

RESIDENTS' PERCEPTION TOWARDS THERMAL TOURISM IMPACTS

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Abstract

This study involves an analysis of residents' perceptions towards tourism impacts. In line with this purpose, secondary data were analyzed first and then data were collected through field research. Field research involved using questionnaire forms to collect data. Questionnaires were implemented through face-to-face method with the residents of Karahayit destination. Factor analysis was conducted with the purpose of identifying variable groups of the perceptions towards thermal tourism impacts, and regression analysis was conducted to analyze the factors impacting the support of residents for thermal tourism development. As a result of factor analysis, statements were grouped under four factors in scope of classifications differentiating these as social and living costs-benefits. Regression analysis was conducted for the relation between support of residents for the developments of thermal tourism, and social and living costs-benefits. The findings showed that social benefit, living benefit, living cost and social cost variables had a significant impact on the support of residents for the developments of thermal tourism. The independent variable with the highest explanation rate in regard to the dependent variable was found to be social benefit, followed by living benefit, living cost and social cost.

Keywords: Residents. Residents' Perceptions. Thermal Tourism. Thermal Tourism Development.

PERCEPÇÃO DE RESIDENTES EM RELAÇÃO A IMPACTOS DE TURISMO TERMAL

Resumo

Este estudo envolve uma análise das percepções dos moradores quanto aos impactos do turismo termal. De acordo com esse objetivo, os dados secundários foram analisados primeiro e, em seguida, os dados foram coletados por meio de pesquisa de campo. A pesquisa de campo envolveu o uso de formulários de questionário para coletar dados. Os questionários foram implementados pelo método presencial com os moradores do destino Karahayit. A análise fatorial foi conduzida com o objetivo de identificar grupos variáveis de percepções sobre os impactos do turismo termal e análise de regressão para analisar os fatores que impactam o apoio dos moradores ao desenvolvimento do turismo termal. Como resultado da análise fatorial, as declarações foram agrupadas em quatro fatores no escopo das classificações, diferenciando-os como custos-benefícios sociais e vitais. Foi realizada análise de regressão para a relação entre apoio dos moradores ao desenvolvimento do turismo termal e custos-benefícios sociais e vitais. Os resultados mostraram que as variáveis benefício social, benefício living, custo de vida e custo social tiveram um impacto significativo no apoio dos moradores para o desenvolvimento do turismo térmico. A variável independente com maior taxa de explicação em relação à variável dependente foi considerada benefício social, seguida benefício de vida, custo vital e custo social.

Palavras chave: Residentes. Percepções dos Residentes. Turismo Termal. Desenvolvimento Turístico Termal.

PERCEPCIÓN DE LOS RESIDENTES HACIA LOS IMPACTOS DEL TURISMO TERMAL

Resumen

Este estudio implica un análisis de las percepciones de los residentes sobre los impactos del turismo. En línea con este propósito, los datos secundarios se analizaron primero y luego los datos se recopilaron a través de la investigación de campo. La investigación de campo incluyó el uso de formularios de cuestionarios para recopilar datos. Los cuestionarios se implementaron a través del método cara a cara con los residentes del destino Karahayit. El análisis factorial se realizó con el propósito de identificar grupos variables de las percepciones hacia los impactos del turismo termal, y el análisis de regresión se realizó para analizar los factores que afectan el apoyo de los residentes para el desarrollo del turismo termal. Como resultado del análisis factorial, las declaraciones se agruparon en cuatro factores en el alcance de las clasificaciones que los diferencian como costos-beneficios sociales y vitales. Se realizó un análisis de regresión para la relación entre el apoyo de los residentes a los desarrollos del turismo termal y los costos y beneficios sociales y vitales. Los resultados mostraron que las variables de beneficio social, beneficio vital, costo vital y costo social tuvieron un impacto significativo en el apoyo de los residentes para el desarrollo del turismo termal. Se encontró que la variable independiente con la tasa de explicación más alta con respecto a la variable dependiente era el beneficio social, seguido del beneficio vital, el costo vital y el costo social.

Palabras clave: Residentes. Percepciones de los Residentes. Turismo Termal. Desarrollo Turístico Termal.



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1 INTRODUCTION

Visitors are attracted to destinations for many reasons such as history, food, local and cultural events (Getz, 2008). So, success for destinations which attract many visitors is only possible through the support of residents for tourism activities (Song, Xing & Chathoth, 2015).

The attitude of residents towards tourism development depends on cognitive, emotional and behavioral dimensions related to spaces, people, behaviors and other features (Carmichael 2000; Gu & Ryan, 2008).

Behavioral dimension has been dealt with in many studies in the field of tourism and the impacts of behavioral dimension on the residents with regard to tourism development have been analyzed (Choi & Murray, 2010; Gursoy & Rutherford, 2004; Gursoy, Jurovski, & Uysal, 2002; Latkova & Vogt, 2012).

One's feelings towards one's place of residence have influence over their perceptions (Hidalgo & Hernandez, 2001). Loyalty on one's place of residence is dependent not only on the physical elements, but also on the meanings the individual associates with a certain place, their knowledge level, their commitment to that certain place and their satisfaction with the place (Wang & Chen, 2015).

The place attachment, which is the relationship between the person's place of residence, is studied with different approaches and scales (Hidalgo & Hernandez, 2001; Kyle, Graefe, & Manning, 2005; Scannell & Gifford, 2010; Lee, 2011; Wang & Chen, 2015; Wang & Xu, 2015).

Place attachment to influence, belief, emotion, knowledge and behavior is influenced by family, friends, community and local culture (Kyle, Graefe & Manning, 2005; Dyer, Gursoy, Sharma & Carter, 2007; Ramkissoon, Weiler & Smith, 2013).

The relationship between space identity, which is the emotional attachment to a space, and the relationship with space, which is the functional functionality of a space, has been examined under two titles (Dyer et al., 2007; Lee, 2013; Ramkissoon, Weiler & Smith, 2013).

The attitudes of individuals who are dependent on their place of residence towards tourism development are more positively inclined compared to the individuals who are less dependent in this sense (Oviedo-Garcia, Castellanos-Verdug & Martin-Ruiz, 2008; Stylidis, 2017). The previous studies dealt with the role of feelings in the perceptions of residents with regards to tourism development (Eusébio, Vieira & Lima, 2018).

There are many internal and external factors that have impacts on the attitude of residents towards

tourism development found in the literature (Sharpley, 2004).

These factors include demographic structure of residents, perceptions of residents towards tourism's impacts, personal interests, direct economic dependency on tourism sector, social loyalty, engagement, satisfaction, distance to the main tourism attraction site, loyalty on destination, emotional unity with the visitors felt by residents, interaction with visitors, residents' attitudes towards environment, tourism development level, local economic situation and tourism type/tourist type (Eusébio, Vieira & Lima, 2018).

Main purpose in the development of tourism is to create the results that would enable the best balance of cost-benefit for all stakeholders (Byrd, Bosley & Dronberger, 2009). Because residents support tourism development as long as they believe that the expected benefits would exceed the costs (Byrd, Bosley & Dronberger, 2009; Gursoy & Rutherford, 2004; Lee, 2013; Nunkoo & Gursoy, 2012; Rasoolimanesh, Jaafar, Kock, Ramayah, 2015; Koščak ve O'Rourke, 2017). This study analyzes perceptions of the residents toward thermal tourism impacts.

2 LITERATURE REVIEW

Interest in activities that promote the introduction of local values is increasing (Ashton, 2014; Woosnam & Aleshinloye, 2018). Activities that offer different experiences are very important in terms of destination competition (Getz, 2008; Leenders, Go, & Bhansing, 2015).

Therefore, there are many studies in the literature on cultural interactions and effects of events (Woosnam & Aleshinloye, 2018). Activities lead to activities that have abstract and concrete effects for the local people (Getz, 1991; 1997).

Regional activities have both positive and negative effects and advantages in economic, social, cultural, psychological terms (Arcodia & Whitford, 2007; Bull & Lovell, 2007; Fredline, Jago, & Deery, 2003; Kim & Lee, 2006; Lee & Han, 1999; Ntloko & Swart, 2008; Turco, Swart, Bob, & Moodley, 2003; Woosnam & Aleshinloye, 2018; Chen, 2011; Gratton, Raciti, & Arcodia, 2011; Lee, Lee, & Yoon, 2009; Loots, Ellis & Slabbert, 2011).

Events have positive and negative effects on economic, physical, political and environmental (Dwyer, Mellor, Mistilis & Mules, 2000). Events that strengthen social and cultural identity contribute to the quality of life and social integrity by moving away from daily life, increasing the awareness of resources, using them efficiently, improving the abilities of the yore people and enabling them to socialize (Arcodia &

Whitford, 2007; Earls, 1993; Gursoy, Kim & Uysal, 2004). It is possible to ensure that the events continue with the support of the local people that they want to experience (Hall, 1992; Getz, 1997; Li & Wan, 2017).

The support of the local people for the development of the events in the activities conducted to protect, strengthen the local culture, create recreation activities and revitalize regional tourism is affected by many factors (Getz, 2008; Thomason & Perdue, 1987).

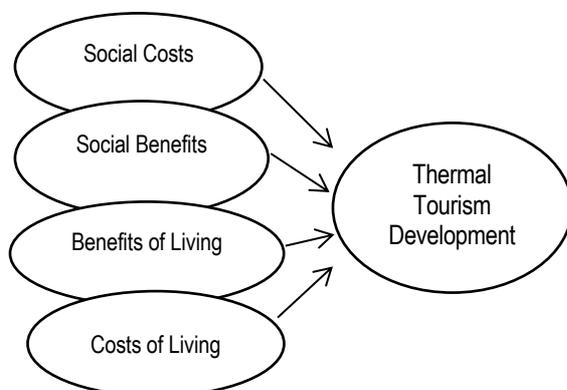
It is usually controlled at the local level (Li & Wan, 2017) and revives the local economy by attracting mostly tourists (Dwyer, Forsyth, & Spurr, 2006; Litvin, Pan, & Smith, 2013), strengthening the local image (Boo & Busser, 2005), social integrity, local pride (Bagiran & Kurgun, 2016; Whitford & Ruhanen, 2013) and sustainable tourism development (Song, Xing, & Chathoth, 2015; Li & Wan, 2017). It is stated in the literature that tourism development and taking part in tourism development positively affect personal welfare (Morgan, Pritchard, & Sedgley, 2015; Naidoo & Sharpley, 2016).

The number of visitors to destinations is increasing thanks to activities that are important for the region and an effective tool for sustainable tourism (Uysal, Gahan & Martin, 1993; Barrio, Devesa, & Herrero, 2012; Herrero, Sanz, Bedate, & Barrio, 2012; Quinn, 2006).

Some activities have become tourist attraction over time, far from being used only by locals (Savinovic, Kim, & Long, 2012). Without the support of indigenous people, sustainability and success can never be achieved because indigenous people and visitors are the most important stakeholders of the activities (Song, Xing & Chathoth, 2015).

The hypotheses were constructed according to the literature above, generating the research model (figure 1).

Figure 1: Research Model.



Source: proper elaboration.

H₁: There is a relationship between social benefits and local people's perceptions of the development of thermal tourism impacts.

H₂: There is a relationship between benefits of living and local people's perceptions of the development of thermal tourism impacts.

H₃: There is a relationship between costs of living and local people's perceptions of the development of thermal tourism impacts.

H₄: There is a relationship between social costs and local people's perceptions of the development of thermal tourism impacts.

3 METODOLOGIA

This study analyzes residents' perception towards thermal tourism impacts. Secondary data were analyzed and then field research was conducted to collect data through questionnaires from Karahayit destination. Karahayit was chosen as an important place for thermal tourism.

The main reason for selecting Karahayit destination was the fact that these neighborhoods is important destinations. The total population living in Karahayit destination is 1266 people.

A pilot study was conducted on 30 people in the month of January 2018 in order to determine whether the questions are understood. Later, the necessary corrections were made and residents of Karahayit destination were given the questionnaire forms in the months of February and May.

The front page included a brief explanation of the purpose of the study, ensuring the scientific purpose of the study and strict confidentiality of the results. Questionnaire consisted of two main sections. First section included questions related to the residents' perceptions towards thermal tourism impacts and if they support for thermal tourism development or not.

Questions about the impact of tourism were adapted from Tomljenovic and Faulkner, 1992; Chen, 2001; Andereck and Vogt, 2000; Kim, Uysal and Sirgy, 2013; Gursoy and Rutherford, 2004; Lankford and Howard, 1994; Choi and Sirakaya, 2005; Nunkoo and Ramkissoon, 2011.

Questions on supporting the development of thermal tourism were adapted from Nicholas, Thapa and Ko, 2009; Nunkoo and Ramkissoon, 2011; Gursoy ve Rutherford, 2004; Lankford ve Howard, 1994. Second section included demographic questions.

581 participants answered the questionnaire through face-to-face interviews. 110 of these forms were not included in the analysis due to improper filling of the form. The analysis was conducted on 471 questionnaire forms. Factor analysis was conducted first to determine the groups of variables and then

regression analysis was conducted on the factors influencing residents' support for thermal tourism development.

4 FINDINGS

Among the participants, 42% were women and 58% were men. 41% of the participants had graduated from primary education, 36% from high school and the remaining 23% had bachelor's degrees. 32,7% of the participants were working in tourism sector or in a workplace associated with the sector while the remaining 64,8% were not working in tourism sector or in a workplace associated with the sector.

The questionnaire's p value was found to be 0,001 as a result of the general reliability test (Cronbach's alpha) and the Cronbach Alpha value was found to be 0,873. Since general Cronbach Alpha

value of the data was above the level of 0,8 as indicated by Nunnally for social research (Nunnally, 1967), scale reliability was considered to be at an acceptable level and the data were considered to be reliable. Factor analysis was conducted after reliability analysis. Below table presents factor analysis results.

Table 1: Demographic Findings.

Demographic	n	(%)	Demographic	n	(%)
Gender			Work		
Woman	199	,42	Yes	160	32,7
Men	272	,58	No	311	64,8
Education					
Primary	193	,41			
High School	170	,36			
Bachelor	108	,23			

Source: proper elaboration.

Table 2: Results of Factor Analysis.

Factors	Factor Load	Explained Variance	Alpha	Mean
Social Costs		,19269	,906	4,173
more pollution	,730			
local character loss	,750			
increase in police incidences	,716			
more noise	,740			
destruction of cultural assets	,750			
more traffic density	,533			
hostile attitude towards tourists	,698			
increase in organized crimes	,659			
Social Benefits		,1712	,875	3,823
sources of side income for residents	,829			
creation of new markets for local products	,852			
contribution in country's economy	,807			
diversification of local economy	,835			
creation of benefits for other sectors in the country	,740			
more employment opportunities in the place of residence	,582			
Benefits of Living		,11295	,779	3,757
increasing the efforts towards protection of cultural assets of the region	,537			
more activities for residents	,761			
higher standards of living	,748			
more recreation opportunities for the residents	,773			
Costs of Living		1,257	,759	2,972
increase in real estate prices	,729			
increase in product prices	,780			
increasing commercialization of cultural products	,551			

Source: proper elaboration.

As a result of factor analysis, statements were grouped under four factors in scope of classifications differentiating these as social and costs-benefits of living. Total variance of factors of social and costs-benefits of living is 0,61941 and Kaiser-Meyer Olkin value is ,880. The results of the factor analysis showed an average of 4,173 for the first factor.

Statements grouped under this factor include more pollution, local character loss, increase in police incidences, more noise, destruction of cultural assets, more traffic density, hostile attitude towards tourists and increase in organized crimes. When the statements are analyzed, this factor is observed to be about social costs. Second factor's average was 3,823.

Statements grouped under this factor include statements related to sources of side income for residents, creation of new markets for local products, contribution in country's economy, diversification of local economy, creation of benefits for other sectors in the country and more employment opportunities in the place of residence. When the statements are analyzed, this factor is observed to be about social benefits.

Third factor's average was 3,757. Statements grouped under this factor include statements related to increasing the efforts towards protection of cultural assets of the region, more activities for residents, higher standards of living and more recreation opportunities for the residents. When the statements are analyzed, this factor is observed to be about benefits of living.

Fourth factor's average was 2,972. Statements grouped under this factor include statements related to the increase in real estate prices, increase in product prices and increasing commercialization of cultural products. When the statements are analyzed, this factor is observed to be about costs of living.

Regression analysis was conducted for the relation between support of residents for the development of thermal tourism, and social and costs-benefits of living. Below table presents the regression analysis results of the factors impacting the support for the development of thermal tourism.

Table 3: Results of Regression Analysis.

Variables	Beta	t	Sig t
(Stables)	,641	1,926	
Social Benefits	,485	7,157	,000
Benefits of Living	,235	3,137	,002
Costs of Living	,202	2,575	,010
Social Costs	,123	2,083	,038
Multiple Regression = ,493	R Square = ,243	p = 0.001	
Adjusted R Square = ,236	Durbin-Watson=2,036	F =35,634	

Source: proper elaboration.

When the above table is analyzed, variables and the model is observed to be significant since F value is seen to be 35,634 and $p=0,001$. There was no autocorrelation since Durbin-Watson test value was 2,036, so the results are not random and they reflect the actual situation.

The results of the regression analysis conducted for the impacts of social and benefits-costs of living variables on the support of residents for the development of thermal tourism showed that independent variables' explanation percentage for the dependent variable was at the level of ,243. Sig. and β (Beta) figures showed that support of residents for

thermal tourism was significantly influenced by variables of social benefit, benefit of living, cost of living and social cost.

The independent variable with the highest explanation rate with regards to the dependent variable is observed to be social benefit ($b= ,485$; $t=7,157$; $p=,000$), followed by benefit of living ($b= ,235$; $t=3,137$; $p=,002$), cost of living ($b= ,202$; $t=2,575$; $p=,010$) and social cost ($b= ,123$; $t=2,803$; $p=,038$).

5 CONCLUSION AND SUGGESTIONS

More than half of the participants were men. Majority of the participants were primary education and high school graduates. Majority of the participants were not working in tourism sector or in a workplace associated with the sector. Scale reliability was observed to be above the acceptable level with a Cronbach Alpha value of 0,873 and thus the data were observed to be reliable.

As a result of factor analysis, statements were grouped under four factors in scope of classifications differentiating these as social and costs-benefits of living. The results of the regression analysis showed that the model and variables were significant, that there were no autocorrelation, thus the results were understood to be not random and to reflect the actual situation.

The results of the regression analysis conducted for the impacts of social and benefits-costs of living variables on the support of residents for the development of thermal tourism showed that the variables of social benefit, benefit of living, cos of living t and social cost were significantly influential.

The independent variable with the highest explanation rate with regard to the support of residents for the development of thermal tourism was found to be social benefit, followed by benefit of living, cost of living and social cost.

A similar result was found in other studies, supporting the hypothesis that the residents support tourism development as long as they believe that the expected benefits would exceed the costs (Byrd, Bosley & Dronberger, 2009; Gursoy & Rutherford, 2004; Lee, 2013; Nunkoo & Gursoy, 2012; Rasoolimanesh, Jaafar, Kock, Ramayah, 2015).

It is also similar to the study that the impacts of tourism on the perception of local people and the development of tourism impact the local people (Sharpley, 2004: Eusebio, Vieira and Lima, 2018). Because sustainability is not provided without the support of local people (Song, Xing & Chathoth, 2015).

The development of tourism is possible with the support of the local people. Particularly in the development of thermal tourism, the way in which the

impacts of tourism are perceived by the local people is very important.

The income obtained for the development of thermal tourism should be kept in the region. Therefore, firstly, it is necessary to include local products in tourism enterprises. New markets should be created and diversified for local products. It is necessary to provide opportunities to increase employment by contributing in other sectors.

Cultural assets of the region should be protected and activities for recreation opportunities should be increased. Negative effects should be reduced, product prices should be controlled and commercialization of cultural products should be prevented. In particular, pollution and noise should be reduced.

In future studies, it is useful to investigate other factors that are important in supporting tourism development.

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