behave more responsibly towards the environment, people and events.

## **THE CONCEPT OF MINDFULNESS**

The origin of the mindfulness as a concept is essentially based on eastern meditation (Kabat-Zinn, 1990). When the origin of the term mindfulness is examined, it is observed that it derives from the word *sati* in Pali language, which was the Buddhist psychology language 2500 years ago. Accordingly, the word "sati" means that awareness, attention and remembering (Germer Siegel & Fulton, 2005). Although its origins and early applications are of Eastern philosophy, it does not impose any ideology or religious view. In other words, it does not require adopting any concept philosophy or religion (Çelikler, 2017:1).

Mindfulness is being awake, but many people cannot manage their mental processes with conscious awareness in the face of their complicated situation. In such cases, the individual instantly loses interest. The state of consciousness is the preservation of an individual's emotional and cognitive balance. Individuals with high level of awareness do not separate their experiences as true-false or positive-negative. They evaluate their experiences without changing or distorting them (Akın, Akın & Abacı, 2007). According to Stankov and Filimonau (2019: 203), mindfulness is not to interfere with experiences, but rather to accept the experience in every way with a certain openness and focus.

Individuals are aware of their feelings and thoughts as well as perceptual stimuli and senses. Therefore, being conscious includes both attention and awareness. The mindfulness that lies behind being conscious acts as a radar that allows the person to watch the inner and outer world. In fact, it can be defined as a moment of increased attention and awareness towards current experience or current reality. All people have more or less innate capacity for mindfulness (Brown & Ryan, 2003). According to another view; mindfulness is the ability

of the individual to develop his/her own strategies by being aware of not only what s/he can do but also how s/he can do it. Thus, the individual can have the power to activate himself/herself without any external factors (Akın & Çeçen, 2014: 96).

Mindfulness is important as a practice for people to deal with the problems of modern life, to draw attention to experiences of a particular quality from moment to moment (Stankov, Filimonau, Gretzel & Vujičić, 2020). According to Langer (1993), mindfulness is *“a state of mind that results from drawing novel distinctions, examining information from new perspectives, and being sensitive to context”* (Moscardo, 1996: 381). Bishop, Lau, Shapiro, Carlson, Anderson, Carmody, Segal, Abbey, Speca, Velting and Devins, (2006: 230) define mindfulness as *“an approach for increasing awareness and responding skillfully to mental processes that contribute to emotional distress and maladaptive behavior”*. Segal, Williams and Teasdale (2002: 322-323) summarize the basis of mindfulness *“in mindfulness practice, the focus of a person’s attention is opened to admit whatever enters experience, while at the same time, a stance of kindly curiosity allows the person to investigate whatever appears, without falling prey to automatic judgments or reactivity”*. Mindfulness also is a transformative way that takes away from the mundane tasks of everyday life. This path includes emotional, behavioral, cognitive, moral, social and other elements and supports the well-being of the individual (Grossman, 2010: 89). According to Brown (2017: 12-13); mindfulness consists of three fundamental aspects: *“Purpose, encompasses directing attention with purpose and intention rather than letting it wander. Presence entails full engagement and attention to the present moment without letting thoughts about past or future affect one’s attendance to the moment. Acceptance involves a nonjudgmental attitude towards whatever arises with each moment”*.

Mindfulness is a form of behavior that can be improved. It is possible to protect and improve mental health with various conscious awareness exercises, just as individuals protect their body health through physical activities (Çelikler, 2017: 5). Especially mindfulness (mindfulness-acceptance) therapies are one of the latest trends in behavioral therapy. In the development of behavioral therapies, the first wave is the techniques associated with operant and classical conditioning principles. The second wave is cognitive behavioral therapy based on the cognitive structuring that was developed in the 1970s. The third wave of behavioral therapies has recently emerged and third wave therapy methods are

“Acceptance and Commitment Therapy–ACT”, “Dialectical Behavior Therapy–DBT”, “Mindfulness Based Stress Reduction – MBSR”, and “Mindfulness Based Cognitive Therapy – MBCT)” (Ögel, 2015).

## MINDFULNESS SKILLS

It can be said that mindfulness has six elements: the first three are the headings about what people do when they are attentive, and the last three are about how they do them (Baer, Smith, Hopkins, Krietemeyer & Toney, 2006). These six elements are “(1) observing, noticing, bringing awareness; (2) describing, labelling noting; and (3) participating. It also identifies three qualities related to the ways in which one does these activities: (1) Nonjudgmentally, with acceptance, allowing; (2) in the present moment, with beginner’s mind; and (3) effectively” (Dimidjian & Linehan, 2003: 166). When it comes to how to do part, there are three facets of mindfulness, which can be defined as (Kocapınar, 2019); (1) nonjudgement of the mind evaluates stimuli without automatic actions rather than being conscious about the judgements. (2) Compassion eliminates the difference between one’s self and others and is to be kind to all animate and inanimate beings. Realization that other is self, is a result of this aspect. (3) Flexibility of mind is approaching things with an open mind and being able to understand different perspectives. Mindfulness practices have seven important attitudinal elements (Kabat-Zinn, 2009: 33). These basic attitudes are shown in Figure 1.

**Figure 1.** Seven Key Attitudinal Elements of Mindfulness



source: Kabat-Zinn, 2009: 33

**Non-judging:** People have judgments, labels, and classifications. Many of us feel like other people, events, emotions, etc. We react automatically without being able to perceive it objectively, while non-judgmental people are better able to control their stress levels.

**Beginner's Mind:** Variables such as beliefs, culture, social and personal values can create distortions in perception. Beginner's mind means the perception of the surroundings and the events as if they were experienced it for the first time with the curiosity of a child.

**Trust:** For a person's mental health, it is necessary to have a basic sense of trust in himself and his feelings. People can make choices according to their own wishes and thoughts without being dependent on an authority and can take responsibility of being themselves and being confident.

**Non-striving:** People often strive for their plans, goals, and expectations. Mindful people, on the other hand, do not strive for anything, but instead observe and watch the passage of feelings and thoughts.

**Letting go:** People sometimes fight negative thoughts, feelings, and situations to get rid of them. People with conscious awareness never go into this war and experience the experience of letting it go.

**Patience:** Patience here means admitting that everything has a time, rather than stressing the mind constantly with plans and expectations. With a strong focus on the future, people who live are cut off from reality. In fact, the most focused time is the present.

**Acceptance:** Thanks to conscious awareness, people who can accept everything as they are, feel better. Because not accepting thoughts, feelings and situations such as fear, anxiety, sadness, depression, physical pain or difficulties in relationships brings different problems with it.

## MINDFULNESS TRAVELLING

One of the most important contributions to today's psychotherapy is the development and implementation of mindfulness-based therapies. This training, which has been found to be effective in numerous research all over the world, has become widespread too in Turkey (Atalay, 2019). Specifically, mindfulness

used in some areas such as social services, psychology, psychiatry, business administration, physiology, nursing, public relations, dermatology, architecture and tourism.

In various ways, mindfulness is perceived mostly as a therapy and meditation as well as a choice of technology or lifestyle depending on the situation. It is found in schools, public places, the private sector, military facilities, political spaces and a variety of different places. When we look at the field of tourism; mindfulness comes to the fore with its positive effects on the well-being of tourists and especially its transformative effect on tourist experiences (Stankov, Filimonau, Gretzel & Vujičić, 2010: 2). Mindfulness drives us to respond skillfully to everything that is happening right now, good or bad, rather than worrying about what is or might be. This includes paying close attention to what is happening in the outside world, as well as internal contents such as thoughts, emotions, and physical sensations (Weare, 2014: 3).

There are two theoretical models of mindfulness in tourism literature. First theory was proposed by Moscardo (1996). It is handled from situational and individual aspects. It is an awareness model of visitor behavior and perception. The second theory is presented by McIntosh (1999).

- In the first theory, situational (environmental) factors include the “surrounding environment, exhibitions, media and design, while individual (traveler) factors link tourists’ motivations, mental states, and interests”.
- In second theory “reflective, cognitive, and emotional psychological processes are triggered by awareness, and the results continually influence individual visitor factors”.

Mindfulness is affected by both internal and external situational factors in two models (Choe, Lee, & Kim, 2014: 903).

There has been a shift from traditional tourism style to sustainable tourism types such as digital detox vacations, eco holiday camps, social tourism, glamping, volunteering and mindful travel past couple of years. This transition was also discussed at the United Nations conference on spiritual travel. Traditional tourism perception noted the shift from the three “S”; “sun, sand and sex” to three S that emerged: “serenity, sustainability and spirituality” (Bokma, 2018). Hence, with the changing perception, travel consultants and hospitality

operators focused specifically on reducing environmental damage, positively affecting local communities and helping travellers become better global citizens (stylus.com, 2020). The latest trends point to a clear shift towards more conscious travel, taking into account motivation and special interests. According to estimates, travelers will seek bespoke experiences with a more compassionate social and environmental impact and begin some sort of personal transformation (Wetu insights, 2020). Therefore, tourism needs alternative ways to measure the competitiveness and success of destinations, such as sustainable, inclusive and universally designed public spaces, people and businesses that can embrace innovation and creativity, and protect and support the local culture of a place (Pritchard, Morgan & Pride, 2011). At this point, one of the best alternatives is mindful traveling.

The concept of mindful traveling is expressed as traveling with conscious awareness, based on the word “mindfulness”, which means awareness of present time (Kaya, 2019). For many people, mindfulness comes into play when we start thinking about the criteria for choosing any destination (Solent University, 2020). Moscardo (1996: 376) drew attention to mindfulness in terms of tourism as follows; “*mindfulness is an integrative concept that can be used to improve the quality of visitor experiences and create a sustainable link between tourism and the built heritage*” and continued, mindfulness visitors pay more attention and understand the management and security demands while at their destination. Consequently, “*mindfulness is a necessary precondition for managing tourist behavior that could potentially harm themselves, others and the environment. awareness is also a necessary condition for tourist learning, awareness raising and changes in attitudes and behaviors*” (Moscardo, 2009: 104).

Mindfulness is oriented to process rather than the contents, that is experiential rather than conceptual (Ögel, 2015), so while mindful travellers focus on providing lifelong travel memories while traveling, they continue to protect the people, animals and the environment they love best in all the places they visit (tourismdashboard.org). For Moscardo, (2009: 104) middle-aged visitors are more likely to be more capable of being satisfied, better remember the settings and features of their experience. It can be said that as people’s experiences increase, their level of consciousness also increases. However, all mindful travellers are more demanding than other visitors to enjoy their visit, to be satisfied, to learn more and to discover more about a topic (Adabali, 2020: 3)

and the five basic measures that mindful tourism pays attention to are as follows (Positive Impact Tourism, 2020):

1. *“More participation, less consumption”*
2. *“Make a positive impact”*
3. *“Connect and learn with locals”*
4. *“Support the local economy”*:
5. *“Preserve cultures for future generations”*

The consciousness of traveling, setting a destination, or thinking about vacation moments takes us to ourselves. We come back again later to empathetically understand our world. Mindfulness therefore is not only meeting the needs of the self as an individual, but also interacting creatively and respectfully with the world and contributing to the promises of liveable communities. Therefore, mindfulness is an experience enhancer (Noll, 2020).

## **SYSTEMATIC LITERATURE REVIEW ON MINDFULNESS AND MINDFULNESS TRAVEL**

Systematic Literature Review (SLR) has been chosen as research method. A systematic review is a high-level overview of primary research on a particular research question that systematically identifies, selects, evaluates, and synthesizes all high-quality research evidence relevant to that question in order to answer it (ncu.libguides.com). A systematic literature review was carried out to identify what research trends are currently evolving in mindfulness studies. There is a large and accumulating number of resources in literature on mindfulness in different languages other than English. The scope of this study consists of only academic journals and book chapters in English rather than other publications and languages. International publications related to mindfulness and mindfulness tourism/travel which were conducted by using SLR were examined and 31 publications written in English were using SLR methodology. In order to be appropriate for the purpose of the research, a number of criteria were applied during the search. These criteria are as follows:

1. The literature review determines the mindfulness and mindfulness travels have been done through the Google Scholar Search Engine.

2. The search was done with the word content of “mindful”, “mindfulness”, “mindful tourism” mindful tourist” and “mindfulness in tourism”.
3. The studies published in the period between 2010-2020 were taken into consideration considering the actuality of the studies in the related literature.
4. The works in which empirical results related to motivation or attractiveness are exhibited were included in the review.

Table 1 exhibits empirical studies on mindfulness. This table aims to familiarize the reader with the concept of mindfulness in general and give a brief information about what has been found until now about this relationship. Table 2 includes the empirical studies on mindful tourism.

**Table 1.** Literature Review on Mindfulness

Author(s)	Study	Year	Findings
Chen, Allen & Hou	Mindfulness, empathetic concern, and work–family outcomes: A dyadic analysis	2020	employees’ empathic concern mediated relationships between their own mindfulness their spouses’ positive work-family outcomes.
Mackiewicz, Graham, Lapidus, Jackson, Doyle, Feryn, Moore, Goodman & Dimidjian	Protocol for a mechanistic study of mindfulness based cognitive therapy during pregnancy.	2020	<ul style="list-style-type: none"> <li>• Primary behavioral outcomes include depressive symptoms on the CESD-R, cognitive reappraisal on the ERQ, and Stroop task performance. In parallel, the primary neurobiological outcomes include whole-brain activation during fMRI tasks when participants</li> <li>1) regulate emotional responding</li> <li>2) engage cognitive control.</li> </ul>
Thiermann& Sheate	The Way Forward in Mindfulness and Sustainability: a Critical Review and Research Agenda	2020	There are six leading theoretical links between mindfulness and sustainability: less automatic health and well-being, nature sociability intrinsic values new experiences

Author(s)	Study	Year	Findings
Goldberg, Knoeppel, Davidson & Flook	Does practice quality mediate the relationship between practice time and outcome in mindfulness-based stress reduction?	2019	In multi-level mediation models, improved implementation quality mediated the link between implementation time and changes in self-report awareness.
Creswell, Lindsay, Villalba & Chin	Mindfulness Training and Physical Health: Mechanisms and Outcomes	2019	1) Health behavior pathways; • sleep, • physical exercise, • other salutary health behaviors. 2) Psychological pathways; • monitor and acceptance theory
Van der Riet, Levett-Jones & Aquino- Russell	The effectiveness of mindfulness meditation for nurses and nursing students: An integrated literature review	2018	positive effect • stress, • anxiety, • sense of well-being • empathy of nurses and nursing students. • depression, • burnout
Potharst, Aktar, Rexwinkel, Rigterink & Bögels	Mindful with Your Baby: Feasibility, Acceptability, and Effects of a Mindful Parenting Group Training for Mothers and Their Babies in a Mental Health Context	2017	After Training 1) The level of affection and well-being of mothers increased. 2) Parental consciousness increased after birth. 3) It was stated that mindful trainings are beneficial.
Ridderinkhof, de Bruin, Blom & Bögels	Mindfulness-Based Program for Children with Autism Spectrum Disorder and Their Parents: Direct and Long-Term Improvements	2017	• Social communication problems • Emotional and behavioral functioning • Mindful awareness
Bartley	Mindfulness: A Kindly Approach to Being with Cancer	2016	Supporting the well-being of cancer patients with mindfulness-based cognitive therapy

Author(s)	Study	Year	Findings
Weare	Evidence for Mindfulness: Impacts on the Wellbeing and Performance of School Staff	2014	impacts on school staff <ul style="list-style-type: none"> <li>• less stress</li> </ul> More; <ul style="list-style-type: none"> <li>• mental health</li> <li>• wellbeing</li> <li>• kindness and compassion</li> <li>• bphysical health</li> <li>• cognitive performance</li> <li>• job performance</li> </ul>
Carlson, Beattie, Giese-Davis, Faris, Tamagawa, Fick & Speca	Mindfulness-Based Cancer Recovery and Supportive-Expressive Therapy Maintain Telomere Length Relative to Controls in Distressed Breast Cancer Survivors	2014	Interventions <ol style="list-style-type: none"> <li>1) Mindfulness-based cancer recovery</li> <li>2) Supportive-expressive group therapy</li> </ol>
Reb, Narayanan & Chaturvedi	Leading Mindfully: Two Studies of the Influence of Supervisor Trait Mindfulness on Employee Well-Being and Well-Being and Performance formance?	2014	Leader Mindfulness <p>Study 1</p> <ul style="list-style-type: none"> <li>• Employee job performance</li> <li>• Employee deviance</li> <li>• Employee emotional exhaustion</li> <li>• Employee work-life balance</li> </ul> <p>Study 2</p> <ul style="list-style-type: none"> <li>• Employee need satisfaction</li> <li>• Employee job satisfaction</li> <li>• Employee job performance</li> <li>• Employee in-role performance</li> <li>• Employee OCBs</li> </ul>
Dane &Drummel	Examining workplace mindfulness and its relations to job performance and turnover intention	2013	the fit of a five-factor model <ul style="list-style-type: none"> <li>• Workplace mindfulness</li> <li>• Work engagement dimensions</li> <li>• Job performans</li> <li>• Turnover intention.</li> <li>• Server experience.</li> </ul>
Shonin, Gordon & Griffiths	Mindfulness-based interventions: towards mindful clinical integration	2013	Sample of group-based MBI were analyzed with the target disease / population, and it was said that mindfulness-based interventions (MBIs) could be effective.

Author(s)	Study	Year	Findings
Klainin Yobas, Cho & Creedy	Efficacy of mindfulness-based interventions on depressive symptoms among people with mental disorders: A meta-analysis	2012	39 studies conducted were included <ul style="list-style-type: none"> <li>• Search strategies</li> <li>• Inclusion criteria</li> <li>• Exclusion criteria</li> <li>• Data collection forms</li> <li>• Data analyses and syntheses</li> </ul>
Davis & Hayes	What Are the Benefits of Mindfulness? A Practice Review of Psychotherapy-Related Research	2011	The main topics for therapists; <ul style="list-style-type: none"> <li>• Empathy</li> <li>• Compassion</li> <li>• Counseling Skills</li> <li>• Decreased Stress and Anxiety</li> <li>• Other Benefits of Mindfulness for Therapists</li> <li>• Client Outcomes of Therapists Who Meditate</li> </ul>
Cullen	Mindfulness-Based Interventions: An Emerging Phenomenon	2011	<ul style="list-style-type: none"> <li>• Demographics and Research</li> <li>• Growth and Scope</li> <li>• Trends</li> <li>• Opportunities</li> <li>• Challenges</li> </ul>

There are many studies on mindfulness in the literature. The studies we have discussed here are shown in Table 1. Some of the studies have attempted to measure the effects of mindfulness in business life with different variables (Chen, Allen & Hou, 2020; Reb, Narayanan & Chaturvedi, 2014; Dane & Drummel, 2013). In addition, many different studies have been examined about; mindfulness-based interventions (Klainin et al., 2012; Cullen, 2011; Shonin et al., 2013), benefits of mindfulness (Davis & Hayes, 2011), effects of mindfulness on school students, teachers and school staff (Weare, 2014), effects of mindfulness-based therapies on pregnant women (Mackiewicz, Graham, Lapidus, Jackson, Doyle, Feryn, Moore, Goodman & Dimidjian, 2020) mindfulness practices for parents and their babies (Potharst, Aktar, Rexwinkel, Rigterink & Bögels, 2017). The positive effect of mindfulness meditation on nurses and nursing students (Van der Riet et al., 2018), the relationship between mindfulness and cancer (Bartley, 2016; Carlson, Beattie,

Giese-Davis, Faris, Tamagawa, Fick & Speca, 2014), mindfulness for children with autism spectrum disorder and their parents (Ridderinkhof, Bruin, Blom & Bögels, 2017) mindfulness in physical health (Creswell, Lindsay, Villalba & Chin, 2019), the relationship between mindfulness and sustainability (Thiermann & Sheate, 2020) and mindfulness-based stress reduction. Looking at the subjects of the studies; it seems quite important to continue the education of mindfulness, which starts while pregnant by supporting it in infancy, at school age and to continue in business life.

Several studies show a correlation between mindfulness, physical health, mental health and subjective well-being (Creswell et al., 2019; Potharst et al., 2017; Weare, 2014; Reb, Narayanan & Chaturvedi, 2014).

**Table.2.** Literature Review on Mindful Tourism and Mindful Tourist

Author(s)	Study	Year	Findings
Stankov, Filimonau, Gretzel & Vujičić	E-mindfulness – the growing importance of facilitating tourists’ connections to the present moment	2020	E- mindfulness for <ul style="list-style-type: none"> <li>• customers,</li> <li>• tourism service providers</li> <li>• future tourism experiences</li> </ul>
Loureiro, Breazeale & Radic	Happiness with rural experience: Exploring the role of tourist mindfulness as a moderator	2019	Rural tourism experience dimensions are positively and significantly associated with happiness.
Stankov & Filimonau	Co-creating “Mindful” Holiday Resort Experience for Guests’ Digital Well-Being	2019	Propositions of soft and hard input measures to support holiday resort mindful co creation.
Chan	Mindfulness promotes sustainable tourism: the case of Uluru	2018	They found that mindfulness promotes awareness of sustainability issues.
Taylor & Norman	The influence of mindfulness during the travel anticipation phase	2018	They found that mindfulness during the travel anticipation phase had significant positive influences on confidence, satisfaction and loyalty,

Author(s)	Study	Year	Findings
Lee, Jan, Tseng & Lin	Segmentation by recreation experience in island-based tourism: a case study of Taiwan's Liuqiu Island	2017	<ol style="list-style-type: none"> <li>1) Multi-experience recreationist</li> <li>2) Aestheticist</li> <li>3) Hedonist</li> <li>4) Knowledge seeker</li> </ol>
Chen, Scott & Benckendorff	Mindful tourist experiences: A Buddhist perspective	2017	<ul style="list-style-type: none"> <li>• Themes and concepts of meditative mindful experiences.</li> <li>• Antecedents facilitating meditative mindful tourist experiences.</li> <li>• Benefits of meditative mindful tourist experiences.</li> <li>• Contrasting MM and SCM in tourism contexts</li> </ul>
Moscardo	Exploring mindfulness and stories in tourist experiences.	2017	<p>Some preliminary propositions:</p> <ol style="list-style-type: none"> <li>1) creating attractive (family stories, heroic stories, new, surprising stories, dangerous stories) stories to attract attention</li> <li>2) give the opportunity to create their own story</li> </ol>
Choe, Lee & Kim	Understanding the exhibition attendees' valuation of their experiences: a comparison between high versus low mindful visitors	2014	<ol style="list-style-type: none"> <li>1) Participants were grouped in two levels according to their level of difference. low mindful group high mindful group</li> <li>2) Exhibitors' experiences during and after the exhibition are different from each other.</li> </ol>
Gill & Williams	Mindful deviation in creating a governance path towards sustainability in resort destinations	2014	<p>Whistler's journey towards a sustainability-focused governance approach:</p> <ol style="list-style-type: none"> <li>1) Growth dependence</li> <li>2) Breaking the lock-in of growth dependence</li> <li>3) Negotiating affordable housing</li> </ol>

Author(s)	Study	Year	Findings
Packer & Ballantyne	Encouraging reflective visitor experiences in ecotourism	2013	<ul style="list-style-type: none"> <li>• Providing a time and space for reflection</li> <li>• Promoting emotional engagement</li> <li>• Highlighting the importance of reflective activity</li> <li>• Encouraging imagination</li> <li>• Individualising the learning experience</li> <li>• Providing opportunities for interpersonal interaction</li> <li>• Maintaining contact with visitors after the experience</li> <li>• Reflecting on your own practice</li> </ul>
Morgan	Time for 'mindful' destination management and marketing	2012	Mindfulness should be evaluated by both destination management and tourism businesses.
Dutt	The role of mindfulness in tourism; tourism businesses' perspectives of mindfulness	2011	<p>As a result of the interviews, 7 themes were created:</p> <ol style="list-style-type: none"> <li>1) People and interpersonal relationship</li> <li>2) Infrastructure</li> <li>3) Culture and Heritage</li> <li>4) Difference</li> <li>5) experiences</li> <li>6) uniqueness</li> <li>7) services</li> </ol>

It has been observed that studies on mindfulness in tourism are increasing over years. The concept of awareness is a different, new, original and incomprehensible term for the tourism field. Therefore, qualitative interviews or secondary source analysis have been used more frequently in many studies on mindfulness (Stankov, Filimonau, Gretzel & Vujičić, 2020; Thiermann & Sheate, 2020; Stankov & Filimonau, 2019; Lee, Jan, Tseng & Lin, 2017; Moscardo, 2017; Chen, Scott & Benckendorff, 2017; Moscardo, 2017; Gill & Williams, 2014; Packer & Ballantyne, 2013; Morgan, 2012). There are studies using interviews as a research method (Chen, Scott & Benckendorff, 2017, Dutt, 2011). There are also qualitative studies examining the relationship between mindfulness and

different variables (Loureiro, Breazeale & Radic, 2019; Chan, 2108; Taylor & Norman, 2018; Choe, Lee & Kim, 2014).

A wide variety of topics have been studied in the field of mindfulness tourism. Specifically, studies on the effect of mindfulness on tourists and tourist/visitor experiences draw attention (Loureiro, Breazeale & Radic, 2019; Stankov & Filimonau, 2019; Moscardo, 2017; Lee, Jan, Tseng & Lin, 2017; Chen, Scott & Benckendorff, 2017; Choe, Lee & Kim, 2014; Packer & Ballantyne, 2013). There are other studies stating that it is an explaining the role of mindfulness in tourism (Dutt, 2011), necessity of mindfulness for destination management and marketing (Morgan, 2012), leveraging the abilities of mindfulness to support sustainability (Chan, 2018; Gill & Williams, 2014); E-mindfulness (Stankov, Filimonau, Gretzel & Vujičić, 2020) and the influence of mindfulness during the travel anticipation phase (Taylor & Norman, 2018).

## CONCLUSION

The lives of all of us flow with constant confusion and chaos. We always try to catch up with a place, a job, a meeting, activity or our children, which is something that exhausts out. We often do not realize the importance of stopping and waiting and taking a short break. We need to get out of the daily routine with simple questions such as “Where am I?”, “What am I doing?”, “What day am I having?”, “Am I happy?”. Because when people do not pay attention to what they do, not only their bodies but also their minds remain elsewhere. At such times, mindfulness ensures that body and mind are in the same place at the same time (Chambers, 2017). In simple terms, mindfulness is to remain in the moment and to be capable of assessing it. Individuals are now consciously willing to take advantage of increased recall, understanding and evaluations. Therefore, tourism businesses can benefit from competitive advantage, increased loyalty and better recall of customers’ products by facilitating awareness (Dutt, 2011).

From the teachings of mindfulness, it is not hard to guess that mindful tourists complete their travel experiences with more satisfaction, more pleasure and more understanding. Travels which made with the mindfulness approach are capable of shaping the future of tourism. Although it is considered a new concept, mindfulness has been applied in many areas and has been giving fruitful results for many years. At this stage, mindfulness’ adaptation to tourism can be seen as a burdensome task; however, it is worth reminding that, although it was very important in the past years, the difficulty of sustainable tourism has

always been mentioned. Over time, everyone got used to it. Now, one of the most important factors that businesses and travellers alike pay attention to in determining the destination: sustainable qualities... The same challenges will be noted for mindfulness traveling. However, the overlooked point is that travellers are now more sensitive, conscious and respectful to both the environment and themselves. According to Morgan (2012: 9), “at present, it is difficult to predict the trajectory of slow travel and similar programs, but moving towards more careful, inclusive and socially oriented development and as a result the popularity of destinations that support local diversity seems likely in the long term”.

In the beginning of mindfulness tourism, mindfulness visitors develop a positive attitude, appreciation and empathy towards the places that they visit. A sense of commitment arises to protect the places they visit even after their visiting (Ling, Noor, Lim & Mohamed, 2011: 311). Therefore, a situation requested by both tourism operators and destination management will automatically come true. Moreover, in some cases, it is claimed that the general view of the destination may be sufficient to raise awareness among tourists (Willson & McIntosh, 2007). As far as Turkey’s impressive natural beauty, historical sites and ancient cities is concerned, it is likely to be the center of attraction and a favourite holiday destination for mindfulness tourists.

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## CHAPTER 2

# DIGITAL TRANSFORMATION AND PANDEMIC EFFECT IN TOURISM: EXAMPLES AND RESEARCHES

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## INTRODUCTION

**T**HE DIGITAL WORLD CAN PROVIDE GREAT ADVANTAGES FROM PRODUCTION TO PRESENTATION IN THE SECTORS OF goods and services by changing rapidly and continuously. With the industrial revolutions, great changes have occurred in the way people do business and in their lifestyles. With Industry 4.0, the latest industrial revolution that took place, the tourism sector, like all sectors, has started to use technology intensively. The concept of Industry 4.0 is a holistic term that covers contemporary automation systems, data exchange and technologies used in manufacturing. The Internet of Things is also known as internet services and cyber-physical systems forming a whole of values (Industry 4.0, 2020). With this concept, the tourism sector is

also involved in the digitalization process and carries out the studies required in order to provide touristic products and services intensively with technology. Thanks to digitalization, the tourism industry can save money on many other issues such as time, cost and manpower. Many tourism businesses that want to start the digitalization journey are embracing a change-transformation process along with the concept of digital transformation. With Covid-19, digitalization steps have been taken all over the world, and the tourism sector, which is easily affected by all events, has been affected by this movement of change and has experienced changes in touristic product preferences. Technological developments have come to the forefront with the epidemic and have been attempted to be implemented by tourism enterprises.

In addition to the innovations in digitalization, this study discusses the changes in the tourism sector, which is one of the most affected sectors during the Covid-19 pandemic. Furthermore, it has been revealed how countries that accept tourists and send tourists manage the pandemic process. In the researches, it is also predicted that the tourism sector will make progress on the digital platform and lead to a radical change in the business processes of the tourism sector, taking into account consumer behavior.

## **THE CONCEPT OF DIGITALIZATION AND INDUSTRY 4.0**

Digitalization, digital transformation, virtual services that come with the prefix of “-e”, Industry 4.0 and many other similar technological developments force all sectors to change. Businesses that keep up with this change will survive, while businesses that ignore it will be doomed to disappear. The concept of digitalization is defined in Wikipedia as follows: *“Digitalization or digitization is the process of converting information into a digital environment in a computer-readable way. In particular, engineers transfer various physical images to the computer and use them to carry out their works.”* (Wikipedia, 2020). The conversion of information from a physical format to a digital format is called digitalization. This can be exemplified with the conversion of a printed book into an e-book format. Digitalization allows things to be done faster, more practically and more efficiently (Kyocera, 2020). On the other hand, the use of digital technologies to provide revenue and value generation opportunities and to change a business model can also be called digitalization (Gartner Glossary,

2020). It can be characterized as the presentation of real information without depending on a physical place. Historically, information could disappear if they were stored in physical environments; however, with digitalization, information can be stored in both physical and digital environments and can continue to exist digitally even if its physical asset is damaged (Scientu.net, 2018). In the period since the industrial revolution, various technological developments are occurring and these developments affect people's daily lives and play an important role in creating a digital society by causing major changes in their way of life (Puncreobutr, 2016:92).

Organizations have entered the digital transformation process with the concept of digitalization. The concept of digital transformation is defined in Wikipedia as *“Digital transformation is a term that defines the process of creating solutions through the integration of digital technologies to social and sectoral needs and accordingly, developing and changing the way of doing business and culture. Digital transformation, centered on creativity and innovation, has emerged to achieve more efficient results than traditional methods.”* (Wikipedia, 2020). The transformation of business activities, processes, products and models using technological developments is called digital transformation. The purpose of this transformation is to increase productivity, manage risks, or create revenue opportunities (Webtures, 2020). Digital transformation can be expressed as a whole of transformations on human, business processes and technology elements in order to meet the opportunities offered by information and communication technologies, whose development has achieved rapid acceleration in recent years, and to meet the changing needs of societies day by day, to make organizations more effective, to provide efficient service and to ensure satisfaction. We encounter the concept of digital transformation as a product of many technological developments. Web 2.0, broadband internet, internet of things, cloud system, digital media, big data, artificial intelligence, augmented reality and 3D printers can be named as groundbreaking technologies for this transformation. Digital technologies can also be called making physical records digitally processable (automation) and digitizing processes (e-service). With the technological developments experienced, institutions, assets and stakeholder relations can be defined in the digital environment. While digitalization is a process, organizations can make their automation more efficient with the help of new technologies and provide improvements in their service experiences using digital technologies (Digital Academy, 2020).

The emergence and development of all these concepts can be regarded as the result of industrial revolutions. The last of the industrial revolutions is the concept of Industry 4.0. The concept of Industry 4.0 was first revealed at the Hanover fair in 2011 (Rojko, 2017:80). This concept is explained as a new production system that can interact and communicate with live and inanimate objects without physical connection with chip use and the popularization of the Internet and where intelligent production can be made, cyber-physical systems are used and which is also known by the concept of internet of things (Aksoy, 2017:37). The digitalization that comes with Industry 4.0 greatly drives the way of doing business in the fields of information management and production/service to change drastically. Robotic technologies, tablets, computers, transponders (called portmen used in telecommunications that can communicate with signals), sensors, artificial intelligence and other technologies are more economical for organizations (Schlund et al., 2014: 4 narrated by Topsakal et al., 2018:1630). In the light of this information, new technologies are being developed with Industry 4.0, the world is moving towards digitalization and digital transformation for organizations is regarded as inevitable.

According to regularly announced data; while the world's total population was 7.81 billion, total mobile phone users reached 67% of the total population with 5.20 billion, total internet users reached 60% of the total population with 4.66 billion, and social media users reached 53% of the total population with 4.14 billion. Turkey's total population is 83.88 million, while total mobile phone users are 92% of the country's population with 77.39 million, total internet users are 62.07 million, 74% of the country's population, and total social media users are 54 million and 64% of the country's population (We Are Social, 2020). Considering these statistics, the fact that people's internet, social media and mobile phone usage rates are so high is an indication of how influential the technological developments are in our lives. The tourism sector, which is easily affected by almost all developments in the positive negative experienced in the world, closely follows these new concepts, but organizations are making intensive efforts to realize this transformation.

## **POSITIVE-NEGATIVE EFFECTS OF DIGITALIZATION IN TOURISM**

Tourism is the largest employment provider in the world. This leads to a higher range of heterogeneous stakeholders than other sectors. Information-

communication technologies (ICT) has a quite big role in the rapid growth and development of the tourism sector. With the interactions between the technology and tourism sector, serious changes are occurring in perceptions of the nature of the sector. With these developments in recent years, it is observed that there have been great changes in the perceptions of stakeholders and tourists. It allows ICT tourism organizations and destinations to fight more effectively in an increasingly competitive environment (UNWTO, 2001, narrated by Buhalis & Law, 2008:610). With revolutionary innovations in information and communication technologies in the 21st century, the tourism sector is developing rapidly. The most important of the changes carried out as a new service creation process in the tourism industry is known as digital tourism. In recent years, the nature and structure of tourism has changed rapidly and new tourism trends emerging with technology are being competitive with traditional tourism varieties. Mass tourism is replaced by new types that are organized again according to tourist requests and needs. Tourism organizations actively support new technologies. Modern developments create new opportunities for tourism businesses and allow the expansion of business boundaries (Kayumovich, 2020:24). Digital tourism is about the use of technologies to improve the tourist experience in general. While this may be as ordinary as a tourist reading reviews on their website, we also encounter this as digital content created to enrich the tourist experience with increased virtual reality (Benyon et al., 2013:552).

With digital transformation, some positive and negative innovations emerge in the tourism sector. With the start of technological developments in the tourism industry, it has positive effects such as providing a competitive advantage to businesses, changes in the way they buy services, enrichment of the tourist experience and many more. In addition to these positive aspects, it also has some negative effects. The tourism sector, which is a labor-intensive sector, can experience technological unemployment with automation, which manifests as a negative effect of this transformation process.

### *Negative Effects of Digitalization in Tourism*

It is thought that with the light robot and automation investments in the tourism sector, there will be a decrease in the number of employees and this will have a negative impact on employment as a whole. In addition, it is predicted that the employees currently employed in the tourism sector will have great problems adapting to the innovations brought about by information and communication

technologies that are constantly developing and changing. In addition, there is a view that existing institutions providing tourism education will be inadequate in providing an adequate level of education to tourism students. With the continuous development and change of technology, it is thought that the life of the touristic product created will be shortened and can create serious costs. It is estimated that tourism businesses that cannot keep up with the change in the short term will lose their competitive advantage and will not be likely to survive in the long term. Developed systems, mobile applications, virtual reality technologies, hologram technologies and tools capable of instant translation can be predicted to negatively affect the employment of guides and customers in the tourism sector. Technological developments covering travel sites, mobile applications and similar agency activities are predicted to be difficult for travel agencies in the long term. It is thought that the standards of touristic products created with technological developments in the world have not yet been determined with certainty and may adversely affect the quality of service.

### *Positive Effects of Digitalization in Tourism*

Robots and automation systems provide a competitive advantage for businesses by being utilized in accommodation facilities, theme and amusement parks, restaurants, meetings and conventions, airports, travel agencies, car rental companies/areas, tourist information offices, museums and art galleries (Ivanov et al., 2017:1505-1513), sightseeing, parks and archaeological sites, travel ships and many more, while enriching the experience for tourists. The fact that touristic products gain a new dimension through technology will be able to provide businesses with a competitive advantage by enriching the experiences of tourists. Some museums can organize virtual trips with virtual tours, augmented reality applications, travel or virtual reality glasses, increase interest in the tourist product or destination, attracting more tourists and increasing their income. With the presence of businesses in digital media, it is ensured that they can reach wider audiences. In this way, they can provide remember ability by interacting with tourists and increase interaction in order to provide personalized service. Destinations can make their promotions more comfortable and expand their target audiences with digitalization steps such as social media platforms, websites, mobile applications and so on. Tourism businesses can also benefit from technological developments in energy saving. For example, Marriott hotels'

new pump systems reduce energy costs by half, keeping customer satisfaction at a high level (Grundfos, 2020).

## COVID-19 AND DIGITALIZATION

Epidemics affect people's lives in many ways. As a result of the emergence of epidemic diseases, people can change their way of life, adopt different habits and at the same time postpone their habits that can be given up quickly, such as travel and holidays (Türker, 2020:209). The world has had to deal with many epidemics since the past. As the epidemics that took place in history have taken many lives, they have also opened deep wounds to the world economy. One of the epidemics experienced in the past is yellow fever, which occurs every 3 to 5 years. As a result of this disease, 288,245 cases were reported in Rio de Janeiro in the summer of 2002, while 38,000 cases were reported in Costa Rica in 2005 and 158 people died in Brazil in 2008 (Menegaki, 2020:3). A 4% decrease in tourism was determined in Brazil due to the yellow fever outbreak, and international tourism expenditures fell by US\$132.3 million and national tourism expenditures by US\$1.4 billion due to the disease (Nishikawa et al., 2016). The Ebola virus caused the number of incoming tourists to decrease by 50%, and as a result of the Zika virus in 1.5 million people, 64% of American citizens stated that they had cancelled their travel to Zika virus-detected areas (Menegaki, 2020:3-4). Another disease that has created a crisis worldwide is the bird flu outbreak in China in 2003 (Çeti & Ünlüönen, 2019: 118). Bird flu is a type of epidemic transmitted from animals to people, not by close contact from person to person (McAlleer et al., 2010:101). Bird flu, like other outbreaks, has affected tourism. Looking at the number of tourists coming to Indonesia, Vietnam, China and Thailand, where the outbreak was intense in 2003, there was a decrease of 11.25%, 7.57%, 10.14% and 7.27% respectively (Çeti & Ünlüönen, 2019:119).

Today, the humanity is facing another epidemic. Considered equivalent to the Spanish flu due to its impact, Covid-19 outbreak continues to spread rapidly. Covid-19 outbreak, which was found to have been transmitted from the seafood and animal market, appeared in a group of people showing signs of fever, cough and shortness of breath in Wuhan province of China, spread to almost all countries of the world, especially China, and was declared a pandemic by the World Health Organization on March 11, when the first case was detected in our country (Republic of Turkey, Ministry of Health, 2020; Youssef, Zeqiri

& Dedaj, 2020:121). Some people diagnosed with Covid-19 may survive the outbreak mildly, while others may experience the disease severely or even lose their lives (Republic of Turkey, Ministry of Health, 2020). Covid-19 pandemic, which emerged in December 2019, has infected more than 62 million people worldwide as of November 30, 2020, resulting in the loss of more than 1.4 million lives (WHO, 2020). In our country, the total number of patients was recorded as 500,865 people as of the same date, while the total number of deaths was 13,746 (T.C. Ministry of Health, 2020). Although the Covid-19 pandemic has relatively lost its effect with the warm weather in the summer of 2020, it continues to spread rapidly in these days as we move towards the winter months.

Covid-19 pandemic has affected one million people in more than 80 countries with a mortality rate of 3.4% in 2 months from the moment it emerged. What makes the situation worse is that no effective vaccine has yet been developed to treat Covid-19 (Priyadarshini, 2020:1). Countries have implemented a series of measures to reduce the infection rate of the pandemic. Inter-country borders have been closed, travel has been completely restricted and even completely halted in some countries, people have been asked to quarantine themselves by being told to stay in their homes, and a curfew has been imposed (Desbiolles, 2020:611). The measures implemented can be removed or further detailed according to the rate of spread of the epidemic. However, 3 simple rules that people should follow to protect themselves from the Covid-19 pandemic have been declared by the World Health Organization (WHO) and explained that all people can be protected from the virus by following these rules. These rules are listed as social distancing, wearing masks and cleaning. In order to help people, comply with these 3 rules, some countries and leading companies have developed and implemented various smart city applications with the help of technology. For example, Google collaborated with Apple and implemented the pandemic tracking application using Bluetooth technology to track contact persons within the framework of user privacy and security principles (Apple, 2020). Another smart city application is the monitoring system developed by “Numina”. This application was developed using MOBESE (Mobile Electronic System Integration) cameras to check whether people comply with social distancing rules set at 2 meters in the city. Meanwhile, the notification system is also designed so that daily recorded data can be transmitted to the relevant units (Altaweel, 2020).

China is using patrol robots to check whether people are wearing masks in public places and to determine their body temperature. The patrol robots developed by a company called “Guangzhou Gosuncn Robot” using the technology of Advantech, an internet of things hardware and software specialist, are equipped with high-quality cameras and infrared thermometers to detect the body temperature of approximately 10 people at the same time within a radius of 5 square meters. When patrol robots detect a person with a high fever or not wearing a mask, they send alerts to the relevant units and in this way ensure that relevant procedures are carried out (Weekes, 2020).

Maps showing the risky regions designed by the American company “Urban Footprint Planning” appear as another smart city application. With the help of these maps, high risk zones can be determined (Urban Footprint, 2020). However, in order to measure mobility and to provide data flow to both central and local governments, two Italian companies called “Enel X” and “Here Technologies” have produced and made available maps showing how far people have traveled and where their journeys begin and end (Bilgiç, 2020:135).

Various applications have been developed and made available in our country. The “Hayat Eve Sığar (Life Fits in the House) “ app is among the most well-known and used applications. By answering a few questions posed by this application, which is carried out in cooperation with the Ministry of Health and the Directorate of Information and Communication Technologies Authority, users can determine Covid-19 risk levels on a daily basis and, if necessary, provide warnings to the relevant units. Thanks to the implemented HES codes, it can be monitored whether patients who test positive for Covid-19 comply with the necessary isolation rules. In addition, people who use the application can see the risk report for their location with the help of a map (Republic of Turkey, Ministry of Health, 2020). Another smart city application developed in our country is “MESS Safe”, which was developed by the Turkish Metal Industrialists’ Union. With this application, employees at work are ensured to comply with the social distancing rule. Developed as wearable technology or downloadable mobile application, the product ensures that employees are warned visually or aurally through a system in case of violation of the social distancing rule (Turkish Metal Industrialists’ Union, 2020). This and many other smart city applications are being developed and used to prevent the Covid-19 pandemic.

## IMPACT OF COVID-19 ON TOURISM

The Covid-19 virus, which is quite risky in the elderly and people with chronic diseases, has an incubation period of an average of 14 days and also does not show any symptoms in 85% of those who are infected (Strielkowski, 2020; Ulak, 2020:111) affects many sectors, especially the tourism sector. The tourism sector plays an important role in increasing countries' foreign currency revenues and creating jobs (Ulak, 2020:109). As a service sector, tourism is a labor-intensive sector. There may be a possibility that employees and guests may be in close contact both in accommodation businesses, on organized tours and during transportation. Therefore, measures taken to prevent the spread of the Covid-19 pandemic, such as closing borders and banning intercity transportation, have deeply affected the tourism industry. In this process, businesses providing accommodation, travel, tour services, air and sea transportation and entertainment/recreation services (Ranasinghe et al., 2020) lost a large part of their income and had to dismiss their employees or send them on unpaid leave. The impact of the tourism sector, which is an important source of countries, also harms the economies of the country (Ulak, 2020:111).

Worldwide tourism revenues for 2020 are estimated to be \$568.6 billion. It is possible to say that global tourism revenues estimated for 2020 will decrease by 17% compared to global tourism revenues in 2019. Looking at the intercontinental distribution of the decline in tourism revenues, it is stipulated that North America's tourism revenues will decrease by 9.4%, Europe by 16.18% and the Asian continent, which includes the People's Republic of China, the country where the Covid-19 pandemic began, by 27.8% (Priyadarshini, 2020:13). Considering at the incomes of the leading countries in the tourism sector, it is predicted that the decline in tourism revenues of the USA and Germany will be 10%, Italy will be 24% and the People's Republic of China will be 40% (Priyadarshini, 2020:14). Turkey is among the countries experiencing the sharpest decline in tourism revenues. Turkey earned over US\$26 billion in revenue the first 9 months of 2019, while in 2020, over the same period, earned over US\$8 billion, a decrease of 69.4% over the same period (Republic of Turkey, Ministry of Tourism and Culture, 2020). From here, it would not be wrong to say that the Covid-19 pandemic has affected developing countries such as Turkey more severely.

## **INNOVATIONS AND DIGITALIZATION IN TOURISM DURING COVID-19**

The measures taken in the summer of 2020 began to be relaxed with the Covid-19 pandemic losing its impact. The Covid-19 pandemic (Hoque et al., 2020:55), which has caused fear around the world, prevents people from traveling and vacationing. Therefore, the measures to be taken in tourism enterprises are gaining importance to revitalize tourism and contribute to the economies of the country. In this context, Turkey has announced that it has developed the certification system called “Safe Tourism Certificate”. The “Safe Tourism Certificate”, developed by the Ministry of Culture and Tourism (2020) and including separate criteria for road vehicles used for tour and transfer purposes along with accommodation, food and drinking enterprises, was first issued in accordance with the wishes of the enterprises, but then made mandatory by the Ministry (TGA, 2020). It is not possible for a tourism business to operate in Turkey without having this certificate.

Experts underline that tourism can change during and after the pandemic. It is predicted that tourism will experience a change from mass tourism to individual tourism after the pandemic and it is estimated that the way tourists take vacations will change and boutique and less crowded hotels and rental villas will be preferred rather than resort hotels serving all-inclusive systems. However, it is thought that there may be a digitalization process in tourism during or after the pandemic (Türker, 2020:219; Karadeniz et al., 2020; Youssef et al., 2020; KIVILCIM, 2020). In this context, it is possible to say that digital transformation is gaining traction in various enterprises providing tourism services. At the airports, the use of thermal cameras has been started in order to analyze the health status of passengers entering and leaving the countries. Passengers found to have high fevers are taken care of by medical personnel, while in suspicious cases passengers are prevented from being taken into countries (Akca, 2020:48).

Some hospitality businesses are trying to keep up with digital transformation with their applications. For example, located in Antalya, Akra Hotel has digitized its menus with QR code technology and announced that various services can be obtained with mobile applications. (Akra Hotel, 2020). Rixos Premium Bodrum states that fire measurement is carried out with thermal cameras at the entrances and exits of the hotel and when a guest or employee with a high fever is detected, information is sent to the reception through the system, entrance

and exit operations are carried out without contact, and at the same time various information about the hotel can be accessed thanks to the QR code technology located in various parts of the hotel (Rixos Premium Bodrum, 2020). Another example of digitalization is used in Maxx Royal hotels. Maxx Royal provides ambient air disinfection with ozone devices programmed for the square meter of the room before arriving in the guest room (Maxx Royal, 2020). Considering that one of the ways to protect against the Covid-19 pandemic is cleanliness and regular ventilation of the environment we are in, it is possible to say that it is a suitable application. Many hospitality businesses around the world are also starting to embrace the digital transformation trend. Eccleston Square Hotel, located in London, not only provides contactless entry and exit, but also presents an advanced package of personal protection equipment to protect guests from the Covid-19 virus. This protection equipment package contains an in-room ultraviolet (UV- harmful ultraviolet rays' invisible to the naked eye) sterilization box, portable UV sterilizing light bar and in-room antibacterial filter air purifier (Eccleston Square Hotel, 2020). Henn na Hotel in Japan is a hotel concept where all employees are robots. Robot employees at reception can detect guests arriving with facial recognition system and perform transactions. Every operation to be carried out within the hotel is carried out with the help of technology. It is also possible to see dinosaur robots instead of human robots in some parts of Henn na Hotel, which is paid by credit card or different means instead of cash (Henn na Hotel, 2020). Peninsula Hotel, also located in Japan, is one of the hotels where digitalization is heavily used. The hotel has a 3000-channel internet radio and fixed phones are also used as mobile phones and calls are made via Skype instead of the regular phone system. With the availability of a city tour guide on the iPods given at the entrance to the hotel, it is aimed that, during this period of Covid-19 pandemic, that people should explore the city from the digital platform instead of going on tours and touring the city (Posta Newspaper, 2020).

Museums, like hotels, are one of the most important building blocks of tourism. Therefore, it is thought that it would be useful to talk about the digital transformation in museums. During the Covid-19 pandemic, museums also suspended their activities and faced various economic problems. Museums, which had to close one after the other during the pandemic, offer their various exhibitions to visitors from online platforms. During the Covid-19 pandemic, some museums increased the number of digital exhibition tours and publications; has started to use social media accounts such as Twitter, Facebook and Instagram

more effectively and some museums have taken important steps towards digitalization by designing online games, educational activities or competitions (Ertürk, 2020:398). In museums, it is possible to use many applications under the name of digitalization. With the use of augmented virtual reality technology, it is possible to examine the original shapes of historical monuments in museums in three dimensions, to stimulate the visuals in the paintings, to see the mummies stored in the coffin in three dimensions, to participate in virtual tours published from online platforms and to obtain information from hologram guides. Sakıp Sabancı Museum, Topkapı Palace, Beşiktaş JK Museum, Türkiye İş Bankası Museum, Latife Hanım Pavilion Memorial House and Edirne Archaeology and Ethnography Museum are among the museums with augmented virtual reality applications (Avcı, 2020).

## SYSTEMATIC LITERATURE REVIEW ON COVID-19 AND TOURISM

A systematic literature reviewing to determine the impact of the Covid-19 pandemic on tourism was conducted through the Google Academic Search Engine. Some searching criteria have been applied in accordance with the purpose of the research. These criteria are as follows:

1. The study was carried out with the keywords “Covid-19 pandemic” and “Covid-19 and Tourism”.
2. Since the Covid-19 pandemic emerged in December 2019, the study was limited to 2020 only.
3. Only studies researching the effects of the Covid-19 pandemic on tourism are included in the study.

**Table 1.** Systematic Literature Review on Covid-19 and Tourism

Author(s)	Name of The Study	Conclusions
Ulak, N.	A Preliminary Study of Novel Coronavirus Disease (COVID-19) Outbreak: A Pandemic Leading Crisis in Tourism Industry of Nepal	<ul style="list-style-type: none"> <li>• Loss of employment</li> <li>• Economic negative impact of tourism sector as a result of restriction of transportation, closure of borders and tourism enterprises</li> </ul>

Author(s)	Name of The Study	Conclusions
Priyadarshini, I.	A Survey on Some of the Global Effects of the COVID-19 Pandemic	<ul style="list-style-type: none"> <li>• 2020 will see a decline in global travel and tourism revenues</li> <li>• Aviation sector affected by falling passenger numbers in countries such as Italy, China, Japan, Germany and France</li> <li>• Declining revenues in the aviation sector for leading tourism countries</li> </ul>
Yang, Y., Zhang, H., & Chen, X.	Coronavirus Pandemic and Tourism: Dynamic Stochastic General Equilibrium Modeling of Infectious Disease Outbreak	<ul style="list-style-type: none"> <li>• Reduced tourism demand due to government restriction of mobility</li> <li>• Loss of employment</li> <li>• Negative impact on tourism economy</li> </ul>
Brouder, P.	Reset Redux: Possible Evolutionary Pathways Towards the Transformation of Tourism in a COVID-19 World	<ul style="list-style-type: none"> <li>• Tourism will undergo a drastic change in both supply and demand</li> </ul>
Youssef, B.A., Zequiri, A., & Dedaj, B.	Short and Long Run Effects of COVID-19 on the Hospitality Industry and the Potential Effects on Jet Fuel Markets	<ul style="list-style-type: none"> <li>• Negative impact of Covid-19 pandemic on airline transportation and tourism</li> <li>• After the pandemic, virtual tourism will be prevalent, mass tourism will decrease and people will travel to calmer and less crowded places</li> </ul>
Desbiolles, H.F.	Socialising Tourism for Social and Ecological Justice After COVID-19	<ul style="list-style-type: none"> <li>• Seeing the Covid-19 pandemic as an opportunity to rebuild tourism</li> <li>• The Covid-19 pandemic is regarded as an opportunity to eliminate the injustices and pressures that exist in tourism</li> </ul>

Author(s)	Name of The Study	Conclusions
Hoque, A., Shikha, A.F., Hasanat, W.M., Arif, I., & Hamid, A.B.A.	The Effect of Coronavirus (COVID-19) in the Tourism Industry in China	<ul style="list-style-type: none"> <li>• China is adversely affected economically as tourists halt plans for visits to China and some countries suspend flights to China</li> </ul>
Karim, W., Haque, A., Anis, Z., & Ulfy, A.M.	The Movement Control Order (MCO) for COVID-19 Crisis and its Impact on Tourism and Hospitality Sector.	<ul style="list-style-type: none"> <li>• Minimizing flights</li> <li>• Forcing the employees in tourism enterprises to take unpaid leave</li> <li>• Economic negative impact on Malaysian tourism sector</li> </ul>
Ranasinghe, R., Damunopola, A., Wijesundara, S., Karunaratna, C., Nawarathna, D., Gamage, S., Ranaweera, A., & Idroos, A.A.	Tourism After Corona: Impacts of Covid-19 Pandemic and Way Forward for Tourism, Hotel and Mice Industry in Sri Lanka	<ul style="list-style-type: none"> <li>• The restrictions that came with the Covid-19 pandemic also negatively affect tourism businesses and other businesses in cooperation economically</li> <li>• Tourism will be a pioneer of economic recovery after the pandemic</li> </ul>
Bakar, A.N., & Rosbi, S.	Effect of Coronavirus Disease (COVID-19) to Tourism Industry	<ul style="list-style-type: none"> <li>• Covid-19 pandemic reduces tourism demand</li> <li>• Reduced price range in the sector as tourism demand falls</li> </ul>
Menegaki, A.	Hedging Feasibility Perspectives Against the COVID-19 in the International Tourism Sector	<ul style="list-style-type: none"> <li>• Negative impact of Covid-19 pandemic on world economy and tourism</li> <li>• Reduced demand for tourism</li> <li>• Loss of employment</li> </ul>
Gössling, S., Scott, D., & Hall, M.	Pandemics, Tourism and Global Change: A Rapid Assessment of COVID-19	<ul style="list-style-type: none"> <li>• Decrease in the number of tourists</li> <li>• Decreased number of flights and decrease in the number of passengers on planes due to the social distancing rule</li> <li>• Reduced occupancy of hospitality businesses</li> <li>• Some tourism businesses going bankrupt</li> <li>• Loss of employment</li> <li>• Tourism businesses have difficulty paying their debts</li> <li>• Cash deficit</li> </ul>

Author(s)	Name of The Study	Conclusions
Hall, M., Scott, Daniel., & Gössling, S.	Pandemics, Transformations and Tourism: Be Careful What You Wish For	<ul style="list-style-type: none"> <li>• Tourism will enter a new transformation</li> <li>• Contribute to the nationalist policies of some countries</li> <li>• Focus on sustainable tourism varieties</li> </ul>
Türker, Ö.G.	Covid-19 Salgını Turizm Sektörünü Nasıl Etkiler? Turizm Akademisyenleri Perspektifinden Bir Değerlendirme	<ul style="list-style-type: none"> <li>• Covid-19 pandemic will reduce demand for travel and tourism</li> <li>• National tourism will be prevalent in the world and in Turkey</li> <li>• Individual tourism will increase instead of mass tourism</li> <li>• Buffet service in tourism businesses will be less preferred</li> <li>• People will turn to individual tourism activities instead of staying in crowded hotels such as resort hotels</li> <li>• Increased unemployment</li> <li>• Digital transformation in tourism</li> </ul>
Kıvılcım, B.	Covid-19 (Yeni Koronavirüs) Salgınının Turizm Sektörüne Muhtemel Etkileri	<ul style="list-style-type: none"> <li>• Digital transformation in tourism will begin</li> <li>• Instead of an all-inclusive system, the all-inclusive hygienic system will be offered</li> <li>• Health tourism will rise</li> <li>• New tourism concepts and ecological tourism varieties will emerge instead of mass tourism</li> </ul>

Author(s)	Name of The Study	Conclusions
İbiş, S.	Covid-19 Salgınının Seyahat Acentaları Üzerine Etkisi	<ul style="list-style-type: none"> <li>• Although tourism activities stopped during the pandemic, income resources decreased as a result of the meeting of fixed expenses</li> <li>• It will take time for the tourism sector to return to normal and there will be a downsizing in tourism</li> <li>• Significant changes can happen in the tourism industry</li> </ul>
Karadeniz, E., Beyaz, S.F., Ünlübulduk, N.E., & Kayhan, E.	Covid-19 Salgınının Turizm Sektörüne Etkilerinin ve Uygulanan Stratejilerin Değerlendirilmesi: Otel Yöneticileri Üzerine Bir Araştırma	<ul style="list-style-type: none"> <li>• Loss of income in the tourism industry</li> <li>• Loss of employment</li> <li>• Changing service and hygiene standards</li> <li>• Downsizing of the tourism industry</li> <li>• Increased costs of tourism businesses</li> <li>• Risk of businesses going bankrupt</li> <li>• Reduced tourism demand</li> <li>• Increased demand for boutique hotel – caravan holiday – tent holidays</li> <li>• Reduced demand for mass tourism</li> <li>• Changes in the preferences and expectations of tourists</li> <li>• Reduced travel frequency</li> <li>• Increased price range</li> <li>• Change of transportation preferences</li> </ul>
Akca, M.	Covid-19'un Havacılık Sektörüne Etkisi	<ul style="list-style-type: none"> <li>• Aviation industry loses passengers</li> <li>• Loss of revenue of the aviation industry as a result of passenger loss</li> </ul>

Author(s)	Name of The Study	Conclusions
Ertürk, N.	Müzeler Karantinada!	<ul style="list-style-type: none"> <li>• Reduced museum revenues</li> <li>• Museums following the digital transformation trend</li> <li>• Loss of employment</li> </ul>
Yurdakul, G., Çelenk, A., Deveci, M., & Durukan, T.	Üretim ve Hizmet Sektörlerinin Covid-19 Süreci ve Sonrasında Geleceği Üzerine Bir Değerlendirme	<ul style="list-style-type: none"> <li>• Increased foreign debt as a result of negative impact of the economy</li> <li>• Increased exchange rate</li> <li>• Increased unemployment</li> <li>• Reduced demand</li> <li>• Increased inflation</li> <li>• Increased digitization</li> <li>• Healing ecological environment</li> <li>• Increased health tourism</li> </ul>
Acar, Y.	Yeni Koronavirüs (Covid-19) Salgını ve Turizm Faaliyetlerine Etkisi	<ul style="list-style-type: none"> <li>• Decrease in tourism activities</li> <li>• Reduced demand for tourism</li> <li>• Reduced tourist mobility</li> <li>• Large losses in international tourism revenues</li> <li>• The outbreak will negatively affect the tourism industry for a long time</li> </ul>
Aydın, B., Doğan, M.	Yeni Koronavirüs (COVID-19) Pandemisinin Turistik Tüketici Davranışları ve Türkiye Turizmi Üzerindeki Etkilerinin Değerlendirilmesi	<ul style="list-style-type: none"> <li>• Tourists turn to online shopping more</li> <li>• Increased trend towards different types of accommodation such as caravan, apart hotel, residential rental</li> <li>• Increased demand for rural tourism</li> <li>• Yacht tourism will be revived</li> <li>• Tourists will travel short distances after the pandemic and domestic tourism will be revived first</li> <li>• New types of tourism will emerge</li> </ul>

Author(s)	Name of The Study	Conclusions
Kiper, O.V., Saraç, Ö., Çolak, O., Batman, O.	Covid-19 Salgınıyla Oluşan Krizlerin Turizm Faaliyetleri Üzerindeki Etkilerinin Turizm Akademisyenleri Tarafından Değerlendirilmesi	<ul style="list-style-type: none"> <li>• There will be a permanent downsizing in the tourism industry</li> <li>• Tourism mobility will not return to normal for 1-2 years</li> <li>• In the pandemic process, the state should provide financial support to tourism enterprises</li> <li>• More emphasis should be given to marketing in the pandemic process</li> <li>• The state must protect its tourism staff</li> </ul>
Eryılmaz, B.	Türkiye’de Faaliyet Gösteren Otel Zincirlerinin Yeni Tip Koronavirüs (Covid-19) Bilgilendirmeleri	<ul style="list-style-type: none"> <li>• Websites of national and international hotel chains having information about health and hygiene practices, cancellation and change of reservations, facilities allocated to health workers</li> <li>• Some hotel businesses offer various exercise programs online through their websites and provide examples within the scope of digitalization</li> </ul>
Yenişehirlioğlu, E., Salha, H.	Covid 19 Pandemisinin Türkiye İç Turizmüne Yansımaları Üzerine Bir Araştırma	<ul style="list-style-type: none"> <li>• Reservations made are cancelled and there will be no tourism activities for 6 months</li> <li>• People will travel to places with high social distancing</li> <li>• Restrictions will negatively affect the tourism experience</li> </ul>

Author(s)	Name of The Study	Conclusions
Bulduk, B., Eşitti, B.	Koronavirüs (Covid-19) Sürecinde Uzaktan Eğitimin Turizm Lisans Öğrencileri Tarafından Değerlendirilmesi	<ul style="list-style-type: none"> <li>• Students often follow their lessons during the distance education process</li> <li>• Lack of effective communication with instructors</li> <li>• Internet disconnections due to high load</li> <li>• The emergence of family problems</li> <li>• Lack of technological equipment</li> </ul>

Table 1 includes studies on the effects of the Covid-19 pandemic on tourism. Studies that show that the Covid-19 pandemic mostly negatively affects tourism, it is stated that there is a loss of employment in tourism as a result of the Covid-19 pandemic, tourism revenues decrease as a result of the measures taken to prevent the epidemic, tourism demand decreases, prices in touristic products decrease, some tourism enterprises go bankrupt, foreign debts of countries increase, the exchange rate increases, the tourism sector downsizes and the tourism sector will take time to return to normal after the pandemic (Ulak, 2020; Priyadarshini, 2020; Yang et al., 2020; Brouder, 2020; Hoque et al., 2020; Karim et al., 2020; Ramasinghe et al., 2020; Bakar, 2020; Menegaki, 2020; Gössling et al., 2020; Yenişehirlioğlu et al., 2020; Kiper et al., 2020; Türker, 2020; İbiş, 2020; Karadeniz et al., 2020; Yurdakul et al., 2020; Acar, 2020). Loss of revenue in the aviation sector, suspension of many flights and reductions in passengers are stated as other negative effects of the Covid-19 pandemic (Priyadarshini, 2020; Youssef et al., 2020; Hoque et al., 2020; Karim et al., 2020; Gössling et al., 2020; Akça, 2020). However, it is stated that there is a loss of employment and income in the museum sector, which is one of the building blocks of culture and art tourism (Ertürk, 2020). In their study, Hall et al. (2020) stated that the Covid-19 pandemic would contribute to the nationalist policies of some countries, and exemplified that, on the day the official global death toll passed 125,000 people, former US president Trump withered his funding of the World Health Organization (WHO) as an example. Bulduk et al. (2020) carried out a study aimed at the assessment of distance education

by tourism undergraduate students. As a result of the study, it was stated that students usually follow courses during the distance education process; however, distance education introduces disadvantages such as failure to create effective communication with lecturers, internet disconnections and emergence of domestic problems.

Although it is stated that the Covid-19 pandemic has mostly had a negative impact on tourism, some studies mention that tourism will enter a new era. As a result of the studies, it is stated that tourism will undergo a radical change both in terms of supply and demand, people will want to travel to less crowded and relatively calm places, preferences in transportation vehicles will change, new tourism varieties will emerge and people will be more interested in ecological tourism varieties, yacht tourism will be prevalent during the pandemic period in the world and Turkey, people will show interest in individual tourism by moving away from mass tourism, the buffet system will be less preferred in tourism enterprises, boutique hotels will be preferred instead of hotels serving in the all-inclusive system, caravan holidays and tent holidays will be preferred and even everything will be switched to hygienic system, health tourism will rise and service and hygiene standards will change (Aydın et al., 2020; Brouder, 2020; Youssef et al., 2020; Desbiolles, 2020; Hall et al., 2020; Türker, 2020; Kıvılcım, 2020; İbiş, 2020; Karadeniz et al., 2020). At the same time, it is stated that tourism has entered into a digital transformation and in this context, different applications have been implemented within the scope of digitalization in the museum sector and many tourism enterprises (Youssef et al., 2020; Aydın et al., 2020; Türker, 2020; Kıvılcım, 2020; Ertürk, 2020; Yurdakul et al., 2020). However, Desbiolles (2020) stated in his study that the Covid-19 pandemic created an opportunity to eliminate the injustices and pressures that exist in tourism, while Kiper et al. (2020) noted that, during the pandemic, the state should provide financial support to tourism enterprises and tourism personnel should be protected by the state. Eryılmaz (2020) analyzed the websites of hotel chains in order to determine the information provided by national and international hotel chains operating in Turkey regarding the Covid-19 pandemic. As a result of the study, it is indicated that national and international hotel chains include more information on health and hygiene practices and cancellation of reservations. Ranasinghe et al. (2020) note that tourism will be the main locomotive in the economic recovery in the world after the pandemic.

## CONCLUSION

The impact of the Covid-19 pandemic continues to be seen all over the world. States aimed to prevent the spread of the epidemic by closing their borders and imposing mandatory quarantine. Although these measures reduced the rate of spread of the epidemic, they affected many sectors, including tourism, and opened deep wounds to the economies of the country in general. Governments, which had the opportunity to reduce the impact of the Covid-19 pandemic in the summer of 2020, began to loosen the measures taken gradually and helped the tourism sector recover slightly. On the other hand, all tourism enterprises, especially accommodation businesses, have implemented many digitalization practices in order to fulfill the 3 golden rules (cleaning, masks, distance) announced to protect against the virus. However, countries have also tried to come up with solutions to stimulate tourism. In this context, Ministry of Culture and Tourism of the Republic of Turkey has aimed to increase national tourism mobility by implementing the “Safe Tourism Certificate” and carried out its relative purpose.

With the emergence of the Covid-19 pandemic, the tourism sector was negatively affected and then it was revived as a result of the reduction of the measures taken afterwards. It is observed within the literature review that has been carried out in this context that the Covid-19 pandemic has negative economic effects in the tourism sector. On the other hand, it is possible to say that tourism can undergo a transformation after the pandemic. In this context, it is expected that there will be a change in the demands of tourists first. It is expected that there will be more participation in special interest tourism from intensive mass tourism and tourists will travel to less crowded places and participate in individual tourism activities. At the same time, many different types of tourism are likely to emerge. It is observed that the tourism sector will also experience a transformation in terms of digitalization during the pandemic. Although digitalization, which is in every aspect of our lives, was utilized in the tourism sector before the pandemic, it is expected that the usage rate will increase even more during and after the pandemic.

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## CHAPTER 3

# TRAVEL MOTIVATIONS OF DIASPORA TOURISTS

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## INTRODUCTION

**P**EOPLE HAVE MIGRATED THROUGHOUT HISTORY FOR SOCIAL, ECONOMIC OR POLITICAL REASONS. MIGRATION movements, individually or collectively, temporarily or continuously from one place to another, have a history as long as that of mankind (Abadan Unat, 2006; Balcıoğlu, 2007; Akyüz, 2008). As a result of the migration movements, there have been changes in the population structure of many countries. Some countries have formed diasporas in many parts of the world by their people immigrating overseas, while some countries have become multicultural with the high numbers of migration they receive.

The countries allowing the highest number of immigrants in the world are the United States with 35 million migrations, the Russian Federation with 13 million migrations and Germany with eight million migrations. The most immigrated countries are China with 60 million migrations, India with 20 million migrations and Turkey and Israel with seven million migrations (Gençler, 2005; Scheyvens, 2007; Bandyopadhyay, 2008; Şahin, 2010). As a result of these migration movements, the United States, Russia and Germany were among the countries that sent diaspora tourists and China, India, Turkey and Israel attracted diaspora tourists.

As a result of the migration movements that have been going on since humanity existed, communities of different nationality have formed in many countries and these communities have started to be in tourism movements

towards their homeland over time. This touristic activity, which falls within the field of diaspora tourism, has attracted the attention of researchers over time and there has been a noticeable increase in the number of researches on this subject in recent years (Preez & Govender, 2020; Otoo et al., 2020; Murdy et al., 2018; Huang et al., 2018; Io, 2017; Vong et al., 2017). With this research, it is aimed to examine the studies on the travel motivations of diaspora tourists who make tourism movements for their homeland. In this context, studies on travel motivations of diaspora tourists have been subjected to a systematic literature review within the framework of the specified limits.

## **DIASPORA TOURISM AND ITS CURRENT STATUS**

Simply, the diaspora (Butler, 2001), defined as the disintegration of people from their homeland, is the coming together of people outside their homeland with common ethnicity, culture, religion, national identity or racial ties (Coles & Timothy, 2004). The term diaspora usually refers to immigrants, political refugees, foreign workers, overseas communities and ethnic and religious minorities living outside their homeland for different reasons (Mitchell, 1997).

After millions of people relocated and formed their diaspora with people of their own culture where they went, over time the yearning for the motherland began to be felt. People began to wonder about their identity and home (Bandyopadhyay, 2008), remembering their hometown, the school they graduated from, or the houses where they spent their childhoods, and having nostalgic emotions (Oxfeld & Long, 2004). The desire to return to the past or reconnect to the past, the result of these emotions, has begun to encourage people to travel (Pearce, 2012). With the longing for the homeland of immigrant descendants, such tourism movements, which have begun to increase in recent years, have been called diaspora tourism (Coles & Timothy, 2004; Tören, 2014).

Due to their migration to the outside, some countries have come to the forefront in diaspora tourism. The country with the largest diaspora is China. China has a diaspora of about 60 million people overseas (Scheyvens, 2007). The country that follows China in terms of the size of a diaspora, is India with a figure of 20 million (Bandyopadhyay, 2008). In addition to these two countries, Turkey and Israel (Tören, 2014; Cohen, 1999), along with

China and India, are the world's leading countries in diaspora tourism. As a result of the migrations, the Turkish diaspora, which has a population of about eight million people overseas, also stands out in the field of diaspora tourism with its members coming to Turkey to visit their homeland (Tören, 2014). Apart from these, Jamaica (Mortley, 2011) has a diaspora population of more than one million outside and although the vast majority of them live in the United States, Wales has a diaspora population of around three million overseas, and the vast majority of them live in the United States (Morgan, 2003), are two of the countries with significant mobility in diaspora tourism. Diaspora tourism has become a type of culture-based tourism that contributes to increased tourism mobility where there is migration in a very wide geography ranging from Turkey to Japan, From Russia to South Africa, from Mexico to Wales.

As with other types of tourists, diaspora tourists have a number of travel motivations. Diaspora tourists visiting their homeland have unique motivations linked to their identity, and the experiences they desire vary from general free time to personal discoveries. The motivations of diaspora tourists are usually based on ancestral heritage (Murdy et al., 2018). Social interaction and local culture play an important role in diasporic travel motivations, as visitors want to interact with local communities through information sharing and personal communication (Alexander et al., 2017). Diaspora members' adaptation with the place where they migrated varies. While individuals with strong ties to their original identity and culture were more likely to reconnect and go on diasporic trips for purposes of belonging, this motivational desire was less realized in people who were integrated into where they were going and became multicultural individuals (Li et al., 2019). Another different element in the motivations of diasporic tourists has been generations. Especially for the first generation of immigrants, travel to the homeland has become a means of living a sense of nostalgia. The prominent travel motivations of diaspora tourists are visits to friends and relatives, searching for roots, experience ancestral lands, participate in festivals or celebrations and these possibly to strengthen and relive their national identity (Mehtiyeva & Prince, 2020; Baldassar, 2001). The findings obtained as a result of studies and studies on travel motivation of diaspora tourists were examined in detail under the title, a systematic literature review on diaspora tourists' motivation.

## METHOD

This study, which contains a systematic literature review on the travel motivations of diaspora tourists, is shaped on a qualitative pattern. Under the title of the method, the details of the research are given in three sub-titles.

### *Scope of Research*

The scope of the research is studies on the travel motivations of diaspora tourists. The studies, in which empirical results were revealed on the motivations of diaspora tourists, were included in the research.

### *Data Collection*

Within the scope of the research, the data were collected with the document technique. The document technique involves the review of written and printed materials containing information about the cases targeted to be researched (Yıldırım & Şimşek, 2008). In this context, a number of boundaries have been set for the research. First of all, a time interval is selected. The research is limited to studies published between 2000 and 2020, taking into account that studies on diaspora tourism began to increase as of the 2000s. After the covered year intervals were determined, the keywords to be scanned were decided. The scans were carried out with the keywords “diaspora turizmi”, “diaspora turist motivasyonu”, “diasporik turist motivasyonu”, “ata toprağı ziyaretleri”, “anavatan ziyaretleri” in Turkish and in English for “diaspora tourism”, “diaspora tourist motivation”, “diasporic tourist motivation”, “ancestral tourism”, “visiting friends and relatives (VFR) tourism”. With the specified keywords, a total of 108 studies were accessed. When the studies were examined, 82 studies were not included in the research because they did not have the feature of the work in which the empirical results were revealed. In the systematic literature review study, 26 researches with empirical results were used. Scans were performed through YÖK Tez, Proquest, Taylor&Francis, Emerald, Google Scholar, ScienceDirect and EBSCO databases.

### *Inclusion and Exclusion Criteria*

A number of criteria were applied when determining the studies to be included in the research. Not all studies on the topic have been subjected to systematic literature review, studies that meet the specified criteria have been included in

the research. The criteria applied to the studies included in the scope of the research and excluded are given in detail in Table 1.

**Table 1.** Inclusion and Exclusion Criteria

Included Criteria	Excluded Criteria
Available as full text	Had full text not available
Published in the period between 2000 and 2020	Outside the search timeframe
Were written in Turkish or English	Had a non Turkish or English manuscript
Related to the research question	Were not related to the research question
Published in selected digital databases	Published in non digital
Empirical studies	Theoretical studies

### *Analysis of the Data*

Within the scope of the research, the data obtained by document technique were attempted to be made more systematic with content analysis. Empirical studies on travel motivations of diaspora tourists were examined and motivation factors were determined by document technique. The data obtained are subject to content analysis. Content analysis is an analysis method aimed at identifying data, revealing the facts hidden in the data, bringing similar data together within the framework of specific concepts and themes, and interpreting them in a way that the reader can understand. There are four stages of this type of analysis (Yıldırım & Şimşek, 2011):

- Encoding data
- Finding themes
- Editing codes and themes
- Identification and interpretation of findings

First in the analysis process, each motivational factor detected in different studies and the same was considered a code. As a result, 59 codes (motivational factors) were manifested. After encoding the data, common or similar aspects between the resulting codes were examined and themes (categories) were created, and the related codes were collected under the relevant theme. 11 main themes emerged as a result of the coding and then categorizing the data obtained in the research. The codes that create themes and themes to help explain the travel motivations of diaspora tourists are given in the result section.

## A SYSTEMATIC LITERATURE REVIEW ON DIASPORA TOURISTS MOTIVATION

Within the scope of the study, empirical studies on the motivation of diaspora tourists were examined. Table 2 includes author information, study title, year of publication and findings of the studies examined. In the continuation of Table 2, similar and different findings of studies on motivational factors of diaspora tourists were evaluated.

**Table 2.** Literature Review on Diaspora Tourists Motivation

Author(s)	Study	Year	Findings
Preez, E.A. & Govender, L.K.	Travelling to the Motherland: relating acculturation to diaspora tourism experiences	2020	<ul style="list-style-type: none"> <li>- Cultural participation</li> <li>- Visiting friends and relatives</li> <li>- Ethnic identity</li> <li>- Cultural identity</li> </ul>
Otoo, F.E., Kim, S. & Park, J.	Motivation-based segmentation of Chinese senior travelers: The role of preferences, sociodemographic, and travel-related features	2020	<ul style="list-style-type: none"> <li>- Seeking knowledge/ learning</li> <li>- Seeking once-in-a-lifetime experience</li> <li>- Escaping</li> <li>- Experiencing culture/ nature</li> <li>- Seeking self-esteem</li> <li>- Achieving a sense of socialization</li> <li>- Seeking time with family</li> <li>- Seeking nostalgia</li> </ul>
Çıki, K.D.	Diaspora turizmi kapsamında göçmen Türklerin seyahat motivasyonlarının ve anavatana bağlılıklarının incelenmesi	2020	<ul style="list-style-type: none"> <li>- Visiting friends and relatives</li> <li>- Remembering family history</li> <li>- Conducting research to discover the roots</li> <li>- Fulfilling family obligations</li> </ul>
Şah, C.	Diaspora Turistlerinin Seyahat Motivasyonu: Ahıska Türklerinin Vatan Hasreti	2019	<ul style="list-style-type: none"> <li>- Understanding myself</li> <li>- Wonder</li> <li>- Conscience</li> <li>- Must see place</li> <li>- Special status</li> </ul>

Huang, W.J., Hung, K. & Chen, C.C.	Attachment to the home country or hometown? Examining diaspora tourism across migrant generations	2018	<ul style="list-style-type: none"> <li>- To maintain my connection to China</li> <li>- To discover my family roots</li> <li>- To listen to life stories about family members</li> <li>- To remember our family's history</li> <li>- To fulfill family obligations</li> </ul>
Murdy, S., Alexander, M. & Bryce, D.	What pulls ancestral tourists 'home'? An analysis of ancestral tourist motivations	2018	<ul style="list-style-type: none"> <li>- The ancestral enthusiast</li> <li>- Cultural heritage properties</li> </ul>
Bachórz, A. & Horolets, A.	Historical blueprints of tourists' paths from Poland to the former USSR	2017	<ul style="list-style-type: none"> <li>- Historical ties</li> <li>- Stories and memories of grown-ups</li> <li>- Identity narratives</li> </ul>
Io, M.U.	Exploring the motivation of Chinese immigrants for homeland tourism	2017	<ul style="list-style-type: none"> <li>- To affirm my place identity/who I am</li> <li>- To learn about the changes in my homeland</li> <li>- To relive my past life</li> <li>- Visit friends and relatives</li> </ul>
Vong, M., Pinto, P. & Silva, J.A.	Diaspora tourism: The case of Timor-Leste	2017	<ul style="list-style-type: none"> <li>- Visit family and friends</li> <li>- Important family events</li> <li>- Politics and reconciliation</li> </ul>
Corsale, A. & Vuytsyk, O.	Long-distance attachments and implications for tourism development: the case of the Western Ukrainian diaspora	2016	<ul style="list-style-type: none"> <li>- Relaxation</li> <li>- Sport</li> <li>- Discovery of natural beauty</li> <li>- Cultural heritage exploration</li> <li>- Visit friends and relatives</li> <li>- Family history</li> </ul>
Hammoud, A.G., Haggag, F.M. & Boutros, C.M.	Promoting Nostalgia Tourism to Egypt	2016	<ul style="list-style-type: none"> <li>- Visiting friends and relatives</li> <li>- Seeing ancestral homeland and heritage</li> <li>- Tracing their roots and family history</li> </ul>

Pelliccia, A.	In the family home: roots tourism among Greek second generation in Italy	2016	<ul style="list-style-type: none"> <li>- Visiting relatives</li> <li>- Local food</li> <li>- Visiting archaeological sites</li> <li>- Traditional festivals</li> </ul>
Kaygalak, S., Dilek, S.E. & Günlü, E.	Diaspora Turizmi: Balkanlara Seyahat Edenler Üzerinde Sosyolojik Bir Araştırma	2015	<ul style="list-style-type: none"> <li>- Visiting relatives</li> <li>- Desire to see where the family lives</li> <li>- Curiosity from narratives</li> <li>- Willingness to see places told</li> </ul>
Liutikas, D.	Lithuanian valuistic journeys: traditional and secular pilgrimage	2014	<ul style="list-style-type: none"> <li>- Wondering the roots</li> <li>- Visiting relatives</li> <li>- See the places where ancestors were born</li> <li>- Sense of nostalgia</li> <li>- Historical ties</li> <li>- Belonging</li> </ul>
Tören, E.	Diasporaların Anavatan Ziyaretleri: Almanya Türk Federasyon Türkiye Kültür Gezisi 2013 Üzerine Bir Alan Araştırması	2014	<ul style="list-style-type: none"> <li>- Historical ties</li> <li>- Family and relative narratives</li> <li>- Friend narratives</li> <li>- The desire to see historical artifacts in the homeland</li> <li>- Wondering the homeland</li> </ul>
Kidron, C.A.	Being there together: Dark family tourism and the emotive experience of copresence in the Holocaust past.	2013	<ul style="list-style-type: none"> <li>- See as a holy place</li> <li>- Historical ties</li> <li>- Ideological</li> <li>- Awareness of identity</li> <li>- Belonging</li> </ul>
Iorio, M. & Corsale, A.	Diaspora and Tourism: Transylvanian Saxons Visiting the Homeland	2013	<ul style="list-style-type: none"> <li>- Visiting relatives and friends</li> <li>- Family history</li> <li>- Discovering cultural and natural heritage</li> </ul>
Koderman, M. & Pulsipher, L.M.	Social and spatial aspects of roots tourism in Slovenia: The case of the Slovene-American diaspora	2012	<ul style="list-style-type: none"> <li>- Visiting relatives and/or friends</li> <li>- Discovering my ancestral heritage</li> </ul>

Ray, N.M. & McCain, G.	Personal Identity And Nostalgia For The Distant Land Of Past: Legacy Tourism	2012	<ul style="list-style-type: none"> <li>- Personal identity</li> <li>- Connection with place</li> <li>- Intellectual challenge</li> <li>- Obligation to ancestors</li> <li>- Finding oneself</li> <li>- Recovery of social identity</li> <li>- Remainder (pilgrimage, homecoming, true home, sacred, community, magical feeling, inward journey)</li> </ul>
Mortley, N.K.	Strategic opportunities from diaspora tourism: The Jamaican perspective	2011	<ul style="list-style-type: none"> <li>- Special holidays and festivals</li> <li>- Family reunions, weddings and funerals</li> <li>- To maintain links with authentic Jamaica (food, music, culture)</li> </ul>
Maruyama, N. & Stronza, A.	Roots tourism of Chinese Americans	2010	<ul style="list-style-type: none"> <li>- Family history</li> <li>- Ethnicity</li> <li>- Homeland imagination</li> <li>- To met kin</li> <li>- Ancestral land</li> </ul>
Bandyopadhyay, R.	Nostalgia, Identity and Tourism: <i>Bollywood</i> in the Indian Diaspora	2008	<ul style="list-style-type: none"> <li>- Bollywood movies</li> <li>- National identity</li> <li>- Visiting home</li> </ul>
Lev-Ari L. & Mittelberg, D.	Between Authenticity and Ethnicity: Heritage Tourism and Reethnification Among Diaspora Jewish Youth	2008	<ul style="list-style-type: none"> <li>- Learning about Israeli society</li> <li>- Strengthening ties between Jews in Israel and the diaspora</li> <li>- Meeting Israelis</li> <li>- Visiting the holy places</li> <li>- Identity</li> </ul>
Gaudry, L.R.	What Clan Are You? An Exploration of Heritage and Ancestral Tourism for Canadian Scottish Descendents	2007	<ul style="list-style-type: none"> <li>- Heritage</li> <li>- Family history</li> <li>- Cultural</li> </ul>

Lew, A.A. & Wong, A	Existential Tourism and the Homeland: The Overseas Chinese Experience	2005	<ul style="list-style-type: none"> <li>- Commitment to ethnicity</li> <li>- Awareness of identity</li> <li>- The seduction of the motherland</li> </ul>
Coles, T. E., & Timothy, D. J.	My field is the world: conceptualising diaspora, travel and tourism	2004	<ul style="list-style-type: none"> <li>- Authentication</li> <li>- Connection with roots</li> <li>- Belonging</li> </ul>

When studies on the travel motivations of diaspora tourists in Table 2 were examined, the most identified among the motivation factors was “visiting friends and relatives”. Although the participants of a study (Maruyama & Stronza, 2010) differed in part and were motivated by the “meeting relatives” factor, many of them featured visiting friends and relatives (Preez & Govender, 2020; Çıkı, 2020; Io, 2017; Vong, et al., 2017; Corsale & Vuytsyk, 2016; Hammoud et al., 2016; Pelliccia, 2016; Kaygalak et al., 2015; Liutikas, 2014; Iorio & Corsale, 2013; Koderman & Pulsipher, 2012). After visiting friends and relatives, one of the important motivational factors identified in many studies is “cultural heritage assets”. People’s desire to see cultural heritage assets in their homeland has been seen to encourage them to participate in diasporic travel (Murdy et al. 2018; Corsale & Vuytsyk, 2016; Pelliccia, 2016; Tören, 2014; Iorio & Corsale, 2013; Mortley, 2011; Gaudry, 2007). “Historical ties” have also been prominent among the travel motivations of diaspora tourists (Bachórz & Horolets, 2017; Liutikas, 2014; Tören, 2014; Kidron, 2013; Ray & McCain, 2012). People are motivated and tourism mobility through ties that they know exist historically between them and a region.

Another motivating factor that stands out in the studies on travel motivations of diaspora tourists is “belonging”. Belonging, identified as a motivational factor in some studies, (Liutikas, 2014; Kidron, 2013; Ray & McCain, 2012; Lev-Ari & Mittelberg, 2008; Coles & Timothy, 2004), has been identified in some studies as “ethnic affiliation” (Preez & Govender, 2020; Maruyama & Stronza, 2010; Lew & Wong, 2005), and as “cultural affiliation” in others (Preez & Govender, 2020; Gaudry, 2007). People are motivated to travel by seeing a place outside of where they live as their homeland and feeling like they belong there.

Another travel motivation of diaspora tourists is “identity”. Identity-themed motivations include multiple subheadings. The first is “identity

awareness” (Kidron, 2013; Ray & McCain, 2012; Bandyopadhyay, 2008; Lew & Wong, 2005). People who are aware of their true identity are turning to trips to their homeland. Other identity-themed motivational factors are “Verifying your identity” (Io, 2017; Coles & Timothy, 2004) and “Identity narratives” (Bachórz & Horolets, 2017). People travel to their homeland to verify the identity they think they belong to and motivated by what is described about their identity.

Another diaspora tourist motivational factor is “roots”. Multiple sub-motivational factors were included in the roots theme. The motivational factors that stand out here are “curiosity for the roots” (Liutikas, 2014; Maruyama & Stronza, 2010), “connection to roots” (Coles & Timothy, 2004), “conducting research to discover the roots” (Çıkkı, 2020; Huang et al., 2018) and “track down the roots and family history” (Hammoud et al., 2016). People travel to their homeland to do research on it, wondering about their roots.

The theme of “family” is another travel motivation of diaspora tourists. Family-themed motivational factors change according to their purpose but diversify. “Family history” has been one of the motivational factors identified in many studies (Corsale & Vuytsyk, 2016; Iorio & Corsale, 2013; Maruyama & Stronza, 2010; Gaudry, 2007). In addition, “fulfilling family obligations” (Çıkkı, 2020; Huang et al., 2018), “the desire to see where the family lives” (Kaygalak et al., 2015), “remembering the family history” (Çıkkı, 2020; Huang et al., 2018) and “important family events” (Vong et al. 2017; Mortley, 2011) motivational factors are below family-themed motivation. People travel to their homeland in order to see the places where their families lived in the past, to remember their family’s past and to do important family activities such as weddings, births, deaths.

One of the motivation factors in the literature on travel motivation is word-of-mouth communication. Word-of-mouth communication has also been a motivating factor for diaspora tourists’ visits to the homeland. There are also those who are involved in the contact of word-of-mouth communication in the studies examined. Among these, the highlights are “Stories and memories of the greats” (Bachórz & Horolets, 2017; Tören, 2014), “listening to the life stories of family members” (Huang et al., 2018; Tören, 2014) “desire to see the places told” (Kaygalak et al., 2015), “narratives of friends” (Tören, 2014) and “curiosity arising from what was told” (Kaygalak et al., 2015). People are motivated by tourism movements towards their homeland with moments or stories they listen to through various channels.

Besides the motivational factors heavily involved in many studies, there are also diasporic tourist motivation factors detected in only a few or one studies. These are “seeing the homeland and heritage of the ancestors” (Hammoud et al., 2016; Koderman & Pulsipher, 2012), “seeing the place where the ancestors are born” (Liutikas, 2014; Maruyama & Stronza, 2010), “maintaining connections with the motherland” (Huang et al., 2018; Mortley, 2011), “seeing them as a sacred place” (Kidron, 2013; Ray & McCain, 2012), “discovering natural beauties” (Corsale & Vuytsyk, 2016; Iorio & Corsale, 2013), “local food” (Pelliccia, 2016; Mortley, 2011), “traditional festivals” (Pelliccia, 2016; Mortley, 2011), “seeking knowledge/learning” (Otoo et al., 2020), “once-in-a-lifetime experience” (Otoo et al., 2020), “escaping” (Otoo et al., 2020), “experiencing the culture and nature” (Otoo et al., 2020), “common culture” (Preez & Govender, 2020), “seeking identity respect” (Otoo et al., 2020), “intellectual challenging” (Ray & McCain, 2012), “reaching the feeling of socialization” (Otoo et al., 2020), “spending time with the family” (Otoo et al., 2020), “seeking nostalgia” (Otoo et al., 2020), “feeling of nostalgia” (Liutikas, 2014), “obligation for ancestors” (Ray & McCain, 2012), “curiosity for ancestors” (Murdy et al., 2018), “understanding self” (Şah, 2019; Ray & McCain, 2012), “curiosity” (Şah, 2019), “conscience” (Şah, 2019), “must-see place” (Şah, 2019), “being special” (Şah, 2019), “appeal of homeland” (Lew & Wong, 2005), “gaining information about the society in homeland” (Lev-Ari & Mittelberg, 2008), “meeting the people at the homeland” (Lev-Ari & Mittelberg, 2008), “strengthening the bonds of those in homelands in diaspora” (Lev-Ari & Mittelberg, 2008), “curiosity for homeland” (Tören, 2014), “visiting the homeland” (Bandyopadhyay, 2008), “visiting sacred places” (Lev-Ari & Mittelberg, 2008), “learning about the changes in the homeland” (Io, 2017), “re-living the past life” (Io, 2017) “relaxation” (Corsale & Vuytsyk, 2016) and “movies” (Bandyopadhyay, 2008).

## CONCLUSION

As a result of international migrations, migrating societies formed their own diaspora where they went. Following the longings of diaspora communities for the motherland over time, tourism movements towards the homelands from migrated places have gained speed. As the place of diaspora communities in tourism movements began to gain importance, it has become an issue that attracted the attention of researchers. When the literature is examined, this type

of tourism, which has developed with theoretical studies at first, has been the subject of empirical studies in the last two decades and motivational themed studies since 2010.

With this research, which discusses the studies on travel motivations of diaspora tourists and conducting a systematic literature review, researches on diaspora tourist motivations conducted between 2000 and 2020 were examined. In total, 26 empirical studies were examined and 59 motivational factors were identified. Then, those associated with each other from motivational factors were categorized and grouped under 11 themes.

Themes in which diaspora tourists gather under the motivations of visiting the homeland are identity, roots, belonging, family, ancestors, word of mouth, homeland, culture, learning, activity and others. The themes and the codes that make up themes (motivational factors) are given in detail in Table 3 for researchers who will prepare questions for the survey and interview.

**Table 3.** Themes and Codes

<b>Themes</b>	<b>Codes</b>
Identity	<ul style="list-style-type: none"> <li>• Awareness of identity</li> <li>• Identity narratives</li> <li>• Verify identity</li> </ul>
Roots	<ul style="list-style-type: none"> <li>• Historical ties</li> <li>• Research to discover of roots</li> <li>• Wondering about roots</li> <li>• Connection with roots</li> <li>• Tracing their roots and family history</li> <li>• Reliving my past life</li> <li>• Seeking nostalgia</li> <li>• Sense of nostalgia</li> </ul>
Belonging	<ul style="list-style-type: none"> <li>• Feel belonging</li> <li>• Cultural belonging</li> <li>• Ethnic belonging</li> <li>• Historical ties</li> </ul>
Family	<ul style="list-style-type: none"> <li>• Remembering family history</li> <li>• Family history</li> <li>• Fulfilling family obligations</li> <li>• Spending time with the family</li> </ul>
Ancestors	<ul style="list-style-type: none"> <li>• See the homeland and heritage of the ancestors</li> <li>• See where ancestors were born</li> <li>• Obligation to ancestors</li> <li>• Curiosity for ancestors</li> </ul>

Word of Mouth	<ul style="list-style-type: none"> <li>• Identity narratives</li> <li>• Movies</li> <li>• Stories and memories of grown-ups</li> <li>• Listening to the life stories of family members</li> <li>• Willingness to see places told</li> <li>• Friends' narratives</li> <li>• Curiosity of what has been told</li> </ul>
Homeland	<ul style="list-style-type: none"> <li>• Maintaining links with the homeland</li> <li>• Seduction of the homeland</li> <li>• Learning about the homeland society</li> <li>• Meeting people in the homeland</li> <li>• Strengthening the bonds of the diaspora with in the homeland</li> <li>• Curiosity to the homeland</li> <li>• Visit to the homeland</li> <li>• Learning about the changes in the homeland</li> </ul>
Culture	<ul style="list-style-type: none"> <li>• Cultural heritage assets</li> <li>• Cultural belonging</li> <li>• Local food</li> <li>• Experiencing culture and nature</li> <li>• Common culture</li> <li>• Visiting holy places</li> </ul>
Learning	<ul style="list-style-type: none"> <li>• Discovery of natural beauty</li> <li>• Seeking / learning information</li> <li>• Research to discover of roots</li> <li>• Learning about the homeland society</li> <li>• Learning about the changes in the homeland</li> </ul>
Event	<ul style="list-style-type: none"> <li>• Visiting friends and relatives</li> <li>• Traditional festivals</li> <li>• Important family events</li> </ul>
Others	<ul style="list-style-type: none"> <li>• See as a holy place</li> <li>• Once in a lifetime experience</li> <li>• Escape</li> <li>• Seeking self esteem</li> <li>• Intellectual challenge</li> <li>• To achieve a sense of socialization</li> <li>• Understanding yourself</li> <li>• Curiosity</li> <li>• Conscience</li> <li>• Must see place</li> <li>• Special status</li> <li>• Relaxation</li> </ul>

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## CHAPTER 4

# DETERMINING THE OVERSEAS TRAVEL MOTIVATIONS OF TURKISH TOURISTS<sup>1</sup>

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## INTRODUCTION

**T**OURISM CONTINUES TO BE A GROWING AND DEVELOPING SECTOR WORLDWIDE SINCE THE 1950S, EXCEPT during periods of economic crisis. According to UNTWO's World Tourism Organization 2020 report, the number of international tourists in 2019 is 1.4 billion and revenue is \$1.4 trillion (UNWTO, 2020). Turkey has a nonignorable place in the world arena. The number of tourists from our country that visits overseas is 9 million. Their average expenditure per person is \$456.

Thanks to this economic power, it is usual for tourism to become a sector with multidimensional effects. Since countries are aware of this source of income they can provide, they are engaged in activities to become attractions. A destination aims to attract more tourists and get a share of tourism by offering products and services. In order to create the difference that can stand out from its competitors, it is required to correctly determine consumer expectations and provide the best and most appropriate product or service. Therefore, it is very important to determine what consumers are affected by in their purchasing decisions, which elements they care more about.

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<sup>1</sup>This study derived from the doctoral dissertation titled "Determination of effect of risks perceived by Turkish tourists intending to go to abroad on selection of destination and purchase intention".

The factors affecting tourist destination choices are considered in two basic categories as driving and attractive. Attractive factors mainly cover the characteristics of tourism destinations. These features, which are made up of supply sources, are decisive in the evaluation of tourism destination alternatives that people plan to go to. Historical and natural attractions, flora and fauna structure, socio-cultural structure, architectural structure, accommodation and transportation facilities, religious or ethnic structure, local people's lifestyle and traditional values, etc. play an influential role in tourist destination choice.

In the tourism sector, many factors including economic, socio-cultural and demographic characteristics play a role in the choice of destinations for tourists. These driving factors affecting the purchasing decision process include reasons such as seeking change, rest, treatment, visiting friends and relatives, entertainment, seeking adventure. It should be well determined what elements tourists are attracted to and what they need.

## **THE CONCEPT OF DESTINATION**

Destination, which is a word of French origin, is defined by the Turkish Language Association as "the destination to be reached" (TDK, 2018). In Turkish literature; it is expressed as "tourism area, tourism center, tourism region". Destination is a geographical area with a certain brand and image consisting of tourist attraction centers with natural beauties, cultural values, developing and offering only local activities to its visitors, providing basic facilities such as accommodation, nutrition, transportation and communication, as well as public services (Bahar & Kozak, 2005: 78).

It can be defined as a geographical place with natural, historical and cultural attractions, touristic equipment and therefore visited in important dimensions without the purpose of making money and settling the tourist (Ilban, 2007, 5). Tourism region as a destination is defined as a region that is smaller than a country and larger than the cities located within the country, has gained brand value, has gained brand value, has gained touristic charms, major attractions, important reasons for visits, major events such as festivals, festivities, accessibility, development potential and the geographical area necessary for the development of the infrastructure and superstructure (Kozak, 2008, 139). Tourism area is also considered as a perceptual concept affected by customers'

iterations, cultural backgrounds, visiting purposes, educational levels and past experiences (Buhalis, 2000: 98).

The available use of transportation and communication opportunities by a large number of people has made new destinations accessible. With new destinations, destinations have emerged that adapt to the diversity of services and increasing competitive conditions. In this process of development and diversification in the tourism industry, public institutions, private enterprises and international organizations have also emerged new definitions related to the subject and unique to the tourism industry in order to evaluate statistical data and provide ease of marketing (Baloglu & McCleary, 1999: 870).

Kotler et al. (2003) defines destinations as macro destinations and micro destinations. Areas whose boundaries are geographically known or are considered to be known are defined as micro destinations and regions with multiple tourist areas are defined as macro destinations. A macro destination, such as the United States, consists of thousands of micro-destinations, such as regions, states, cities, towns, even visitor destinations within the town. An example of this is that thousands travel to Orlando to go to Disney World, which they visit for holiday purposes, but these tourists accept Disney World, not Orlando, as destinations (Kotler et al., 2003, 719). According to Page (1995), touristic areas mean tourism products that are made up of many different elements. Due to this variety, the concept of destination types emerges. The classification of the typology of tourism destinations is as follows (Şimşek, 2012: 8).

- Capitals (London, Paris, New York) and cultural capitals (Rome)
- Metropolitan centers and walls limited cities (Canterbury & York) and small castle cities
- Major historic cities (Venice, Cambridge and Oxford)
- Inner cities (Manchester)
- Bustling seashore areas (London Docklands)
- Industrial cities (Bradford in the 19th century)
- Seaside and winter sports regions (Lillehamer)
- Specially created tourist areas
- Tourist attractions (Disneyland and Las Vegas)
- Cities of culture and art (Florence)
- Special attractions (Hot Springs, pilgrimage centers).

## DESTINATION FEATURES

Features for each destination make that destination exclusive from others. Due to its many features, destinations can cater to different types of tourists. However, tourists demand that the area have some characteristics, in line with their expectations of the destination. Touristic products and services belonging to the destination should be able to meet these requests and needs. Thus, people can have a special holiday experience (Özdemir, 2014: 8). Considered a tourist product, the destination should have the following characteristics (Warnaby, 1998: 57):

- Due to its integrated structure, it contains tourism-related features directly and indirectly.
- It is made up of services and experiences that have different meanings for each tourist. The destination product is completely subjective.
- Destination product is evaluated in local, regional and national qualities.
- A destination with different characteristics can be sold many times due to its different qualities to different types of tourists.

Destinations can be a continent, a country, a region within a country, a city, a village or a square, depending on their physical boundaries. For example, if you want to use Located in Paris, Disneyland is a tourist attraction in its own right. The Egyptian pyramids, a cultural tourist product, bring enough tourist numbers and tourism revenue to their country every year in order to have the concept of destination (Youell, 1998:26).

## DESTINATION TYPES

Destination is an area with large or small geographical boundaries such as country, city, village, island. Holiday plans are a concept that consumers perceive depending on their cultural accumulation, educational levels, holiday purposes. Therefore, it is expressed as a place of tourism where the person always goes away from his place for a certain purpose (Bahar and Kozak, 2005: 77). Buhalis divided destinations into six groups: city, seaside mountain, countryside, authentic third world and unique-exotic-privileged (special interest), while Halloway divided destinations into summer, city/town, countryside. In addition, destinations direct people to travel; climate, geographical conditions, time

(duration of stay), distance can also be classified according to factors (Güripek, 2013: 51). According to Goeldner and Ritchie (2002), tourist destinations are grouped into six groups based on their holiday experiences:

- **Ethnic Tourism:** It is called activities that tourists participate in to monitor local people with different lifestyles and cultural characteristics. Activities of this type of tourism can be listed as visits to local houses, participation in ceremonies and dances and participation in religious ceremonies (Pekyaman, 2008: 8)
- **Cultural Tourism:** This type of tourism includes trips to visit the places in the memories of tourists again and to get to know the cultures that are about to disappear. In this tourism experience, people eat locally, participate in activities with local clothes, participate in traditional dances and see and try handicrafts.
- **History Tourism:** Trips to museums, castles, etc. in order to present past events or victories to tourists. Guided tours of monuments, visits to museums, churches, cathedrals and revitalization of important events in the past with light and sound shows are important activities of historical tourism. In historical tourism, organized mass trips are usually organized and tours are organized in large cities to easily accessible places (Özdemir, 2008: 21).
- **Environmental Tourism:** It is called the travels that individuals make to live nature, create time with the soil and gain sensitivity about the protection of the environment. It is a type of tourism that directs people away from where they live, to calm and rural areas and prioritizes natural attractions. The aim of the participants is to take photos, hike, mountain climbs, kayak and camp.
- **Entertainment Tourism:** The travels of individuals to improve their social aspects, sunbathe, carry out various sports activities, and be in places with relaxing atmospheres. The main purpose of recreational tourism is to ensure that tourists experience mental and physical relaxation.
- **Business Tourism:** Meetings held with activities such as symposiums, congresses, conferences, seminars and courses. Business trips often have the ability to have more than one tourism product. A tourist facility planned

for recreational tourism can host a large congress for business tourism. This is also very important to ensure that tourism activity spreads over twelve months.

The destinations preferred by the person to move away from where they live all the time and travel exponentially at certain costs must meet the expectations of the person. Therefore, the attractiveness of destinations, infrastructure and superstructure facilities causes them to be preferable. The driving and attractive elements that destinations have attract the attention of potential tourists. In addition, having transportation opportunities plays an important role for destinations to be preferred (Aksöz, 2013: 116).

## **FACTORS AFFECTING DESTINATION CHOICE**

Each tourist attraction offers various combinations of different products and services, and tourists prefer the destination that best meets their personal expectations among these options (Özdemir, 2007: 150). Many different causes and motives direct individuals to travel. All stakeholders who want to create a competitive advantage should analyze the destination characteristics well in order to provide better service, reach more tourist numbers and increase the satisfaction of tourists.

### **• Tourist Characteristics**

The characteristics of tourists who want to go to a specific destination for entertainment, culture or health purposes are among the most important factors affecting which destination to choose. Some of them are demographic characteristics, purchasing power, previous travel experiences and sources of information can be listed as identification with the destination and holiday motives (Özoğul, 2011: 52).

Various studies have been carried out to classify tourist types, among which were Cohen (1972), Plog (1974) and Smith (1989). Plog (1974) developed a scale to compare personality traits and lifestyles. He considered tourists psychocentric and allocentric and placed them between the two ends. Introverted tourists are usually the tourists who attend events, prefer the road over the airline, choose similar destinations, feel close to those with similar cultural values. Extroverted tourists want to get to know people from cultures

they are not accustomed to, who love to have adventures, who travel alone, who want to have new experiences, who choose unexplored destinations (Jackson et al., 2001: 180).

- **Tourism Experiences and Perceived Destination Image**

The image of the destination rather than the actual information, which often affects the tourist's travel decision. Tourists try to learn about the destination they do not experience in various ways and influence the decision to buy images that they perceive in this process (Bronze, 2003: 39). The level of satisfaction of tourists depends on the difference between the image of the destination they perceive and the experience they get from the destination.

- **Tourism Potential**

Many elements such as natural beauties of the destination, historical environment, quality and number of accommodation and travel enterprises, infrastructure and superstructure facilities, activities, entertainment and shopping opportunities form tourism potential (Ersun & Arslan, 2011: 234). Being rich in touristic products is not the only factor determining tourism potential. Promoting and marketing existing potential is very important in terms of implementing the potential.

- **Perceived Risks in Destination Choice**

Because the holiday purchase decision process is unclear, tourists may be exposed to various risks before, during and after purchase. Unfortunately, in the service sector, tourists are unlikely to buy a tourist product by trying it. During the tourist's holiday, there is no chance to try the route shape, hotel room, restaurant or attractions in the destination in advance. Therefore, they perceive much more risk compared to consumers who buy a concrete product. Increased risk perceptions in the tourism sector are due to service characteristics. Failure to standardized services, lack of service guarantees, lack of access to the necessary information with the destination, low or no experience of the tourist for the destination, negative previous travel experiences cause the risk level they perceive for destinations to be high (Pekyaman, 2008: 105).

## RELATED STUDIES

Jang and Cai (2002) conducted the impact of driving and attractive factors on destination choice on passengers going abroad from the UK (America, Canada, South America, Caribbean, Africa, Oceanic, Asia). Seeking knowledge is the most important driving factor, cleaning and safety have been identified as the most important attractive factor. According to destinations; it has been revealed that they visit America to enjoy entertainment and excitement, Oceana to get outdoor activities and Asia to get new experiences.

Klenosky (2002) found that different destinations have different attractive characteristics. Florida beaches, California beaches and historical and cultural values, Colorado ski resorts, Hawaiian natural resources and beaches, warm climate and culture, and Mexico are destinations with significant appeals with their parties and sandy beaches.

Nicolau and Mas (2005) researched the increasing and reducing effect of motivation on distance and price in destination choice in their study of 2127 people in Spain, taking into account the holiday purposes of the individuals. They have determined that people seeking peace of mind do not turn to long journeys, but who will visit different climatic conditions, new places and family/friends are motivated against remote destinations. It has been revealed that people who care about visiting family and friends do not have the motivation to put up with the costs, but those who want to discover new places are willing to pay high prices.

In the study by Hsu et al. (2009) conducted in Taiwan, it was stated that the most important factor affecting the decision to choose tourism destinations is friend/relative visit and personal security, and the least important element is price. Demir (2010) researched the influence of attractive factors specific to Dalyan in the choice of tourists' holiday resorts. The most important attractive factors of the region in the research are accommodation and transportation opportunities, recreational attractions, historical and natural attractions, social and cultural values are determined. It has also been stated that destination attractions include regional features as well as general features, and the distinctive charms of the Dalyan region have an important effect on tourists choosing this region.

Ülker's (2010) study on the decision-making process in destination choice was aimed at visitors who took their holidays in accommodation businesses in Bozcaada. The most important reason for the preference of Bozcaada destination

by tourists is determined to be social and cultural activities (Vintage, Ayazma Fair, etc.) in Bozcaada. In addition, Bozcaada's growing popularity in recent years has revealed that vacationing here is perceived by the social environment as a respectable situation.

Gill and Singh (2011) have made their efforts to determine destination preferences for medical tourism to American passengers. By exponentially costing less, specialist doctors, high-quality medical treatment facilities, emergency medical treatment opportunities when necessary cause people to prefer medical tourism. Japan, South Korea, Singapore, Mexico and India are the most preferred countries outside the United States.

In his study, Ceylan (2011) attempted to reveal how visitors to Pamukkale perceived the destination according to their place of stay. They stated that those staying at the hotel found the destination more reliable, have a different cultural structure, relaxing and relaxing and close to their place of residence than those staying with the hostel and relatives.

Kılıç et al. (2011) examined the influence of attractive factors belonging to Çanakkale in the choice of destinations of domestic tourists. As a result of the analysis, it was seen that Gallipoli Historical National Park, which has the appeal of sadness tourism examined within the scope of special interest tourism, came to the forefront. In addition, it has been stated that the fact that the destination is a type of tourism that can be spread not only in certain seasons, but also in all periods of the year contributes significantly to the destination.

Ersun and Arslan (2011) conducted a literature review in their study to determine the factors affecting destination choice and marketing strategies. The main elements affecting destination choice are tourism potential, tourism purposes, common vision, competitiveness, marketing mix, marketing strategies, positioning, image creation, brand creation, promotional activities. When determining the marketing strategies of the country's tourism, they revealed that it is important to address the country's promotion at a macro level by highlighting the characteristics of regions that have not yet been used in the field of tourism in various regions of Turkey that can create a competitive advantage.

According to the results of their research, Evren and Kozak (2012) showed that young, single and highly educated visitors pay more attention to the "entertainment, education and shopping" factor; it has been determined that married, older and highly educated visitors pay more attention to the "accommodation, transportation and others" factor.

In his study of Japanese tourists visiting Cappadocia, Keskin (2012) determined that the two most important factors in the participants' preference for this destination were shopping requests and visiting cultural assets. It has also been revealed that they usually prefer to visit with their spouses or friends.

In the study in which local and foreign tourists visiting Istanbul examined the effects of film and television in destination choices, it was determined that tourists attach importance to the natural environment, historical structure and cultural and artistic activities in the choice of destination. In addition, when participants were asked to evaluate Istanbul, it has been specified that one of the most admired features was culinary culture. It is revealed that a significant number of visitors travel for entertainment purposes, as well as use newspapers, internet tools and listen to friend-relative advice to learn about Istanbul. Tv series and motion pictures are at the bottom of the list in the ranking of learning about the destination.

In their studies, Çetinsöz and Artuğer (2013) have determined the factors of attraction that influenced foreign visitors to choose Antalya. As a result of the study, the most important factors that cause foreign tourists to prefer Antalya; It has been revealed that Antalya is listed as clean, it is a safe city, it has climate and natural parks, it has beautiful beaches.

In his study on Turkish tourists coming to Baku, İlyasov (2015) indicated that the city has become more popular recently due to the influence of cultural and social activities in the city (Eurovision Song Contest, International Mugam Festival), especially in high demand from the immediate surroundings. It has been stated that it is common for participants to believe that Baku is a nice place to have a holiday, but that holidaying in the city does not leave a relaxing and relaxing effect.

Zağralı and Akbaba (2015) attempted to determine the effect of local dishes on destination choice in local and foreign tourists visiting İzmir peninsula (Karaburun, Seferihisar, Çeşme, Urla). The results of the study revealed that local food does not play a decisive role in tourists' preferences for the Peninsula, but that they like local food as a result of their experiences during their stay in the destination, but there is a significant lack of publicity in this regard.

Ustasüleyman and Çelik (2015) attempted to determine the factors affecting destination choice according to their severity in their research. In terms of domestic tours, international tours and domestic cultural tours, it is aimed to identify the factors affecting the destination choice of tourists and

then to sort the holiday alternatives in terms of priority. When the results are examined, the search for changes in destination choice is determined as the most important criterion and meeting new people is the least important criterion. It has been stated that the most preferred alternative in terms of factors is overseas tours.

Oppewal et al. (2015) has set their targeted destinations as Australia and Asia Pacific countries. They carried out their work in the three overseas countries, namely Indonesia, Thailand and Australia, in Bali, Bangkok and New Zealand, which attracted the most tourists. As a result of the research, it was determined that New Zealand was the most preferred destination and Bangkok was in second place. Visitors have indicated that they prefer these destinations most for activities and festivals, natural beauties and relaxation.

In the study by Tulga et al. (2016), six attractive factors and four destinations, Alanya, Kuşadası, Bodrum and Çeşme, were selected in the study, which was carried out to determine the importance of the attractive factors affecting the choice of the destination and the most suitable destination with these attractions by using the Analytical Hierarchy Process (AHP). As a result of the analysis, the most important among the six attractive factors; safety, price, historical and natural beauties, and least importantly, transportation facilities, climate and population density have been identified. The most suitable destination with these attractive factors is first listed as Alanya, then Kuşadası, Bodrum and Çeşme.

In his research, Whyte (2016) examined the driving and attractive motivational elements that influence the destination decisions of tourists who prefer yacht tourism. As a result of the analysis; it has been determined that intellectual motivation to relax and avoid mayhem thanks to the yacht environment, socialization; motivation to socialize due to interaction with people who have yachts, activities; motivation to achieve activities by learning about activities on the coast and knowledge cause tourists to prefer yacht tourism with their learning and discovery qualities.

## **METHODOLOGY**

In order to determine the destination choices of Turkish tourists abroad, the scale used by Jang and Chai (2002) in their “Travel Motivations and Destination Choice: A Study of British Outbound Market” study was used in this study. There are driving and attractive factors affecting destination choice.

Driving factors consist of six dimensions. These are new experience, escape, seeking knowledge, entertainment, rest, family and friends. Attractive factors include natural and historical environment, cleaning and safety, accessibility and economic rapport, outdoor activities, sunny and exotic weather. Table 1 contains statements from the scale of the elements affecting the choice of destinations.

**Table 1.** Statements on Factors Affecting Destination Choice

		Statements on Factors Affecting Destination Choice
New experience	it1	It is important for me to experience new and different lifestyles abroad.
	it2	It is important for me to meet local people abroad.
	it3	It is important for me to see people of different backgrounds abroad.
	it4	It is important for me to experience a simple lifestyle abroad.
	it5	It is important for me to meet new and different people abroad.
	it6	It is important for me to try new tastes abroad.
Escape	it7	It is important for me to go abroad and get away from the responsibilities at home.
	it8	It is important for me to move away from busy business life by going abroad.
	it9	It is important for me to escape the ordinary by going abroad.
Seeking Knowledge	it10	It is important for me to go overseas to places I have not visited before.
	it11	It is important for me to have opportunities to increase my knowledge level by going abroad.
	it12	It is important for me to see and experience the uniqueness of destinations located abroad.
	it13	It is important for me to have visited a place where I can talk about it when I return home from abroad.
Entertainment	it14	It is important for me to experience excitement abroad.
	it15	It is important for me to have entertainment abroad.
	it16	It's important for me to go abroad and go where my friends have never been before.
Rest	it17	It is important for me to go abroad just to relax.
	it18	It is important for me not to do any activities abroad.
	it19	It is important for me to experience luxury abroad.
Family and Friends	it20	It is important for me to visit friends/relatives abroad.
	it21	It's important for me to be together with family abroad.
	it22	It is important for me to meet people with similar interests abroad.

Natural and Historical Environment	<b>cek23</b>	It is important for me to see (rural) areas far from the city abroad.
	<b>cek24</b>	It is important for me to see historical buildings and places abroad.
	<b>cek25</b>	It is important for me to visit valuable natural ecological places abroad.
	<b>cek26</b>	It is important for me to see the extraordinary landscapes abroad.
Cleaning and Security	<b>cek27</b>	It is important for me that places abroad have hygiene and cleaning standards.
	<b>cek28</b>	It is important to me that places abroad have personal security conditions.
	<b>cek29</b>	It is important to me that places abroad have environmental quality (air, water, soil) standards.
Accessibility and economic rapport	<b>cek30</b>	It is important for me to be able to access tourist information before and during travel abroad.
	<b>cek31</b>	It is important to me that travel abroad has the best conditions.
	<b>cek32</b>	It is important to me that vacationing abroad is worth the holiday money I have calculated.
	<b>cek33</b>	It is important for me to have public transport abroad.
Outdoor Activities	<b>cek34</b>	It is important to me to have natural campsites abroad.
	<b>cek35</b>	It is important for me to have open space activities abroad.
	<b>cek36</b>	It is important for me to have activities for the whole family abroad.
	<b>cek37</b>	It is important for me to have the opportunity to drive easily abroad on my own.
Sunny and Exotic Weather	<b>cek38</b>	It is important to me that abroad has an exotic atmosphere.
	<b>cek39</b>	It is important to me that abroad has good weather conditions.

### Explanatory Factor Analysis (EFA) Findings

#### EFA Analysis for Elements Affecting Destination Choice

Reliability analysis was performed on the scale used to measure the factors affecting destination choice, and 7 items were not included in the factor analysis since their matter-total correlation value (7-18-19-21-30-34-36) was below 0.30. Since the Cronbach Alpha ( $\alpha$ ) value of the remaining items is .906, it was decided to perform factor analysis.

KMO and Bartlett Sphericity Test were applied to data on the factors affecting destination choice. As shown in Table 2, the KMO value was .880, Bartlett's approximate square ( $\chi^2$ ) value was 10444.194 according to the sphericity test, and the level of significance was  $p = .000$ . These results show that the scale is in accordance with the factor analysis.

As a result of the factor analysis, communalities loads of four items (it4-it11-cek35-cek39) and the factor load value of all three items (it6-it20-cek33) were removed from the analysis due to the factor load value below .50 and the four items (cek29-cek37-cek38) were not considered suitable in the factors in which they were collected as content. According to the results of the analysis, the factors affecting the choice of destination appeared in five dimensions. The total described variance of these five dimensions is 71.64%. Factor analysis results are included in Table 2.

**Table 2.** EFA Analysis on Factors Affecting Destination Choice

	Natural and Historical Environment	New Experience	Entertainment	Seeking Knowledge and Escape	Quality and Safety	Communalities
cek25	.844					.803
cek24	.804					.740
it22	.804					.721
cek26	.762					.689
cek23	.693					.518
it2		.852				.823
it1		.821				.747
it3		.815				.777
it5		.810				.754
it13			.871			.850
it15			.843			.792
it14			.838			.815
it16			.635			.487
it9				.866		.814
it8				.829		.771
it10				.747		.681
it12				.647		.598
cek28					.827	.715
cek31					.786	.667
cek32					.776	.678
cek27					.772	.606
<b>Eigenvalue</b>	7,477	,448	1,967	1,604	1,549	
<b>Explained Variance Percentage</b>	35,605	11,656	9,367	7,640	7,376	
<b>Total Described Variance</b>					<b>71,644</b>	
<b>Kaiser-Meyer-Olkin Sample Measurement</b>					<b>,880</b>	
<b>Bartlett Sphericity Test</b>			Approximate Chi-square		10444,194	
			Df		210	
			Sig. (Significance)		<b>,000</b>	
Analysis of basic components with Varimax rotation						
<b>Response categories:</b> 1: I absolutely disagree ..... 2..... 3..... 4..... 5: I absolutely agree						

There are five items in the first dimension that explain the factors affecting destination choice at the highest level (35,605%), and the eigenvalue of the dimension is 7,477. The four items are related to the natural and historical environment in attractive elements. Therefore, this dimension is called **natural and historical environment**. The second dimension describes the scale at 11.65% and the eigenvalue is 2,448. It consists of four driving elements covering new experiences. This dimension is called the **new experience**. The third dimension consists of four items in the driving elements and explains the scale at 9.36%. The eigenvalue of this dimension is 1,967. Since three items of this dimension are entertainment-dimension, the dimension is called **entertainment**. The fourth dimension is made up of driving factors and four items and explains the scale at 7.64%. The eigenvalue of this dimension is 1,604. This dimension is called information seeking knowledge and escape, as two items are under the factors of **seeking knowledge and** the other two items are under **escape** factors. The final dimension was made up of attractive factors and explained the scale at the lowest level (7.37%). The eigenvalue of this dimension is 1,549. This dimension is called **quality and safety**, as the two items are related to safety and the other two articles are under economic rapport factors.

#### **Reliability Analyses of Scales after CFA Analysis and Arithmetic Mean Values of Statements on Scales**

When we look at the  $\alpha$  values of the dimensions revealed as a result of EFA analysis, the  $\alpha$  value of the “natural and historical environment” dimension is .876; A value of the “new experiences” dimension is .901; A value of the “entertainment” dimension .861; the  $\alpha$  value of the “seeking knowledge and escape” dimension is .860 and the  $\alpha$  value of the “quality and security” dimension is .819. The overall average of the scale of the factors affecting the choice of destinations abroad is 4.07. The arithmetic average of the “quality and safety” dimension is 4.23 and the arithmetic average is the highest. This is followed by the dimension of the “natural and historical environment” ( $\bar{X} = 4.10$ ); “new experiences” ( $\bar{X} = 4.02$ ); “entertainment” ( $\bar{X} = 3.99$ ). The arithmetic average was the lowest dimension of “seeking knowledge and escape” ( $\bar{X} = 3.98$ ).

**Table 3.** Reliability of Scale on Factors Affecting Destination Choice and Arithmetic Averages for Statements

	N	$\alpha$	ID ( $\alpha$ )	$\bar{X}$	s.s.
<b>F1</b>	<b>21</b>	<b>,904</b>		<b>4,07</b>	
	<b>Elements Affecting Destination Choice</b>				
	<b>5</b>	<b>,876</b>		<b>4,10</b>	<b>,733</b>
	<b>Natural and Historical Environment</b>				
cek23	It is important for me to see (rural) areas far from the city abroad.		,902	3,65	,930
cek24	It is important for me to see historical buildings and places abroad.		,897	4,27	,683
cek25	It is important for me to visit valuable ecological places abroad.		,897	4,26	,666
cek26	It is important for me to see the extraordinary landscapes abroad.		,897	4,30	,678
it22	It is important for me to meet people with similar interests abroad.		,898	4,04	,712
<b>F2</b>	<b>4</b>	<b>,901</b>		<b>4,02</b>	<b>,747</b>
	<b>New Experiences</b>				
it1	It is important for me to experience new and different lifestyles abroad.		,899	4,01	,750
it2	It is important for me to meet local people abroad.		,898	4,03	,743
it3	It is important for me to see people of different backgrounds (nationalities) abroad.		,898	4,00	,769
it5	It is important for me to meet new and different people abroad.		,898	4,04	,729
<b>F3</b>	<b>4</b>	<b>,861</b>		<b>3,99</b>	<b>,740</b>
	<b>Entertainment</b>				
it13	It is important for me to have visited a place where I can talk about it when I return home from abroad.		,898	4,05	,676
it14	It is important for me to experience excitement abroad.		,897	4,11	,710
it15	It's important for me to have fun abroad.		,898	4,11	,719
it16	It's important for me to go abroad and go where my friends have never been before.		,902	3,72	,858
<b>F4</b>	<b>4</b>	<b>,860</b>		<b>3,98</b>	<b>,798</b>
	<b>Seeking Knowledge and Escape</b>				
it8	It is important for me to move away from busy business life by going abroad.		,899	3,81	,862
it9	It is important for me to escape the ordinary by going abroad		,899	3,86	,849
it10	It is important for me to go abroad to places I have not visited before.		,898	4,16	,709
it12	It is important for me to see and experience the uniqueness of destinations located abroad.		,897	4,08	,772
<b>F5</b>	<b>4</b>	<b>,819</b>		<b>4,23</b>	<b>,663</b>
	<b>Quality and Safety</b>				
cek27	It is important to me that places abroad have hygiene and cleaning standards.		,906	4,28	,656
cek28	It is important to me that places abroad have personal security conditions.		,903	4,22	,628

cek31	It is important to me that travel abroad has the best conditions.	,904	4,23	,684
cek32	It is important to me that vacationing abroad is worth the holiday money I have calculated.	,902	4,22	,685

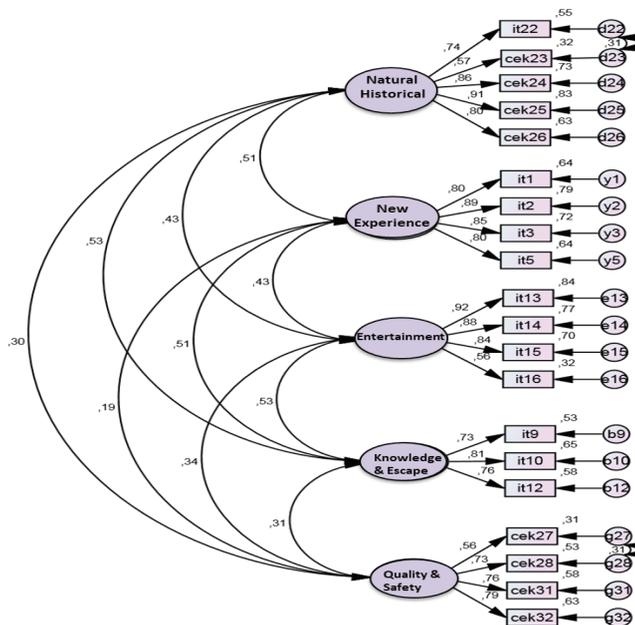
ID.: Cronbach Alpha Value When Item Is Deleted

**Response categories:** 1: I absolutely disagree ..... 2..... 3..... 4..... 5: I absolutely agree

### Confirmatory Factor Analysis (CFA) CFA on Factors Affecting Destination Choice for Abroad

The forecast values of “it8” from the items in the elements affecting the choice of destination are excluded from the model because they negatively affect the fitness of the model. There was an improvement in the analysis and then the modification indices were looked at. In these indices, the error casing of these variables is added to the model because it shows a correlation between “cek27-cek28” and “it22-cek23” in the same dimensions. As a result of the analysis, as seen in the values in Table 4 and Figure 1, the variables observed for the measurement model represented the implicit variables at the desired level. When we look at the values of goodness of fit, it shows that the data set used in the research supports the research model.

**Figure 1.** Elements Affecting Destination Choice After Improvements 1° Measurement Model



**Table 4.** Destination Risk Standard Loads, Measurement Errors, T Value and Goodness of Fit Table

<i>Dimensions</i>	<i>Elements Affecting Destination Choice</i>	$\bar{x}$	<i>St. <math>\beta</math></i>	$\epsilon$	<i>t value</i>	<i>p</i>				
<i>Natural and Historical Environment</i> ( $\bar{x}$ $\bar{x}$ =4.10)	it22	3,65	,744	,446	<i>Fixed to <math>\lambda</math> 1.</i>	***				
	cek23	4,27	,566	,680	18,480	***				
	cek24	4,26	,856	,267	24,209	***				
	cek25	4,30	,910	,172	25,831	***				
	cek26	4,04	,797	,365	22,883	***				
<i>New Experience</i> ( $\bar{x}$ $\bar{x}$ =4.02)	it1	4,01	,803	,355	<i>Fixed to <math>\lambda</math> 1.</i>	***				
	it2	4,03	,887	,213	28,661	***				
	it3	4,00	,846	,284	26,424	***				
	it5	4,04	,799	,362	24,999	***				
<i>Entertainment</i> ( $\bar{x}$ $\bar{x}$ =4.00)	it13	4,05	,917	,159	<i>Fixed to <math>\lambda</math> 1.</i>	***				
	it14	4,11	,876	,233	35,379	***				
	it15	4,11	,837	,299	32,972	***				
<i>Seeking Knowledge and Escape</i> ( $\bar{x}$ $\bar{x}$ =4.03)	it16	3,72	,561	,685	17,265	***				
	it9	3,86	,727	,471	<i>Fixed to <math>\lambda</math> 1.</i>	***				
	it10	4,16	,809	,346	20,094	***				
<i>Quality and Safety</i> ( $\bar{x}$ $\bar{x}$ =4.24)	it12	4,08	,760	,422	18,371	***				
	cek27	4,28	,560	,686	<i>Fixed to <math>\lambda</math> 1.</i>	***				
	cek28	4,22	,727	,471	16,592	***				
	cek31	4,23	,762	,419	13,956	***				
cek32	4,22	,797	,365	13,811	***					
	$\chi^2$	$\chi^2/df$	RMSEA	SRMR	GFI	AGFI	NFI	IFI	NNFI	CFI
<i>Acceptable</i>		$\leq 5$	<0,10	<0,08	>0,85	>0,80	$\geq 0,90$	$\geq 90$	$\geq 90$	$\geq 90$
<i>Measurement Model</i>	709,482	4,490	,066	,040	,912	,883	,926	,942	,930	,942
<i>II. Level E.V.</i>	731,408	4,487	,066	,046	,910	,884	,924	,940	,930	,940

\*\*\*p<.001

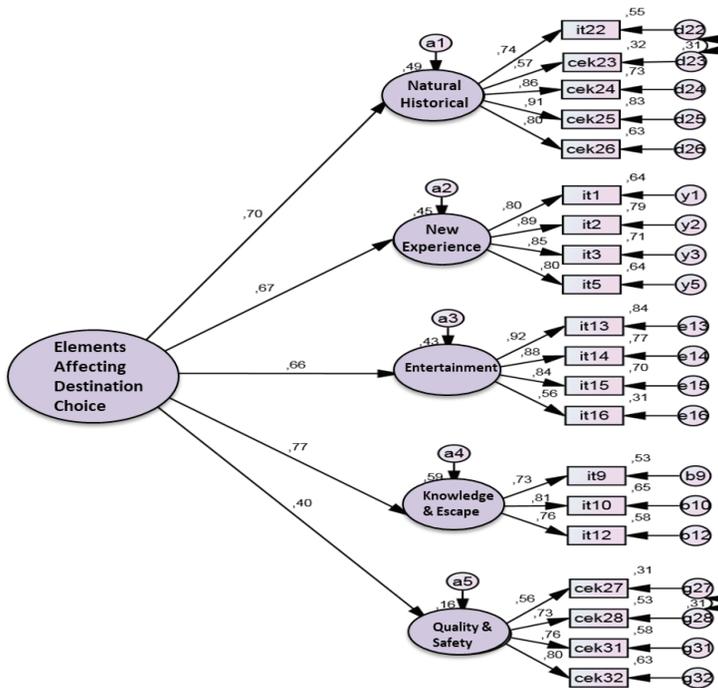
The reliability and validity of the measurement model were looked at before switching to the 2° DFA model. As shown in Table 4, the AVE value of each dimension is greater than .50 and the CR  $\alpha$  values are greater than .70. The variables observed according to these results explain the dimensions to which they belong adequately and consistently with each other. Then, the validity of distinction and affinity was looked at. The distinction is valid because the AVE value of each dimension is greater than the square of the largest correlations between dimensions. In affinity validity, the AVE value is greater than .50 and the CR value is greater than the AVE value (CR>AVE; AVE>0.5) (Hair et al., 2010). These conditions are also provided, as shown in Table 5.

**Table 5.** Reliability and Validity Results for Destination Risk Scale

Dimensions	C. Alp.	CR	AVE	1	2	3	4	5
<b>Natural and Historical Environment</b>	,876	,885	,614	,278				
<b>New Experience</b>	,901	,902	,696	,514	,264			
<b>Entertainment</b>	,861	,881	,656	,428	,435	,260		
<b>Seeking Knowledge and Escape</b>	,804	,810	,587	,528	,510	,525	,278	
<b>Quality and Safety</b>	,819	,817	,515	,302	,187	,337	,307	,113

Note: Calculated with the formulas  $AVE = \Sigma \lambda^2 / \Sigma \lambda^2 + \Sigma \epsilon$  and  $CR = \Sigma \lambda^2 / (\Sigma \lambda^2) + \Sigma \epsilon$  in the table.

**Figure 2.** Elements Affecting Destination Choice 2° DFA Model



Satisfactory results were reached regarding the goodness of fit of the implicit variables in the model, and it was accepted that the confidence and validity of the model was ensured as a result of the analysis. It was then decided to add the top-level variable of the elements affecting destination choice and test it with the second-order DFA. Destination risk Parameter values for the 2°DFA model are included in Figure 2 and goodness of fit values are included in Table 5.

When we look at the second-degree DFA findings, the factors affecting destination choice are the use of destination choice elements for abroad; natural and historical environmental dimension ( $\beta = ,703$ ;  $R^2_{\text{natural}} = ,494$ ; error = ,141  $p < 0.001$ ), new experience dimension ( $\beta = ,673$ ;  $R^2_{\text{experience}} = ,452$ ; error = ,198  $p < 0.001$ ) entertainment dimension ( $\beta = ,659$ ;  $R^2_{\text{entertainment}} = ,435$ ; error = ,217  $p < 0.001$ ), seeking knowledge and escape dimension ( $\beta = ,767$ ;  $R^2_{\text{knowledge}} = ,588$ ; error = ,157  $p < 0.001$ ) and quality and safety dimension ( $\beta = ,405$ ;  $R^2_{\text{quality}} = ,164$ ; error = ,112  $p < 0.001$ ). After these results, it is possible to say that the measurement model is underrepresented by its sub-dimensions.

## CONCLUSION

The number of data evaluated in the study is 800. Approximately 49% of respondents were female and 51% were male. The age range of participants 36-45 years is highest with 41%. 46% of participants have a bachelor's degree. 66% of respondents are married. 55% of respondents said they preferred to go abroad with their family for holidays, 58% said they had not been abroad before, and 32% said they went abroad once every four years. 175 of the respondents stated that they went abroad for holidays. While 40% of respondents express themselves as investigative tourists, 35% express themselves as organized mass tourists.

39 statements were provided to the respondents, including 22 driving and 17 attractive, related to factors affecting destination choice. These statements are compiled in 6 driving dimensions, namely new experience, escape, seeking knowledge, entertainment, rest family and friendship and 5 attractive dimensions, namely natural and historical environment, quality and security, accessibility and economic rapport, outdoor activities and sunny and exotic weather.

As a result of the analysis, "It is important for me to try new tastes abroad" in the new experience dimension. From the escape dimension, the statements "It is important for me to move away from the responsibilities at home by going abroad" and "It is important for me to go abroad and get away from busy business life" were removed. "It is important for me to have opportunities to increase my knowledge level by going abroad" is not included in the information search dimension. The statement "It is important for me to have visited a place where I can talk about it when I return home from abroad" are included in the entertainment dimension rather than seeking knowledge dimension. In this way, the entertainment dimension covers a total of 4 statements. Rest dimension was removed from the survey as a result of factor analysis. In the dimension

related to family and friends visiting, only the phrase “It is important for me to meet people with similar interests abroad” has found its place in the natural and historical environmental factor. In its final form, the natural and historical environmental dimension has increased to 5 statements. The quality and safety dimension is combined with 2 statements in the dimension of accessibility and economic rapport and it is made up of a total of 4 statements. As a result of the analysis, Outdoor Activities and Sunny and Exotic Weather dimensions were completely removed from the scale.

As a result of the answers about travel motivations, participants stated that visiting valuable natural ecological places abroad, which are most attractive factors in the natural and historical environmental dimension, was effective in choosing destinations. Secondly, they stated that it is important for places abroad to have personal security conditions. Thirdly, it has been determined that it is important for Turkish tourists to see remote (rural) areas from the city abroad. Meeting people with similar interests abroad from driving motivational elements has emerged as the least effective expression for participants. Then, going abroad and going to places where my friends had not been before was one of the lowest motivating elements.

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## CHAPTER 5

# ORGANIZATIONAL AMBIDEXTERITY IN TOURISM INDUSTRY

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### INTRODUCTION

**C**HANGE IS AN INEVITABLE PHENOMENON FOR SYSTEMS. LOOKING AT THE PAST 15-20 YEARS, IT IS POSSIBLE to see this inevitability in economic, technological and socio-cultural fields in the world. The structures that interact most intensively and effectively with rapid changes and developments in the world are businesses (Taşlıyan & Karayılan Yücel, 2015: 293). It is known that knowledge is the most important resource for the sustainability of businesses. As a matter of fact, a significant majority of the work done in existing business processes is based on knowledge (İpçioglu & Erdoğan, 2005: 93).

Today, it has become a necessity for all businesses to adapt to the changes and innovations brought about by the age and to take on a dynamic structure. New processes and new approaches have also affected competitive conditions and it has become very difficult for businesses to maintain their existence. Against these challenges, businesses also aim to create organizational structures that can follow and implement effective innovations (Erşahan, et al. 2015: 613). The concept of organizational ambidexterity, which is considered as a strategy for the ability to manage these two contrasting processes, is considered as a strategic choice in which many studies have been carried out in the business administration literature in recent years.

The process of information management is related to the process of determining the information needed by the organization, analyzing it and planning and controlling the activities that develop the information potential (Göral, 2014: 133). It is a concept closely related to information management in the field summer in terms of organizational ambidexterity and its sub-dimensions.

Since its emergence by Duncan in 1976, studies have been carried out in many fields such as strategic management, innovation, organizational learning, organizational design, information management, adaptation and leadership in the literature of organizational ambidexterity management. Especially since the early 2000s, it has become a highly popular concept in the literature (Özbebek Tunç, 2017: 7; Lavie, et al. 2010: 112).

Studies on the tourism industry are expected to develop in parallel with the studies in the field of general business management (Ubeda-Garcia et al. 2016: 367). Tourism is a complex phenomenon in that it contains many variables. Being an international sector, gradually developing, diversifying and increasing its importance, it has also revealed many concepts related to the different businesses it contains (Öter & Saribaş, 2017: 1). In addition to these concepts emerging in tourism, developments in the sector have followed developments in the business world globally. The concept of organizational ambidexterity has also started to be considered as an important element for the tourism sector in terms of being a concept that is followed and often associated with performance.

In this context, the aim of this book chapter is to outline the administrative process of organizational ambidexterity, on which the studies on the last 20 years in the business literature have been increasing. Then, it is to evaluate the feasibility of this process in the tourism industry. For this purpose, a systematic literature table has been established in the recent past, including studies on organizational ambidexterity in the field of tourism. The findings obtained from the table are generally interpreted with the purpose of creating a resource attribute for both the sector and academia.

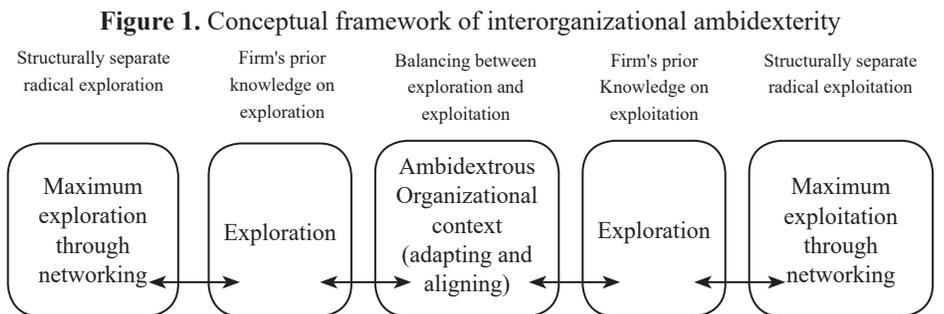
## **ORGANIZATIONAL AMBIDEXTERITY**

Although the concept was put forward by Duncan in 1976, a study by March (1991) is the most referenced research in the literature (Raisch & Birkinshaw, 2008: 376). According to March (1991: 71), although exploration and exploitation

activities are very important for businesses, it is very difficult for businesses to allocate resources for both of these functions. Organizational ambidexterity, which has attracted even more attention from researchers in the last 20 years, is considered to be the ability of an organization to carry out such exploration and exploitation activities concurrently in order to realize many of its purposes such as to provide a competitive advantage, increase efficiency, provide flexibility and autonomy (O'Reilly & Tushman, 2013: 324). Organizational ambidexterity, which can basically be expressed as the ability to track two different things together, often focuses on effective adaptation activities with the external environment while adapting the existing operations of the business (Gibson & Birkinshaw, 2004: 210).

According to March (1991), the exploration dimension of ambidexterity, which is innovation, focuses on the discovering of new opportunities, changes, etc. The benefit dimension focuses on issues such as application, production, and effectiveness. These two operational processes can be expressed as adaptation and adaptation processes, and these two processes are always in conflict at a certain level. Some businesses create bilateral structures and separate the demands of these two conflicting processes (Chang et al., 2009: 937). In other words, one department focuses on harmony in the binary structure created, while another department focuses on adaptation.

According to Nieto-Rodriguez (2014), successful organizations must strike a balance between exploration and exploitation. In his study, Kauppila (2010) has revealed the theoretical framework of organizational ambidexterity as exhibited in Figure 1, based on the fact that exploration and exploitation are opposites but need to be carried out together as two opposite processes.



**Source:** Kauppila, O. P. (2010). Creating ambidexterity by integrating and balancing structurally separate interorganizational partnerships. *Strategic Organization*, 8(4).

One of the main topics of business administration literature is how organizations will adapt to the rapid change in the world and markets. This adaptation is considered very important in that it carries a vital value in the existence of businesses (Gözen, 2018: 43). When businesses create a main theme for the needs they will respond to, they evaluate their interaction processes with the environment as well as their existing capabilities. These assessments can be used effectively in creating strategies, planning their activities and creating goals (Özbebek Tunç, 2017: 145).

The most important goal of the businesses operating in the tourism sector is to achieve high performance and to maintain this for a long time. However, sustainable performance is often a difficult goal to achieve. Environmental dynamism and competitive dynamics, globalization, which has grown in recent years, and shorter product-service life cycles, further magnify this challenge (Mihalache et al., 2013: 141; Mihalache & Mihalache, 2016: 1).

The organizational ambidexterity literature has been emphasizing the importance of exploration and exploitation strategies in the long-term performance of businesses for decades (Boumgarden et al., 2012: 587). Organizations that have achieved organizational ambidexterity can be said to be organizations that have the ability to both research new opportunities and benefit from existing experiences. Thanks to these capabilities of businesses, it can be said that they increase their competitiveness and company performance (Cao et al., 2009: 3). The way to ensure this high performance can be achieved by using exploration and exploitation functions as complementary to each other (Boumgarden et al., 2012: 587). From this point on, it can be said that organizational ambidexterity has an important function for the ultimate objectives of businesses.

## **TYPES OF ORGANIZATIONAL AMBIDEXTERITY**

In the literature regarding organizational ambidexterity, it is possible to come across different typologies of organizational ambidexterity according to the approaches of the studies. The main types can be listed with their pioneering researchers as Structural-Contextual Ambidexterity (Birkinshaw & Gibson, 2004), Harmonic-Periodic-Sectional-Mutual Ambidexterity (Simsek et al.,

2009), Sequential Ambidexterity (Boumgarden et al., 2012) and Dynamic Organizational Ambidexterity (Chen, 2017).

***Structural and Contextual Ambidexterity***

The prevailing idea of studies known as predecessor organizational ambidexterity models is that structural separation is necessary to carry out exploration and exploitation activities simultaneously. In other words, the necessity of a distinction in the organization structurally is at the forefront. Because individuals with operational responsibilities cannot explore and exploit at the same time (Kauppila, 2010: 285). Gibson and Birkinshaw (2004: 49) suggest that ambidexterity, rather than this organizational distinction, is an approach that should be present in their minds individually. According to these researchers, organizational ambidexterity is the behavioral capacity of being able to simultaneously harmonious and adapt in all business units. The harmony here is that all activities in the business unit work together for the same goal. These two processes have independent characteristics, as shown in Table 1, but are considered to be a process that should be carried out together.

**Table 1.** Structural Ambidexterity and Contextual Ambidexterity

	<b>Structural Ambidexterity</b>	<b>Contextual Ambidexterity</b>
<b>How does ambidexterity happen?</b>	Collaboration-oriented and compliance-oriented activities are held in separate units or groups	Individual workers divide their time between collaboration-oriented and compliance-oriented activities
<b>Where is the decision made about the difference between collaboration and compliance?</b>	Head of the organization	Front line - by vendors, business controllers, office workers
<b>The role of senior management</b>	Defining the structure is an exchange between collaboration and compatibility	Developing the organizational content in which individuals play a role
<b>Type of roles</b>	Fairly clearly defined	Fairly flexible
<b>Skills of Workers</b>	More experts	More cultured

**Source:** Birkinshaw, J., & Gibson C. (2004). Building Ambidexterity into an Organization. *MIT Sloan Management Review*, 45(4).

**Multifaceted Typology**

In their study, Simsek et al. (2009) have made another multifaceted approach to organizational ambidexterity. According to the researchers, there are two basic dimensions that allow ambidexterity to appear in different forms, and these dimensions have sub-dimensions. Different matches between dimensions reveal the type of ambidexterity. As seen in Figure 2, it is possible to approach the formation of ambidexterity from two angles: temporal dimension and structural dimension. Temporal dimension deals with how ambidexterity is carried out, in a simultaneous or sequential manner. The structural dimension deals with where ambidexterity takes place and deals with ambidexterity in two different ways, independent or interdependent.

**Figure 2.** A Multifaceted Typology

		<b>Structural Dimension</b>	
		Where is ambidexterity pursued?	
		<b>Independent</b> Within the same unit	<b>Interdependent</b> Across Units
<b>Temporal Dimension</b> How is ambidexterity pursued?	<b>Simultaneous</b>	<b>Harmonic</b>	<b>Partitional</b>
	<b>Sequential</b>	<b>Cyclical</b>	<b>Reciprocal</b>

**Source:** Simsek, Z., Heavey, C., Veiga, J. F., & Souder, D. (2009). A Typology for Aligning Organizational Ambidexterity’s Conceptualizations, Antecedents, and Outcomes. *Journal of Management Studies*, 46(5).

Inter-dimensional relationships in the formation and functioning of organizational ambidexterity are summarized below (Simsek et al., 2009),

- Harmonic ambidexterity is established by conducting exploration and exploitation activities in a simultaneous form,
- Cyclical ambidexterity is established by conducting exploration and exploitation activities in a sequential way,

- Partitional ambidexterity is established by dividing exploration and exploitation activities into sections but synchronized to be interconnected,
- Reciprocal ambidexterity is established through a crossover and successive form of exploration and exploitation activities in sub-systems.

### *Sequential Ambidexterity*

Organizational design literature recommends establishing a balance by creating complex, hybrid or dual structure organizations for the management of the paradox between exploration and exploitation. The organizational ambidexterity approach requires that part of the organization engage in exploration and the other part to exploitation. Any inconsistencies resulting from this process are resolved by the integration efforts of senior management. The “organizational vacillation” approach, which is generated as an alternative to this approach, creates organizational structures that promote exploration and exploitation, respectively. It then changes these structures temporarily and sequentially allowing both dimensions to reach high levels (Boumgarden et al., 2012: 588). This idea can be said to be based on the “time-paced sequence of exploration and exploitation” approach (Venkatraman et al., 2007). In other words, organizations aim for high levels by focusing on exploration and exploitation activities first on one and then on the other.

In this approach, where attention of businesses is dominated by focusing on exploitation in certain periods and exploration in certain periods, businesses will be able to achieve organizational ambidexterity even if it is as a result of a longer period of time with the higher concentration provided by the temporal separation (Chen, 2017: 4).

### *Dynamic Ambidexterity*

Dynamic organizational ambidexterity combines the philosophies and practices of structural organizational ambidexterity, contextual organizational ambidexterity and sequential ambidexterity. By doing this, businesses realize the benefits of different forms of ambidexterity and have the opportunity to reduce the relevant limitations. This allows the conflicting logic of exploration and exploitation to adapt in businesses and to maximize both (Chen, 2017: 4).

In addition to dynamic organizational ambidexterity being the process that reinforces itself in this way, it can be said that performance outputs can give

good results over time. In addition to the targeted balance for exploration and exploitation processes, it can be said that long-term performance returns can be achieved with dynamic organizational ambidexterity (Luger, et al., 2018).

### *Organizational Ambidexterity Dimensions*

As mentioned in previous chapters, organizational ambidexterity is an approach to the contradicting or paradoxical processes to be carried out together. Therefore, it is possible to find many studies in the literature on competing processes related to organizational ambidexterity. They can be listed as “search and stability, flexibility and efficiency, search scope and depth, exploitative and explorative learning, alignment and adaptability, incremental and discontinuous innovations, exploratory knowledge sharing and exploitative knowledge sharing pro-profit and pro-growth strategies”. However, the most commonly researched dimensions in the literature are the exploration and exploitation dimensions of March (1991) (Simsek et al., 2009: 865). As a matter of fact, in the previous sections, the concept was explained and ambidexterity was shaped around these two dimensions. It is worth examining these dimensions of ambidexterity in more depth.

### *Exploration and Exploitation*

With increasing innovations, it is an important requirement for businesses to carry out small improvements to their existing products, more efficient working methods and operations to deliver increasing value to the customer (O’Reilly & Tushman, 2004: 3). Basically, exploitation focuses on what businesses know as available. Exploitative activity is based on the assumption that the business has full knowledge of external opportunities and internal capabilities. The organizational logic here is to focus on existing jobs or existing ways of doing business and short-term corporate goals. It also provides a low level of uncertainty and high probability success in its focus on experienced paths (Chen, 2017: 2). The strategy of exploiting existing capabilities in the direction of focusing on existing capabilities may include approaches that can be considered safer by the organization relatively applying to tried ways.

Organizations that turn to exploration activities are looking for new jobs or new ways of doing business that are not yet known. In organizations with this orientation, the idea prevails that the business may not have full knowledge of all possible opportunities, that new opportunities should be perceived and captured.

The business has not yet reached the best desired capacity, so it is acted without the idea that existing capabilities need to be developed (Chen, 2017: 2).

According to March (1991: 71), exploration includes concepts such as “things captured by terms such as search, variation, risk taking, experimentation, play, flexibility, discovery, innovation”, while exploitation includes concepts such as “refinement, choice, production, efficiency, selection, implementation, execution”. Table 2 has been prepared to observe the main differences of exploration and exploitation from two different studies (O’Reilly & Tushman, 2004; Blar, 2011).

**Table 2.** Characteristics of Exploration & Exploitation

	<b>Exploration</b>	<b>Exploitation</b>
<b>Strategic Objective</b>	Innovation and growth	Cost and profit
<b>Tasks</b>	Product compliance, new products and innovation	Operations, effectiveness and development of existing products
<b>Competencies</b>	Entrepreneurship	Operational
<b>Structure</b>	Adaptive, flexible	Official and Fixed
<b>Rewards</b>	Efficiency	Growth
<b>Culture</b>	Ability to take risks, speed, flexibility and experiments	Effectiveness, low risk, quality and customers
<b>Outputs</b>	New designs, new markets and distribution channels	Existing distribution channels, markets and designs
<b>Information base</b>	Requesting and imposing new information	Improving existing knowledge and capabilities
<b>Time</b>	Long-term benefit	Short-term benefit

**Sources:** O’Reilly, C.A. & Tushman, M.L. (2004). The Ambidextrous organization. *Harvard Business Review* 82(4), 74-83; Blarr, W. H. (2011) *Organizational Ambidexterity Implications for the Strategy-Performance Linkage*, Springer Gabler: Leipzig, Germany.

Among the exploration and exploitation strategies, as seen in Table 2; there are differences such as purpose, competencies, information base and outputs. However, the execution of these two processes together is considered as the problem that ambidexterity tries to deal with.

Exploration and exploitation processes are neither independent nor autonomous. However, these processes are constantly interacting. New ideas and actions come from customers and the outside environment to the seller, and from the seller to the rest of the business with exploration. However, what is learned is communicated through exploitation to individuals and structures within the organization (Cegarra-Navarro & Dewhurst, 2007: 1722). This is an indication that both processes need to work in an integrated way.

### *How to Ensure Organizational Ambidexterity?*

Today, knowledge has become one of the critical success factors in formulating strategy. Therefore, businesses have to determine what information is necessary to successfully determine their strategies at various levels. In addition, businesses must create business strategy and information links to provide a competitive advantage (Göral, 2014: 133). Businesses' equal emphasis on exploration and exploitation functions in accessing information is considered an indication that it has a ambidexter organizational structure (Cegarra-Navarro & Dewhurst, 2007: 1721).

In their study, Birkinshaw and Gibson (2004: 54) proposed the following 5 steps to formulate achieving contextual organizational ambidexterity in their study;

- ***Defining organizational status (content):*** Before an organization can step into a high-performance situation, it must identify performance management, social support and the current state of balance between the two.
- ***Focusing on several instruments and constantly using them:*** There are many ways to build organizational content that provides ambidexterity. In addition, high-performance businesses are those that focus solely and continuously on several specific services.
- ***Building understanding at all levels of businesses:*** In order for the organization to be effective in building organizational ambidexterity, its message must be clearly and consistently spread throughout the organization. Unless low-level employees truly understand the initiatives of senior management, these initiatives will have minimal impact on people's ambidexterity capacity.
- ***Examining contextual ambidexterity and structural ambidexterity as an integrated manner:*** Contextual ambidexterity is not an alternative to

structural ambidexterity. It is more complementary. Structural separation may be necessary from time to time. However, it should also be temporary, that is, intermediary to make room for a new development and related resources. The ultimate goal should be to merge with the parent organization as quickly as possible. Contextual ambidexterity can improve both of the processes of division and unification.

- ***Do not see contextual ambidexterity initiatives as “focusing leadership” without being “leadership-oriented.”*** Organizational ambidexterity does not arise only by formal structure or visional declarations of a charismatic leader. Rather, it is largely achieved by creating a supportive environment in which individuals make their own choices about how and where to focus their energies. In other words, leadership becomes a quality seen in individuals in the organization. The urge to lead can sometimes be driven by all-improved initiatives. However, the goal is to ensure that leadership emerges at all levels of the organization and that this leadership, which appears everywhere at the same time, is “ambidexter” at its core.

Nietro-Rodriguez (2014) stated that there should be radical changes in each organizational context in order to establish organizational ambidexterity in the organization and that 6 critical steps should be followed. These are as follows:

1. ***Leadership and organizational culture:*** Leaders are in a position to influence organizational culture. The leader and the senior management team are the main drivers of change. Therefore, the adopting of culture and values should be provided first by the leader and then by the senior management team and spread throughout the organization.
2. ***Individuals and Abilities:*** One of the biggest challenges in organizational ambidexterity is the field of individuals and abilities. Businesses must first determine the direction in which the job will be changed, and then integrate it with a business execution model.
3. ***Structure and management:*** It can be said that having the ideal organizational structure and management structure is the biggest challenge in organizational ambidexterity. It is quite complicated to make changes in the organization. The reasons for this complexity can be expressed as organizational background and human behavior.

4. ***Process and method:*** Processes, methods and standards are required to ensure that work is created consistently across the organization. An open approach to new projects and ideas should be placed in the process and these new approaches should be prioritized.
5. ***Systems and tools:*** Previous steps cannot be carried out without a set of critical systems and tools needed in their implementation. Each dimension has special applications necessary to perform its function effectively.
6. ***Business performance management:*** The framework in which performance is managed, which measures this according to predefined operational, commercial and strategic objectives, can be defined as business performance management. A performance management focused on processes for implementing strategic objectives can be considered an effective element for organizational ambidexterity.

As in the above-mentioned evaluations, practices regarding organizational structure and relationships in ensuring organizational ambidexterity are ensured by implementing the complementary qualities of contextual ambidexterity. Organizations that design their activities in this direction will be able to carry out exploration and exploitation processes together in their operations.

## **A SYSTEMATIC LITERATURE REVIEW ON ORGANIZATIONAL AMBIDEXTERITY IN TOURISM INDUSTRY**

This part of the study includes a systematic literature review of organizational ambidexterity studies in the field of tourism. In systematic literature review, published research is thoroughly screened to investigate a specific topic or to create a solution to a problem. This scan process uses a variety of including and excluding criteria. The quality of the research is evaluated and it is determined which studies to review and finally the findings of the researches included in the review are synthesized (Karaçam, 2013).

- The criteria for literature review in the study will consist of three stages;
  1. Literature Review;
  2. Selection of related studies;
  3. Classification and synthesis of findings.

These stages are included in the implications made in table 3 and below.

- In order to establish a certain quality framework in the research, only articles published in peer-reviewed journals were considered. Book chapters, conference papers, editorials, reviews, research notes, high language and doctoral dissertations, short correspondence and reports are excluded from this research. The research was conducted in English and Turkish.
- Organizational ambidexterity, which is the subject of research, is a concept that is often used in its lower dimensions and translated into Turkish with many different close-to-each other words. In this context, the words “ambidexterity, exploration, exploitation, tourism, organizational ambidexterity, organizational bidirectionality, organizational dual-ability” were used in the literature review of the research.
- The research was conducted in peer-reviewed journals published in tourism, especially the three largest online databases of scientific research literature such as Scopus, Web of Science and Science Direct, and in the ULAKBIM database, the most important directory in Turkey. The research included articles between 2013 and 2020.
- It is possible to find a large number of studies in the literature related to organizational ambidexterity in the field of strategic management, innovation and performance. Studies are limited to the field of tourism because the research is aimed at an assessment within the tourism industry.

The findings of the studies, which can be reached with all the limitations and categorizations above, are classified and listed in Table 3 below.

**Table 3.** Literature Review on Organizational Ambidexterity in Tourism Industry

Authors	Study	Year	Findings
Voss & Voss	Strategic Ambidexterity in Small and Medium Sized Businesses: Implementing Exploration and Exploitation in Product and Market Domains	2013	<ul style="list-style-type: none"> <li>• Simultaneous management of product exploration and exploitation strategies has a complementary impact on revenue.</li> <li>• The product exploitation strategy and the management of the market-to-market exploration strategy also have a complementary impact on revenue.</li> <li>• Organizational ambidexterity of the product has positive effects on revenue for large businesses, but this is losing its validity for small and new businesses.</li> <li>• Organizational ambidexterity of the market has positive effects only for large businesses.</li> </ul>
Tang	Becoming an ambidextrous hotel: The role of customer orientation	2014	<ul style="list-style-type: none"> <li>• Customer focus improves service capabilities and affects the market performance of hotels.</li> <li>• Customer focus will be able to transform the hotel into an ambidextrous hotel by developing service improvement and service development capacities at the same time.</li> </ul>
Tsai	Driving holistic innovation to heighten hotel customer loyalty.	2015	<ul style="list-style-type: none"> <li>• Ambidextrous innovation orientation and together value creation capabilities are the main drivers of holistic innovation.</li> <li>• All three value dimensions of holistic innovation are positively associated with customer loyalty with different variable impact dimensions.</li> </ul>

Authors	Study	Year	Findings
Fu, Ma, Bosak & Flood	Intellectual capital and organizational ambidexterity in Chinese and Irish Professional service firms	2016	<ul style="list-style-type: none"> <li>• The relationship between intellectual capital and organizational ambidexterity supports operating performance.</li> <li>• Intellectual sources of capital have effects on organizational ambidexterity for both countries in question.</li> </ul>
Mihalache, & Mihalache	Organizational Ambidexterity and Sustained Performance in the Tourism Industry.	2016	The way to achieve high performance in the long term is to combine exploration and exploitation innovations through organizational ambidexterity.
Úbeda-García, Claver-Cortes, Marco-Lajara & Zaragoza-Saes	Toward Organizational Ambidexterity in the Hotel Industry: The Role of Human Resources	2016	<ul style="list-style-type: none"> <li>• Organizational ambidexterity has a mediating effect on the relationship between HPWS (High Performance Work System) and performance.</li> <li>• There is a strong causal relationship between organizational ambidexterity and performance.</li> <li>• The adoption of HPWS is a precursor factor for organizational ambidexterity.</li> <li>• Organizational ambidexterity is closely linked to an organization's effort to manage Human Resources.</li> <li>• The use of HPWS is an appropriate way to improve organizational ambidexterity capability. Because HPWS has positive repercussions for organizational performance.</li> <li>• Organizational ambidexterity is an important element in the development of competitive advantage.</li> </ul>

Authors	Study	Year	Findings
Cheng, Tang, Shih, & Wang,	Designing lifestyle hotels	2016	<ul style="list-style-type: none"> <li>• According to the results of the study, which proposed a concept for the hotel service system, the senior management team should have an art director in the units related to innovation. This provides hotels with the opportunity to conduct the process of preparing new artistic services and improving the artistic aspect of existing services in an integrated way.</li> </ul>
Elche, Martinez-Perez & Garcia-Villaverde	Inter-Organizational Relationships, Knowledge Strategy and Innovation in Clusters of Cultural Tourism	2017	<ul style="list-style-type: none"> <li>• Clustering in businesses brings with it an intense knowledge, ideas and opportunity. This situation can be difficult for businesses.</li> <li>• Clustering precisely brings information ideas and opportunities. Information management can contribute in line with the business's own capabilities.</li> <li>• Tourism businesses in clustering should set up access to cognitive variety unnecessarily networks.</li> </ul>
Bouzari & Karatepe	Test of a mediation model of psychological capital among hotel salespeople.	2017	<ul style="list-style-type: none"> <li>• Serving leadership improves the psychological capital of sales personnel. This leads to less late attitudes of employees and an increase in their intention to stay in the organization.</li> </ul>
Gardiner & Scott	Destination Innovation Matrix: A framework for new tourism experience and market development	2018	<p>The research presented a matrix of innovation to analyze experience and market innovations in destinations. According to this matrix;</p> <ul style="list-style-type: none"> <li>• Innovations must be made in the experiences offered for new markets.</li> <li>• Transforming innovations should be made in the search for new experiences.</li> </ul>

Authors	Study	Year	Findings
			<ul style="list-style-type: none"> <li>• Consolidation must be provided for existing markets.</li> <li>• Innovations should be brought to existing experiences.</li> </ul>
Seraphin, Smith, Scott & Stokes	Destination management through organizational ambidexterity: conceptualizing Haitian enclaves	2018	Organizational ambidexterity of the creation of colonial, conflict and post-disaster tourist destinations can provide a strategic advantage for destination management offices.
Seraphin, Sheeran & Pilato	Over-tourism and the fall of Venice as a destination	2018	As a destination, it is proposed that ambidextrous management for Venice should be the basis for future tourism developments.
Ma, Zhou, Chen, & Dong,	Does ambidextrous leadership motivate work crafting?	2018	According to the results of the research, ambidextrous leadership reduces obsessive passion, increases harmonious passion and partially positively affects labor.
Úbeda-García, Claver-Cortés, Marco-Lajara, García-Lillo, & Zaragoza-Sáez,	Continuous innovation in the hotel industry. The development of organizational ambidexterity through human capital and organizational culture in Spanish hotels	2018	<ul style="list-style-type: none"> <li>• HPWS has a direct impact on organizational ambidexterity.</li> <li>• HPWSs create a culture that promotes the organizational diversity and shared vision needed to create a suitable context for organizational ambidexterity. This allows exploration and exploitation activities to work together.</li> <li>• Ambidextrous culture emerges as an intermediary variable between HPWS and Organizational ambidexterity.</li> <li>• The organizational level of ambidexterity of hotels has a positive impact on their performance.</li> </ul>

Authors	Study	Year	Findings
Wang, Tang & Cheng	Art-oriented model of hotel service innovation	2018	<ul style="list-style-type: none"> <li>• This research, which is a case study, has integrated the organizational ambidexterity perspective with PDCA cycle in order to analyze the successful processes that the hotel uses to include art in the service process.</li> <li>• Involving art in the service process can bring about producing its experiences for customers.</li> </ul>
Erbas	Organizational ambidexterity and industrial clockspeed theories in understanding dynamic managerial capabilities: a multiple case study	2018	<p>An X-Y axis framework based on organizational ambidexterity and industrial clock speed theories has been developed, where it has been proposed as a tool for analyzing dynamic management capabilities. Case studies and observation were used in the study using an exploration approach to explain the issue related to the two tourism destinations. The results show that similar management capabilities have different purposes of use. In other words, the destinations subject to research can direct their resources to someone by making different preferences according to management strategies between exploration and exploitation.</p>
Gardiner	Chinese Learn to Surf: Learning Ambidexterity and Tourism Experience Innovation	2019	<p>Ambidextrous learning for exploration and exploitation facilitates innovation while developing existing experiences for the free and independent travel market (FIT) of young people in China.</p>

Authors	Study	Year	Findings
Seraphin & Yallop	Proposed framework for the management of resorts Mini Clubs: an ambidextrous approach	2019	The beneficiary strategy for the management and services of mini-club in hotels is at the forefront. It is recommended to use organizational ambidexterity strategy to improve services and children's experiences. This will also provide a competitive advantage for hotels.
Fu, Chen, Huang, Li & Köseoğlu	Entrepreneurial bricolage, ambidexterity structure, and new venture growth: Evidence from the hospitality and tourism sector	2019	Managing the dimensions of organizational ambidexterity in both a unified and balanced way plays an intermediary role between entrepreneurial bricolage and growth performance.
Kanten & Kanten	The Role of Error Management Culture in the Impact of organizational ambidexterity on Customer-Oriented Service Behaviors	2019	<ul style="list-style-type: none"> <li>• Structural and contextual ambidexterity structures of organizational ambidexterity positively affect the levels of role-defined and trans-role customer-oriented service behavior of the workers.</li> <li>• Organizational ambidexterity structures have a partial mediation effect of the fault management culture on the levels at which business members exhibit role-defined and trans-role customer-oriented service behavior.</li> </ul>
Gürlek	Effects of high-performance work systems (HPWSs) on intellectual capital, organizational Ambidexterity and knowledge absorptive capacity: evidence from the hotel industry	2020	<ul style="list-style-type: none"> <li>• Intellectual capital plays a full intermediary role in the effects of HPWS on organizational ambidexterity.</li> <li>• High-performance human resources applications are important predecessors of intellectual capital.</li> <li>• The direct impact of HPWS on organizational ambidexterity is insignificant.</li> </ul>

Authors	Study	Year	Findings
			<ul style="list-style-type: none"> <li>• Intellectual capital increases the level of organizational ambidexterity by providing businesses with the human, structural and relationship capital needed to ensure the implementation of exploration and exploitation strategies.</li> <li>• The information of HPWS is insignificant on the "absorptive" capacity.</li> <li>• Intellectual capital contributes to the capacity to absorptive knowledge.</li> </ul>
Vo Thanh, Seraphin, Okumus, & Koseoglu	Organizational Ambidexterity in Tourism Research: A Systematic Review	2020	<ul style="list-style-type: none"> <li>• Organizational ambidexterity is an area that has rarely been studied by tourism researchers.</li> <li>• Most of the studies are based on empirical data.</li> <li>• Sustainability, human resources performance and market performance are generally evaluated as the main output.</li> </ul>

Tourism Businesses is one of the most dynamic production units of the service sector. It has the opportunity to produce an infinite number of services for all businesses that contribute to the creation of touristic products, especially accommodation, food and beverage and transportation services. In the realization of this opportunity, the innovation activities, information tools and decisions to be taken by the management become very important (Yağcı, 2008: 409). At this point, organizational ambidexterity, which is closely related to the change process and envisions managing in-house adaptation processes in a balanced way while closely following non-business developments, can be considered as an important strategic approach in the tourism industry.

Managerial capabilities have an important place among the competencies that businesses try to develop in order to provide competitive advantage (Erbas,

2018: 186). Organizational ambidexterity is a competence that contributes to businesses achieving performance, growth and sustainability (Petro, 2017: 67). In the studies examined within the scope of this research, it is seen that these functions of organizational ambidexterity are emphasized. Organizational ambidexterity has been considered as an important element in achieving goals such as sustainability, success and growth, competitive advantage, high performance on a unit or business basis, either directly or indirectly.

According to Nieto-Rodriguez (2014), the structural differentiation (structural and contextual ambidexterity) that is focused on by many studies on organizational ambidexterity is unrealistic. According to the researcher, studies that often focus on theory rather than practice are on the axis of “exploitation, context, exploration and organic systems ambidexterity”. But even though it is on a limited axis, organizational ambidexterity, its returns are an important organizational process.

As competitive conditions intensify, as the pace of change increases, aspects of exploration and exploitation processes can change over time. This can bring with it the replacement of organizational learning content (Ceggara-Navvaro, 2007: 1731). The recognition and ideal execution of these two contradictory and paradoxical processes can be achieved through a dynamic organizational ambidexterity process. As a matter of fact, exploration and exploitation activities and their balanced management are a very important factor for the well-being and long-term survival of businesses. (Chen, 2017: 9).

In their study of the Spanish hotel and tourism sector, Ubeda-Garcia et al. (2018) stated that most hotels are not suitable for the continuity of innovation. This is a significant shortcoming for the tourism industry. Organizational ambidexterity can be considered as an ideal managerial strategy for innovation understanding, which is a valuable goal and an important milestone for businesses.

In his study, Gardiner (2019) emphasized the importance of having the necessary knowledge in the processes of directing learning. The process of successfully completing exploration and exploitation learning timing and cycle in tourism businesses is especially critical for small tourism businesses with limited resources.

In this study, which evaluated many tourism-themed studies related to organizational ambidexterity, it is possible to find studies on many different topics related to the tourism industry, especially strategic management, new

products and services, organizational learning and human resources. Table 4 below contains a classification of organizational ambidexterity according to the topics it frequently roams the axis of tourism.

**Table 4.** Organizational Ambidexterity Research in Tourism According to Study Areas

<b>Strategic Management</b>	<ul style="list-style-type: none"> <li>• Strategic management (Seraphin &amp; Yallop, 2019)</li> <li>• Leadership and work crafting (Ma et al., 2018)</li> <li>• Strategic management, product and market areas (Voss &amp; Voss, 2013),</li> <li>• The speed at which a product can be completed and its dynamic management capabilities, on (Erbas, 2018),</li> </ul>
<b>Destination Management</b>	<ul style="list-style-type: none"> <li>• Destination management and organizational structure creation (Seraphin et al., 2018)</li> <li>• Over-tourism and destination management (Seraphin, Sheeran &amp; Pilato, 2018)</li> <li>• Destination innovation and market development (Bouzari &amp; Karatepe, 2017)</li> </ul>
<b>New product or service, new venture</b>	<ul style="list-style-type: none"> <li>• Service innovation (Wang et al, 2018)</li> <li>• Driving holistic innovation (Tsai, 2015)</li> <li>• For the structure of the enterprise and organization (Fu et. Al., 2019),</li> <li>• On the axis of innovation, human resources and organizational culture (Ubeda-Garcia et. al., 2018),</li> <li>• New product and service experience development (Gardiner &amp; Scott, 2018)</li> </ul>
<b>Organizational learning, information management and organizational structure</b>	<ul style="list-style-type: none"> <li>• Performance and knowledge absorptive capacity (Gürlek, 2020)</li> <li>• Destination management and organizational structure creation (Seraphin et al., 2018)</li> <li>• Organizational design (Cheng et al., 2016)</li> <li>• Within the framework of in-house relations, information strategy and cluster cultural tourism (Elche et al., 2017)</li> <li>• For intellectual capital (Fu, et al., 2019),</li> <li>• On the axis of innovation, human resources and organizational culture (Ubeda-Garcia et al., 2018),</li> <li>• On the axis of developing learning pathways (Gardiner, 2019),</li> </ul>
<b>Performance</b>	<ul style="list-style-type: none"> <li>• Performance and knowledge absorptive capacity (Gürlek, 2020)</li> <li>• Sustained performance (Mihalache &amp; Mihalache, 2016)</li> <li>• On human resources management and performance (Ubeda-Garcia et al., 2016),</li> </ul>

<b>Human Resources</b>	<ul style="list-style-type: none"> <li>• On the axis of innovation, human resources and organizational culture (Ubeda-Garcia et al., 2018),</li> <li>• On human resources management and performance (Ubeda-Garcia et al., 2016),</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Literature review of organizational ambidexterity in tourism research, (Vo-Thang et al., 2020)</li> <li>• Service behaviors and error management (Kanten &amp; Kanten, 2019)</li> <li>• Customer orientation (Tang, 2014)</li> </ul>

It is possible to come across many studies describing the basic logic of the approach in the field summer of organizational ambidexterity. However, although it is associated with many areas of tourism as shown above, the lack of studies focused on the activities of administrative processes is noticeable.

## CONCLUSION

Considering the dimensions that it has reached at national and international levels; it is possible to say that the tourism sector operates in a rapidly changing dynamic environment. In this dynamic environment, as in every sector, tourism enterprises are also in search of new successes. One of the results of these searches can be evaluated as new structuring and new strategies at organizational level. “Organizational Ambidexterity”, which can be defined as the ability of businesses to use two different capabilities that can be opposite to each other in a balanced way, can be considered as one of these strategies. These different talent groups in business literature; entrepreneurship-application, differentiation-integration, revolutionary-evolutionary change, flexibility-efficiency, sequencing-adaptation, and exploration-exploitation. It can be considered as the most studied exploration and exploitation in the business literature.

As a matter of fact, the emergence of the concept is focused on exploration-exploitation activities. This concept, which was founded in 1976, has been studied more in the business literature in the last 20 years, and business practices have been made in different sectors. Studies on this organizational talent in the field of tourism are new and dispersed. The purpose of this study is to provide an assessment of the applicability of organizational ambidexterity in the tourism industry.

In recent years, strategic management literature points out that organizational knowledge is given importance to provide competitive advantage of businesses. In this context, businesses need to look for new information beyond the boundaries of the organization to enrich their internal knowledge (Elche et al., 2017: 18). As a matter of fact, consumers today have the chance to choose from a wide range of options when they request any goods or services. All industries offer consumers different options to maintain or expand their market share. This also gives consumers the opportunity to choose new experiences. Both production and consumption processes are also affected in the tourism industry. Therefore, tourism businesses are also focused on service, but they strive to integrate their products and services with new features (Yağcı, 2008: 409).

Organizational ambidexterity, which has become important at this point, is a logical managerial ability approach that should be used systematically in the tourism industry and in all businesses within the industry. With a concept that is not yet frequently used in research in the field of tourism (Vo-Thanh, 2020: 149), it can be said that it remains within a niche research area.

According to (Mihalache & Mihalache, 2016), the long-term way to achieve high performance in the tourism industry is to combine exploration and exploitation innovations through organizational ambidexterity. Organizational ambidexterity contributes together to the best use of the existing capabilities of tourism businesses and the development of new products to attract new customers.

Organizational ambidexterity, which is an administrative strategy that can be applied to many faces of tourism from top to bottom, from developing a touristic product to the management of a whole destination, will be able to contribute to product service production processes.

This research was prepared according to the research boundaries previously put forward and designed on the axis of accessible academic studies. Undoubtedly, it is possible to reach similar studies of different scales and natures in the field. At this point, its conspicuous results and the accessibility of the studies have also been a factor. As mentioned above, the limitedness of studies on organizational ambidexterity in terms of being associated with many administrative issues is seen as an important reason for new research.

Organizational ambidexterity is a process that can play a key role in issues important for the field of tourism, as well as important for every business such

as performance, human resources and strategic management. It is a subject that needs research on individual and organizational level.

The rapid impact of the tourism sector by the developments and changes in the world can directly or indirectly affect all the businesses it includes. The need for businesses to be ready for all developments and changes in the outside world and to follow them closely reveals the importance of organizational ambidexterity. The main point here is that businesses put forward activity policies not only for external developments but also for internal experiences and dynamics. Therefore, carrying out these two processes together is an issue that should be taken into consideration for tourism enterprises.

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## CHAPTER 6

# DIGITAL FREE TOURISM A REMARKABLE DILEMMA: DIGITAL DETOX OR FEAR OF MISSING OUT (FOMO)

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## INTRODUCTION

**T**ECHNOLOGY AFFECTS AND FACILITATES HUMAN LIFE IN MANY AREAS AND IN MANY WAYS. TODAY, thanks to the internet and technology, we can access many opportunities and information at any time. Everything is dependent or connected to technology, including and digital culture, which we are a part of and is being built. In other words, technology is available with its direct effects and side effects and is present right in the middle of our lives. The technique, which settles everywhere in the hope that it will make the lives of individuals easier, also exists with a fearful side (Uylaş Aksu & Işıklı, 2019: 61).

New technologies, of course, continue to rapidly shape markets and sectors around the world. Tourism is among these sectors. Today, in addition to using technology, facilitating our lives and offering new ways to communicate, some questions are being raised regarding the continuous and intensive use of digital communication devices and applications, especially during the holidays. The rapid, exciting and remarkable developments in the technological field open up quite new areas for the tourism sector and cause changes in the service trends, communication techniques, ways of doing business, tourist behavior and expectations. In this sense, it is clear that digitalization has effects on both the

lives of consumers and their behavior and motivation. In addition to adapting to the intensive and rapid digitalization process, the tourism industry is also trying to ease the burden of technology on individuals and the tourism industry by offering digital-free experiences to its customers (Stankov & Gretzel, 2020: 482). Despite the issues of digitalization-digital transformation in tourism, which have been frequently discussed in the literature recently, digital free tourism, which can be considered a new niche trend, comes without us as a tourist motivation. The concept of digital free tourism is associated with tourists limiting their use of technology in travel and holiday plans, consciously avoiding technology, accessibility and internet addiction. It covers holidays where the use of electronic devices and the internet is reduced (Li et al., 2018).

Looking to the present day, digital transformation not only virtualizes the physical world, but also strengthens the two-way link between physical and virtual. All elements such as the internet of Things (IoT), smart cars, smart homes, etc. strengthen the link between digital and physical (Lostar, 2019: 397). People and societies are being made to accept technology unequivocally. In addition to the external addition to the body, memory and instance, technology is integrated with the whole structure of man, and human-technology integration has been put before humanity as a project that is expected to be completed (Uylaş et al., 2019: 63). Virtual environment and cyber networks, which have influenced almost every area of modern life, are integrated into the daily lives of individuals. From socialization to the taking care of everyday work, from following the agenda that flows quite quickly, to the revealing of social reactions, many phenomena are taking place in virtual spaces today.

The relationship of modern technologies such as smartphones and tablets with social networks is changing dimensions after a while and turning into an increased addiction. The rapid flow of information created by technology and the spread of events through communication channels at the speed of light make individuals want to keep track of what is happening (Küçükvardar & Tıngöy, 2018: 119). Moreover, the use of social media, which has become a daily activity, is becoming increasingly common. According to the We Are Social Digital 2020 report, 4.54 billion people are internet users, 3.80 billion people are social media users and more than 5.19 billion people are mobile phone users; however, the average internet user spends 6 hours and 43 minutes online every day. In other words, a person spends more than 40 percent of his time using the internet outside the time allocated for sleep (Wearesocial, 2020).

Individuals feel the effect of being heavily intertwined with technology, both physically and emotionally. When individuals spend a significant amount of their time “online”, these “internet-connected” activities can cause individuals to lose their functional properties and lead to a number of negative consequences, including problematic and addictive behaviors (Albayrak, 2020). In technology, there is a dependence on information, entertainment and personal connections offered by these technologies, rather than direct attachment to matter/object, i.e., direct dependence on computers, smartphones, video consoles or tablets (Küçükvardar & Tıngöy, 2018: 116). In addition, it is stated that the inability to control the time spent in digital environments, the negative situations caused by unconscious and excessive use of technology bring addictive behaviors and psychological problems (Pınarbaşı & Astam, 2020: 6). Looking at the screen for a long time can cause both physically temporary or permanent damage and cause mental fatigue by being exposed to constant stimuli. Furthermore, important emotional effects include the fact that the individual can cause the time they spend to himself and his loved ones to be reduced (Brandt, 2017). As a result of digital addiction, digital disorders such as FOMO, Nomophobia, Netless-phobia, Phubbing, techno-stress or digital diseases may occur. Accordingly, the person may feel nervous and anxiety. For example, nomophobia (no-mobile-phone) is considered a disorder of contemporary digital society. Discomfort caused by non-contact with a mobile phone or computer means anxiety, tension or anguish, and is pathologically expressed as fear of being out of touch with technology (Bragazzi & Del Puente, 2014: 156). Similarly seen as a common experience recently, FOMO (fear of missing out) is expressed as a type of addiction (Przybylski et al., 2013:1841) that causes individuals to spend more time on social media for fear of missing something, not being aware of what others are doing.

The concept of technology addiction expresses behavioral disorders that can occur on a technology-based one. Although it is considered definitive and does not have a broad definition to include all other sub-dependencies (computer addiction, gaming addiction, internet addiction), it is seen as a serious problem in terms of its potential to trigger or cause certain ailments (Küçükvardar & Tıngöy, 2018: 116). It can be said that the use of social media causes a change in social behavior on different topics, from following the agenda, sharing important developments and celebrating family/friend special days. These routines, while displaying a natural look, should not be overlooked in that the way and purpose

of use affect individuals positively or negatively (Pınarbaşı & Astam, 2020: 6). High level of social media use is associated with a number of problematic behaviors, depressive symptoms, low self-respect (El-Khoury et al., 2020: 1; Harwood et al., 2014). It is also claimed that constantly being connected is related to the decline of productivity and increased stress levels in workplaces (Pathak, 2016). Many studies have found that stress, anxiety and depression increase as technological dependence increases, while academic performance decreases and life satisfaction is negatively affected (Samaha & Hawi, 2016; Kuss et al., 2014; Hawi & Samaha, 2017). Moreover, there are now opinions that technology rules over us (Pathak, 2016). In addition, some studies have found that there is a strong positive relationship between individuals thinking they spend too much time on social media and their desire to limit this time (El-Khoury et al., 2020: 4). In this sense, digital free tourism (DFT), which embodies the digital detox, can be considered as an important opportunity that provides this.

The study aims to draw attention to the concept of digital free tourism (DFT), which has started to be considered as a tourist motivation and travel option and creates a niche market for now, and to contribute to the literature by trying to clarify this new travel trend concept by mentioning the results of scientific studies on the subject. In this context, the concepts of digital detox and FOMO will be discussed first, and then the concept of digital free tourism (DFT) will be discussed and the prominent researches and studies on the subject will be included in the literature.

## **DEFINITIONS, SCOPE AND THE CONTEXT OF DIGITAL FREE TOURISM (DFT)**

### *Digital Detox in Tourism*

Digital free tourism includes digital detox. The features of DFT products are indicative of the acceptance and popularity of digital detox (Li et al., 2018: 326). In other words, the underlying factor of this tourism movement is a kind of digital detox. Digital free tourism is a good opportunity for digital detox. In addition to traditional forms of holidays today, the orientation to niche tourism, which has trends such as wellness, health and digital detox, is increasing and tourists who demand it have special requirements and motivations to consider (Botha, 2018: 44). In our daily lives, the concept of detox is used to purify

the human body from harmful substances in order to have physical relief and a healthy body. Digital detox can be briefly expressed as limiting the use of technological instruments for a while.

Digital detox first began in media in 2008 with a resort in Canada where visitors were encouraged to disconnect from the internet and technological tools (Syvertsen, 2020). In 2012, the concept of digital detox was included in The World Travel Market Global Trends Report as one of the new trends. Digital detox is now expressed as a reality in which individuals and businesses begin to adapt without a concept in the digital age we are in (Pathak, 2016: 66).

Digital detox holidays, which began to come up in the early 2010s, are expressed as products of the healthy holiday market with an emphasis on spirituality, mindfulness and yoga (Syvertsen, 2020: 8). Digital detox is a kind of conscious practice of deprivation to be purified from smartphones, computers, tablets and the internet for a certain time (brandtalks, 2017). Digital detox, of course, does not mean returning to a technology-without-technology lifestyle that is continuous (Goodin, 2017). As a concept, rather than a permanent interruption, it maintains balance and awareness (Syvertsen & Enli, 2020: 1269).

Today, the word digital detox has also entered the Oxford Dictionary and is expressed as the time interval in which the use of smartphones or similar electronic devices is avoided as a way to reduce stress in the physical world and focus on social interaction (lexico, 2020). In other words, digital detox corresponds to the period when individuals deprive themselves of technology. In this process, elements such as smartphone, computer, social media usage, email, messaging are not included. Digital detox is also expressed as a way to focus on real-life social interactions (Cherry, 2020).

It is stated that the technological details that permeate lives can be an indicator of human search for meaning, or vice versa, escape from a technological life can be an indicator of the search for meaning. In this sense, digital detox is a concept that expresses the escape and mental relief of the technological sense and technological order that are infused in and surround life (Uylaş et al., 2019: 64). However, digital detox also has benefits such as good mental health, better human relationships, increased productivity and good posture (Pathak, 2016: 66). The results of a study conducted on university students revealed positive changes in the social media detox process and its result, such as positive change in mood, better professional productivity, decreased anxiety level and improvement in sleep quality (El-Khoury et al., 2020).

Considering the system of relationships that we are involved in; technological devices such as computers, tablets, smartphones have now become tools in which we check calls, e-mails and messages at any time, relate to people we know or do not know on social networks, carry out transactions such as shopping, food ordering, invoice payment, banking, follow the agenda at any time, socialize, manage other smart devices in homes or environments through applications, and even attend various trainings or meetings. Therefore, they have become an integral component of our daily lives. With approximately 4.66 billion people (59% of the world's population) being active internet users by 2020, and 91% of those users being mobile internet users, it should not be difficult to guess how important the internet covers a significant part of our lives, based on the fact that daily mobile internet consumption will reach 155 minutes per person by 2021 (statista.com, 2020). Today, the first thing that many smartphone users turn to as soon as they open their eyes in the morning, and the last thing they turn to before going to sleep again is their smartphone (Lee et al., 2014: 373). Moreover, regarding the screen usage time, it is stated that an ordinary user checks the screen of his smartphone on average 39 times every 24 hours (Alter, 2017: 14). It is also noted that intensive technology use is linked to sleep problems, increased stress levels and depressive symptoms (Cherry, 2020).

There are different opinions in the current literature on whether the intensive use of smartphones and social media can be considered addictive. In recent years, research has been conducted looking for answers on whether technological addictions such as internet addiction, social media addiction and smartphone addiction are actually behavioral addictions (Savcı & Aysan, 2017). According to the results of the research conducted by Wilcockson et al. (2019), they have determined that intensive smartphone use does not meet the criteria (such as increased anxiety, mood swings, crisis-intense desire) to be considered addictive. Billieux et al. (2015) similarly state that there is little evidence that intensive smartphone use is considered behavioral addiction. Meanwhile, for example, Kuss and Griffiths (2011) consider internet addiction, social media addiction, smartphone addiction as technological addictions. Internet addiction is also included as a pathology in DSM-V, the Diagnostic and Statistical Manual of Mental Disorders written by the American Psychiatric Association (APA, 2013). For so-called technology addiction, experts, psychiatrists and important organizations take precautions and organize digital detox days. In this way, it is

attempted to get rid of this routine, which is run from screen to screen, and to focus only on the individual himself rather than on social media or the lives of others (Albayrak, 2020: 253).

There are a wide range of motivational elements behind digital detox. Frustration and negative emotions experienced by unsealed product performance expected from technological devices, users seeing technology as a time and energy consuming element and wanting to take back control of their daily lives, ethical, moral or political reasons for users' sensitivities about privacy, concerns about developing users' addictive behavior (technology or internet addiction) are among the motivational elements (Pathak, 2016: 61).

With the development of new technologies, tourism has evolved into a digital ecosystem where products and services can be received worldwide 24/7 (Sutherland et al., 2018). Despite the fact that technological developments and digital transformations in the tourism industry, as in many industry sectors, are exciting and rapidly integrating into many areas, some travel agencies and hotel businesses have recently been offering digital detox travel packages and in this sense, they are a niche market. In addition, some studies reveal that the reasons that motivate tourists to take a digital detox holiday depend on sociological, psychological and physical health factors (Hoving, 2017).

With the rapid advancement of technology today, most people depend heavily on the internet and rely on the internet to get information while traveling anywhere, because the use of technologies has penetrated deeply into people's lives. Another reason for using the internet is that it makes travel planning and travel easier and more comfortable (Bahar et al., 2019:74). Mobile technologies are now expressed as travel buddies that enhance the travel experience of tourists (Bahar et al., 2019:74). On the other hand, considering that we have to respond to an e-mail about work, check social media accounts or answer a work-related phone, especially when we are on vacation, it is clear that we contradict the basic logic of going on holiday. Even with the limited time we take to relax, to get away from stress, to distract our minds from the necessities and difficulties of work and daily life, we can be exposed to partial stress without even being aware of it.

One way that individuals who want to get away from the tempo of daily and business life and technological pressure can achieve this is through digital detox. Albeit for a while, digital detox will be able to open up ways for the individual to focus on himself rather than others, thanks to the short-term break

to social connections. Sutton's study revealed that individuals who experienced digital detox in tourism activities were freed from the burnout and pressure created by intensive internet use and felt more relieved by the ease of this pressure they felt on them. However, the study by Sousa (2017) found that among the reasons why tourists do not prefer digital detox holidays are fear of not being able to be reached, especially in emergencies, and social media addiction. In addition, it is stated that features such as age, education, income status or professional relations, roles, responsibilities, values and beliefs shape the interests and behaviors of individuals in digital media, and in this context, the decision to do digital detox is shaped according to certain situations and social characteristics (Syvertsen, 2020: 101). While the use of technology and social media is on the rise among individuals over 60, problems such as over-use being constantly linked are not much of a problem for this age group. However, there is research that reveals that individuals between the ages of 15 and 29 have a higher time online than individuals in other age groups (Syvertsen, 2020: 103).

In line with the growing popularity of digital detox tourism, various media outlets around the world are noting this tourism trend and are becoming part of the promotional efforts of digital detox countries, destinations and accommodation facilities in many places such as Austria, Slovenia, Canada. For example, customers are offered a digital detox at Four Seasons' luxury resort in the Seychelles, which opened in 2018 on Desroches Island (Gençoğlu, 2019). The hotel offers bicycles for each of its customers and organizes activities such as yoga, canoeing, snorkeling, diving and picnics. In addition, it is stated that four seasons' new hotel in Bodrum, Turkey, is planned to implement services and applications suitable for digital detox in certain parts of the hotel.

### *Fear of Missing Out (FoMO)*

The concept of FoMO is defined in Oxford dictionary as "a feeling of worry that an interesting or exciting event is happening somewhere else" (oxfordlearnersdictionaries, 2020). FoMO, which can be expressed as a desire to be in constant connection with the actions of others, begins with the desire to be aware of everything (Aydin, 2018: 3). In other words, it expresses concern that engaging experiences that others have may be being missed, and is defined as a personal behavior that makes individuals aware of what other people are doing (Franchina et al., 2018).

Of course, today, technology makes our lives significantly easier and can bring some negative connotations. The fear of missing out (FoMO), which is a concept expressed today as a disorder brought by technology (Yıldırım and Kışioğlu, 2018) and is also associated with the need for social belonging (Sigala, 2019: 250), is considered among the reasons underlying uncontrolled purchases (Aydın, 2018: 3), although individuals tend to consume the same or more that they observe on social media as consumed by others.

The digital world is considered an extension of the self (Clayton et al. 2015), and virtual groups are as real and important as physical ones (Franchina et al., 2018). In this sense, it is assumed that people with high FoMO levels in particular have a more intense desire to be constantly aware of what others are doing (Franchina et al., 2018). FoMO is also indicated to be caused by psychological deficiencies in the relationship needs of individuals (Przybylski et al., 2013). This desire is based on people's need to belong (Baumeister and Leary, 1995). There is also research that reveals that FoMO motivates social media users to purchase or consume goods and services that lead them to vanity consumption (e.g., sharing their own photos with prestigious brands and products on social media, luxury holidays and activities aimed at improving status, such as privileged, expensive experiences) (Taylor, 2019: 857).

According to the work of Baker et al. (2016), time spent on social media and FoMO is positively related to each other. FoMO causes keeping in constant contact and technological devices and frequently checking them for fear that you may miss out on the fun experiences that others have. Another of the reasons for the formation of FoMO is based on social exclusion. Accordingly, it is stated that individuals may feel worthless with loss of belonging, their anxiety levels may increase and they may be concerned because they fear that they may be socially excluded if they cannot access social media accounts and digital platforms (Abel et al., 2016). In addition, FoMO has guiding effects on issues such as brand preference, decision-making, lifestyle and consumption patterns due to reasons such as fear of social exclusion (Sigala, 2019: 250). Moreover, social media has become a tool for self-expression and identity creation. When individuals experiencing a holiday or cultural events, generally they also want to show self-image to others (Bronner and de Hoog, 2019). Nowadays, most tourists are engaged in presenting themselves, creating identities and showing self-image mainly on digital environments and on social media, rather than

actually experience a place (living the moment, communicating the local people, cultural interaction etc.) (Sigala, 2019; Bronner and Hoog, 2019).

In a study investigating the digital detox experiences of generations, it was found that with the digitization of everyday life and business life, the internet requires mandatory use in all areas, but social media is preferred to meet the sense of curiosity (Pınarbaşı and Astam, 2020). According to the findings of another study on digital detox conducted especially in the sample of university students, a break in the use of the photo-based Instagram app in terms of digital detox was considered the most difficult application (El-Khoury et al., 2020: 5). They can also return to internet and social media at the end of the digital detox process for fear of missing out the events and activities (FoMO). As Rebollo (2018: 30) remarks “tourists are continually seeking for a big adventure, especially that millennial tourists have malady behavior of the FoMO”. They don’t want to missing trends or falling behind.

There are various researches in the literature that reveal the harmful effects of FoMO. With the increase in FoMO experience, it has been supported by scientific researches that have had negative effects such as increase in negative emotions, increase in fatigue, stress and physical disorders, increase in distraction and sleep problems (Milyavskaya et al., 2018). Another possible negative impact of FoMO is that it can take people away from their instant experience (Milyavskaya et al., 2018: 734). The constant worry of missing something is difficult to stay in the moment and for individuals to focus on what they are doing. From this point of view, digital detox and DFT experiences may reduce feelings of FoMO. There are researches that support this. For example, limiting social media use to 30 minutes can reduce loneliness, depression and fear of missing out (FoMO), causing significant improvements in well-being (Hunt et al., 2018). However, at this point, it is also possible that individuals also have a dilemma between FoMO and DFT. Intensive FoMO can strengthen individuals’ digital free tourism experiences. It is observed that more research on the subject is needed.

### ***Digital Free Tourism (DFT)***

One of the current trends in technology is technology-free zones and holiday packages in hotels. A number of current scientific publications also reveal this existing demand for digital free tourism (DFT) and draw attention to the issue (Li et al., 2018; Gretzel, 2016). Digital free tourism (DFT) describes tourism-

related activities in tourism areas with limited or no technology access (Li, Pearce and Low, 2018). Concept is expressed by Li et al. (2018: 326) as “a niche tourism market with a growing amount of publicity”. DFT is a contemporary tourism form. However, the number of studies that put forward the concept from a theoretical point of view is still quite limited.

In a sense, DFT covers the integrating of individuals’ digital detox needs and experiences into holiday experiences. An indication of the concerns raised by the intensive use of technology is the increase in products and services related to digital detox (Syvertsen, 2020a). In this context, it is stated that DFT is expanding its scope in the hospitality industry and interest in this type of tourism is increasing (Li, Pearce & Low, 2018; Cai et al., 2020: 909). Hotels now offer digital detox packages to their customers by offering a new space for this demand. Scotland, for example, markets this technology-without-technology tourism concept as a tourist product in many places across the country. Located on Herm Island, White House Hotel highlights activities such as yoga. The hotel also has no television. It is possible to increase examples such as Lundy Island, Saddell, Northumberland National Park (Flogas, 2020). Detox programs are also available at the 304-room Grand Velas Riviera Maya Hotel in Playa del Carmen, Mexico. During the guests’ stay at the hotel, their electronic devices are removed from them and stored in a safe. In contrast, they are directed to activities such as cycling tours, ecological tours, snorkeling tours. Guests who have participated in four or more activities can get their electronic devices back before their stay expires (Alderton, 2019). Switzerland is also one of the countries hosting an example of digital free tourism. For example, Berggasthaus Meslialp, located in Weissbad, is one of them. Examples such as The Scottish Highlands, Brecon Beacons National Park, Lundy Island, Saddell, Northumberland National Park, Herm Island are also examples that offer a digital free tourism experience (Caster, 2018). In particular, small islands, national parks and rural areas are potential development areas for DFT (Pawlowska-Legwand and Matoga, 2020: 8).

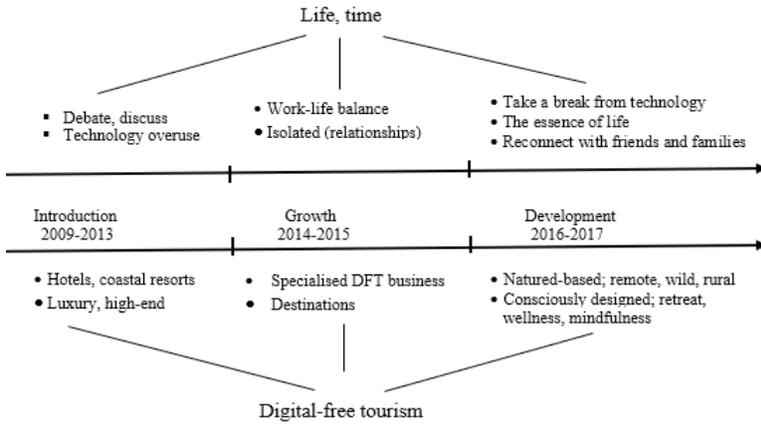
It has been stated that the regions that Pearce and Gretzel expressed as “dead zone”, which they emphasized in their work in 2012, can be facilitators of positive tourism experiences. This phrase “dead zone” tourism, which was included in the literature in those years, is used for regions where the use of new technology-based communication tools is inaccessible. However, rather than a conscious and preferred inaccessibility, an interruption caused by lack of facilities is in question. In these areas, it is indicated that the thoughts of tourists

not connecting can cause severe anxiety. However, the study also found that more positive reactions to these regions can be expected from tourists, and that without distractions caused by technological connections, tourists can enter into a direct relationship with their surroundings and focus on the moment (Pearce and Gretzel, 2012: 3-4).

Of course, smart tools and smart applications have become life-saving tools, especially for consumers addicted to technology and the internet. As of 2020, 4.54 billion people in the world use the internet. Today, we have become individuals who do not spend our day without technological tools such as smartphones and the internet. However, many individuals now want to have a stress-free period during their holidays and want to get rid of the feeling of pressure and addiction that comes with being accessible at any time, at least during the time they spend relaxing. This desire, which can be expressed as a kind of digital detox, brings with it benefits such as living in the moment and increasing a face-to-face social interaction process and reducing stress rather than social interaction in social networks, virtual environment. It's kind of slowing down our fast-flowing lives. Studies addressing the negative effects of excessive technology use on tourist experiences are found in the literature (Ayeh, 2018). Some of these studies point out that DFT can be considered a travel option and tourism product, but also a concept that can be used for marketing purposes (Egger et al., 2020).

One of the comprehensive researches on DFT is the research conducted by Li et al. (2018). They have evaluated DFT in many contexts. In their research, they analyzed the DFT discourses in the media with critical discourse analysis approach and revealed the development of the concept over time. The figure they have revealed in their research, which also provides a summary visual of the conceptual development of DFT, is included in Figure 1.

**Figure 1.** Evolutionary characteristics of three stages of media DFT discourses

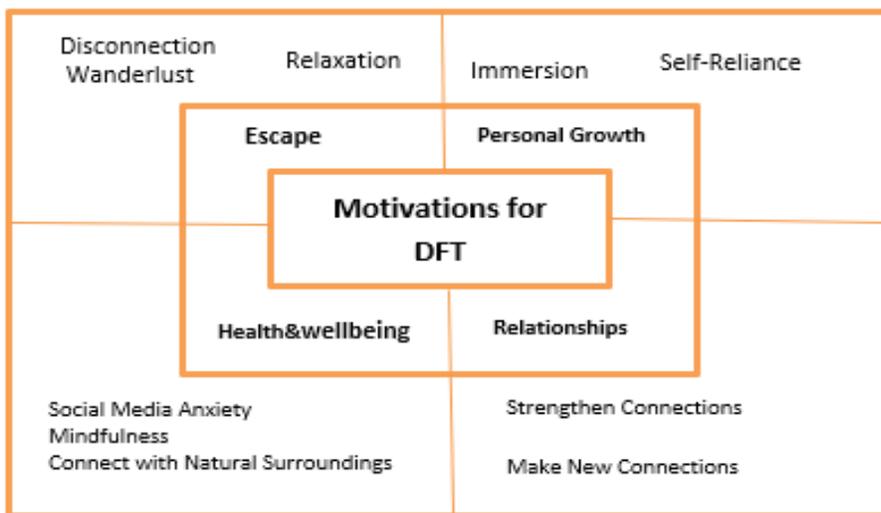


**Source:** Li, Pearce & Low (2018: 326).

In many studies in the literature, it is seen that intensive use of technology is discussed in the context of tourism. It is stated that the intensive use of technology affects the experience of the atmosphere of the environment for individuals, especially carefully prepared ambiances such as hotel lobbies, restaurants and relaxation areas can make it difficult to experience and make it difficult for service personnel to interact with them. (Gretzel, 2016: 495). Especially individuals’ connections with social media all day long and unlimited digital engagement en route can damage interpersonal relationships among travel companions or local community etc. (Dickinson et al., 2016). Thanks to the DFT experience, individuals can shape and manage their own relationships and experiences (Li, Pearce & Low, 2018: 317).

The constant connectivity and availability provided by mobile devices can reduce the autonomy of individuals, especially employees, and cause people to have difficulty breaking away from work-related connections even during their private time and holidays (Mazmanian et al., 2013). From this point of view, there is research that reveals that some individuals/tourists see DFT as an important opportunity to take a break from the burdens of social and professional life (McKenna et al., 2020: 310). The results of the research conducted by Egger et al. (2020) support this. As a result of the research, Figure 2 shows the factors that motivate individuals/tourists to participate in DFT as escape, personal development, health and well-being, relationships.

**Figure 2.** Motivations for DFT

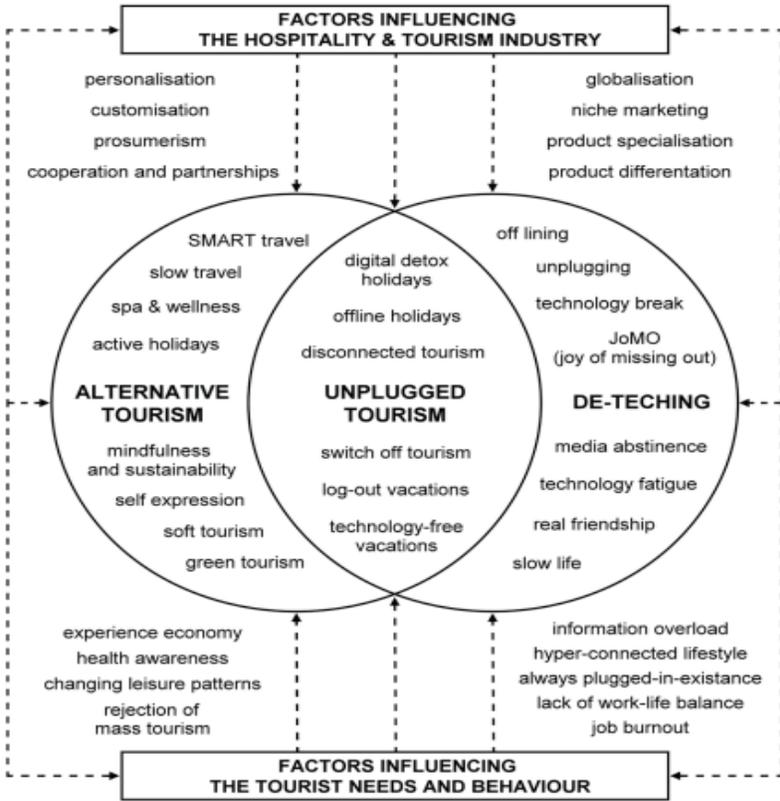


**Source:** Egger vd. (2020: 6).

There are research findings supporting that, among tourist groups, backpackers, families with young children and campers especially have tendencies towards DFT (Dickinson et al., 2016). In addition, it is stated that millennials are looking for the phenomenon of “away”. Floros et al. (2019:12) draws attention to the holistic relationship between mental “away” and physical “away” and emphasizes the importance of the two coexisting in holiday processes. It is stated that technology plays a very important role in mental “away”. On the other hand, the results of another study show that travelers are digitally monitored not only by relatives or friends on social media, but also by colleagues and their tops, and this becomes difficult for travelers to experience DFT (McKenna et al., 2020: 310). Likewise, travelers tend to follow their colleagues on their private and professional social networks or social networks in order not to miss any news or information on the internet (McKenna et al., 2020: 305).

Tourism has a very dynamic structure as an industry. Within this dynamic structure, many elements affect each other and can be effective in the emergence of new types of tourism. The modal description suggested by Pawlowska-Legwand and Matoga (2020: 17) regarding the factors that affect the development of DFT, which is one of them and is defined as a new niche trend, is included in Figure 3.

**Figure 3.** Factors influencing a development of DFT

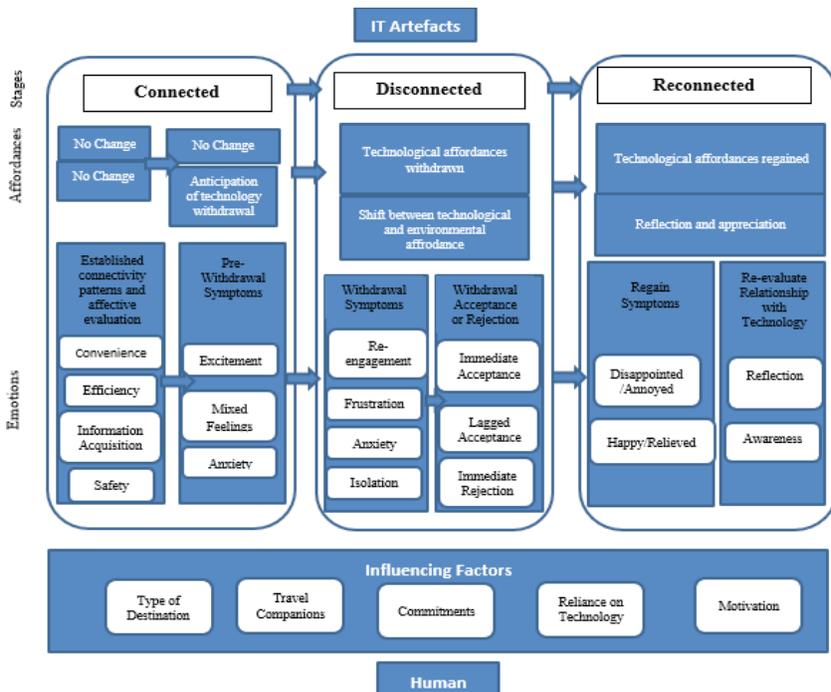


Source: Pawlowska-Legwand, A. & Matoga, L. (2020: 17).

According to the conceptual framework linking the use of smartphones in everyday living and the tourist experience by Wang et al. (2016: 62), some changes in the tourist experience are; for activities, en-route planning, en-route sharing, less prior planning, more travel and for sensations; more connected, more informed, safe, confident, flexible, convenient. However, in response to these changes in tourist experiences, it was mentioned in previous sections that being constantly accessible, intensive internet and social media use can bring with it a number of negative situations. Being constantly connected and accessible causes individuals/tourists to be unaware of the time they are in or a beautiful place during the day. Because people can get into the rush to take a photo, video of the place they are in, a performance they are watching, and share it on their social media accounts and then follow what is shared (Albayrak, 2020: 253).

Cai et al., (2020: 917-922) define some factors affecting the DFT experience of tourists as type of destination, travel companies, social and professional commitments, reliance level of technology in daily life, and motivation for disconnecting. In addition, they investigated the emotional reactions of tourists in the process of cutting and re-providing technological opportunities in their studies. Some of the remarkable findings they obtained as a result of the research reveal that, for example solo travelers may tend to feel vulnerable (not feeling safe, thinking of getting lost, etc.) when they visit a place where they are strangers without technological support (internet, mobile phone etc); some travelers, on the other hand, are able to suffer more in the DFT experience with emotions such as anxiety and frustration, especially in urban destinations, due to needs such as instant access to information, navigation, digital word-of-mouth; also that individuals traveling as a couple or with the group are more inclined to experience DFT and that individuals who plan a digital detox and have strong motivation in this regard immediately enjoy the DFT experience. Disconnected Emotions Model (DEM), which they put forth as a result of the extensive research, is exhibited in Figure 4.

**Figure 4.** Disconnected Emotions Model (DEM)



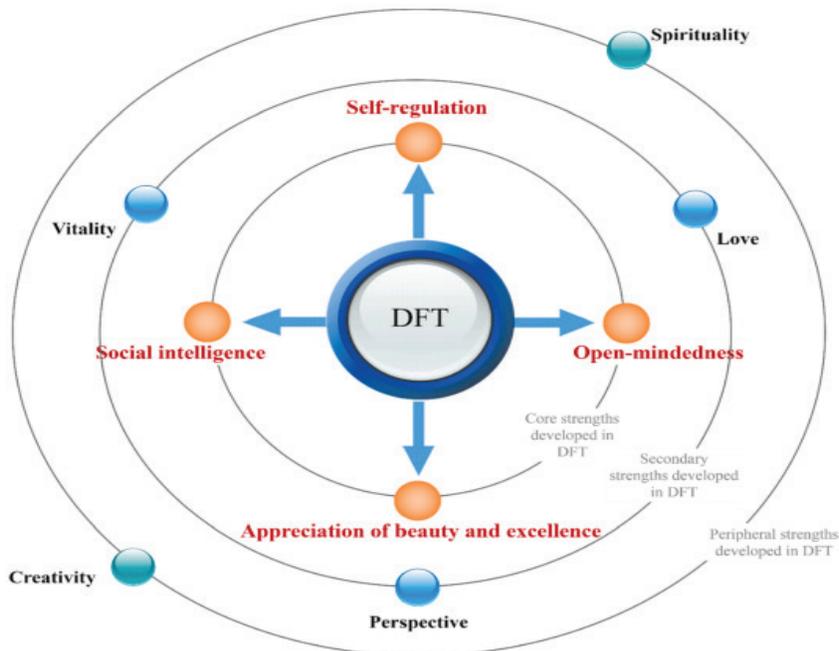
Source: Cai et al. (2020: 923)

The general structural characteristics of tourism enterprises and destination can be decisive for DFT. Today, tourism industry holiday concepts are predominantly adapting to technological developments and the demands and expectations of tourists who prefer to move away from the use of mobile technologies are ignored (Floros et al., 2019: 9). However, many holidaymakers can now turn to digital-free tourism with the desire to apply digital detox during the holiday process. In particular, it is stated that campers, backpackers and families with young children are more prone to technology-independent travel and holidays during their holidays than other groups of tourists (Dickinson et al., 2016). On the other hand, the reflections of individuals' strong sense of trust in technology are also seen in tourism. Some research has found that tourists are colder to the idea and experience of disconnecting, especially in major urban destinations, due to the concerns (such as travel difficulties in the complex urban system) (Floros et al., 2019: 9-10).

Due to the digitalization in the tourism industry, it has been revealed by research including some frustrations of tourists towards DFT (Floros et al., 2019). It is stated that this intensive digitalization can create obstacles for the needs and expectations of tourists regarding DFT. Because it is indicated that tourists sometimes have to reconnect during their travels and holidays in order to benefit from these services offered by service providers (Floros et al., 2019: 12).

In the study by Li et al. (2020), DFT is considered from a positive psychology-based point of view, noting the potential of DFT to provide a restorative and transformative tourist experience. The model revealed in their research and the character strengths they have determined are included in Figure 5.

**Figure 5.** The core-periphery model for of character strenghts developed in DFT,  
**Source:** Li, et al. (2020: 10).



Digital free tourism also has a new marketing potential for other types of tourism. Because it has the ability to be integrated into many types of tourism such as nature-based tourism, agricultural tourism, cultural tourism, adventure tourism, health tourism (Pawlowska-Legwand & Matoga, 2020: 19).

## **A SYSTEMATIC LITERATURE REVIEW ON DIGITAL FREE TOURISM (DFT)**

In this section, systematic literature review on DFT was attempted and articles between 2015 and 2020 were included. Since DFT is a very new subject, it does not have a history dating back yet. While creating the section under this title, scientific articles on the subject were researched by scanning academic databases with the keywords digital-free tourism, DFT, tech-free tourism, technology free tourism. It is aimed to examine the stage of the studies on DFT theory and the studies carried out in this regard. For this purpose, conceptual and applied researches in the literature were examined using systematic literature review method. This research is offered in Table 1.

**Table 1.** Literature Review on Digital Free Tourism (DFT)

Author(s)	Study	Year	Findings
McKenna, B., Waizenegger, L. & Cai, W.	The Influence of Personal on Professional Commitments on Digitally Disconnected Experiences	2020	<ul style="list-style-type: none"> <li>• Travelers that choose to go on a digital-free holiday need to deal with the stress and anxieties of disconnecting from collective expectations deriving from their social and professional commitments.</li> <li>• Provides new insights into the notion of copresence by investigating the paradox between autonomy and interpersonal surveillance in a disconnected context.</li> </ul>
Paris, C. M.; Berger, E. A.; Rubin, S. & Casson, M.	Disconnected and Unplugged: Experiences of Technology Induced Anxieties and Tensions While Traveling.	2015	<ul style="list-style-type: none"> <li>• Discussed the anxiety and social tensions involved when disconnecting on holiday.</li> <li>• Cases of disruption or inability to connect while traveling can cause quite powerful emotional and behavioral responses, which has practical implications for the industry.</li> </ul>
Rosenberg, H.	The “flashpacker” and the “unplagger”: Cell phone (dis) connection and the backpacking experience	2019	<ul style="list-style-type: none"> <li>• The backpacker’s ability to refrain from phone use is perceived as a test of coping skills and independence.</li> <li>• The backpackers’ main motivations; escapism, independence, detachment, authenticity and the construction of a new identity — are defined and realized in relation to cell phone use and nonuse.</li> </ul>

Author(s)	Study	Year	Findings
Cai, W.; McKenna, B. & Waizenegger, L.	Turning It Off: Emotions in Digital-Free Travel	2019	<ul style="list-style-type: none"> <li>• Developed: Disconnected emotions model (DEM)</li> <li>• comprehensive insights into the relationship between affordance changes and disconnected emotional variations.</li> <li>• Factors affected how travelers perceived DFT experience; type of destination, travel companies, social and Professional commitments, reliance level of technology daily life, motivation for disconnecting.</li> </ul>
Egger, I., Lei, S.I. & Wassler, P.	Digital Free Tourism – An Exploratory Study of Tourist Motivations	2020	<ul style="list-style-type: none"> <li>• Four main factors that motivate tourists to participate in DFT: escape, personal growth, health and well-being, relationships.</li> <li>• highlight several exploratory subthemes underlying these motivators</li> </ul>
Floros, C., Cai, W., McKenna, B. & Ajeeb, D.	Imagine Being Off-the-grid: Millennials' Perceptions of Digital-Free Travel	2019	<ul style="list-style-type: none"> <li>• motivations and perceived benefits of DFT                             <ul style="list-style-type: none"> <li>- have a mental distance</li> <li>- being able to relax</li> <li>- appreciating the surroundings more</li> <li>- considering DFT as a great opportunity for self reflection</li> <li>- perceived benefits of digital detox</li> </ul> </li> <li>• proposes that mental “away” should be aligned with physical “away” by reducing technology use to achieve psychological sustainability on holiday</li> </ul>

Author(s)	Study	Year	Findings
			<ul style="list-style-type: none"> <li>• digital free tourist infrastructures</li> <li>- digitalisation might hinder or prevent travelers needs for DFT as they were sometimes forced to reconnect to access services.</li> <li>• Social influences</li> <li>- afraid of falling behind</li> <li>- strong reliance on technology</li> <li>- FOMO</li> <li>- emotions such as anxiety, pressure</li> </ul>
Li, J., Pearce, P.L. & Oktadiana, H.	Can Digital-free Tourism Build Character Strengths?	2020	<ul style="list-style-type: none"> <li>• 23 character strengths of positive psychology (except leadership) were perceived in DFT situations.</li> <li>• ‘golden evidence triangle’ model formed between characters strengths and DFT</li> <li>- self-regulation, appreciation of beauty and excellence, social intelligence and open mindedness on the core layer;</li> <li>- vitality, love and perspective on the secondary layer;</li> <li>- spirituality and creativity on the peripheral payer</li> </ul>
Li, J., Pearce, P.L. & Low, D.	Media Representation of Digital-Free Tourism: a Critical Discourse Analysis	2018	<ul style="list-style-type: none"> <li>• Evolutionary characteristics of three stages of media DFT discourses</li> <li>• Building a conceptual understanding of DFT as presented in the media</li> </ul>

Author(s)	Study	Year	Findings
Pawlowska-Legwand, A. & Matoga, L.	Disconnected From the Digital World to Reconnect with the Real Life: an Analysis of the Potential for Development of Unplugged Tourism on the Example of Poland	2020	<ul style="list-style-type: none"> <li>• Types of businesses and other institutions related to the unplugged tourism market in Poland.</li> <li>• Ways of disconnecting from ICT and digital devices during trip or stay.</li> <li>• Factors influencing a development of unplugged tourism</li> </ul>

As it is seen, this part gives an overview of what the concept of digital free tourism (DFT) covers. When we look at the studies on the subject, it is observed that conceptual and applied research on DFT is quite limited but increasing. However, it is clear that more research on the subject is needed.

When the studies are evaluated in terms of the research method, it is seen that the researches are predominantly qualitative methods and are carried out using content and discourse analysis. Rosenberg (2019) is seen to have been conducted in a mixed method (questionnaire and in-depth interviews).

Since the studies on the subject are still quite limited, it cannot be said that the variables covered within the scope of the subject are concentrated on any variables. However, when studies are evaluated in general, it can be said that tourist motivations are predominantly variable, which is the subject of research on DFT. It can be said that the researches are mostly based on social-psychology. In this context, researches have been made regarding the topics such as tourist motivations (Egger et al., 2020; Rosenberg, 2019; Floros et al., 2019); emotions (Cai et al., 2019); positive psychology (Li et al., 2020); psychology (Paris et al., 2015) and social influences (Floros et al., 2019; McKenna et al., 2020). In addition, studies offering conceptual understanding of DFT’s development (Li et al., 2018; Pawlowska-Legwand & Matoga, 2020).

## CONCLUSION AND SUGGESTIONS

The world is changing, digitalizing and evolving. This digitalization and digital transformation have changed both our daily lives and the structure of the business world very quickly in recent years. Tourism, which is one of the leading sectors affected by this rapid change, is also undergoing changes from the way tourists

experience destinations to many areas such as being met in hotels, service reception, tourist-local interaction. As developments such as intelligent systems, artificial intelligence and robotic technologies are integrated into the hotel and service industry, technology has become one of the essential elements of tourism. Of course, it cannot be ignored that technology facilitates our holiday and travel processes. As Sigala (2019: 257) remarks “technological advances and social media have been instrumental in supporting tourism and tourists.” However, digital free tourism, which is one of the concepts that is attracted by researches examining tourist emotions and motivations, has started to make room for itself within the structure of tourism that integrates with this technology. Now there is a segment of tourists who want to apply digital detox on their travels, holidays, avoid work-related communications, limit the use of technological tools, try to stay away from social media and internet use in this process, and focus on enjoying the moment and holiday experiences. Especially today, when home office employees are increasing and work and home individual and rest times are mixed, an increase in people’s interest in digital free tourism experiences, which includes digital detox holidays in tourism, can also be expected, based on the idea that the need for digital detox applications may increase.

As tourists gain experience by evaluating the advantages and conveniences of technology, if the impact of technology on travel is changing (Wang et al., 2016: 61), the effect of technology on this travel motivation can be expected to change as DFT experiences increase. Given the research conducted on DFT, it seems that more research on digital free tourist motivations, behaviors and experiences is needed. Especially marketers need to understand DFT’s motivations and tools. Because with DFT, tourists are expected to develop a new number of activities and sensations. In addition, destination management organization and business managers need to improve their products and services, aware of market trends and ever-changing consumer needs. In addition, as done in the study of Pawlowska-Legwand and Matoga (2020: 13), destinations can determine their own ways of disconnecting from ICT and digital devices during trip or stay for DFT.

As it is understood, it is important to investigate the long-term impacts of DFT on tourists’ wellbeing, mental health, quality of experience and life. In order to answer questions such as ‘What are the benefits of DFT?’, ‘What is the tourist profile that prefers DFT (age, income, profession, etc.)?’, ‘Which countries does DFT stand out?’, ‘In what level does tourist satisfaction take

place and what factors come to the forefront in tourist motivations?’ ‘Are there repeatedly visiting tourists?’, ‘What are the expectations of digital free tourists from accommodation businesses and destinations?’ and ‘What are the social impacts of DFT?’, detailed researches regarding the subject are required. Research on the subject will also be able to provide useful information for accommodation businesses, tour operators, tourism destinations and related businesses and destination management organizations that provide products and services related to DFT. In addition, questions such as can the DFT market be divided into sections or the level of DFT’s contribution to regional development are among the questions waiting to be answered through scientific research.

Of course, it is not possible for us to be completely separated from technology; however, it would not be wrong to state that from time-to-time holiday options that will allow us to give ourselves technology-free breaks and to renew physically and mentally are also gaining importance. Moreover, DFT has the potential to create an alternative solution for criticisms about the decrease in tourist-domestic relations as a result of digitalized processes in tourism.

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## CHAPTER 7

# EVALUATION OF ZOOS IN TERMS OF RECREATION AND TOURISM: CASE OF TURKEY

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## INTRODUCTION

**A**S A RESULT OF THE RAPIDLY INCREASING POPULATION, GRADUALLY EXPANDING SETTLEMENTS, RISE in migration to big cities and unplanned housing, industrialization and misuse of natural resources pose a serious threat to existence of most of the plant and animal species in the nature. Apart from plants and animals, especially distancing of humans from the nature and gradual reduction of green areas affects our lives negatively. In line these reasons, it has been understood that the existence of zoos is needed in order to raise people's awareness about nature and protect animals (Yılmaz, 2008: 1-2). According to the definition of Özkan et al. (2010), zoos are the places allocated for the purpose of protecting

various animal species and ensuring the continuity of their generations, using them in education and training, creating opportunities for scientific studies on animals, and enabling people who strive away from the nature to participate in recreational activities aimed at watching and observing wild animals and their behavior.

Zoos have been experiencing a change and development from past to present. Various archaeological studies have shown that people living in ancient times had a sense of fear and curiosity towards animals for some reasons, and then they resorted to domesticating animals in the following periods. This clearly shows that relationships between humans and animals have existed since ancient times. According to the information obtained, the first animal collections date back to 1500 BC. It is known that the first known animal collection was made by the Chinese Emperor Vu-Vang in 1100 BC (Berkyez, 1987). It is known that rulers created live collections (menagerie) from rare animals in their time. The reason for these collections is indication of wealth and power, to have fun and to quench the feelings of curiosity. The word menagerie is referred to as “animal training house” (Günergün, 2006: 1).

In the following periods, various small zoos and exhibitions, especially in India and China, were established between 1000 and 400 BC (Günergün, 2006: 1). That type of zoos and exhibition areas were widely used in the Ancient Roman and Greek periods and then, in the 16th, 17th and 18th centuries, for the entertainment by the nobility in Europe. It was not until in the early 20<sup>th</sup> century that the concept of zoo gained a modern meaning. Carl Hagenbeck, a wild animal trader, became the pioneer of change in zoos and the concept of modern zoo with the changes he made in the zoo that he opened in Hamburg (Plaatsman, 1996: 10). The main purpose of these new model zoos is to provide animals with more livable environments, to continue educational and scientific studies and to make biodiversity sustainable.

In 1976, we see that the concept of “landscape immersion” was introduced for the first time by Jones Joe and Paulson. This concept, which is briefly referred to as “biological park” in Turkish, is the idea of creating areas that are maximally similar to the natural environments of animals and including visitors to this natural environment (Ebenhöh, 2000:7).

According to the research, only 2 zoos were operating in Turkey until 1940; however, the data of 2020 shows that the number has risen to 41. 27 of these zoos have the status of group A and 14 of them are group B zoos. As the aims

and responsibilities of zoos changed and developed, it was deemed necessary to form various associations in this regard. Accordingly, associations which serve nationally and internationally, have been established including World Association of Zoos and Aquariums (WAZA), the European Association of Zoos and Aquariums (EAZA) and the Association of Zoos and Aquariums (AZA). The foundation purposes of these unions are, in short, to protect global diversity, to ensure animal welfare, to create conservation and education programs, and to establish cooperation among organizations (Özen, 2015: 2-3).

In Turkey, it has been determined that only 3 zoos and 1 aquarium are members of these associations by meeting the required standards. The table below shows the number of members of some countries to these organizations:

**Table 1.** Memberships to WAZA and EAZA in Some Countries

Country	WAZA	EAZA	Total
Italy	3	11	14
France	9	50	59
Turkey	1	3	4
Germany	34	47	81
Spain	3	22	25
United Kingdom	13	49	62

### *Current status of zoos in Turkey*

This study examines the current status of 4 zoos in Turkey, which were established in accordance with the Regulation on the Foundation and Operation Principles and Procedures of Zoos that took effect in 2007 and which allow the zoos and audits them in terms of operating as integrated with one another in an international level by means of fulfilling the required standards and which are the members of several unions, including İzmir Metropolitan Municipality Wildlife Park, Faruk Yalçın Zoo and Botanical Park, Bursa Zoo and Gaziantep Zoo that is one of the prominent zoos of our country due to its various features despite not being a member of any international unions. İzmir the species and animal population contained in zoos, their footprint, performed activities and annual visitor numbers were examined. Additionally, variables like their potential contribution to the tourism at regional and national level were analyzed and evaluated. The obtained data obtained was acquired from official website sources, literature review and various observations and interviews. The abovementioned zoos

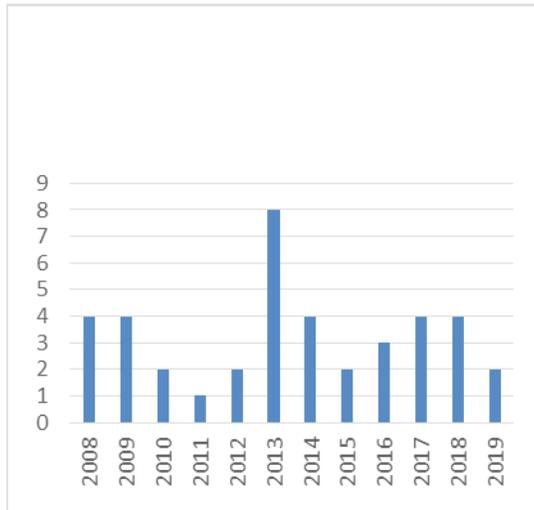
were ranked based on their dates of being officially licensed. It was attempted to provide various suggestions in line with the obtained findings.

According to the current regulations in our country, zoos were categorized as group A and group B. If zoos fulfill the necessary standards and procedures, they can operate as group A or group B zoo.

- Group A zoos can host 70 animal species and more animals. Zoos belonging to this group are required to employ a responsible manager and at least one veterinary surgeon.
- Group B zoos can host 69 animal species at most. Zoos belonging to this group may employ a responsible manager and may outsource the veterinarian services. (Legislation on the Foundation of Zoos, 2007).

As of the year 2020, there are 41 licensed zoos, 27 of which are group B and 15 of them are group A (Cimer, personal communication, 2020). The table below provides the distribution of zoos that were licensed and opened in Turkey by years.

**Figure 1.** Number of licensed zoos in Turkey by year



In accordance with the information given from Department of Wildlife, it has been reported that 40 zoos were licensed and started their operations until March 2019 in Turkey. In line with the previously obtained information, during the 9 months that has been passed from March 2019 to year 2020, only one zoo has been licensed.

### *Faruk Yalçın Zoo and Botanical Park*

This area, which hosted important and rare bird species found all over the world and known as Bayramoğlu Bird Paradise in 1990, was opened to public service in 1993. With the provision of the necessary support and financing, it has taken its present form in 1995, when various animal and plant species were brought next to the existing bird species and the existing area was expanded (Faruk Yalçın Zoo, 2020). The zoo, which had approximately 70,000 m<sup>2</sup> area in the first period of its establishment, has been increased to 150,000 km<sup>2</sup> now (Ülgen & Tekin, 2000:302-303). Faruk Yalçın Zoo and Botanical Park, which continues its activities with the principle of benefiting the protection and development of the diversity of living things in the world and raising awareness on this issue, is hosting to more than 3,000 animals of more than 250 different species and about 8,000 plants of 400 different species. With this feature, it is the modern zoo with the most species (Faruk Yalçın Zoo, 2020).

This organization, which is the first private zoo in Turkey, was accepted as a full member of the European Association of Zoos and Aquaria (EAZA) in 1997 and has also gained the feature of being the first zoo in Turkey to be a member of this association. Various joint activities are regularly carried out within the scope of cooperation with EAZA. In addition, this organization is a “Wild Animals Protection and Rescue Center” and undertakes the care and protection responsibility of animals that are in danger of extinction or require critical protection (Faruk Yalçın Zoo, 2020). The zoo, which is open 365 days a year, including official holidays, serves between 10.00 am. and 05.00 pm. The entrance fee to the zoo may change seasonally, but livingly, the entrance fee for students and children is TRY 49.90, TRY 59.90 for adults and TRY 25.90 for disabled visitors. This non-profit organization spends all its income on animal care, rehabilitation and essential expenses (Faruk Yalçın Zoo, 2020). If we consider Faruk Yalçın Zoo in terms of tourism, it is known that approximately 450,000-500,000 people visit the region per year according to the data of 2016. In this context, efforts are being made to increase the number of visitors and the annual number of visitors is aimed to be 600,000 people. In addition, the zoo employs approximately 130 people in the summer season and 100 people in the winter season (Kulis Haber, 2020). Being a world - class zoo is an important factor in the visitors’ preferences to visit the region. The fact that it represents Turkey in the international platform makes a positive contribution to tourism in regional and national terms.

### ***Bursa Zoo***

The zoo, which started to serve in Kültürpark in 1955, adopted the traditional zoo understanding in the first years of its establishment and displayed animals behind cages. In the following periods, it was thought that Kültür Park Zoo could not keep up with the understanding of zoos that were changing and developing in Turkey and in the world, and revision studies were started and in 1998 it became the modern Bursa Zoo in a renovated manner (Özen, 2016:152). Bursa Zoo that built on an area of 206 thousand 600 square meters, is hosting 1006 animals of 108 different species according to the 2016 data (Özen, 2016:152). The zoo, which has been a member of The European Association of Zoos and Aquaria (EAZA) since September 2011, carries out a series of collaborations as mentioned above (Bursa Zoo, 2020). Bursa Zoo, which attaches great importance to education, organizes protection and awareness-raising activities specifically targeting students with the theme of “recognize, love, protect”.

It is aimed to inform children by making presentations on issues such as environmental and water pollution, waste, recycling at a level that can be understood by the expert biologists in the field. Furthermore, various training programs are organized periodically for the personnel working in the zoo. Emphasizing the matter of education in its activity planning in a persistent manner, Bursa Zoo claims that the main difference between any non-profit zoos and commercial organizations is the training and awareness programs. Bursa Zoo, which welcomes an average of 1 million local and foreign visitors annually, is expected to be one of the leading places of visit in Bursa in the future with the promotional activities and innovations to be carried out within the zoo. However, hosting 1 million visitors annually as a zoo in Bursa, where a total of 3 million people reside, is one of clearest indicators of the potential of the zoo.

### ***Gaziantep Zoo***

Gaziantep Zoo whose operations were commenced within the Wildlife Conservation and Recreation Project in 2001 is the biggest zoo of Turkey and the one of the fourth biggest zoos of Europe with the establishment of 1,000 acres of land. It is the one of the most important zoos in Turkey with 7,100 animals of 325 different species and is also very important as the only organization that used a combination of zoo and wildlife protection concept together in Turkey (Özen, 2016:151). Having maintained its standards as maximum as possible

despite not being a member of any international organization, Gaziantep Zoo has attached great importance to education, as well as its studies on animal welfare, protection and awareness. At this point, they have made available Turkey's first museum of zoology for use for the practical training of students studying in the geology and biology departments of universities of (Hürriyet Seyahat, 2020). In addition, Gaziantep Zoo is groundbreaking in Turkey in that it is the first zoo that hosts a safari park within. This area of 200 decares, which opened to visitors in 2010, houses 257 animals of 25 different species and about 500 poultry different species that can live with each other. Visitors have the opportunity to see and experience these animals in their natural environment with the protected touring vehicle. In this zone, the space for visitors is restricted instead of the space of animals (Gaziantep Zoo, 2020). One of the most visited zoos of Turkey with its safari park, zoology museum, recreation and education area and animals, Gaziantep Zoo is visited by an average of 4 million people annually. In Gaziantep, which is one the most important touristic places for Turkey, especially in the field of gastronomy, the fact that the zoo is becoming an important touristic area day by day has a positive effect on tourism at regional and national level (Burun & Kanlı, 2020).

### *İzmir Wildlife Park*

With the closure of the Culture Park Zoo, which had been established in 1937 and displayed as one the symbols of İzmir, İzmir Sasalı Wildlife Park's construction started in 2006 and it became operational in 2008. Sasalı Wildlife Park, which is the first Wildlife Park of Turkey and played an important role in changing the existing zoo understanding of Turkey's era, is home to approximately 2600 animals of 138 different species and 250 different plant species in an area of 435 thousand square meters (İzmir Wildlife Park, 2020).

In İzmir Wildlife Park, animals live in areas surrounded by various boundary elements such as ditches, where they can move freely and show maximum similarity to natural habitats, instead of being displayed in cages, which is a general approach. This created area positively affects the quality of life the animals as well as the visitors' perspective on animals and zoos.

Carrying out activities in line with the purposes such as improving the welfare of animals, increasing environmental awareness, protecting and

improving biological diversity, İzmir Wildlife Park also carries out necessary activities to ensure that people are intertwined with nature, to increase animal love and awareness, and to provide a more habitable urban environment (İzmir Wildlife Park, 2020). Such various studies can be exemplified with the “training unit” created by the park management. In line with the studies of the training unit, the personnel working within the institution participate in various training for personal and professional development, and also various educational activities are carried out especially for children and student groups (İzmir Wildlife Park, 2020).

İzmir Wildlife Park, which was accepted as a full member of the European Association of Zoos and Aquaria (EAZA) on April 3, 2011, cooperated with this association on important issues such as animal welfare, biodiversity protection and endangered species (İzmir Wildlife Park, 2020).

The current location of İzmir Wildlife Park and its advanced transportation facilities also have a positive effect on local and foreign tourist visits. According to the data obtained from the İzmir Wildlife Park official website (2020); the Wildlife Park has been visited by a total of 9.804.927 people in 11 years, from 2008, when it started its operations, to November 2019. It is known that an average of 950.000 people visits the zoo annually. This increases the need for employment in the region, provides the development of the surrounding settlements, supports the local people in a positive way and makes a significant positive contribution to the tourism potential of the city.

Some Group A zoos in Turkey and the various information they contain are shown in the table below.

**Table 2.** Information about “A” Group Zoos in TURKEY

Name of institution	Year of establishment	Species	Number of animals	Affiliated association	Number of visitors (yearly)
İzmir Natural Wildlife Park	2008	138	2600	EAZA	948.682
Faruk Yalçın Zoo	1993	250	3000	EAZA	500.000
Bursa Zoo	1998	108	1006	EAZA	979.831
Gaziantep Zoo	2001	325	7100	-	4.000.000

\*The information on the number of species, animals and visitors of zoos in the table is the data of 2019, therefore the results may vary according to the newest studies.

## A SYSTEMATIC LITERATURE REVIEW ON ZOOS IN TERMS OF TOURISM AND RECREATION

“Google Academic Search Engine” was utilized to review the literature on the evaluation of zoos in terms of recreation and tourism. During the search, some criteria have been determined to access the studies.

- The search has been done with the word content of “zoos and tourism” and “zoos and recreational areas”.
- In the search, there is no limitation for the year in which the study was conducted.
- The classification of zoos, the effect of zoo design on revisiting and visitor behavior and works on the use of zoos for tourism and recreation were included in the search.
- The university database has been used to access all resources.
- A small number of studies could not be accessed because they were not included in the university database or internet links were not accessible.

**Table 3.** Literature Review on Zoos

Author	Study	Year	Findings
Hancocks, D.	Bringing nature into the zoo: Inexpensive solutions for zoo environments	1980	Restraint animals Using nature as a norm Zoos for people
Altman, J.	Animal activity and visitor learning at the zoo	1998	Animal activity (active, inactive or out of sight) Learning levels
Mason, P.	Zoo Tourism: The need for more research	2000	Evolution of zoos Ecotourism Educational way
Bekdemir, A. & Erdönmez, İ.	Hayvanat bahçelerinin peyzaj planlama ve tasarım ilkeleri	2009	Planning Design principles Naturality

Author	Study	Year	Findings
Moss, A. & Esson, M. & Francis, D.	Evaluation of a third – generation zoo exhibit in relation to visitor behavior and interpretation use	2010	Effect of transition second to third generation zoo Impact of instructional signage Visible elements.
Yılmaz, S. & Özbilen, A.	Hayvanat bahçeleri tasarım ilkeleri ve tipolojileri	2011	Need education to protect nature Design principles Positive effects on naturality
Gülgün, B., Özkan, Ç., Yazici, K	Geleneksel hayvanat bahçelerinden doğal yaşam parklarına	2013	Safari park Design principles Safari park is a kind of zoo.
Özen, A. S.	Küresel zoo çeşitliliğın korunmasında önem taşıyan hayvanat bahçesi ve akvaryum birlikleri	2015	Protect the natural richness International associations (EAZA, WAZA, AZA EARAZA, ALPZA) Members in Turkey
Perkins, D., Debbage, K.	Weather and Tourism: Thermal comfort and zoological park visitor attendance	2016	Effect of weather on visitors Slightly warm is the best. Climate change
Özen, A. S.	Türkiye’deki A grubu hayvanat bahçeleri ve akvaryumların durumu	2016	11 zoos and aquariums till 2014 No A class zoo in the East Turkey. Need encouragement
Özen, A. S.	Türkiye’de B grubu hayvanat bahçeleri ve akvaryumların durumu	2016	No studies until 2014 15 B class zoos in Turkey None of them is international

Author	Study	Year	Findings
Turan, İ. A. & True, E. M.	Kentel bir dış mekan olarak hayvanat bahçeleri: Türkiye’den öne çıkan örnekler	2017	4 main roles Modern zoos Urban recreation area The aims of the zoos
Grover, E.	Investigating the influence of zoo exhibit design on visitor empathy for wildlife	2018	Natural areas Level of empathy Charismatic/ non-charismatic animals
Koonce, E.	The effects of zoo design on visitor recall and conservation willingness	2018	No difference in information recall (naturalistic vs. traditional exhibits) Increase in pro-zoo attitude after viewing traditional zoo
Nekolný, L., Fialová, D.	Zoo Tourism: What actually is a zoo?	2018	Different definitions Zoo typology Kind of a tourist attraction
Sürme, M. & Seyrek, H. İ.	Gaziantep Hayvanat Bahçesi ziyaretçilerinin memnuniyet düzeylerinin Önem-Performans analiziyle ölçülmesi	2018	Naturalized areas Performance scores are lower than important scores Demographic variables
Pavitt, B., Moss, A.	Assessing the effect of zoo exhibit design on visitor engagement and attitudes towards conservation	2019	Walk-through exhibit Conversation education Importance of educational staff
Kabadayı, M. & Sarıışık, M.	Faruk Yalçın Hayvanat Bahçesi ve Botanik Parkı ziyaretçilerinin memnuniyet düzeylerinin değerlendirilmesi	2020	Satisfaction degree Possibilities of animals Performance scores are lower than important scores

When the table above is examined, it is observed that various studies have been made about the zoos and it has been concluded in most of the studies that animals should be displayed in environments where are maximum similar to their natural habitats (Nekolný & Fialová, 2018; Hancocks, 1980; Erdönmez & Bekdemir, 2009; Yılmaz & Özbilen, 2011; Gülgün, Özkan & Yazıcı, 2013; Turan, & True, 2017). Some studies have revealed that animals living in naturally- designed zoos will ensure that future generations will have information about nature and animals, endangered animals will be protected and people will engage in recreational activity in nature (Erdönmez & Bekdemir, 2009; Yılmaz & Özbilen, 2011; Gülgün, Özkan & Yazıcı, 2013; Turan & True, 2017). Sürme & Seyrek (2018), Kabadayı & Sarıışık (2020) argue in their studies that exhibiting animals in environment where is similar to their natural habitats, will greatly affect visitor satisfaction. Hancocks (1980) has indicated that there can be inspired from the nature to design new generation zoo. It is further observed that weather (Perkins & Debbage, 2016), zoo design (Moss, Esson & Francis, 2010), touring the zoo with a trainer or a volunteer (Pavitt & Moss, 2019) and animal movements (Altman, 1988) are directly connected to visitor participation, level of learning and touring time in the zoo. Meanwhile, Grover (2018) has found that zoo visitors already have high level empathy towards animals and wildlife and Koonce (2018) has concluded that there is no difference between natural zoos and traditional zoos in terms of informing the visitor. In addition, Özen, has conducted three studies in 2015 and 2016, he has concluded that the zoos in Turkey need specialization and financial support to improve their current situation and more zoos in Turkey should be member of zoos and aquarium associations working on globally.

Özen (2015), has provided information about unions such as WAZA, EAZA, AZA, ALPZA and EARAZA, which aim to protect zoological diversity at the global level and carry out studies in this direction and explained the importance of these unions. He has also noted at the zoo who are members of this association in Turkey. While obtaining this information, the literature and observations made were used. As a result of this research, it has been observed that there are no member Turkish zoos in WAZA, which a global importance of primary level and only 3 zoos, Faruk Yalçın Zoo, Bursa Zoo and İzmir Wildlife Park, are the members of EAZA, which has a global importance of secondary level.

Özen (2016), has conducted a descriptive study about operating Group A zoos and aquariums in Turkey. The aim of the study is to reveal the current state of Group A zoos and aquariums in Turkey and to provide suggestions for improvement. The findings have been obtained from the literature and internet resources, as well as from the observations and interviews made. As a result of the study it has been determined that a total of 11 zoos and aquariums, which have Group A license, have been established in Turkey until 2014. One of the important results of the study is that there are no Group A zoos and aquariums in the Black Sea region.

In his study, Özen (2016), has approached to the current status of Group B zoos and aquariums in Turkey. The information has been obtained from interviews, observations and internet sources. As a result of study, it has been determined that the Turkey has 15 zoos and aquariums in total including 5 of them are in Mediterranean Region as with Central Anatolia Region, 4 of them in the Black Sea Region and one of them in the Aegean Region. In addition, it is an important detail that no studies have been carried out on this subject until 2014.

Bekdemir and Erdönmez (2009), have discussed the definition, historical development and purposes of the zoo in their study and planning and design principles of zoos are emphasized. In the study it was stated that there are 22 design principles that should be taken into account for the welfare of the animals.

Kabadayı and Sarıışık (2020), have evaluated the satisfaction levels of the Faruk Yalçın Zoo and Botanical Park visitors using importance-performance analysis. The data of the study has been obtained using the survey technique, which is a quantitative research method. In this context, data has been collected from 393 people. The importance level of these expressions for the visitor and the performance perceptions of the visitors have been measured by making a 5-point Likert type rating in the first 2 parts of the questionnaire form consisting of 23 statements and 3 parts. In the last part of the study, questions about the demographic characteristics of the visitors have been included. As a result of the research, it has been determined that the importance scores of the visitors for the zoo are higher than their performance scores. While the most important features discussed by the visitors are “animal health” and “comfortable shelter in natural environments”, the least important factors are; features such as “professional guides”, “Training programs” and “Restaurant quality”.

In their study, Sürme and Seyrek (2018), have aimed to measure the satisfaction levels of the visitors coming to Gaziantep Zoo by applying

importance-performance analysis. The survey questions, consisting of 3 parts and using a 5-point Likert scale, have been applied to 403 people. In the research, it has been concluded that the performance scores of the visitors are generally higher than the importance scores.

Gülgün, Özkan and Yazıcı (2013), have presented a study that defines zoos, explaining their aims, types and design principles. In the following parts of the study, the concept of natural life park (safari park) is examined, and how this concept is perceived in our country is emphasized. As a result, it is recommended that the zoos in Turkey should be created for not only delight of visitors but also by thinking the animal welfare and transiting to wildlife parks where people's living spaces are restricted, not animals.

Turan and True have provided a study that shows the current status of the zoos in Turkey. The research areas for study are İzmir Wildlife Park, Antalya Zoo and Nature Park, Bursa Zoo, Gaziantep Zoo and Darıca Faruk Yalçın Zoo and Botanical Park. Factors such as spatial characteristics and awareness have been effective in the selection of research areas. The study consists of 4 stages including conceptual framework, data collection, findings and analysis, evaluation and synthesis. As a result, it has been observed that the researched zoos are close to the physical standards expected from modern zoos. Also, it has been concluded that the authorities of the zoos subject to the study are at the required level of awareness and that there were positive plans for the future.

Yılmaz and Özbilen (2011) have conducted a study to explain the historical process of zoos and the design principles that a zoo qualified as successful should have. In the study, it has been concluded that zoos are in a constant change and development from ancient times to the present and that zoos should be designed in a way that animals can display the natural behavior.

In his study, Koonce (2018), has explored whether a naturally designed zoo could positively increase visitors' knowledge recall and attitudes towards zoos and conservation action or not. The sample consists of 58 students between the ages of 18 and 40. The data has been obtained through a protection questionnaire created on a Likert scale, 3 different types of animal images and 10 true/false information questions related to these images. It has been concluded that there is no difference in remembering information between those who visiting natural exhibition areas and traditional exhibition areas and that there is some increase in pro-zoo attitudes after visiting traditionally designed zoos. Possible reasons

for this situation are the pity of the visitors for the animals living under bad conditions and the generation effect.

In his study, Altman (1998), has explored the effects of animal movements on visitors who visit 3 different bear species exhibitions area. The concept of “attention” has been used as a measure of visitors’ learning levels. The conversations of the visitors during the observation and the corresponding movements of the bears have been recorded. It has been assumed that visitors are more likely to participate in specific information when animals exhibit active behavior and it has been observed that the level of participation of the visitors are influenced by the movements of the animals. The study has concluded that the active movements of the animals attracted the visitors more, which also facilitates the learning of the visitor.

Moss, Esson and Francis (2010), have presented a study examining the impact of transition from second-generation zoo to third-generation zoo on visitor behavior. In the study, it has been concluded that visitors spend more time in the new generation zoo and instructional signs increase the duration of visitors’ stay in the exhibition area.

In this study, Hancocks (1980), has stated that zoos are designed with only humans in mind and suggested that animals should live in areas that are as close to their natural habitats to the maximum. The different behaviors of animals in different exhibition areas have been examined and various examples have been brought. It has been concluded that the animals living in areas similar to their natural habitats will be a positive factor in both the welfare of the animals and the perception and attitude of the visitors.

## **CONCLUSION AND RECOMMENDATIONS**

Humans have been in constant interaction with animals since their first time on the Earth. In the past, due to the fact that they were frightened and impressed by animals, they preferred to paint them on caves and walls, and later they used them as a symbol of power by imprisoning them.

Meanwhile, it is clearly seen that human beings are constantly to dominate nature. For many years, nature has been devastated for the benefit and interest of human beings, without paying attention to environment and ecological diversity. At this point, zoos, which were designed and operated only for the entertainment of the bourgeoisie class in the first years of their establishment, with the change

of understanding, have now become schools that preserve ecological diversity, ensure sustainability, prioritize the welfare of other living things and carry out scientific studies to increase this prosperity.

With the developing technology and changing understanding around the world, the classical-style zoos where animals are exhibited as captives behind cages have been replaced by modern zoos and natural parks, where the welfare of animals is prioritized instead of human taste, and that provide living spaces to animals with the maximum similarity to their habitats. When the current status of the zoos in Turkey is examined, it is observed that most of the zoos are displayed in environments that are far away from natural and that are unsuitable for the natural habitats of animals. Considering that zoos are not only human-oriented and have purposes such as conservation, education, research and sustainability, it is clear that most of zoos in Turkey do not meet these goals, therefore it is necessary that their current standards should be enhanced. Considering that only 3 zoos in Turkey have succeeded in becoming a member of international organizations by fulfilling the necessary conditions, the fact that other licensed zoos also improving their existing standards by adopting the understanding of the age we are in will contribute to tourism on a regional and national basis by both positively affecting the image of the country and noticeably increasing the number of visitors.

Another important point is the establishment of Turkey Zoos and Aquariums Association, whose foundation meetings are being held but without taking any concrete steps (Özen, 2016:154). Meetings regarding the establishment of this union were held in various provinces, but no information was obtained regarding its foundation and activity. At his point, zoos in Turkey need to gather under a unifying power, to carry out joint programs, to cooperate in animal welfare and education, and to receive support from experts in this process. It can be possible to improve the current situation of zoos in Turkey with the standards and support that the Association of Zoos and Aquariums will bring to various issues.

When we consider zoos in terms of tourism, we see that they have a lot of potential. Due to the geological location of Turkey, the endemic plant and animal species we have create a critical diversity. When we look at the annual average number of visitors of the important zoos in our country, even if the base figure is taken into consideration, it is observed that the zoos in our important cities such as İzmir, Istanbul, Bursa and Gaziantep are visited by at least 500,000 people

annually. It is possible to generate additional income by ensuring that local and foreign visitors spend time not only in the zoo but also in its surroundings.

In addition, today's technology age, thanks to various promotional and advertising activities to be carried out on the internet, the international awareness of zoo and province it is affiliated to can be increased, and thus more visitors to the zoo and more tourists to the Turkey can be provided. If we make a comparison with the world in general, it is clearly observed that not only the number of zoos in Turkey but also the quality should be increased significantly.

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## CHAPTER 8

# SHARING ECONOMY AND THE RISE OF AIRBNB

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## INTRODUCTION

**H**OLIDAY RESORTS HAVE BEEN PRESENT IN OUR LIVES FOR MANY YEARS IN DIFFERENT FORMS. HOWEVER, reaching them has never been as easy as it is today. Thanks to the friends in our close circle, we were able to reach only some of them. It is possible to say that they are more accessible, especially compared to when the internet first enters our lives. We began to see the first examples of private accommodation sharing with the emergence of websites such as Couchsurfing.com in 2003. Then, in 2008, Airbnb entered our lives with a quick and radical change in accommodation sharing. After that, nothing was the same in terms of the hospitality and accommodation industry. Because, thanks to the opportunities offered by the Internet, homeowners with vacant rooms and excess capacity made them available to others with a joint consumption style, thus a new style of consumption called sharing economy emerged in terms of the accommodation and hospitality industry.

The phenomenon of sharing economy can be described as a new understanding of consumption emerging from a series of technological developments that simplify the sharing of goods and services through the various information systems on the Internet (Hamari, Sjöklint & Ukkonen, 2016) and the new world greatly needed such a new understanding of consumption. Thus, Airbnb, which is similar to platforms such as Uber, BlaBlaCar, Lyft, but

as an accommodation sharing platform, has an understanding of protecting the local. It is also seen that it directs the competition towards a different area in the accommodation sector. Making critical target group of participant's mandatory to successfully run a platform business is conceptually not new to the business model and is not specific to Airbnb. Yet both demand and supply dependency, and the lack of control of both demand nor supply P2P accommodation networks, separate them from the physical commercial hospitality sector. A hotel chain, for example, proactively plans the supply. The locations of the new hotels are carefully selected taking into account the predicted demand. On a smaller scale, this also applies to motels, hostels, campsites and other established forms of commercial tourist accommodation. In a similar manner, demand is forecasted and supply is planned (Dolnicar, 2018: 2). But it is difficult to plan supply for P2P accommodation networks. That is why this section aims to address P2P accommodation networks in terms of supply and demand and to emphasize on the factors that drive them. In doing so, it is planned to review important articles in the literature and lead researchers who want to do studies on this subject in the future. In this context, the sharing economy in the tourism and entertainment industry has received intense attention both academically and in the media. Therefore, in recent years, important international journals such as "Journal of Travel Research" and "International Journal of Contemporary Hospitality Management" have published special issues addressing the issue of sharing economy in terms of tourism. It is possible to find various articles examining topics such as sharing motivation, especially in the hospitality sector (Alrawadieh & Demirdelen, 2019).

Thus, the aim of this chapter is to explain a new marketing and management style used by the hospitality industry. In this context, Airbnb, one of the P2P accommodation examples handled under the sharing economy, will be examined and the concepts related to this subject will be clarified. By reviewing the current literature, it will be revealed what kind of factors continue to rise today both demand and supply and finally a systematic literature table will be made. As a result, the findings obtained in that table will be interpreted collectively. Consequently, the article highlights suggestions for the future studies for researchers and managers in line with the systematic literature review.

## DEFINITIONS, SCOPE AND THE CONTEXT OF SHARING ECONOMY

Today, rapid developments in the fields of logical analysis, artificial intelligence (AI) and Big Data, together with internet and mobile technologies and changing consumer expectations and consumption habits, have driven the growth of platform businesses. Thanks to platform business models, brokers are eliminated and a new system has emerged. This system, called sharing economy business models, connects individuals in an unprecedented way, making it easier for people to trade directly with each other (Caldieraro, Zhang, Cunha, & Shulman, 2018). Thus, the peer-to-peer economy showed significant growth.

The first important work in the field of sharing economics was discussed in the book ‘What’s Mine is Yours’ written by Botsman and Rogers (2010) as systems that enable the rental or exchange of goods and services with or without money, also known as “joint usage networks”. Therefore, the sharing economy is carried out through product and service systems, redistribution markets and a joint lifestyle and includes the exchange, distribution, rental, sharing or forgiveness of information, goods, services and talents organized by individuals’ social media platforms and commercial organizations (Kurt & Ünlüönen, 2017).

The context of *change* is defined as the nature of the actors involved and the relationships in which they are involved. Actors can be individuals or organizations that are independent of each other and assume buyer and vendor roles. Transactions in the sharing economy are based on facilitated relationships between buyers and sellers. These relationships are based on the exchange of resources, monetary or non-monetary (Breidbach & Brodie, 2017).

The *sharing economy* is defined as “a *peer-to-peer (P2P)* activity for obtaining, giving or sharing access to goods and services, coordinated through community-based online services.” In other words, developments in information and communication technology are an emerging economic-technological phenomenon (Hamari et al., 2016) that emerged with increased consumer awareness, increased collaborating web communities and social trade and sharing.

*Collaborative consumption*, another form of the sharing economy, is the effectiveness of providing, exporting, or sharing products and services coordinated through sharing networks. The sharing economy is a new economic model (Cheng, 2016) that provides utilization and access to the ownership of

goods and services for free or for a fee, and reveals the forms of consumption. In other words, consumers may choose to rent them temporarily instead of taking ownership of products or services. And for that, they usually pay a price. Sometimes the owner may give the right of use to someone else for a certain period of time without demanding a price for the part that the owner does not use much of the goods (i.e., Couchsurfing).

The great thing about sharing is that it creates a mutual sense of belonging and community rather than paying for access. This type of sharing refers to a business relationship “disguised as common sharing”. However, it is not completely rejected. In fact, it can be both environmentally friendly and useful for all parties. However, although those involved often use the word sharing, there is actually no real sharing (Belk, 2014). In a real sense, the concept of sharing economy and collaborative consumption includes an application that uses market knowledge to make society more collaborative and sustainable. These systems can be provided in a variety of ways and allow individuals, companies, non-governmental organizations and government to access information quickly. By determining the excess capacity of goods and services, they can be shared and reused (Heinrichs, 2013). Thus, idle goods and services can be prevented. Although whether the transaction is in exchange of a fee or not creates a difference in terms of economy science, it is attempted to reconcile on a conceptual abstract in the literature. In this case, this concept, which we can also call (Paid) online peer-to-peer accommodation, is a short-term accommodation for overnight stays sold directly to an end user (guest) by a non-commercial provider (host) (Dolnicar, 2019).

One of the first criticisms of the sharing economy is that it uses management discipline mainly to practice. However, the literature defines the sharing economy as a P2P application that coordinates activities such as acquiring, exporting or sharing products and services through community-based online services. Thus, P2P and sharing economy have become synonymous in economic literature. (Hamarai, 2016; Wang & Nicolau 2017; Yang, et al. 2017).

As Clauss, Harengel, and Hock (2019) point out, a platform approach faces several challenges. These challenges may be factors such as not being easily accessible, not being able to establish a full understanding of cooperation, and not being an attractive enough ecosystem. In addition, a platform can be business-to-business, business-to-customer, as well as customer-to-customer (C2C). In addition, a vendor can convert from business to business, business

to customer and from customer to customer due to its professional population. Thus, it is possible to say that these forms are not mutually exclusive and sometimes intertwined.

## **SHARING ECONOMY AND TOURISM RELATIONSHIP: THE RISE OF AIRBNB**

The sharing economy is defined as people sharing properties, resources, time and skills on online platforms. There are already more than 100 different companies listing a wide range of products, including car rental, parking spaces, state-of-the-art sports, photography equipment, musical instruments and accommodations. According to Forbes, the sharing economy will grow by 25 percent, with revenues of \$3.5 billion. TIME magazine interprets the sharing economy as one of the 10 Ideas that Will Change the World in 2011. Accommodation is involved in the sharing economy, and two special models as peer-to-peer travel and network hospitality should be explored for this segment (Wiles & Crawford, 2017).

As Karlsson and Dolnicar (2016) noted in the research note, peer-to-peer networks have developed as a result of Web 2.0, and peer-to-peer networks facilitate “commercial” transactions, similar to ebay.com, the world’s largest online market. What distinguishes peer-to-peer networks from electronic markets is that the main goal is not to buy, but to share and borrow. In the logic of this system, unused capacity, such as a spare bedroom, can be listed online for a fee (e.g., www.airbnb.com) or for free (e.g., www.couchsurfing.com).

As mentioned earlier, peer-to-peer sharing economy platforms are defined as two or more-sided online platforms where people collaboratively make limited-capacity assets and resources available. Accordingly, some of the main features of these platforms are emerging. There is no transfer of ownership on these platforms. Exchange takes place through a digital platform. Sharing is often related to material assets with limited capacity (e.g. cars, clothing and accommodation), but sometimes it can relate to other resources (eg. labor) (Wirtz et al., 2019).

Since sharing accommodation through the internet platform is a fairly new service, many people are still strangers to this type of use. The rapid growth of digital technology, intense presence on social media platforms, leads to the emergence of online sharing (people-to-people) that leads to

the emergence of the sharing economy. Sharing economy platforms such as Airbnb or Uber continue to be explored by many authors (Edelman & Gerardin, 2015; Krajcik, Kljucnikov & Rihova, 2019).

Sharing or “digital” economy/business uses only technological or internet platforms. Airbnb was first founded in 2007 by two university graduates who served airbeds and breakfast (Airbed & Breakfast) on the floors of their San Francisco (CA) apartment for delegates attending the conference. Airbnb began to develop rapidly before August 2016. Airbnb has been offered more than 2 million accommodations in 34000 cities in 191 countries worldwide (Krajcik et al., 2019). Airbnb is a company that bases its business model on contacting other people who want to rent for a while, all made online, with rental space. It has more than 6 million listings in 81,000 cities worldwide. According to other data described, every 3 Airbnb users make the Airbnb list every half second. So far around the world, each of the more than 75 cities hosted at least 1 million Airbnb guests. Each of the more than 900 cities across the world has at least 1,000 Airbnb houses (Webrazzi, 2020). The best P2P accommodation known for these figures is the community market platform. Airbnb brings travelers together with local hosts who provide a space that can be “all properties, castles, rooms, beds, sofas, air beds or any type of accommodation”. The way it works is that guests contact their hosts through the Airbnb platform to confirm availability and learn more through the messaging system. Airbnb charges guests to allow the guest and host to confirm that everything is fine and then transfer the money to the host on Airbnb, keeping up to 24 hours after check-in (Martin-Fuentes, Fernandez, Mateu & Marine-Roig, 2018). Airbnb has become an important player in the hospitality and tourism industry with all the features mentioned above, its facilities and value. Therefore, according to many authors, it is one of the priority research topics (Liang, Choi & Joppe, 2018; Han, Shin, Chung, Koo, 2019; Guttentag, 2019).

According to experts, the sharing economy offers many benefits to the users. It highlights the various benefits of sharing platforms, including increased tourist spending, extra revenues for locals, higher tourist welfare, and better asset and resource allocation and use for the community. For example, Airbnb can increase travel and tourism revenues in general by offering inexpensive accommodation by spending higher on restaurants, retailers and tourist destinations. The economic contributions obtained in this way bring with it local development and community welfare. However, these developments can

produce both an overall increase in economic activity and employment and in tax income (Wirtz et. al., 2019).

On the other hand, the *accommodation network* appears as a different concept from peer-to-peer travel. Perhaps the only similarity between these two apps is that an online platform is still in use. However, in this sharing, the guest does not pay to the host. Therefore, the primary goal is to share the experience. The host aims to provide a local experience as well as offering bed and sometimes food to the guest. Examples of accommodation networks include “beWelcome, Hospitality Club, Couchsurfing and Servas International” (Wiles & Crawford, 2017).

## MOTIVATIONAL FACTORS FOR USING AIRBNB

Why do travelers choose Airbnb? While hotels have high performance features compared to Airbnb, Airbnb offers an alternative value proposition to the tourist by focusing on cost savings, amenities at home, and an authentic local experience. Therefore, millions of travelers prefer to stay at home of foreigners who are online instead of booking a hotel (Guttentag, 2019). This may be a response to the rapid emergence of Airbnb (Guttentag, 2019). Therefore, travelers prefer Airbnb depending on many different elements to be explained below.

Previous research supports that guests are directed to seek alternative accommodation options for many reasons, such as the opportunity to avoid large hotels, experience the local heritage of destinations and interact with local residents, and enjoy the scenery and lifestyle. A new generation of travelers is coming, and it is observed that this generation has different travel expectations. Travelers in this category are more independent and mobile than older generations and prefer a different lifestyle. The next generation of tourists tries to understand the destination by experienced it and in direct contact. Thus, they want to experience local culture by preferring to interact with people in the local community rather than traditional entertainment events, habits and tourist attractions (Wiles & Crawford, 2017). In the sharing economy, motivational sources can generally be examined in three main themes. They are economic, technological and social elements (Böcker & Meelen, 2017; Akyol & Ünlüönen, 2020). Similarly, in a study conducted by Guttentag, Smith, Potwarka and Havitz (2017), these motivational elements were identified as Interaction, Home Advantages, Innovation, Sharing Economic Values, and Local Authenticity. Each of these is explained as follows in three main themes.

Most of the academic research has focused on demand-side consumer motivation, but relatively fewer studies have explored the motivations of peer (peer-to-peer) service providers (Wirtz et al., 2019). At this point, the issue will be clarified for both sides.

### *Economic Motivation*

Economic motivation is generally defined as the cognitive exchange between the perceived benefits of consumers' products and services and the monetary cost of using them (Venkatesh, Thong, & Xu, 2012). Financial benefits arising out of savings from lower accommodation costs have also been shown to lead to longer stays, allowing more spending on other goods and services than is normally possible, or travel to more places (Tussyadiah & Pesonen, 2015). Therefore, it can be seen that these additional dimensions affect the economic benefits more broadly. There is extensive literature examining the motivations of Airbnb guests who accept price (economic benefits) as the primary motivator that pushes guests to choose Airbnb (Krajcik et al., 2019; Tussyadiah & Pesonen, 2016; Tussyadiah & Pesonen, 2015). Overall, the pursuit of monetary benefits was found to be one of the primary external rewards of staying in peer-to-peer accommodation (Botsman & Rogers, 2011).

For example, as Jiang (2010) noted in his study, price value/economic benefit is a direct monetary reward for Airbnb guests; this includes the presentation of the same sized room in the same area at a lower price. On the other hand, home benefits are indirect financial rewards, such as offering kitchen or laundry facilities for Airbnb guests for free.

Since the platform covers both sides, a similar situation applies to the host party. One of the main attractions of platform business models is that they tend to offer flexibility with low entry barriers to providers. This flexibility enables service providers to generate revenue for assets and resources that they own and are not sufficiently used. It also allows them to use unused assets and resources as they wish, rather than constraining traditional job positions. In general, service providers participate in sharing economy platforms for financial gain. Their motivation here arises either in the form of meeting basic needs or creating additional income to afford things that are normally not affordable for them (Wirtz, et. al., 2019). As a result, common consumption, or the sharing of goods and services in general, is generally considered ecologically and economically. Therefore, participating in sharing can also be sensible, benefit-maximizing

behavior; here, the consumer can change the exclusive ownership of goods at lower costs from within a co-consumption service (Hamari et. al., 2016).

### *Social Motivation*

In terms of sharing platforms, social motivation is a multifaceted phenomenon. On the one hand, it makes people feel like they belong to a group in terms of having similar complaints or satisfaction. In doing so, it also benefits from internet-based technologies such as eWom. Electronic word-of-mouth (eWOM) is another type of social impact/value, as it consists of people commenting directly on website-based platforms about specific products and services (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Meanwhile, thanks to sharing platforms, they can experience culture by interacting with local people in the destination that they visit. For example, on a tropical island, Airbnb guests can choose to stay on a boat instead of a home. This offer can meet both motivational factors, which is location and originality/local authenticity. Because the location and local authenticity are very similar. In addition, the experience of the authentic, everyday reality of local people appeals to visitors. It has recently been emphasized that authenticity is a well-known concept for Airbnb's successful experience (Jiang, 2010). However, social impact/value is defined as the consent given to consumers by important or popular persons regarding the use of a particular product (Venkatesh et al., 2012)

Another issue to be included in social motivation is social connection. Social connectivity consists of interactions between Airbnb guests, hosts, and local communities. This link provides Airbnb guests with a home-temperature feel. Social connections include two factors: social interactions/community and feeling like home. Social interactions/community are defined as direct communication with hosts and local people, as well as insider information about local attractions (Poon & Huang, 2017). In this case, Airbnb will bring local interaction by providing communication between guests and hosts.

### *Technological Motivation*

As quoted by Akyol and Ünlüönen (2020), the tourism sector is increasingly driven by technology. Like online travel agencies, Expedia, Tripadvisor and Booking.com role in shaping the current travel search and booking situation. Power has shifted to sharing economy platforms that have travelers and data. The availability of digital tools that visitors use to plan their travels and also

allow them to share their travels is critical to the digital technologies sharing economy (Sutherland & Jarrahi, 2018). Technological developments have made people share with each other and with new methods, especially with innovations that take place on the web and the Internet. According to Kaplan and Haenlein (2010), web 2.0 has grown, as well as the development of information technologies, user-generated content, sharing and online platforms that promote collaboration.

Another side of technological motivation, according to the literature, is that it is regarded as pleasure or entertainment (Venkatesh et al., 2012) that a consumer will experience using a product, and that technology gives people pleasure. Guests enjoy searching, reviewing and booking their stay on Airbnb's online-based platform. In addition, technology allows companies to access a wide range of data about consumers through the use of such platforms (Jiang, 2010).

## **AIRBNB BUSINESS MODEL**

The Airbnb Business model is seen as one of the most successful platforms for online peer-to-peer accommodation trading, identifying eligible guests and hosts who explain how it creates and captures value, reducing risks, managing payments, marketing, socializing and providing experience. Airbnb provides value recommendations such as identifying and accessing appropriate areas for guests, reducing risks and providing a value-added accommodation experience (Dolnicar, 2019).

Airbnb and other P2P hospitality network facilitators run a business model configuration called the multilateral platform model. It connects two or more parties that run multilateral platform business models, called facilitators, buyers, sellers, and complementary service providers. Hosts (first party) offer enough unused space. The guests (second party) are looking for a place to stay for a short time. Complementary service providers (third parties) provide photographic services to hosts, making their space more attractive on the platform. They also offer a variety of concierge services that enhance the guest experience (Reinhold & Dolnicar, 2018a).

The platform is developed and maintained by a facilitator. The platform designed by a facilitator is unlike a traditional travel agent. On the contrary, the online platform facilitates a relationship between these two, allowing transactions to occur directly between the host and the guest. The appeal of a versatile platform

business depends on the quality of the platform's design and a critical audience of buyers and sellers. Both parties have different expectations and wishes. Guests want to find many areas to choose from, while hosts wish to reach out to many potential buyers. If a platform cannot provide it, both the host and the guest will probably move to a different platform. It is difficult to build a fast enough network to accommodate this significant population. If achieved, it would be strong protection against new those entering the market (Dolnicar, 2019).

Businesses running multilateral platforms create value in different ways. Various accommodation platforms from Couchsurfing to Booking.com show that this configuration means more than a single business model. Because while Couchsurfing represents a structure for common use, Booking.com business structure represents profit maximization. Thus, the multilateral platform configuration determines the design of the Airbnb business model's individual elements (Reinhold & Dolnicar, 2018b).

Such platforms work for both parties, offering alternative local tourist experience opportunities while allowing hosts to offer a variety of concierge services to the consumer. For example, some hosts do not have time, are not interested or are not qualified to offer guests personalized suggestions on what to do, where to eat or other details about their city. With Airbnb, it's possible for your guests to have a great stay and have unlimited access to experts who can help them make the most of their holidays.

## **A SYSTEMATIC LITERATURE REVIEW ON PEER-TO-PEER ACCOMMODATION AND AIRBNB**

As mentioned earlier, this study is a Systematic Literature Review (SLR) - a repeatable process that combines all available research literature on a particular topic or a specific research question (Kitchenham, 2007; Booth, Sutton & Papaioannou, 2016). The main purpose of conducting this type of review is to collect, summarize and evaluate evidence about a particular area. This is done to explore any research vacancies in current studies, thereby allowing further research to be proposed and to better understand the phenomenon being addressed and to provide a deeper understanding (Unterkaalmsteiner, Gorschek, Islam, Cheng, Permadi & Feldt, 2012; Petticrew & Roberts, 2008).

- The criteria for literature review are based on three stages: (1) literature review; (2) selection of related studies; (3) classification and synthesis of

findings. It is possible to see these stages in Table 1 and below.

- To ensure the quality of the review, only articles published in peer-reviewed journals were taken into account. Book chapters, conference papers, editorials, reviews, research notes, short correspondence and reports are excluded from this review. Since English is by far the most widely used language in academic research, and Turkish is the native language of all authors in this book, articles published both in English and in Turkish have been selected.
- The research was conducted in the three largest online databases of scientific research literature such as Scopus, Web of Science and Science Direct, and in the ULAKBIM database, the most important index in Turkey.
- The keywords used for searching in the study were “sharing economy”, “peer-to-peer accommodation”, “business models of the sharing economy” and “Airbnb”. Empirical studies containing these terms in titles, abstracts, topics or keywords have been taken into account during the screening process.
- However, articles between 2015 and 2020 were included and especially the literature enriched in recent years was included.

However, since sharing economy has a wide-ranging literature with different disciplines, research was more discussed in the context of tourism. Studies not directly related to Tourism were kept out of the review. As a result, the findings of the study results were synthesized and presented at the bottom of the table.

**Table 1.** Literature Review on Peer-to-Peer Accommodation and Airbnb

Author(s)	Study	Year	Findings
Johnson, A-G. & Neuhofer B.	Airbnb – an exploration of value co-creation experiences in Jamaica	2017	<ul style="list-style-type: none"> <li>• Value co-creation resources; Airbnb Home/ Airbnb Host/ Places in the local community</li> <li>• Guest-host value co-creation practices; Touring like a local/ Cooking and cleaning at home/Cultural learning about destination/Relaxing with a view</li> </ul>

Author(s)	Study	Year	Findings
			<ul style="list-style-type: none"> <li>• Value co-creation outcomes;</li> <li>• Testimonials on authenticity/</li> <li>• Personal recommendations to Prospective Airbnb Guests/</li> <li>• Indication of repeat visitation intention</li> </ul>
Alrawadieh, D. D., Dinçer, M. Z. & Dinçer, F İ.	Airbnb aracılığıyla konaklama yapan misafirlerin memnuniyet düzeylerini etkileyen faktörlerin belirlenmesine yönelik netnografik bir araştırma	2020	<p>Factors affecting the satisfaction levels of the guests;</p> <ul style="list-style-type: none"> <li>• The location of the facility,</li> <li>• Host and</li> <li>• Accommodation or room facilities</li> </ul>
Tussyadiah, I, P & Pesonen, J.	Drivers and Barriers of Peer-to-Peer Accommodation Use: An Exploratory Study with American and Finnish Travelers	2016	<p>Drivers;</p> <ul style="list-style-type: none"> <li>• Social appeal (desire for community and sustainability)</li> <li>• Economic appeal (cost savings).</li> </ul> <p>Barriers;</p> <ul style="list-style-type: none"> <li>• Issues of trust,</li> <li>• Efficacy and familiarity with the system,</li> <li>• Cost</li> </ul>
Guttentag, D., Smith, S., Potwarka, L., Havitz, M.	Why Tourists Choose Airbnb: A Motivation-Based Segmentation Study	2017	<p>Tourists' motivations for using Airbnb</p> <ul style="list-style-type: none"> <li>• Interaction, Home Benefits, Novelty, Sharing Economy Ethos, and Local Authenticity</li> </ul> <p>Segmentation</p> <ul style="list-style-type: none"> <li>• Money Savers, Home Seekers, Collaborative Consumers, Pragmatic Novelty Seekers, and Interactive Novelty Seekers</li> </ul>
Liang, L., Choi, C., H. & Joppe, M	Understanding repurchase intention of Airbnb consumers: perceived	2018	<p>Repurchase intention of Airbnb consumers:</p> <ul style="list-style-type: none"> <li>• Perceived Authenticity</li> <li>• E-WoM</li> <li>• Price Sensitivity</li> </ul>

Author(s)	Study	Year	Findings
	authenticity, electronic word-of-mouth, and price sensitivity		<ul style="list-style-type: none"> <li>• Perceived Value</li> <li>• Perceived Risk</li> </ul>
Krajcik, V., Kljucnikov, A., & Rihova, E.	Innovative sharing economy's business models in tourism: Case of Airbnb in Prague	2019	<ul style="list-style-type: none"> <li>• There are significant differences in the type and motivation of customers who book on Airbnb, and the element most likely to affect the price/rental decision</li> </ul>
Wiles, A. & Crawford, A.	Network hospitality in the share economy understanding guest experiences and the impact of sharing on lodging	2017	Realm; Education/ Esthetics/ Entertainment/ Escapism Theme; Sense of feeling at home <ul style="list-style-type: none"> <li>• <i>Feeling like family</i></li> </ul> Conversation <ul style="list-style-type: none"> <li>• <i>Giving advice to travelers</i></li> </ul> Participating in entertainment activities <ul style="list-style-type: none"> <li>• <i>Music</i></li> <li>• <i>Cultural events</i></li> </ul> Functional experience <ul style="list-style-type: none"> <li>• <i>Pre-arrival</i></li> <li>• <i>Cleanliness</i></li> </ul> Food and beverage <ul style="list-style-type: none"> <li>• <i>Breakfast</i></li> <li>• <i>Beverages</i></li> <li>• <i>Meals and drinks</i></li> </ul> Sense of reciprocity <ul style="list-style-type: none"> <li>• <i>Future intention</i></li> </ul> Personality characteristics <ul style="list-style-type: none"> <li>• <i>Attitude towards new experiences</i></li> </ul> Spirit of network hospitality
Poon K. Y. & Huang, W-J.	Past experience, traveler personality and tripographics on intention to use Airbnb	2017	Airbnb users vs non-users: <ul style="list-style-type: none"> <li>• Demographic profile</li> <li>• Travel experience and accommodation preference</li> <li>• Perceptions of Airbnb</li> <li>• Traveler personality and likelihood of using Airbnb</li> </ul>

Author(s)	Study	Year	Findings
			<ul style="list-style-type: none"> <li>Length of stay and travel party on accommodation choice</li> </ul>
Özdemir, G. & Çelebi, D.	Paylaşım ekonomisi: Airbnb örneği	2018	<p>Airbnb volume in Turkey was determined by considering the following factors;</p> <ul style="list-style-type: none"> <li>City</li> <li>Whole Home /Flat</li> <li>Joint Room</li> <li>Private Room</li> <li>Bed Guest</li> <li>Number</li> <li>Average</li> <li>Price</li> <li>Number of Ads</li> </ul>
Akyol, B. & Ünlüönen, K.	Paylaşım Ekonomisinin Turizm Sektörüne Etkileri: Kırıkkale Üniversitesi Öğrencileri Üzerine Bir Araştırma	2020	<p>Effects of Sharing Economy on Tourism Sector;</p> <ul style="list-style-type: none"> <li>Convenience</li> <li>Social</li> <li>Benefit</li> </ul>
Mody, M. A., Suess, C. & Lehto, X.	The accommodation experiencescape: A comparative assessment of hotels and Airbnb	2017	<p>Airbnb appears to outperform the hotel industry in the provision of all experience dimensions.</p> <ul style="list-style-type: none"> <li>Entertainment</li> <li>Education</li> <li>Escapism</li> <li>Esthetics</li> <li>Serendipity</li> <li>Localness</li> <li>Communitas</li> <li>Personalization</li> <li>Meaningfulness</li> <li>Well-being</li> <li>Memorability</li> <li>Behavioral intentions</li> </ul>
Pappas, N.	The complexity of purchasing intentions in	2017	<p>Attributes affecting tourism Decisions;</p> <ul style="list-style-type: none"> <li>Socio-economic orientation,</li> </ul>

Author(s)	Study	Year	Findings
	peer-to-peer accommodation		<ul style="list-style-type: none"> <li>• Trust formulation</li> <li>• Price sensitivity</li> </ul>
Claus, T., Harengel, P. & Hock, M.	The perception of value of platform-based business models in the sharing economy: determining the drivers of user loyalty	2019	Customer Value Perception Model of C2C Business Models; Independent Variables <ul style="list-style-type: none"> <li>• Customer Assessment of Value (Co-) Creation Processes</li> <li>• Customer Assessment of Value Proposition Design</li> <li>• Customer Assessment of Value Capture Mechanisms</li> </ul> Dependent Variables <ul style="list-style-type: none"> <li>• Emotional value</li> <li>• Quality Value</li> <li>• Price Value</li> <li>• Loyalty</li> </ul> Customer perception of emotional value and quality value drive the loyalty of the platform. Factors other than price determine loyal usage among platform based business models.
Camilleri, J. & Neuhofer, B.	Value co-creation and co-destruction in the Airbnb sharing economy	2017	Interaction Value Practices; <ul style="list-style-type: none"> <li>• welcoming</li> <li>• expressing feelings</li> <li>• evaluating location and accommodation</li> <li>• helping and interacting</li> <li>• recommending</li> <li>• thanking</li> </ul> Value Formation; <ul style="list-style-type: none"> <li>• Value co-creation</li> <li>• Value co-destruction</li> </ul>
Tussyadiah, I, P & Pesonen, J.	Impacts of Peer-to-Peer Accommodation Use on Travel Patterns	2015	Dependent variables; <ul style="list-style-type: none"> <li>• Expand Choice Set</li> <li>• Increase Travel Frequency</li> <li>• Longer Stay</li> <li>• More Activities</li> </ul>

Author(s)	Study	Year	Findings
			<p>Independent variables;</p> <ul style="list-style-type: none"> <li>• Social Appeal</li> <li>• Economic Appeal</li> <li>• P2P Use: Once</li> <li>• P2P Use: 2–5 times</li> <li>• P2P Use: More than 5 times</li> <li>• Some demographics</li> </ul> <p>The social and economic attractiveness of peer to peer accommodation significantly effects the expansion in destination selection, the increase in travel frequency, length of stay and the diversity of activities involved in tourism destinations.</p>
Tussyadiah, I. P.	Factors of satisfaction and intention to use peer-to-peer accommodation	2016	<p>Constructs;</p> <ul style="list-style-type: none"> <li>• Social Benefits</li> <li>• Enjoyment</li> <li>• Economic Benefits</li> <li>• Sustainability</li> <li>• Amenities</li> <li>• Locational Benefits</li> </ul> <p>Behavioral Characteristics;</p> <ul style="list-style-type: none"> <li>• Travel Frequency</li> <li>• P2P Accommodation: Frequency</li> <li>• P2P Accommodation: Platform (e.g. Airbnb)</li> <li>• Other P2P Platform (e.g. car ride sharing)</li> <li>• P2P Accommodation: Length of Stay</li> <li>• P2P Accommodation: Property Type</li> <li>• Guest satisfaction was identified as being influenced by factors of enjoyment, monetary benefits (value), and accommodation amenities.</li> </ul>

Author(s)	Study	Year	Findings
			<ul style="list-style-type: none"> <li>• Future intention to use P2P accommodation was again determined by enjoyment and value.</li> <li>• The study differentiates guests based on their chosen types of accommodation.</li> </ul>
Gutierrez, J., García-Palomares, J. C., Romanillos, G. & Salas-Olmedo, M. H.	The eruption of Airbnb in tourist cities: Comparing spatial patterns of hotels and peer-to-peer accommodation in Barcelona	2017	The spatial distribution of Airbnb listings and hotels in Barcelona is analysed. <ul style="list-style-type: none"> <li>• Dependent Variables; <i>Hotel and Airbnb beds</i></li> <li>• Independent Variables; <i>land use, the density of tourist photographs within a 1 km radius from the census tract centroid, distance to the city centre (i.e. Catalunya Square) and network distance to the beach.</i></li> <li>• Airbnb accommodation offered in Barcelona tend to be concentrated in the city centre.</li> <li>• Airbnb benefits more than hotels from proximity to the sightseeing spots in Barcelona.</li> <li>• Airbnb expands the tourism pressure over residential areas in the centre</li> </ul>
Martin-Fuentes, E., Fernandez, C., Mateu, C. & Marine-Roig, E.	Modelling a grading scheme for peer-to-peer accommodation: Stars for Airbnb	2018	In the study, a classification model was designed to determine the hotel categories. This trained model was then applied for Airbnb.                     Features/Criterias; <ul style="list-style-type: none"> <li>• Cleanliness,</li> <li>• Value,</li> <li>• Location,</li> <li>• Reviews,</li> <li>• ListSaved,</li> <li>• Price</li> </ul>

Author(s)	Study	Year	Findings
			This model determines which factors are more important in determining international hotel categories. Also, these elements can be used in P2P hospitality platforms.
Tussyadiah, I. P. & Zach, F.	Identifying salient attributes of peer-to-peer accommodation experience	2017	The results from lexical analyses indicate that attributes frequently mentioned in guest reviews are associated with <ul style="list-style-type: none"> <li>• location (proximity to point of interest and characteristics of neighborhood),</li> <li>• host (service and hospitality),</li> <li>• property (facilities and atmosphere).</li> </ul>
Birinci, H., Berezina, K. & Cobanoglu, C	Comparing customer perceptions of hotel and peer-to-peer accommodation advantages and disadvantages	2017	In comparison between peer-to-peer (Airbnb) and hotel guest structural models; <ul style="list-style-type: none"> <li>• Perceived authenticity was identified as a statistically significant satisfaction predictor for both accommodation types.</li> <li>• Time/convenience and product performance risks were found to be insignificant predictors of guest satisfaction,</li> <li>• Safety and security risk appeared to be statistically significant only in the Airbnb sample.</li> </ul>
Mahadevan, R.	Examination of motivations and attitudes of peerto-peer users in the accommodation sharing economy	2018	Constructs in the model; <ul style="list-style-type: none"> <li>• Lack of trust</li> <li>• Economic benefits</li> <li>• Locational benefits</li> <li>• Home benefits</li> <li>• Social experience</li> <li>• Local experience</li> <li>• Sharing philosophy</li> <li>• Satisfaction (dependent Variable)</li> </ul>

Author(s)	Study	Year	Findings
			Home benefits, local experience, and social experience also influence satisfaction while locational benefits have no impact.
Moon, H., Miao, L., Hanks, L. & Line, N. D.	Peer-to-peer interactions: Perspectives of Airbnb guests and hosts	2019	Independent set; <ul style="list-style-type: none"> <li>• Perceived credibility of peer online profile</li> <li>• Privacy concerns of online information disclosure</li> <li>• P2P communication reciprocity</li> <li>• P2P face-to-face interaction reciprocity</li> <li>• P2P rapport</li> <li>• P2P dyadic trust</li> </ul> Dependent set; <ul style="list-style-type: none"> <li>• Encounter satisfaction</li> <li>• Word-of-mouth intention</li> <li>• Continuous intention to use</li> </ul> Guests had more positive perceptions of the P2P interactions than did hosts. Guests also showed a higher level of encounter satisfaction and more favorable behavioral intentions than did hosts. This study investigated how the P2P interaction variables and the outcome variables were correlated differently based on the role (guest or host) in the P2P interactions.

Studies have been reviewed from a tourism perspective within the scope of Airbnb and peer-to-peer accommodation. In this way, as observed in the table, Airbnb works are usually related to attributes (i.e., price, repurchasing, trust, reputation, size, location, socio-economic orientation, number of listing, local host, super host, response rate etc.) for the use of peer-to-peer accommodation of the host and guest (Chen & Xie, 2017; Pappas, 2017; Tussyadiah & Zach, 2017).

It is observed that they are covered by value creation, where elements such as social impact, cost and entertainment influence Airbnb preferences (Johnson & Neuhofer, 2017; Liang et al., 2018; Clauss, Harengel & Hock, 2019; Camilleri & Neuhofer, 2017; Tussyadiah, 2016; Martin-Fuentes, Fernandez, Mateu & Marine-Roig, 2018) However, studies that determined the satisfaction and repurchase trends of those who prefer Airbnb (Moon, Miao, Hanks, & Line, 2019; Birinci, Berezina & Cobanoglu, 2017; Mahadevan, 2018; Liang et al., 2018). It is also possible to find research on factors that direct or hinder Airbnb participation (Tussyadiah & Pesonen, 2016; Clauss, Harengel, & Hock, 2019). However, peer-to-peer accommodation studies are observed to address Airbnb as an intense example, sometimes addressing car sharing issues after Airbnb (Tussyadiah, 2016). In these matters, they usually focus on various studies through the way of comparing traditional accommodation methods with platform-based accommodation methods (Mody, Suess & Lehto, 2017; Gutierrez, García-Palomares, Romanillos & Salas-Olmedo, 2017; Birinci, Berezina & Cobanoglu, 2017).

In addition, it is observed that many qualitative and quantitative methods are used in this research, which only included empirical studies. Qualitative content analysis for text and/or photo analysis (Wiles & Crawford, 2017; Johnson & Neuhofer, 2017; Camilleri & Neuhofer, 2017; Ghtentag, 2019) and mapping methods were used (Gutierrez et al., 2017). Quantitatively, researches are encountered in which many techniques were used from parametric and non-parametric analyses (Pappas, 2017) to factor analysis (Tussyadiah, 2016), various correlation and regression analyses (Mody et al. 2017) and data mining (Tussyadiah & Zach, 2017).

## **CONCLUSION AND SUGGESTIONS**

The sharing economy is gaining importance in the hospitality market as P2P accommodation becomes an increasingly affordable option for travelers. The rapid development of internet technologies today in particular has increased the efficiency of peer-to-peer trade, made it accessible to everyone globally and transformed certain sectors, including the tourism industry. Therefore, peer-to-peer accommodation has been found worth examining by academicians in various fields and has been the center of attention by marketers and managers in the sector. What future threats to the growth potential of Airbnb, one of the most important companies in peer-to-peer accommodation, Airbnb's potential

disruption to the traditional hospitality industry and Airbnb's potential impacts on destinations need to be discovered. The various explorative studies that researchers will do on the subject should aim to find the most suitable solutions for the future. Research into the challenges arising from the peer-to-peer trade of travel-related products and services will both respond to the expectations of the industry and ensure that the host community continues its life with quality by protecting its local life where it lives.

Airbnb articles have been published in journals associated with a range of disciplines, including business/management, marketing, urbanization and information technology. However, in this study, it was possible to deal with journals more related to tourism and accommodation. Because rather than a numerical categorical review (i.e., Guttentag, 2019), a qualitative review was provided in which the research findings were presented. Although such an in-depth study is not very common in the literature, it is thought that such a study will benefit other authors who will conduct research on this subject. On the other hand, the in-depth review of each of the articles in the study caused many articles of other disciplines to not be examined. A similar study was conducted more extensively (Dann, Teubner & Weinhardt, 2019). In their study, the authors reviewed 118 articles from tourism, information and management, law and economics between 2013 and 2018. As a result, they found that the studies on Airbnb were quite diverse in terms of research, areas, methods and scope. Therefore, the reasons for using Airbnb are very diverse (e.g., financial, social and environmental); trust and reputation are seen as very important by almost all academics; the variety of the platform is reflected in the prices; and while experiments are few, most studies are based on surveys and empirical data.

We recommend similar as stated by Cohen, Almirall & Chesbrough (2016). Researchers study on this subject are advised to focus on new innovative business models to increase cities and business-government relations as the driver of open innovation and entrepreneurship for further studies. In addition, although studies have been carried out in the literature on sustainability issues for sharing accommodation, it is not enough. In addition, since regulations will vary by country, this system, which is a global issue, requires the study of regulations in countries and the more legal treatment of such a wide platform, and it is important to examine this issue. According to Altınay & Taheri (2019), many studies have included various theories. Still, it is recommended to take

part in studies that address more recent theories such as Platform Theory or Technology Acceptance Model for future research. And also, various empirical studies can be included based on these theories.

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## CHAPTER 9

# EVALUATION OF GASTRONOMY TOURISM IN THE SCOPE OF GEOGRAPHICALLY MARKED PRODUCTS

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## INTRODUCTION

**T**OURISM IS A GLOBALLY IMPORTANT SECTOR WITH ITS ECONOMIC CONTRIBUTION AND EMPLOYMENT creation. The phenomenon of tourism, which has been criticized for seeing new places since the past, has become experiential with changing trends today. Gastronomy tourism is considered as a tourism type of special interest that focuses on experience, provides a competitive advantage with its high added value and destination specificity. These advantages have led to an

interest in gastronomy tourism in many countries and cities around the world. Many destinations emphasize on developing strategies to stand out with their cuisine.

Gastronomy tourism can be defined as a form of tourism that creates a travel motivation to have a new food and beverage experience and helps motivate travel behaviors significantly, and it refers to a kind of gastronomic activity. Gastronomy tourism reflects the cultural identity and heritage of the region by offering local dishes and thus becomes an effective tool in providing competitive advantage for local destinations.

The concept of geographical indication basically refers to a local product name that is different from its counterparts and owes this difference to the region from which it originates. In this sense, a geographical indication is a sign that indicates a product identified with the region, area, region or country where its origin is located in terms of a distinct quality, reputation or other characteristics. The effects of geographically marked products on the consumer have been examined by different studies. Some of the studies indicate that consumers tend to pay more for geographically marked products.

İzmir has the potential to become a gastronomy tourism destination with its deep-rooted cuisine culture, rich food variety and geographical conditions. This study aims to reveal the gastronomic values of İzmir province. In line with the purposes of the research, a literature review was performed. In the study, the concept of gastronomy, gastronomy tourism, İzmir and gastronomy tourism, geographical indication and geographically marked products, products with geographical indication of İzmir province and the effects of these products on the development of gastronomy tourism were examined.

## CONCEPTUAL FRAMEWORK

### *Gastronomy as a concept*

Gastronomy has been defined in many different ways. In most of the written sources, the lexical meaning of gastronomy is mentioned as the art and science of fine dining. The Latin word “Gastro”, which makes up the term gastronomy, is associated with the entirety of the digestive system between stomach and mouth. “Nomos” means rule or regulation. Gastronomy is actually a concept that expresses all the rules and norms related to eating and drinking (Akdu & Akdu, 2018).

Historically and etymologically, gastronomy is about advice and guidance on what to eat and drink where, when, in which way, in which combinations. It can also be understood as an ‘art of living’, having skills and knowledge about food and drink, which increases the pleasure and enjoyment of eating and drinking. These pleasures are the center of gastronomy tourism thriving as a cultural tourism subset where the experience of joining a different culture is at the core.

The accommodation industry has a natural role to play in providing these experiences, but also offers the opportunity to increase enjoyment of these experiences through the provision of relevant information (Santich, 2004).

Gastronomy tourism can be defined as a form of tourism that creates a travel motivation to have a new food and beverage experience and helps to motivate travel behaviors significantly, and it refers to a kind of gastronomic activity. Gastronomy tourism reflects the cultural identity and heritage of the region with the provision of dishes specific to the region and thus becomes an effective tool in providing competitive advantage for local destinations (Gastronomy Tourism, 2006).

Food is an attractive factor for tourists to travel to a specific destination, affecting their level of satisfaction and their intention to reconsider travelling to a destination. In addition, during a touristic trip, eating and drinking enables tourists to experience the gastronomic identity shaped by the geography and culture of the region, and in this way, food consumption goes beyond just meeting basic needs while traveling. It provides tourists with the opportunity to get to know the cultural and culinary heritage of the region (Kivela & Crofts, 2006).

Regardless of the occupational status of the individual, the situation of cooking reveals the motivation present in the person. This can be defined as gastronomy. Economic efficiency and a good appetite are not sufficient by themselves for the development of gastronomy. Gastronomy is the result of experience, care and refinement, as well as need and wealth. Although it is about food, which is the most basic need, it is related to “the highest quality food” (Bonow & Rytönen, 2002). When gastronomy is evaluated on both functions in addition to production and consumption with a classification, it appears with the following features (Yorgancı, 2018):

*Gastronomy in terms of production*

- It is the science and art of preparing, cooking, serving and setting a nice table,

- It is the activities and knowledge about eating and drinking quality food.
- It is the application of the principles of cooking in cooking.

*Gastronomy in terms of consumption*

- Quality eating - enjoying drinking,
- Quality eating and drinking,
- Quality and delicious food is a passion.

*Gastronomy in terms of production and consumption*

- The range of preparing, cooking and serving food,
- The art of eating with the right rules, appropriate tools and equipment,
- The sale price of the meal on the menu,
- The science and art of quality food including the culinary culture, traditions and customs of the specific regions and countries,
- It is the gathering of historical accumulation, cultural habits, talents, labor and care in accordance with the taste.

In this context, gastronomy provides an environment that explains the methods of using related materials (food and beverage). Gastronomy is a concept that extends outward to embrace the broad concepts of tradition, culture, society, and civilization, as well as being the art of good eating and drinking and a discipline (Cailein & Cousins, 2001).

## **GASTRONOMY TOURISM**

The concept of gastronomy tourism was defined by Long (1998) and refers to the tourism activities carried out by international tourists who plan their travels partially or entirely based on the desire to discover and experience exotic and different flavors of traditional and special cuisines. In a different definition, gastronomy tourism can be defined as a form of tourism that creates a travel motivation to have a brand-new food and beverage experience and helps to motivate travel behaviors significantly and refers to a type of gastronomic mobility (Ignatov & Smith, 2006, p. 237-238). Hall and Mitchell (2005) define gastronomy tourism as traveling to experience primary and secondary food producers, food and beverage-related festivals, restaurants and specialty food production destinations. The main difference between the definitions is the

prioritization of eating and drinking motivation. In other words, gastronomy tourism cannot be seen only as a part of other travels, but instead states that the food and beverage culture in the destination will shape the tourist behavior and destination selection (Küçükkömürlü, Şirvan & Sezgin, 2018).

Gastronomy tourism reflects the cultural identity and heritage of the region by offering local dishes and thus becomes an effective tool in providing competitive advantage for local destinations. In connection with this, it is understood that several factors were effective in gastronomy tourism gaining its current position in the 20th century (Sökmen & Özkanlı, 2018):

- With the advent of agriculture, people adapt to the environment and processes, improve themselves in agriculture,
- Cultural interactions and cultural dominance gaining importance,
- The transition from individuality to globalization and the reaction to standardization,
- Concerns about food safety.

Gastronomy tourism should be related to unique eating and drinking experiences. At this point, being unique means that the food or drink in question belongs to a specific place, region or country. As a result, the areas where gastronomy tourism takes place should also be the main areas where original food and drinks are located.

Santich (2004), who approaches to the gastronomy tourism from a different perspective, states that it is a type of tourism that focuses on production rather than consumption. France and Italy, where there are places such as museums and farms that show the historical processes that the said production has gone through, are important representations in this sense.

Generally speaking, the general characteristics of gastronomy tourism, which expresses the travel experiences of people about the food and drinks they want to taste, are as follows (Sökmen & Özkanlı, 2018):

- Part of the local culture,
- It is an important element in regional tourism promotion,
- It is an important component in the agricultural and economic development of the region,
- It is a key to competitive target marketing,

- It is an indicator of both globalization and localization,
- It is a product and service consumed by tourists with certain consumption patterns and preferences.

Gastronomy tourism is a type of tourism that can make great contributions to countries in terms of economic and social development due to the importance of food and beverages in the tourism industry. Everett and Aitchison (2008) argue that gastronomy tourism has three main effects on a destination as economic, social and environmental sustainability, and mention the benefits of promoting gastronomy tourism, especially in rural areas. They note that this incentive will help farmers, producers and small businesses in the region increase their tourism revenues. Another researcher, Hjalager (2002), who highlights the potential of gastronomy tourism in terms of providing sustainability in the economic development of the region, proposes a gastronomy typology model. In this model, it is claimed that the highest economic performance will be achieved for the region when it comes to the last of the four phases followed hierarchically.

Examining the impact of gastronomy tourism on regional development, Hall, Mitchell and Sharples (2003) argue that when the relationship between food and beverage and tourism is well established; it will contribute not only to economic but also to regional development in terms of strengthening local identity and culture.

Another effect of gastronomy tourism apart from its contribution to economic and social development is that it enables an emotional bond and symbolic interaction between residents and tourists, thus providing a strong development in terms of destination image and marketing. According to the explanations about how the connection in question was established, tourists attribute symbolic meanings to some foods and beverages during their experiences, which they did not even pay attention to in their daily lives. Thus, activities related to the mentioned eating and drinking elements become a tool of regional interaction.

According to the report published by the world food travel association, an average of a quarter of people's travel expenditure is spent on food (Connelly, 2020). A study conducted in certain regions of Italy and Romania emphasizes that the destination image and eating and drinking activities should be evaluated together while marketing studies of the regions (Privitera, Nedelcu, & Nicula, 2018). A study shows that gastronomy is a secondary or partial determinant,

although it is not the main motivation in destination selection. In the same study, it is observed that the second favorite activity of foreigners visiting the United States during their holidays is eating in restaurants (outside).

The same activity seems to be the favorite activity of US citizens when they visit a different country. In summary, it can be said that gastronomy tourism is about the travel of tourists, visitors, partially or entirely, to taste local cuisine in a region or to experience gastronomic activities in the region (WTO, 2012, 7).

## **GASTRONOMY TOURISM IN TURKEY**

Turkish cuisine is one of the most important and oldest cuisines in the world, which has the feature of offering many kinds of products as it contains different flavors of seven different regions. Variation in geographical regions has also affected Turkish Cuisine. Turkey has long history, a country of choice for the rich cuisine and gastronomy tourism tourist appeal. In addition to cities registered by UNESCO as gastronomy cities and joined to the network of creative cities with famous regional tastes including Gaziantep, Hatay and Afyonkarahisar, there are cities in Turkey such as Adana, Mersin, Urfa, Trabzon, Kayseri, Mardin and İzmir which have a local and rich cuisine but could not be sufficiently promoted on international platforms.

Gastronomy tourism revenues make up a significant portion of the countries of the world tourism is an area expecting development in Turkey. Having a potentially richer than many countries in the world in terms of gastronomy, as Turkey starts to reflect this feature to tourism, a significant increase is expected in the tourism revenue of the country (Özdemir & Dülger, 2019).

Deniz and Atışman (2014) have examined the gastronomy tourism potential of Turkey with SWOT analysis technique. According to the results of the study, traditional food culture, various food products, local cuisines, winemaking, the existence of existing sectoral institutions, the development of education programs in the field of gastronomy at universities in recent years are among the strengths of gastronomy tourism. Its weaknesses are the lack of marketing plans to develop the culinary culture and create an attractive tourism product, the lack of package tours including gastronomy tourism, the need for cooperation between the public and the private sector, and the inadequacy of promotional activities.

One of the most important indicators supporting the gastronomy tourism in Turkey is the gastronomy-themed museums. Tourists traveling for gastronomy

look for these museums where they can learn about the history, traditions and techniques of food. There are olive oil museums in Çanakkale, Balıkesir and İzmir provinces. İzmir Oleatrium Museum is Europe's largest olive oil museum. The only wine museum of Turkey is located in Tekirdağ. There are museums related to local cuisine in Gaziantep, Şanlıurfa and Hatay. Gastronomic events, festivities and festivals are an indication of local people's acceptance of the local cuisine culture. In addition, these events are an attraction element for tourists coming to a region for gastronomy tourism, where they can join, meet with the local people and experience the local culture (Gülen, 2017). The Alaçatı Herb Festival, which is held in Alaçatı, the popular holiday destination of İzmir, and which is also considered as the beginning of the tourism season, contributes to the economy of the region with the increasing number of participants every year and helps local people present their skills (Özkan, Curkan, & Saraç, 2015).

## **GEOGRAPHICAL INDICATION**

Factors such as the standardization of nutritional habits, the widespread use of genetically modified foods, and the increase in diseases caused by malnutrition have led consumers to be more conscious about nutrition. Consumers have started to prefer natural, fresh, local and traditional food products. In recent years, for these and similar reasons, the need to ensure the survival of local products by preserving their original characteristics has arisen. One of the protection tools developed in line with this need is geographical indications. The registration of the products belonging to the region with geographical indication gives importance to the products in gastronomy tourism. Many items in seven different regions of Turkey has been and continues to be certified and given protection by means of geographical indication.

While products belonging to a certain local culture and geography are protected with legal regulations by countries in order not to be exposed to unfair competition and to be protected from imitations, they have been protected by the Decree No. 555 on the Protection of Geographical Indications (1995) in our country. Geographical Indication (GI), registered by the Turkish Patent Institute, is defined as 'signs indicating a product identified with a region, area, region or country in which it originates in terms of a distinct quality, reputation or other characteristics'. only agricultural products in the EU standard C and maintained that (Dimara and Skuras, 2003), natural products in Turkey, agriculture, mining and industrial products and handicrafts are also evaluated within the scope of

products that can be protected by GI. On the other hand, Rippon (2014) defines GI as a lesser-known industrial property right compared to copyrights, patents and trademarks, while Menapace and Moschini (2012) define GI as a form of branding based on the use of the name of the region to which the product belongs. has stated.

Geographical indication basically refers to a local product name that differs from its counterparts and owes this difference to the region from which it originates. In this sense, a geographical indication is a sign that indicates a product that is identified with the region, area, region or country where its origin is located in terms of a distinct quality, reputation or other characteristics. Geographical signs are divided into two as origin name and source of indication (TPK, 2020).

The names that originate from a territory, region or country with defined geographic boundaries, that take all or essential characteristics from natural and human elements specific to this geographical area, and define the products whose production, processing and other processes are all realized within the borders of this geographical area are origin names. Origin names are generated only in the geographical area to which they belong, because the product can only gain its qualities if it is produced in the region it belongs to. Finike Orange and Malatya Apricot can be cited as examples of origin name (TPK, 2020).

The names that define the products originating from a region, region or country with defined geographical boundaries, identified with this geographical area in terms of a distinct quality, reputation or other characteristics, and whose production, processing and other processes are carried out within the boundaries of the specified geographical area are merchandise marks. Although at least one of the characteristics of the product belongs to that region, it is possible to generate merchandise marks outside the region. The product's ties to the region may also be just its reputation. Antep Baklava and Hereke Silk Carpet can be cited as examples of the Geographical sign (TPK, 2020).

## **GASTRONOMY TOURISM POTENTIAL OF İZMİR AND GEOGRAPHICALLY-MARKED GASTRONOMIC PRODUCTS OF İZMİR**

İzmir is Turkey's third largest city. Surrounded by the Madra Mountains in the north, Kuşadası Bay in the south, Çeşme Peninsula in the west, Aydın and

Manisa in the east, İzmir embraces the bay named after it in the west. Within the province of İzmir, there is the lower edge of the Gediz River, one of the important rivers of the Aegean Region, and the Küçük Menderes River. The indented and protruding coastline naturally results in the formation of numerous beautiful bays and beaches. Gümüldür, Özdere, Foça, Karaburun, Çeşme coasts and beaches are of great touristic importance for İzmir. On the other hand, the same natural structure has resulted in the creation of many fishing ports or yacht berths. With these features, İzmir is a natural tourism and port city. The trees and shrubs that grow in the Mediterranean climate zone, with broad, hard and coniferous, permanently green, resistant to drought, form the common natural vegetation. Located in the Mediterranean climate zone, İzmir has hot and dry summers and warm and rainy winters. The annual average temperature varies between 14-18 °C in coastal areas. Annual average sea water temperature is 18.5°C (İzmir Governorship, 2020).

Gastronomy tourism is a very old phenomenon. Thousands of years ago, people who traded in silk and spice routes and made efforts to reach spices, olive oil and wine were replaced by people who prefer to experience and enjoy this business rather than trade today (İKTB, 2020).

Within the gastronomy tourism industry, it is also necessary to consider travel agencies and guides specializing in gastronomy, gastronomic media, television programs and magazines, travel writers, gastronomic activities, winemakers and vineyards, farmers and producers. In this sense, İzmir has extremely rich values in terms of gastronomy tourism potential. One of the important indicators of this wealth is the increasing number of geographically-marked products unique to İzmir (İKTB, 2020). Ödemiş Potato, Bozdağ Chestnut Candy, Aegean Sultani Grape, Southern Aegean Olive Oils, Aegean Fig, Bergama Kozak Pine Nut, İzmir Lokma and İzmir Şambali are some of the flavors of İzmir with geographical indications (TPK, 2020).

Tourists who come to İzmir for the purpose of gastronomy tourism find the opportunity to experience local products, foods, drinks, local dishes of the region, and taste various types of wine. In addition to the local fruit wines, facilities producing grape wines offer their guests the opportunity to visit the vineyards, observe wine production, taste and even accommodate in addition to these services (İKTB, 2020).

Gastronomy tourism is widely related to local cuisine and food. İzmir cuisine is a cuisine with a long history. The dishes of İzmir and its region

are extremely rich in variety and are a unique combination of Aegean, Mediterranean and Anatolian cuisines. In addition to the vegetation cover of the region, its multicultural social structure has a great influence on this formation, as İzmir has hosted many civilizations since prehistoric times. The interaction with different cultures during the long historical process has enriched, diversified and multiplied the culinary culture in the Aegean and especially in İzmir for generations. Considering that İzmir has a culinary culture blended with the influence of Greek, Bosnian, Albanian, Cretan, Sephardic, Levantine, Anatolian and Greek cuisines bearing the traces of İzmir and every culture it contains, we can say that İzmir cuisine has a special place in gastronomy tourism with its unique structure (İKTB, 2020).

One of the most important tourist destinations of Turkey, İzmir has hosted many civilizations throughout history. Therefore, there is a great variety in İzmir cuisine. Even today, people from many nations live in İzmir. There is a lot of culture in common with Bosnians, Greeks, Albanians, Jews and Turks. Due to its fertile lands and climate, magnificent, delicious vegetables and olive trees grow here. It has an important place in Aegean Cuisine with its olive oil dishes. Vegetable and herb dishes flavored with olive oil made in İzmir and fish coming out of the bay are the main products of İzmir cuisine. At the same time, different flavors such as İzmir dovetail, İzmir tulum, İzmir meatball, well kebab, *keskek*, chicory salad, *lokma*, İzmir *boyoz* and arm pastry belong to İzmir cuisine (Gastronomanya, 2016).

## **A SYSTEMATIC LITERATURE REVIEW ON GASTRONOMY AND TOURISM GEOGRAPHICALLY MARKED PRODUCTS**

“Google Academic Search Engine” was used to review the literature regarding the evaluation of geographically marked products within the scope of gastronomy tourism. During the screening, some criteria were determined to reach the studies. These criteria are as follows:

Regarding geographically indicated products and gastronomy tourism

- □ The screening was made with the word content “correlation between gastronomy tourism and geographically marked products”.

- There is no limitation for the year in which the study was conducted in the screening.
- Studies with empirical results on gastronomy tourism and geographically marked product relation were included in the review.
- Some resources that are not available in search have been made accessible by using the university database.
- A small number of studies could not be accessed because they were not included in the university database or internet links were not accessible.

**Table 1.** Literature Review on Gastronomy Tourism and Geographically Marked Products

Authors	Study	Year	Correlation
Addor, F. & Grazioli, A.	Geographical Indications Beyond Wines and Spirits—A Roadmap for a Better Protection for Geographical Indications in the WTO TRIPS Agreement	2002	Trade and investment advantage Avoid illegitimate trade More confidence for customer
Ab Karim, S. & Chi, C. G-Q.	Culinary Tourism as a Destination Attraction: An Empirical Examination of Destinations' Food Image	2010	Significant positive relation The more GI products the more visit intention
Kan, M.	Yerel Düzeyde Ekonomik Kalkınmada Coğrafi İşaretlerin Kullanımı ve Etkisi: Akşehir Kirazı Araştırması.	2011	Price Promotion
Gündeğer, M.	Coğrafi İşaretlerin Bölgesel Turizm Gelişimindeki Önemi: Çanakkale İli Örneği	2014	Promotion Marketing GI products and regional development relationship
Yıkılmış, S. & Ünal, A.	The importance of geographical indication in gastronomy tourism: Turkey	2016	Experiencing the local flavours Attract the masses of tourists Need a promotion

Belletti, G., Marescotti, A. & Touzard, J-M.	Geographical Indications, Public Goods, and Sustainable Development: The Roles of Actors' Strategies and Public Policies	2017	Legal protection Preservation of food culture and tourism promotion
Congressional Research Service	Geographical Indications (GIs) in U.S. Food and Agricultural Trade	2017	Protect the customers from misleading products and labels Regional tastes Benefit to trade
Vandecandelaere, E., Teyssier, C., Barjolle, D., Jeanneaux, P., Fournier, S. & Beucherie, O.	Strengthening sustainable food systems through geographical indications	2018	Major impacts on the price Better distribution to producers Positive influence on production Enhanced market access
Hazarhun, E. & Tepeci, M.	Coğrafi işarete sahip olan yöresel ürün ve yemeklerin Manisa'nın gastronomi turizminin gelişimine katkısı	2018	GI products attracts the tourists Economic development for countryside
Kargiglioğlu, Ş., Çetin, Y. & Bayram, G. E.	Gastronomi turlarının coğrafi işaretleli ürünler aracılığı ile oluşturulması: Batı Karadeniz turları örneği	2019	Economic input Destination marketing Positive impact on purchasing decision
Saatçi, G.	Coğrafi İşaretleli Yiyeceklerin Tanıtım Unsuru Olarak Yöresel Yemekler Kapsamında Değerlendirilmesi	2019	Promotion of geographically indicated products Application for local but not marked products Benefit for the manufacturer
Paslı, M. M. & Akbaba, M.	Sustainable Gastronomy Tourism with Geographical Indications: The Case for Black Sea Region in Turkey	2019	Regional cuisine Climate conditions Past experience

When Table 1. is examined, it is observed that the studies concentrate on different relationships. While some of the studies focus on the relationship between price, promotion and marketing (Gündeğer, 2014; Yıkılmış & Ünal, 2016; Kan, 2018; Saatçi, 2019), some studies state that its effect on trade and investment, gives consumer confidence, and provides an advantage to the manufacturer (Addor and Grazioli, 2002; Hazarhun & Tepeci, 2018; Vandecandelaere et al, 2018; Saatçi, 2019). Studies generally focus on the effects of geographically marked products on sustainable tourism and regional development. Few studies examining the relationship between gastronomy tourism and geographically marked products approach the subject in terms of consumer behavior. This study reveals that the number of studies directly examining the relationship between gastronomy and geographically marked products (food and beverage) in the literature is insufficient and the gap in this issue.

## CONCLUSION AND RECOMMENDATIONS

This study, which conceptually evaluates the relationship between gastronomy tourism and geographically marked products, has reached the following conclusions in the light of the literature review.

- The most important conclusion of the study is that the number of empirical studies directly examining the relationship between gastronomy and geographically marked products (food and beverage) is insufficient and the gap in this issue is revealed.
- It is observed that economic support, culture and tradition, quality and reliability affect the perception of geographically marked products.
- There are studies stating that the contribution of products protected by geographical indication to the local economy affects the perception of consumers of geographically marked products.
- There is almost no marketing communication in our country for geographical indication.
- A study comparing the number of geographical indications between Turkey and the European Union, which Turkey is in this sense is just up the road.
- The investigated studies reveal that the effect of geographically marked products on the cultural existence and traditions of the region affects the perception of consumers of geographically marked products.

- The fact that geographically marked products have a positive effect in terms of quality and reliability positively affects the consumers' perception of geographically marked products.
- The increase in the number of geographically marked product applications in cities in recent years indicates that awareness will be raised in the following years. In addition, the increase in the number of geographically marked food and beverages indicates that the regions will take the necessary steps in gastronomy tourism.
- Various studies and researches are being conducted across Turkey on the development and promotion of gastronomy tourism, which has been emphasized by the Ministry of Culture and Tourism. It is thought that considering geographically-marked products as a determinant in the development of gastronomy tourism and acting jointly while planning will be beneficial in the development of gastronomy tourism.
- The results of this study will be shared with the public institutions, private organizations, non-governmental organizations, associations, hotel - agency representatives and tourism offices affiliated to local administrations, especially in İzmir and its surroundings. It is considered that the results of this study will be useful in revealing the present gastronomy potential of the İzmir region and geographically marked products that have not been unearthed.
- In line with the most important conclusion of the study, it is recommended to conduct an empirical research directly examining the relationship between gastronomy and geographically marked products to fill the relevant gap in the literature for researchers who aim to study the subject in the future.

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## CHAPTER 10

# BICYCLE TOURISM: MOTIVATIONS AND DESTINATION ATTRIBUTES

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## INTRODUCTION

**I**NTERNATIONAL TOURISM MOVEMENTS ARE INCREASING EVERY YEAR, WHICH ALSO BRINGS AN INCREASE to the tourism income of countries. In place to get a more share of this increased income, the countries that welcome international tourists have entered into a fierce competition and those who has diversified their destination products has stolen a march on.

Bicycle tourism, which has increased its preference among touristic products for the last 10 years, attracts attention. It has become a type of tourism that is used as a way of traveling to closer destinations and integrates the people's preference of traveling with this vehicle (Ritchie, 1998). According to the Outdoor Industry Association, outdoor activities will play a very important role in the economy of the future, and it has stated that recreational cycling activity contributed \$96.7 billion to the economy in 2019 (OIA, 2019).

Cycling tourism activities in Europe, which is the most tourist-sending and tourist-attracting region in the world, began in the 1980s. Every year, European countries invest in bicycle tourism and the countries left behind in the market try to catch up with the leading countries. The Europe Cycle Federation has over 500,000 active members and is preparing new cycle tourism routes for its members and followers for cycling tourism (EDF, 2020)

Bicycle tourism is not a popular and main market type in terms of target market. However, cycling tourism is one of the new tourism trends that has

opportunities to attract new tourists and create target markets for tourism destinations with its potential. The growth rate and potential of this market is quite high. For example, the number of German cycling tourists increased by 30% from 2014 to 2016, and the number of cycling tourists accommodated in Germany increased from 4 million to 5.2 million tourists (ADFC, 2017).

Another important feature of bicycle tourism is that it can be applied in rural tourism regions within the scope of eco-tourism philosophy (Gazzola et al. 2018). With this feature, it is a type of tourism that can easily adapt to sustainable tourism models. Some developed countries, such as America, Canada and the UK, have included cycling tourism in their programs to promote rural development and sustainability (Chang and Chang, 2003). It is stated by the United Nations World Tourism Organization that the low impact of this new movement, which is covered within the scope of adventure tourism, has a low impact on the environment but its economic contribution is great. Therefore, it contributes significantly to local economies and normally provides social and economic benefits in areas with low potential to welcome tourists.

With bicycle path projects carried out between cities and countries in countries such as Germany, Belgium, Denmark and the Netherlands, bicycle tourism has become a special interest activity with clubs, federations and associations, etc. established beyond rural activity and has started to be considered as a type of tourism. This tourism market is growing rapidly both in terms of participatory and economic volume and provides new opportunities for tourism destinations (Weed et al., 2014). Therefore, understanding the motivations of cycling tourists and identifying the destination attractions they care about in destinations is a very important issue for tourism researchers and tourism practitioners. In this study, motivational elements of bicycle tourists researched in the literature are discussed.

## **DEFINITIONS, SCOPE AND THE CONTEXT OF BICYCLE TOURISM**

Cycling tourism is one of the types of tourism based on a sporting activity under sports tourism (Kovacic, 2015). From this point of view, participants in this type of tourism can be active participants who perform bicycle activity, or passive participants who participate in the organization of bicycle races as spectators. All participants who participate in the cycling organization organized or independently, are considered bicycle tourists (Ritchie et al., 2010).

Cycling tourism contributes greatly economically, especially to rural tourist destinations (Weed et al., 2014). Although there are definitions in the literature about this growing type of new tourism, cycling tourism is defined in different ways due to the way it participates and uses and the economic situations it creates.

Different definitions are included in the literature on cycling tourism. Kovacic (2015) identifies these different main reasons underlying these different definitions due to the fact that researchers use different parameters when evaluating cycling tourism, the diversity of activities that can be done within this type of tourism and the limited recognition by destinations as market segments. Therefore, this type of tourism has different definitions in the literature because it is handled with different perspectives and evaluations.

One of the most commonly used definitions in the literature was made by Ritchie (1998:568). Ritchie describes the cycling tourist as follows;

*“A person who is away from their home town or country for a period not less than 24 hours or one night, for the purpose of a vacation or holiday, for whom using a bicycle as a mode of transport during this time away is an integral part of their holiday or vacation. This vacation is independently organized and may include the use of transport support services and any type of formal and/or informal accommodation.”*

Of course, Ritchie (1998) based the definition on the definition of tourist when describing the bicycle tourist. Bicycles must be part of the trip for a person to be evaluated as a tourist. Sustrans (1999) categorizes cycling into 3 categories (Ho et al. 2015). These are grouped as bicycle tours whose aim is to ride cycle with specific cyclists, tours where this activity is carried out in any part of the vacation and bicycle tours to near locations that are for a single day or covering 3 or more hours. It may not be possible to consider the second of Sustrans' cycling tourism types as bicycle tourism since it is one of the many activities that the person does during the holidays. Lumsdon (2000) agrees with Ritchie (1998). Cycling is an integral part of one's holiday. Cycling should guide the way travel occurs.

With the research report “South Australian Cycle Tourism Strategy”, the South Australian Tourism Commission focused on cycling tourism to create added value, especially in products produced in rural areas. This report defines

the cycling tourism as follows (South Australian Tourism Commission, 2005: 3 narrated by Lamont, 2009);

*“Cycle tourism visits are considered to be for the purpose of holidays, recreation, pleasure, or sport; and to include either overnight stays or day trips to other tourism regions during which the visitor either engages in active cycling, or is a spectator at a cycling event.”*

In this definition, cycling is considered according to the definition of sports tourism, and people who participate in cycling tourism activity can be considered as bicycle tourists when they travel to watch a certain cycling activity, even if they do not ride a bicycle. Lamont (2009) stated that he adopted this expanded view of bicycle tourism.

According to Lumsdon (1996), Ho et al. (2015) and Han et al. (2017), cycling tourism includes the following features: (1) the cycling experience takes place away from a person's home region; (2) the journey may extend from a single-day to a multi-day trip duration; (3) the nature of the cycling activity is non-competitive; (4) cycling should be the main purpose of the trip; (5) participation in cycling occurs only in an active context; and (6) cycling tourism is a form of recreation or leisure.

Bicycle tourists should not be considered homogeneous groups as bicycle tourism activity is carried out with different interests and motivations. For example, the Mundi Biddi Trail Foundation (2005) classifies cyclist tourists' leisure and day cyclists; touring cyclists; mountain bikers; and event cyclists (both competitive and touring) (Faulk et al., 2006). It is possible to categorize bicycle tourists according to their special interests and activities.

Although there are different definitions and approaches, it is possible to evaluate the person's touristic trip within the scope of bicycle tourism when they are focused on cycling or monitoring a cycling activity. Even the holidays that bicycle enthusiasts take together with the union, organization or association to which they belong can be evaluated within the scope of bicycle tourism. Because the main factor that brings people together is the passion for cycling, and therefore the source of all kinds of travel organizations made by cycling communities or associations is actually the passion for cycling again. Since cycling tourism can take place independently, as a group or in an organized way

and its supporting elements are different, the boundaries are gradually expanding when entering detailed definitions.

## **BICYCLE TOURISTS' MOTIVATIONS**

The main reason why cycling tourism is evaluated in terms of sports tourism is that it is a physical activity. People perform this outdoor activity by cycling from their free time. However, if they are doing this cycling in a different place other than where they live and have also made it a form of holiday, this is evaluated within the scope of cycling tourism (Gibson & Chang, 2012).

The activity of cycling is primarily based on the basis of wellness and the environmental protection reaction is expanding (Brown et al. 2009). However, when people convert this activity to a form of holiday to protect their health, they both experience nature by cycling and have the opportunity to meet local people and understand their culture during their travels (Dickinson & Lumsdon, 2011). When cycling tourism is evaluated with this scope, it can be said that it feeds on many motivations focused on cycling.

Cycling tourists, like other tourists, are looking for different experiences, one of the most important travel motivations. For cycling tourists, social interaction with the people they travel with, contacting local people and experience their lives, and gaining authentic experiences by visiting authentic places are the most important motivating elements (Wood & Giles-Corti, 2008). Therefore, learning and experience are among the main motivations of cycling tourists (Ritchie, 1998). In addition, escape from the mundane and routine and physical-mental relaxation are among the most important driving motivating elements of cycling tourists (Fialho & Eusebio, 2017).

Furthermore, mountain cycling rides are one of the important motivations for people to develop themselves physically and experience nature. Plus, cycling events are one of the activities that attract the most attention of cyclists. Many cyclists travel to cycle or watch these events in bicycle festivals or races held in different destinations (Bull, 2006).

In addition, various cycling-related associations and communities travel by bicycle, performing gastronomy tours, cultural tours and nature tours. Bicycle tourists also participate in bicycle tourism in order to meet the needs created motivations such as rest and relaxation, getting away from the crowd, searching for adventure, camping, watching nature, spending time with family and friends (Ritchie, 1998).

## BICYCLE TOURISM DESTINATIONS' ATTRIBUTES

There are several attributes that bicycle tourism destinations should have. However, while bicycle tourists are lowly sensitive to tourism constructions that require great investment such as large tourism facilities, airports, they show high sensitivity to signed roads and high-quality guided trainings suitable for cycling (Chang & Chang, 2005; Faulks et al., 2006). In this sense, it provides significant advantages to destinations in terms of investment cost and protection of the natural environment.

Some cycling tourists prefer cheap accommodation styles such as camping or hostels, while others stay in luxury accommodations. Therefore, bicycle tourists can look for different attributes in destinations because their socio-economic and cultural structures are diverse. This is why tourists look for a variety of accommodations where they go (Lee & Huang, 2014; Buning & Gibson, 2016).

Indeed, it is very important that there are safe cycling paths in the destination where tourists go, that there are signs necessary for bicycles and that bicycles are included in the traffic arrangement. Especially for tourists who want to take a tour of the city, safe transportation in traffic while cycling is one of the most requested features (Downward & Lumsdon, 2001; Chang & Chang, 2005; Aubin et al., 2011).

Cycling tourists have safe routes when cycling between destinations, as well as alternative routes, which increases their freedom of travel. Destinations with alternative routes better meet tourist expectations in this sense (Ritchie & Hall, 1999; Chang & Chang, 2005). It is also closed to traffic and challenge routes are among the other elements that some cyclists care about (Downward & Lumsdon, 2001).

Attractive environment/surroundings are also very important in destinations where cycling festivals or races are held (Downward & Lumsdon, 2001; Bull, 2006). The beautiful views in such events improve the quality of experience for those who attend and watch the event. However, during races and festivals, cyclists must have equipment to meet their basic needs (WC, food, park, repair facilities, etc.) (Kulczycki & Halpenny, 2014). In addition, people's food and drinking needs, bicycle maintenance and repair facilities, recreation areas, information centers and safe cycling routes are among the most sought-after destination properties during bicycle tours (Chen & Chen, 2013). It is also

important to have alternative transport for cyclist tourists who want to go to certain destinations without a bike and then continue by bike, or start the journey by bike and return without a bike (Buning & Gibson, 2016).

## A SYSTEMATIC LITERATURE REVIEW ON BICYCLE TOURISM MOTIVATIONS AND DESTINATIONS' ATTRIBUTES

A literature review was conducted through the “Google Academic Search Engine” to determine the travel motivations of tourists participating in cycling tourism and destination characteristics that are effective in selecting destinations for this type of tourism. A number of criteria were applied during the literature review to be suitable for the purpose of the research. The criteria in question are as follows:

- The review was done with the phrases “cycle/bicycle tourism motivation”, “cycle/bicycle tourism attributes”, “destination attractiveness for cyclist tourists”.
- The studies published between 1995 and 2020 were taken into account considering the currency of the studies carried out in the relevant literature.
- Studies revealing empirical results related to motivation or attractiveness in searching are included in the scope of the study.

Table 1 includes travel motivations in the empirical studies on bicycle tourism that enable people to take part in a destination as a bicycle tourist.

**Table 1.** Literature Review on Bicycle Tourists' Motivations

Author(s)	Study	Year	Motivations
Malchrowicz-Moško, E., Młodzik, M., León-Guereño, P., & Adamczewska, K.	Male and female motivations for participating in a mass cycling race for amateurs. The Skoda Bike Challenge case study	2019	<ul style="list-style-type: none"> <li>• Social motives</li> <li>• Interest/enjoyment motives</li> <li>• Competence/challenge motives</li> <li>• Fitness motives</li> <li>• Appearance motives (to look better, improve one's appearance etc.)</li> </ul>

Author(s)	Study	Year	Motivations
Fialho, A. R., & Eusébio, C.	Motivations and travel behavior of cycling tourists: a youth market analysis	2017	<ul style="list-style-type: none"> <li>• to change routine</li> <li>• to escape</li> <li>• to feel good</li> <li>• to be with friend</li> <li>• to meet new culture</li> <li>• to get to know yourself</li> <li>• to be with people having same interests</li> <li>• to avoid some people</li> <li>• to tell other one's experience</li> </ul>
Kruger, M., Myburgh, E., & Saayman, M.	A motivation- based typology of road cyclists in the cape town cycle tour, South Africa	2016	<ul style="list-style-type: none"> <li>• Achievement and challenge</li> <li>• Skill mastery and group affiliation</li> <li>• Escape and socialization</li> <li>• Lifestyle (cycling)</li> <li>• Commitment and event affiliation</li> <li>• International standing of event</li> </ul>
Ho, C-l., Liao, T-Y., Huang, S-C., & Chen, H-M.	Beyond environmental concerns: using means–end chains to explore the personal psychological values and motivations of leisure/recreational cyclists	2015	<ul style="list-style-type: none"> <li>• Keeping fit</li> <li>• Enhancing health</li> <li>• Relaxation/escapism</li> <li>• Togetherness (with friends, family, others)</li> <li>• Environmental protection</li> <li>• Learning</li> <li>• Social interactions</li> <li>• Experiencing natural and cultural attractions</li> <li>• Autonomy</li> </ul>
Kulczycki, C., & Halpenny, E.A.	Sport cycling tourists' setting preferences, appraisals and attachments	2014	<ul style="list-style-type: none"> <li>• Cultural activities</li> <li>• Social activities and opportunities</li> <li>• Natural scenery and opportunities</li> <li>• Opportunities to engage in a cycling competition</li> <li>• Recreational mountain biking</li> <li>• Recreational road cycling</li> </ul>

Author(s)	Study	Year	Motivations
Gibson, H., & Chang, S.	Cycling in mid and later life: Involvement and benefits sought from a bicycle tour	2012	<ul style="list-style-type: none"> <li>• Park-related learning opportunities</li> <li>• Socializing               <ul style="list-style-type: none"> <li>➤ to spend more time with friends</li> <li>➤ to vacation with my friends</li> <li>➤ to meet new people and socialize</li> <li>➤ to meet interesting people</li> </ul> </li> <li>• New Experience/Knowledge               <ul style="list-style-type: none"> <li>➤ to increase my knowledge of different places</li> <li>➤ to see something new</li> <li>➤ to seek intellectual enrichment</li> </ul> </li> <li>• Physical Activity               <ul style="list-style-type: none"> <li>➤ to participate in physical activities</li> <li>➤ to feel good after being physically active</li> <li>➤ to engage in sports activities</li> <li>➤ to feel exhilaration</li> </ul> </li> <li>• Relaxation               <ul style="list-style-type: none"> <li>➤ to rest and relax</li> <li>➤ to get away from it all</li> <li>➤ to travel where I feel safe</li> </ul> </li> <li>• Skill Development               <ul style="list-style-type: none"> <li>➤ to learn a new skill</li> <li>➤ to refine a skill</li> </ul> </li> <li>• Excitement               <ul style="list-style-type: none"> <li>➤ to have thrills</li> <li>➤ to do exciting things</li> </ul> </li> </ul>
Ritchie, B. W., Tkaczynski, A., & Faulks, P.	Understanding the motivation and travel behavior of cycle tourists using involvement profiles	2010	<ul style="list-style-type: none"> <li>• Adventure experiences               <ul style="list-style-type: none"> <li>➤ for adventure</li> <li>➤ to gain an experience</li> <li>➤ to keep physically fit</li> <li>➤ to meet new people</li> <li>➤ for stimulation and excitement</li> </ul> </li> </ul>

Author(s)	Study	Year	Motivations
			<ul style="list-style-type: none"> <li>• Competence mastery               <ul style="list-style-type: none"> <li>➤ to develop my cycling skills</li> <li>➤ for a challenge</li> <li>➤ for use my bike/equipment</li> </ul> </li> <li>• Personal challenge               <ul style="list-style-type: none"> <li>➤ impressive thing to do</li> <li>➤ to develop self-confidence</li> <li>➤ to show myself that I can do it</li> </ul> </li> <li>• Relaxation/escape               <ul style="list-style-type: none"> <li>➤ for experience peace and tranquility</li> <li>➤ for a change from everyday life</li> </ul> </li> <li>• Social encounters</li> </ul>
Faulks, P., Ritchie, B., & Dodd, J.	Bicycle tourism as an opportunity for re-creation and restoration? Investigating the motivations of bike ride participants	2008	<ul style="list-style-type: none"> <li>• Stimulus Avoidance               <ul style="list-style-type: none"> <li>➤ to slow down</li> <li>➤ to relieve stress and tension</li> <li>➤ to relax mentally</li> <li>➤ to rest</li> <li>➤ to run away routine</li> <li>➤ to relax physically</li> <li>➤ to be alone</li> </ul> </li> <li>• Competence-mastery               <ul style="list-style-type: none"> <li>➤ to keep in shape physically</li> <li>➤ to develop physical fitness</li> <li>➤ to be active</li> <li>➤ to challenge my abilities</li> <li>➤ to be good at cycling</li> </ul> </li> <li>• Intellectual               <ul style="list-style-type: none"> <li>➤ to discover new things</li> <li>➤ to expand my knowledge</li> <li>➤ to satisfy my curiosity</li> <li>➤ to learn about myself</li> <li>➤ to be creative</li> </ul> </li> <li>• Friendship               <ul style="list-style-type: none"> <li>➤ to build friendships with others</li> <li>➤ to interact with others</li> </ul> </li> </ul>

Author(s)	Study	Year	Motivations
			<ul style="list-style-type: none"> <li>➤ to meet new and different people</li> <li>➤ to develop close friendships</li> <li>• Esteem of others                             <ul style="list-style-type: none"> <li>➤ to reveal my thoughts, feelings or physical skills to others</li> </ul> </li> <li>➤ to gain the respect of others</li> <li>➤ to gain a feeling of belonging</li> <li>➤ to be socially competent and skillful.</li> </ul>

When the destination characteristics are examined in terms of cycling tourism, social development is one of the most important motivations. Cyclist tourists are seen to be engaged in cycling tourism by spending time with friends and family, meeting and interacting with different people, making close friends, vacationing with friends (Faulks et al., 2008; Gibson & Chang, 2012; Ho, et al. 2015; Fialho & Eusebio, 2017; Malchrowicz-Moško et al. 2019).

Another important motivator for cyclist tourists to participate in this type of tourism is to do physical activity. In cycling, people want to improve their abilities, push themselves, prove things by cycling, improve their physical health (Faulks et al., 2008; Gibson & Chang, 2012; Ho et al., 2015; Kruger et al., 2016; Fialho & Eusebio, 2017; Malchrowicz-Moško et al., 2019).

One of the important driving motivations of cyclist tourists is the search for new experiences and learning. In this direction, tourists are looking to get to know new cultures, to have knowledge about different places, to increase their intellectual knowledge levels, to discover different things and to satisfy their curiosity (Faulks et al., 2008; Gibson & Chang, 2012; Ho et al., 2015; Fialho & Eusebio, 2017).

Relax/escape is one of the important motivating factors affecting cycling tourism. Cyclist tourists try to fulfill their desires for physical and mental relaxation, rest, escape from daily life and routine by participating in cycling tourism (Faulks et al., 2008; Ritchie et al., 2010; Gibson & Chang, 2012; Ho et al., 2015; Fialho & Eusebio, 2017).

One of the main motivations that allows cyclist tourists to participate in cycling tourism is the search for adventure and excitement. People who

participate in cycling tourism for tourism purposes are looking for excitement and adventure by traveling between different destinations and in nature. They want to tell others about these experiences later (Ritchie et al., 2010; Gibson & Chang, 2012). In addition, cycling in the natural environment, experience natural charms and landscapes are among the travel motivations of bicycle tourists (Kulczycki, & Halpenny, 2014; Ho et al., 2015).

One of the travel motivations for cycling tourism is to participate in cycling races and festivals as spectators, competitors or cyclists. Especially mountain bike activities are important in this sense. In addition, cyclist tourists travel to have a pleasant time or experience the excitement of various cycling activities (Kulczycki, & Halpenny, 2014; Kruger et al., 2016). In addition, achieving esteem of others and appearance motives are among the travel motivations of cyclist tourists. Cyclist tourists have been seen to join cycling tourism to respect their thoughts and personalities and what they do, improve physical appearances and be liked (Faulks et al., 2008; Malchrowicz-Moško et al., 2019).

Table 2 includes destination qualities that are effective in tourists' choosing a destination within the scope of bicycle tourism in empirical studies on bicycle tourism.

**Table 2.** Literature Review on Cycle Tourism Destinations' Attributes

Author(s)	Study	Year	Attributes
Meng, B., & Han, H.	Multiple attributes of cycling tourism in travelers' decision-making process	2019	<ul style="list-style-type: none"> <li>• Tourism Attractions</li> <li>• Accessibility</li> <li>• Amenities</li> <li>• Complementary Services</li> </ul>
Buning, R.J., & Gibson, H.J.	The role of travel conditions in cycling tourism: implications for destination and event management	2016	<ul style="list-style-type: none"> <li>• Good weather conditions</li> <li>• Entertainment</li> <li>• Things to do</li> <li>• Availability for family</li> <li>• Unique/famous attributes</li> <li>• Historical places</li> <li>• Scenic</li> <li>• Attractive terrain</li> <li>• Safety</li> <li>• Low costs</li> </ul>

Kulczycki, C., & Halpenny, E.A.	Sport cycling tourists' setting preferences, appraisals and attachments	2014	<ul style="list-style-type: none"> <li>• Tourism infrastructure (e.g. accommodations, shopping opportunities)</li> <li>• Basic Bike Fest infrastructure (e.g. washrooms, parking)</li> <li>• Basic park infrastructure (e.g. washrooms, signage)</li> <li>• Information about (e.g. web site, park info guide, visitor info booth)</li> </ul>
Lee, C-F., & Huang	The Attractiveness of Taiwan as a Bicycle Tourism Destination: A Supply-Side Approach	2014	<ul style="list-style-type: none"> <li>• Tourism attractions                         <ul style="list-style-type: none"> <li>➢ Natural tourism resources</li> <li>➢ Beautiful scenery</li> <li>➢ Natural ecology</li> <li>➢ Comfortable climate</li> <li>➢ Events, festivals and activities</li> <li>➢ Cultural and historical sites</li> </ul> </li> <li>• Accessibility                         <ul style="list-style-type: none"> <li>➢ Route comprehensiveness</li> <li>➢ Connection-oriented transport services</li> <li>➢ Connection with major roadways</li> <li>➢ Connection of bicycle routes</li> </ul> </li> <li>• Route quality;                         <ul style="list-style-type: none"> <li>➢ Parking,</li> <li>➢ Road surface and pavement</li> <li>➢ Variety of terrain</li> <li>➢ Traffic flow and density</li> <li>➢ Segregated bicycle facilities</li> </ul> </li> <li>• Amenities                         <ul style="list-style-type: none"> <li>➢ Overnight accommodation</li> <li>➢ Rest areas</li> <li>➢ Grocery and convenience stores</li> <li>➢ Restaurants</li> <li>➢ Farmers markets</li> </ul> </li> <li>• Complementary services                         <ul style="list-style-type: none"> <li>➢ Information services (Signage for cyclists, weather report etc.)</li> <li>➢ Safety and security systems (Fist-aid, police, Bicycle hire/repair shops)</li> </ul> </li> </ul>

Lamont, M., & Buultjens, J.	Putting the brakes on: impediments to the development of independent cycle tourism in Australia	2011	<ul style="list-style-type: none"> <li>• Physical infrastructure <ul style="list-style-type: none"> <li>➢ surface quality,</li> <li>➢ signage for cyclists,</li> <li>➢ cycling trails,</li> <li>➢ road safety</li> </ul> </li> <li>• Amenities <ul style="list-style-type: none"> <li>➢ Availability of toilet facilities</li> <li>➢ Drinking water</li> <li>➢ Repairing mechanical breakdown</li> </ul> </li> <li>• Cycling services <ul style="list-style-type: none"> <li>➢ Secure bicycle storage facilities</li> <li>➢ Bicycle hire facilities</li> <li>➢ Luggage transport services</li> <li>➢ Cycling-specific maps</li> </ul> </li> <li>• Motorists attitudes towards cyclists</li> <li>• Guided bicycle tour options</li> </ul>
Chang, H., & Chang H.	Comparison between the differences of recreational cyclists in national scenic bikeway and local bike lane	2005	<ul style="list-style-type: none"> <li>• Safety roads</li> <li>• Route variety</li> <li>• Rest places</li> <li>• Accommodation,</li> <li>• Cafe and restaurant</li> <li>• Signage and interpretation</li> <li>• Weather and climate,</li> <li>• Scenery and greenery</li> <li>• Convenient store</li> <li>• Friendly residents</li> <li>• Bike rental provided</li> <li>• Tourism attractions</li> </ul>
Downward, P., & Lumsdon, L.	The development of recreational cycle routes: an evaluation of user needs	2001	<ul style="list-style-type: none"> <li>• Quiet roads</li> <li>• Routes variety (traffic free, challenge etc.)</li> <li>• Traffic free (off-road) routes</li> <li>• Few hills</li> <li>• Good weather</li> <li>• Refreshment stops</li> <li>• Way-marking</li> <li>• Villages</li> <li>• Availability of cycle hire</li> <li>• Good scenery</li> <li>• ‘Away from it all’ locations</li> <li>• Pubs and restaurants</li> <li>• Evening entertainment</li> <li>• Visitor attractions</li> </ul>

When Table 2 is examined, it is observed that the destination features that bicycle tourists are looking for naturally include tourist attractions. Historical and natural elements, beautiful landscapes, natural ecology, entertainment, beautiful weather and climate, variety of accommodation facilities, entertainment facilities are important destination features for tourists (Downward, & Lumsdon; Chang & Chang, 2005; Lee & Huang, 2014; Kulczycki & Halpenny, 2014; Buning & Gibson, 2016; Meng & Han, 2019).

Cycling facilities need to be convenient, as it is usually a type of travel based on cycling. Therefore, accessibility is one of the most necessary features for the destination. In this sense, it is very important to have route comprehensiveness, surface quality, road safety, cycling trails, road reports, traffic conditions, signage for cyclist, variety of terrain, motorist attitudes toward cyclists and guided bicycle tours on the route of travel (Downward, & Lumsdon; Chang & Chang, 2005; Lamont & Buultjens, 2011; Lee & Huang, 2014; Kulczycki & Halpenny, 2014; Buning & Gibson, 2016; Meng & Han, 2019). In addition, it is important to have restaurants and shopping opportunities to meet tourist needs during bicycle tourism, to have relaxation and accommodation facilities (Lee & Huang, 2014; Kulczycki & Halpenny, 2014; Meng & Han, 2019). In addition to these, one of the important features that cyclist tourists look for among the destination properties is safety and security systems. (Chang & Chang, 2005; Lamont & Buultjens, 2011; Lee & Huang, 2014; Buning & Gibson, 2016; Meng & Han, 2019).

Tourists can start their trip by bicycle and go to the destination by a different means of transport and then do bicycle tours. Therefore, the availability of these destinations is important to enrich with different types of transportation. Such destinations should include connection-oriented transport services, connection with major roadways and connection of bicycle routes. In addition, providing services such as secure bicycle storage facilities, bicycle hire facilities and luggage transport services are effective in attracting bicycle tourists to their destinations (Chang & Chang, 2005; Lee & Huang, 2014; Meng & Han, 2019). In the destinations where cycling activities are held, there should be areas and facilities where the food and drink, relaxation and cleaning needs of tourists can be met at the place where the event is held. In addition, cycling maintenance and repair services are among the features (Lamont & Buultjens, 2011; Kulczycki & Halpenny, 2014).

## CONCLUSION

Tourism is one of the most prominent sectors that has a positive impact for countries and regions in terms of economic and social development. However, there is a great competition between destinations in tourism and destinations compete with each other for tourist bread. In this sense, it is very difficult to compete with known and branded destinations. Nevertheless, cycling tourism is a great opportunity to position themselves for destinations. Destinations that invest towards this newly developing and fast-growing tourism trend have a very good chance of success (Zhou et al., 2020). Cycling tourism can contribute to the economic and social development of rural areas that are left behind in terms of benefiting from tourism. In addition, unlike mass tourism, the costs of bicycle tourism investments on the environment and nature are low (Hamilton & Wichman, 2018). From this point of view, it is a touristic product with high added value.

In order to develop marketing activities and brand destinations within the scope of cycling tourism, it is required to identify and understand what destination attractions and travel motivations of cyclist tourists are. Therefore, academic research on cycling tourism was examined and the destination attractions of destinations and travel motivations that enable cyclist tourists to participate in cycling tourism were tried to be determined.

The attractive elements of the destinations in the seven empirical studies discussed in this study and the motivations of cyclist tourists included in eight empirical studies are listed in Table 3. Matching was made between the travel motivations identified in the cycling tourism literature and the destination characteristics required to meet these motivations.

**Table 3.** Motivational-attractiveness matching in Bicycle Tourism

Motivations	Destination Attributes
Socialization Friendship	<ul style="list-style-type: none"> <li>• Tourism Attractions</li> <li>• Good weather conditions</li> <li>• Availability for family</li> <li>• Safety</li> <li>• Low costs</li> <li>• Events, festivals and activities</li> <li>• Amenities (restroom, grocery, market etc.)</li> <li>• Entertainment</li> <li>• Bike rental provided</li> <li>• Pubs and restaurants</li> </ul>
New Experience/Knowledge Learning Different Cultures Intellectual	<ul style="list-style-type: none"> <li>• Natural tourism resources</li> <li>• Beautiful scenery</li> <li>• Events, festivals and activities</li> <li>• Cultural and historical sites</li> <li>• Guided bicycle tour options</li> <li>• Safety roads</li> <li>• Route variety</li> <li>• Rest places</li> <li>• Accommodation</li> </ul>
Physical Activity / Skill Development Challenge	<ul style="list-style-type: none"> <li>• Accessibility</li> <li>• Good weather conditions</li> <li>• Attractive terrain</li> <li>• Basic park infrastructure (e.g. washrooms, signage)</li> <li>• Route comprehensiveness</li> <li>• Connection-oriented transport services</li> <li>• Route quality</li> <li>• Information services (Signage for cyclists, weather report etc.)</li> <li>• Safety and security systems (Fist-aid, police, Bicycle hire/repair shops)</li> <li>• Scenery and greenery</li> <li>• Few hills</li> <li>• Cycling trails</li> </ul>
Relaxation / Escape	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Unique/famous attributes</li> <li>• Natural tourism resources</li> <li>• Events, festivals and activities</li> <li>• Cultural and historical sites</li> </ul>

Motivations	Destination Attributes
	<ul style="list-style-type: none"> <li>• Friendly residents,</li> <li>• Villages</li> <li>• Motorists attitudes towards cyclists</li> <li>• Quiet roads</li> </ul>
Adventure experiences Excitement	<ul style="list-style-type: none"> <li>• Natural tourism resources</li> <li>• Beautiful scenery</li> <li>• Natural ecology</li> <li>• Events, festivals and activities</li> <li>• Accessibility</li> <li>• Evening entertainment</li> <li>• Away from it all'</li> <li>• Refreshment stops</li> <li>• Routes variety (traffic free, challenge etc.)</li> <li>• Traffic free (off-road) routes</li> <li>• Safety and security systems</li> <li>• Attractive terrain</li> </ul>
Experiencing Nature	<ul style="list-style-type: none"> <li>• Scenery and greenery</li> <li>• Good weather conditions</li> <li>• Friendly residents</li> <li>• Villages</li> <li>• Safety and security systems</li> <li>• Natural tourism resources</li> <li>• Beautiful scenery</li> <li>• Natural ecology</li> </ul>
Esteem of others	<ul style="list-style-type: none"> <li>• Events, festivals and activities</li> <li>• Route comprehensiveness</li> <li>• Variety of terrain</li> </ul>
Appearance motives	<ul style="list-style-type: none"> <li>• Events, festivals and activities</li> <li>• Variety of terrain</li> </ul>
To engage in a cycling competition and festivals (events)	<ul style="list-style-type: none"> <li>• Events, festivals and activities</li> <li>• Accessibility</li> <li>• Basic Bike Fest infrastructure (e.g. washrooms, parking)</li> <li>• Basic park infrastructure (e.g. washrooms, signage)</li> <li>• Information about (e.g. web site, park info guide, visitor info booth)</li> </ul>

One of the most important travel motivations of cyclist tourists is socialization. Tourists participate in this type of tourism with their friends, family or

communities they belong to and want to have a pleasant time. In this way, they want to meet new people, make friendships and interact. Therefore, it is very important to have tourist attractions, cycling activities, suitable weather conditions, entertainment, food and drinking needs and safe cycling trips in the destinations that they visit.

Cycling tourists are looking for new experiences and want to increase their knowledge and intellectual level by learning different things. Natural, cultural and historical attractions are among the attributes tourists look for while cycling. During these trips, it is very important to have resting places, variety of routes and night stays. Guided bike tours are one of the most sought-after destination features, especially in places where attractions are rich. Road safety is one of the most important awes in tours for all cycling tourists.

Some cyclist tourists participate in cycling as physical activity and strive to prove and improve their cycling skills and physically challenging tours. Appropriate weather conditions and accessibility arrows are important for these individuals. In particular, alternative transportation opportunities to bicycle routes, connected roads, safety and security systems are the attraction factors that are effective in destination choice. In addition, road quality, geographical structure, scenery and greenery roads, weather reports and bicycle signs are among the features sought.

Important motivating factors that push tourists to travel include relaxation and escape. Therefore, this motivational element is effective for cyclist tourists. These tourists are looking for unique features, natural charms in destinations and want to relax and get away from the mundane. Events, festivals and activities, cultural and historical sites, friendly residents, villages are the features sought after during the cycling tour. In addition, it is very important to have quiet and high-quality cycling paths.

Some of the cycling tourists are looking for adventure and excitement. Especially the variety of routes, natural charms and beautiful landscapes are important for these people. They also want to meet different people and participate in night entertainment by participating in races, festivals and events. Therefore, the land structure, road safety and diversity where the tours are made, the presence of recreation areas, the presence of traffic-free roads and the ability to spend time away from crowded centers are among the influential factors in preferring the destination.

Some tourists participate in this type of tourism just to experience nature, these tourists want to take cycling tours in rural living environments with rich, beautiful views in terms of natural attractiveness. Good weather conditions, safe and security systems and friendly locals are among the features tourists are looking for in destinations.

There are tourists who participate in this type of tourism to earn the respect of others and improve their personal appearance. These people are more liked and appreciated for their actions in the social interaction they create by participating in festivals, races or events and want their thoughts to be respected. Some also want to improve their physical appearance due to physical activity.

There are cyclist tourists who can only travel for the purpose of engaging in a cycling competition and festivals (events). These expect to have the necessary equipment and equipment for cycling in the destinations where the events are held. In addition, they expect to have facilities and facilities where individual needs will be met in the area where the effective work is made. It is also very important that the place where the event took place is accessible. Accommodation facilities should be available for festival visitors.

As a result, in order to be successful in destination management and to ensure the sustainability of the tourism type, the determination of tourist travel motivations and attraction elements of destinations is very important in directing tourist movements. In particular, destination characteristics necessary to meet the needs for travel motivation should be determined. The necessary destination elements should be created in order to positively affect the tourist preferences in the desired or current destination. Therefore, destination managers and marketers should identify these situations, increase the number of destination's elements for taking photos or improve existing ones. In this study, empirical researches addressing the travel motivations of cyclist tourists and the attraction elements of rural tourism destinations were examined and evaluated. The research is limited to fifteen empirical studies on the subject.

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