

## Socio-cultural, Economic, and Environmental Effects of Tourism from the Point of View of the Local Community

**Abdullah USLU**

Manavgat Faculty of Tourism, Akdeniz University, Manavgat/Antalya, Turkey

**Gürkan ALAGÖZ**

Vocational School of Tourism and Hotel Management, Erzincan Binali Yıldırım University, Erzincan, Turkey

**Erkan GÜNEŞ**

Vocational School of Tourism and Hotel Management, Erzincan Binali Yıldırım University, Erzincan, Turkey

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### Abstract

The purpose of this research is to determine the socio-cultural, economic, and environmental effects of tourism perceived by the local community living in Manavgat/Turkey on the satisfaction with the tourism development, to identify the effect of this satisfaction with tourism development, and to ascertain the moderator role of the demographic variables in this relationship. The population of the research is the local community living in Manavgat/Turkey. EFA, CFA, path analyzes, and Slope difference tests have been performed through 384 surveys collected from the local community. As a result, it has been determined that perceived socio-cultural, economic, and environmental positive effects of tourism and negative environmental effects have an impact on satisfaction with tourism development. Meanwhile, it has been determined that the local community's satisfaction with tourism development affects the attitude and gender has a moderator role on this effect. In line with these results, public institutions, tourism professionals, and non-governmental organizations in Manavgat will be able to better perceive the local community's attitudes and behaviors.

**Key Words:** Local community, Effects of tourism, Demographic Variables, Moderator, Manavgat

**JEL Classification:** L83, Z32

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### 1. Introduction

The rapid and strong growth of mass tourism since the 1950s has made the tourism sector one of the most important sectors in the world (Almeida-García, 2018; Gozgor & Demir, 2018). This ongoing global growth results in countries or regions formulating strategic plans, long-term planning, or development trends to maximize their contribution to tourism development (Nematpour & Faraji, 2019).

Especially in the last two decades, excessive or unplanned development of the tourism sector, which has provided important contributions for local economies such as increasing employment, contributing to the economy, and protecting cultural heritage, may also have negative effects on the local community, resources and socio-cultural structure (Wang et al., 2020). In this context, the effects

of the tourism industry are among the priority issues during the development of the industry (Nematpour & Faraji, 2019).

When it comes to tourism development, the life of the local community changes in many ways (Fila et al., 2015). However, the local community must accept this change and continue their lives, but they can be both optimistic and pessimistic in this process. If the future of tourism is perceived as optimistic, residents of the region will interpret tourism development positively, but if they are perceived as inappropriate and inevitable, they will perceive this development as hostile (Lim & Lee, 2020). Understanding the local community's perspective on tourism development can minimize the negative effects arising from tourism development, while maximizing the benefits, facilitating the development of society and developing policies that contribute more to tourism (Thetsane, 2019).

Factors affecting the support of the local community in tourism development have been extensively researched in the literature. Factors such as community loyalty, personal attitudes, and perceived benefits from tourism can strongly influence local community support (Meyer et al., 2017; Brankov et al., 2019). While Doxey (1975) explains the interaction between local community and tourists in tourism destinations with irritation index and Butler (1980) with destination lifecycle models, they assume that there is a change in the attitudes of the local population, mainly due to the increase in the number of tourists (Szromek et al. 2020). However, Öztürk et al. (2015) have stated that tourism activities have positive economic, environmental and socio-cultural effects along with negative economic, environmental and socio-cultural effects on the host society.

The meaning and intensity of the effects of tourist mobility in a tourism destination may vary depending on the number of tourists and the nature of the destination. The impact can be physical, economic or social, and the local community can add positive or negative meaning to these effects (Anuar et al., 2019). It is important for the tourism development to investigate to what extent the local community are affected by the emerging effects and their satisfaction with tourism development. As a matter of fact, the satisfaction and benefit of local community should be at the forefront in the center of tourism development planning.

There is no clear explanation for how the roles and opinions of local community are involved in the entire tourism planning and development process. Although the literature suggests some roles that local community can take in tourism development, it is stated that little attention is given to how they feel about these imposed roles. This may cause dissatisfaction with the roles of local community in tourism development and contrary to what the literature suggests (Androniceanu & Tvaronavičienė, 2019). Tourism presents various economic, socio-cultural and environmental effects, some of which are more beneficial than others in the life of the local community (Szczepańska-Woszczyzna & Kurowska-Pysz, 2016; Thetsane, 2019; Androniceanu, 2019). While these effects create dissatisfaction in one segment, they may cause dissatisfaction in some segments (Dkhili, 2018; Masharsky et al, 2018).

Providing the sustainability of the tourism sector, which has a very fragile structure, in a destination, is related to how many people perceive the economic, socio-cultural and environmental effects that arise from the tourism activities and their satisfaction with this situation. It is not possible to talk about a sustainable tourism development in the destinations where the positive and negative effects arising from the local community and tourism development are not considered (Alaeddinoğlu, 2008). When the negative perception of the local community from the tourism development increases, this will create dissatisfaction among the local community and therefore the attitude towards tourism development will decrease. It is important to determine how economic, socio-cultural and environmental positive and negative effects of tourism are perceived by local community.

The economy of Manavgat is based on agriculture in rural areas and tourism in coastal areas. Tourism has a growing structure in Manavgat. Tourism sector has become one of the main livelihoods of the region, following the agriculture. Manavgat region serves approximately 35% of the local tourists who come to Antalya, which is one of the destinations in Turkey with the highest tourist attraction (Manavgat Chamber of Commerce and Industry, 2016, p.2).

Manavgat tourism destination is one of the destinations that comes to the fore in the country tourism with its tourism values. If the positive and negative effects perceived by tourism development and local community in this region are determined correctly, tourism development can evolve to a more sustainable direction. In this context, in the study, it is attempted to determine the effect of positive and negative socio-cultural, economic and environmental effects of tourism perceived by the local community on the satisfaction with the tourism development and the effect of the satisfaction with tourism development on the local community's attitude on the support for tourism development and put forth the moderator role of demographic characteristics in this relationship.

## **2. Perception and Attitude of Local Community in Tourism Development**

Tourism, which contributes to countries in different areas such as socializing people, getting to know different cultures, learning new things and gaining many different experiences, contributing to different destinations to destinations and destinations, supporting regional development in different ways, is one of the areas whose effects must be measured. While having positive effects due to its contribution, tourism also has negative effects. In both cases, these effects need to be examined and their consequences addressed to all stakeholders in tourism.

Tourism has many effects that directly affect the local community. Although it is considered that tourism affects local community only socially and culturally in the first place, it has come to the fore in the tourism development that local community should be considered as an important shareholder, especially in planning and sustainable tourism phenomenon (Ayazlar, 2016, p.2538). The tourism phenomenon reveals an interaction that has very different effects. It brings about demographic, economic, cultural and environmental changes socially with the displacement of people. Examples of these changes are population growth in the region, age and gender distribution, changes in consumption patterns and production factors, consumption of culture, differentiation of cultural norms, environmental damage (Tuna, 2007, p.15).

Many academic studies on the effects of local community and tourism have been carried out until today. The effects of tourism are addressed positively and negatively economically, environmentally and socially and culturally. Doxey's (1975) discomfort/tolerance index suggests that communities undergo a series of reactions as the effects of the developing tourism industry in their region become more pronounced and their perceptions change with experience. The stages of Doxey's model are stated as happiness, indifference, anger/irritation, and finally hostility/hatred. There is also a link between Doxey's model and Butler's (1980) tourism area life cycle model that defines a series of stages in the evolution of tourism in a destination. These stages are discovery, participation, development, consolidation, stagnation, decline or revival, respectively. The life cycle of the product specified by Butler (1980) is that, due to the nature of tourism in a region, it is becoming increasingly focused on mass tourism and thus causes negative effects. It is stated that with the weakening of the region's attractiveness over time, the feature of being the tourism center of the region has been affected (Faulkner & Tideswell, 1997, p.6). Getz (1983), on the other hand, has discussed the different effects of tourism with its physical, economic, perceptual, social, ecological and political carrying capacity dimensions (Kennell, 2016, p.133).

When evaluated within the scope of social change theory, the evaluation of the benefits and losses that it will leave on economic, social and environmental resources in the tourism change process affects the local community's attitude towards tourism. While those who establish a beneficial shopping-based relationship with tourists within the scope of social change theory support tourism, those who perceive shopping as harmful will oppose the tourism development. The benefits that it will leave on social and economic conditions affect the local community's attitude towards tourism (Jurowski et al., 1997, p.4). Karakaş & Şengün (2017, p.184) have stated that if the benefit of the local

community with tourism is less than the harm to be caused by the tourism, the attitude of the people towards tourism may turn into a negative. In addition, a similar result has been determined by Türker et al. (2016, p.10). It has been emphasized that the support of local community to tourism may differ according to the economic, social and environmental effects of tourism, and if the perception of the local community is positive, tourism will be supported. In line with all these studies in the literature, the hypotheses H<sub>1</sub>, H<sub>3</sub>, H<sub>5</sub> and H<sub>7</sub> have been generated as follows.

*H<sub>1</sub>: The perceived socio-cultural effects of tourism have a significant and positive effect on the satisfaction of the local community towards tourism development.*

*H<sub>3</sub>: The perceived economic effects of tourism have a significant and positive effect on the satisfaction of the local community towards tourism development.*

*H<sub>5</sub>: The perceived environmental effects of tourism have a significant and positive effect on the satisfaction of the local community towards tourism development.*

*H<sub>7</sub>: Satisfaction with tourism development has a significant and positive effect on attitude.*

Öztürk et al. (2015, p.234) have stated the positive effects of tourism as increased income, improved standard of living, new job opportunities, new investments, improvement in infrastructure and superstructure in terms of quality and quantity and increase in tax revenues. Meanwhile, they listed the negative effects as an increase in the prices of products, services and real estate, an increase in inflation, dependence on tourism and an increase in imports. In addition to the economic effects mentioned here, Kozak et al. (2015, p.111-121) have listed the benefits of tourism to the positive economic effects, balance of payments, interregional development and other economic sectors, while they pointed out the opportunity cost, the need for foreign labor and seasonal fluctuations to their negative economic effects.

The most important effects of tourism are on the physical environment. The main production factor of tourism, i.e. the source of attraction, is the natural environment. Öztürk et al., (2015, p.234) have stated the positive environmental effects of tourism in the form of environmental awareness and better environmental management, restoration of historical sites and monuments and protection of natural and cultural heritage sites. The negative effects of tourism on the environment are listed as the increase in the consumption of natural resources, the destruction of lands and their use from sustainability, the changes in the eco system caused by tourism enterprises, the increasing pressure on the existing infrastructure and finally the increase in air, water, noise and visual pollution.

Tourism has positive and negative effects on the social and cultural environment. These effects have an important place since tourism is a movement of displacement and it is based on human relations. Öztürk et al. (2015, p.234) has noted the positive socio-cultural effects of tourism as recognizing and experiencing different cultures, contributing to the formation of an international diversity, tolerance and peace environment, recognition and appreciation of new cultural values and traditions and the negative socio-cultural impacts as disruption in the mother tongue, change and assimilation in local identity and values, commodification of culture, loss of originality, disruption of traditional life style and hospitality, social ties and weakening of family ties and cultural conflicts between tourists and local community. In addition, Kozak et al. (2015, p.130-133) have stated that, in addition to positive socio-cultural impacts, tourism contributes to the urbanization of rural areas, advances in women's rights, development of leisure habits, development of cleanliness awareness, promoting language learning, emerging of new professions and institutions, development of consciousness for protecting the local community's cultural values. They emphasized that, in addition to the negative socio-cultural effects, tourism may cause xenophobia and increase the crime rate. Nunkoo & Ramkissoon (2007, p.141) have stated that the relationship between the tourist and the local community provides opportunities for both parties to get to know each other's culture and can contribute to the positive changes in the attitude of the tourists towards the local community and the

development of friendship. The positive effects of smart technologies is portrayed by Hecht et al. (2019) underlining their impact on sustainable urban development. In line with this information, it has been stipulated that the socio-cultural, economic and environmental negative effects of tourism perceived by the local community has effects on the satisfaction with the tourism development and the hypotheses H<sub>2</sub>, H<sub>4</sub> and H<sub>6</sub> demonstrated in Figure 1 have been developed as follows.

*H<sub>2</sub>: The perceived socio-cultural effects of tourism have a significant and negative impact on the satisfaction of the local community towards tourism development.*

*H<sub>4</sub>: The perceived economic effects of tourism have a significant and negative impact on the satisfaction of the local community towards tourism development.*

*H<sub>6</sub>: The perceived environmental effects of tourism have a significant and negative impact on the satisfaction of the local community towards tourism development.*

### 3. Studies on Local Community and Tourism Perception

Many characteristics of the local community regarding perception of the effects of tourism play an important role. Snaith & Haley (1999, p.595) have stated that the support provided by the settled population to tourism development differs according to socio-economic and demographic indicators. Tayfun (2002, p.8) has stated that residing in the tourist area in the tourist-local community relationship has changed the perspective towards the tourist positively, while those who do not live in the tourist area do not have an opinion on this issue. Kuvan & Akan (2005, p.703) have stated that economic, socio-cultural and environmental impacts vary according to socio-demographic characteristics as a result of their research on the impact of tourism on local community and that especially income has an important effect on attitude. It also has an impact on perception when working in a tourism-related job (Horecký & Blažek, 2019).

Boğan & Sarıışık (2016, p.328) have pointed out that some variables may be important in the perception of tourism. These variables are some of the demographic elements such as the duration of living in the region where tourism develops, the distance between the place of residence and the tourism development region, whether or not it earns from tourism, the location of the destination in the life curve, whether the region is local or not, age, gender, education. As a result of the said research, they stated that the perceptions of the local community towards the effects of tourism differ according to socio-demographic characteristics. Filiz & Yılmaz (2017, p.1817) have stated that the support given by local community to tourism development varies according to demographic characteristics. The support of people for tourism varies based on gender, age and occupation. Hançer & Mancı (2017) have stated that socio-demographic variables are effective in perceiving the effects of tourism. Accordingly, the economic, socio-cultural and environmental effects of tourism vary according to the socio-demographic characteristics of the person such as age, gender, education, occupation, marital status, whether to go on vacation, income, birth place.

Gündüz (2018, p.354) have stated in his research that the perceived negative impact of tourism on the environment varies according to the age variable and that the assessment of environmental destruction varies among professional groups. Güneş & Alagöz (2018, p.432-436) have noted that the demographic characteristics of the local community affect the perception of tourism. The variables such as education status, occupation, marital status, birth place, whether to go on vacation or not, differentiate the local community's perception of tourism. In addition, according to gender, marital status and whether to go on vacation, the local community's perspectives on the effects of tourism differ. Olcay & Araboğa (2018, p.955-956) have stated that local community's perspective on tourism varies according to age and marital status. In order to test the information obtained from the literature, the hypotheses H<sub>8</sub> shown in Figure 1 have been developed as follows.

*H<sub>8</sub>*: Demographic variables have a moderating effect on the relationship between attitude and satisfaction with tourism development.

*H<sub>8a</sub>*: Gender has a moderating effect on the relationship between satisfaction and attitude towards tourism development.

*H<sub>8b</sub>*: Marital status has a moderating effect on the relationship between satisfaction and attitude towards tourism development.

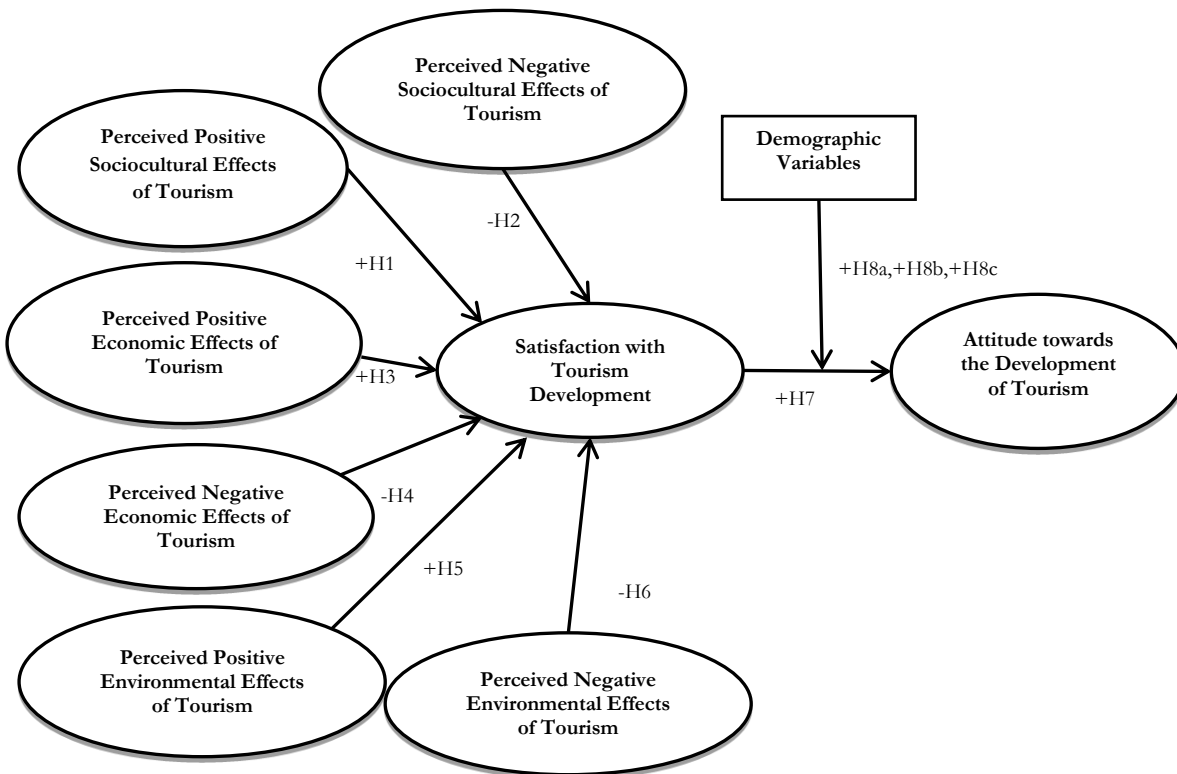
*H<sub>8c</sub>*: The place of birth has a moderating effect on the relationship between satisfaction with tourism development and attitude.

## 4. Methods

### 4.1 Aim, Scope and Method of the Research

The purpose of this study; is to determine the effect of the perceived socio-cultural, economic and environmental positive and negative effects of the local community living in Manavgat tourism destination on the satisfaction of tourism and to determine the effect of the satisfaction of the local community on the tourism development on the attitude of the local community towards the tourism development and in this relationship between them to determine the moderator effect of demographic variables. Therefore, the model of the research has been created as in Figure 1 by making use of the studies used in the literature (Ko & Stewart, 2002; Ekici & Çizel, 2014).

Figure 1. Research Model



Source: Authors own conception

As an important tourism destination of the Mediterranean that forms the area of the research, Manavgat has the potential to host many types of tourism. Considering the employment structure of Manavgat, it is observed that a large part of the employees is in the services sector and a significant

share of them in tourism (Ak, 2019, p.90). The population determined for this research is the local community living in Manavgat, an important tourism destination in the province of Antalya. According to 2019 data of Turkish Statistical Institute, 241.011 individuals are living in Manavgat. The sample size that can represent the population has been determined as at least 384 people with 5% error margin (Yazıcıoğlu & Erdoğan, 2004). Accordingly, the surveys have been applied to 405 volunteers who have been selected through the easy sampling method in February and March 2019 and who voluntarily participated. The data obtained has been collected as a result of face to face interviews with the survey technique, which is frequently preferred in quantitative research methods. The scales used in the research have been adapted from previous studies. In order to test whether the survey data is reliable or not, a pilot study has been conducted with 40 people living in Manavgat in January 2019. Accordingly, Cronbach's alpha coefficient ( $\alpha=0.915$ ) of 20 statements to be used in the structural model has been found to be highly reliable and the survey continued.

The survey consists of two sections. In the first sections, there are statements about the demographic characteristics of the local community. In the second section, 24 statements have been taken from the researches by Hong Long (2012) and Andereck & Vogt (2000) in order to determine the perception of local community towards the effects of tourism, three statements have been taken from the studies by Vargas-Sanchez et al. (2009) in order to measure the local community's satisfaction with tourism development and four statements have been taken from the researches by Andereck & Vogt (2000), Wang et al. (2006) and Hong Long (2012) in order to determine the attitude towards the support provided for tourism development. These statements in the survey are rated with 5-point Likert scale as 1 = Completely Disagree; 2 = Disagree; 3 = Neither Agree nor Disagree; 4 = Agree; 5 = Completely Agree.

While preparing 405 survey data collected from local community for analysis, missing data, extreme values, normality and homogeneity issues have been taken into consideration. 21 surveys with missing data has been excluded from the research due to reasons such as filling incompletely and filling without reading. The study has continued with the remaining 384 survey data. As a result of the homogeneity test, the data has been found to be homogeneous since the p value is greater than 0.05 (Kalaycı, 2008).

## 5. Results

### 5.1 Demographic Features of Local People

The frequency and percentage distributions of the demographic characteristics of the participants in the study are given in Table 1. According to the table, it has been determined that 63.5% (244 people) of the participants are male, 36.5% (140 people) are female, 68.5% (263 people) are married and 31.5% (121 people) are single. It has been determined that the average of their ages is 37.69. When the birth places are analyzed, it is observed that the rate of those who are born in Manavgat is 40.6% (156 people) while the rate of other respondents is 59.4% (228 people). It is understood that the people who choose the other option are people living in Manavgat and coming from almost all cities, especially near Manavgat. In terms of education, it is understood that those who are undergraduate graduates with a rate of 29.4% (113 people) and high school graduates with a rate of 29.2% (112 people) are predominant. Considering the monthly income levels of the participants, it is observed that 27.1% (104 people) have an income between TRY 2020-3000, 21.6% (83) between TRY 3001-4000 and 16.4% (63 people) have the minimum wage. It is observed that the ones with the lowest monthly income have an income of TRY 5001 and more with a rate of 10.7% (41 people). When the occupational groups of the participants are examined; it can be observed that 32% (123 people) are workers and 26.6% (102 people) are civil servants, and 11.5% (44 people) are engineers, teachers,

technicians, nurses who mark the other option. It is observed that 55.5% (213 people) of the local community do not work in tourism and the remaining 44.5% (171 people) work in tourism. When the participants evaluated the level of tourism that Manavgat has reached, more than half (53.4% = 205 people) have stated that it is in the development stage and 23.4% (90 people) in the maturity stage. According to all these results; it is observed that the participants in the survey are mostly middle-aged, married, high school or university education, not working in tourism and have an income of TRY 2020-3000.

Table 1. Demographic Characteristics of Local Community

<b>Gender</b>	<b>n</b>	<b>%</b>	<b>Marital Status</b>	<b>n</b>	<b>%</b>
Female	244	63.5	Married	263	68.5
Male	140	36.5	Single	121	31.5
<b>Education Status</b>	<b>n</b>	<b>%</b>	<b>Monthly Income</b>	<b>n</b>	<b>%</b>
Primary School	87	22.7	No income	48	12.5
High school	112	29.2	Minimum wage	63	16.4
Graduate degree	61	15.9	TRY 2020-3000	104	27.1
Undergraduate	113	29.4	TRY 3001-4000	83	21.6
Master's degree	11	2.9	TRY 4001-5000	45	11.7
<b>Place of Birth</b>	<b>n</b>	<b>%</b>	<b>TRY 5001 and above</b>	<b>n</b>	<b>%</b>
Manavgat	156	40.6	<b>Occupation</b>	<b>n</b>	<b>%</b>
Other places	228	59.4	Student	28	7.3
<b>Works in tourism</b>	<b>n</b>	<b>%</b>	Civil Servants	102	26.6
Yes	171	44.5	Workers	123	32.0
No	213	55.5	Tradesman	29	7.6
<b>Level of tourism</b>	<b>n</b>	<b>%</b>	Housewife	17	4.4
Beginning	25	6.5	Retired	14	3.6
Devopment	205	53.4	Self-employment	21	5.5
Maturity	90	23.4	No occupied	6	1.5
Fall	64	16.7	Others	44	11.5
<b>Total</b>	<b>384</b>	<b>100</b>	<b>Total</b>	<b>384</b>	<b>100</b>

Source: Authors own conception

### 5.2 Reliability Analysis and Explanatory Factor Analyses (EFA)

The reliability of the scale has been tested using the internal consistency method in the research. Accordingly, Cronbach's Alpha values of the scale have been examined and they have been subjected to explanatory factor analysis. As observed in Table 3; Cronbach's Alpha values ( $\alpha$ ) for each factor are 0.70 and above, which shows that the results are reliable (Bryne, 2010). Then, in the KMO sample adequacy test conducted to determine whether the data are suitable for factor analysis; the KMO value is 0.806 and the Bartlett test result ( $\chi^2=3794.894$ ) means  $p < 0.05$ , and the KMO value means that it has a sampling capability to provide a good level of correlation above 0.70 and that the data is suitable for factor analysis (Can, 2018). As a result of the explanatory factor analysis conducted, a statement belonging to the perceived economic positive effects factor, which has a contradictory load factor (Büyüköztürk, 2006), has been excluded from the analysis. As a result of the EFA after this statement has been removed from the data set, a six-factor structure consisting of 23 statements explaining 66,342% of the total variance has emerged. Likewise, explanatory factor analyzes have been made separately for the local community's satisfaction factor for the tourism development and the attitude factor for the tourism development. The satisfaction of the local community has been found as KMO .704 and the result of Bartlett test as ( $\chi^2=402,633$ )  $p < 0.05$  and attitude towards the tourism development has been obtained as KMO .799 and Bartlett test as ( $\chi^2=827,904$ ). As a result of the EFA, it has been determined that the statements related to the satisfaction of the local community have been





gathered under one factor, and the total variance level of these statements has been 73,104, and the statements for the support for the tourism development have been gathered under one factor, and the total variance level of these statements is 73,417. As shown in Table 3, the factor loads of the statements forming the perceived effects of tourism are between .886 and .696, the factor loads regarding the satisfaction of the local community are between .884 and .839 and the factor loads for the tourism development (support) are between .888 and .835.

**5.3 Convergent and Discriminant Validity**

Within the scope of determining the reliability and validity of the study; CR, AVE, MSV, ASV and MaxR (H) values have been examined (Table 2). CR (composite reliability) values are expected to be 0.70 and above and AVE (Average Variance Extracted) values are expected to be 0.50 and above in order to achieve convergent validity (Bryne, 2010). If the AVE value is higher than 0.50, it means that the variables associated with the factors are explained adequately, while the CR value is greater than 0.70, which means that the internal consistency of the factors is high (Fornell & Larcker, 1981). The fact that MSV (Maximum Shared Variance) and ASV (Average Shared Variance) values are lower than AVE value, MaxR (H) (Maximum H Reliability) value is higher than CR value, and the square root of the AVE value of the latent variable with other variables is higher than the correlation values mean that the discriminant validity is provided (Hair et al., 2014).

Table 2. Convergent and Discriminant Validity Values

	CR	AVE	MSV	ASV	MaxR(H)	PSOC	PECO	PENV	SAT	ATT	NSOC	NECO	NENV
PSOC	0.752	0.504	0.359	0.169	0.759	0.710							
PECO	0.875	0.638	0.333	0.169	0.915	0.577	0.799						
PENV	0.864	0.620	0.316	0.092	0.951	0.384	0.229	0.787					
SAT	0.818	0.600	0.599	0.237	0.960	0.599	0.569	0.562	0.775				
ATT	0.872	0.633	0.599	0.205	0.970	0.552	0.558	0.345	0.774	0.796			
NSOC	0.700	0.534	0.194	0.050	0.972	-0.143	-0.048	0.008	-0.141	-0.181	0.730		
NECO	0.770	0.533	0.169	0.072	0.975	0.138	0.396	-0.059	0.161	0.231	0.278	0.730	
NENV	0.812	0.524	0.194	0.058	0.978	0.050	0.056	-0.083	-0.120	-0.120	0.441	0.411	0.724

PSOC= Positive Sociocultural Effects, PECO= Positive Economic Effects, PENV= Positive Environmental Effects, SAT=Satisfaction with Tourism Development, ATT= Attitude towards the Development of Tourism, NSOC= Negative Sociocultural Effects, NECO= Negative Economic Effects, NENV= Negative Environmental Effects, CR= Composite Reliability, AVE= Average Variance Extracted, MSV= Maximum Shared Variance, ASV= Average Shared Variance, Max R(H)= Maximum H Reliability and Diagonal values written in bold are square roots of AVE values.

Source: Authors own conception

When Table 2 is examined, it is determined that the lowest AVE value calculated for latent variables is 0.504 and the lowest CR value calculated is 0.700, and it is understood that it provides the assumptions of its convergent validity. It is observed that MSV and ASV values of each latent variable that will enter the model for discriminant validity are smaller than AVE value and MaxR (H) value is higher than CR value. In addition, it is understood that the correlation values between the square roots of the AVE value and the variables are acceptable, thereby ensuring the discriminant validity for all latent variables. Likewise, each of the correlation values between all variables included in the model is less than  $r > 0.85$  (Raykov & Marcoulides, 2006), meaning that the dimensions in the model are separate structures and relationships between variables can be investigated.

**5.4 Measurement Model (Confirmatory Factor Analysis-CFA)**



As seen in Table 3, confirmatory factor analysis (CFA) has been performed to test the construct validity of the scales used in the measurement model. A wide range of fit indices can be viewed in CFA. For these fit indices, the Chi-Square Fit test ( $\Delta\chi^2 \leq 5$ ), root mean square error of approximation (RMSEA  $\leq 0.080$ ), Goodness of Fit Index (GFI,  $\geq 0.80$ ), Comparative Fit Index (CFI  $\geq 0.90$ ), Adjusted Goodness of Fit Index (AGFI,  $\geq 0.80$ ) and incremental fit index (IFI  $\geq 0.90$ ) values are often used, which are acceptable goodness of fit values (Schumacker & Lomax, 2010).

Table 3. Explanatory factor analysis and measurement model values

Effects of Tourism		EFA Values				CFA Values		
		Factor Loadings	Variance Extracted	Eigenvalue	$\alpha$	Standardize Factor Loadings	t value	p
Positive Economic Effects	PECO3	.856	20.550	4.727	0.870	.864	13.671	0.001
	PECO4	.843				.807	15.590	0.001
	PECO2	.797				.777	13.106	0.001
	PECO5	.731				.741	-	0.001
Positive Environmental Effects	PENV2	.886	17.405	4.003	0.850	.887	11.466	0.001
	PENV3	.854				.800	11.007	0.001
	PENV1	.840				.854	10.699	0.001
	PENV4	.657				.569	-	0.001
Negative Environmental Effects	NENV2	.858	10.590	2.436	0.827	.718	12.200	0.001
	NENV3	.807				.830	10.310	0.001
	NENV1	.739				.570	-	0.001
	NENV4	.728				.753	10.067	0.001
Positive Sociocultural Effects	PSOC2	.773	7.131	1.640	0.769	.641	8.875	0.001
	PSOC1	.757				-	-	-
	PSOC4	.710				.725	-	0.001
	PSOC3	.636				.758	10.936	0.001
Negative Sociocultural Effects	NSOC2	.780	5.884	1.353	0.733	.756	-	0.001
	NSOC1	.743				-	-	-
	NSOC3	.733				.704	7.004	0.001
	NSOC4	.629				-	-	-
Negative Economic Effects	NECO2	.828	4.782	1.100	0.744	.826	10.057	0.001
	NECO1	.794				.776	9.994	0.001
	NECO3	.661				.561	-	0.001
Satisfaction		Factor Loadings	Variance Extracted	Eigenvalue	$\alpha$	Standardize Factor Loadings	t value	p
Satisfaction with Tourism Development	SAT3	.884	73.104	2.193	0.809	.804	15.247	0.001
	SAT1	.841				.759	-	0.001
	SAT2	.839				.760	14.437	0.001
Attitude		Factor Loadings	Variance Extracted	Eigenvalue	$\alpha$	Standardize Factor Loadings	t value	p
Attitude towards the development of Tourism	ATT3	.888	73.417	2.937	0.877	.883	20.605	0.001
	ATT4	.858				.848	-	0.001
	ATT1	.846				.726	15.799	0.001
	ATT2	.835				.711	15.368	0.001

**Note:** Extraction Method= Principal Component Analysis; Rotation Method: Varimax Rotation, Goodness-of-fit statistics of CFA=  $\Delta\chi^2=646.105$ ;  $df=290$ ;  $\chi^2/df=2.228$ ; RMSEA=0.057; CFI= 0.930; GFI=0.886; IFI= 0.931.

Source: Authors own conception

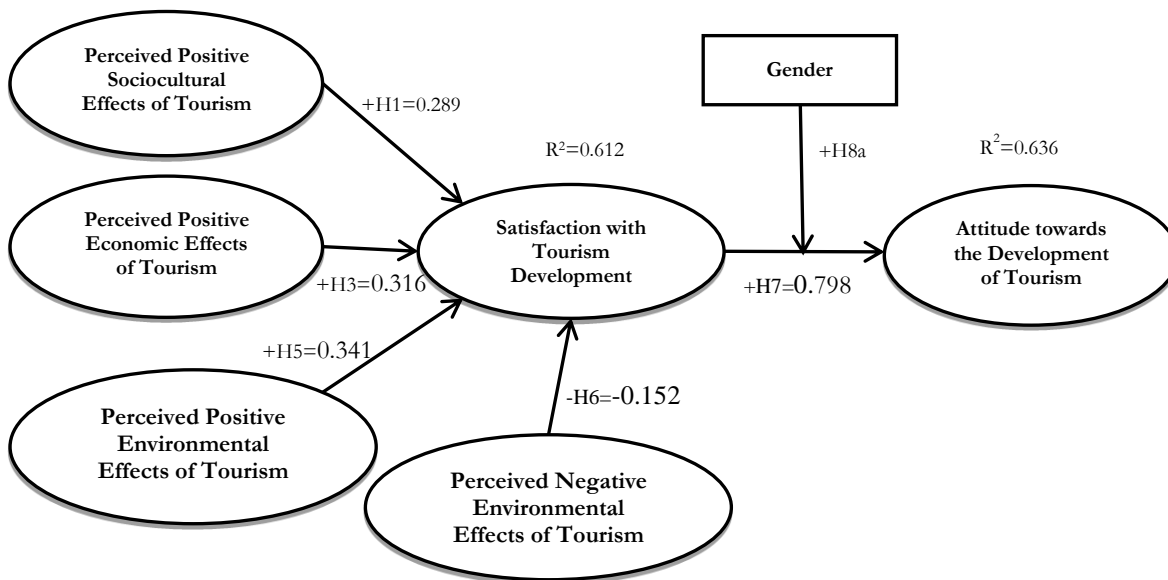
During the measurement model (CFA), 1 statement of the perceived socio-cultural positive effects dimension and 2 statements of the perceived socio-cultural negative effects dimension have been excluded from the model, which made it difficult to assume the validity of combination and dissociation with the goodness of fit values of the model (Table 3). Goodness of fit values of the reconstructed measurement model are  $\Delta\chi^2=646.105$ ;  $df=290$ ;  $\chi^2/df=2.228$ ; RMSEA=0.057; CFI=

0.930; GFI=0.886; IFI= 0.931, which indicates that there is an acceptable goodness of fit (Hair et al., 2014), and as a result, the structural model and analysis can be tested.

**5.5 Testing the Structural Model**

After verification of the measurement model, the relationships between the variables used in the study have been tested through the structural equation model. Within the scope of structural equality model analysis, 7 hypotheses have been tested in order to reveal the effects of perceived positive and negative effects of tourism (socio-cultural, environmental and economic) on local community's satisfaction with tourism development and the effect of this satisfaction of the local community on the attitude towards the tourism development. In addition, in the research, three hypotheses formed under a basic hypothesis have been tested in order to determine whether the satisfaction of the local community towards tourism development has a moderator effect on gender, marital status and birthplace (demographic variables). The findings obtained as a result of the structural model realized for these purposes are reflected in Figure 2.

Figure 2. **Structural Model Results**



Source: Authors own conception

As observed in the path diagram in Figure 2; the socio-cultural, environmental and economic positive effects of tourism perceived by the local community are positively effective on the local community's satisfaction with tourism development and the economic negative effects of tourism perceived by the local community are negatively effective on the local community's satisfaction with tourism development. It is also stated that the economic negative effects perceived by the local community have an unexpectedly positive effect on the local community's satisfaction with tourism development. On the other hand, it is understood that it has a positive effect on the local community's satisfaction with tourism development and attitude towards the tourism development. Apart from all these statements, the model in Figure 2 shows the rate of variance explanation 61.2% ( $R^2=0.612$ ) of the local community's satisfaction with tourism development; the variance explanation rate regarding the attitude variable for the tourism development is 63.6% ( $R^2=0.636$ ).

Upon reviewing the *t* values obtained as a result of the structural model, it is observed that the *t* values between the perceived socio-cultural, environmental and economic positive effects and perceived environmental negative effects and the local community's satisfaction with tourism development and the local community's satisfaction with tourism development and attitude are higher than 2.56 and at a significance level of  $p < 0.001$  and that the *t* values between the perceived socio-cultural negative effects and the local community's satisfaction with tourism development are lower than 2.56 and at a significance level of  $p < 0.05$ . It has been determined that the *t* values between the perceived economic negative effects of the local community and the local community's satisfaction with tourism development are much lower than 1.96 and not at a significance level of  $p < 0.05$ . It is understood that the path analysis of goodness of fit values for the significance of the structural model have acceptable goodness of fit values of  $\Delta\chi^2=667.452$ ;  $df=296$ ;  $\chi^2/df=2.255$ ; RMSEA=0.057; CFI=0.927; GFI=0.882 (Hair et al., 2014).

Table 4. Findings Related to Path Analysis and Hypothesis Results

Hypothesis	Path Analysis	Standardize Factor Loadings	<i>t</i> values	p	Results
+H <sub>1</sub>	PSOC→SAT	0.289	3.761	0.001***	√
-H <sub>2</sub>	NSOC→SAT	-0.079	-1.288	0.198	X
+H <sub>3</sub>	PECO→SAT	0.316	4.460	0.001***	√
-H <sub>4</sub>	NECO→SAT	0.140	2.258	0.024*	X
+H <sub>5</sub>	PENV→SAT	0.341	5.813	0.001***	√
-H <sub>6</sub>	NENV→SAT	-0.152	-2.520	0.012*	√
+H <sub>7</sub>	SAT→ATT	0.798	12.875	0.001***	√

**Note:** \*\*\* $p < 0.001$ , \*\*  $p < 0.01$ , \*  $p < 0.05$ : Goodness-of-fit statistics of Path Analysis:  $\Delta\chi^2=667.452$ ;  $df=296$ ;  $\chi^2/df=2.255$ ; RMSEA=0.057; CFI=0.927; GFI=0.882; IFI= 0.928

Source: Authors own conception

When the research model in Figure 2 and the hypothesis results in Table 4 are analyzed, the socio-cultural, environmental and economic positive effects of tourism perceived by the local community have a positive and significant effect on local community's satisfaction with tourism development (H<sub>1</sub>:  $\beta=0.289$ ,  $t=3.761$ ,  $p=0.001$ ; H<sub>3</sub>:  $\beta=0.316$ ,  $t=4.440$ ,  $p=0.001$ ; H<sub>5</sub>:  $\beta=0.341$ ,  $t=5.813$ ,  $p=0.001$ ). Therefore, the hypotheses H<sub>1</sub>, H<sub>3</sub> and H<sub>5</sub> developed as "The perceived socio-cultural, economic and environmental effects of tourism have a significant and positive effect on the satisfaction of the local community towards tourism development" are supported. It has been observed that the perceived negative environmental effects of tourism has a negative and significant effect on the local community's satisfaction with tourism development (H<sub>6</sub>:  $\beta=-0.152$ ,  $t=-2.520$ ,  $p=0,012$ ) and accordingly, the hypothesis H<sub>6</sub> developed as "The perceived environmental effects of tourism have a significant and negative impact on the satisfaction of the local community towards tourism development" has been supported. Meanwhile, it has been determined that the perceived socio-cultural and economic negative effects of tourism does not have a negative and significant effect on the local community's satisfaction with tourism development (H<sub>2</sub>:  $\beta=-0.079$ ,  $t=-1.288$ ,  $p=0.198$ ; H<sub>4</sub>:  $\beta=0.140$ ,  $t=-2.258$ ,  $p=0.024$ ) From this point of view, the hypotheses H<sub>2</sub> and H<sub>4</sub> developed as "The perceived socio-cultural and economic effects of tourism have a significant and negative effect on the local community's satisfaction with tourism development" are not supported. In addition, it has been determined that the local community's satisfaction with tourism development has a positive and significant effect on the attitude towards tourism development (H<sub>7</sub>:  $\beta=0.798$ ,  $t=12.875$ ,  $p=0.001$ ); therefore, the

hypothesis H<sub>7</sub> developed as "The satisfaction with tourism development has a significant and positive effect on attitude" is supported.

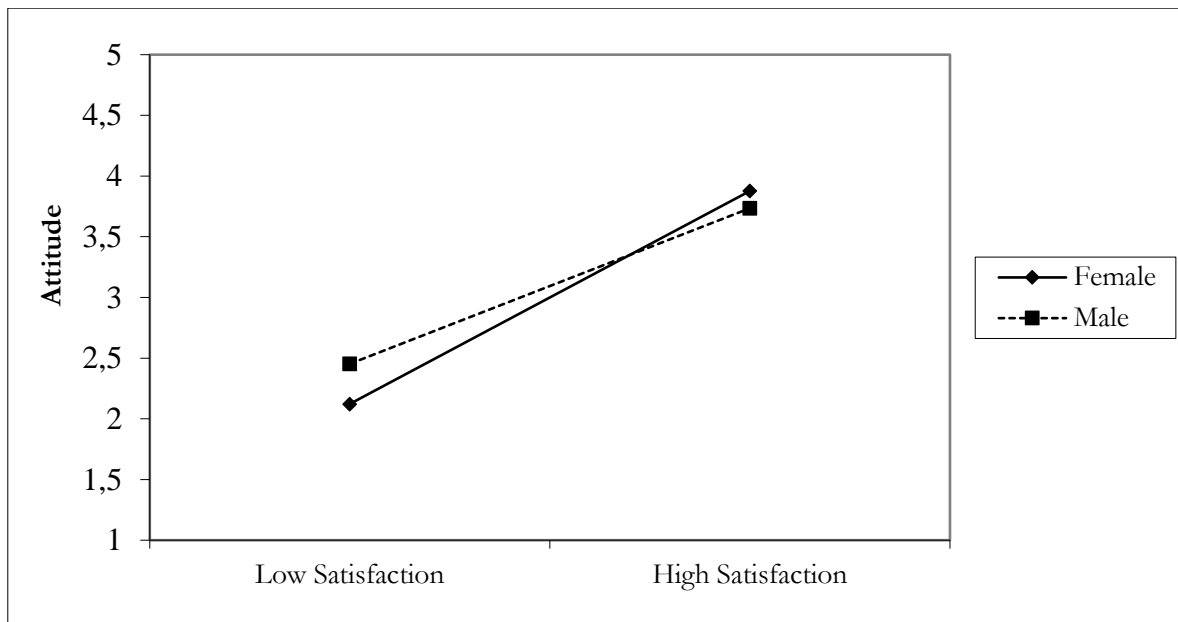
In the effect of the local community's satisfaction with tourism development on the attitude, a moderator effect analysis has been performed according to demographic variables such as gender, marital status and birthplace. Prior to the analysis, the value of satisfaction of the local population, which is the estimated variable, to the tourism development has been standardized. As observed in Table 5; as a result of the path analysis with the observed variables, Slope difference test has been performed in order to see whether the differences between the regression coefficients ( $\beta$ ) occurring according to categorical variables are significant and the results are displayed below.

Table 5. Slope Differences Tests

	Gender		Marital Status		Place of Birth	
	Male	Female	Married	Single	Manavgat	Others
Number of Samples	244	140	263	121	156	228
Regression Coefficients ( $\beta$ )	0.621	0.436	0.549	0.577	0.599	0.512
Standard Error	0.040	0.054	0.039	0.056	0.049	0.043
t values	2.777		0.407		1.323	
p values (*p<0.01)	0.006*		0.684		0.187	

Source: Authors own conception

Figure 3. Graphical Display of the Moderator Effect of Gender



Source: Authors own conception

According to these results in Table 5; it has been revealed that gender (Male:  $\beta=0.621$ , Female:  $\beta=0.436$ ,  $t=2.777$ ,  $p=0.006$ ) has a moderator effect on the effect of local community's satisfaction with tourism development on the attitude towards tourism development. In this case, the hypothesis H<sub>8a</sub> developed as "Gender has a moderating effect on the relationship between satisfaction and attitude towards tourism

*development*" is supported. Meanwhile, it has been determined that the marital status (Married:  $\beta=0.549$ , Single:  $\beta=0.577$ ,  $t=0.477$ ,  $p=0.684$ ) and place of birth (Manavgat:  $\beta=0.599$ , Other:  $\beta=0.512$ ,  $t=1.323$ ,  $p=0.187$ ) does not have a moderator effect on the effect of local community's satisfaction with tourism development on attitude. Therefore, the hypothesis  $H_{8b}$  developed as "*Marital status has a moderating effect on the relationship between satisfaction and attitude towards tourism development*" is not supported. Similarly, the hypothesis  $H_{8c}$  developed as "*The place of birth has a moderating effect on the relationship between satisfaction with tourism development and attitude*" is not supported.

In order to determine the form and direction of the effect of local community's satisfaction with tourism development on attitude, the views of men and women about their attitudes towards the tourism development are graphically given in Figure 3. Graph drawing for binary categorical variable has been analyzed with Slope test. As a result of the slope test, the relationship between local community's satisfaction with tourism development and attitude is positive for both men and women. Consequently, when men's satisfaction with tourism development is low, it is observed that they have more attitudes towards tourism development compared to women. According to this result, it can be said that tourism professionals can increase their attitudes towards the tourism development by gender, considering the characteristics of the local community's satisfaction with tourism development.

## 6. Discussion, Conclusion, Limitations and Recommendations for Tourism Stakeholders.

As an important part of social life in order to escape from the routine of daily life, to fulfill the sense of curiosity or to provide social status, tourism has multidimensional and dynamic effects on individuals who demand and provide service. These effects can lead to consequences such as social harmony or conflict. Multidimensional effects such as socio-cultural, economic and environmental caused by tourism also encourage research in this area of the sector (Özyurt, 2018). Sustainable development in tourism can be achieved by establishing a balance between socio-cultural, economic and environmental impacts as much as possible. Therefore, understanding the potential of the effects of tourism in the development process is the basic and logical assumption of sustainable tourism planning. Consequently, it may be an appropriate basis for reducing negative effects on tourism and improving positive effects (Nematpour & Faraji, 2019). If the local community is made a part of this process while planning tourism, the local community will feel empowered and will be more likely to perceive the benefits of tourism, potentially developing pro-tourism development behavior (Riberio et al., 2017: 531). In general, it is understood that the competition for residents, tourists and investments among the cities that are interested in the development of tourism inflows has increased significantly (Herget et al. 2015, p.125).

In order to determine the effect of perceived socio-cultural, economic and environmental positive and negative effects of tourism on the satisfaction with tourism development in Manavgat and the effects of the satisfaction with tourism development on the attitude towards the support of tourism development of the local community, and in order to test the moderator effect of the gender, marital status and birthplace among the demographic variables in this relationship; eight hypotheses have been developed based on the literature and six have been supported.

In the study, first of all, explanatory factor analyses, confirmatory factor analysis, path analyses and slope difference tests have been conducted to determine the perceived effects of tourism of the local community. According to the research findings; It has been determined that the socio-cultural, environmental and economic positive effects of tourism perceived by the local community increase the local community's satisfaction with tourism development. Similarly, as a result of the research conducted by Nunkoo & Ramkissoon (2007, p.143) in Mauritius, they have stated that local community

generally support tourism, but they are worried about the impact of tourism on the image of the region, and the benefits of tourism should be increased before the number of tourists in planning tourism.

Riberio et al. (2017) have stated that economic factors have a direct impact on local community's pro-tourism development behavior. They have also noted that tourism should be planned in a sustainable way to reflect the economic benefits of people and society, and should encourage the local economy. Boley et al. (2014, p.47) state that local community expressing their opinions about tourism can make the perceived effects of tourism more positive and eventually they will increase their likelihood of supporting tourism.

As a result of the research conducted on the effect of non-economic factors on sustainable tourism development of the residents, Eslami et al. (2018) have found that the perceived environmental effects of tourism as a non-economic factor do not affect the living spaces of the residents; however, it is effective on their means of entertainment. In addition, the perceived socio-cultural effects of tourism both affect the satisfaction of the living people and entertainment opportunities, and this is reflected in the overall quality of life, and as a result, the overall quality of life satisfaction has significantly affected the support of the residents in sustainable tourism development.

It has been determined that perceived environmental negative effects of local community reduce the local community's satisfaction with tourism development. It has been revealed that perceived socio-cultural negative effects do not affect local community's satisfaction with tourism development. Contrary to the hypothesis, a different result has been obtained that the perceived economic negative effects of tourism increase the satisfaction of the local community.

Another result of the study is that local community's satisfaction with tourism development increases the attitude towards the tourism development positively. As a matter of fact, this result is supported by the previous study by Ekici & Çizel (2014). Ekici & Çizel (2014, p.84-85) have stated that the increase in the benefit of the local community from tourism increases the satisfaction and the increase in satisfaction increases the support given to tourism. Likewise, Kim et al. (2013, p.537) have mentioned that local community are affected economically, socioculturally and environmentally by tourism and that these effects affect their habitats. They have stated that economic impact significantly predicts the sense of material well-being, social influence is the sense of social welfare, and cultural effect is emotional well-being. In addition, negative perceptions about environmental impact significantly predict the local community's sense of health and safety.

The important result that distinguishes the study from all other studies is that gender has a moderating effect on the relationship local community's satisfaction with tourism development and the attitude towards the tourism development. This moderator effect is positive on both men and women. However, in the case of men's low satisfaction with tourism development, they have attitudes towards more tourism development compared to women, while with high satisfaction, they have less attitudes towards the tourism development compared to women. It has been determined that marital status and birthplace do not have a moderator effect in the relationship between local community's satisfaction with tourism development and the attitude towards tourism development.

The effects of tourism vary according to demographic variables. The reactions of the local community are very important especially in regions with a developed tourism such as Manavgat. According to the results revealed in the study, if the satisfaction of the local community is low, the attitudes of men towards the tourism development are lower.

Undoubtedly, public institutions, tourism professionals, non-governmental organizations and related individuals in Manavgat should note that that they can increase their attitudes towards the tourism development with the gender factor while considering the effects of tourism on the region and the characteristics of the local community's satisfaction with tourism development. Considering that the effects of tourism may have effects not only on gender but also on many different variables, studies in which these effects can be tested can be conducted in the future. This study has several limitations. First, this study focuses on the economic, socio-cultural and environmental positive-negative effects of

tourism. Secondly, this study is limited only to the opinions of the sample living in Manavgat district and included in this study and the questions included in the research questionnaire.

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**Brief description of Authors:****Abdullah USLU**

Assistant professor

Department of tourism management

Manavgat Faculty of Tourism

Akdeniz University, Turkey

Emek Mah. Piyade Er Fikret Karamusaoğlu Cd. No:156, 07600,

Manavgat/Antalya/Turkey

+90 242 742 70 25

auslu@akdeniz.edu.tr

Abdullah USLU is an assistant professor in the Faculty of Manavgat Tourism at Akdeniz University. His main research areas are tourism marketing, tourist behaviour, destination marketing and management, service quality and sustainable tourism.

**Gürkan ALAGÖZ**

Assistant Professor

Hotel, Restaurant, and Catering Services

Vocational School of Tourism and Hotel Management

Erzincan Binali Yıldırım University

Erzincan/Turkey



+90 446 225 17 02

Gürkan ALAGÖZ is an Assistant Professor at Erzincan Binali Yıldırım University Vocational School of Tourism and Hotel Management. His research interests are organizational change, leadership, destination marketing and management, tourism education, cultural tourism and sustainable tourism.

**Erkan GÜNEŞ**

Assistant Professor

Department of Travel-Tourism and Entertainment Services

Vocational School of Tourism and Hotel Management

Erzincan Binali Yıldırım University

Erzincan/Turkey

+90 446 225 17 02

Erkan GÜNEŞ is an Assistant Professor at Erzincan Binali Yıldırım University Vocational School of Tourism and Hotel Management. His research interests are destination marketing and management, destination quality, tourism education, cultural heritage tourism and sustainable tourism.

Appendix

<b>Appendix</b>	
<b>Perceived Negative-Positive Socio-Cultural Effects of Tourism</b>	
1	It ensures the development of cultural activities.
2	It contributes to the cultural development of the local people.
3	It increases the quality of life of the local people.
4	It increases the leisure free time opportunities of local people.
5	It negatively affects the attitudes and behaviors of the local people.
6	It causes the cultural values to disappear.
7	It makes it difficult for local people to access tourist attractions.
8	It causes social problems such as crime, prostitution and drugs.
<b>Perceived Positive-Negative Economic Effects of Tourism</b>	
9	It provides the production of traditional products.
10	It provides economic gain.
11	It supports the local economy.
12	It creates new job opportunities for local people.
13	It provides more investments to the region.
14	It increases the prices of products and services in the region.
15	It causes costly life in the region.
16	It creates economic inequality among local people.
<b>Perceived Positive-Negative Environmental Effects of Tourism</b>	
17	It supports the protection and development of the natural environment.
18	It improves environmental quality for future generations.
19	It increases environmental awareness.
20	It promotes the protection of historical buildings and structures.
21	It causes environmental pollution (soil, air, water).
22	It affects nature (plants, animals, ecosystem) negatively.
23	It causes conurbation.
24	It creates problems such as crowding, noise pollution, traffic congestion.
<b>Attitude Towards Tourism Development</b>	
25	Efforts should be made for the further development of tourism.
26	Tourism investments should continue increasingly.
27	I support tourism development.
28	Tourism should continue to be a part of our society.
<b>Satisfaction with Tourism Development</b>	
29	I am satisfied with the environmental change and development created by tourism.
30	I am satisfied with the economic developments that tourism provides to our region.
31	I am satisfied with the social opportunities and opportunities that tourism provides to our region.