

COMMUNITY BASED ECOTOURISM FOR SUSTAINABLE DEVELOPMENT IN  
EASTERN BLACK SEA REGION AN EVALUATION THROUGH LOCAL  
COMMUNITIES TOURISM PERCEPTION

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EASTERN BLACK SEA REGION AN EVALUATION THROUGH LOCAL  
COMMUNITIES TOURISM PERCEPTION**

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## **ABSTRACT**

### **COMMUNITY BASED ECOTOURISM FOR SUSTAINABLE DEVELOPMENT IN EASTERN BLACK SEA REGION: AN EVALUATION THROUGH LOCAL COMMUNITIES' TOURISM PERCEPTION**

Kaplan, Sevgi

M.S. in Regional Planning, Department of City and Regional Planning

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Tourism is a growing sector in many national economies. Turkey is also one of these countries which aim to increase its national share in international tourist arrivals and tourism receipts. For this reason, Turkish Republic Ministry of Culture and Tourism has published its' Turkey Tourism 2023 Strategy Action Plan 2007-2013 to identify strategies and support various tourism development schemes in the whole country in order to increase the contribution of tourism receipts to the economy. Eastern Black Sea Region is one of the regions pointed out in Turkey Tourism 2023 Strategy Action Plan 2007-2013, in which tourism emphasized to be improved. The report expressed that nature based niche tourism strategies will be supported in Eastern Black Sea Region. This thesis aims to evaluate the level of outcomes of these policies together with sustainability of nature based niche tourism implementations in Eastern Black Sea Region through assessing local residents' perception of tourism development. Additionally, it discusses whether current tourism development schemes in Eastern Black Sea Region supports community based ecotourism development which is recognized as one of the sustainable niche tourism alternatives for this region. Community based ecotourism, together with sustainable tourism development, are also explained to understand in which respect community based ecotourism coincides with sustainable tourism development principles.

**KEYWORDS:** Sustainable Development, Sustainable Tourism Development, Community Based Ecotourism, Community Participation, Perception Study, Sustainable Tourism Attitude Scale

## ÖZ

### **DOĞU KARADENİZ BÖLGESİ'NDE SÜRDÜRÜLEBİLİR KALKINMA İÇİN TOPLULUK TEMELLİ EKOTURİZM: YEREL TOPLULUKLARIN TURİZM ALGISI ÜZERİNDEN BİR DEĞERLENDİRME**

Kaplan, Sevgi

Yüksek Lisans, Bölge Planlama, Şehir ve Bölge Planlama Bölümü

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Turizm pek çok ülke ekonomisinde büyüyen bir sektördür. Türkiye de uluslararası turist gelişlerini ve turizm gelirlerini artırmayı amaçlayan ülkelerden bir tanesidir. Bu sebeple, Türkiye Cumhuriyeti Kültür ve Turizm Bakanlığı turizm gelirlerinin ekonomiye katkısını artırmak için stratejileri tanımlamak ve çeşitli turizm gelişim tasarılarını ülke genelinde desteklemek amacıyla Türkiye Turizm 2023 Eylem Planı 2007-2013'ü yayınlamıştır. Doğu Karadeniz Bölgesi Türkiye Turizm 2023 Eylem Planı 2007-2013'te turizm gelişimi üzerinde durulan bölgelerden bir tanesi olarak ifade edilmiştir. Raporda Doğu Karadeniz Bölgesi'nde doğa temelli niş turizm stratejilerinin destekleneceği belirtilmiştir. Bu tez, yerel halkın turizm gelişim algısı üzerinden politikaların olası sonuçlarını Doğu Karadeniz Bölgesi'ndeki doğa temelli niş turizm uygulamalarının sürdürülebilirliği ile birlikte değerlendirmeyi amaçlamıştır. Ayrıca bu tez halihazırda Doğu Karadeniz Bölgesi'ndeki turizm gelişim şemalarının sürdürülebilir niş turizm alternatiflerinden biri olarak kabul edilen topluluk temelli ekoturizm gelişimiyle uyumlu olup olmadığı tartışmaktadır. Topluluk temelli ekoturizmin ne ölçüde sürdürülebilir turizm ilkeleriyle örtüştüğünü anlamak için topluluk temelli ekoturizm de sürdürülebilir turizm gelişimi ile birlikte açıklanmıştır.

**ANAHTAR KELİMELE:** Sürdürülebilir Kalkınma, Sürdürülebilir Turizm Gelişimi, Topluluk Temelli Ekoturizm, Topluluk Katılımı, Algı Çalışması, Sürdürülebilir Turizm Yaklaşım Ölçüsü

*To those I have sacrificed...*

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## **LIST OF ABBREVIATIONS**

BTS	Barometer of Tourism Sustainability
CBET	Community Based Ecotourism
CBT	Community Based Tourism
CTD	Community Tourism Development
GDP	Gross Domestic Product
ILO	International Labor Organization
IUCN	International Union for Conservation of Nation
OECD	Organization for Economic Cooperation and Development
SCT	Sustainable Community Tourism
SD	Sustainable Development
SET	Social Exchange Theory
STD	Sustainable Tourism Development
SUS-TAS	Sustainability Tourism Attitude Scale
TÜROFED	Turkish Hotels Federation
UN	United Nations
UNCED	United Nations Conference on Environment and Development
UNEP	United Nations Environment Programme
UNWTO	United Nations World Tourism Organization
WCED	World Commission on Environment and Development
WSSD	World Summit on Sustainable Development
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

## CHAPTER 1

### INTRODUCTION

Tourism is a growing industry in the world in respect to its ascending share in many national economies. According to United Nations World Tourism Organization (UNWTO) (2012), tourism has been expanding and diversifying so fast that it becomes one of the largest and fastest growing economic sectors in the world over the past six decades. Many new destinations are introduced to get more share from tourism benefits that are ‘challenging the traditional tourism destinations of Europe and North America’ UNWTO (2012, p. 2).

The globalization process, together with improvements in transportation and development in technology, has accelerated the tourism growth in the world. According to UNWTO (2012), international tourist arrivals has grew by 4.6% to reach 983 million worldwide, up from 940 million in 2010. According to UNWTO (2012) estimations, the international receipts have grown up 3.9% in real terms from US\$ 928 billion in 2010 to US\$ 1,030 billion worldwide in 2011. Although some destinations are suffering from economic challenges in many resource markets, tourism industry is expected to grow fast. UNWTO (2012, p.2) expressed the long term outlook of in its report *Tourism Towards 2030* that; ‘the number of international tourist arrivals worldwide is expected to increase by 3.3% a year on average from 2010 to 2030.’ Moreover, it is indicated in the same report that the economy of new tourism destinations has grown more rapid than the already popular ones. This trend of growth is expected to continue in the future and the economies of new destinations are estimated to grow 4.4% a year, whereas, the advanced economies will grow 2.2% a year (UNWTO, 2012). UNWTO (2012) also pointed out that; the market share of new tourism destinations is expected to reach 57% by 2030.

Turkey is one of the popular tourism destinations in the world. According to UNTWO (2012), Turkey is at the 6<sup>th</sup> place in 2011 world rankings with nearly 29.3 million tourists regarding international tourist arrivals. Compared to 2010, international tourist arrivals have increased in Turkey by 8.7% in 2011. In addition to this, Turkey as a developing economy has an important share in international tourism receipts. In 2011, Turkey comprised 8% of total international tourism receipts and placed at 12<sup>th</sup> in world rankings by 23,020 million US \$. However, as it can be understood from Turkey’s positions in world rankings, foreign tourist expenditures per capita in Turkey is low in comparison to international tourist arrivals. In other words, Turkey is not that successful in getting more benefits from tourism sector relative to the number of its international visitors. According to Turkish Hotels Federation (TÜROFED) (2011), the international tourism receipts per capita have been decreasing in Turkey year by year. In its report TÜROFED (2011) pointed out that in 2000 the international receipt per capita in Turkey was 732.2 US\$, whereas, in 2009 it was 585.5 US \$.

**Table 1: International Tourist Arrivals**

Million			
Rank	Country	Year/2010	Year/2011
1	France	77.1	79.5
2	United States	59.8	62.3
3	China	55.7	57.6
4	Spain	52.7	56.7
5	Italy	43.6	46.1
6	Turkey	27.0	29.3
7	United Kingdom	28.3	29.2
8	Germany	26.9	28.4
9	Malaysia	24.6	24.7
10	Mexico	23.3	23.4

Source: UNWTO 2012, p. 6

**Table 2: International Tourism Receipts**

US \$			
Rank	Country	Year/2010	Year/2011
1	United States	103.5	116.3
2	Spain	52.5	59.9
3	France	46.6	53.8
4	China	45.8	48.5
5	Italy	38.8	43.0
6	Germany	34.7	38.8
7	United Kingdom	32.4	35.9
8	Australia	29.8	31.4
9	Macao (China)	27.8	...
10	Hong Kong (China)	22.2	27.7
11	Thailand	20.1	26.3
12	Turkey	20,8	23,0

Source: UNWTO 2012, p. 6

The income generated by tourism industry is not equally distributed in Turkey among different geographical locations. According to TÜROFED (2011), Istanbul has the greatest share among all regions in Turkey in respect of getting 24.60% share from total tourism receipt. The Aegean and Mediterranean regions follow Istanbul respectively with 13.9 % and

11.0% shares from total tourism receipt. On the contrary, North East Anatolia has the minimum share of total tourism receipt with 2%. Eastern Black Sea Region has also a low share of total tourism receipt with 3.10% and placed at the 11<sup>th</sup> stage among 12 regions and sub-regions of Turkey.

The total tourism receipts are, somehow, distributed in the favor of developed regions, rather than less developed regions of Turkey. There are many reasons affecting this unequal distribution of tourism benefits, excluding the regional; natural, historical and cultural advantages. Some reasons behind this unequal distribution of tourism benefits are; lack of adequate physical tourism investments, insufficient infrastructure, undiversified tourism facilities, seasonal disadvantages, security, lack of adequate human capital and etc... In order to diminish these disadvantages, related with tourism potentials of less developed regions, there are various measures taken by different ministries. Turkish Republic Ministry of Culture and Tourism, for example, has published its' Turkey Tourism 2023 Strategy Action Plan 2007-2013 in order to define policies on tourism potentials of different regions and to designate general strategies so as to improve Turkish tourism sector. Turkish Ministry of Economy, on the other hand, declared tourism facility development incentives in 2012, which are primarily focused on culture and tourism protection and development areas and tourism centers, together with other various regional incentives to reduce regional disparities.

In Turkey Tourism 2023 Strategy Action Plan 2007-2013 (2007, p.3) the vision of Turkish tourism sector is defined as; 'placing Turkey in top five countries which receives the most international tourism receipts and maintains the most international tourist arrivals while stating tourism sector as one of the leading sectors in Turkey in respect to its contribution to regional development by jointly creating more job opportunities.' Additionally in Turkey Tourism 2023 Strategy Action Plan 2007-2013 (2007), sustainable tourism is referred as one of the tourism development principles.

As it is pointed out in the tourism vision of Turkey, defined by Turkish Ministry of Culture and Tourism, tourism sector should be handled as one of the leading sectors which contribute to regional development. Therefore, in Turkey Tourism 2023 Strategy Action Plan 2007-2013 (2007) various tourism development corridors designated in relation to the features of regions with the purpose of differentiating tourism development potentials, so that; maximization of tourism benefits will be maintained through attracting different tourist profiles.

In accordance with Turkey Tourism 2023 Strategy Action Plan 2007-2013, Eastern Black Sea Region has decided to be developed as an important nature based tourism site in Turkey. In this action plan one of the thematic tourism development corridors called 'Plateau Corridor' and it was planned to be developed in Eastern Black Sea Region. The 'Plateau Corridor' starts from Samsun and ends in Hopa, including various plateaus which contain important centers of nature tourism (Turkey Tourism 2023 Strategy Action Plan 2007-2013, 2007). It is stated in Turkey Tourism 2023 Strategy Action Plan 2007-2013 (2007) that; the 'Plateau Corridor' is going to be diversified with alternative tourism forms such as;

adventure tourism, winter tourism and ecotourism in order to minimize seasonal fluctuations in tourist arrivals and to increase regional shares of tourism receipts.

Similar to Turkey Tourism 2023 Strategy Action Plan 2007-2013, Eastern Black Sea Regional Development Plan (2000) has also pointed out Eastern Black Sea Region as a region in which rural based tourism schemes should be supported in order to contribute regional development. In Eastern Black Sea Regional Development Plan (2000), the tourism elements of Eastern Black Sea Region defined as; natural and cultural assets, protected areas and nature based sport activities.

It is indicated in Eastern Black Sea Regional Development Plan (2000) that there are four national parks in the plan area which are namely; Altındere National Park (Trabzon), Hatila Valley National Park (Artvin), Kaçkar Mountains National Park (Rize) and Karagöl-Sahara National Park (Artvin). Moreover, it is also indicated in the aforementioned plan that there is one natural park and four natural reserve areas in Eastern Black Sea Region which are respectively called; Uzungöl Natural Park (Trabzon), Çamburnu Natural Reserve Area (Trabzon), Örumcek Forest Natural Reserve Area (Gümüşhane), Camili Gorgit Natural Reserve Area (Artvin) and Camili Efeler Natural Reserve Area (Artvin).

Although Eastern Black Sea Region has many natural assets as pointed out above, these natural values cannot be transformed into an important economic resource in order to increase regional well being. As it is asserted in Eastern Black Sea Regional Development Plan (2000, p. 3-1), one of the main economic problems of Eastern Black Sea Region is: 'disuse of tourism resources'. For this reason, in Eastern Black Sea Regional Development Plan (2000) three alternative development scenarios has been proposed and one of which includes many strategies about improving tourism and tourism based service activities. In this development scenario, tourism has been attributed as a key sector and rural based tourism activities have been designated as the main contributors for enhancing rural socio-economic conditions. In order to reinforce rural based tourism activities, the plateau tourism has also been proposed as a strategy in Eastern Black Sea Regional Development Plan (2000). Moreover, in Eastern Black Sea Regional Development Plan (2000, p.6-7) 'Rural Tourism Development Projects' has been suggested under 'Diversification and Intensification of Rural Economy Programme'.

Due to the proposals in Eastern Black Sea Regional Development Plan (2000) and Turkey Tourism 2023 Strategy Action Plan 2007-2013 (2007), rural based tourism activities have started to be supported in Eastern Black Sea Region by promulgating various instruments. Some measures are financial, while some of them are policies. The policies of this aforementioned support are; the strategies and decisions of prepared tourism master plans which were prepared with reference to Turkey Tourism 2023 Strategy Action Plan 2007-2013.

In reference to policies, this thesis has been structured to evaluate the convenience of tourism sector policies in Eastern Black Sea Region via assessing local residents' attitudes. This thesis also concerns the sustainability of tourism sector in Eastern Black Sea Region;

therefore, it covers sustainable tourism development principles to understand the adequacy of tourism policies, which are related with Eastern Black Sea Region. Therefore the key research question of this thesis is set forth as: ‘How far the local residents in Eastern Black Sea Region believe that the tourism activities taking place in their local environment is useful for their well being and their environmental resources?’ To answer this question the thesis first seeks to understand the ‘sustainable development’ and ‘sustainable tourism development’ in general. The principles of sustainable tourism development were reviewed to comprehend which alternative forms of tourism are more sustainable. Later on, ‘community tourism’ and ‘community based ecotourism’ were profoundly examined to understand why they are asserted as the most suitable alternative forms of tourism in respect to sustainability principles. After this, it is explored why it is important to assess local residents’ attitudes towards tourism to evaluate sustainability of tourism development. In addition to this, the assessment models and criteria of sustainable tourism are evaluated. After reviewing the assessment models and criteria, ‘Sustainability Tourism Attitude Scale’ (SUS-TAS) was chosen to be used in order to assess what local people think about tourism sector as a stimulating sector for their local development and environmental resources.

SUS-TAS was chosen as a main method in this thesis in order to assess residents’ perceptions about tourism development, because; it is one of the current methods that have been developed to evaluate residents’ attitudes towards sustainable tourism development. In other words, SUSTAS is the only method which includes sustainability context in the assessment of residents’ reactions towards tourism development. In order to assess residents’ perception about tourism development, the statements included in SUS-TAS were adapted to the dynamics of the research area and the scope of the research. To say, some sustainable tourism focused statements of SUS-TAS were directly contained in the questionnaire without any formation; some statements, on the other hand, were included in the questionnaire with some arrangements corresponding to the characteristics of the research area. In order to get an insight about how local residents perceive current tourism development in Eastern Black Sea Region, the questionnaire was conducted to 100 people from Uzungöl and Trabzon city center. Uzungöl and Trabzon city center were decided to be the main research areas, because; both of these sites are the most popular tourism attraction areas that can thoroughly reflect the main tourism development schemes in whole of the Eastern Black Sea Region.

This thesis, including introduction, consists of six chapters. The second chapter tries to define the concept of ‘sustainable tourism development’. This chapter begins with introducing the concept of ‘sustainability’ and what is ‘sustainable development’. Later on, ‘sustainable tourism development’ concept is set forth in the light of principles and objectives of sustainable development. After this, the principles of sustainable tourism development were defined in order to examine how far sustainable tourism principles correspond to sustainable development principles and objectives. In addition to this, weaknesses and challenges of sustainable tourism development were introduced to understand the barriers considering the implementation of sustainable tourism policies and practice.

In the third chapter, ‘community based tourism’ and ‘community based ecotourism’ were examined. First, the concept of community based tourism (CBT) and then the concept of community based ecotourism (CBET) defined. In this chapter, the principles of community based ecotourism were also set to justify the importance of assessing local residents’ attitudes for community based ecotourism. Later on, it was explained why community based ecotourism is a good option for sustainable tourism development and ‘Chambok Community Based Ecotourism Project’ in Cambodia was reviewed as a good practice of community based ecotourism. The challenges of community based ecotourism were also indicated in this chapter to understand the main problems of CBET in less developed countries.

Fourth chapter dealt with research methodology in general. First, it was clarified the idea why local residents’ attitudes towards tourism development decided to be assessed rather than doing impact assessment studies in order to evaluate sustainability of tourism development in Eastern Black Sea Region. The sustainability assessment method and criteria were given to understand how to assess sustainability of tourism via evaluating residents’ reactions towards tourism development. In this part, wide range of sustainable tourism assessment methods were explained to understand which of the sustainable tourism assessment method can be more applicable and can best fit to the aim of this research. The main barriers of existing sustainable tourism assessment procedures were reviewed so as to reason why ‘Sustainable Tourism Attitude Scale’ (SUS-TAS) is the best choice of assessment methodology. After examining sustainability assessment models, SUS-TAS, one of the most contemporary assessment method, was decided to be used in the assessment of attitudes of local residents towards tourism development. As being a comparatively more practical method in the assessment of sustainable tourism development, SUS-TAS is explained in detailed in this chapter.

In the fifth chapter, the current tourism development in Eastern Black Sea Region is initially explained. After this, the research question and the research hypotheses are given. The main hypotheses were set forth to test how the residents’ perceptions are changing according to their demographic attributes. Moreover, some hypotheses were set forth to examine the correlations between statements included in the questionnaire. The research methodology is explicitly explained in the sub braches of; questionnaire design process, the questionnaire and the study area and sample selection. The results of the research are also given in terms of; demographic profile of the survey respondents, frequencies of statements, correlations between statements and factor analysis. In order to understand whether different tourism development schemes affects the attitudes of residents, the results of the research were separately given for Uzungöl and Trabzon city center. At the end of the chapter the results of the research are discussed.

The sixth chapter constitutes the conclusion part. This chapter provides an overview of the study and summarizes the focus of the research and research methodology. Moreover, it summarizes the findings of the research and discusses the residents’ attitudes towards tourism development in respect to community based ecotourism.

## CHAPTER 2

### TOURISM AND SUSTAINABLE DEVELOPMENT

Tourism is a growing industry in many national economies. Especially for most of the underdeveloped countries, tourism is seen as an important and fundamental contributor to increase foreign earnings. In the meantime, tourism sector is defined as an advantageous sector to create income generating activities and job opportunities at the local scale. Many new destinations in the world have been introduced for touristic activities in order to generate more income from tourism industry. However, in most of the cases, the generated income is not utilized in proper ways to upgrade local capacities for development. In other words, the generated income is not used appropriately for increasing local well being. This is mainly resulted from aiming to increase tourism profits only without considering social and environmental effects of tourism development. Yet, the tourism needs to be more about achieving sustainable development. This chapter was mainly set up to investigate sustainable tourism development according to its relations with the objectives, weaknesses and challenges of sustainable development.

In this chapter, the concepts of ‘sustainability’ and ‘sustainable development’ were initially introduced and then the principles and objectives of sustainable development were given. The context of ‘sustainable development’ were discussed in reference to its’ impracticality in real life. Later on, the definition of ‘sustainable tourism development’ was introduced and the concerns about it were set forth in accordance with its challenges and weaknesses to understand whether tourism can be recognized as a sustainable sector or not. In the conclusion of the chapter, the concerns about sustainable tourism development were summarized.

#### 2.1. Definition of Sustainability and Sustainable Development

Sustainable development is a term used in different contexts by many scholars from various fields, which have very different approaches and foci (Heinen, 1994). According to Steer&Wade-Gery (1993) and Holmberg&Sandbrook (1992) more than 70 different definitions are proposed resulting a huge ambiguity and contradiction in general perception of the concept. Several definitions and interpretations are listed in the Table 3.

**Table 3: The Contested Definitions of Sustainable Development**

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#### Definitions of Sustainable Development

‘In principle, such optimal (sustainable growth) policy would seek to maintain an ‘acceptable’ rate of growth in per-capita real incomes without depleting the national capital asset stock or the natural environmental asset stock.’

**Table 3** (continued)

( Turner, 1988:12)

‘The net productivity of biomas (positive mass balance per unit area per unit time) maintained over decades to centuries’

( Conway, 1987:96)

‘Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.’

(World Commission on Environment and Development, 1987:3)

### **Interpretations of Sustainable Development**

‘A creatively ambiguous phrase... an intuitively attractive but slippery concept.’

(Mitchell, 1997: 28)

‘Like motherhood, and God, it is difficult not to approve of it. At the same time, the idea of sustainable development is fraught with contradictions.’

( Redclift, 1997:438)

‘It is indistinguishable from the total development of society.’

(Barbier, 1987:103)

‘Its very ambiguity enables it to transcend the tensions inherent in its meaning.’

(O’Riordan. 1995:21)

.....

**Source:** Elliot (1999, p.7)

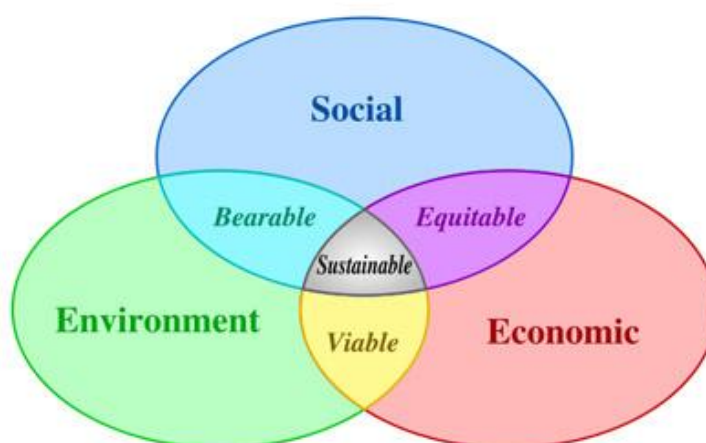
It was the International Union for Conservation of Nature and Natural Resources (IUCN) (1980) that at first time highlighted the idea of sustainable development in its World Conservation Strategy. It is not surprising ,though, because as Sharpley (2010, p.6) stated ‘...the driving force behind sustainability – evolved from the more narrow conservation ideology of the 19th century into the broader environmental movement of the late 20th century.’ Later on in 1987 World Commission on Environment and Development provided one of the most broadly used definition of sustainability in its Brundtland Report (1987). In Brundtland Report (1987, p. 41) sustainable development is defined as; ‘development that meets the needs of the present without compromising the ability of future generations to meet their own needs.’ Sustainable development is emphasized as a dynamic process of

changes which ‘are all in harmony and enhance both current and future potential to meet human needs and aspirations’ (WCED, 1987, p. 43).

According to O’Riordan (1981) definitions of sustainability varies according to the ecocentric or technocentric approaches which are directly connected to political or socioeconomic ideologies (Sharpley, 2010). Similarly, it attracts notice in Brundtland Report that; there exists no clear information or definition about the needs or its implications (World Development Report, 2003), whereas, it emphasizes the necessity of balancing the interests of current and future generations. To say, it is impossible to have a consensus on the interpretation of the term ‘sustainable development’ and ‘sustainability’ (Shapley, 2010).

Whether it needs to have consensus or not, the term ‘sustainable development’, expressed in Brundtland Report, stands for a ‘meeting point for environmentalists and developers’ (Dresner 2002, p.64 in Telfer and Sharpley, 2008). According to Hopwood, Mellor and O’Brien (2005, p.38) ‘The widespread rise of interest in, and support for, the concept of sustainable development is potentially an important shift in understanding relationships of humanity with nature and between people.’ The report Our Common Future somehow expresses the dependency of human beings to the environment in a broader circumstance than utilizing finite resources (Hopwood, Mellor and O’Brien, 2005). The proof of this notion can be understood from; ‘ecology and economy are becoming ever more interwoven – locally, regionally, nationally and globally’ (WCED, 1987, p.14).

Sustainability has focused mainly on three pillars: economic, social and environmental (see Figure 1). These pillars highlight the fundamentality of considering not only the environmental but also the social and economic aspects of sustainability.



**Figure 1:** The Contested Definitions of Sustainable Development

**Source:** <http://unboundedpossibilities.com/institute-for-community-sustainability/sustainability.aspx>

As Figure 1 shows, the concept of 'sustainable development' includes all three aspects in a harmony, containing the principles; equitable, bearable and viable.

Sustainable development scheme is indubitably very different from the present development. According to World Development Report (2003, p.14) 'The thinking about social sustainability is not yet as advanced as for the other two pillars.' Although the social justice needs to be one of the most important elements of sustainable development, because of it is being the core concern of sustainable development (SD) in terms of; diminishing poverty, meeting human needs and sharing resources fairly, it has not yet deserved comparative priority- at least in reality.

## **2.2. Principles and Objectives of Sustainable Development**

As it is indicated in the previous section, sustainable development has three main pillars; environmental, economic and social. According to Telfer and Sharpley (2008, p. 35) the general objectives of sustainable development can be summarized as:

- *Environmental sustainability:* The conservation and effective management of resources;
- *Economic Sustainability:* Longer term prosperity as a foundation for continuing development
- *Social Sustainability:* With a focus on alleviating poverty, the promotion of human rights, equal opportunity, political freedom and self determination

All of these objectives, of course, have to be evaluated under general principles of sustainable development. Sustainable development in itself is a holistic approach which, as mentioned before, combines all these three pillars in a harmony. In practice, however, implementation of sustainable development is not an easy issue because of its scale. In principle, the holistic perspective of sustainable development is accounted as a global challenge.

In addition to holistic perspective principle, there are two other principles set forth for sustainable development. These are futurity and equity (Telfer and Sharpley, 2008). The futurity principle of sustainable development puts emphasize on the long-term future. Equity principle, on the other hand, emphasizes the fair and equitable development between and within generations (Telfer and Sharpley, 2008).

It should be admitted here that; development is a political process and it is interwoven with the political ideologies. For instance, the socialist political economy asserts that; sustainable development can be managed by tackling capitalism, on the other side, the neoliberals oppose to the idea of interference to individual freedom in any developmental attempt in order to maintain sustainable development. Therefore, sustainable development approach

and its handling change according to the priorities of any political ideology which results variations in implementation of sustainable development.

The general overview of principles and objectives of the sustainable development is shown in the Table 4 below.

**Table 4: Sustainable Development: Principles and Objectives**

<b>Fundamental Principles:</b>	<ul style="list-style-type: none"> <li>• <i>Holistic Approach:</i> Development and environmental issues integrated within a global social, economic and ecological context.</li> <li>• <i>Futurity:</i> Focus on long-term capacity for continuance of the global ecosystem, including the human subsystem.</li> <li>• <i>Equity:</i> Development that is fair and equitable and which provides opportunities for access to and use of resources for all members of all societies, both in the present and future.</li> </ul>
<b>Development Objectives:</b>	<ul style="list-style-type: none"> <li>• Improvement of the quality of life for all people: education, life expectancy, opportunities to fulfill potential.</li> <li>• Satisfaction of basic needs. Concentration on the nature of what is provided rather than income.</li> <li>• Self-reliance: political freedom and local decision-making for local needs.</li> <li>• Endogenous development</li> </ul>
<b>Sustainability Objectives:</b>	<ul style="list-style-type: none"> <li>• Sustainable population levels.</li> <li>• Minimal depletion of non-renewable natural resources.</li> <li>• Sustainable use of renewable resources.</li> <li>• Pollution emissions within the assimilative capacity of the environment</li> </ul>
<b>Requirements for Sustainable Development:</b>	<ul style="list-style-type: none"> <li>• Adaption of a new social paradigm relevant to sustainable living.</li> <li>• Biodiversity conservation.</li> <li>• International and national political and economic systems dedicated to equitable development and resource use.</li> <li>• Technological systems that can search continuously for new solutions to environmental problems.</li> <li>• Global alliance facilitating integrated development policies at local, national and international levels.</li> </ul>

**Table 4** (continued)

**Source:** Streeten (1997); Pearce *et al.* (1989); WCED (1987); IUCN (1991) adapted from Telfer and Sharpley (2008, p. 36)

After World Commission on Environment and Development's Brundtland report, the lesser known but not less important document was published in 1991 by International Union for Conservation of Nature (IUCN) called *Caring for the Earth*. This report differs from Brundtland Report in terms of giving a priority to 'sustainable living', in a sense, to the adoption of sustainable lifestyles. After 1991, UN Conference on Environment and Development (UNCED) organized the "Earth Summit" in Rio De Janeiro in 1992 and affirmed 27 principles. These are displayed in Table 5.

**Table 5: The Principles Affirmed in Rio Declaration on Environment and Development, 1992**

- 
1. Human beings are at the centre of concerns for sustainable development. They are entitled to a healthy and productive life in harmony with nature.
  2. States have the sovereign right to exploit their own resources pursuant to their own environmental and developmental policies, and the responsibility to ensure that activities within their jurisdiction or control do not cause damage to the environment of other states.
  3. The right to development must be fulfilled so as to equitably meet developmental and environmental needs of present and future generations.
  4. In order to achieve sustainable development, environmental protection shall constitute an integral part of the development process and cannot be considered in isolation from it.
  5. All States and all people shall cooperate in the essential task of eradicating poverty.
  6. The special situation and needs of developing countries, particularly the least developed and those most environmentally vulnerable, shall be given special priority.
  7. States shall cooperate in a spirit of global partnership to conserve, protect and restore the health and integrity of the Earth's ecosystem. States have common but differentiated responsibilities. The developed countries acknowledge the responsibility in view of the pressures their societies place on the global environment and of the technologies and financial resources they command.
  8. States should reduce and eliminate unsustainable patterns of production and consumption and promote appropriate demographic policies.
  9. States should cooperate to strengthen endogenous capacity-building for sustainable development by improving scientific understanding through exchanges of scientific and technological knowledge, and by enhancing the development, adaptation, diffusion and transfer of technologies, including new and innovative technologies.

**Table 5** (continued)

10. States shall facilitate and encourage public awareness and participation by making information widely available.
11. States shall enact effective environmental legislation
12. States should cooperate to promote a supportive and open international economic system.
13. States shall develop national law regarding liability and compensation for the victims of pollution and other environmental damage.
14. States should effectively cooperate to discourage or prevent the relocation and transfer to other States of any activities and substances that cause severe environmental degradation or are found to be harmful to human health.
15. In order to protect the environment, the precautionary approach shall be widely applied by States according to their capabilities.
16. National authorities should promote the internalization of environmental costs and the use of economic instruments, taking into account the approach that the polluter should, in principle, bear the cost of pollution.
17. Environmental impact assessment, as a national instrument, shall be undertaken for proposed activities that are likely to have a significant adverse impact on the environment.
18. States shall immediately notify other States of any natural disasters or other emergencies that are likely to produce sudden harmful effects on the environment of those States.
19. States shall notify potentially affected States on activities that may have a significant adverse transboundary environmental effect.
20. Women have a vital role in environmental management and development. Their full participation is therefore essential to achieve sustainable development.
21. The creativity, ideals and courage of the youth of the world should be mobilized to forge a global partnership in order to achieve sustainable development.
22. Indigenous people and other local communities have a vital role in environmental management and development.
23. The environment and natural resources of people under oppression, domination and occupation shall be protected.
24. Warfare is inherently destructive of sustainable development. States shall therefore respect international law providing protection for the environment in times of armed conflict.
25. Peace, development and environmental protection are interdependent and indivisible.
26. States shall resolve all their environmental disputes peacefully and by appropriate means in accordance with the Charter of the United Nations.
27. States and people shall cooperate in good faith and in a spirit of partnership in the fulfillment of the principles embodied in this Declaration and in the further development of international law in the field of sustainable development.

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**Source:** Adapted from UNCED, 1992

Rio Declaration on Environment and Development of UNCED is not a legal agreement that bring obligations on governments to follow each recommendation. Though, the document includes the negotiated principles which are giving a way to desirable and feasible road to sustainable development.

After Rio Summit in 1992, the third summit, namely; World Summit on Sustainable Development (WSSD) - also organized by UNCED- took place in Johannesburg in 2002. It was declared that; commitment to Rio principles, full implementation of Agenda 21 and the Programme for the Agenda 21's further implementation was confirmed (UNCED/WSSD 2002). Moreover, the development goals of United Nations Millennium Declaration also confirmed as one of the internationally agreed sustainable development goals which need to be achieved. In 2012, United Nations Conference on Sustainable Development was organized in Rio de Janeiro. In this Earth Summit, it was reaffirmed that; sustainable development should be mainstreamed at all levels, integrating and interlinking economic, social and environmental dimensions so as to achieve sustainable development. It was also reaffirmed that; 'to achieve sustainable development by promoting sustained, inclusive and equitable economic growth, creating greater opportunities for all, reducing inequalities, raising basic standards of living, fostering equitable social development and inclusion, and promoting the integrated and sustainable management of natural resources and ecosystems that supports, inter alia, economic, social and human development while facilitating ecosystem conservation, regeneration and restoration and resilience in the face of new and emerging challenges' (UNCSD,2012, p.2)

By all those four Earth Summits, 'sustainable development' has gained important dominance in development context. In spite of all these efforts, namely; determining principles and objectives to clarify the meaning and correspondence of sustainable development, there is still a vague cogitation about what sustainable development exactly refers to. In the following section, it is addressed how sustainable development concept leads to practice.

### **2.3. Sustainable Development from Principle to Practice**

The term 'sustainable development' is an ambiguous and contradictory concept that does not remind the same thing to everyone. There exist many debates about the goals and means of sustainable development because the goals and means are interchangeable, depending on whether to handle 'sustainable development' in ecocentric or in technocentric views of environmental context. O'Riordan (1989) mentioned that the ecocentrics intend to support fair distribution of social and economic benefits, whereas, the technocentrics promote more on economic and political status quo. Marcuse (1998, p. 104), on the other hand, adds up another point to those debates and asserts that 'sustainability and social justice do not necessarily go hand in hand', sustainability is masking injustice, on the other side, social justice is masking environmental damage (Dobson 2000 in Hopwood, Mellor, and O'Brien, 2005).

O' Riordan in his map (see in Figure 2) showed the relationships between the socio-economic well being and environment, as well as, the actions that could be taken towards development in the context of those various approaches.

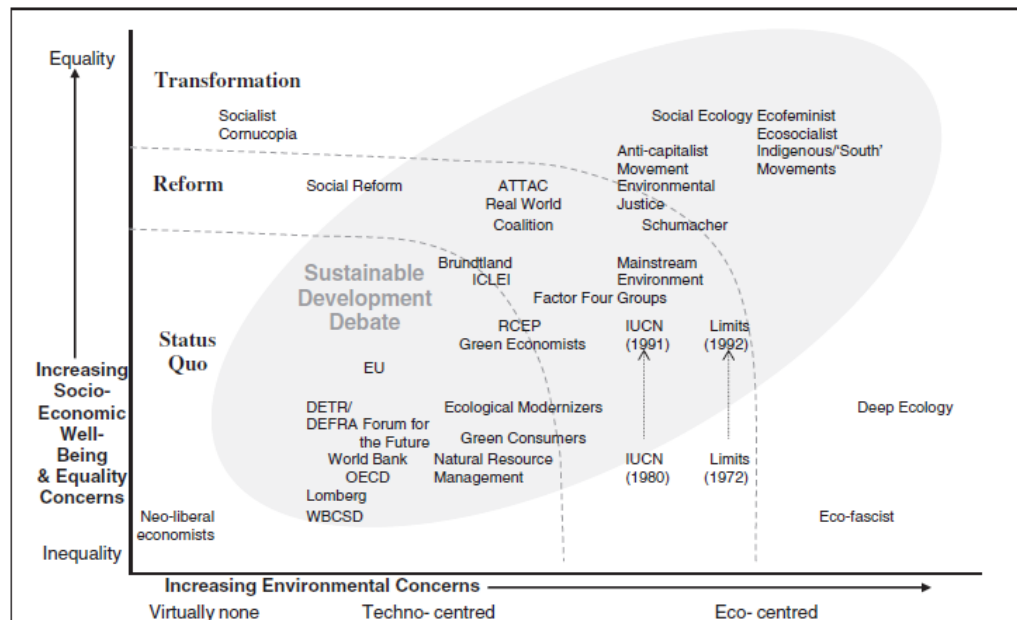


Figure 1. Mapping of views on sustainable development

## Figure 2: Mapping On Views on Sustainable Development

**Source:** Hopwood, Mellor, and O'Brien (2005, p. 41)

In the Figure 2, where the views on sustainable development are mapped, the vertical axis contains the socio-economic well-being concerns together with the level of importance given to human well-being and equality. The horizontal axis belongs to environment and it includes the environmental concerns according to ecocentric or technocentric point of views. The colored area in the figure represents the different ideas about sustainable development debate comprising; social, environmental and economic concerns.

There are three different views to manage sustainable development concerning the nature of required changes in society's socio-political and economic structures and human-environment relationships. Aforementioned views are; status quo, reform and transformation.

Status quo is the most dominant view among three other views concerning sustainable development. It is mainly because of the status quo supporters having strong and powerful positions in the society, by which they can easily affect most of the policies and decision making processes in any developmental attempts. Therefore, most common and dominant view concerning sustainable development is shaped by status quo defenders. The supporters

of this view are basically governments and businesses that hold political and economic power in the society.

The status quo approach promotes that; there is no need of change in society in terms of decision making and power relations and also to make adjustments. It is strongly believed that the market in itself will find the optimum for development. It has been fully recognized by status quo defenders that; the growth will compensate most of the problems. For them, additionally, the environmental sustainability is not as important as economic sustainability. They claim that; the environmental sustainability may stay in the last stage of development, because for some as Solow (1974) it is barely needed at all, as technology can replace nature (Hopwood, Mellor and O'Brien, 2005). In other saying, economic sustainability with technological changes can solve environmental problems, thus; environmental sustainability can be achieved.

According to Lomborg (2001) 'environmental quality of the developing world, securing growth so as to lift these people out of hunger and poverty is of the utmost importance since . . . only when we are sufficiently rich can we start to . . . deal with environmental problems' (Hopwood, Mellor and O'Brien, 2005, p. 42). Same as Lomborg, The World Bank (2000) states that; acceleration of growth, market friendly reforms and ensuring macroeconomic stability are the prerequisites for eliminating poverty which, indeed, is the major element of achieving sustainable development. To say, the economic perspective of traditional development perception is predominant for status quo proponents.

The supporters of the reform are not that strict as status quo supporters and do not disregard necessary changes in the society. Of course that does not mean that; the reformists are on the opinion that a fundamental change in society is a prerequisite for development. They are aware of many problems regarding to development, hence; they are critically handling the issues concerning the trends in the society and current policies of governments and most businesses about sustainable development (Hopwood, Mellor and O'Brien, 2005).

The reformists believe that; the main barrier towards development is not fully lying under the nature of society. In other saying, it is believed that there are more barriers towards development, rather than societies' inadequacies in certain aspects such as; level of participation and collaboration and uninterested attitudes towards any developmental attempts.

The reformists argue that; lack of knowledge and information in the society constitutes important barrier to achieve sustainable development. They pointed out that; the governments should play a key role to address these challenges. The main focus of the reformist view is; technology, good science and information, modifications to the market and reform of government (Hopwood, Mellor and O'Brien, 2005). According to reformist view, the environment needs to be protected by technological advances and a revolution in political system leads to a great change in democracy and participation.

The transformationists believe that; the main problem is the nature of society and its relations with nature. They propose that; it is fundamental to transform society with regard to how individuals interrelate or relate with the environment in order to prevent possible future collapse of environment. Hopwood, Mellor and O'Brien (2005) indicated that; the transformationists believe reformist view is inadequate because it is dealing with human well-being and environment insufficiently.

Some proponents of transformation substantially emphasize just environment or just socio-economic structure; on the other hand, some combine both.

The transformationist view contains lots of social and environmental challenges in it. According to George (1999) and Rees (1995), transformationists think that environment and society are concomitant and if radical change does not occur, both systems have the risk of breakdown (Hopwood, Mellor and O'Brien, 2005).

The transformationist view of sustainable development puts emphasis on the social equity, by which people can have control over their lives and resources. Thus, the risk of environmental damage and unequal distribution of resources can be minimized. The followers of this view believe that; the radical change in the society is crucial so as to achieve all those debates regarding sustainable development.

As it can be understood from the perspectives of status quo, reform and transformation, there are different ideas about how to handle sustainable development and its three pillars. Because of being a confusing and vague concept, implementation and measurement of sustainable development becomes even complex.

It has been argued that, the implementation of sustainable development is a difficult task, not just because of its diverse interpretations, but also the present situation of the world. According to World Development Report (2003, p. 183) getting the world on a sustainable development path is problematic because:

- In many developing countries, productivity is low, growth is stagnant, and unemployment is high
- The number of people living on less than \$1 a day (1.2 billion) is dropping but it is still a challenge, and more people are living on fragile lands.
- Income inequality is rising. Average income in the wealthiest 20 countries is 37 times that in the poorest 20 countries-twice the ratio in 1970.
- Many of the poorest countries are wracked by civil conflict, with animosities deep and prolonged.
- Stress on the environment is increasing. Fisheries are being overexploited, soils degraded, coral reefs destroyed, tropical forests lost, air and water polluted.
- The financial transfers to address these issues are far from adequate, even though the resources are available.

Moreover to all those realities indicated by World Development Report (2003), the fundamental questions regarding sustainable development still have no clear answers. Such questions are; ‘Who is responsible from sustainable development?’, ‘What should be sustained primarily?’, ‘For how long it should be sustained?’ and etc... It is, may be, as Dresner (2002, p. 67) expressed, ‘sustainable development is not such a vague idea as it sometimes accused of being’ (Telfer and Sharpley, 2008).

In the following section, tourism sector will be evaluated in the context of sustainable development. The concept of ‘sustainable tourism development’ will be discussed according to its challenges and weaknesses.

## **2.4. Sustainable Tourism Development**

Tourism is one of the leading sectors in many national economies. It is widely accepted as an important sector to promote local economies. Lankford and Howard (1994) asserted that; ‘... tourism is a source of new employment, revenues, additional tax receipts, foreign exchange benefits, and enhances community infrastructure that will, in turn, attract other industries’ (Ko and Steward, 2002, p. 521). Therefore, while tourism industry continues to grow, it creates more and more people who are dependent upon to the viability of this activity.

Tourism industry, without doubt, has many positive effects on local communities. First of all, tourism can induce the development of many sectors which do not need considerable investment and high skilled workers such as; agriculture, construction and etc... Thus, the growth of tourism activities can significantly contribute alleviating poverty (Neto, 2003). Secondly, tourism is a labor intensive sector and it provides employment opportunities for unskilled labor, especially for women. According to International Labor Organization (ILO) (2001, p. 74), ‘the proportion of women in the tourism industry (excluding the informal sector) has risen to 46 per cent, while in catering and accommodation they represent over 90 per cent of all employees.’ Thirdly, the development of tourism directly both leads to and also dependent upon the improvement of infrastructure facilities, telecommunication, sewerage systems and some other public services that constitutes rehabilitation in host communities’ living conditions. Moreover, ‘the increase in social overhead capital can also help attract other industries to a disadvantaged area and thus be a stimulus to regional economic development’ (Neto, 2003, p. 215).

Contrary to those aforementioned positive effects, tourism can create several problems. First, the rapid and unplanned growth of tourism can cause environmental degradation and natural resource depletion. Tourism is water and energy intensive sector that may induce serious pressures on local resources. In other words, energy or water related environmental impacts can occur, especially at the local level. In addition to this, as Neto (2003, p.216 ) indicated, ‘rapid tourism development can intensify competition for land resources other uses and lead to rising land prices and increased pressure to build on agricultural land.’ This argument, emphasized by Neto (2003), is notably true for loss of forests and wetlands. Thereby, an irreversible damage on ecologically fragile areas becomes inevitable together with loss of

wildlife habitats and endangered species. Second, tourism industry may cause loss of economic benefits and local deterioration such as; more dependence on foreign capital, inflation and a low education trap for locals (Giannoni and Maupertus, 2007). In Choi and Sirakaya (2005), it is stressed on that; tourism sector has quite high economic leakages with respect to imported goods, payment of loyalty and nonlocal transportation and increase in foreign investment. Besides to those environmental and economic problems created by rapid and unplanned tourism growth, there are various socio cultural negative effects such as; 'loss of cultural identity and integrity, cross cultural misunderstandings, reinforcing existing prejudices' (Inskeep, 1991, p. 16). Moreover, unfair distribution of wealth, which is generated by tourism development, may create a long term conflict between residents of the tourism destination. As Huang and Stewart (1996) indicated, tourism development may change residents' relationships to one another and to their community.

If tourism is not planned in a proper way it may cause long term damage on host community's well-being and environment. Neto (2003, p. 216) pointed out that; '... it is now widely recognized not only that uncontrolled tourism expansion is likely to lead to environmental degradation, but also that environmental degradation, in turn, poses a serious threat to tourism activities.' To put it in a different way, there is a strong correlation between the environment and tourism activities. In addition to this, the societal characteristics are also important attributes of sustainable tourism development that should be taken into account while planning the tourism development. However, it is predominantly agreed upon that; most of the time tourism development is not properly handled on the purpose of maximizing its long term benefits on host communities and environment while reducing its long and short term negative effects. This constitutes, actually, one of the important problems of tourism industry. As Allen et al. (1988, p. 16) stated 'Unfortunately, many state and local governments attempt to optimize economic benefits {of tourism}, with little regard to the social and environmental cost associated with tourism expansion' (Faulkner and Tideswell, 1997).

#### **2.4.1. What is Sustainable Tourism Development?**

Conventional mass tourism, which is the most common form of tourism development, has generally accepted as an unsustainable form of tourism because of it is being opposite to sustainable development principles and objectives. Therefore, the concerns about tourism development have risen up. The need of approaching tourism in sustainable development context has become one of the main concerns of tourism theorists and practitioners since 1990s'. As Hunter (1997) indicated, the paradigm of conventional tourism development has substantially shifted to a new way of development, which is, namely, sustainable tourism development.

According to WTO (2001) 'sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems' (Liu, 2010, p. 460).

However, the term ‘sustainable tourism development’ is as pitchy concept, same as sustainable development. As Garrod and Fyall (1998) states; sustainable tourism has meant different things to many people. For some, sustainable tourism is an alternative form of conventional mass tourism that takes care of host communities’ environment, improves their quality of life and provides high level of visitor satisfaction. For some others, sustainable tourism is a concept which addresses the minimization of negative tourism impacts, while maintaining its long term viability (Liu, 2010).

Whether there is a consensus in sustainable tourism concept or not, most of the researches seem to agree that it is a ‘positive approach that intends to reduce tensions and friction created by the complex interaction between the tourism industry, visitors, the environment and the communities which are host to holiday makers’ (Bramwell and Lane, 1993 in Liu, 2010, p. 460). It is mainly agreed upon that the concept should harmonize and include, at least, the three pillars of sustainable development. The researchers believe that; the sustainable tourism should be ‘ecologically responsible, socially compatible, culturally appropriate, politically equitable, technologically supportive, and finally economically viable for the host community’ (Choi and Sirakaya, 2005, p.382). However, for some authors like Pigram (1990), tourism can only be sustainable when it is based upon some options or strategies considered preferable to mass tourism. Below, the objectives and principles of sustainable tourism development are explained.

#### **2.4.2. What are the Principles and Objectives of Sustainable Tourism?**

The basic principles and objectives of sustainable tourism should be compatible with the general principles of sustainable development. In the meantime, they are depended upon how tourism sector positioned in sustainability context. In other words, the principles and objectives are set forth regarding whether to consider the sustainability of tourism sector in itself or to handle it as a means of achieving sustainable development (Telfer and Sharpley, 2008).

As it is admitted by Tourism Stream Action Committee of the Globe ’90 Conference on Sustainable Development, tourism sector should be evaluated in the context of sustainable development. The guiding principles to plan and manage tourism are given below (Cronin 1990 in Telfer and Sharpley, 2008, p. 42):

- Tourism must be recognized sustainable economic development option, considered equally with other economic activities;
- There must be a relevant tourism information base to permit recognition, analysis and monitoring of the tourism industry in relation to other sectors of the economy;
- Tourism development must be carried out in a way that is compatible with the principles of sustainable development.

Undoubtedly, the given guiding principles explain basically how to assess and handle tourism sector. First of all, it should be recognized that the dichotomy of mass tourism

becomes irrelevant if the tourism sector must follow the principles of sustainable tourism. This is because the conventional mass tourism development is not compatible with sustainable tourism development principles in certain aspects. To illustrate; mass tourism development cares about maximization of economic well-being, whereas, sustainable tourism development cares about balancing all three pillars- economic, social and environmental. To be more clear, some proponents of mass tourism argues that; the priority in tourism development is to increase economic benefits, therefore, the conventional mass tourism is the best option to reach this aim. However, as Trousdale and Gentoral (1998) indicated, ‘the growth rate of tourism development should remain within the community’s capacity to accommodate growth and restore damaged natural and cultural resources’ (Choi and Sirakaya, 2005, p. 383).

Secondly, the proposed guiding principles accept that; the tourism sector should be evaluated in a broader context in terms of its economic, social and environmental impacts. Moreover, it is indirectly expressed that; tourism sector should be evaluated in the light of sustainable development because its holistic approach, which includes the whole tourism system, dictates.

Cater (1993) pointed out three main objectives of sustainable tourism. They are; ‘meeting the needs of the host population in terms of improved living standards both in the short and long term; satisfying the demands of a growing number of tourists; and safeguarding the natural environment in order to achieve both of the preceding aims’ (Liu, 2010, p. 460). As it is indicated by Cater (1993), for tourism to be sustainable it should take the host communities’ needs into consideration as one of the primary objectives of development. Therefore, in tourism development ‘the principle of community involvement appears to satisfy the specific requirements of self-reliance and endogenous development that are critical elements of sustainable development paradigm’ (Telfer and Sharpley, 2008, p. 43).

In Table 6, the summary of sustainable tourism principles are shown.

**Table 6: Sustainable Tourism Development: A Summary of Principles**

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- The conservation and sustainable use of natural, social and cultural resources are crucial. Therefore, tourism should be planned and managed within environmental limits and with due regard for the long-term appropriate use of natural and human resources.
  - Tourism planning, development and operation should be integrated into national and local sustainable development strategies. In particular, consideration should be given to different types of tourism development and the ways in which they link with existing land and resource uses and socio-cultural factors.
  - Tourism should support a wide range of local economic activities, taking environmental costs and benefits into account, but it should not be permitted to become an activity which dominates the economic base of area.

**Table 6** (continued)

- Local communities should be encouraged and expected to participate in the planning, development and control of tourism with the support of government and the industry. Particular attention should be paid to involving indigenous people, women and minority groups to ensure the equitable distribution of benefits of tourism.
- All organizations and individuals should respect the culture, economy, way of life, environment and political structures in the destination area.
- All stakeholders with tourism should be educated about the need to develop more sustainable forms of tourism. This includes staff training and raising awareness, through education and marketing tourism responsibly, of sustainability issues among host communities and tourists themselves.
- Research should be undertaken throughout all stages of tourism development and operation to monitor impacts, solve problems and to allow local people and others to respond to changes and take advantage of opportunities.
- All agencies, organizations, businesses and individuals should cooperate and work together to avoid potential conflict and to optimize the benefits to all involved in the development and management of tourism.

*Sources: Adapted from: Eber (1992); WTO (1993); ETB (1991); WTO/WTTC (1996); EC (1993).*

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**Source:** Telfer and Shapley, 2008, p. 43

The issues pointed out in Table 4 indicate how sustainable tourism should be developed and managed, regarding the fundamental sustainable development principles, which are namely; holistic approach, equity and futurity in specific to tourism industry.

To sum up, sustainable tourism is recognized as a path to sustainable development and as Bramwell (2006) stated; by STD industrial goals can be balanced together with environmental and social needs. That's why the principles and objectives of sustainable tourism are depended upon to the principles of sustainable development. However, there exist many vigorous debates about sustainable tourism development, same as sustainable development, such as; how sustainable tourism should be, how it can be assessed, what the measurement criteria are and who is responsible from its implementation.

#### **2.4.3. Weaknesses and Challenges of Sustainable Tourism Development**

There are various undefined or unanswered fundamental questions of sustainability that need to be addressed such as; what to assess, how to sustain, what are the baseline indicators of sustainability, who are responsible from it and etc.... Therefore, 'the applicability of sustainable development to the specific context of tourism is rarely questioned' (Sharpley,

2010, p. 1). However, there is no doubt that the tourism scholars and practitioners believe sustainability of tourism is a necessity for its long term viability. This argument is mainly because of the weak ability of tourism sector to adapt itself into the changing conditions. In other words, tourism sector has vulnerabilities in certain aspects that should be sustained for its long term viability. To illustrate; if tourism is not appropriately planned in an environmentally vulnerable area, it can cause an environmental degradation and the area will no longer be an attractive tourist destination. Thus; the tourism unfortunately will not be viable.

The main argument about sustainable tourism development is whether to focus on sustainable tourism as an economic activity or to handle tourism as a vehicle for supporting sustainable development (Sharpley, 2000). This vigorous and notwithstanding debate, in the meantime, does not rule out an absolute agreement on tourism development, which should have its merits in sustainability context. According to Berno and Bricker (2001), what all those debates about sustainable tourism fail to do is; to build a theoretical link between the concept of sustainable development and the particular context of tourism. Therefore, the further development and implications of sustainable tourism becomes more complex and contradictory. As a result, it becomes inevitable to fail to address the role of tourism and validity of sustainable tourism (Sharpley, 2000).

The weaknesses and challenges of sustainable tourism can be discussed in two categories depending on whether to handle tourism development as ‘tourism-centric’ or to handle it as an element of sustainable development. Firstly, the weaknesses and challenges of STD will be discussed in the context of ‘tourism- centric’ approaches, which admits tourism should be sustained as an economic activity. Secondly, the weaknesses and challenges of tourism development will be discussed regarding tourism as a part of sustainable development.

First of all, if weaknesses and challenges of tourism-oriented sustainability will be discussed, tourism needs to be clarified in terms of its structure.

Tourism industry is not an economic activity that contains just one type of business. Conversely, it is comprised of many businesses that have strong or weak linkages within and between each other. According to Likorish and Jenkins (1997), the trades of tourism industry can be grouped in three categories. These are; (1) ‘the primary trades, which are most commonly associated with tourism (e.g., transport, tour companies, travel agencies, accommodations, catering facilities and attractions); (2) the secondary trades that help support tourism, though are not exclusive to tourism (e.g., retail shopping, banks and insurance, entertainment and leisure activities, personal services); and, (3) the tertiary trades, which provide the basic infrastructure and support for tourism (e.g., public sector services, food and fuel, manufacturing)’ (Berno and Bricker, 2001, p. 6).

Multi-sector structure of tourism makes its multiplier effect high if it is planned and implemented in a proper way. However, in most of the cases tourism development cannot be planned appropriately to get more value added. In other words, tourism usually grows in an unplanned circumstance that makes it rarely feasible for development. There are, of course,

many reasons lying under unplanned tourism development; however, few of them are really important in tourism oriented sustainability context that needs to be pointed out.

Initially, the sectoral linkages between and within different sectors, composing tourism industry, are not explicitly defined. Therefore, the probable negative or positive effects of any initiative in one sector on the other cannot be estimated appropriately. This situation, indeed, makes sustainability of tourism a complicated task. Apparently, tourism is comprised of many sectors which have different dynamics in itself and as well as with each other; therefore, it is extremely hard to estimate what to sustain primarily in such a complex inter-sectoral linkages. Yet, the linkages between and within those sectors are not defined.

Secondly, tourism sector has, undoubtedly, various actors who have many different priorities, needs and concerns. For this reason, apart from multi-sector relations, sustainability of tourism spreads in a wider context regarding; those actors, their needs and expectations. This situation directly makes tourism oriented sustainability more complicated and complex.

Thirdly, it is again because of the complicated and complex nature of tourism industry, the very important questions regarding tourism-oriented sustainability cannot be answered sufficiently. Such questions are like; ‘What to achieve primarily in tourism sector?’, ‘How to assess sustainability of tourism sector?’, ‘What are the baseline indicators of sustainability of tourism sector?’ and etc... Apart from this, it should be touched on that tourism sector does not have only tangible products. According to Berno and Bricker (2001, p. 6), ‘tourism product is composite in nature and includes tangible and intangible aspects.’ Therefore, it becomes quite nonsense even to question how to assess sustainability of such intangible and tangible aspects of tourism when it is thought that there is still no general consensus on sustainability indicators.

To sum up, sustainable tourism development becomes very complex and chaotic when it is approached from ‘tourism-centric’ perspective. It is because of tourism, as a sector, is extremely complex in relation to the undefined and inexplicit relationships between variety of sectors and actors which makes its sustainability stalemate. Therefore, tourism oriented sustainability is very far from being an easy and achievable task.

Second approach of STD is to handle tourism as an element of sustainable development (SD). In this approach, there are also vigorous debates about convenience of tourism industry to sustainable development principles which are set forth by the various international organizations like; WTO, WTTC, UNEP and etc...

The critics towards sustainable development are also valid for sustainable tourism development. To begin with, lack of realism and pragmatism in sustainable development creates lots of questions with blurry answers that are also eligible for sustainable tourism development. Some of these critical questions are posed by Luke (1995, p. 21-22) are as follows;

Sustainable for how long: a generation, one century, a millennium, ten millennia? Sustainable as what level of human appropriation: individual households, local villages, major cities, entire nations, global economies? Sustainable for whom: all humans alive now, all humans that will ever live, all human beings living at this time, all living beings that will ever live? Sustainable under what conditions: for transnational contemporary capitalism, for low impact Neolithic hunters and gatherers, for some future space-faring global empire? Sustainable development of what: personal income, social complexity, gross national product; GNP frugality, individual consumption, ecological biodiversity?

Those questions, indicated above, are more related to sustainable development concept. Tourism is a complicated sector, having many dynamics and actors in its administration, production and organization. Therefore, the fundamental questions concerning the application of tourism industry are posed by Wall (1997, p. 45) as follows;

But what is this greater good and what is to be sustained and who is to decide this? ...Should one be trying to sustain individuals, communities, regions or nations; experiences for tourists, incomes for businesses or lifestyle for residents; individual enterprises, economic sectors or whole economies and production systems; economic activities, cultural expressions or environmental conditions? Should all existing tourism developments be sustained or is it preferable that some be allowed to decline gracefully to be replaced by other activities? And should these new activities be touristic so that one could speak of sustainable tourism even though the form of tourism has changed and the new form might not contribute to the broader goal of sustainable development? Must all tourism developments be sustainable, or can one envisage situations in which tourism is advocated as a temporary, intermediate means to achieve other, longer-term goals?

These fundamental questions can be extended and detailed, while it is amplifying to sustainable tourism challenge. There is actually no doubt that those challenges, regarding sustainable tourism, affect its implications. It is, may be, for this reason that there are no strong and macro scale evidences of sustainable tourism which shows its successful implementation and management. Inskeep (1991) pointed out that are very few examples of tourism development, in which principles and objectives of sustainable development can be undoubtedly transposed. Wheeler (1991) stated, the sustainable tourism practices are most of the time small scale and consist of eco or alternative tourism projects which do not enable macro solutions to the global tourism problems.

Although there is a strong proposition of rooting sustainable tourism on the principles of sustainable development, there is a considerable mismatch between sustainable tourism and its parental paradigm (Lanfant and Graburn 1992 in Sharpley, 2010). The main critic is that; the principles and objectives of sustainable development, which are directly transferred to tourism industry, do not fit with the necessities and realities of tourism sector. To be clear, tourism is not a 'smokeless' industry and in reality, the 'scale, scope and nature of demand for tourism represents a significant challenge to sustainable development' (Telfer and

Sharpley, 2008, p.45). The 'fundamental truths' of tourism industry defined by McKercher (1993) are as follows:

- As an industrial activity, tourism consumes resources, creates waste and has specific infrastructure needs;
- As a consumer of resources, it has the ability to over consume resources to excess;
- Tourism, as a resource dependent industry must compete for scarce resources to ensure its survival;
- Tourism is a private sector dominated industry, with investment decisions being based predominantly on profit maximization;
- Tourism is a multi-faceted industry, and as such it is almost impossible to control;
- Tourists are consumers, not anthropologists;
- Tourism is entertainment;
- Unlike other industrial activities, tourism generates income by importing clients rather than exporting its product (Telfer and Sharpley, 2008, p.44-45).

These detections, indicated by McKercher (1993), are emphasizing the realities of tourism industry. At the same time, they point out the restrictions in sustainable tourism. But, of course, these detections comprise just a small piece of obstacles towards sustainable tourism. There are many weaknesses and challenges regarding evaluation of tourism sector in respect to sustainable development context.

Firstly, it is usually perceived that some alternative forms of tourism, contrary to traditional mass tourism, are equivalent to sustainable tourism. The reason behind this admittance is that; some alternative forms of tourism are, not comprehensively, compatible with sustainable development principles. Moreover, alternative tourism forms are often implemented in small scale; therefore, their negative or positive effects cannot be as much as traditional mass tourism. For these reasons, comparative to conventional mass tourism, alternative tourism forms recognized as sustainable tourism. However as Godfrey (1998) defined, the main confusion of sustainable tourism stems from new attempts to define new types of tourism as an alternative to what has been done by mass tourism. It needs to be stressed out that; sustainable tourism should not be used interchangeably with the alternative forms of tourism such as; ecotourism, soft tourism, green tourism and etc. because all types of alternative tourism cannot be accepted as sustainable. Berno and Bricker (2001, p. 15) indicated; 'no single type of tourism is inherently more sustainable than another.'

An additional critic towards alternative tourism and sustainable tourism confusion is; alternative tourism does not comprehend the multi-sector and multi-actor structure of tourism sector. In most of the cases, the complex nature of tourism sector is eliminated. For this reason, this new approach of sustainable tourism, namely alternative tourism, frequently fails to reflect the realities of tourism industry. To be more explicit, although there is a growing interest towards alternative tourism forms, mass tourism still has the greatest share

and contribution to the national economy. Hence, the tourism investments of governments and private sector are comparatively higher in mass tourism industry. As a result, the relation between tourism industry and sustainable development becomes a conflicting issue.

Secondly, sustainable development has a holistic approach which is, obviously, important in tourism sector in terms of; cooperation, collaboration and integration. However, as Berno and Bricker (2001, p.1) pointed out; 'the diverse and often conflicting interests in tourism development held by a broad range of stakeholders.' Therefore, it is not easy to unify a sufficient tourism planning and management guide (Harrison, 1996). Thus, such conflicting interests of different stakeholders places tourism industry in a dilemma.

Thirdly, as it is emphasized in Table 6, participatory planning and integration of local communities to the planning and management process of tourism are the assets of sustainable tourism development. However, lack of knowledge and interest of local communities restrains community involvement in decision making process.

Apart from community involvement, power relations in the society constitute another barrier towards sustainable development of tourism. Explicitly, distribution of power and its relations between and within diverse groups are usually denied by the policy makers and practitioners, which in many cases cause rarely equitable distribution of tourism benefits among stakeholders. Therefore, tourism practices may not be accepted by whole of the community that directly makes tourism development unsustainable.

Another relevant concern with insufficient community involvement is; tourism development may not be able to contribute to the eradication of poverty and social deprivation of host communities. However, according to Telfer and Sharpley (2008, p.45) 'Interestingly, more recent approaches to sustainable tourism do, in fact, focus on the specific issue of poverty and, in particular, the need to develop policies that spread the benefits of tourism development to the poorest members of destination societies who are unable to establish a formal position in the local tourism system.' In sustainable tourism context, all stakeholders are equally important and their embracement of tourism development is fundamental, or else, 'long range objectives of sustainable development cannot be achieved if one group is continually subordinated others' (Liu, 2010, p. 467). In other saying, equal distribution of benefits among different groups is an indubitable asset of sustainable tourism development.

Another weakness concerning sustainable development oriented tourism is; 'tourism development is both supply-led and demand- driven' (Liu, 2010, p. 462). However, in sustainable development context the demand driven characteristic of tourism industry usually disregarded, as if without demand tourism can be sustainable. According to Liu (2010, p. 462), 'no destination can take the growth of its tourism industry for granted as increasing tourist demand will be shared by, and distributed across, many competing destinations.' That's to say, without acceptable tourism demand any effort for sustainable tourism will be nonsense.

Liu (2010, p. 461) summarized some important points regarding weaknesses of sustainable tourism development, which are given below;

- No due attention has yet been paid to that of tourist demand.
- Resource sustainability is often limited to the preservation and conservation of resources and fails to appreciate that resources are a complex and dynamic concept.
- No due attention has yet been paid to intra-generational equity.
- An overwhelming majority of the writers in the field appear to have a view that the destination community should reap the economic benefits of tourism but keep its culture intact. Many argue that the social and cultural impacts of tourism are primarily negative and any tourism-related socio-cultural changes should be avoided.
- The determination of the absolute level and pace of development has not been without problems as well. Many tourism organizations and academics have searched for ways to set the limit or threshold to tourism growth, through identifying carrying capacities and indicators of sustainable development, but with limited success.
- The means and instruments advocated for achieving sustainable tourism are often fraught with simplistic or naïve views. Many writers and practitioners enthusiastically promote ecotourism, alternative tourism, responsible tourism, soft tourism, low-impact tourism, community tourism, and so on, as the path to sustainable tourism development. But experiences show that none of these forms can be relied on as the way forward for a sustainable and growing tourism industry worldwide.

To sum up, there are many challenges and weaknesses of sustainable development concept. These challenges and weaknesses are overwhelming when tourism industry defined as a part of sustainable development. This is resulted mainly from the complex nature of tourism industry, additional to the contradictory and blurred structure of sustainable development context.

## **2.5. Conclusions**

This chapter introduced briefly how sustainable tourism concept emerged on the basis of sustainable development concept and how its principles have been shaped by the principles and objectives of sustainable development. The challenges and weaknesses of sustainable development were also specified to understand the main challenges of sustainable tourism development.

There are many problems related with tourism sector except from its' sustainability measures. Thus, when the sustainability of tourism taken into account, the problems overgrow and the ideas become blurry. However, it cannot be asserted that tourism oriented sustainability is an insurmountable issue. Yet, it should be recognized that tourism oriented

sustainable development is a hard phenomena. The blurry context of sustainable development, together with complex and chaotic nature of tourism sector, makes sustainable tourism development a difficult task. The various constraints of tourism sector and its contribution to sustainable development are as below.

Firstly, tourism is a complex sector; therefore, it cannot solely contribute to sustainable development. As emphasized in the previous section, the theoretical link between tourism industry and sustainable development fails to address lots of important questions. Moreover, the fundamental truths of tourism industry such as; its profit oriented market mechanism, are not compatible with the principles and objectives of sustainable development. In other words, tourism sector mostly takes the economic development into account rather than considering environmental and social well being. Therefore, in tourism sector, except from economic dimension, the other two dimensions of sustainable development become less important. But that does not mean that tourism is thoroughly against sustainable development principles and objectives. Some forms of tourism can coincide with sustainable development principles only if they are planned in a proper way. That is to say, if the vulnerabilities of tourism sector are taken into consideration, tourism can accomplish sustainable development principles and objectives in certain circumstances.

Secondly, tourism is a multi-sectoral activity and it is fragmented and complicated. Therefore, it is not easy to adapt it to sustainable development context. When the holistic approach, futurity and equity principles of sustainable development examined, it can be understood that holistic approach of sustainable development envisages balanced development within all three sustainability dimensions. Holistic approach provides ‘all elements of the tourism experience should be sustainable’ for sustainable tourism development which is, indeed, hard to achieve without proper tourism planning (Telfer and Sharpley, 2008, p. 47). Explicitly, holistic approach of sustainable tourism development is hard to achieve in its macro scale implementations because of being complex in regard to identification of vulnerabilities, potentials and weaknesses of the tourism area. In other words, holistic approach can be more adaptable in micro scale tourism development attempts due to its feasibility in identification of the conditions of tourism area.

Thirdly, tourism sector is unable to maintain futurity principle of sustainable development. To be clear, there are various segments in tourism sector that are comprised largely of small and profit oriented businesses. Thus, economic development aspect will usually be more dominant than the other two aspects of sustainable development. On the other hand, there is a growing interest towards more sustainable ways of tourism. Some alternative forms of tourism are recognized as sustainable tourism; although, not all of them provide the conditions of sustainable tourism. Yet, there are some micro scale tourism initiatives to be admitted as sustainable. Such kinds of tourism initiatives have started to create new types of businesses that are also small scale and profit oriented, promoting and advertising sustainable forms of tourism development. It is without any doubt that; new attempts to develop more sustainable tourism forms created its own market through which sustainable tourism enterprises can be supported.

Fourthly, equity is another principle of sustainable development that is also hard to achieve. Sustainable development proposes equal and fair distribution of benefits both for present and future generations, as well as, considering intra and inter-generational equity. Telfer and Sharpley (2008) mentioned that; the tourism system is dominated by local elites who strictly restrain easy access to the opportunities created by tourism development. Therefore, the overall benefits generated by tourism development cannot be fairly distributed among all stakeholders, which possess a serious threat on sustainability of tourism development. However, equity principle of sustainable development can be achieved through increasing local awareness and local capacities, together with participatory planning approach. Thus, the unequal distribution of benefits can be diminished and comparatively equal access to the opportunities offered by tourism development can be managed. On the other side, it should be noted that; tourism is a growing industry in many national economies. In particular, tourism is seen as an important contributor of economic development in underdeveloped countries. However, in many underdeveloped countries tourism practices fail to address sustainable development in the matter of; governance, high community involvement, integrated and collaborative working systems and etc... Moreover, as it was pointed out in previous parts; environmental degradation, deepened conflict of interest in the society, loss of local genuineness and culture, higher dependency to the global economy and degeneration of local assets are caused by unplanned and unsustainable tourism development, all of which actually emerge as a global problem.

It is argued that; the most effective but not comprehensive sustainable tourism practices are applied in micro level with alternative forms of tourism even though sustainable development should be achieved more at macro level. However, ‘...sustainable tourism is not a unique or isolated procedure, but rather an interdependent function of a wider and permanent socio-economic development process’ (Godfrey, 1998, p. 214). For this reason, Hunter (1997) emphasized on that; sustainable tourism is an adaptable paradigm serving many different pathways to various contexts, regarding specific local conditions and needs. This statement, indirectly dictates that; some alternative forms of tourism, which are applicable at micro level, can be assessed favorable for sustainable development if they are planned and implemented in the light of sustainable development principles and objectives. As Wall (1997) indicated, the most important question about sustainable tourism is: whether and in what form might tourism contribute to sustainable development; though, it has been criticized by some scholars that no forms of tourism development will contribute to sustainable development.

## **CHAPTER 3**

### **EVALUATION OF COMMUNITY BASED ECOTOURISM IN SUSTAINABLE TOURISM CONTEXT**

Tourism can be an important source of income and improved standards of life only if; economic, social and ecological goals are maintained in balance. As a consequence, conventional mass tourism strategies has yield its place to community based niche tourism strategies in order to minimize harmful effects while generating benefits to local communities (Shunnaq, Schwab and Reid, 2008). According to Bramwell and Lane (1993), sustainable community tourism should aim to improve quality of life for the host community by generating social and economic benefits, as well as, by protecting natural environment. In order to manage sustainable tourism development Southgate and Sharpley (2002) indicated that tourism developers should respect the local needs; therefore, they need to engage with local communities' decisions. In other words, local communities' perceptions and vulnerabilities should be taken into account by policy makers in order to develop tourism in a sustainable way. Shunnaq, Schwab and Reid (2008) pointed out that; community based tourism approaches have succeeded throughout the world in protection and promotion of natural environment together with improvement of communities' standards of living. In this chapter, community based tourism and community based ecotourism concepts were explained to understand the convenience of community based tourism approaches to sustainable tourism context. The concept of community based tourism was identified through sustainable community tourism, which indeed constitutes the base of community based tourism. At the end of the chapter, community based ecotourism was evaluated in accordance with its key principles and challenges in the less developed world.

#### **3.1. What is Community Based Tourism?**

The concept of community based tourism (CBT) emerged out of the concept of sustainable community tourism (SCT) referring to a type of tourism that does not damage social, environmental and cultural systems of the community (Gunn, 1994). Community based tourism (CBT), on the other side, refers to a type of tourism which provides high levels of community participation under sustainability umbrella (Telfer and Sharpley, 2008). Although the necessities and principles of sustainable community tourism form the basis of community based tourism approaches, the concepts of sustainable community tourism and community based tourism emphasize different priorities in tourism development. In order to better understand community based tourism, sustainable community tourism and its principles are initially explained.

As stated by Gunn (1994) sustainable community tourism (SCT) is a type of tourism which does not damage local communities well being, conversely, it should enable maximum benefit to local people from tourism development under sustainability umbrella. In order to construct sustainable community tourism, active participation of the community residents is

considered to be one of the critical principles. Moreover, provision of visitor satisfaction is also an important criterion for long-term sustainability of tourism. There are some important components of sustainable community tourism (SCT) defined by Butler (1993) as; long-term planning, community tourism, acceptable scale of development, optimal economic benefits, policy management, resource protection, respect to overall environment (Choi and Sirakaya, 2005, p. 382). In addition to this, McIntyre (1993) also defined some components relevant with SCT such as; national level policies, fair distribution of benefits, visitor management and satisfaction, long term planning, active participation of community and protection of resources. The existing literature (Inskeep 1991; Lélé 1991; Klemm 1992; McIntyre 1993; Cater 1993; Gunn 1994; Jamal and Getz 1995; Goulet 1995; Manning and Dougherty 1995; Harris and Leiper 1995; Briguglio et al. 1996; Harrison 1996; Dymond 1997; Berry and Ladkin 1997; Hunter 1997; Stabler 1997; Wahab and Pigram 1997; Garrod and Fyall 1998; Godfrey 1998; Mowforth and Munt 1998; Sharpley and Sharpley 1997; Sharpley 2000; Bramwell and Sharman 1999; Butler 1993, 1999; Hardy and Beeton 2001; Miller 2001 cited by Choi and Sirakaya, 2005, p. 382-383) includes SCT principles and headlines as follows:

- community-driven or community-based tourism development (e.g., residents' benefits in use of recreational facilities, community reinvestment funds, local first policy, promotion of local businesses, local participation);
- minimization of negative social and cultural impacts;
- optimization of economic benefits;
- environmental concern (e.g., protection of physical and man-made resources, ethics, policy, standards, minimization of negative impacts);
- planning (long term, integrated, participatory);
- visitor management (e.g., visitor satisfaction, maintaining destination attractiveness, use of proper tools); and
- full community participation (e.g., leadership roles, active participation, participation in decision making, collaboration, information, and communication).

Adverse to conventional tourism development, SCT needs to balance social, economic and environmental goals in local and regional scales. In SCT, economic benefits need to be distributed equally among community so that overall community can benefit from tourism development. For this reason, variation in the local economy and improvement of local economic linkages are considered as important steps to structure SCT principles in terms of fair share of economic benefits all over the community. According to Choi and Sirakaya (2005), fair share of economic benefits can be achieved only through active involvement of the overall community in tourism decision making and development process.

Some researchers and decision makers assert that; participatory planning process is time consuming and ineffective because of lack of local knowledge and collaboration. However, Gunn (1994) and Butcher (1997) assert that; SCT is a tool for promotion of local control and knowledge in order to evaluate tourism development. Boothroyd (1986), on the other side, stated that; although participatory planning process is time consuming, it is more likely to achieve the principles of sustainable tourism development. He is also indicated that;

participatory planning process ensures more equitable decisions by using local knowledge so that tourism can be developed in a more sustainable manner. Additionally, UN (2001) report stressed out the importance of participatory planning process in accordance with supporting local capabilities to protect cultural and natural resources. To say, it is thought that SCT is more likely to succeed in building up integral components of sustainability by increasing local capacities, so that self sufficient communities can be structured.

According to Sharpley (2000), SCT refers to the holistic approach of sustainability, which means; SCT balances the three elements of sustainable development, namely; host community, tourists and tourism industry. Therefore, planning and management of SCT should focus on increasing local capacities and improving other resources in order to support holistic development of tourism industry. For this reason, McIntyre (1993) stressed out the importance of SCT and indicated the goals of SCT as; strengthening local residents' well being, supporting community residents to participate in decision making process and distributing revenues from tourism to local residents.

Unfortunately, most of the case studies show that community residents were excluded from decision making process that results an unsustainable tourism development. In other words, exclusion of local residents from tourism decision making process usually makes local residents resentful of tourism and tourists (Hall, 1994). For this reason, decision makers and planners should enable local communities to involve in decision making process so that economic, social, cultural, environmental, and political sustainability can be achieved (Choi and Sirakaya, 2005).

In consideration of sustainable community tourism principles and necessities, it can be asserted that; active community involvement has a high degree of importance in sustainable community tourism. As active participation of the local community is one of the principles of community based tourism, it directly links community based tourism to sustainable community tourism. In other words, as Butler (1993) stated community tourism constitutes one of the components of sustainable tourism.

Some researchers think that CBT necessitates a joint decision making process of various stakeholders (Jamal & Getz, 1995), some others think that CBT induces the formation of cooperative groups (MacDonald & Joliffe, 2003; Mbaiwa, 2003). Although there is no consensus on definition of CBT, most widely accepted definition refers to high degree of community involvement and fair share of benefits in tourism development (Scheyvens, 1999; Kontogeorgopoulos, 2005). Community based tourism (CBT), in general, emphasizes the importance of local community participation in tourism development process by which sustainability of tourism can be managed. Community based tourism stresses out the fundamentality of active participation of local people to the tourism development process so that by local control negative social, cultural, environmental and economic effects can be minimized and further implementation of tourism initiatives will lead to maximization of local benefits.

### **3.2. What is Community Based Ecotourism?**

Ecotourism, together with other types of niche tourism initiatives, is considered to be an ideal form of tourism as means of maintaining sustainable development in tourism sector. Although ecotourism is considered to form a small segment of all tourism industry, it is one of the fastest growing sectors in the world.

There are numerous definitions of ecotourism, but most commonly used definition of it explained by Ceballos-Lascurain (1996) as; a type of tourism which provides environmentally responsible travel to protected natural areas, promotes conservation and enables socio-economic benefits to local populations through giving them active involvement opportunity. In line with this definition, ecotourism is considered to facilitate the host community with necessary economic and social incentives, by which depletion and destruction of tourism resources can be prevented and the quality of host communities' life can be healed up (Boo 1990; Cater 1993; Ziffer 1989). The Quebec Declaration (UNEP, 2002) also pointed out; ecotourism helps to promote socio-economic development of the local community and to generate resources for protecting natural and cultural values. For this reason, ecotourism has been gaining importance as a sustainable option for providing a remedy for developmental ills of tourism industry caused by conventional mass tourism (Wight 1993 Butler 1990; Gunn 1991).

Although it is widely recognized that ecotourism aimed to protect natural and cultural values, minimize negative effects on natural and socio-cultural environment and improve well being of host communities, if not properly planned, monitored and managed, it can cause adverse environmental and social effects.

Sustainable forms of tourism such as; ecotourism, are far from mitigating the negative effects resulted from conventional tourism, with few exceptions (Liu, 2010). Butler (1990) also thinks critical about balanced and benign sustainable tourism development through promotion of ecotourism. According to Ziffer (1989) and Boo (1990), ecotourism should not be accepted as a common good against unsustainable tourism development paradigms. As Cater (1993, p. 85) noted “... there is a very real danger of viewing ecotourism as the universal panacea, and the ecotourist as some magic breed, mitigating all tourism's ills”. According to Rudkin and Hall (1996), ecotourism has been advertised as an important phenomenon to protect natural environment and assets however it has failed to reflect the social and political goals of sustainable development. For this reason, as Scheyvens (1999) asserted, ecotourism should start from understanding the local communities' needs and concerning their welfare. According to Scheyvens (1999), the term 'community based ecotourism' can be used to differentiate predominantly nature based tourism concerns through emphasizing the essential role of community involvement in decision making together with conservation of resources. As a result, the term 'community based ecotourism' seems to stress out; the protection of environment, economic well being and poverty alleviation that constitute the three important bottom lines of sustainable tourism.

It is pointed out that; in comparison to pure ecotourism, community based ecotourism indicates the social dimension of tourism development. In other words, CBET focuses on the importance of community participation in tourism activities to reinforce the social and economic welfare of the local people.

CBET approach takes care of social, environmental and economic goals of sustainable tourism development and searches answers for how ecotourism can meet the needs of local population and how can it contribute to the welfare of host community in short and long terms (Cater, 1993).

### **3.3. Key Principles of Community Based Ecotourism**

The key principles of CBET, with more extended framework, coincide with sustainable tourism principles. According to Mowforth and Munt (1998), SCT should base on the social, economic and environmental dimensions of sustainable tourism. Recent debates, on the other hand, pointed out that; the existing multidimensional axis of sustainable tourism cannot adequately fulfill the principles of CBET. Bossell (1999) and Mowforth and Munt (1998) indicated that, SCT should include social, economic, cultural, ecological, political and technological dimensions at all levels, namely; international, national, regional and local levels.

Firstly, community involvement in decision making process asserted as an integral part of sustainable tourism development. It is pointed out that; community participation empowers local communities well being. According to Jamal and Getz (1995) community involvement can heal up the communities' carrying capacity towards tourism development by minimizing the negative effects of tourism, while increasing the positive impacts. Arnstein (1969) also stressed out that; local community participation can control the power structures in the community and fair distribution of benefits and costs resulted from tourism development. Connell (1997, p. 250), on the other side, emphasized that; participation is 'not only about achieving the more efficient and more equitable distribution of material resources: it is also about the sharing of knowledge and the transformation of the process of learning itself in the service of people's self-development.'

Secondly, it is envisaged that; CBET should be economically feasible and should optimize the economic growth in an appropriate manner in relevance to the limits of tourism destination. It is fundamental in CBET that; the economic benefits of tourism should be fairly distributed among whole community. According to Wilkinson and Pratiwi (1995), fair distribution of economic benefits among community is as equally important as the actual amount of whole benefits that local community may receive. For this reason, fair share of economic benefits constitutes one of the important principles of CBET development. Moreover, CBET ventures, in comparison to mass tourism, enable local community to continue to their preferred lifestyles without any intervention in employment structures.

Thirdly, social empowerment of local community comprises another important dimension of CBET. It is asserted that; CBET should respect for social and cultural identity of local communities and it is responsible from reinforcing the social cohesiveness (Choi and Sirakaya, 2005). Additionally, it is envisaged that CBET should enable local people to control their own lives (Choi and Sirakaya, 2005).

Fourthly, CBET is seen as a political concept in terms of its relation with societies' political system and power distribution (Pearce, 19993; Hall, 1994). The political system of the society should be understood carefully and collaboration should be established among all stakeholders in order to make CBET viable. As Becker, Jahn and Stiess (1999, p. 5) pointed out; 'the main objective in the political context of sustainability is to renegotiate the goals of future SCT and to establish a system of governance that is able to implement policies moving toward sustainability at all levels' (Choi and Sirakaya, 2005).

Lastly, CBET should provide the environmental sustainability of the intrinsic environmental assets of the host destination. It is recognized that; natural resources should be protected and used depending on its' carrying capacities, thus; the natural resources can be sustained for present and future generations.

To sum up, the rationale behind CBET is to promote the protection of environment and enhance the well being of local community. CBET aims to empower local community by enabling them to take part in decision making process so that generation and fair distribution of economic and social benefits of tourism can be managed and internal collaboration and social cohesiveness can be established throughout the local community.

### **3.4. Evaluation of Community Based Ecotourism as an Option for Sustainable Tourism Development**

In this part community based ecotourism initiatives will be evaluated in order to better understand how the principles of community based ecotourism approaches coincide with the sustainable development context. In order to be more explicit, one successful community based ecotourism project looked into to get more insight about the challenges faced with community based tourism practices especially in the less developed world. In the last part, the challenges of community based ecotourism approaches in the less developed countries were given to understand the difficulties of implementing community based tourism approaches so as to structure sustainable tourism development.

#### **3.4.1. Why Community Based Ecotourism is a Good Option for STD?**

CBET is believed to be a useful tool to protect ecological values, based on the principle that; ecological assets must pay for itself to provide economic benefits for local community. There are many good examples of CBET which has generated economic benefits for local community and at the same time has contributed to conservation of natural resources. However, CBETs' contribution to development is considered to be limited because of it is

being small scale for building up commercial success with limited earnings and weak linkages between ecological gains and commercial activities. Although CBET is a small scale venture, its attraction come up from its prospect of linking protection of natural assets and considering enrichment of local community. To say, CBET enables reduction of local poverty whilst conservation of ecology. According to Honey (1999), CBET not only helps to generate benefits to ecology and local people, but also supports for human rights and democratic movements. To say more explicitly, CBET enables local community to represent their selves as well as to defend their rights and opinions to establish a good governance and collaboration within the community.

Many of the development organizations assert that; CBET is an important tool to reduce poverty, specifically in rural areas with limited agricultural opportunities. The premise is that; ecotourism enables local communities to benefit from attractive natural landscapes and generate income from non destructive economic activities. Most of the CBET case studies show that; motivation and involvement of local people prevents the destructive activities as long as they see some benefit or they do not feel disturbed (Alexander, 2000; Walpole and Goodwin, 2001).

CBET is a good option in terms of enhancing multidimensional objectives of STD. From environmental perspective, CBET enables a fairly good land use and protection together with optimal resource use options. CBET generates employment opportunities for local people only within the limits of considerable investment. Any financial investment resulted from CBET ventures help reducing long term additional conservation budgets. Additionally, site-specific market analysis and researches on local community actions to preserve natural environment need to be considered for implementation of any viable socio-economic or environmental goals. Thus, sustainable use of natural resources can be maintained through CBET ventures.

It is believed that CBET can provide a small scale long term holistic approach of sustainable tourism development. Involvement of local people is one of the fundamental elements of CBT approach so that local community can interiorize the tourism development policies. By this way, tourism development attempt can be adopted without any unviable endeavor.

#### **3.4.2. Good examples of Community Based Ecotourism**

Chambok Community Based Ecotourism Project was selected as an example to understand how community based ecotourism initiatives fits to the principles of sustainable tourism development. Moreover, the example shows the main challenges and benefits of community based ecotourism approaches in less developed world that gives an important insight about how to implement community based tourism initiatives in an underdeveloped region. Chambok Community Based Ecotourism Project is a good example of understanding the main challenges of community based activities in regard to active community involvement. In addition to this, the case is also a good example of showing an important challenge between the economy and the environment. To be more explicit, Chambok Community Based Ecotourism Project was implemented in a dense forestry area and more than 90% of

the total population used to engage with forestry activities, that means; most of the local income was generated from forestry activities. Therefore, unsustainable use of natural resources was the case of Chambok Community because there were no strict national regulations and control systems to protect environment. In this manner, Chombok Community Based Ecotourism Project constitutes one of the noteworthy examples of transformation of income generating activities while considering sustainable use of natural resources.

#### **3.4.2.1. Chambok Community Based Ecotourism Project in Cambodia**

Cambodia is located in Southeast Asia with a total population of 13.66 million. The national population growth rate was 1.9 per cent per annum in 1998-2005 (National Institute of Statistics, 2005 in Moeurn, Khim and Sovanny, 2008). According to National Institute of Statistics (2005) nearly 83% of the total population living in rural areas and the 34.7% of the population was living under poverty line (Moeurn, Khim and Sovanny, 2008).

The project area is characterized as dense forest area and around 94% of the local people engage with forestry activities (Moeurn, Khim and Sovanny, 2008). For this reason, uncontrolled rapid deforestation and damage of natural resources occurred in the project area.

The main aim of the Chambok community based ecotourism project was set forth as; empowering local community by enabling them active involvement opportunity to control sustainable use of natural resources through which improvement of their community and poverty alleviation can be managed. Moeurn, Khim and Sovanny (2008, p. 6) indicated the main objectives of project as;

- 1) Protection of forests and natural resources;
- 2) Provision of income generating alternatives to poverty-stricken and forest product-dependent communities;
- 3) Education of local people and visitors about environmental conservation.

The main beneficiaries of the project categorized into three groups; community members, service providers and management committee of nine commune villages. The Chambok community based ecotourism project includes 500 households of the nine commune villages of Chambok.

The project comprised of five main components. The first component related with the improvement of infrastructure facilities. The second component is to strengthen the capacity of management committee and service providers including trainees about environmental knowledge, project planning and implementation. Building up and advertisement of income generating activities comprises the third component of the project. Another component was about reinforcing locally established Women's Association in order to enrich their

livelihoods. The fifth component of the project is to manage environmental friendly attitude towards ecotourism area.

The Chambok ecotourism project is divided into three phases. The first phase was about project planning and it was completed in 2002. The second phase of the project dealt with healing up the infrastructural facilities of the ecotourism site and building up local capacities. The second phase was from 2003 to 2006. The last phase of the project was from 2007-2009 and it was comprised of managing project activities. Beginning from 2010, the project has started to sustain itself. Total cost of project is US\$226,000 (Moeurn, Khim and Sovanny, 2008).

One of the important outcomes of the CBET project in Chambok is to raise environmental awareness through which sustainability of ecotourism area could be managed. To illustrate, waste and water pollution problems has not occurred in Chambok ecotourism site after project implementation, which has assessed as a success of the project (Moeurn, Khim and Sovanny, 2008). Environmental awareness rising has also helped prevention of forest fires and illegal logging and hunting activities. Moeurn, Khim and Sovanny (2008, p. 12) indicated that 'more than 1100 hectares of forest have been properly managed. Illegal activities, which often happen in those areas, have largely stopped, with most villagers previously involved in logging or hunting becoming farmers, tour guides or tourism service providers.' Additionally, capacity building activities for management committee and for service providers has helped the local communities' acceptance of ecotourism activities.

The total amount of benefits created by the community from all tourism services was more than US\$10,000 in 2006 (Mlup Baitong, 2006 in Moeurn, Khim and Sovanny, 2008). An important part of generated income has been used for daily workers and the rest remained in the local bank to be used on the purpose of supporting poor families and improving infrastructure facilities (Moeurn, Khim and Sovanny, 2008). By the help of Chambok Community Based Ecotourism Project, nearly 500 households directly benefited and 300 people have had an opportunity to involve in ecotourism services. Moreover, migration of young people from their villages has been substantially decreased (Moeurn, Khim and Sovanny, 2008). The project has provided an insight for local community to deal with more environmental friendly occupations while enabling regeneration of natural resources.

The project costs and benefits of Chambok Community Based Ecotourism Project are summarized in the table below:

**Table 7: Project Costs and Benefits**

<b>Costs</b>		<b>Benefits</b>	
		<b><i>Tangibles</i></b>	
Overheads	\$20,340	1100ha forest land preserved/managed	\$1,100,000
Project Staff	\$65,540	Revenue of \$10,000/year in 2006 (total to date)	\$25,000
Productive Inputs	\$101,700	Information Centre	\$20,000
Project Operation	\$31,640	Roads and trails	\$35,000
Staff Development	\$6780	Equipment	\$5000
<b>Total</b>	<b>\$226,000</b>	<b>Total</b>	<b>\$1,185,000</b>
		<b><i>Intangibles</i></b>	
		Community cooperation and social solidarity	
		Environmental understanding of residents and tourists	
		Non-destructive ownership of forest land and project	
		Increased capacity for management and leadership	
		Improved reputation for Chambok, Kirirom National Park, Mlup Baitong, protected areas and community-based ecotourism	
		Understanding of dispute resolution processes	
		Structure and participation among council	
		Changed attitudes towards forest land	
		Opportunities for sustained income generation	
		Potential for duplication and scaling up throughout Cambodia	
		Improved English skills	
		Establishment of sustainable forest nursery	

**Source:** Moeurn, Khim and Sovanny (2008, p. 14)

Although Chambok Ecotourism Project has many important benefits for local community, number of challenges was faced by project staff during project implementation. One of the main obstacles towards implementation of Chambok Ecotourism Project is low level of education of local residents. It is because of ecotourism being a new concept for local people, project staff struggled to convince local people on protection of environment and biodiversity. Moreover, awareness raising activities on the purpose of; protecting the forest from illegal cutting, hunting and etc. was a challenging issue for project staff to deal with. Collaboration and cooperation between all stakeholders, including governmental organizations, is a fundamental phenomenon of community based tourism activities while participatory patrolling, banning illegal activities and so forth can only be managed through cooperative actions. Moreover, community involvement and cooperation is crucial to avoid internal conflicts in the society.

Community based ecotourism development approach has encouraged Chambok Commune in terms of; establishing strong sense of community ownership, confidence and solidarity within the commune. In addition to this, stable income for local people from ecotourism activities has led to an improvement in communities' livelihood and protection of natural assets in a sustainable way. However, it is noted by Moeurn, Khim and Sovanny (2008, p.

18) that 'ecotourism alone could not generate enough revenue to support the basic needs of all community members. Improving environmentally friendly agricultural techniques and other businesses are other aspects that must also be integrated to maximize total community benefits.'

### **3.4.3. Weaknesses of Community Based Ecotourism Development in Less Developed World**

It is pointed out that local community suffers or enjoys from tourism impacts, therefore; they should involve in tourism decision making process (Lea, 1988; Murphy, 1985). Midgley (1986, p.4) argued that 'the notion of community participation is deeply ideological in that it reflects beliefs derived from social and political theories about how societies should be organized', for this reason, community participation has been taken as granted for further development ventures. In other saying, community involvement in tourism development process is thought to be one of the important criteria for the new genre of development intervention.

Although community participation asserted as one of the focus elements of sustainable tourism development, participatory planning approach is not easy to practice. As Mowforth and Munt (1998, p. 240) expressed; 'the push for local participation comes from a position of power, the first world: It is easier to promote the principles of local participation on paper, from a distance, than to practice them'. There are various reasons behind impracticality of community based tourism development approaches in developing countries.

Firstly, *coordination of all stakeholders* is considered to be an important problem in developing countries. Lack of coordination and collaboration mechanisms between public and private sector is a well- known problem of tourism industry. As Gunn (1988, p. 272) stated; it is obvious that '...No one business or government establishment can operate in isolation' by which essentiality of coordination and collaboration between all stakeholders is stressed out. Although, community involvement requires bottom-policies and decentralization of any administrative and economic powers, there exists one central authority in many of the developing countries which directs the tourism development process (Tosun, 2000). For this reason, participatory tourism planning process is negatively affected.

Secondly, *lack of qualified personnel* in tourism development process causes a constraint in tourism development schemes. To say more explicitly, unqualified tourism professionals may perceive tourism development as a sectoral planning including; increasing bed capacity, constructing new hotels and improving infrastructure facilities yet such tourism growth does not reflect the concerns of sustainable tourism. Therefore, tourism might be planned in an ineffective and unsustainable way (Tosun, 2000).

Thirdly, most of the developing countries suffer from *lack of appropriate legal system* which encourages local people to take part in local affairs. According to Tosun (2000), legal

structure usually keeps distance with local people and formal authorities. As a result, such grass-roots limit the local capacity.

Fourthly, *limited awareness of local people* comprises another bottleneck of community based tourism planning in developing countries. Reid et al. (2004) pointed out that; the effective participatory planning is a major barrier of community tourism development. Same as Reid et al., Pearce (1996) also emphasized that; lack of awareness and experience of local community, restricts the understanding of potential impacts of tourism development. For this reason, lack of awareness and experience may decrease local capacity to benefit from tourism development opportunities. McIntyre, Hetherington and Inskip (1993, p. 28) indicated that owing to lack of awareness, local community may not have 'a realistic understanding of what they are doing in achieving this development and what are the impacts of tourism.' Additionally, it is asserted that; majority of people in the developing countries having low level of interest in and enthusiasm about socio-political and economic issues; therefore, the grass-roots, which strengthens the vicious circle of bureaucratic dysfunction, is usually accepted (Miller and Rein, 1975 in Tosun 2000).

Although community based tourism approaches have some difficulties and barriers during implementation, it can still be considered as a best course of action. First of all, community participation is structured of the purpose on 'development in such a way that intended beneficiaries are encouraged to take matters into their own hands, to participate in their own development through mobilizing their own resources, defining their own needs, and making their own decisions about how to meet them' (Stone, 1989, p. 207). Therefore, community should be seen as an important component of sustainable tourism development. As Woodley (1993) asserted community and community based tourism planning approaches constitute the prerequisites for sustainability of tourism industry.

### **3.5. Conclusion**

In recent years, community based niche tourism strategies considered as more eligible form of sustainable tourism development, in comparison to any alternative forms of tourism. Community based niche tourism ventures has been thought as a powerful tool to protect natural environment while generating benefits to local people. Southgate and Sharpley (2002) stressed out the importance of respecting local attitudes and thoughts while planning tourism development in a specific area. They asserted that; developers should respect the local needs; therefore, they need to engage with local communities' decisions.

In order to understand local needs and perceptions, it is fundamental to enable local communities to get involved in various decision making processes. For this reason, so called community based tourism initiatives have gained popularity in last three decades. Community based tourism is a kind of tourism which provides high levels of community participation under sustainability umbrella (Telfer and Sharpley, 2008).

Except from community based tourism, ecotourism has also been considered as a good option to protect environment while improving the living conditions of host community. As Quebec Declaration (UNEP, 2002) pointed out; ecotourism helps to promote socio-economic development of the local community and to generate resources for protecting natural and cultural values. Ecotourism has been accepted as an ideal form of tourism as means of maintaining sustainable development in tourism sector. However, it is recognized that if not properly planned and implemented, ecotourism may destruct natural environment, assimilate local culture and worsen socio-economic well being of the host community. For this reason, as Scheyvens (1999) asserted, ecotourism should start from understanding the local communities' needs and concerning their welfare. According to Scheyvens (1999), the term CBET can be used to emphasize the essential role of community involvement in decision making together with conservation of resources.

CBET satisfies the needs of sustainable tourism with more extended framework. According to Bossell (1999) and Mowforth and Munt (1998), SCT should comprised of social, economic, cultural, ecological, political and technological dimensions at all levels. As a result , the main aim of the CBET emerges to find answers for how ecotourism can meet the needs of local population and how can it contributes to the welfare of host community in short and long terms (Cater, 1993).

CBET recognized as a good option for enhancing multidimensional objectives of STD. As many of the development organizations asserted; CBET is a viable tourism option to alleviate poverty, generate income for local community from non destructive economic activities and to protect natural environment and assets. It is emphasized that; community participation is the core element of CBET while involvement and motivation of local people often prevents the destructive activities towards natural environment and tourism development as long as they see some benefit or they do not feel disturbed (Alexander, 2000; Walpole and Goodwin, 2001).

Although community participation asserted as one of the focus elements of sustainable tourism development, participatory planning approach is not easy to implement. There are various reasons of it. Firstly, coordinating all stakeholders is not an easy issue in most of the developing countries. Secondly, limited awareness and interest of local people often constrains the tourism development. Similarly, lack of qualified personnel also comprises another bottleneck of community based tourism development. Next, most of the developing countries do not have a legal system which encourages local people to take part in local affairs. For this reason, participation of local people into tourism decision making process is usually limited with few people. It is no matter how hard is the community participation in developing countries, community based tourism approach is considered as a best course of action because community participation is structured of the purpose on human rights and democratic movement. In other saying, community involvement enables local people to take matters into their own hands and control over their own lives.

To sum up, this chapter explains how community based tourism approaches coincides with sustainable tourism development principles and objectives. Moreover, it explains in which

terms community based ecotourism ventures can contribute to local well being by optimizing all three aspects of sustainable development. In other words, it is investigated in this chapter that; which criteria need to be taken into account while implementing community based ecotourism approaches. This chapter constructs one of the important parts of this thesis because it explains why community based tourism approach adopted as an appropriate tourism scheme for sustainable tourism development.

## CHAPTER 4

### HOW TO ASSESS SUSTAINABILITY OF TOURISM?

This chapter is set forth to explain the importance of assessing local residents' attitudes towards tourism development. As it is emphasized in Chapter 2 and Chapter 3, local residents play a crucial role in sustainability of tourism while they are the major stakeholders in tourism development. For this reason, the fundamentality of assessing local peoples' attitudes towards tourism development is initially explained to better understand why this research is structured on the basis of assessing residents' attitudes. Later on, the assessment methods and criteria were discussed and sustainable tourism attitude scale was explained in detail.

#### **4.1. Reasoning of Research: Why is it Important to Assess Residents' Attitudes towards Tourism Development?**

Tourism sector is seen as one of the leading sectors that represents not only a valuable source for income and employment but also a trigger for economic, socio-cultural and infrastructural development for local communities (Telfer and Sharpley, 2008). On the other side, without control and management tourism may have significant negative effects on local community's sustainable survival, at the same time, reducing the attraction of the tourism destination. As OECD (1980, p. 67) indicated 'there is enough evidence to support the assertion that "tourism destroys tourism" in certain specific regions' (Tisdell, 2001). Therefore, it is fundamental for tourism sector to balance the positive and negative effects within the context of sustainable tourism development. In order to optimize benefits and mitigate problems emerged by tourism development, good planning and careful management are fundamental (Inskeep, 1991). As Faulkner and Tideswell (2010) stated; sustainable development of tourism depends heavily on, among other things, a good planning and a management system that reduces the negative consequences by incorporating effective strategies, while deducing the sensitivities of tourism impacts on local communities.

According to Inskeep (1991), more and more governments have started to apply policies in order to control development so that they can mitigate any kind of social and environmental problems generated by tourism development. However, as Liu and Var (1986) asserted; tourism proceeds on the grounds of economic benefits while challenging the social, cultural and environmental grounds. Additionally, social disruption, which is resulted by the economic benefits associated with tourism development, in the local community may emerge (Cooke, 1982).

If development means an improvement in human condition, it should bear the sustainability of a higher level of maintenance and quality of life for human being. Therefore Ko (2003) indicated that sustainable tourism development (STD) need to maintain a state of health within the condition of acceptable and desirable standard for survival of a living system

which can either be an ecosystem or a human system. However, according to Sirakaya, Jamal and Choi (2001), today's inorganic development has dangerous effects on communities. In other words, inorganic development of tourism threatens the human systems and ecosystems, which directly makes tourism development unsatisfactory and unsustainable. One of the important reasons lying under such inorganic tourism development scheme is the ignorance of communities' sensitivities and their cooperation.

Since sustainable tourism development has become to the agenda beginning from mid-1980's, community participation started to be considered as 'a process by which people are enabled to become actively and genuinely involved in defining the [tourism development] issues . . . [and] in making decisions. . . ' (World Health Organization (1999, p. 8) cited in Choi and Murray, 2010). However, in terms of tourism policy implementation most of the governments tend to omit the residents' perceptions about tourism development. Lots of studies revealed that community involvement in tourism planning are short-lived, passive, partial, static and minimal (Choi and Murray, 2010).

Within the sustainability paradigm, sustainable community tourism emerged as an option for adequate management philosophy (Choi and Murray, 2010). One of the most important aspects of sustainable community tourism development, which should not be ignored by local governments, planners and decision makers, is to involve local community to the planning and decision making process. According to Inskeep (1991, p. 27), 'this is based on the concept that planning is for the residents of an area, and they should be given the opportunity to participate in the planning of its future development and express their views on the type of future community they want to live in.' Inskeep (1991), Choi and Murray (2010) have also the same opinion indicating that local governments should involve residents and stakeholder groups in the planning process in order to enhance this multisectoral and very complex tourism development process. Therefore, 'one of the governmental goals should be to increase the opportunity for residents to control their own lives' (Choi and Murray, 2010, p. 589).

It is important to assess residents' attitudes towards tourism development not only for developing tourism in a planned way but also for mitigating any kind of negative attitude against existing tourism development. There are also some other reasons, as summarized below, for making the community to participate into the planning process.

Firstly, it is believed that successful tourism development highly depends on the acceptability of tourism and tourism related programmes by local communities. Within the sustainability paradigm, residents' are seen one of the crucial and important stakeholders in the community (Sheldon and Abenoja, 2001). This is also supported by stakeholder theory that; residents are one of the key stakeholders therefore the idea of seeking their perceptions is important in order to maintain successful tourism development (Buchholz and Rosenthal, 2005). Getz (1994) pointed out that residents attitudes are shaped by their strong associations with their values and personalities that cannot be changed quickly. For this reason, as Gursoy and Rutherford (2004) stated local governments and decision makers should seek residents' opinions and priorities.

Secondly, it is essential to understand residents' reactions towards tourism development to get their support for future tourism development. As Murphy (1985, p.153) asserted 'If residents resent or fear tourism, their resistance and hostility can destroy the local industry's potential.' In other words, if the residents are unwilling to existing tourism development, they do not tend to exchange with visitors. Therefore, tourists become reluctant to visit more places and feel unwelcome, which poses a threat for sustainability of tourism. On the other side, if resident are positive about tourism development, they will be willing to welcome tourist. In should be noted here that, the positive attitudes of residents', for most of the time, related with their characteristics and perceived impacts. Inkabaran and Jackson (2006, p. 61) noted that residents who have economic dependence on tourism, show more positive attitude but they are also' quick to identify negatives associated with tourism'. It is revealed in some research studies that; the residents' perception of tourism depends on the perceived impacts of cost and benefits of several factors such as; economic, cultural, social and environmental (McIntosh and Goeldner, 1990, Murphy, 1985)

Thirdly, the uncertainty of sustainable tourism development with reference to its practical measurement, makes assessment of residents' perceptions of tourism development more applicable viable. As United Nations (1992) indicated; the best method for assessing sustainable development is to know what is desirable for human society until we develop an appropriate method to cope with the current problems. Therefore, understanding residents' attitudes is advised by Sirakaya, Ekinici and Kaya (2008) so that policy makers could benefit from their opinions. In addition to this, since assessment of residents' attitudes is an important tool for measuring sustainable development of tourism, it can also enable planners and decision makers to understand possible social trends and changes in the host community. Thus, future tourism will be developed in more appropriate manner. Furthermore, Sirakaya et al. (2001, p. 425) asserts that 'decision makers of host communities with information that enables them to identify, evaluate and make timely decisions on critical changes being caused by tourism to the natural environment, communities and other resources in the destination' (Weaver, 2001).

Consequently, the residents' are one of the crucial stakeholders in tourism planning and management process. Therefore, it is important to understand their reactions towards existing tourism development not only because of communities' well-being, but also for ameliorating negative effects while maximizing the benefits. The quality and long term viability is also important assets for sustainability of tourism, for this reason, a request for resident involvement in planning process is very important. As Lankford and Howard (1994) stressed out; the level of influence and control of tourism development process are important determinants of future tourism. Moreover, Napier and Wright (1974) indicated that; the degree of interaction and involvement in the development process affects the positive perceptions towards existing tourism development. As a result, it becomes important to know resident's opinions of tourism development as a key indicator for sustainable and successful development of local tourism.

## **4.2. How to Assess Residents' Attitudes towards Tourism Development?**

There is a consensus on the importance of assessing residents' reaction towards tourism development, but how to assess their attitudes is still in question. There are various assessment methods and criteria which emphasize different priorities for successful and sustainable tourism development.

According to Turner (1986) residents' reactions towards tourism development should be handled in the context of social exchange theory (Yoon, Gursoy and Chen, 2001). Actually, the social exchange theory supports the idea of host communities' tendency to participate in exchange as far as their perceived benefits are greater than their perceived costs by tourism development. In other words, local residents are willing to participate in social exchange as long as exchange is likely to result in gain (Yoon, Gursoy and Chen, 2001). Ap (1992 b, p. 21) explains this situation as 'residents seek benefits of tourism in the exchange process for something they consider to be approximately equal to the benefits they received' (Choi and Murray, 2010).

Over last three decades social exchange theory (SET) has received attention in social sciences as a major theoretical perspective for assessing local communities' opinions towards tourism development (Choi and Murray, 2010). Kelley and Thibaut (1987) explains the tenet of SET as a simplistic form of human interaction with any kind of resource, can either be social or material, through which people have great tendency to increase the value of exchange outcome (Choi and Murray, 2010). Although it is accepted that it has been very important to understand residents' perceptions by community tourism researches since 1980's, few studies used SET as a framework to combine relationship between sustainability and residents' opinions towards tourism development (Gursoy, Jurowski and Uysal, 2002). Choi and Murray (2010) also stressed that there are few researches which search residents' attitudes towards tourism development in sustainability framework. This is mainly resulted from later addition of some core sustainability indicators such as; environmental sustainability, planning activity and community attachment to SET application in order to detect sustainability in combination with residents' attitudes.

SET, with sustainability indicators, is an important monitoring application for assessing sustainability. The major idea of SET application in sustainable tourism framework is to understand how far the sustainability of a community can be managed via tourism development in a specific area. In other words, tourism development accepted as sustainable only if the sustainability of a particular community can be managed. Therefore, it is advised to assess resident's reactions towards tourism development, which is accepted as a major indicator to monitor sustainability of tourism.

According to Ko (2003), there are few successful applications of sustainable tourism, although many researchers agree that tourism development should contribute to sustainable development. Many academic researches show that sustainable tourism development (STD) arguments are mostly on the theoretical level rather than a practical level (Bramwell and Lane, 1993). Ko (2003) asserted that most of the tourism academics try to measure

sustainability of tourism without giving any proper reference or any standardized criteria. In other saying, they tend to use subjective criteria to measure sustainability of specific tourist destination. Although it has been agreed upon that any tourism development practice need to reinforce sustainable development, development of a scientific and objective methodology for sustainable tourism assessment still stays as an important gap in sustainable tourism literature. According to Ko (2003, p. 432) ‘if sustainable development is one of the tourism industry’s major contemporary objectives, then the industry needs to be able to measure its performance and impacts in this area.’

In his research, Ko (2003) took some case studies to review the inadequacies in sustainability assessment procedures. Ko (2003, p.432) summarized his findings as below:

1. The indicators (issues, problems, and concerns) for STD vary from one tourist destination to another.
2. Most judgments about sustainability are arrived at by the authors themselves without the participation of stakeholders.
3. Generally only a small number of indicators are examined to arrive at the authors’ conclusions regarding the sustainability of given tourist destinations.
4. Indicator selection procedures are generally not presented.
5. Data-gathering procedures are also not presented, or not made clear in the case studies.
6. Scaling (quantification) of sustainability maintained by tourist destinations is not attempted in the case studies.
7. None of the authors demonstrate gradations (sectors or bands of scaling) of sustainability. All authors, unconsciously and automatically, use two categories (sustainable and unsustainable) to define sustainability. However, the modes of sustainability may vary, as suggested by IUCN (1995, 1997) and Prescott-Allen (1997).
8. Sustainability assessment models are not employed in the case studies. One of the policy objectives of STD is to present the current or past trends of the community’s quality situation clearly to the general public and other stakeholders.
9. Future scenarios of sustainability are not presented. In order to examine the trends of tourism sustainability in the community in a limited period (e.g. 5–10 years), the assessment requires monitoring the movement of sustainability.

As Ko’s (2003) research shows, the progress towards sustainable tourism development is still questionable in terms of monitoring the progress. Therefore, Ko (2003, p. 432) indicated ‘if tourism contributes towards a sustainable society, then the extent to which it is doing so should be measured.’

#### 4.2.1. Sustainability Assessment Methods and Criteria

In tourism sector, monitoring is not a new issue. Formerly, arrival numbers, length of stay and tourist expenditure are used as determinants of successful tourism development. However, as far it has been recognized by tourism scholars that the GDP and other indicators cannot be significant indicators of human welfare and satisfaction; new attempts emerged to monitor successful tourism indicators while considering the sustainability paradigm. According to Sirakaya et al. (2001, p. 418) the difference between sustainable tourism and conventional mass tourism indicators is as below:

Indicators of sustainability for tourism differ from traditional development indicators because they take into consideration the web of complex interrelationships and interdependencies of resources and stakeholders in the tourism system.

It is advocated by many scholars to define objective and measurable sustainability indicators so that the indicator approach can make useful contribution to sustainable tourism decision making (Goodall and Stabler, 1997). Similarly Goodall and Stabler, Butler (1996) pointed out that the term sustainable will not be meaningful without defining its determinants (Twining- Ward and Butler, 2002).

According to Manning et al. (1996) one of the most significant attempts was undertaken by World Tourism Organization (WTO) to define internationally recognized tourism indicators that would help decision makers. WTO defined eleven determinants to understand the sustainability of tourism destinations.

**Table 8: WTO Core Indicators of Tourism**

Site Protection	<i>Category of site protection according to IUCN</i>
Stress	<i>Tourist number visiting a site (per annum/per month)</i>
Use Intensity	<i>Intensity of use in peak periods (persons per hectare)</i>
Social Impact	<i>Ratio of tourists to locals ( peak period and over time)</i>
Development Control	<i>Existence of environmental review procedure or formal site controls</i>
Waste Management	<i>Percentage of sewage from site receiving treatment</i>
Planning Process	<i>Existence of organized regional plan for tourism</i>

**Table 8** (continued)

Critical Ecosystems	<i>Number of rare/endangered species</i>
Consumer Satisfaction	<i>Level of satisfaction by visitors</i>
Local Satisfaction	<i>Level of satisfaction by locals</i>
Tourism Contribution to Local Economy	<i>Proportion of total economic activity generated by tourism</i>

**Source:** Manning et al. (1996) adapted from Twining-Ward and Butler (2002, p. 366)

Although WTO defined some indicators to assess sustainability of tourism, those determinants does not enable to make closer analysis to define sustainable tourism. In 2005, UNEP/WTO has published its work that defines clearer sustainability indicators. In its work UNEP/WTO (2005) stressed out that the sustainability indicators must have the following purposes:

- They should provide a baseline for measuring changes in the condition of resources and for assessing progress in satisfying local community needs;
- They have to represent a set of targets that form the basis of tourism development policies and actions;
- They have to provide a framework for assessing the effectiveness of actions;
- They should enable the evaluation, review and modification of tourism development plans, and policies

The sustainability indicators defined by UNEP/WTO are as below.

**Table 9: Baseline Issues and Indicators for Sustainable Tourism Development**

<b>BASELINE ISSUE</b>	<b>BASELINE INDICATORS</b>
<b>Local satisfaction with tourism</b>	<ul style="list-style-type: none"><li>• Local population satisfaction levels</li></ul>
<b>Effects of tourism on communities</b>	<ul style="list-style-type: none"><li>• Ratio of tourists to local people at different periods</li><li>• Recognition of tourism benefits for local communities(services/infrastructure)</li></ul>
<b>Tourist satisfaction</b>	<ul style="list-style-type: none"><li>• Levels of tourist satisfaction</li></ul>

**Table 9** (continued)

<b>Tourist satisfaction</b>	<ul style="list-style-type: none"> <li>• Number/proportion of repeat visitors</li> </ul>
<b>Seasonality</b>	<ul style="list-style-type: none"> <li>• Arrivals by period</li> <li>• Occupancy levels by period</li> <li>• Proportion of tourism employment that is permanent/full- time</li> </ul>
<b>Economic benefits of tourism</b>	<ul style="list-style-type: none"> <li>• Numbers/proportion employed in tourism</li> <li>• Net economic benefits of tourism (income)</li> </ul>
<b>Energy consumption</b>	<ul style="list-style-type: none"> <li>• Per capita energy consumption</li> <li>• Proportion of energy from renewable sources</li> </ul>
<b>Water usage</b>	<ul style="list-style-type: none"> <li>• Water consumption per tourist/ establishment</li> <li>• Water saving/recycling</li> </ul>
<b>Quality of drinking water</b>	<ul style="list-style-type: none"> <li>• Proportion of establishments providing drinkable water</li> <li>• Number of water-related illnesses among tourists</li> </ul>
<b>Sewage treatment</b>	<ul style="list-style-type: none"> <li>• Number of tourist establishments treating sewage</li> <li>• Proportion of sewage per establishment being treated</li> </ul>
<b>Solid waste management</b>	<ul style="list-style-type: none"> <li>• Volume of waste produced</li> <li>• Volume of waste recycled</li> </ul>
<b>Development control</b>	<ul style="list-style-type: none"> <li>• Existence of land use/development policy</li> <li>• Proportion of land subject to development controls</li> </ul>
<b>Visitor management</b>	<ul style="list-style-type: none"> <li>• Total number of tourist arrivals</li> <li>• Density of tourist numbers at specific locations</li> </ul>

**Source:** adapted from UNEP/WTO (2005, p.178-179)

Although these above mentioned indicators accepted as good initial points for sustainability assessment, closer analysis need to be done in order to get clearer insight about sustainability. However, this closer analysis includes various difficulties such as; their inadequacy to justify the choice of indicators or to draw an appropriate framework for monitoring (Twining-Ward and Butler, 2002). In the light of such concerns, some fundamental requirements are defined by academics in the context of measuring and managing tourism impacts. One of the most deliberate method is setting the limits of environmental and socio- economic change (Telfer and Sharpley, 2008). According to Telfer and Sharpley (2008) the limits can be established by defining carrying capacities and by identifying limits of acceptable change.

Telfer and Sharpley (2008) pointed out that carrying capacity can be asserted as an important measurement tool in certain circumstances; although it still remains as question on how particular carrying capacities are established and on what basis capacities are set. According to Inskip (1991, p. 146), while determining the carrying capacity the two aspects should be considered:

- **The indigenous physical and socioeconomic environment:** this refers to the capacity that can be achieved without resulting in damage to the physical (natural and man-made) environment and generating socio-cultural and economic problems to the local community, and maintaining the proper balance between development and conservation. Exceeding saturation levels may lead to either permanent damage to the physical environment or socio-economic and cultural problems, or both.
- **The tourism image and tourist product:** this refers to the capacity or number of visitors that are compatible with the image of the tourist product and the types of environmental and cultural experiences that the visitors are seeking. If the tourism development area becomes saturated, the very attractions that visitors come to experience may be destroyed or degraded, and the destination will decline in quality and popularity.

With respect to these concerns, indicated above, Inskip (1991) also defined some indicators to determine the optimum carrying capacities. These are shown in the table below.

**Table 10: Optimum Carrying Capacity Indicators**

<b>The indigenous physical and socioeconomic environment</b>	<b>The tourism image and tourist product</b>
<p><b><u>Physical:</u></b></p> <p>Acceptable levels of visual impact and congestion  Point at which ecological systems are maintained before damage occurs  Conservation of wildlife and natural vegetation of both the land and marine environments  Acceptable levels of air, water, and noise pollution</p>	<p><b><u>Physical:</u></b></p> <p>Overall cleanliness and lack of pollution of the destination environment  Lack of undue congestion of the destination environment, including tourist attraction features  Attractiveness of the landscape or townscape, including quality and character of architectural design</p>

**Table 10** (continued)

<p><b><u>Economic:</u></b></p> <p>Extent of tourism that provides optimum overall economic benefits Level of tourism employment suited to the local community</p>	<p><b><u>Economic:</u></b></p> <p>Cost of the holiday and ‘value for money’</p>
<p><b><u>Socio cultural:</u></b></p> <p>Extent of tourism development that can be absorbed without detriment to the socio cultural lifestyles and activities of the community Level of tourism employment suited to the local community</p>	<p><b><u>Socio cultural:</u></b></p> <p>Intrinsic interest of the indigenous community and culture Quality of arts, handicrafts, cuisine, and cultural performances Friendliness of residents</p>
<p><b><u>Infrastructure:</u></b></p> <p>Adequate availability of transportation facilities and services Adequate availability of utility services of water supply, electric power, sewage and solid waste disposal and telecommunications Adequate availability of other community facilities and services such as those related to health and public safety</p>	<p><b><u>Infrastructure:</u></b></p> <p>Acceptable standards of transportation facilities and services Acceptable standards of utility services Acceptable standards of other facilities and services</p>

**Source:** adapted from Inskeep (1991, p. 146-147)

Although determination of these optimum carrying capacity indicators is a useful start for assessing sustainability, it has some limitations in defining the acceptable standards of certain elements. In other words, it is hard to define the limits without any comprehensive methodological model. As NRC (1999) noticed treats to sustainability emerges in specific destinations that have distinctive properties in terms of ecological and social features, therefore those places need to have conceptually and operationally integrative understanding and management (Twining-Ward and Butler, 2002). In addition to this, it has been agreed upon that sustainability of a specific tourism destination needs to be handled in mutuality and locality context. However, carrying capacities does not take locality and mutuality into

consideration. As Stankey (1999) indicated, it is significant to seek site-specific solutions to sustainability, rather than focusing on the problems with such 'cookbook' approaches. Together with Stankey, Laws et al (1998, p. 9) pointed out that:

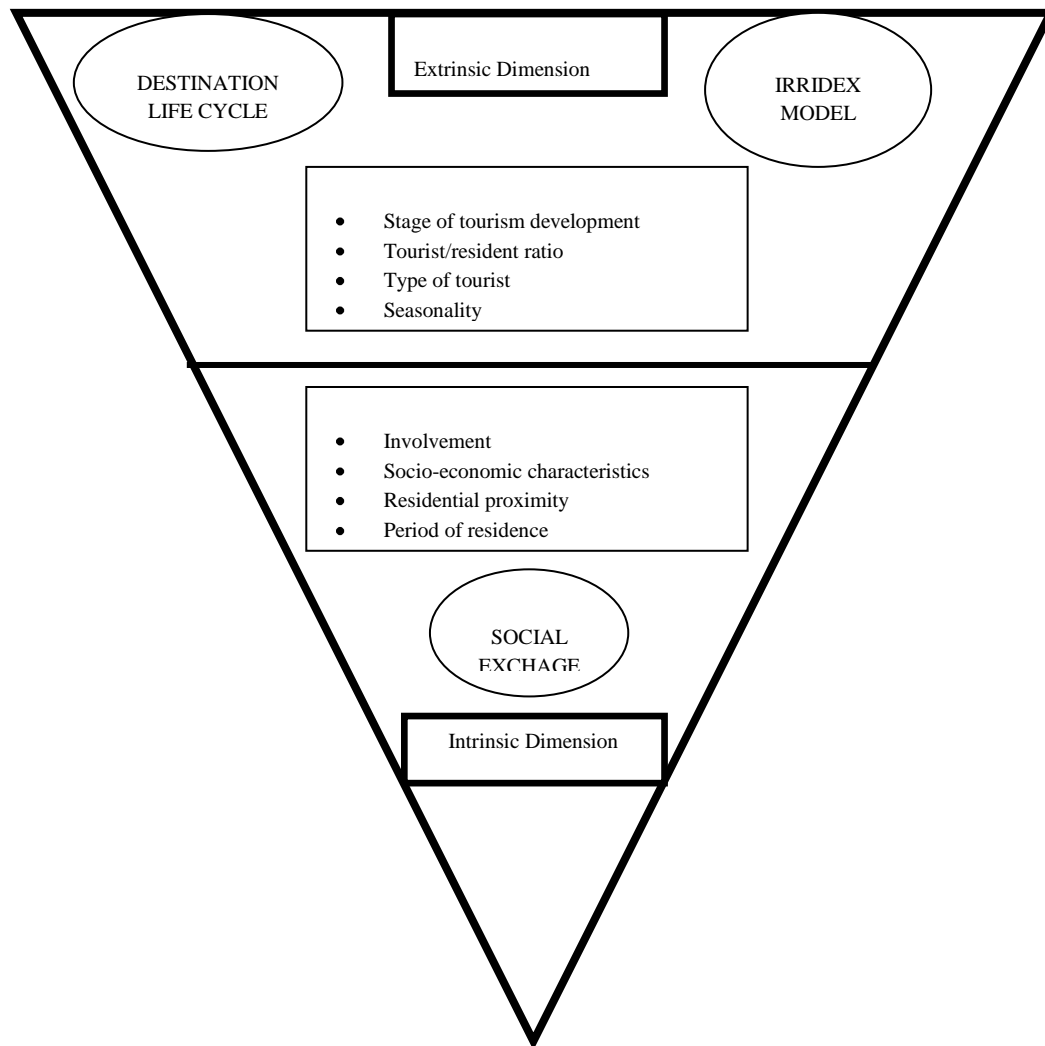
Each destination therefore has the challenge of identifying the factors causing change locally, and of understanding their dynamics in its own context. Consequently, a policy adopted in one particular situation must not be regarded as a model solution for another destination. Nor indeed would current policy be adequate for dealing with future problems in the same destination.

Additionally, it is assumed that sustainability indicators need to be developed through broad participation. As Hart (1999, p. 140) stressed out, during the selection process of indicators one of the most important criteria that should be taken into account is whether they 'fit the circumstance of the community not because someone else is using them' (Twining-Ward and Butler, 2002). Moreover, it is believed that sustainable development indicators should be long-term and practical in application. Data availability and their ability to show changes over time are also considered as the fundamental criteria (Manning et al., 1996). Therefore, identification of optimum carrying capacity indicators is an important but insufficient start for some circumstances. Ko (2003) emphasized on developing practical implementation methodologies rather than superficial approaches in order to assess sustainability.

Liu and Var (1986, p. 196) referred to the 'the absence of a comprehensive tourism theory, a dearth of proven methodologies to measure non-economic impacts, and a lack of strong empirical foundation upon which to base policy decisions'. Beginning from 1990's conducting impact assessment studies has gained importance while the increased awareness on the relationship between community residents' perceptions of tourism and its impacts, forced researchers to develop new methods to understand the sustainability of tourism development.

Thorough those concerns related with sustainability assessment by means of measuring resident's reactions, Butler (1980) defined his Destination Lifecycle Model; Doxey defined his (1975) Irridex Model and Ap (1992) and others (Nash, 1989; Perdue et al., 1990) defined their model which were derived from social exchange theory (Faulkner and Tideswell, 2010). Faulkner and Tideswell (2010) analyzed those three models, aforementioned above, by dividing them into two dimensions namely; the intrinsic and extrinsic dimensions.

The intrinsic dimension refers to 'the characteristics of members of the host community that affect variations in the impacts of tourism within the community', on the other side, the extrinsic dimension refers to 'characteristics of the location with respect to its role as a tourist destination' (Faulkner and Tideswell, 2010, p. 6).



**Figure 3:** A Framework for Analyzing the Social Impacts of Tourism

**Source:** Faulkner and Tideswell (2010, p. 6)

Extrinsic dimension includes the stage of tourism development, tourist/resident ratio, type of tourists and seasonality. Doxey's (1975) Irridex model explains the stage of development as; community gain experiences while passing through sequence of reactions and their reactions towards tourism development changes with their experiences. Therefore, 'an initial euphoria is succeeded by apathy, irritation and, eventually, antagonism' (Faulkner and Tideswell, 2010, p. 6). There is also correlation between communities' reaction and progress of tourism development which is explained in Butler's (1980) destinations life-cycle model. The tourist ratio refers to the intensity of tourists in a tourism destination. It is accepted as an important symptom of successive stages of development. Butler (1980) explains if tourism progress by successful stages, its impacts on community likely to increase. Type of tourist visiting the area is another crucial determinant of residents' attitudes. If the visitors so much differentiate from host communities' cultural backgrounds and socio-economic status, the host community may react negatively. Also, seasonal fluctuations, together with tourist influx, affect communities' attitudes (Faulkner and Tideswell, 2010).

The intrinsic dimension includes; involvement, socio-economic characteristics, residential proximity and period of residence. According to Faulkner and Tideswell (2010) the degree of host communities involvement is related to the benefits perceived from tourism development. Many studies show that residents having economic dependency on tourism react positive to tourism development (Murphy, 1983; Pizam, 1978). The residential proximity also accepted as an important factor while assessing the communities' reactions towards tourism development. It is asserted that; if there is a long distance between communities' livelihood and concentrations of tourist activity, tourism is likely to be seen more favorable by the host community (Pizam, 1978; Sheldon & Var, 1984). Although, socio-economic characteristics considered being an important element while assessing resident's reactions, many studies show that there is no specific correlation between socio-demographic characteristics of resident populations and variations in perceptions of tourism (Lankford & Howard, 1994; Ryan & Montgomery, 1994). Residents' period of residence also affects their perception of tourism. According to Brougham and Butler (1981), short-lived residents likely to be less interested in tourism.

Although the intrinsic and extrinsic dimensions of social impacts of tourism analyzed by Faulkner and Tideswell (2010), it does not propose any assessment model. One major barrier towards sustainability assessment is lack of an acceptable and comprehensive analysis method. A practical and comprehensive method to monitor progress towards sustainable development is proposed by Prescott-Allen's (1997) 'barometer of sustainability' model (Ko, 2001). In this model, it is advised to generate quantitative data via using the conceptual framework shown in figure below.

The conceptual framework is comprised of two systems and eight dimensions with some indicators. In barometer of sustainability (BTS) model human systems and ecosystem are given same degree of importance, none of it trade off against the other therefore; if the condition is unsatisfactory that signals the unsustainable tourist destination.

Components for Sustainable Tourism Development Assessment					
Society	Systems	Dimensions <sup>a</sup>	Indicators <sup>a</sup> (Indicators are not presented here due to space)	Information Requirements <sup>b</sup> (to assess the three elements of STD objectives)	Data Gathering Methods <sup>b</sup>
A host community	The human system	Political Economic Socio-cultural		Tourism's contribution to the needs of local residents	Household (or street) questionnaire survey for local residents
		Production structure (Service and product quality)		Tourism's contribution to the needs of tourists	Street (site, user or visitor) questionnaire survey for tourists
	The ecosystem	General environmental impacts		Tourism's contribution to the needs of the natural environment	Delphi technique (or in-depth interviews, or focus group interviews) for environmental experts or groups
		Ecosystem quality of water, soil and air			
		Biodiversity of flora and fauna			
		Environmental policy and management			

<sup>a</sup> Dimensions, indicators, and data gathering methods may vary from one destination to another according to its types and characteristics. The indicators can be collected from a number of impact research in tourism, environment, and ecology. Stakeholders should be involved in the indicator selection process.

<sup>b</sup> Other information may be needed to identify and discuss the complex and various aspects of development which cannot be measured or explained by these methods.

**Figure 1. Framework for Sustainable Tourism Development Assessment**

**Figure 4:** Framework for Sustainable Tourism Development Assessment

**Source:** Ko (2001, p.818)

To consider sustainability of a tourism destination, it is important to monitor ‘the change in people’s quality of life and natural environment over a selected period of time (weak sustainability) rather than pursuing the idea of the indefinite continuation of a situation (strong sustainability)’ (Ko, 2003, p. 435). The comparison between the current and previous situation in systems quality is one of the focus of sustainability assessment. Therefore, individual data gathering is important to measure the improvement in tourism performance in terms of sustainability.

Individual indicators such as; political, social, economic and etc. address the complex and various aspects of tourism, hence, more concrete and appropriate results can be intertwined with the destination. However, the proposed BTS model does not include any individualized indicators. In most studies, ‘where technical data are unobtainable, as an alternative, a perception study may be a useful tool for tourism sustainability assessment’ (Ko, 2003, p. 439). This is important because as Bell and Morse (1999, p. 80) pointed out ‘local people often have clear ideas of their own about what is sustainable from their own perspective and

in their own terms without an expert's view.' Moreover, Ko (2001) stressed out that; a perception study is one of the most appropriate form of reflecting various ideas in a numerical form. In practice BTS model proposed to be applied in a single destination and local level, otherwise; parallel to spatial expansion, it may result a conflict among stakeholders.

BTS model is criticized because it assumes all the indicators have same degree of importance, however in reality it should not be the case. Additionally, it assumes that 'there is a linear relationship between both the individual indicators (through dimensions scores) and the systems scores' (Ko, 2001, p. 829). In general, BTS model can enable comprehensive sustainability assessment only if it is combined with quantitative data supplemented by other data gathering methods, rather than measurement of perception of host community.

#### **4.2.1.1. Sustainability Tourism Attitude Scale (SUS-TAS)**

It is emphasized by many scholars that sustainable tourism should include active community participation process as well as communities' self determination (Moseley, 2002; Pearce, Moscardo and Ross, 1996). Some researches show that stakeholders' role is crucial because it constructs 'the philosophical basis of sustainable community tourism (SCT)' (Choi and Sirakaya, 2006, p. 1286). Therefore, Choi and Sirakaya (2006, p. 1281) pointed out that 'sustainable tourism development should be planned and managed by community stakeholders'.

In the past few decades, it has been tried by many scholars to develop sustainability indicators in order to monitor the development process. However, the process has most of the time not successfully monitored, because the community concerns were usually ruled out. Thus, social scientists have begun to design a sustainable community development framework relevant to tourism development. Increasing awareness of tourism impacts, especially negative impacts, enforced tourism scholars to conduct tourism impact assessment studies through developing indicators which can monitor the sustainability of natural and socio-cultural environment. However, application of those impact assessment studies is not that easy in consideration of holistic approach of sustainability. Quantitative approaches most of the time implied, rather than qualitative sustainability approaches, in relevance to social, natural and human systems. According to Manning (1993), in order to assess local tourism development, decision makers need to know the potential monitoring area, data availability and measurement methods.

Bell and Morse (1999) asserted that stakeholders give relatively clear information and data rather than complicated and technical information to understand the existing tourism development in sustainability context. It is important to understand local tourism development via understanding residents' perceptions because as Sheldon and Abenoja (2001) pointed out; it is critical to assess local understandings of tourism development and continually assess residents' opinions in sustainability framework. Moreover, Ko (2001) also stressed the need for limiting the number of indicators to assess sustainability due to various

barriers such as time, budget, methodology and etc. which is much more effective in order to compare all issues concerned. In other words, limiting the numbers of indicators according to their availability and their adoptability to a specific destination is important to confront the issues which are concerned. As Choi and Sirakaya (2006, p. 1286) asserted 'each community should adopt only the indicators it needs to monitor tourism development'.

In their work Choi and Sirakaya (2006) pinpointed the differentiation of sustainability indicators between community tourism development (CTD) and conventional tourism development. They pointed out the reason of main variation between CTD and traditional tourism as; the interrelationships between natural and cultural resources and stakeholders. Therefore, sustainability indicators of CTD differ from conventional tourism development indicators. Choi and Sirakaya (2006) tried to develop indicators to measure sustainable CTD by using modified Delphi technique. The method renamed as sustainability tourism attitude scale (SUSTAS), because Choi and Sirakaya tried to define sustainability indicators through which local residents' perceptions will be assessed.

Most of the monitoring indices for sustainable tourism focused on economic, physical and ecological dimensions; however, sustainable development indices should also include social, cultural, technological and political dimensions (Choi and Sirakaya, 2006). According to Choi and Sirakaya (2006, p. 1286) 'a holistic approach to sustainable tourism development should be ecologically responsible, socially compatible, culturally appropriate, politically equitable, technologically supportive and, finally, economically viable for the host community'. Therefore, in their work Choi and Sirakaya (2006) defined six dimensions of sustainability namely; economic benefits, the sociocultural impact of tourism, community-based benefits, visitor satisfaction, environmental sustainability, and community participation to construct SUSTAS. By SUSTAS, it is aimed to gauge the community sentiments towards tourism development periodically. In this manner, SUSTAS enables a practical framework to evaluate sustainability of tourism development via assessing residents' attitudes.

In the first phase of constructing SUSTAS, Choi and Sirakaya enlisted 127 panel members for consultation. After eliminating candidates 44 researchers were selected by the authors to participate in the study. These researches were asked to define sustainability indicators for tourism development and six academic experts were consulted to assess the clarity, ambiguity and generality of each sustainability indicator, which had been defined by 38 researchers. Choi and Sirakaya provided three rounds of discussion with 38 academic researches in order to build a consensus on sustainability indicators. The first round consisted of three main sections including; concerning definitions, principles and potential indicators. The panel members were asked to create a list of sustainable tourism indicators in six dimension of tourism. Six academicians from panel members reviewed the initial questionnaire and 157 itemized indicators were collected. Later on in second round, panel members were asked to rate their opinions in each item in terms of agreement, disagreement within a 5 point Likert scale, 3.5 or higher mean taken as a cutoff point. In the third round, 25 panel members participated and 48% were returned. At the end of their study Choi and Sirakaya (2006) received 125 sustainability indicators which are related with six dimensions

of tourism. These are as: ‘political (32), social (28), ecological (25), economic (24), technological (3), and cultural dimensions (13)’ (Choi and Sirakaya, 2006, p. 1274). The top three objective indicators of each dimension are given below.

**Table 11: Top Three Indicators of Each Dimension**

<b>Dimensions</b>	<b>Rankings/Indicators</b>
Economic Dimension	<ol style="list-style-type: none"> <li>1. Availability of local credit to local business</li> <li>2. Employment growth in tourism</li> <li>3. Percent of income leakage out of community</li> </ol>
Social Dimension	<ol style="list-style-type: none"> <li>1. Resident involvement in tourism industry</li> <li>2. Visitor satisfaction/attitudes toward TD</li> <li>3. Litter/pollution</li> </ol>
Cultural Dimension	<ol style="list-style-type: none"> <li>1. Availability of site maintenance fund and resources</li> <li>2. Type and amount of training given to tourism employees (guide)</li> <li>3. Type of building material and decor</li> </ol>
Ecological Dimension	<ol style="list-style-type: none"> <li>1. Air quality index</li> <li>2. Amount of erosion on the natural site</li> <li>3. Frequency of environment accidents related to tourism</li> </ol>
Political Dimension	<ol style="list-style-type: none"> <li>1. Availability and level of land zoning policy</li> <li>2. Availability of air, water pollution, waste management and policy</li> <li>3. Availability of development control policy</li> </ol>
Technological Dimension	<ol style="list-style-type: none"> <li>1. Accurate data collection</li> <li>2. Use of low-impact technology</li> <li>3. Benchmarking</li> </ol>

**Source:** Choi and Sirakaya, 2006

After receiving 125 sustainability indicators related with six dimensions of tourism, a pilot survey was conducted to examine each sustainability indicator. The survey was conducted to 308 people from a university in Texas, including the students and staff. The sample size satisfied the condition of minimum 300 people for exploratory factor analysis. Except from exploratory factor analysis, Kaiser-Meyer-Olkin was also used to test the sample adequacy. After verification of sample size, the reliability of SUSTAS was examined. In purification phase, each item were examined in regard to the item-total scores correlations, that means higher correlations indicates better items. Therefore, in purification phase of SUSTAS 72 items with low or no correlation ( $r$  value less than .3) with the total score were discarded. After eliminating the items, which have low or no correlation, exploratory factor analysis was performed on the remaining 53 sustainability indicators using principle component

analysis with a varimax rotation. The 38 of the 53 sustainability indicators loaded on seven dimensions after performing principle component analysis. The number of items in each domain, alpha reliability coefficients, Eigenvalues, percentage of variance explained, the results of Kaiser-Meyer-Olkin and Bartlett test are shown in the Table 12 below.

**Table 12: Eigenvalues, Variance Explained, and Cronbach's Alphas of Initial SUSTAS Domains**

Factor	Number of items	Eigenvalue	Variance (%) <sup>a</sup>	$\alpha$
Environment sustainability	9	7.42	19.52	.89
Perceived social costs	8	6.17	16.25	.88
Perceived economic benefits	7	3.12	8.22	.86
Community participation	4	2.04	5.38	.79
Long-term planning	4	1.93	5.09	.76
Visitor satisfaction	3	1.40	3.69	.74
Community-centered economy	3	1.27	3.33	.64

N = 306. SUS-TAS = scale assessing residents' attitudes toward sustainable tourism; Kaiser-Meyer-Olkin measure = .857; Bartlett's test = 5231.1 ( $p = .001$ ).

a. Total variance explained in the data = 61.5%.

**Source:** Choi and Sirakaya, 2006

Previous studies show that Cronbach alpha is an important coefficient to test consistency reliability (Lankford and Howard, 1994). Although the reliability of Cronbach alpha coefficient differs from study to study, the score of 0.7 and higher is a recommended score to test the reliability of variables. However, the score of 0.6 and above is also acceptable for reliability of variables. In Choi and Sirakaya's (2006) work, Cronbach alpha coefficients ranged from 0.64 to 0.89 that indicates the variables were consistent. Following the purification phase, 38 of SUSTAS item were retained and reviewed by the six academic experts independently. After reviewing purified SUSTAS items, six academic experts recommended to add 13 more items to SUSTAS. As a result, the final instrument of SUSTAS included 51 indicators with seven domains.

To test the reliability of 51 item SUSTAS method, 447 questionnaires conducted in New Braunfels, Texas. Exploratory factor analysis using principle component analysis with a varimax rotation was used to increase the interpretability of the factors and 44 items were remained. The remained 44 items were factor analyzed and they were loaded on seven factor domains. It was observed that; similar to the pilot survey, conducted in the first phase of SUSTAS, Eigenvalues equal or greater than 1 explains almost the 67% of the total variables. Moreover, alpha reliability coefficients were also tested and it was observed that the Cronbach's alpha coefficient ranged from 0.79 to 0.95. Thus, internal consistency of the SUS-TAS is highly acceptable.

**Table 13: Factors and Items of SUSTAS**

FACTOR	ITEM DESCRIPTION
<b>Perceived social costs</b>	<ul style="list-style-type: none"> <li>• I often feel irritated because of tourism in my community</li> <li>• Tourists in my community disrupt my quality of life</li> <li>• My community is overcrowded because of TD</li> <li>• Community recreational resources are overused by tourists</li> <li>• I believe the quality of the environment in my community has deteriorated because of tourism</li> <li>• Tourism is growing too fast</li> <li>• My quality of life has deteriorated because of tourism</li> <li>• I do not feel comfortable or welcome in local TB</li> </ul>
<b>Environmental sustainability</b>	<ul style="list-style-type: none"> <li>• The diversity of nature must be valued and protected</li> <li>• Tourism must protect the NBs environment .</li> <li>• Proper TD requires that wildlife and natural habitats be protected at all times</li> <li>• Community environment must be protected now and for the future</li> <li>• TD must promote positive environmental ethics among all parties with a stake in tourism</li> <li>• Tourism must be developed in harmony with the natural and cultural environment</li> <li>• I think tourism developers should strengthen efforts for environmental conservation</li> <li>• I believe tourism must improve the environment for future generations</li> <li>• Regulatory environmental standards are needed to reduce the negative impacts of TD</li> </ul>
<b>Long-term planning</b>	<ul style="list-style-type: none"> <li>• I believe TD needs well-coordinated planning</li> <li>• When planning for tourism, we cannot be shortsighted</li> <li>• I believe that successful management of tourism requires advanced planning</li> <li>• I believe we need to take a long-term view when planning for TD</li> <li>• TD plans should be continuously improved</li> <li>• TI must plan for the future</li> <li>• I think residents must be encouraged to assume leadership roles in TP committees</li> </ul>

**Table 13** (continued)

<b>Perceived economic benefits</b>	<ul style="list-style-type: none"> <li>• I believe tourism is a strong economic contributor to community</li> <li>• Tourism benefits other industries in communities</li> <li>• I believe tourism is good for communities' economies</li> <li>• Tourism diversifies the local economy</li> <li>• Tourism creates new markets for our local products</li> <li>• I like tourism because it brings new income to communities</li> <li>• Tourism generates substantial tax revenues for the local government</li> </ul>
<b>Community-centered economy</b>	<ul style="list-style-type: none"> <li>• I think TBs should hire at least one-half of their employees from within community</li> <li>• Communities' residents should receive a fair share of benefits from tourism</li> <li>• The TI should obtain at least one-half of their goods and services from within the community</li> <li>• TI must contribute to community improvement funds</li> <li>• Communities' residents should be given more opportunities to invest in TD</li> </ul>
<b>Ensuring visitor satisfaction</b>	<ul style="list-style-type: none"> <li>• TBs must monitor visitor satisfaction</li> <li>• TI must ensure good quality tourism experiences for visitors</li> <li>• It is the responsibility of TBs to meet visitor needs</li> <li>• Community attractiveness is a core element of ecological "appeal" for visitors</li> </ul>
<b>Maximizing community participation</b>	<ul style="list-style-type: none"> <li>• Tourism decisions must be made by all in communities regardless of a person's background</li> <li>• Full participation in TDM, by everyone in the community, is a must for successful TD</li> <li>• Communities' residents should have and opportunity to be involved in TDM</li> <li>• Sometimes, it is acceptable to exclude a community's residents from TD decisions</li> </ul>

\*Note: TD=tourism development, TB=tourism business, TI=tourism industry, TDM=tourism decision making

**Source:** Choi and Sirakaya, 2006

The study of Choi and Sirakaya (2006) generated and validated a comprehensive attitude scale to test residents' perceptions towards tourism development. SUSTAS can be asserted as a good tool that incorporates the complex dimensions of sustainable tourism. The reliability of each variable in SUSTAS is high because the corrected item-total correlation and Cronbach's alpha were used to assess reliability of the developed scale. Moreover, the

items were generated from comprehensive literature review. Therefore, the reliability of SUSTAS is highly acceptable.

The application of SUSTAS is thought to be the first step of deeper investigation of sustainable tourism development through assessment of residents' attitudes. According to Choi and Sirakaya (2006), SUSTAS cannot provide a satisfactory level of construct validity, therefore; confirmatory factor analysis should be used to test whether psychometric characteristics of SUSTAS are valid within the other cross-cultural and urban settings. To say, in order to confirm the validity of SUSTAS, a further study is needed. For this reason, Sirakaya, Ekinici and Kaya (2007) studied on refining the scale of SUSTAS with new sample. Sirakaya, Ekinici and Kaya (2007) tried to employ confirmatory factor analysis to test the validity of SUSTAS in terms of its psychometric properties.

In their work Sirakaya, Ekinici and Kaya (2007) took two separate samples from Turkey and Turkish Republic of Northern Cyprus to confirm the validity of SUSTAS. The respondents were randomly selected and 950 respondents from Turkish Republic of Northern Cyprus and 1.817 respondents from İzmir (Turkey) were face-to-face interviewed to collect data. After gathering the data, construct validity of SUSTAS was tested by confirmatory factor analysis using LISREL-8.72 estimator. The findings confirmed the seven-factor dimensions of SUSTAS with 33 items. In other words, the number of items in original SUSTAS reduced from 44 items to 33 items, supporting the seven-factor structure of SUSTAS. Therefore, the reliability and validity of SUSTAS was confirmed. Furthermore, the findings of the study approved that SUSTAS can be used in cross-cultural settings with minimal change and adaptation.

In comparison to the other sustainability assessment models, SUSTAS represents a practical measurement methodology. As Lankford and Howard (1994) and Ap and Crompton (1998) indicated, there are few successfully developed tools to assess residents' attitudes towards tourism. According to Choi and Sirakaya (2006) SUSTAS represents the first empirical examination of measuring residents' attitudes towards sustainable tourism because of the absence of a widely used measurement methodology. By Choi and Sirakaya's (2006) study, SUSTAS as a subjective indicator was developed so that residents' attitudes, feelings and perceptions can be measured to evaluate tourism development progress. Compared to other sustainability assessment methods such as; Barometer of Sustainability Model of Ko (2001) or Irridex model of Doxey (1975), SUSTAS enables a practical method to measure sustainability via subjective indicators. Unlike Barometer of Sustainability model of Ko (2001), for example, SUSTAS does not assume all sustainability indicators have the same degree of importance, conversely, SUSTAS enables residents to decide the importance of each sustainability indicator. As it is asserted by many scholars; system of subjective social indicators is necessary to assess sustainability, SUSTAS offers a good initial point.

In general, SUSTAS can be affirmed as a useful tool to understand the ways which local residents regard in sustainable tourism development. Therefore, by SUSTAS planners, decision makers and academic researches can get a meaningful insight about current tourism development and strengthen the outcomes of future tourism development.

### 4.3. Conclusion

There are many difficulties related with sustainability assessment therefore there exists vigorous debates about assessment of sustainability. Cocklin (1989) states the restrictions of sustainability assessment with four broad methodological dilemmas: the boundary problem; single resource analysis vs. integrated evaluation; the quantification problem; and the goal of sustainability and other goals (Ko, 2005). Moreover, these methodological dilemmas contain lots of unanswered question regarding the process of sustainability assessment. Khosla (1995, p. 9) indicated them as:

How do we measure areas which constitute sustainable development? How do we put numbers or colors or other descriptors to these indicators of the quality of life or of well-being? One answer to that is, perhaps, do we need to? Another question we must address is: Are there indicators that are not amenable to quantification? And, if we do try to quantify them, do we fall into the same trap as economists have fallen into for the last one hundred and fifty years— that is, in believing that only things that have numbers mean anything?

However, as Pearce (1989) indicated; quantitative sustainability indicators, which have been used by many national and international organizations, are powerful and useful tools that solely gives the opportunity of comparison, although they are insufficient in certain circumstances. Moreover, it is also stated that there is no consensus in perfection of one sustainability assessment model, therefore; the focus should be more on giving the highest priority to the practical applications of sustainable development. As Ko (2003, p.435) mentioned ‘..., in considering sustainability assessment, the monitoring of the shift in people’s quality of life and the natural environment over a selected time period (weak sustainability) rather than pursuing the idea of the indefinite continuation of a situation (strong sustainability) may be desirable.’

Although Ko (2005) pointed out a shorter and more useful method for handling of sustainability assessment by suggesting to monitor the shift in quality of peoples’ life and the natural environment over a selected period of time, it is still difficult. It is because of that; there are numerous indicators in relation to different aspects of tourism which are difficult to be measured in numerical form. Therefore, an attitude assessment study is thought as one of the most appropriate methods if the technical data are unobtainable. In that aspect, this study proposes to take the perceptions of main stakeholders as the main scaling criterion. As Belle and Morse (1999, p. 80) mentioned ‘Local people often have clear ideas of their own about what is sustainable from their own perspective and in their own terms without an expert’s view.’

It is clear that sustainability of tourism cannot be solely measured by objective indicators, because the objective indicators inevitably rule out the social exchange between tourism development process and host community. Therefore, an attitude assessment study is needed to gather subjective indicators to evaluate existing tourism development. As, it is mentioned before, the residents are the most important stakeholders in tourism development due to their

role in the community. In other words, residents play a crucial role in sustainability of tourism development, therefore; the ignorance of residents' ideas during tourism development process can cause serious damage on long term sustainability of tourism development. For this reason, in this research a perception study was decided to be applied to the local residents in Eastern Black Sea Region.

Choi and Sirakaya (2005) indicated that the tools used to measure the tourism impacts are reflecting the dominant social paradigm of the 1970s and are insufficient. They argued that; the sustainability measurement indicators should be extended including all aspects of; economic, social, cultural, ecological, political and technological dimensions. Consequently, they developed and tested a new measurement tool which reflects various dimensions of sustainable tourism. The tool called sustainability tourism attitude scale (SUSTAS) and comprised of 44 items including the seven- factor dimensions of; 'social costs, environmental sustainability, long-term planning, economic benefits, ensuring visitor satisfaction, community-based tourism, and maximizing community participation' (Prayag, Dookhony-Ramphul and Maryeven, 2010, p. 703).

From various sustainability assessment methods, sustainability tourism attitude scale (SUSTAS) was chosen as the main method to be applied to assess residents' perceptions towards tourism development. There are some reasons behind selecting SUSTAS as a method for perception study. Firstly, SUSTAS assesses residents' perception of tourism development in the context of sustainability. Secondly, SUSTAS, unlike other assessment methods, is a practical method to get a meaningful insight about existing tourism development. Thirdly, compared to other methods like; BTS of Ko (2001) and Irridex model of Doxey(1975), SUSTAS does not assume all sustainability indicators have the same degree of importance; rather, it gives an opportunity to prioritize the sustainability indicators in regard to host communities' features. Thus, SUSTAS was chosen as the major method to be applied in this research.

In the next chapter, the current tourism development in Eastern Black Sea Region and the structure of research is explicitly explained. The research results are also given to understand how residents perceive tourism development in Eastern Black Sea Region.



## **CHAPTER 5**

### **ASSESSING RESIDENTS' ATTITUDES TOWARDS SUSTAINABLE TOURISM DEVELOPMENT IN EASTERN BLACK SEA REGION**

The aim of this chapter is to evaluate residents' attitudes towards current tourism development schemes in Eastern Black Sea Region and to get an insight about sustainability of tourism development. Therefore, the tourism policies and tourism statistics about Eastern Black Sea Region is initially reviewed and the existing tourism development strategies are explicitly explained. Later on, the aim of the case study is given and the major hypotheses examined in the case study are presented. The methodology used in questionnaire design and sampling are given and the research result are comprehensively set forth. At the end of the chapter, the research results are discussed.

#### **5.1. Tourism Development in Eastern Black Sea Region**

Eastern Black Sea Region is one of the regions in Turkey which has low share of total tourism receipts. According to TÜROFED (2011), Eastern Black Sea Region, with a share of 3.10% of total tourism receipts, placed at the 11<sup>th</sup> stage among 12 sub-regions. In other words, in comparison to other 12 sub-regions, Eastern Black Sea Region cannot generate adequate income from tourism industry. This is mainly resulted from less diversification of touristic activities and facilities. For this reason, as it has been stated in Turkey Tourism 2023 Strategy Action Plan 2007-2013 (2007), a thematic tourism development corridor called 'Plateau Corridor' was developed in Eastern Black Sea Region to differentiate tourism activities and to maximize economic benefits of tourism through attracting various tourist profiles. The 'Plateau Corridor' starts from Samsun and ends in Hopa, including various plateaus which contain important centers of nature tourism (Turkey Tourism 2023 Strategy Action Plan 2007-2013, 2007). It is stated in Turkey Tourism 2023 Strategy Action Plan 2007-2013 (2007) that; the 'Plateau Corridor' is going to be diversified with alternative tourism forms such as; adventure tourism, winter tourism and ecotourism in order to minimize seasonal fluctuations in tourist arrivals and to increase regional shares of tourism receipts. Similar to Turkey Tourism 2023 Strategy Action Plan 2007-2013, Eastern Black Sea Regional Development Plan (2000) has also pointed out Eastern Black Sea Region as a region in which rural based tourism schemes should be supported in order to contribute regional development. In Eastern Black Sea Regional Development Plan (2000), the tourism elements of Eastern Black Sea Region defined as; natural and cultural assets, protected areas and nature based sport activities.

Diversification of tourism activities and facilities is an important policy to maximize average overnight rates in Eastern Black Sea Region. In comparison to Turkey's average overnight and occupation rates, Eastern Black Sea Region has lower rates resulted from inefficient use of tourism values. In the table below, the average overnight and occupation rates are given.

**Table 14: Average Overnight and Occupancy Rates in Eastern Black Sea Region**

PROVINCES	AVERAGE OVERNIGHTS			OCCUPANCY RATES (%)		
	FOREIGN	CITIZEN	TOTAL	FOREIGN	CITIZEN	TOTAL
ARTVİN	1,5	1,2	1,3	5,39	16,69	22,08
GİRESUN	1,6	1,2	1,2	0,06	23,90	23,96
GÜMÜŞHANE	1,0	1,4	1,4	0,17	25,24	25,41
ORDU	1,4	1,6	1,6	1,08	30,62	31,70
RİZE	1,4	1,2	1,2	4,27	18,51	22,78
TRABZON	2,5	1,2	1,3	5,85	24,91	30,76
TÜRKİYE	3,3	1,7	2,2	15,45	18,46	33,91

**Source:** Ministry of Culture and Tourism, 2011

Except from low overnight and occupation rates, Eastern Black Sea Region faces with other problems regarding tourism development. Seasonal fluctuations in tourist arrivals cause an inadequate and unqualified tourism service supply. During summer season, for example, the occupation rates of the hotels and other accommodation places are almost a hundred percent; therefore, during high season a need of more accommodation places appear. In contrast to this, during winter time the occupation rates are usually lower than 5%. This situation results an inefficient use of accommodation places. In other words, the people who engage in tourism industry cannot generate income from tourism activities during low season. This directly results an unsustainable development scheme of tourism industry with regard to continuation of economic benefits. In addition to this, sharp fluctuations in tourist arrivals and tourism activities cause a crucial problem in number qualified tourism personnel. Many qualified tourism personnel do not want to engage in tourism services in Eastern Black Sea Region that result human resources problem in tourism development. Another problem resulted from overcrowd of tourists in high season. Because of overcrowd of tourists during high season, decision makers tend to think more hotels are needed for accommodation; therefore, construction activities prioritized in tourism development. Yet, in the case of Eastern Black Sea Region, the hotel construction activities should not be prioritized, because the problem should be more about increasing overnights spend in Eastern Black Sea Region. Environmental sustainability should be another important priority for tourism development in Eastern Black Sea Region because; during high season overcrowd of tourist in specific tourism destinations causes a serious environmental damage on natural sites. Transportation activities get higher during high season that directly results an increase in greenhouse gas emissions. Moreover, lack of sufficient service facilities and lack of adequate infrastructure causes environmental problems. During high season in tourism activities, insufficient waste management systems induce high degree of environmental pollution that directly harms the natural environment and it also restrain further tourism activities.

Although Eastern Black Sea Region has many touristic values, these values cannot be transformed into an important economic resource in order to increase regional well being. As it is asserted in Eastern Black Sea Regional Development Plan (2000, p. 3-1), one of the main economic problems of Eastern Black Sea Region is: 'disuse of tourism resources'. For this reason, in Eastern Black Sea Regional Development Plan (2000) three alternative development scenarios has been proposed and one of which includes many strategies about improving tourism and tourism based service activities. In this development scenario, tourism has been attributed as a key sector and rural based tourism activities have been designated as the main contributors for enhancing rural socio-economic conditions. In order to reinforce rural based tourism activities, the plateau tourism has also been proposed as a strategy in Eastern Black Sea Regional Development Plan (2000). Moreover, in Eastern Black Sea Regional Development Plan (2000, p.6-7) 'Rural Tourism Development Projects' has been suggested under 'Diversification and Intensification of Rural Economy Programme'.

In reference to the policies and the sustainable tourism development principles, the case study has been structured to evaluate the sustainability and convenience of tourism development in Eastern Black Sea Region via assessing local residents' attitudes.

## **5.2. Research Question and the Research Hypotheses**

Understanding of local communities' perception and attitudes towards tourism development are important assets to evaluate sustainability of tourism development. As Choi and Murray (2010, p.576) asserted 'Within the sustainability paradigm, the role of residents is crucial and it is important to understand and assess their perceptions of, and attitudes toward, development'. According to Yoon, Gursoy and Chen (2001), it is fundamental to know about local residents' reactions to get their support for tourism development. It is argued in many studies that; host communities' support for tourism development affects many elements in the society such as; economic, cultural, social and environmental (Yoon, Gursoy and Chen, 2001). Therefore, the key research question is set forth as: 'How far the local residents in Eastern Black Sea Region believe that the tourism activities taking place in their local environment is useful for their well being and their environmental resources?'. The answer of the research question directly provides an insight to policy makers, tourism scholars and decision makers about current tourism development and also about further implementation of tourism initiatives.

By this research sustainability of tourism development is evaluated through assessing residents' attitudes towards tourism. Therefore, all three dimensions of sustainability included in the questionnaire and residents' perceptions tried to be assessed. It has been recognized by many researchers that; the residents' perceived impacts of tourism are strongly intertwined with their support of tourism (Lankford and Howard, 1994; Liu and Var, 1986; Gursoy et al., 2002). According to Choi and Murray (2010, p. 578), 'residents who benefit most from economic gains and sociocultural improvements are more likely to support tourism.' Therefore in this research, the respondents' relation with tourism sector

was examined. The respondents were asked to answer whether they are working in tourism sector and whether they think they benefit sufficiently from economic gains of tourism development. For this reason, the first hypothesis was based on the argument that; residents who benefit directly from tourism development are more likely to support tourism. The second hypothesis was structured to understand whether the perceived economic benefits from tourism affect the residents' support of tourism. Therefore, the Hypothesis 2 set forth as: the residents' support of tourism has a positive relation with the perceived economic benefits from tourism.

*Hypothesis 1:* residents who benefit directly from tourism development are more likely to support tourism.

*Hypothesis 2:* the residents' support of tourism has a positive relation with the perceived economic benefits from tourism.

Environmental concerns constitute one of the dimensions of sustainability and sustainable tourism development. In many cases it has been observed that; if natural environment of a specific region is not protected, tourism will no longer be attractive for tourist. That means sustainable tourism development cannot be managed. In this research environmental concerns are investigated, although none of the studies shows ambiguous results (Lovelock, 2008). Choi and Murray (2010) also indicated that; there are no known studies which support the association between environmental sustainability and impacts of tourism. However, environmental sustainability needs to be evaluated within the context of tourism impacts. Therefore, the third hypothesis is set forth as: residents' attitudes towards environmental sustainability are negatively associated with the economic benefits of tourism development.

*Hypothesis 3:* residents' attitudes towards environmental sustainability are negatively associated with the economic benefits of tourism development.

Sustainable development of tourism is directly associated with its long term and effective planning. Therefore, in this research a need of planning activity and impacts of tourism was examined to understand the current tourism development scheme. Some studies have tested the relation between residents' attitudes towards tourism and support for planning activity. McGehee et al. (2003) stated that; there is a positive correlation between planning activity and positive impacts of tourism development. However, in consideration of the current tourism problems in Eastern Black Sea Region, the fourth hypothesis is structured as: there is a positive relationship between residents' attitudes toward planning and negative impact of tourism. Planning activity and community involvement are recognized as the key indicators of sustainable tourism. In the context of community based tourism approaches, community residents' play a crucial role, therefore; their active involvement in the tourism decision making process is fundamental for effective planning. According to Lankford and Howard (1994) the interaction between residents in decision making process and local control during tourism planning may affect the outcomes of tourism development. Therefore, local participation in the decision making process considered as one of the critical principle. Napier and Wright (1974) found out that; there is a strong relation between positive

perceptions of tourism and degree of participation. According to Napier and Wrights' (1974) foresights, the fifth hypothesis constituted as: residents' attitudes towards community participation positively associated with negative impacts of tourism development.

*Hypothesis 4:* there is a positive relationship between residents' attitudes toward planning and negative impacts of tourism.

*Hypothesis 5:* residents' attitudes towards community participation positively associated with negative impacts of tourism development.

Residents' demographic characteristic is also an important determinant which affects residents' attitudes. In this research, some demographic features such as; gender, age, years of residency and etc. are included to test how these determinants affect the answers given to each statement. The most commonly used determinant in perception studies is length of residency. Although some studies shows that there is no correlation between community attachment and support for tourism (Gursoy et al., 2002), some studies reported that highly attached residents have less tendency to support tourism development (Deccio and Baloglu, 2002). The correlation between length of residency and support for tourism is also examined in this research. The sixth hypothesis, therefore, set forth as: community attachment is negatively associated with residents' support for tourism development.

*Hypothesis 6:* community attachment is negatively associated with residents' support for tourism development.

### **5.3. The Methodology**

In this part the methodology of the research is explicitly explained. The design of the questionnaire and the survey was initially given. The study area and sample selection process are also stated.

#### **5.3.1. Questionnaire Design**

In the process of questionnaire design, lots of studies and researches were reviewed in order to include all possible sustainable tourism indicators in the survey. However, the main focus of this research is to test local satisfaction and perception of residents about existing tourism development. As it is stressed out by UNEP/WTO (2005), the level of local satisfaction with tourism comprises one of the baseline issues of sustainable tourism development. Moreover, examination of local satisfaction of residents with tourism and assessing their attitudes towards tourism development constitutes the main issues of community based tourism development. From this perspective, it is fundamental to assess local residents' attitudes towards tourism development and to examine their satisfaction level with tourism. Therefore, the statements included in the survey were mainly based on the subjective indicators, rather than objective indicators.

In this study, all possible sustainable tourism indicators tried to be included in order to get a true insight about existing tourism development. However, the wide range of sustainability indicators are taken from SUS-TAS because the sustainability indicators defined in SUS-TAS is much more compatible with CTD. Therefore, most of the sustainability indicators, defined in SUS-TAS, were used as major indicators. As Sirakaya, Ekinci and Kaya (2007) stressed out in their work, the validity and reliability of SUSTAS in cross- cultural settings is highly acceptable. Therefore, the sustainable tourism indicators of SUSTAS were mainly used in this research to assess residents' attitudes towards tourism development.

In consideration of sustainable tourism development and community based tourism development, most of the statements, stated in the survey, are related with; community participation, perceived economic benefits, environmental sustainability, perceived social costs and long-term planning. Although SUSTAS has seven dimensions of sustainability indicators, in this research only some dimensions of sustainability were strongly emphasized. In relation to the characteristics of the research area; economic, social, ecological and political dimensions of SUSTAS were strongly emphasized.

In SUS-TAS economic dimension of sustainability includes such key themes; employment, income distribution/capital leakage and linkage, capital formation in the community/investment, nature of demand, economic well being, labor/company and job conditions, local government income. Therefore in the questionnaire fragments, which are related with above mentioned key themes, were included.

Social dimension of SUS-TAS comprised of these key themes; host community / residents and stakeholders, social cohesion, sex tourism, tourist satisfaction, community resource, distribution of resources/ power, community health and safety, quality of life in general. In the designed questionnaire, level of host community satisfaction and quality of community life were strongly examined. Therefore, most of the questions related with social dimensions of tourism development are circulated around community satisfaction and well-being.

In SUS-TAS cultural dimension emphasized by; building/architecture, cultural (site) management, socio-cultural fabric and cultural education key themes. Cultural dimension of sustainable tourism development only examined through questioning the compatibility of the accommodation places to the local environment.

Ecological dimension is one of the very important dimensions which need to be included in the designed survey. In SUS-TAS, ecological dimension of sustainability contains; loss of renewable resources, rate of ecosystem destruction/degradation, assessment of environmental impacts of tourism activity, reuse/ recycling rates, health of human population and loss of non-renewable resources key themes. In the designed questionnaire, general overview about environmental degradation/ destruction tried to be assessed.

Political dimension is another important dimension of sustainability assessment. Local oriented control policy, political participation, local planning policy, political supports of at

all level of governments constitutes the key themes of political dimension of tourisms' sustainability. Most of the key themes related with political dimension included in the designed survey.

### 5.3.2. The Questionnaire

The designed survey includes 'Yes/ No' questions and Likert scale anchored questions. 'Yes/ No' questions are set forth to understand the general perception about one statement, whereas Likert scale anchored questions put forward to measure the importance of given statement. The Likert scale anchored questions were structure as: 1= strongly disagree and 5= strongly agree to be used for rating. In addition to 'Yes/ No' questions and Likert scale anchored questions, some questions related with descriptive information were also included in the survey. The reason behind this is to understand whether support for tourism development changes according to residents' age, gender, length of residency, education level, relation with tourism sector and income level. Some studies shows that; there is a positive association between tourism and gender (female), employment, income, level of education (Allen et al., 1993; Inbakaran and Jackson, 2006 in Choi and Murray, 2010). Therefore, descriptive questions constitute one of the very important parts of the survey.

The first statement of the survey was structured as yes/no question and it examines whether respondents think that tourism is an important sector for their regions' development. With the first question, it is tried to get a slight insight about the residents' general attitude towards existing tourism development in Eastern Black Sea Region. Later on, the questions about perceived benefits and perceived negative effects of existing tourism development were investigated.

The second statement is about understanding in which respect residents think tourism is beneficial for their region. This question includes six options and the respondents' informed that they can choose more than one option. The second question and its' options are given in the table below.

**Table 15: The Second Question of the Questionnaire**

In which respect do you think tourism benefits to your region?	
1.	Increase in job opportunities in the region.
2.	The regions' economy developed.
3.	Tourism contributes to the promotion of the region.
4.	Tourism contributes to the infrastructural development in the region.
5.	Tourism improves the transportation facilities in the region.
6.	Tourism has no benefit to the region.

The third question was also structured as yes/no question and the residents were asked whether they get quantifiable personal benefit from tourism development or not. This question is one of the important questions in the survey because as Perdue, Long and Allen (1990) indicated; the residents, who perceive personal benefits from tourism, tend to support tourism development. In other words, there is a positive correlation between personal benefits from tourism and perception of tourism impacts.

The fourth statement was also constituted as yes/no question and the respondents were asked whether they are on the opinion that: ‘Tourism has more negative effects on the region rather than more positive effects.’

The fifth statement is about understanding in which respect residents’ think tourism harms to the region. This question includes four options and the respondents’ informed that they can choose more than one option. The fifth question and its’ option are given in the table below.

**Table 16: The Fifth Question of the Questionnaire**

In which respect do you think tourism harms to your region?	
1.	Tourism has no harm the region.
2.	Tourism harms natural values in the region.
3.	Tourism causes a periodical overcrowd in the region.
4.	Life has become more expensive because of tourism.

The sixth question of the survey contains 5 point Likert scale anchored 20 statements. Most of the statements contained in this part were taken directly from SUSTAS. These statements are as below in Table 17.

**Table 17: The Sixth Question of the Questionnaire**

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
6.1	I feel irritated because of tourism development in my community	1	2	3	4	5
6.2	I feel bothered because of the tourists	1	2	3	4	5

**Table 17** (continued)

6.3	Tourism development in my region harms the natural environment.	1	2	3	4	5
6.4	Protection of natural environment is the utmost important factor for the sustainability of tourism.	1	2	3	4	5
6.5	I am on the opinion that; local people are not sensitive enough towards natural environment and natural values.	1	2	3	4	5
6.6	I think local/central authorities do not take adequate precautions to protect natural environment.	1	2	3	4	5
6.7	The utmost important factor behind deterioration of natural environment is the wrong policies of local/central authorities.	1	2	3	4	5
6.8	Tourism develops in an unplanned way in the region.	1	2	3	4	5
6.9	Lack of master plans is the utmost important obstacle of tourism development in the region.	1	2	3	4	5
6.10	Tourism diversifies the local economy.	1	2	3	4	5
6.11	I think tourism has an important contribution to the local economy.	1	2	3	4	5
6.12	I like tourism because it brings new income to my community.	1	2	3	4	5
6.13	I think tourism business in the region should hire at least one-half of their employees from within the community.	1	2	3	4	5
6.14	Residents of the community should receive a fair share from tourism benefits.	1	2	3	4	5
6.15	Tourism creates new markets for our local products.	1	2	3	4	5

**Table 17** (continued)

6.16	Local/central administrations do not give right to local citizens to participate in tourism decision making.	1	2	3	4	5
6.17	The community should be given opportunity to get involved in tourism decision making process.	1	2	3	4	5
6.18	It is hard for me to contact with related authority when I have problems about tourism in the region.	1	2	3	4	5
6.19	Our disqualification from tourism planning process by the local/central authorities constitutes one of the reasons of undesired tourism development.	1	2	3	4	5
6.20	I think more five star hotels are needed in order to develop tourism in our region.	1	2	3	4	5

The seventh statement was also set forth as yes/no question and the respondents were asked whether they support the statement of: 'Eastern Black Sea region will not longer be an attractive tourism destination for tourist, if natural environment is not protected'.

The question eight aims to evaluate respondents' ideas about participatory planning. Therefore, the respondents' were asked: 'Do you need a platform to share your ideas and problems about tourism development?' The ninth question is related with the eighth question assessing how frequently can the respondents join the platform to share their ideas.

In the tenth question of the survey, the convenience of physical infrastructure to the natural environment was examined. The tenth question, for this reason, structured as: 'Do you think the accommodation places in the region is compatible with the natural environment?.'

As it is explicitly explained above, the questionnaire includes all three aspects of sustainability. Moreover, the principles of CTD were also contained to assess residents' perceptions about existing tourism development scheme in Eastern Black Sea Region. In general, the respondents in the research area questioned about their perceived environmental and economic impacts of tourism development. Additionally, the political dimension of sustainability assessed through understanding residents' tendency to participate in decision making process, as well as their readiness to collaborate with public bodies. Moreover, the social dimension of sustainability investigated through understanding residents' attitudes towards visitors. The residents were asked whether they feel disturbed by the visitors or not.

The cultural dimension of tourism only evaluated by asking residents about compatibility of constructed accommodation places to the local architecture as well as to the local environment.

### **5.3.3. Study Area and Sample Selection**

The questionnaire is conducted in two different areas of Trabzon which show different tourism development schemes in certain circumstances. The main purpose of conveying the questionnaire in two different areas is to understand in which respects the attitudes of local community change in relation to different tourism development schemes.

One of the research areas called Uzungöl, which is a very famous and popular tourism destination of Trabzon. The main economic activity in Uzungöl and its nearby area is tourism sector. Therefore, almost every villager in Uzungöl directly or indirectly related with tourism activity. The area developed in accordance with the nature based tourism facilities, however, in last 10 years the tourism development scheme demonstrates mass tourism development features. In Uzungöl, there exists lots of problems resulted from mass tourism development. Especially in summer term the sharp increase in number of tourists results a serious problem in public service facilities. In addition to this, ecological and environmental values in Uzungöl have been enormously destructed parallel with the uncontrolled tourism activities.

The survey was also conducted in Trabzon city center. The main attraction places in Trabzon city center such as; St. Sofia Museum, Atatürks' Pavilion, Trabzon Bazaar and city square were taken as important sites to conduct surveys. The reason behind choosing Trabzon city center as one of the research areas is that; most of the domestic and international tourists, who are coming to Eastern Black Sea Region, are visiting these attraction sites. Therefore, the residents, living in nearby area of such mentioned attraction sites, are much more familiar with tourists and touristic activities in comparison to other areas in Eastern Black Sea Region. As it is referred in Eastern Black Sea Tourism Master Plan (2010), almost 1/3 of tourists are coming to Eastern Black Sea Region by airways, which means at least 1/3 of tourists are directly coming to Trabzon. For this reason, this statement confirms the reliability of site selection to conduct surveys.

Both of these research areas were taken as samples because of having the potential to reflect the current tourism development situation in Eastern Black Sea Region. Both of these attraction places are one of the most important attraction sites that benefits and suffers from tourism development in concordance with their tourism development schemes.

The main target group of the research is the local residents of the study area. The sample is not randomly selected while conducting the survey. In relation to the characteristics of research area, some respondents were selected from people who work in tourism sector such as; hotels, restaurants, touristic shops and etc. some respondents, on the other hand, were selected from people who live nearby area of the study area.

The surveys were conducted by face to face dialoguing. 100 surveys conducted in total; 48 of surveys were conducted in Trabzon city centre, 52 were conducted in Uzungöl.

#### 5.4. Results of the Research

The demographic profiles of residents were initially given to understand the general characteristics of survey respondents. Descriptive statistics were used to understand the correlation between all statements and residents' demographic profile. In other words, it was investigated whether residents' demographic characteristics has an important effect on their attitudes towards tourism development or not. Factor analysis, frequencies of statements and correlations between statements were also tested. The differentiation in tourism perceptions between the residents of Trabzon city center and Uzungöl were also tested and significant differentiations between these two research areas were also explained.

##### 5.4.1. Demographic Profile of Survey Respondents

The questionnaire covered 100 people, 48 of them were in Trabzon city center and 52 of them were in Uzungöl. All of the respondents answered the questions related with descriptive information except one respondent, who did not answer the questions related with gender and level of income. The majority of respondents was in the age group 18-29 years and constitutes 48% of the respondents. The number of respondents, who is over 65 years old, comprises 3% of the respondents. The respondents between 30-45 years old comprise 24% and respondents between 45-64 years old comprise 25% of all respondents.

**Table 18: Age Characteristics of the Respondents (%)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	48	48,0	48,0	48,0
	30-45	24	24,0	24,0	72,0
	45-64	25	25,0	25,0	97,0
	65+	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

66% of the respondents are male, 34 % of them are female. Nearly 75% of the respondents are living more than 15 years in the case study areas. Respondents living less than 5 years in the research area constitute 10% of the respondents.

**Table 19: Length of Residency Characteristics of the Respondents (%)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	5	5,0	5,0	5,0
	1-5 years	10	10,0	10,0	15,0
	5-10 years	7	7,0	7,0	22,0
	10-15 years	4	4,0	4,0	26,0
	15+	74	74,0	74,0	100,0
	Total	100	100,0	100,0	

Most of the respondents have higher education; 42% of the respondents have university level education, while 21% have just primary education. High school educated respondents comprise 28% of all the respondents. Secondary school educated respondents constitute the least group with 9%.

**Table 20: Education Level Characteristics of the Respondents (%)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary Education	21	21,0	21,0	21,0
	Secondary Education	9	9,0	9,0	30,0
	High School Education	28	28,0	28,0	58,0
	University Education	42	42,0	42,0	100,0
	Total	100	100,0	100,0	

A considerable amount of the respondents works in tourism sector comprising 63% of all respondents. Majority of respondents have 1000-2000 TL level of income (45.5%), however; the respondents, who have less than 1000 TL level of income, also comprise a considerable amount with 29%. The respondents, who have 2000-3500 TL and have over 3500 TL income per month comprises 14% and 11%, respectively.

**Table 21: Level of Income Characteristics of the Respondents (%)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1000 TL	29	29,0	29,3	29,3
	1000-2000 TL	45	45,0	45,5	74,7
	2000-3500 TL	14	14,0	14,1	88,9
	3500+ TL	11	11,0	11,1	100,0
	Total	99	99,0	100,0	
Missing	System	1	1,0		
Total		100	100,0		

#### 5.4.2. Data Analysis, Validity and Results

In this part, the frequencies of first, third and the sixth questions were initially given. Later on, the factor analysis, applied to 20 statements in the sixth question is explained. The correlations between all statements and descriptive statistic were also examined to understand the relations between each dimension of sustainable development. Moreover, the descriptive characteristics were also examined to understand how residents' demographic profiles affect their attitudes towards tourism development.

##### 5.4.2.1. Frequencies of Statements

Frequencies only calculated for the first, third and sixth questions. The first question was set forth to understand the general attitude of residents towards tourism development. Therefore, the respondents were asked whether they think tourism is an important sector for their region. The third question, on the other side, was about perceived positive impacts of tourism development. The third question, for this reason, was structured as: 'Do you think that you get quantifiable personnel benefit from tourism development?' The frequency for the third question was also calculated because, as Perdue, Long and Allen (1990) indicated; the residents, who perceive personal benefits from tourism, tend to support tourism development. In other words, the tendency of respondents to support tourism development was tried to be understood in general. The calculation of the frequencies of each statement, contained in the sixth question, was important because; each statement of the sixth question provides detailed information about the residents' approaches towards mentioned sustainability dimension. Similar to the sixth question, the frequencies of the statements, included in second and fifth questions, were also calculated. The frequencies of each answer were interpreted as below.

In the first question respondents were asked whether they think tourism is an important sector for their regions' development. 96% of the respondents think that tourism is an important sector for the regions' development. The third question was established to

understand the perceived benefits of respondents from tourism development. The 71 % of the respondents think that they get quantifiable personnel benefit from tourism development.

In the second question it is tried to be assessed in which aspects residents think that tourism sector is beneficial for their region. According to the results, almost every resident think that tourism has various advantages. Only 1 respondent among all respondents thinks that tourism is not beneficial for their region. 29 % of the residents think that tourism has contributed to local economy, promotion of their region, increase in job opportunities, improvement of infrastructure, development of transportation facilities. 8% of all respondents think that tourism only contributes to increase in job opportunities; 10% of all respondents think that tourism only contributes to local economy and 12% of all respondents think that tourism development in their region contributes to promotion of their region.

Contrary to the second question, fifth question was set forth to understand residents' perception of tourism development in terms of its negative effects. Four options were set forth to understand the negative effects of tourism development. Parallel to the answers given to the second question, 49% of respondents think that tourism does not have any negative effect to their region. However, 14% of the respondents perceive that tourism development damages environmental assets in their region. 6% of respondents, on the other side, think that tourism damages environmental assets, causes overcrowding and results a more expensive life in their region.

Frequencies of each statement in sixth question are as follows. The first and second statements in the sixth question were formed to assess residents' feelings about tourism development. According to the responds given to these first two statements, residents do not feel disturbed neither by tourist or tourism development in their region.

**Table 22: Frequencies of the Statement 6.1 'I feel irritated because of tourism development in my community'**

		Frequency	Percent
Valid	<b>Strongly disagree (SD)</b>	<b>56</b>	<b>56,0</b>
	<b>Disagree (D)</b>	<b>23</b>	<b>23,0</b>
	Neither agree or disagree (NED)	4	4,0
	Agree (A)	8	8,0
	Strongly agree (SA)	9	9,0
	Total	100	100,0

**Table 23: Frequencies of the Statement 6.2 ‘I feel bothered because of the tourists’**

		Frequency	Percent
Valid	<b>SD</b>	<b>58</b>	<b>58,0</b>
	<b>D</b>	<b>25</b>	<b>25,0</b>
	NED	4	4,0
	A	7	7,0
	SA	6	6,0
	Total	100	100,0

According to the replies given to third statement, more than half (57%) of the respondents strongly disagree and disagree that tourism destroys natural environment. 81% of the respondents agree and strongly agree that the protection of natural environment is the utmost important factor for the sustainability of tourism. Besides, 47% of the respondents disagree and absolutely disagree the statement ‘I am on the opinion that; local people are not sensitive enough towards natural environment and natural values’, on the contrary, 40% of the respondents agree and absolutely agree with this statement.

**Table 24: Frequencies of the Statement 6.3 ‘Tourism development in my region harms the natural environment’**

		Frequency	Percent
Valid	<b>SD</b>	<b>33</b>	<b>33,0</b>
	<b>D</b>	<b>24</b>	<b>24,0</b>
	NAD	14	14,0
	A	22	22,0
	SA	7	7,0
	Total	100	100,0

**Table 25: Frequencies of the Statement 6.4 ‘Protection of natural environment is the utmost important factor for the sustainability of tourism’**

		Frequency	Percent
Valid	SD	10	10,0
	D	5	5,0
	NAD	4	4,0
	<b>A</b>	<b>29</b>	<b>29,0</b>
	<b>SA</b>	<b>52</b>	<b>52,0</b>
	Total	100	100,0

**Table 26: Frequencies of the Statement 6.5** *‘I am on the opinion that; local people are not sensitive enough towards natural environment and natural values. ‘*

		Frequency	Percent
Valid	SD	26	26,0
	D	21	21,0
	NAD	13	13,0
	A	27	27,0
	SA	13	13,0
	Total	100	100,0

In the sixth statement it is questioned whether respondents think that local/central authorities take adequate precautions to protect natural environment. Opinions of respondents differ very much from each other in the sixth statement. 24% of the respondents feel neutral about local/central authorities do not take adequate precautions, 27% strongly disagree and disagree, whereas; 49% of the respondents agree and strongly agree that local/central authorities do not take adequate precautions to protect natural environment

**Table 27: Frequencies of the Statement 6.6** *‘I think local/central authorities do not take adequate precautions to protect natural environment’*

		Frequency	Percent
Valid	SD	13	13,0
	D	14	14,0
	NAD	24	24,0
	A	31	31,0
	SA	18	18,0
	Total	100	100,0

In the seventh statement, the respondents questioned whether they think the utmost important factor behind deterioration of natural environment is the wrong policies of local/central authorities or not. Nearly half of the respondents (49%) agree or strongly agree that the most important factor behind deterioration of natural environment is the wrong policies applied by local/central authorities. Similarly, 49% of the respondents think that tourism develops in an unplanned way in their region.

**Table 28: Frequencies of the Statement 6.7** *'The utmost important factor behind deterioration of natural environment is the wrong policies of local/central authorities.'*

		Frequency	Percent
Valid	SD	13	13,0
	D	15	15,0
	NAD	23	23,0
	<b>A</b>	<b>31</b>	<b>31,0</b>
	<b>SA</b>	<b>18</b>	<b>18,0</b>
	Total	100	100,0

**Table 29: Frequencies of the Statement 6.8** *'Tourism develops in an unplanned way in the region.'*

		Frequency	Percent
Valid	SD	12	12,0
	D	22	22,0
	NAD	17	17,0
	<b>A</b>	<b>32</b>	<b>32,0</b>
	<b>SA</b>	<b>17</b>	<b>17,0</b>
	Total	100	100,0

In the ninth statement, lack of master plans pointed as the utmost important obstacle of tourism development in the region. 58% of the respondents agree or strongly agree that lack of master plans constitutes the most important barrier of tourism development. According to the answers given to the tenth statement, 79% of respondents think that tourism diversifies the local economy. Similarly 81% of the respondents strongly agree and agree to the statement eleven. To say, 81% of the respondents think that tourism has an important contribution to the local economy. Parallel with the statement eleven, 83% of the respondents agree and strongly agree that they like tourism because it brings new income to their community.

**Table 30: Frequencies of the Statement 6.9** *'Lack of master plans is the utmost important obstacle of tourism development in the region.'*

		Frequency	Percent
Valid	SD	13	13,0
	D	12	12,0
	NAD	17	17,0
	<b>A</b>	<b>31</b>	<b>31,0</b>
	<b>SA</b>	<b>27</b>	<b>27,0</b>
	Total	100	100,0

**Table 31: Frequencies of the Statement 6.10** *'Tourism diversifies the local economy.'*

		Frequency	Percent
Valid	SD	3	3,0
	D	6	6,0
	NAD	11	11,0
	<b>A</b>	<b>40</b>	<b>40,0</b>
	<b>SA</b>	<b>39</b>	<b>39,0</b>
	Total	99	99,0
Missing	System	1	1,0
Total		100	100,0

**Table 32: Frequencies of the Statement 6.11** *'I think tourism has an important contribution to the local economy.'*

		Frequency	Percent
Valid	SD	4	4,0
	D	5	5,0
	NAD	10	10,0
	<b>A</b>	<b>28</b>	<b>28,0</b>
	<b>SA</b>	<b>53</b>	<b>53,0</b>
	Total	100	100,0

**Table 33: Frequencies of the Statement 6.12** *'I like tourism because it brings new income to my community.'*

		Frequency	Percent
Valid	SD	4	4,0
	D	8	8,0
	NAD	5	5,0
	<b>A</b>	<b>37</b>	<b>37,0</b>
	<b>SA</b>	<b>46</b>	<b>46,0</b>
	Total	100	100,0

In the thirteenth statement, it is assessed whether tourism should hire at least one-half of their employees from within the community or not. 79% of all respondents agree and strongly agree to this statement, 13% of them strongly disagree and disagree and 8% of them think neutral about this statement. 64% of the respondents agree and absolutely agree that residents of the community should receive a fair share from tourism benefits.

**Table 34: Frequencies of the Statement 6.13** *'I think tourism business in the region should hire at least one-half of their employees from within the community.'*

		Frequency	Percent
Valid	SD	3	3,0
	D	10	10,0
	NAD	8	8,0
	<b>A</b>	<b>40</b>	<b>40,0</b>
	<b>SA</b>	<b>39</b>	<b>39,0</b>
	Total	100	100,0

**Table 35: Frequencies of the Statement 6.14** *'Residents of the community should receive a fair share from tourism benefits.'*

		Frequency	Percent
Valid	SD	13	13,0
	D	13	13,0
	NAD	10	10,0
	<b>A</b>	<b>34</b>	<b>34,0</b>
	<b>SA</b>	<b>30</b>	<b>30,0</b>
	Total	100	100,0

In the fifteenth statement, 77% of the respondents agree that tourism creates new markets for their local products, 15% disagree with the statement and 8% of respondents think neutral about this statement.

**Table 36: Frequencies of the Statement 6.15** *'Tourism creates new markets for our local products.'*

		Frequency	Percent
Valid	SD	4	4,0
	D	11	11,0
	NAD	8	8,0
	<b>A</b>	<b>47</b>	<b>47,0</b>
	<b>SA</b>	<b>30</b>	<b>30,0</b>
	Total	100	100,0

In the sixteenth statement, 54% of the respondents strongly agree and agree that local/central authorities do not give right to local citizens to participate in tourism decision making. On the other side, 84% of the respondents agree and strongly agree that residents of the community should be given opportunity to get involved in tourism decision making process.

**Table 37: Frequencies of the Statement 6.16** *'Local/central administrations do not give right to local citizens to participate in tourism decision making.'*

		Frequency	Percent
Valid	SD	16	16,0
	D	17	17,0
	NAD	13	13,0
	A	33	33,0
	SA	21	21,0
	Total	100	100,0

**Table 38: Frequencies of the Statement 6.17** *'The community should be given opportunity to get involved in tourism decision making process.'*

		Frequency	Percent
Valid	SD	7	7,0
	D	5	5,0
	NAD	4	4,0
	A	43	43,0
	SA	41	41,0
	Total	100	100,0

In the statement eighteen, 45% of respondents think that it is hard for them to contact with related authority in the region when they have problems about tourism. On the other side, 34% of respondents disagree and 21% of the respondents think neutral about this statement.

**Table 39: Frequencies of the statement 6.18** *'It is hard for me to contact with related authority when I have problems about tourism in the region'*

		Frequency	Percent
Valid	SD	18	18,0
	D	16	16,0
	NAD	21	21,0
	A	28	28,0
	SA	17	17,0
	Total	100	100,0

59% of the respondents think that one of the most important obstacle of a planned tourism development in their region lies behind their disqualification from tourism planning process, whereas, 22% of the respondents disagree with this statement. 19% of the respondents think

neutral about their disqualification from tourism planning process constitutes one of the most important obstacles of a planned tourism development.

**Table 40: Frequencies of the Statement 6.19** *‘Our disqualification from tourism planning process by the local/central authorities constitutes one of the reasons of undesired tourism development.’*

		Frequency	Percent
Valid	SD	14	14,0
	D	8	8,0
	NAD	19	19,0
	<b>A</b>	<b>36</b>	<b>36,0</b>
	<b>SA</b>	<b>23</b>	<b>23,0</b>
	Total	100	100,0

In the twentieth statement, 57% of the respondents think that five star hotels are needed in order to develop tourism in their region. On the contrary, 38% of the respondents disagrees the statement that five star hotels are needed in order to develop tourism in their region.

**Table 41: Frequencies of the Statement 6.20** *‘I think more five star hotels are needed in order to develop tourism in our region.’*

		Frequency	Percent
Valid	SD	26	26,0
	D	12	12,0
	NAD	4	4,0
	<b>A</b>	<b>31</b>	<b>31,0</b>
	<b>SA</b>	<b>26</b>	<b>26,0</b>
	Total	99	99,0
Missing	System	1	1,0
Total		100	100,0

#### 5.4.2.2. Factor Analysis and Item Scores

Factor analyses were only applied to 20 statements included in the 6<sup>th</sup> question of the survey. 20 items were factor analyzed by using principal component method with Varimax rotation in order to assess the psychometric properties of each item. Factors with eigenvalues greater than one and factor loading of 0.7 and above were chosen for interpretation. The principal component method revealed a structure of 9 components which are explaining 73% of total variance.

The results of the survey were given in Table 42 below. It is seen from the table that; one item loaded in the first factor and it indicates the public policies are seen inadequate to protect natural environment of the region. Second factor also loaded one item which refers to lack of community participation during tourism decision making process. Factor third loaded two items that reflect communities' socio-cultural adaptation to tourists and tourism development. Fifth factor, on the other hand, reflects the importance of long term planning in tourism development. Sixth factor includes one item that is related with communities' perceived economic impacts. Therefore it is named as community-centered economy. Seventh factor indicates the communities' sensitivity to natural environment. Factor eight, also reflects communities' perceived economic impacts, however; it differentiates from factor six in terms of fair share of economic benefits generated from tourism development. Factor nine indicates the residents' perception of tourism development which is, indeed, thought to have a great relation with hotel development.

The mean scores of each item were given to understand the residents' rating patterns for each item. The composite scores are not given on the table because most of the factors comprised of only one item. Mean scores of each item enables to have interpretation about residents' perception about tourism development. When all factors and item scores were reviewed such interpretations can be made about residents' tourism perception; residents' tend to perceive that local and central administrations apply wrong policies which results an important deterioration in natural environment of the region. Residents also feel that local authorities do not give right to local citizens in decision making process of tourism development. Residents in research area do not have any negative attitude towards neither towards tourists nor towards tourism development. On the contrary, residents think that tourism development will have great contribution to the local economy therefore they are in favor of tourism. They think that there are some problems related to planned tourism development, such as; lack of master plans. In addition to this, they strongly believe that protection of environment is fundamental for the sustainability of tourism activity in their region. Residents also think that tourism creates new markets for their local products but probably, it is not that much as it is expected. Residents feel quite neutral about their sensitivity to natural environment. They think that fair share of economic benefits, generated by tourism, is important. Residents also feel neutral about five star hotel constructions for tourism development in their region.

**Table 42: Factor Analysis of Residents' Perception of Tourism Development**

<b>Tourism Impacts</b>	<b>Item Loading</b>	<b>Eigenvalue</b>	<b>Percentage of Variance Explained</b>	<b>Mean Scores</b>
<b>F1: LACK OF PUBLIC POLICIES</b> <ul style="list-style-type: none"> <li>The most important factor behind deterioration of natural environment is the wrong policies of local/central administrations</li> </ul>	<b>,807</b>	<b>2,138</b>	<b>10,690</b>	<b>3,26</b>

**Table 42** (continued)

<b>F2: LACK OF COMMUNITY PARTICIPATION</b> <ul style="list-style-type: none"> <li>Local/central administrations do not give right to local citizens to participate in tourism decision making</li> </ul>	,795	1,988	9,940	3,26
<b>F3: NEGATIVE SOCIO-CULTURAL EFFECTS OF TOURISM DEVELOPMENT</b> <ul style="list-style-type: none"> <li>I feel irritated because of tourism development in my community</li> <li>I feel bothered because of the tourists</li> </ul>	,834 ,765	1,864	9,319	1,91 1,78
<b>F4: ECONOMIC BENEFITS OF TOURSIM</b> <ul style="list-style-type: none"> <li>I think tourism has an important contribution to the local economy</li> <li>I like tourism because it brings new income to communities</li> </ul>	,856 ,808	1,805	9,023	4,21 4,13
<b>F5: LONG-TERM PLANNING</b> <ul style="list-style-type: none"> <li>The most important factor for tourisms' sustainability in my region is the protection of natural environment</li> <li>Lack of master plans is the most important obstacle of tourism development in the region</li> </ul>	,760 ,734	1,653	8,264	4,08 3,47

**Table 42** (continued)

<b>F6: COMMUNITY CENTERED ECONOMY</b>		<b>1,541</b>	<b>7,705</b>	
<ul style="list-style-type: none"> <li>Tourism creates new markets for our local products</li> </ul>	<b>,818</b>			<b>3,88</b>
<b>F7: LACK OF COMMUNITY SENSITIVITY</b>		<b>1,211</b>	<b>6,053</b>	
<ul style="list-style-type: none"> <li>I think local people are not sensitive enough towards natural environment and natural assets.</li> </ul>	<b>,860</b>			<b>2,80</b>
<b>F8: FAIR SHARE OF ECONOMIC BENEFITS</b>		<b>1,207</b>	<b>6,037</b>	
<ul style="list-style-type: none"> <li>Communities' residents should receive a fair share of benefits from tourism</li> </ul>	<b>,881</b>			<b>3,55</b>
<b>F9: NEED OF ACCOMMODATION</b>		<b>1,164</b>	<b>5,818</b>	
<ul style="list-style-type: none"> <li>I think more five star hotels are needed in order to develop tourism in our region.</li> </ul>	<b>,787</b>			<b>3,19</b>

#### 5.4.2.3. Correlations between Statements

In this part, correlations between the statements and descriptive characteristics were examined in order to correct the hypotheses set forth in this research. The correlations were tested through Chi-Square test and Cross-tabulation.

In order to test the *Hypothesis 1: residents who benefit directly from tourism development are more likely to support tourism* the correlation between the first and the third question was examined. In the first question respondents were asked whether they think tourism is an important sector for their regions' development or not. In the third question, on the other hand, the respondents were asked whether they think that they get quantifiable benefit from tourism development. The correlation between residents' personal benefits and their support for tourism was tested because as Choi and Murray (2010, p. 578) indicated 'studies confirmed that residents who benefit most from economic gains and socio cultural improvements are more likely to support tourism.' Therefore, in this study it is seen fundamental to understand whether residents' support of tourism related with their personal

benefits or not. Crosstabulation and Chi-Square tests were applied to these two questions and it is understood that there is no correlation between respondents' personal benefits and their support of tourism ( $p=0.577$ ).

The rest of the hypotheses were tested through examining the correlations between all statements. The correlations within the 20 statements, included in the sixth question, were also examined. In order to understand the effects of demographic characteristics on the residents' opinions, the Chi-Square test was applied to the individual characteristics and the 20 statement contained in the sixth question.

To begin with, it is observed that there exist some correlations between the statement of 'I think I get quantifiable benefit from tourism development' (*Question 3*) and of 'the accommodation places in the region are suitable for the natural environment' (*Question 10*), 'I think tourism deteriorates natural environment' (*Statement 6.3*) and 'I like tourism because it brings new income to my community' (*Statement 6.12*). The respondents, who benefit from tourism, more likely to think the accommodation places in the region are suitable for the natural environment ( $p=0,022$ ) (*see Table 43*).

**Table 43: Cross- Tabulation between the Third and the Tenth Question**

		<b>S10</b>		Total
		<b>Yes</b>	No	
<b>S3</b>	<b>Yes</b>	<b>Count</b>	<b>43</b>	27
	No	Count	9	18
Total	Count	52	45	97

Correlatively, the respondents benefiting from tourism less likely to think that tourism deteriorates natural environment in their region ( $p=0,027$ ) (*see Table 44*). In addition to this, results show that people, who benefit from tourism sector, like tourism because they are more likely to think that it brings new income to their community ( $p=0.023$ ) (*see Table 45*).

**Table 44: Cross-Tabulation between the Question Three and the Statement 6.3**

		<b>S63</b>					Total
		<b>SD</b>	D	NAD	A	SA	
<b>S3</b>	<b>Yes</b>	<b>Count</b>	<b>23</b>	15	12	19	2
	No	Count	10	9	2	3	5
Total	Count	33	24	14	22	7	100

**Table 45: Cross-Tabulation between the Question Three and the Statement 6.12**

			<b>S612</b>					Total
			SD	D	NAD	A	SA	
<b>S3</b>	<b>Yes</b>	<b>Count</b>	4	2	3	26	<b>36</b>	71
	<b>No</b>	<b>Count</b>	0	6	2	11	10	29
<b>Total</b>		<b>Count</b>	4	8	5	37	46	100

By examining the Chi Square test, the Hypothesis 2 and the Hypothesis 3 were also tested. The correlation between the third question and the statement 6.3 shows that the Hypothesis 3 is true. The Hypothesis 3 asserted: *'residents' attitudes towards environmental sustainability are negatively associated with the economic benefits of tourism development* 'and the results show; the respondents benefiting from tourism, less likely to think that tourism deteriorates natural environment in their region ( $p=0.027$ ). Similarly, the Hypothesis 2 asserted: *'the residents' support of tourism has a positive relation with the perceived economic benefits from tourism'* and the Chi- Square test shows; the people, who benefit from tourism sector, like tourism because they are more likely to think that it brings new income to their community ( $p=0.023$ ).

The fourth question was set forth as yes/no question and it queried: 'I think tourism has more negative effects than positive effects on my region'. After examining Chi-Square test between the fourth question and all the questions, some statistically significant results were obtained. The results are statistically significant for the statement 6.20 and the question ten. The statement 6.20 is: 'I think more five star hotels are needed in order to develop tourism in our region' and the results show that; the respondents, who think tourism has more negative effects than positive effects, tend to strongly disagree more five star hotels are needed in order to develop tourism in the region ( $p= 0.013$ ) (see Table 46).

**Table 46: Cross-Tabulation between the Question Four and the Statement 6.20**

			<b>S620</b>					Total
			<b>SD</b>	D	NAD	A	SA	
<b>S4</b>	<b>Yes</b>	<b>Count</b>	<b>7</b>	1	2	1	2	13
	<b>No</b>	<b>Count</b>	19	11	2	30	24	86
<b>Total</b>		<b>Count</b>	26	12	4	31	26	99

Similarly, the question ten queried: 'Do you think the accommodation places in your region are compatible with the natural environment?' The results of the Chi-Square test show that; the respondents, who think tourism harms more to their region, more likely to think that the accommodation places are not compatible with the natural environment of the region ( $p=0.033$ ) (see Table 47).

**Table 47: Cross-Tabulation between the Question Four and Question Ten**

			S10		Total
			Yes	No	
S4	Yes	Count	3	10	13
	No	Count	49	35	84
Total		Count	52	45	97

In the seventh question, respondents were asked to respond the assertion “Eastern Black Sea region will not longer be an attractive tourism destination for tourist, if natural environment is not protected”. It is found that; the people agree with this statement are more likely to think that it is hard for them to contact with related local/central authorities in their region when they have problems about tourism ( $p=0.045$ ) (see Table 48). This result supports the Hypothesis 4: *there is a positive relationship between residents’ attitudes toward planning and negative impacts of tourism* and Hypothesis 5: *residents’ attitudes towards community participation positively associated with negative impacts of tourism development*.

**Table 48: Cross-Tabulation between the Question Seven and Statement 6.18**

			S618					Total
			SD	D	NAD	A	SA	
S7	Yes	Count	12	12	21	25	13	83
	No	Count	6	4	0	3	4	17
Total		Count	18	16	21	28	17	100

In the question eight, it is asked to respondents whether they need a platform to share their ideas and problems about tourism development. The respondents who need a platform tend to strongly agree with the statement ‘I think tourism has an important contribution to the local economy’ ( $p=0.018$ ). Moreover, the respondents, who need a platform, less likely to think the accommodation places are suitable for their region ( $p=0.020$ ).

By examining Chi-Square test and Cross- Tabulation, it is observed that; there exist correlations between the 20 statement contained in the sixth question. The results of the correlations between all statements are as follows.

The respondents, who do not feel disturbed by tourism development, also do not feel bothered by the tourist. On the contrary, they think tourism does not deteriorate natural environment, it contributes to local economy and it creates new markets for their local products.

The respondents, who think tourism deteriorates the natural environment, tend to think local/central administrations do not take enough precautions to protect natural environment and the most important factor behind deterioration of natural environment is the wrong policies of local/central administrations. Moreover, the respondents thinking that tourism deteriorates the natural environment are more likely to consider that tourism develops in an

unplanned way because of lack of master plans. Similarly, the residents, who agree the most important factor for tourism's sustainability in their region is the protection of natural environment, also think that tourism develops in an unplanned way because of lack of master plans. The residents, who think local people are not sensitive enough to natural environment and natural assets, tend to think that local/central authorities do not take enough precautions to protect natural environment. On the contrary, they believe that they apply wrong policies. They also think that it is hard for them to contact with related authority when they have problems about tourism.

Respondents, who think local/central authorities do not take enough precautions to protect natural environment, also state that; local/central administrations do not give them right to participate in tourism decision making. Likewise residents, who charge wrong policies of local/central authorities with the deterioration of natural environment, tend to think that one of the most important obstacle of a planned tourism development in their region lies behind their disqualification from tourism planning process. The respondents thinking tourism develops in an unplanned way stressed out that; one of the most important obstacles of a planned tourism development in their region lies behind their disqualification from tourism planning process, therefore; they think they should be given an opportunity to involve in tourism decision making.

The respondents think that tourism contributes and diversifies the local economy, as well as, it brings new income to their communities by creating new markets for their local products. For this reason; they indicated that they like tourism. Moreover, the respondents thinking tourism diversifies the local economy pointed out that; tourism business should hire at least one-half of their employees from within community. Respondents, who agree that tourism has an important contribution to local economy, emphasize that; people should benefit equally from tourism. Residents thinking that tourism should employ at least one-half of their employees from within community, also agree with people should benefit equally from tourism.

The responds given to the statement 'local/central administrations do not give right to local citizens to participate in tourism decision making' coincide with residents of the community should be given an opportunity to involve in tourism decision making process. Moreover, respondents, who think local/central administrations do not give right to local citizens to participate in tourism decision making, tend to think that it is hard for them to contact with related authority when they have problems about tourism. Additionally, the aforementioned respondents think that; one of the most important obstacle of a planned tourism development lies behind their disqualification from tourism planning process. Respondents also consider that they are having difficulties when they want to contact with a tourism authority, which constitutes utmost important barrier towards planned tourism development.

The above mentioned results affirm the hypotheses that were set forth to understand residents' reactions towards tourism. It is confirmed that; the residents tend to support tourism when they perceive economic benefits. As the results stated, the respondents like tourism because they think that; it contributes and diversifies the local economy and it brings

new income to their communities by creating new markets for their local products. Through this, therefore; the *Hypothesis 2: the residents' support of tourism has a positive relation with the perceived economic benefits from tourism* is confirmed. *Hypothesis 4: there is a positive relationship between residents' attitudes toward planning and negative impacts of tourism*, on the other side, also confirmed by the results showing that; the respondents, who think tourism deteriorates the natural environment, tend to think local/central administrations do not take enough precautions to protect natural environment and the most important factor behind deterioration of natural environment is the wrong policies of local/central administrations. Moreover, they think that tourism develops in an unplanned way because of lack of master plans. In relation to Hypothesis 4, Hypothesis 5 was also affirmed. Hypothesis 5 asserted that; *residents' attitudes towards community participation positively associated with negative impacts of tourism development* and the results shows; the residents thinking tourism develops in an unplanned way stressed out that; one of the most important obstacles of a planned tourism development in their region lies behind their disqualification from tourism planning process, therefore; they think they should be given an opportunity to involve in tourism decision making.

The correlations between the demographic characteristics and the statements, included in the sixth question, were also examined. The results show that; age is an important determinant of attitudes towards tourism. It is observed that; the respondents between 45-64 years old are more conservative about tourism development in comparison to other age groups. The respondents aged between 45-64 tend to disagree, rather than strongly disagree with the idea of tourism development disturbs them ( $p=0.020$ )

Statement 6.1: 'I feel irritated because of tourism development in my community'.

**Table 49: Mean Scores of the Statement 6.1 in relation to Age Characteristic**

		N	Mean	Std. Deviation	Std. Error
<b>S61</b>	18-29	48	1,90	1,276	,184
	30-45	24	1,38	,495	,101
	<b>45-64</b>	25	<b>2,40</b>	1,658	,332
	Total	97	1,90	1,295	,131

Gender is another characteristic which affect the responses. It is observed that; female respondents are more likely to agree with tourism creates new markets for their local products ( $p=0.030$ ).

Statement 6.15: 'Tourism creates new markets for our local products.'

**Table 50: Mean Scores of the Statement 6.15 in relation to Gender Characteristic**

		N	Mean	Std. Deviation	Std. Error
<b>S615</b>	<b>Female</b>	34	<b>4,21</b>	,592	,101
	Male	65	3,71	1,247	,155
	Total	99	3,88	1,091	,110

Years of residency also affects the replies related with the statement ‘I like tourism because it brings new income to my community’. The respondents living 1-5 years in the research area are more neutral about this statement ( $p=0.009$ ). On the other hand, there exist no correlation between length of residency and negative attitude towards tourism development. Therefore, the *Hypothesis 6: community attachment is negatively associated with residents’ support for tourism development* is not confirmed.

Statement 6.12: ‘*I like tourism because it brings new income to my community*’

**Table 51: Mean Scores of the Statement 6.12 in relation to Length of Residency Characteristic**

		N	Mean	Std. Deviation	Std. Error
<b>S612</b>	less than 1 year	5	4,40	,548	,245
	<b>1-5 years</b>	10	<b>3,00</b>	1,633	,516
	5-10 years	7	4,57	,787	,297
	10-15 years	4	4,00	,816	,408
	15+	74	4,23	,987	,115
	Total	100	4,13	1,089	,109

It is observed that; there is a correlation between level of education and the statement 6.12. University level graduate respondents are more conservative to like tourism because it brings new income to their community ( $p=0.037$ ). In other words, they agree with the statement but they do not strongly agree that they like tourism because it brings new income to their community.

Statement 6.12: ‘*I like tourism because it brings new income to my community*’

**Table 52: Mean Scores of the Statement 6.12 in relation to Level of Education Characteristic**

		N	Mean	Std. Deviation	Std. Error
<b>S612</b>	Primary School	21	4,43	,978	,213
	Secondary School	9	4,67	1,000	,333
	High School	28	4,25	,928	,175
	<b>University</b>	42	<b>3,79</b>	1,180	,182
	Total	100	4,13	1,089	,109

The working sector has some statistically significant results on the statements of 6.3, 6.5 and 6.18. The respondents, who work in the tourism sector, are less likely to think that tourism deteriorates the natural environment ( $p=0.019$ ). On the contrary, they are more likely to think that local people are not sensitive enough to the natural environment and natural assets ( $p=0.047$ ). Moreover, the respondents working in the tourism sector are more likely to think that they are having difficulties to contact with tourism authorities when they have problems ( $p=0.04$ ).

Statement 6.3: *'Tourism development in my region harms the natural environment'*

**Table 53: Mean Scores of the Statement 6.3 in relation to Working Sector Characteristic**

		N	Mean	Std. Deviation	Std. Error
<b>S63</b>	Yes	63	2,22	1,313	,165
	<b>No</b>	37	<b>2,86</b>	1,294	,213
	Total	100	2,46	1,337	,134

Statement 6.5: *'I am of the opinion that; local people are not sensitive enough towards the natural environment and natural values.'*

**Table 54: Mean Scores of the Statement 6.5 in relation to Working Sector Characteristic**

		N	Mean	Std. Deviation	Std. Error
<b>S65</b>	Yes	63	3,02	1,408	,177
	<b>No</b>	37	<b>2,43</b>	1,385	,228
	Total	100	2,80	1,421	,142

Statement 6.18: 'It is hard for me to contact with related authority when I have problems about tourism in the region.'

**Table 55: Mean Scores of the Statement 6.18 in relation to Working Sector Characteristic**

		N	Mean	Std. Deviation	Std. Error
<b>S618</b>	<b>Yes</b>	63	<b>3,40</b>	1,374	,173
	No	37	2,59	1,189	,196
	Total	100	3,10	1,360	,136

Respondents having 2000-3500 TL level of income are less likely to think that local people should benefit equally from the economic advantages of tourism ( $p=0.021$ ).

Statement 6.14: 'Residents of the community should receive a fair share from tourism benefits.'

**Table 56: Mean Scores of the Statement 6.14 in relation to Level of Income Characteristic**

		N	Mean	Std. Deviation	Std. Error
<b>S614</b>	less than 1000 TL	29	3,72	1,334	,248
	1000-2000 TL	45	3,76	1,282	,191
	<b>2000-3500 TL</b>	14	<b>2,50</b>	1,506	,403
	3500+ TL	11	3,55	1,368	,413
	Total	99	3,55	1,387	,139

#### **5.4.3. Comparison of Findings between Uzungöl and Trabzon City Center**

The demographic characteristics of the residents were initially stated for Uzungöl and Trabzon city center. Later on, it is investigated whether any demographic characteristic affects residents' responses. Therefore, correlations between the individual characteristics and the statements included in the sixth question were examined. The correlations were comparatively assessed for Uzungöl and Trabzon city center in order to understand whether different tourism development schemes affect the perception of residents.

##### **5.4.3.1. Uzungöl**

In Uzungöl 52 surveys were conducted. All the questions in the survey replied by all respondents except one question related with income.

48% of respondents are in 18-29 age group, 19% are between 30-45 years old, 29% of them are between 45-64 years old and just 2% of them are over 65 years old. 75% of the respondents are male, 25% of them are female. 67% of the respondents are living in the research area more than 15 years. 33% of the respondents have university degree education, 29% of them are high school educated, 23% are primary school educated and 15 % of them are secondary school educated. 63.5% of the respondents work in tourism sector and 48% of them has 1000-2000 TL level of income per month. Additionally 25% of the respondents earn less than 1000 TL.

The applied tests show that there are statistically significant results for the correlation between some of the demographic characteristic and the statements included in the sixth question. It is observed that age characteristic does not have any correlation with any statements contained in the sixth question. However, gender as an individual characteristic has been correlated with the statement 6.15 ( $p=0.044$ ). Female respondents are more likely to agree that; tourism creates new markets for the local products.

Years of residency has an effect on the responds given to the statements ‘I like tourism because it brings new income to our community’ ( $p=0.03$ ) and ‘residents of the community should receive a fair share from economic benefits of tourism’ ( $p=0.048$ ). The respondents living 1-5 years in the research area are less likely to think that tourism brings new income to their community and residents living 10-15 years in the research area disagree with people should equally benefit from tourism’s economic advantages.

Level of education does not have any dominance on any statement given in the sixth question. However, occupation characteristic is associated with the statements ‘I feel irritated because of tourism development in my community’ ( $p=0.008$ ), ‘I feel bothered because of the tourists’ ( $p=0.024$ ), ‘Tourism development in my region harms the natural environment’ ( $p=0.024$ ), ‘I am on the opinion that; local people are not sensitive enough towards natural environment and natural values’ ( $p=0.019$ ) and ‘Local/central administrations do not give right to local citizens to participate in tourism decision making’ ( $p=0.03$ ). It is affirmed that; the respondents working in tourism industry are less likely to feel bothered by tourism development and tourist. In addition to this, they tend to think tourism does not deteriorate natural environment, conversely, they think local people are not sensitive to protect natural environment and assets. They also tend to think that local/central authorities do not give them right to participate in tourism decision making.

It is observed that; level of income and the statement ‘tourism creates new markets to our local products’ is associated ( $p=0.045$ ). The respondents earning less than 1000 TL income per month, disagree that tourism creates new markets for their products.

#### **5.4.3.2. Trabzon City Center**

In Trabzon city center 48 surveys were conducted. All the questions in the survey replied by all respondents except one question related with gender.

48% of respondents are in 18-29 age group, 29% are between 30-45 years old, 21% of them are between 45-64 years old and just 2% of them are over 65 years old. 55% of the respondents are male, 45% of them are female. 80% of the respondents are living in the research area more than 15 years. 52% of the respondents have university degree education, 27% of them are high school educated, 19% of them are primary school educated and 2 % of them are secondary school educated. 62.5% of the respondents work in tourism sector and 42% of them has 1000-2000 TL level of income per month. Additionally 33% of the respondents earn less than 1000 TL.

The applied tests show that there are statistically significant results for the correlation between some of the demographic characteristic and the statements included in the sixth question. It is observed that; being in a certain age group has an effect on the statements ‘I think local/central authorities do not take adequate precautions to protect natural environment’ ( $p=0.043$ ), ‘I like tourism because it brings new income to my community’ ( $p=0.019$ ) and ‘Residents of the community should receive a fair share from tourism benefits’ ( $p=0.004$ ). The respondents between 45-64 age group agree that local/central authorities do not take enough precautions to protect natural environment. Additionally, they disagree that tourism brings new income to their community and people should receive equal share from economic benefits of tourism.

Gender affects the responds given to the statement ‘I think more five star hotels are needed in order to develop tourism in our region’ ( $p=0.033$ ). Male respondents agree more with five star hotels are needed in order to develop tourism in their region.

Years of residency displays statistically significant results on some statements, however, it is not sufficient to interpret the results while 79% of the respondents are living in the research area more than 15 years.

Level of education is associated with the statements ‘The utmost important factor behind deterioration of natural environment is the wrong policies of local/central authorities’ ( $p=0.027$ ) and ‘I think tourism has an important contribution to the local economy’ ( $p=0.043$ ). Primary school educated residents’ disagree that wrong policies of local/ central authorities utmost affect the deterioration of natural environment. On the other hand, they tend to consider more that tourism has substantial contribution to local economy.

Occupation characteristic displays statistically significant results on the statement ‘It is hard for me to contact with related authority when I have problems about tourism in the region’ ( $p=0.014$ ). Respondents working in tourism sector agree more that they are having difficulties to contact with tourism authorities when they have problems. Lower income level respondents are more likely to think that tourism contributes to local economy in a considerable manner ( $p=0,014$ ).

### 5.4.3.3. Comparison of Findings

The main aim to compare the results of Uzungöl and Trabzon city center is to understand the differentiation of residents' attitudes towards different tourism development schemes. The tourism development in Uzungöl, is more about nature based tourism activities; on the other side, the tourism development in Trabzon city center is more about culture based tourism facilities. For this reason, it is expected that; there are some differentiations in the attitudes of residents' in Uzungöl and Trabzon city center. It can be asserted that; the respondents in Uzungöl are more sensitive to the environmental issues. In addition to this, when the overall tourism problems and approaches in Eastern Black Sea reviewed, it can be claimed that; residents of Uzungöl are more concerned with the planning and active participation to the tourism decision process. It is also expected that; the residents of Uzungöl more likely to think tourism has an important contribution to the local economy because; tourism sector is only the sector in Uzungöl which generates income to the local community.

In comparison to Trabzon city center, respondents in Uzungöl agree more with the statement that tourism development harms more than it provides benefits to their region ( $p=0.043$ ). Moreover, respondents in Uzungöl more likely to think that the most important factor for tourism's sustainability is the protection of natural environment ( $p=0.005$ ). Residents of Uzungöl less likely to think that local people are not sensitive to the protection of natural environment ( $p=0.006$ ). Additionally, the statement which emphasizes unplanned tourism development, agreed more by the respondents in Uzungöl ( $p=0.015$ ). In comparison to the respondents in Trabzon city center, residents in Uzungöl agree that lack of master plans is the most important obstacle of tourism development in the region ( $p=0.002$ ). More respondents in Uzungöl strongly agree that tourism diversifies the local economy, in comparison to the respondents in Trabzon city center ( $p=0.025$ ). Parallel to this, more respondents in Uzungöl strongly agree with tourism has an important contribution to the local economy ( $p=0.001$ ). Moreover, they are more likely to think that tourism brings new income to their community ( $p=0.022$ ). On the contrary, respondents in Uzungöl comparatively think more that tourism does not create new markets for their local products ( $p=0.026$ ). More respondents in Uzungöl, in comparison to the respondents in Trabzon city center, think that one of the most important obstacle of a planned tourism development in their region lies behind their disqualification from tourism planning process ( $p=0.039$ ).

**Table 57: Comparison of the Results of Uzungöl and Trabzon City Center**

Region/Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Trabzon/6.4			<b>High</b>		Low
Uzungöl/6.4			Low		<b>High</b>
Trabzon/6.5	Low			<b>High</b>	
Uzungöl/6.5	<b>High</b>			Low	
Trabzon/6.8			<b>High</b>		Low
Uzungöl/6.8			Low		<b>High</b>
Trabzon/6.9	<b>High</b>		<b>High</b>		Low
Uzungöl/6.9	Low		<b>Low</b>		<b>High</b>

**Table 57** (continued)

Trabzon/6.10				High	Low
Uzungöl/6.10				Low	High
Trabzon/6.11			High	High	Low
Uzungöl/6.11			Low	Low	High
Trabzon/6.12					Low
Uzungöl/6.12					High
Trabzon/6.15		Low		High	
Uzungöl/6.15		High		Low	
Trabzon/6.19			High		Low
Uzungöl/6.19			Low		High

### 5.5. Discussion and Conclusion

Understanding of local communities' perception and attitudes towards tourism development are important assets to evaluate sustainability of tourism development. It is argued in many studies that; host communities' support for tourism development affects many elements in the society such as; economic, cultural, social and environmental (Yoon, Gursoy and Chen, 2001). Therefore, the key research question is set forth as: 'How far the local residents in Eastern Black Sea Region believe that the tourism activities taking place in their local environment is useful for their well being and their environmental resources?'

In order to assess residents' attitudes towards tourism development, a questionnaire was designed in the light of SUSTAS method. Most of the sustainability indicators, included in SUSTAS, were used to assess residents' perceptions about existing tourism development schemes. The social, economic, environmental and political dimensions of sustainability were deeply examined in the questionnaire. Moreover, the descriptive information such as; age, gender, level of income, residency and etc. also included in the survey so as to analyze whether there is a correlation or differentiation between residents' characteristics and their perception of tourism development.

According to factor analysis, general perception of residents about tourism development in research area can be categorized in nine sub-topics. These are as; inadequacy of public policies', lack of community participation and governance, communities' socio- cultural adaptation to tourists and tourism development, sustainability and long term planning of tourism development, economic benefits, communities' sensitivity to protect natural environment, fair share of economic benefits and need of accommodation.

Results show that; the residents think very positive about the economic benefits of the tourism industry. They think tourism has an important contribution to the economy by diversifying the local economy and creating new markets for their local products, consequently; tourism brings new income and job opportunities for community residents. More than 80% of the residents think positively about tourism development in respect to its contribution to the local economy. Moreover, 83% of the respondents indicated that they like tourism because it brings new income to their community. In addition to this 77% of the

respondents agree and strongly agree that tourism has created new markets for their local products. 79% of the respondents agree with the statement 'tourism should employ at least one-half of their employees from within community'. Therefore, it can be asserted that; community centered economy plays an important role for the support of tourism development. Similarly, 64% of the respondents agree that community residents should benefit equally from tourism.

Almost half of the residents (49%) think that tourism development has no negative effect to their region; contrarily, they believe that tourism has contributed to the local economy, promotion of their region, increase in job opportunities, and improvement of infrastructure and transportation facilities. In general, residents do not have any negative attitude towards tourist and tourism development in their region.

According to residents, tourism does not deteriorate the natural environment in their region. 57% of the respondents disagree and strongly disagree that tourism harms the natural environment in their region. On the other hand, 81% of the respondents agree that protection of environment is fundamental for the sustainability of tourism activity in their region. Although 81% of the respondents agree that protection of natural environment is fundamental for sustainability of tourism, 40% of the respondents are on the opinion that local people are not sensitive enough towards natural environment and natural values. Similarly, 49% of the respondents agree that local/central authorities do not take adequate precautions to protect natural environment. In addition to this, the wrong policies of the related authorities are seen as an important factor behind deterioration of natural environment. 49% of the respondents think the most important factor behind deterioration of natural environment is the wrong policies applied by local/central authorities. Nearly half of the respondents think that tourism develops in an unplanned way in their region. Lack of master plans pointed as the utmost important obstacle of tourism development in the region. 58% of the respondents agree and strongly agree that lack of master plans constitutes the most important barrier of tourism development.

In terms of community participation, more than half of the residents (54%) agree that local/central authorities do not give them right to participate in tourism decision making. Yet 84% of the respondents agree and strongly agree that they should be given opportunity to get involved in tourism decision making process. More than half of the residents (59%) think that one of the most important obstacle of a planned tourism development in their region lies behind their disqualification from tourism planning process.

96% of the residents in the research area think that tourism is an important sector for their region, indeed only 71 % of the respondents think that they get a quantifiable benefit from tourism development. Although, Choi and Murray (2010, p. 578) stated, 'residents who benefit most from economic gains and sociocultural improvements are more likely to support tourism.', in accordance with the Chi-Square test, it is observed that; there is no correlation between the personnel benefits and residents' support for tourism development ( $p=0.577$ ). Therefore the *Hypothesis 1: residents who benefit directly from tourism development are more likely to support tourism* is not correct.

According to the features and schemes of tourism development, some differentiations observed between Trabzon city center and Uzungöl. Respondents in Uzungöl are much more sensitive to the protection of natural environment. They are more on the opinion that local/ central authorities do not take enough precautions to protect natural assets and environment. Additionally, tourism has more dominant effect on Uzungöl's economy in terms of bringing new income opportunities to the local community. However, respondents in Uzungöl think that tourism does not create new markets to their local products. This statement indicates relatively less diversified economy in Uzungöl. In addition to this, it can be asserted that; only some tourism entrepreneurs benefit from tourism development. Respondents in Uzungöl probably face more with the negative effects of tourism development, because; they are more on the opinion that one of the most important obstacle of a planned tourism development in their region lies behind their disqualification from tourism planning process. This result supports the *Hypothesis 4: there is a positive relationship between residents' attitudes toward planning and negative impact of tourism* and *Hypothesis 5: residents' attitudes towards community participation positively associated with negative impacts of tourism development*.

To conclude, in the case study area tourism is perceived as a very positive activity due to its contribution to economic development. On the other side, inadequate public policies to protect natural environment and lack of community involvement in decision making process are defined as important negative effects of tourism development. Lack governance and community participation, especially in Uzungöl, indicate the necessity of participatory planning approaches in tourism development.



## CHAPTER 6

### CONCLUSION

Tourism sector has been increasing its share in many national economies. Turkey as a growing economy, has also been increasing its national share in international tourist arrivals, although it has not been able to increase its' share of total international tourism receipts. For this reason, Turkish Republic Ministry of Culture and Tourism has published its policy document called Turkey Tourism 2023 Strategy Action Plan 2007-2013 (2007) in order to increase Turkey's national share of total international tourism receipts via diversifying and supporting different tourism development schemes in particular regions. One of these regions is Eastern Black Sea Region in which 'Plateau Corridor' has been promoted to attract different tourist profiles, while supporting rural based economic activities. Due to proposals in different policy documents, rural based alternative tourism forms have started to be implemented by various agents. In reference to these agents, this thesis has been set forth to comprehend the convenience and sustainability of tourism policies through evaluation of local residents' perception of tourism. Therefore, the research question of this thesis is presented as: 'How far the local residents in Eastern Black Sea Region embrace the tourism activities taking place in their local environment?'

In order to answer the research question explicitly, the theoretical part set forth to understand the dynamics of sustainability and sustainable development. It was examined that sustainable development is much more related with the interlinkages between social, economic and environmental assets. In other words, holistic approach of sustainable development concerns the idea of balance development between human systems and ecosystem. As it is stated by Hopwood, Mellor and O'Brien (2005, p.38) 'The widespread rise of interest in, and support for, the concept of sustainable development is potentially an important shift in understanding relationships of humanity with nature and between people.' However, such understanding of relationships between humanity and nature is mostly ignored in tourism development process particularly in conventional mass tourism development.

Although tourism has many positive effects on human well-being in terms of; alleviation of poverty, provision of job opportunities for unskilled labor, improvement of local infrastructure and so forth, the rapid and unplanned growth of tourism can cause environmental degradation and natural resource depletion. Also, as Neto (2003, p. 216) pointed; '... it is now widely recognized not only that uncontrolled tourism expansion is likely to lead to environmental degradation, but also that environmental degradation, in turn, poses a serious threat to tourism activities.' Additionally, unfair distribution of benefits, generated by unplanned tourism development, can cause a serious damage on host communities' cultural and social values. As Huang and Stewart (1996) indicated, tourism development may change residents' relationships to one another and to their community. For all these reasons, tourism development should coincide with sustainable development principles. As many of the researchers believe; sustainable tourism should be 'ecologically responsible, socially compatible, culturally appropriate, politically equitable, technologically

supportive, and finally economically viable for the host community' (Choi and Sirakaya, 2005, p.382).

Sustainable development proposes equal and fair distribution of benefits both for present and future generations, as well as, considering intra and inter-generational equity. However, conventional mass tourism strategies most of the time cannot respond to these necessities. Therefore, conventional mass tourism strategies has yield to community based niche tourism strategies in order to minimize harmful effects while generating benefits to local communities (Shunnaq, Schwab and Reid, 2008).

Participatory planning and integration of local communities to the planning and management process of tourism are recognized as the assets of sustainable tourism development. If tourism desired to be sustainable, it should take the host communities' needs into consideration as one of the primary objectives of development. Boothroyd (1986) indicated that; participatory planning process ensures more equitable decisions by using local knowledge so that tourism can be developed in a more sustainable manner. Additionally, UN (2001) report stressed out the importance of participatory planning process in accordance with supporting local capabilities to protect cultural and natural resources. For this reason, community based tourism initiatives have gained popularity in last three decades in tourism development studies.

Community based tourism is one type of tourism which provides high levels of community participation under sustainability umbrella (Telfer and Sharpley, 2008). Ecotourism is a type of niche tourism and it is explained by Ceballos-Lascurain (1996) as; a type of tourism which provides environmentally responsible travel to protected natural areas, promotes conservation and enables socio-economic benefits to local populations through giving them active involvement opportunity. Therefore, the rationale behind the community based ecotourism is set forth as; to promote the protection of environment and enhance the well being of local community. Main aim of CBET is to answer how ecotourism can meet the needs of local population and how can it contribute to the welfare of the host community in short and long terms (Cater, 1993).

It should be noted here that; the important point of defining and implementing different tourism development schemes is to build up successful tourism development in reference to sustainable development principles. Therefore, in this thesis sustainable tourism development and how sustainability of tourism can be assessed were reviewed in order to deduce the general tourism development pattern in terms of sustainability.

The progress towards sustainable tourism development is still questionable in terms of monitoring the progress. For this reason, Ko (2003, p. 435) indicated 'where technical data are unobtainable, as an alternative, a perception study may be a useful tool for tourism sustainability assessment' (Ko, 2003, p. 439). This is important because as Bell and Morse (1999, p. 80) pointed out; 'local people often have clear ideas of their own about what is sustainable from their own perspective and in their own terms without an expert's view.' Same as Bell and Morse (1999), Choi and Sirakaya (2006, p. 1286) also stressed out the

importance of local peoples participation and they asserted that local people constructs the ‘the philosophical basis of sustainable community tourism (SCT)’ (Choi and Sirakaya, 2006, p. 1286). Moreover, United Nations (1992) also emphasized; the best method for assessing sustainable development is to know what is desirable for human society until an appropriate method developed to cope with the current problems.

It is argued in many studies that host communities’ support for tourism development affects many elements in the society such as; economic, cultural, social and environmental (Yoon, Gursoy and Chen, 2001). Therefore, the questionnaire was set up to understand residents’ reactions towards tourism development.

In order to assess residents’ attitudes towards tourism development, a questionnaire was designed in the light of SUSTAS method. Most of the sustainability indicators, included in SUSTAS, were used to assess residents’ perceptions about existing tourism development schemes. The social, economic, environmental and political dimensions of sustainability were deeply examined in the questionnaire.

The designed survey includes ‘Yes/ No’ questions and Likert scale anchored questions. ‘Yes/ No’ questions are set forth to understand the general perception about one statement, whereas Likert scale anchored questions put forward to measure the importance of given statement. The Likert scale anchored questions were structure as: 1= strongly disagree and 5= strongly agree to be used for rating. In addition to ‘Yes/ No’ questions and Likert scale anchored questions, some questions related with descriptive information were also included in the survey. The reason behind this is to understand whether support for tourism development changes according to residents’ age, gender, length of residency, education level, relation with tourism sector and income level. Some studies shows that; there is a positive association between tourism and gender (female), employment, income, level of education (Allen et al., 1993; Inbakaran and Jackson, 2006 in Choi and Murray, 2010). Therefore, descriptive questions constitute one of the very important parts of the survey.

The questionnaire covered 100 people, 48 of them were in Trabzon city center and 52 of them were in Uzungöl. Uzungöl was selected as one of the research sites because; it is a very famous and popular tourism destination of Trabzon. The main economic activity in Uzungöl and its nearby area is tourism sector. Therefore, almost every villager in Uzungöl directly or indirectly related with tourism activity. The survey was also conducted in Trabzon city center. The main attraction places in Trabzon city center such as; St. Sofia Museum, Atatürks’ Pavilion, Trabzon Bazaar and city square were taken as important sites to conduct surveys. The reason behind selection of Trabzon city center as a research site is that; most of the domestic and international tourists, who are coming to Eastern Black Sea Region, are visiting these attraction sites. Therefore, the residents living nearby area of the mentioned attraction sites are much more familiar with tourists and touristic activities in comparison to other areas in Eastern Black Sea Region.

The main target group of the research is the local residents of the study area. The sample is not randomly selected while conducting the survey. In relation to the characteristics of

research area, some respondents were selected from people who work in tourism sector such as; hotels, restaurants, touristic shops and etc. some respondents, on the other hand, were selected from people who live nearby area of the study area.

In order to evaluate residents' attitudes towards tourism development, the demographic profiles of the residents were initially given to understand the general characteristics of survey respondents. Descriptive statistics were used to understand the correlation between all statements and residents' demographic profile. In other words, it was investigated whether residents' demographic characteristics have an important effect on their attitudes towards tourism development or not. Factor analysis, frequencies of statements and correlations between statements were also tested. The differentiation in tourism perceptions between the residents of Trabzon city center and Uzungöl were also tested and significant differentiations between these two research areas were also explained.

Factor analysis show that; there are nine important sub-topics for respondents related with tourism development in Eastern Black Sea Region. These are as; inadequacy of public policies', lack of community participation and governance, communities' socio- cultural adaptation to tourists and tourism development, sustainability and long term planning of tourism development, economic benefits, communities' sensitivity to protect natural environment, fair share of economic benefits and need of accommodation.

Results show that; the residents think very positive about the economic benefits of the tourism industry. They think tourism has an important contribution to the economy by diversifying the local economy and creating new markets for their local products, consequently; tourism brings new income and job opportunities for community residents. More than 80% of the residents think positively about tourism development in respect to its contribution to the local economy. Moreover, 83% of the respondents indicated that they like tourism because it brings new income to their community. In addition to this 77% of the respondents agree and strongly agree that tourism has created new markets for their local products. According to these results, it can be asserted that; tourism development in Eastern Black Sea Region has a strong contribution to the local economic development. However, it should be noted here that; the sample was a biased sample because 63% of the respondents are working in the tourism sector. Therefore, it is not surprising to have such results indicating a strong support for tourism development in terms of perceived economic benefits. However, it is surprising that; 96% of the residents in the research area think that tourism is an important sector for their region, indeed only 71 % of the respondents think that they get a quantifiable benefit from tourism development. To be more explicit, after examining Chi-Square test, it is observed that; there is no correlation between the personnel benefits and residents' support for tourism development ( $p=0.577$ ). Yet, the literature states that; there is a correlation between the perceived economic benefits and support for tourism. However, in this study it is noticed that; there exists no correlation between the perceived economic benefits and support for tourism development. Therefore, the *Hypothesis 1: residents who benefit directly from tourism development are more likely to support tourism* is not correct.

According to the replies given to the statements ‘tourism should employ at least one-half of their employees from within community’ and ‘residents of the community should receive a fair share from tourism benefits’, it can be asserted that; residents believe that community centered economy should be one of most important feature of tourism development. In other words, the respondents strongly believe that their community should benefit as much as possible from tourism development. This assertion can be proved by the responds given to the statement ‘tourism should employ at least one-half of their employees from within community’. 79% of the respondents agree and strongly agree that ‘tourism should employ at least one-half of their employees from within community’. This result also gives a way to assert that; the economic activities in Eastern Black Sea Region is not very much diversified and tourism is seen as one of the most important sectors for the economic development of Eastern Black Sea Region. Yet the replies given to the fifth question support this claim. Almost half of the residents (49%) think that tourism development has no negative effect to their region, contrarily; they believe that tourism has contributed to local economy, promotion of their region, increase in job opportunities, and improvement of infrastructure and transportation facilities.

According to the residents, tourism does not deteriorate the natural environmental in their region. 57% of the respondents disagree and strongly disagree that tourism harms the natural environment in their region. Although it is indicated by many scholars that tourism development in Eastern Black Sea Region harms the natural values and deteriorates the environment, most of the respondents have a counter argument that tourism does not deteriorate natural environment. This perception, again, probably resulted from biased sample. Because of 63% of the respondents are working in the tourism sector and 71% of them are thinking that they get quantifiable benefits from tourism development, most of the respondents tend to think that tourism does not harm the natural environment in Eastern Black Sea Region. However, it has already been tested that; there is a negative correlation between the perceived economic benefits and attitudes towards environmental sustainability. The Hypothesis 3 asserted: *‘residents’ attitudes towards environmental sustainability are negatively associated with the economic benefits of tourism development* ‘and the results show; the respondents benefiting from tourism, less likely to think that tourism deteriorates natural environment in their region ( $p=0,027$ ). On the other hand, 81% of the respondents agree that protection of environment is fundamental for the sustainability of tourism activity in their region. This result indicates that; most of the residents are aware of environmental sustainability is crucial for long term sustainability of tourism sector in their region.

Although 81% of the respondents agree that protection of natural environment is fundamental for sustainability of tourism, 40% of the respondents are on the opinion that local people are not sensitive enough towards natural environment and natural values. Similarly, 49% of the respondents agree that local/central authorities do not take adequate precautions to protect natural environment. In addition to this, the wrong policies of the related authorities are seen as an important factor behind deterioration of natural environment. 49% of the respondents think the most important factor behind deterioration of natural environment is the wrong policies applied by local/central authorities. Nearly half of the respondents think that tourism develops in an unplanned way in their region. Lack of

master plans pointed as the utmost important obstacle of tourism development in the region. 58% of the respondents agree or strongly agree that lack of master plans constitutes the most important barrier of tourism development. All these responses indicate that; a comprehensive policy planning and effective policy implementation in tourism development is needed.

The responds given to the statement 'I think more five star hotels are needed in order to develop tourism in my region' confirms the assertion of 'the multi-sectoral structure of tourism is not sufficiently implemented in Eastern Black Sea Region, therefore; tourism vision goes further on constructing more luxury accommodation places'. In other words, the multi-sectoral structure of tourism may not be comprehensively implemented in the research area, thus; envision of tourism development goes further only on the accommodation and basic service facilities. This situation may be resulted from undiversified tourism development pattern. The 57% of the respondents think that five star hotels are needed in order to develop tourism in their region. However, the proposed tourism development scheme by Ministry of Culture and Tourism in Eastern Black Sea Region is not appropriate for five star hotel constructions. Yet, the type of such accommodation is not suitable for niche tourism development pattern. This situation also gives a way to assert that; the policy behind ecotourism development is not fully understood and accepted by policy makers and residents of Eastern Black Sea Region.

In terms of community participation, 54% of the respondents strongly agree or agree that local/central authorities do not give right to local citizens to participate in tourism decision making. This result points out that the decision makers do not appreciate to participatory planning process and there exists a strict top-down political structure of public institutions. Yet, 84% of the respondents agree and strongly agree that they should be given opportunity to get involved in tourism decision making process. The results shows that; the respondents thinking local/central administrations do not give right to local citizens to participate in tourism decision making, also think that it is hard for them to contact with related authority when they have problems about tourism. Likewise, more than half of the respondents (59%) think that one of the most important obstacle of a planned tourism development in their region lies behind their disqualification from tourism planning process. These responds confirm the *Hypothesis 4: there is a positive relationship between residents' attitudes toward planning and negative impact of tourism* and *Hypothesis 5: residents' attitudes towards community participation positively associated with negative impacts of tourism development*. Moreover, the results show that; there is a strong demand and a need of planning and participatory decision making process.

According to the research results; demographic profiles of the respondents are correlated with some statements. It is observed that; the respondents between 45-64 years old are more conservative about tourism development in comparison to other age groups. The respondents aged between 45-64 tend to disagree, rather than strongly disagree with the idea of tourism development disturbs them ( $p=0.020$ ). Length of residency also affects the replies related with the statement 'I like tourism because it brings new income to my community'. The respondents living 1-5 years in the research area are more neutral about this statement ( $p=0.009$ ). On the other hand, there exist no correlation between length of residency and

negative attitude towards tourism development. Therefore, the *Hypothesis 6: community attachment is negatively associated with residents' support for tourism development* is not confirmed. Gender, is another determinant which affects the responds given to the statements. Female respondents are more likely to agree with tourism creates new markets for their local products. It enables to claim that; female residents are more associated with producing and selling niche tourism products. There are also differences between the people who work in tourism sector and who are active in other sectors. The respondents, who works in tourism sector, are less likely to think tourism deteriorates natural environment ( $p=0.019$ ). On the contrary, they are more likely to think that local people are not sensitive enough to natural environment and natural assets ( $p=0.047$ ). Moreover, the respondents working in tourism sector more likely to think that they are having difficulties to contact with tourism authorities when they have problems ( $p=0.04$ ).

According to the features and schemes of tourism development, some differentiations observed between Trabzon city center and Uzungöl. Respondents in Uzungöl are much more sensitive to protection of natural environment. They are more on the opinion that local/central authorities do not take enough precautions to protect natural assets and environment. Additionally, tourism has more dominant effect on Uzungöl's economy in terms of bringing new income opportunities to the local community. However, respondents in Uzungöl think that tourism does not create new markets to their local products. This statement indicates relatively less diversified economy in Uzungöl. In addition to this, it can be asserted that; only some tourism entrepreneurs benefit from tourism development. Respondents in Uzungöl probably face more with the negative effects of tourism development, because; they are more on the opinion; one of the most important obstacle of a planned tourism development in their region lies behind their disqualification from tourism planning process. This result supports the *Hypothesis 4: there is a positive relationship between residents' attitudes toward planning and negative impact of tourism* and *Hypothesis 5: residents' attitudes towards community participation positively associated with negative impacts of tourism development*.

To conclude, tourism development in Eastern Black Sea Region is perceived as a positive phenomenon in terms of its contribution to local economic development. The perceived economic benefits from tourism development affect the residents' attitudes to support tourism development. However, exemption of local residents from tourism planning and decision making process indicates the ignorance of one of the main principles of sustainable tourism development. Therefore, it is hard to assert that tourism develops in a sustainable way in Eastern Black Sea Region. 45% of the local residents think that; it is hard for them to contact with related authority when they are having problems about tourism development. That is, again, points out the exemption of local people from tourism development process and the strict top-down policies in tourism development process of Eastern Black Sea Region. Yet, the case of community based ecotourism planning and implementation should be more about involving local people in the decision making process to get their support for sustainable tourism development. In order to implement community based ecotourism, and thoroughly maintain sustainable tourism development, it is advised to give opportunity to local residents to take part in tourism decision making process. By this way, the mitigation of

negative impacts of tourism can be managed while the positive effects can be maximized for the long term sustainability of tourism development. It is evident that; to build a better community, local governments and decision makers should enable residents to get involved in tourism planning process. According to Choi and Murray (2010, p. 598) ‘planners, developers and political leaders need to realize that the full participation of community residents does not interfere with the planning process, but enhances it.’ Therefore, more bottom-up policies should be applied in tourism development and residents should be informed about tourism development process.

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## APPENDIX A

### QUESTIONNAIRE

#### AÇIKLAYICI BİLGİ

Bu anket formundaki bilgiler Orta Doğu Teknik Üniversitesi, Şehir ve Bölge Planlama Bölümü, Bölge Planlama Programında **yüksek lisans tez çalışmasında istatistiksel amaçla** kullanılacaktır.

Lütfen aşağıdaki soruları cevaplandırınız.

**1. Turizmin yöreniz gelişimi için önemli bir sektör olduğunu düşünüyor musunuz?**

☐ Evet

☐ Hayır

**2. Turizmin bölgeniz açısından ne gibi faydalar sağladığını düşünüyorsunuz?**

☐ Bölgemizde iş olanakları artmıştır.

☐ Bölgemiz ekonomisi gelişmiştir.

☐ Turizm bölgemizin tanıtılmasına katkı sağlamıştır.

☐ Turizm bölgemiz altyapı gelişimine (kanalizasyon, yol vb.) katkı sağlamıştır.

☐ Turizm bölgemizdeki ulaşım olanaklarını geliştirmiştir.

☐ Turizmin bölgemize herhangi bir faydası yoktur.

**3. Bölgenizdeki turizm gelişiminden kişisel olarak yeterince fayda sağladığınızı düşünüyor musunuz? Cevabınız hayır ise lütfen nedenini belirtiniz.**

☐ Evet

☐ Hayır

4. ‘Turizm gelişiminin yöremize faydadan çok zararı olduğunu düşünüyorum’ yargısına katılıyor musunuz? Cevabınız evet ise lütfen nedenini belirtiniz.

( ) Evet

( ) Hayır

5. Turizmin bölgenize ne gibi zararları olduğunu düşünüyorsunuz?

( ) Turizmin bölgeye herhangi bir zararı yoktur.

( ) Turizm bölgemdeki çevresel değerlere zarar vermektedir.

( ) Turizm bölgemizin dönemsel olarak çok kalabalıklaşmasına neden olmaktadır.

( ) Turizm yerleşmedeki hayatı pahalılaştırmıştır.

6. Lütfen aşağıdaki yargıları size uygun olan ölçülerde değerlendiriniz.

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum/ Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Bölgemdeki turizm gelişiminden rahatsızlık duyuyorum.	1	2	3	4	5
Bölgeye gelen turistlerden rahatsızım.	1	2	3	4	5
Bölgemdeki turizm gelişimi doğal çevreye zarar vermektedir.	1	2	3	4	5
Bölgede turizmin devamlılığı için en önemli faktör doğal çevrenin korunmasıdır.	1	2	3	4	5

Bence yöre insanı doğal çevreye ve doğal değerlere yeterince duyarlı değildir.	1	2	3	4	5
Doğal çevrenin korunması için yerel/merkezi yönetimlerin gerekli tedbirleri almadığını düşünüyorum.	1	2	3	4	5
Doğal çevrenin bozulmasındaki en önemli faktör yerel/merkezi yönetimlerin uyguladıkları yanlış politikalaradır.	1	2	3	4	5
Turizm bölgede plansız gelişmektedir.	1	2	3	4	5
İmar planlarının olmaması bölgedeki turizm gelişiminin önündeki en önemli etkidir.	1	2	3	4	5
Turizm yerel ekonomiyi çeşitlendiriyor.	1	2	3	4	5
Turizmin bölge ekonomisine çok ciddi katkı sağladığını düşünüyorum.	1	2	3	4	5
Bölgemizdeki yerel halka yeni bir gelir kaynağı olduğu için turizmi seviyorum.	1	2	3	4	5
Bence bölgemizdeki turizm işletmeleri çalışanlarının en az yarısını	1	2	3	4	5

bölgemizdeki işgücünden sağlamalıdır.					
Bölge insanları turizmin maddi faydalarından eşit şekilde nemalanmalıdır.	1	2	3	4	5
Turizm sektörü yerel ürünlerimiz için yeni pazarlar oluşturmaktadır.	1	2	3	4	5
Yerel/ merkezi yönetimler turizm konusunda bize yeterince söz hakkı tanımamaktadır.	1	2	3	4	5
Toplumun bölgede turizm ile ilgili karar alma süreçlerine katılımına olanak sağlanmalıdır.	1	2	3	4	5
Bölgemdeki turizm ile ilgili soru ve sorunların olduğunda ilgili merciyle irtibata geçebilmek benim için oldukça zor.	1	2	3	4	5
Turizmin istediğimiz gibi gelişmemesinin önündeki engellerden bir tanesinin yerel/merkezi yönetimlerin turizm planlama sürecine bizi dahil etmemesi olduğunu düşünüyorum.	1	2	3	4	5

Bölgede turizmi daha fazla geliştirmek için 5 yıldızlı otellere ihtiyaç olduğunu düşünüyorum.	1	2	3	4	5
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**7. ‘Doğu Karadeniz’de çevre korunmazsa gelecekte Doğu Karadeniz turistler için cazip bir turizm destinasyonu olmaz’ yargısına katılıyor musunuz?**

☐ Evet

☐ Hayır

**8. Turizm ile ilgili sorunlarınızı aktarabileceğiniz ve katkı sunabileceğiniz bir platform oluşturulmasına ihtiyaç duyuyor musunuz? Cevabınız evet ise lütfen 9. soruyu yanıtlayınız. Cevabınız hayır ise lütfen 10. soruya geçiniz.**

☐ Evet

☐ Hayır

**9. Bu şekilde bir platform oluşturulduğunda düzenli ve aktif katkı ve katılımı ne ölçüde sağlayabilirsiniz?**

☐ 0-25%

☐ 25-50%

☐ 50-75%

☐ 75-100%

**10. Bölgenizdeki konaklama tesislerinin doğal çevreye uyumlu olduğunu düşünüyor musunuz? Cevabınız hayır ise lütfen nedenini belirtiniz.**

☐ Evet

☐ Hayır

**Ekleme istedikleriniz varsa, lütfen aşağıdaki kutucuğa ekleyiniz.**

### **TANIMLAYICI BİLGİLER**

**Kaç yaşındasınız?**

- ☐ 18-29      ☐ 30-45      ☐ 45-64      ☐ 65 ve üzeri

**Cinsiyetiniz?**

- ☐ Kadın      ☐ Erkek

**Ne kadar Süredir Burada İkamet Ediyorsunuz?**

- ☐ 1 yıldan az      ☐ 1-5      ☐ 5-10      ☐ 10-15      ☐ 15 yıl ve üzeri

**Eğitim Durumunuz Nedir?**

- ☐ İlköğretim      ☐ Ortaöğretim      ☐ Lise      ☐ Üniversite

**Turizm ile alakalı bir sektörde mi çalışıyorsunuz?**

- ☐ Evet      ☐ Hayır

**Aylık Gelir Düzeyiniz Ne Kadardır?**

- ☐ 1.000 TL'den az      ☐ 1.000-2.000 TL      ☐ 2.000- 3.500 TL      ☐ 3.500 TL'den fazla

*Anketi sabırla doldurduğunuz için teşekkür ederim.*