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MTCON'21 Proceedings



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 UNIVERSITY of
SOUTH FLORIDA M3 PUBLISHING

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MTCON'21 PROCEEDINGS

ISBN 978-1-955833-01-1

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ISBN 978-1-955833-01-1

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This imprint is published by USF M3 Publishing, LLC

The registered company address is: University of South Florida, 8350 N Tamiami Tr, Sarasota, FL 34243 USA.

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Perceived Tourism Impacts and Support for Tourism Development: The Inclusion of Affective Impacts

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Abstract

The main objective of this study is to advocate the existence of the affective component of perceived tourism impacts (i.e., psychological impacts) in addition to the conventional cognitive components (i.e., economic, environmental, and socio-cultural impacts). Further, the study aims to verify the correlation between the affective and cognitive components, as well as the significance of the former with local residents' support-for-tourism in comparison with the latter. Using data gathered in Hanoi (Vietnam), this study found that impacts of tourism are not only limited to the three conventional aspects. The fourth dimension of psychological impacts also exists independently. In addition, its effect on local residents' support-for-tourism dominates that of the remaining ones. Implications of the findings and directions for future studies are discussed.

Keywords: cognitive thinking, feeling, tourism impacts, support for tourism, Vietnam

Bibliometric Analysis of Articles on Recreation Published in Journals Scanned in TR Index

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Abstract

The role and importance of recreation activities in human life is increasing day by day. The concept of recreation and many research topics related to this concept attract the attention of researchers from many different scientific fields, especially tourism and sports sciences. Especially in recent years, it is seen that there has been a serious increase in the number of publications in different scientific fields related to the concept of recreation. The analysis of scientific studies conducted in this field within the framework of various criteria will be a guide for scientists who conduct research in different disciplines related to recreation. The aim of this study is to reveal the bibliometric analysis of the articles published in the field of recreation between 2000-2020 in journals scanned within the scope of TR Index. For this purpose, as a result of the search for the keyword recreation in the database of ULAKBİM TR Index, 108 articles with the concept of recreation in the title were reached. These articles were examined within the framework of 19 different criteria (including the name of the journal, publication year, research subject, publication language, article type, method used in the research and keywords, etc.). andIt is aimed to monitor the development of the articles published in the field of recreation over time. According to the results of the study, the number of articles on recreation published in Turkey has increased rapidly in the last 10 years; articles are mostly published in social science journals and especially in tourism journals; almost all of them are Turkish articles; they were mostly prepared as research articles, mostly qualitative methods are preferred and the research subjects mostly related to the recreational potential of the destination and the factors affecting the participation of individuals in recreational activities.

Keywords: recreation, TR index, article, bibliometric analysis

Examination of Gastronomic Products Used in Destination Marketing on Instagram: The Case of Go Turkey

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Abstract

Instagram is a popular social media tool around the world. Nowadays, destinations use social media in their marketing activities and share various visual elements. Gastronomic products are among the important attraction elements used by destinations in Instagram posts. The main purpose of this study is to examine gastronomic products used in destination marketing on Instagram and to analyze their properties. In this context, content analysis was performed on the gastronomic product images shared on the Go Turkey Instagram page. The types, names and geographical distributions of gastronomic products shared on this page are examined. In addition, touristic attraction elements that complement visual elements and the number of likes and comments were determined and whether gastronomic product types made a significant difference on the number of likes and comments was tested with a One-Way Anova Test. According to the results obtained from the analysis, gastronomic products, mostly breakfast and beverage, are shared on the Go Turkey Instagram page. While photographs are mostly shared as visual type, historical buildings take the first place as a visual complementary element. The region where gastronomic products are shared most is Marmara, the province Istanbul and the place is Cappadocia.

Keywords: gastronomic product, destination marketing, Instagram, Go Turkey

Could Tourism Cooperatives Be the Solution to the Sustainable Financing Problem? (An Example Model Evaluation for Kemaliye)

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Abstract

The profit-oriented capitalist economic system has been rapidly consuming everything peculiar to life, people and nature. People who are trapped between the wheels of this system want to have their holiday opportunities in local tourism destinations, which are becoming more and more important every day, in order to reach natural life, local cultures, clean air and water, natural food. Destinations that are attractive with their unique nature, culture and life resources and turn into tourism products, quickly surrender to the wheels of the capitalist system and lose their life resources due to the mass tourism prioritized, unplanned investments of profit-oriented national or international investors. These tendencies, which were initially seen as a tool of economic and social development for local people, over time cause the local people to change their production and consumption patterns, to have no effect on rapidly depleted living resources, to be exposed to inflationary pressure brought about by tourism, to alienate their own culture and natural habitat. Undoubtedly, the most important reasons for this are that local people do not have enough financial resources and cannot act together because of the emergence of the individualism approach that the capitalist system has placed in their subconscious. The sustainability of tourism can only be achieved through the supervision and effectiveness of local people in tourism development efforts. For this reason, the aim of the study is to determine whether a properly modeled tourism cooperative practice that takes into account the concerns of the local people, can be a solution to the sustainable financing resource problem of the local people. For this purpose, an exemplary cooperative model has been created for Turkey's Erzincan Kemaliye district and an investment analysis of this cooperative model has been made.

Kemaliye Tourism Development Cooperative Model (KTKM) is important in that it includes all tourism stakeholders living in Kemaliye. KTKM has been created by considering the membership of 43 people who are legal entities that generate direct and indirect tourism income, real persons who cannot become entrepreneurs due to lack of capital or lack of self-confidence, and non-employed. Sales, marketing, R&D, public relations, training activities have been carried out in KTKM. In order to support sales-marketing activities, a website has been created which domain name is .coop and is proposed by ICA. Thus, both the promotion of the destination and the members have been made nationally and internationally and the services of the members have been sold. A pre-paid card system has been used in KTKM. Every visitor coming to the destination through the cooperative has pre-loaded his/her card and made payments with this card for purchases from members. This system has provided transparent and reliable shopping opportunities to both visitors and members. The revenues of KTKM have composed of 2% commission fees received from the sales made by its members through the cooperative and membership fees in the amount of \$ 10 per year. KTKM has borrowed from its members in the first stage to cover the costs of establishment and has repaid its debts within 10 years. Outside of

its foundation year, the model has been financed through auto-financing, and it has created funds to meet the financial needs of its members and to develop Kemaliye tourism.

As a result of the 20-year investment analysis made for KTKM and the use of income-expense difference calculations, the following findings are obtained.

- The payback period (PP) of KTKM was calculated 6 years and 5 months, and the reduced PP 7 years and 1 month.
- The net present value (NPV) of KTKM 20 years later was found to be \$ 130.024,00, and the reduced NPV was found to be \$ 88.115,00.
- It was thought that the solidarity fund with the partners, which was allocated 50% of the net profit every year in KTKM, was given to the members as microcredit in return for deposit interest rates. With the interest rates yield, the fund reached \$ 71,326 in the 20th year.
- The total of the cooperative development fund, reserve funds and depreciations, excluding the solidarity fund with the partners, reached \$ 84,813 in the 20th year. The present value of cumulative cooperative resources was \$ 51,759.

As a result of this study, it has been determined that KTKM has the potential to create sustainable financial resources and at the same time contribute to the development of community-based tourism in the district and thus to the development of sustainable tourism. This model, made specifically for Kemaliye, is adaptable to other destinations.

Keywords: tourism cooperative model, sustainable finance, community-based tourism, Kemaliye

A Study on the Attitude of Slow City Residents Being a Slow City, Perceptions of Social Change and Quality of Life

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Abstract

Slow cities, whose numbers are increasing every day both in the world and in our country, appear as popular touristic destinations. In slow cities, where historical and natural beauties, local flavors, handicrafts that are about to be forgotten. While these cultural values are protecting, social changes are experienced positively, and the quality of life is improving positively. In this study, it was aimed to measure the attitude of slow city residents, their perceptions of social change and quality of life. Independent (relational) methods from quantitative research methods used. In this context, one of the slow city in Turkey, which was chosen as examples of the county Gerze. Within the easy sampling method, 410 of the questionnaires applied to the local people of Gerze. According to the results, it was concluded that both social change and quality of life perceptions were positive. The attitudes of the local people towards being a slow city is positive.

Keywords: tourism, slow city, social change, quality of life

Isolated Tourism Practices as a Safe Holiday Opportunity: A Research on Travel Agencies in Artvin

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Abstract

This study aims to reveal the potential of tourism agencies in Artvin province that organize tours and offer isolated tourism services as a safe holiday opportunity. By the year 2020, several changes have been observed in the tourism sector depending on the changing life conditions. Social distance tours, disinfected hotels, and holidays far from the crowd have come into prominence. The study is essential in identifying whether travel agencies have the potential to meet the demands of tourists. The interview technique, which is a qualitative research method, was used in the study, and interviews were conducted online due to the pandemic. The obtained data in the consequence of the interviews were analysed and interpreted through the content analysis method. As a result of the findings, it was concluded that the travel agencies in Artvin have the potential to provide safe holiday opportunities and isolated tourism services to tourists, the destination is quite suitable for these services, the facilities are sufficient, and the managers are ready for service. In the light of the results, some suggestions were made to the travel agencies.

Keywords: safe holiday, isolated tourism, travel agencies, Artvin

An Approach to UX and UI as Key Elements in the User Experience Improvement: The Barcelona Hotels Case Study

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Abstract

Website usability is a concept related to a friendly design that allows a satisfying experience during web navigation. It is relevant to design a web having in mind the user experience in all the sectors. But it is even more indispensable in the hotel sector in terms of getting sales through the direct hotel channel. The study aims to analyze the usability presented by hotel sector websites in Barcelona and its impact on the user experience. Besides, the paper also analyzes the relationship between the hotel category and the usability results. In methodological terms, this study presents two techniques. Firstly, exploratory analysis is realized to obtain quantitative data about the website's performance. Once the results are obtained, a sample of the best and worst positioned hotels is selected, to give way to a usability test carried out with a group of individuals that report qualitative data. The obtained results show an insufficient level in terms of usability in Barcelona hotels, which impacts in a negative way to the user experience. So, it is essential to adapt to the user needs, to avoid the loss of potential customers. Especially in the hotel sector, where the competition is so high).

Keywords: digital marketing, hotel sector, usability, user experience, user interface

Exploring the Association Among Intention to Study Abroad, Destination Brand Awareness, WOM, and Destination Choice of International Students of North Cyprus

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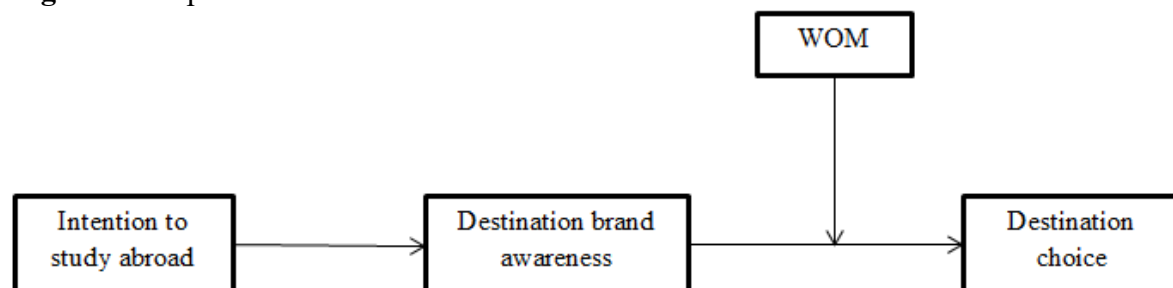
Abstract

The destination brand awareness is of significant influence in guaranteeing intention to study abroad. The study considers the universities as tourism markets that influence Edu-tourists and focuses on universities' service quality level in an educational tourism context. The higher education sector has undergone rapid development worldwide in recent decades (Guping et al., 2021), and economic growth in many destinations has been driven by higher education industry progress. The higher education market has a favorable influence on a destination. It could help build up the brand value and image of a place that helps attract investors and visitors. As a recent trend, higher education plays a vital role in the economic growth of the destinations. The example of Famagusta located in North Cyprus based on the revenues generated by Eastern Mediterranean University is the above-mentioned explanation. This destination becomes a famous education destination. Some universities are located in various parts of the island, and some are highly classified. Although there are many other well-known universities in other countries in the region, security is a principal factor in absorbing a high number of international students due to the lack of security and war in the areas. Regardless of many previous studies of higher education institutions, the literature lacks research related to international students' preferences to study abroad, the motivation factors, and factors that push them to migrate overseas. This can help identify the reasons North Cyprus becomes a favorable destination for Edu -tourists. International students opted to change in their roots and move to other destinations to create difference in their career. Education teaches people how to develop their skills and be more effective in their daily lives. The challenge is how to choose a destination. The destination brand awareness refers to the impact of a brand on customers' memories (Asker & Ferdous, 1996). People who choose to study in a new destination will benefit from destination brand awareness (Kankhuni, 2021), which provides insight on the destinations and helps them make a choice. Destination choice is a paradoxical practice in that it may be either positive or negative; thus, individuals must specify their intentions in order to make the right destination decision (Fox & Patruni, 2021). A good reputation for the destination improves the chances of selection (Pan, et al., 2021). People use brand awareness and if they feel optimistic regarding a destination, they are more likely to choose it. The primary emphasis of this research is on higher educational institutes, and destination preference refers to university location. Individuals decide to study overseas because they are intrinsically inspired to do so, and there are many places to choose (Brown et al., 2021). Of the various variables that occur, one of the factors that plays an important role in educating the public and can be a credible source of knowledge is destination brand awareness (Guping et al., 2021). Students can be motivated to select a certain destination if they are knowledgeable of the destination's brand. It is essential to raise brand awareness in order to draw more pupils. There should be a reasonable match between the students who choose to study abroad and the desires of the destinations; if there is a good fit, it would be simpler to make a choice, and the destinations

will be more suitable (Sirgy & Su, 2000). WOM is important since is one of the forms of advertisement that functions like a cluster and spreads rapidly and easily across individuals (Abrantes et al., 2013; Park et al., 2021). It has been shown in the literature that word-of-mouth is one of the most effective ways to trust knowledge (Riley, 1988). WOM refers to people's perceptions of the product or service they receive; whether people's perceptions are better than their expectations, they will be optimistic. When there is, a need to study abroad, WOM may have a beneficial impact on the partnership between brand awareness and destination choice.

- H1. Intention to study abroad positively related to destination brand awareness.
- H2. Intention to study abroad positively related to destination choice.
- H3. Destination brand awareness positively related to destination choice.
- H4. Destination brand awareness is mediating the relationship between intention to study abroad and destination choice.
- H5. WOM will moderate the positive relationship between destination brand awareness and destination choice.

Figure 1. Proposed Research Model



International students studying at international universities in North Cyprus were selected for the study. The study considered students at all international universities in the area to improve the generalizability of the results. A survey questionnaire will be designed to measure the construct items for this study by utilizing a 5-point Likert scale. SPSS version 24 applied to analyze the frequency of the respondents' profile. The confirmatory factor analysis and the hypotheses tested by conducting ADANCO version of 2.1.1. The present study investigated the influence of intention to study abroad and destination brand awareness on destination choice and examined the moderation effect of WOM on the association of international students enrolled in educational programs at international universities in North Cyprus. Without a doubt, destination brand awareness is a critical component in increasing destination preference among international students.

Keywords: intention to study abroad, destination brand awareness, WoM, destination choice, edu-tourism

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Relationship Between Tourist Satisfaction and Service Quality With Revisit Intention: A Cultural Heritage Site Study

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Abstract

The aim of this study is to investigate the relationship between service quality and the satisfaction of tourists visiting cultural heritage sites for cultural heritage tourism and the revisit intention to the site again. For this purpose, the data of the research were obtained through the questionnaire technique that was applied to 400 local and foreign tourists visiting Bergama cultural heritage sites in August 2019. In the study, hypotheses were developed to examine the relationship between tourist satisfaction and service quality and tourists' revisit intention to the cultural heritage site. Two-way independence chi-square test was used in the analysis of the developed hypotheses. The findings of the study revealed that the satisfaction of tourists according to the costs and time spent were related to the revisit intention to the cultural heritage site. Another finding demonstrated that there is a relationship between service quality and the revisit intention to the cultural heritage site. As a result, ensuring tourist satisfaction and service quality, which has a statistically significant relationship with the revisit intention of tourists, should be among the main objectives of cultural heritage sites as a tourist destination.

Keywords: tourist satisfaction, service quality, revisit intention, cultural heritage sites

Residents' Insights of Industrial Tourism Growth Opportunity: São João da Madeira Case Study

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Abstract

Most industrial cities, not being attractive tourist destinations, are increasingly considering the industry's resources to attract tourists. The status of working cities or technological cities is of special interest to those destinations considering industrial heritage, industry, and production processes. The main goal of this article is to analyse the perception of the residents of São João da Madeira, Portugal, towards high or low tourism development so to understand the position regarding the participation intention in tourism development based on the potential and perceived impacts of industrial tourism. For this, we introduce a quantitative, exploratory, and descriptive approach using statistical analysis. The research was conducted through data collection from a questionnaire survey implemented between April and October 2020. This was applied to the permanent resident population of São João da Madeira by means of a convenience sampling. It resulted in a total sample of 389 completed surveys, which were then analysed using the SPSS20.0 software. The results obtained contribute to a better understanding of the local community's intention to participate in the development of industrial tourism based on the perceived potential and can guide decision-makers in tourism planning who intend to have the residents' contribution in implementing the product.

Keywords: industrial tourism, local community, perceptions, tourism development

The Role That Intangible Cultural Heritage National Elements in In-Family Recreation Activities Might Take During COVID-19 Pandemic

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Abstract

This current pandemic period has forced families to spend more time at their homes. It is commonly observed that this situation has led individuals in the family to search for ways to spend enjoyable and efficient time both individually and as a family. It is believed that some elements in the Intangible Cultural Heritage (ICH) national inventory offers the potential to answer this search throughout the searching process. Thus, the purpose of this study is to provide insights about how families spend time at home during the pandemic and what might be the role of ICH national elements for in-family recreation activities. The study adopts a literature review and secondary data analysis methods. According to obtained results, the ICH national elements offer the potential for in-family individuals to spend enjoyable and efficient recreative activities both individually and as a family. However, it can be seen that the literature about this topic is highly insufficient. On the other hand, it is understood that ICH national elements inclusion level in in-family recreation can have positive effects on the sustainability of these cultural values.

Keywords: intangible cultural heritage (ICH), recreation, in-family recreation activities, pandemic

Instructors' Experiences of Distance Education at Universities: Tourism and Hospitality Management Programs

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Abstract

The COVID-19 pandemic has represented a turning point for higher education institutions, leading to the necessity to adapt fast to unexpected conditions for teaching, although some consideration has been given to a possible transition to a more digital learning context in the coming years. COVID-19 has represented an opportunity to apply such an education system on a global and national scale and initiate distance education in university programs. Moreover, this experience in Turkey has also encouraged a critical orientation towards DE, reflected in the decision announced by the Turkish Higher Education Council stating the possibility that 40 percent of the total curriculum could be designed for distance learning (Higher Education Council, 2020). Distance education (DE) refers to an education system based on the internet and interactive technologies to support real-time meetings of instructors and students from different places (Simonson and Seepersaud, 2019). Instructors' efforts are central to an effective DE process (Sigala, 2002). On the one hand, pedagogical and communicative issues exist in relation to student engagement, in terms of continuous interaction between instructors and students, learner motivation, and guidance in using the learning environment (Tesone, 2000). On the other hand, instructors need to create a more collaborative environment in a flexible virtual class setting supported by experiential learning and discussion rather than transferring traditional teaching methods to digital platforms (Sigala, 2002). The content, design and organization of DE courses are highly important and a critical responsibility of instructors. Moreover, instructors may also need to assist and guide learners to overcome difficult situations and anxiety, as well as providing quick feedback, showing self-organization and working on other academic issues (Collins and Van Hoof, 2001). Consequently, DE needs to involve interactive course materials, enhanced by a range of teaching methods and routes in addition to a variety of content tools, including visuals, audio, graphics and texts. The training of instructors is crucial to designing such facilities (Sigala, 2002).

This research is a preliminary study with the aim of examining the DE experiences of instructors in tourism and hospitality management programs, incorporating positive and negative aspects in addition to recommended solutions. COVID-19 has acted as a trigger for assessment of current education practices, instigating many revisions to enable fast adaptation to DE. Instructors form a principal component of DE, with students and institutions. Their involvement is critical for the effectiveness of DE and student engagement, and their feedback and recommendations, based on their experiences therefore help with design and improvement efforts. On the other hand, tourism and hospitality education (THE) is a complicated field, which incorporates human-related subjects and various teaching methods, including experiential and distance learning, and industrial practices. The field therefore has much potential to examine various aspects including DE (Kim and Jeong, 2018). In relation to the research aim, the research questions for the study focused on

topics such as DE experience in general, challenges to overcome, development and improvement aspects, and recommendations for proactive or corrective actions or improvements. Data collection was conducted in December 2020 and involved sending a Google Documents form to instructors at the authors' affiliated universities including a state and a foundation university. The survey form included descriptive questions and four open-ended questions in accordance with the research questions stated above. Data analysis was performed on Microsoft Excel worksheets within the framework recommended by Yin (2011), disassembling and reassembling the statements of the participants. A total of twenty-two participants returned answers to enter into the data analysis process. Participants were coded using letters of the English alphabet according to return order. The participant group included a variety of instructors to reflect various aspects of DE. Twelve participants were affiliated to the foundation university (others to the state university). Fourteen participants were full-time instructors (others were employed on a part-time basis). Nine participants were from tourism management departments, while the rest taught at hotel management and/or gastronomy and culinary arts departments. Five associate professors, four assistant professors and four instructors were included in the participant group, which also incorporated research assistants and others. Instructors set out their experiences of DE mainly in relation to positive and negative aspects. Statements about negative aspects are more evident, given several difficulties that occurred for instructors. The majority of negative aspects were based on technical problems, excessive or poor communication with students, and higher workloads resulting from preparation of content and other responsibilities (guiding and supporting students). Participants expressing positive aspects did not state details but their general evaluation, such as satisfactory, positive, good, indicated their views. Positive aspects were based on more personal benefits in terms of more time for research or space for self-development. The findings also reveal improvement- or compromise-related issues such as adaptation to new systems and teaching methods, enhancement of course content and delivery methods, low participation despite high attendance, difficult and enjoyable experiences, and attempts to achieve maximum performance within the given conditions. Participants noted a wide range of challenges resulting from DE. These issues were grouped into categories, which included course conduct, instructor-related aspects (teaching environment, technological knowledge), technical aspects (connection problems, availability and functionality of devices, tools and systems), problems related to socialization–communication and work–life balance. Most of the challenges concern issues to do with course conduct, such as difficulty of delivering classes to blank screens (as students turn off their camera), lack of attendance, difficulty maintaining students' attention, participation and engagement, and concerns about the reliability of evaluation methods. On issues related to improvement or development, instructors essentially shared the areas where they have improved their skills, with a majority of participants having to develop technological skills and knowledge in addition to teaching and delivery skills (course content and interaction methods) and other skills (time management, multi-task living). In relation to recommended solutions, instructors mainly emphasized the need for designing and organizing more motivating, interactive and stimulating course content using games and other flexible teaching methods (video films, visuals). Some participants also underlined the need for more dedicated, sophisticated, and user-friendly software solutions to help with designing content. Some institutional regulations were also noted, such as mandatory attendance on courses, online examination, proctoring, evaluation systems and rules, and the requirement for students to turn on their cameras at class times. One participant (code B) stated that DE is part of the new normal, so students need to acquire awareness about attending such classes as part of their normal education. Technological support, including training of

instructors in the use of new systems and methods, is also a major responsibility of institutions. Given the increasing orientation toward online learning at higher education level, a substantial body of research into THE exists, which discusses various aspects of online learning as an emerging teaching method (for example, Deale et al., 2010; Kim and Jeong, 2018; Mejia and Phelan, 2014) in addition to the pedagogical role of instructors within the DE frame (Sigala, 2002). These studies also recall the need for sharing experiences in order to develop the awareness and ability of DE communities in the field. Moreover, the practical side of THE is a prominent subject to consider as part of DE, although the participants in the current study did not mention this aspect much. A blended curriculum of online and offline courses, as suggested by Mejia and Phelan (2014), appears to be an option for THE to develop interactions and practice-oriented learning. This study attempts to give some insight into instructors' DE experiences as a means of qualitative research (Mejia and Phelan, 2014). The preliminary findings offer some clues to consider in future study of a larger group of instructors from various universities in Turkey. Thus, insightful findings from the planned qualitative research have the potential to guide decision-makers and instructors to improve their DE practices in accordance to the latest decisions of the Higher Education Board.

Keywords: distance education, tourism education, hospitality education, higher education instructors, Turkey

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Local Community Perception Towards Shopping Complex at Petaling Street

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Abstract

Petaling Street is considered as one of the most punctual streets to be developed in Kuala Lumpur, with the establishment of shopping complexes that run for around 1 km from Bulatan Merdeka to Jalan Yap Ah Loy. It moved from the tin mines of the Petaling area in the late 1800s. It has come a long way, enduring numerous calamities, including major surges, wars in the 1870s within the Chinese nation, British invasion, and World War 2. Since the country's growing number of tourists is increasing together with the act of shopping as the most appropriate leisure activity to raise domestic income, today's shopping activity attracts tourists to spend money on buying souvenirs and products while gaining unique experiences throughout their tour. In Malaysia, neighborhood shopping malls or lifestyle malls have transformed from ordinary to fashionable shopping places for people to gather and socialize with tourist shoppers. Shopping complex nearby the original Chinatown of the Centre of Kuala Lumpur retains a lot of its ancient atmosphere, significantly in the dead of night until vendors distribute their merchandise on the street. The cultural, physical climate and customer satisfaction are the variables that come while visiting to. This research is about the discernment of the Petaling Street's shopping complex neighborhood community around shopping tourism. A total of 250 questionnaires received from respondents coded in SPSS version 22. Data were analyzed using Pearson Correlation. The findings showed that cultural, physical environment customer loyalty significantly influence the behavioral intention of tourists to re-visit Petaling Street's shopping complex. In conclusion, the local community are very cautious with their spending and that is why they came to Petaling Street's shopping complex to shopping. In fact, that has not happened to the local community only, but it happens to other nationality and tourist that visit the Shopping Complex. Therefore, the number of tourists visit Petaling Street's shopping complex will be affected if the cultural, physical environment and customer loyalty remain poor in condition.

Keywords: shopping tourism, cultural, physical environment, customer loyalty, behavioral intention

Modelling and Forecasting of Visitors Arrived in Taiwan for Pleasure Purpose Using Big Data and Economic Factors

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Abstract

The fast development of Information and Communication Technology, generate, collect and operate a large amount of data, which is termed big data. The search queries in web search engines can be retrieved by visitors to obtain useful information for the selected next visiting destinations. Google Trends on Google search engine can evaluate and compare how many times users are searching for specific terms or topics. Otherwise, economic factors, covering income, the relative prices, and relative exchange rate usually influence the international tourist demand. However, there are different conclusions in different settings. Accordingly, this work presents the ARIMAX model for modelling and forecasting numbers of international tourists visiting Taiwan from Japan for pleasure purpose and provides an analysis of the effects of big data and economic factors. The results can contribute to the decision makers of the tourism industry in Taiwan.

Keywords: big data, forecasting, Taiwan, ARIMAX, tourism demand

Acknowledgements

Thanks to the support of I-Shou University (ISU), Taiwan R.O.C. no. ISU-106-IUC-06.

Inflight Meals Service Attributes to Customer Satisfaction and Loyalty in Commercial Airline Industry

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Abstract

The airline catering market is expected to growth thanks to up demand for airplane transportation, a rising range of airplane deliveries, and growth in the number of airline passengers. This paper seeks to highlight the importance of in-flight meals service to passengers and affect toward loyalty airlines, and to investigate the factors that contribute to loyalty towards airlines. Quantitative research with the population included Malaysians and non-Malaysians, within the period between May to June 2019. The population of this study consisted of all passengers, including domestic and international sectors. The average population was 9.98 million and the sample size was 384. The results encouraged the airline companies for better understanding of passenger needs. In doing so, companies involved in the airlines industry could gear their corporate setup towards adopting a more efficient operation management in the highly competitive aviation market. Understanding customer satisfaction and their expectation make the airlines companies more efficient and effective in operation management. This is crucial in attracting enhanced customers loyalty and satisfaction. This study is not specific to any airline companies in studying the effect in-flight meal quality and quality of in-flight services related to in-flight meals and customer satisfaction, customer loyalty to a particular airline operator.

Keywords: inflight meals service, service attributes, customer satisfaction, customer loyalty, aviation market, airline operator, operation management, sustainability

Learned Helplessness Among People With Disabilities in the Tourism Context: An Empirical Study

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Abstract

This paper empirically investigates the precursors of learned helplessness (intrinsic and environmental constraints) and consequences (intention to travel and expectation) among people with disabilities (PwDs) in the tourism context by applying the Theory of Learned Helplessness. The data was collected using a survey method from people suffers from a physical disability in India and who had visited or traveled to any tourist place in the last year. The collected data were analyzed using the structural equation modeling (SEM) technique. The results reveal that intrinsic constraints positively and strongly affect learned helplessness among PwD tourists as compare to environmental constraints. Results suggest that while perceived constraints may hamper traveling among PwD tourists via increased learned helplessness, which in turn negatively affects intention to travel and positively influence PwD tourist expectation. Thus, the expectation may reduce helplessness and encourage PwD tourists' tourism participation. Surprisingly, although the literature on relationships examined applying the theoretical lens of 'Learned Helplessness' is popular, there is scant literature examining the relationships between PwD's intrinsic and environmental constraints, learned helplessness, intention to travel, and expectation in the tourism context.

Keywords: intention, learned helplessness, people with disabilities, SEM, tourism

COVID-19: The Tourism Impact and Significances for UAE

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Abstract

The COVID-19 epidemic has resulted in more than 124 million matches and more than 2.73 million deaths globally. Travel and tourism contribute 12.1% to GDP as of 2021 because the COVID-19 tourism sector will have an impact on various economies of the world. The consequences of this pandemic became clear during the year 2020, and these consequences were reflected in the various tourism and service activities in the world, as the movement of travel was completely and partially stopped. The current study focuses on the impact of COVID-19 on tourism business of all kinds, and the economic growth of the United Arab Emirates, and the study shows that in light of the continuation of the pandemic, travel procedures and travel restrictions will continue, and this will expose tourism companies to more losses and the loss of many jobs, it must be provided. With subsidized accommodation costs and work permits moreover to recover from the impact of COVID-19 cooperation from bank operators and investors in public authorities is essential for the sustainable future of the tourism industry and thus the results of this study will be more useful to future research policymakers to conduct such type of studies in situations other than expected.

Keywords: COVID-19, GDP, tourism, hotel and restaurants, small businesses, UAE

Comparison of Airline Co-Branded Credit Card Programs via Frequent Flyer Money Saver Analysis for Full-Service U.S. Carriers

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Abstract

Airline alliances work fairly effectively for paid flight segments, but there are often difficulties for passengers who want to redeem frequent flyer miles. Sometimes airlines ask an extensive amount of air miles to book requests for award seats to not only their partner airline customers but also their own customers. Furthermore, the airline co-branded credit card award mile earning and redemption rates fluctuate significantly between different airlines. Therefore, passengers are not well-informed about which airline co-branded credit card requires the minimum amount of credit card expenditure to fly with an award ticket to their desired travel destination. A more useful and practical system is necessary to fulfill passenger expectations to overcome the problems associated with earning and redeeming frequent flyer miles on flights via airline co-branded credit cards. Grounded in consumerism theory, this research acknowledges that buyers, relative to sellers, often lack important information as they seek to make purchases. As such, efforts to help consumers make more informed choices benefit not only consumers but the wider marketplace. In the first part of this research, a quantitative model called the frequent flyer money saver (FFMS) analysis was used to compare the official credit cards offered by the leading carriers' loyalty programs operating in the United States (Hawaiian, Alaska, American, Delta and United Airlines) via simulation. In the second part of the research, an exploratory Structural Equation Model (SEM) was used to determine the FFMS ratio's factors based on each airline route characteristics.

Keywords: frequent flyer miles, aviation credit cards, award miles, frequent flyer credit cards

Geographical Indications Products in Artvin Region

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Abstract

A geographical indication is a registration mark issued as a result of the evaluation of regional products in terms of traditional and quality characteristics by the Turkish Patent and Trademark Office. In this study, it is aimed to examine the current situation of geographical indication products specific to the Artvin region. As of January 2021, geographical indication applications have been made for a total of 10 (ten) products in the Artvin region. Among these products, Puuko and Hopa Laz Boređi are the geographical indication products of the region. Patent process continues for 8 (eight) products including ŐavŐat Ketesi, Korova, Hamsili Ekmek, Artvin Dneri, Artvin Dl Buđdayı, Binat Fasulyesi, Hatila Balı and Yusufeli Pirinci. Therefore, it is estimated that there will be a significant increase in the number of geographically indicated products in the Artvin region. Since data were obtained by examining the written documents related to the subject, document analysis and literature review were used as qualitative data collection techniques. Firstly, the data obtained from the Turkish Patent and Trademark Office about the geographical indication products were included and the recipe of the dishes related to Puuko and Hopa Laz Boređi was created. Then, the information obtained about the products whose geographical indication registration process continues was evaluated. Finally, the results reached within the scope of the study are included.

Keywords: Artvin, geographical indication, culture, gastronomy

Individualized Touristic Venue Suggestion System

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Abstract

Tourism has been one of the most affected sectors from the advancements in the information and communication technologies. Conducting search on Internet has rather increased while selecting vacational destinations, particularly in the recent years. However, it has become difficult to access accurate information due to the infollution. In this study, a suggestion system is developed which assists identification of touristic venue and region in accordance with the personal vacation purposes. The system is based-on association of user preferences with 12 distinct touristic activities defined on the basis of 17 tourist role, frequently referred in the field literature. The suggestion system uses up-to-date data such as numbers of photos and likes, venue scores, and latitude-longitude coordinates regarding touristic venues and regions in Turkey, obtained from Facebook and Foursquare applications. The operation and outputs of the proposed suggestion system is presented via an Android-based mobile application currently available on Google Play.

Keywords: tourism, suggestion system, mobile application

The Effects of the Mediating Role of Behavioral Intention on Attitude Using Technology: A Study on Tourism Academics

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Abstract

This study aims to determine the effects of mediating role of behavioral intention on tourism academics' technology performance expectancies on their use of technology. In the established model for determining those effects, it is also aimed to inquiry the intermediary role of behavioral intention. For data gathering process of the study, quantitative research methods and primary data sources were used. The data was obtained through the questionnaire via 400 academics working in tourism-related units of universities in Turkey while adopting convenience and snowball sampling methods. According to the results of the study, the performance expectations of tourism academics affect their use of technology. It has also been found that behavioral intention has mediating role in the research model.

Keywords: performance expectancy, behavioral intention, using technology, tourism academics

Bibliometric Analysis of Articles Made in the Field of Tourism and Gender

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Abstract

Unlike biological and physical characteristics, gender is a concept that determines the roles of men and women and their positions in society. Recently, studies have been carried out to evaluate tourism and gender issues from different perspectives. For example, Ferguson (2011) conducted research on gender equality and women's empowerment in tourism, Tucker and Boonabaana (2012) gender equality and poverty concept in women's economic empowerment, Ferguson and Moreno Alarcón (2015) gender equality and sustainable tourism, Guimaraes and Silva (2016) gender and pay gap in tourism, Yang et al. (2017) risk and gender studies in tourism, Figueroa-Domecq et al (2020) gender and entrepreneurship in tourism, Nunkoo et al (2020) gender and cooperation in tourism. The aim of this study is to examine the studies in the field of tourism and gender bibliometrically. Bibliometric analysis, which examines the profile of studies in a discipline within the framework of certain parameters, is an important type of research that has been used in scientific studies recently. The keywords tourism and gender were used in the search of the articles obtained using various databases within the scope of the research. Care has been taken to ensure that the articles found are directly related to the subject. As a result of the eliminations, 52 articles were analyzed according to different criteria. In the analysis of the articles, the journal in which the article was made, the subject of the article, the number of pages of the article, the number of authors of the article, the year of publication of the article, the keywords used in the articles, the presence of gender in the keywords, the research method used in the articles, the data collection technique and the parameters of whether the research was national or not were used. As a result of the research, it was revealed that the first studies on tourism and gender were conducted in 1991. It was determined that the most studies were conducted in 2020, most of the studies were conducted with qualitative method and secondary data were used the most as the data collection method. The most articles on tourism and gender have been published in tourism management. It has been determined that the articles examined focus on gender inequality and wage issues in tourism. When the number of pages of the articles was examined, it was revealed that it was between 3 and 32 pages and the number of authors was between 1 and 5. An average of 4 keywords were used in the articles and it was revealed that the concept of gender was included in the keywords of most of the articles. In addition, it was seen that the majority of the articles were in international journals. It is observed that there are deficiencies in the national literature on tourism and gender and quantitative studies are insufficient.

Keywords: gender, tourism, bibliometric analysis

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Shopping Tourism in Turkey: Potential and Challenges

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Abstract

This study aims to demonstrate the potential and limitations of Shopping Tourism in Turkey. The study is based on secondary data and literature. A comparative study has been conducted by expressing the distribution of spending in tourism revenues and distribution of shopping spending of Turkey in 2019. Although the primary purpose of the tourists who visit Turkey is not shopping, it is seen that shopping has an important share in tourist expenditures. Considering the shopping having a high share in the expenditures of the visitors and the number of tourists coming for shopping is higher than tourists coming for education, religion, and other reasons, it can be emphasized that there is a certain potential for Turkey's shopping tourism. To utilize this potential, it can be ensured that the country is structured as a shopping destination with appropriate plans. In this sense, the study argues the potential and difficulties in this area. In the light of the research results, the study concludes that Turkey's potential in shopping tourism and tourists shopping is not utilized sufficiently.

Keywords: shopping tourism, tourist shopping, tourist motivation

Testing the Kuznets Curve Hypothesis Between Tourism and Income Inequality: A Comparative Analysis of High, Middle, and Low-Income Countries

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Abstract

Tourism growth creates job opportunities and income sources which can impose a significant effect on income inequality. The linkage between tourism and income inequality is largely underexplored until the last decade, and relatively little attention has been paid to the examination of the Kuznets curve hypothesis of inequality. Given that previous research provided mixed conclusions on the relationship between tourism and income inequality, this paper explores the relationship among tourism revenue, economic growth, income inequality, and trade openness. This paper analyzes the overall shape of the Kuznets curve hypothesis using more flexible functional forms. Linear, quadratic, and cubic specifications are employed to determine if the original Kuznets curve is valid in the context of tourism-inequality nexus. In addition, this paper uses panel data using various income levels of developing and developed economies. We use a total of 91 countries, including 40 high-income, 24 middle-income, and 17 low-income countries. The selection of our sample countries is dictated by availability of the panel data. The results show the existence of an N-shape Kuznets curve between tourism and income inequality suggesting that the traditional inverted U-shape Kuznets curve hypothesis does not hold in the long run. Our findings provide important policy implications regarding tourism development for high-, middle-, and low-income countries. According to our results, tourism development cannot be considered as a means to reduce social inequalities in income distribution in the long run. This paper also uses Granger non-causality tests for heterogeneous panel data to examine the short-run causal relationship between the variables.

Keywords: income inequality, Kuznets curve, panel cointegration, tourism growth

Consumption Emotions in Food and Beverage Business: A Study for Restaurant Customers

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Abstract

The purpose of this study is to measure the consumption feelings of restaurant customers and determine whether these emotions differ according to the demographic characteristics of the customers. The sample of the study was determined by the easy sampling method among restaurant customers who frequently use social media, and 710 people participated in the study. In the study, quantitative research method was used, and data were collected by questionnaire technique. Percentage and frequency analysis, t-test and ANOVA analysis were used to analyze the data. SPSS 22.0 program was used for analysis. According to the findings, men perceive consumption feelings higher than women. In addition, it has been observed that customers perceive positive emotions more. It has been determined that consumption feelings can vary according to the age, education level, income level, occupation, and frequency of eating out of the customers. These results are very important for restaurant managers to provide better service to the customer and to satisfy the customer.

Keywords: restaurant businesses, emotion typologies, consumption feelings

Tourism Mobility and the Challenges of Coronavirus (COVID-19) in Nigeria

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Abstract

Throughout the course of human history, people have always been on the move. Some of the reasons for human movement include but not limited to economic, political, social, and religious, among others. Another reason for human movement is tourism which involves travelling from one destination to another for leisure purposes. The outbreak of coronavirus in the world and its spreading to Nigeria in March 2020 has not only curtailed human movement but also halted all forms of tourism. Various governments of the world, Nigeria inclusive, have introduced measures to mitigate the effect of COVID-19 on aspects of tourism like air transportation, hospitality, recreations, and entertainment. Such measures include bailing out big companies such as airline while making available financial intervention to sustain small and medium businesses. This paper examined the challenges of survival of tourism mobility and its associated industries during and after the COVID-19 pandemic especially in the Nigeria's context with Osun state as a case study. The study adopted a descriptive research design with primary data of in-depth interview of key informants of tourism stakeholders purposively sampled in the state. This is complemented with secondary data and subject to thematic and content analysis. Findings revealed low patronage and income losses in the hospitality, transportation, and entertainment sectors. However, there are rising costs and debts incurred by the business owners leading to adoption of stringent measures such as job cuts, businesses' shut down, among others. The paper concluded by suggesting other strategies other than monetary and fiscal stimulus to business owners only taking a cue from developed world such as United States of America and United Kingdom to ensure retention of jobs in this important and labor-intensive sector of the economy.

Keywords: tourism mobility, tourism, coronavirus disease (COVID-19), challenges, small and medium businesses, Nigeria

Examining the Activities of Tourist Guidance Professional Chambers During the COVID-19 Pandemic Period - The Example of Instagram

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Abstract

During the COVID-19 pandemic period announced by the World Health Organization as of March 11, 2020, with various restrictions in the use of physical spaces and the organization of activities, one of the professions most affected by this unusual situation is the guidance profession. In this process, the usage areas of digital and social media environments have also become widespread. Based on this, it was aimed to determine the online activities organized on the Instagram platform, which is one of the social media tools, by the tourist guidance professional chambers during the pandemic period. The research data were limited to the shares between 11.03.2020-04.02.2021. The universe of the research consists of the corporate Instagram accounts of a total of 13 professional chambers, including 7 professional chambers and 6 regional professional chambers established in accordance with the Tourist Guide Profession Law numbered 6326. As a result of the research, when the posts made by tourist guidance professional chambers on their Instagram accounts during the pandemic period are analyzed quantitatively; it was determined that the most sharing was made by Aydın Chamber of Tourist Guides. The least sharing was made by the Adana Regional Chamber of Tourist Guides. It has been determined that activities in the form of live broadcasts or conversations are organized by the tourist guidance professional chambers within the scope of online activities for tourist guides. It was determined that these live broadcasts/interviews were mostly organized by the Istanbul Chamber of Tourist Guides and at least the Izmir Chamber of Tourist Guides. On the other hand, it was determined that no online activities were organized for tourist guides during the pandemic period by the Adana Regional Chamber of Tourist Guides, Gaziantep Regional Chamber of Tourist Guides, Muğla Chamber of Tourist Guides and Nevşehir Chamber of Tourist Guides.

Keywords: tourist guiding, tourist guidance professional chambers, pandemic, Instagram

Heal the World: Wellness Tourism and Market Readiness in Post Corona Travel

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Abstract

Wellness Tourism is considered to be one of the tourism products that would see greater adoption in Post Corona travel decisions. Wellness has been an explicit motive in travel with the objective of furthering good health and wellness is an implicit motive in most travel decisions. Wellness travel goals range from rest and relaxation to specific goals such as detox. Destination marketing communication is the ongoing conversation between the host property and the guests. As a historical wellness destination, India offers a set of traditional wellness products that have always attracted the world. This study focuses on wellness tourism in India. The post COVID traveller, in addition to his/her wellness goals, has additional selection criteria that includes safety and hygiene cues. The objective of the study is to understand destination marketing readiness in reaching out to the wellness tourists. The digital and marketing presence of selected resorts was used in the study for communication content analysis. Less than half of the destinations have succeeded in addressing the overt concerns of the customers. There has also been demonstration of best practices in initiating proactive digital customer engagement practices to continue their brand building even in the Pandemic period.

Keywords: tourism, destination, marketing communication, COVID-19, wellness tourism, India

A Research on the Development Potential of the Çukurova Ecotourism Region

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Abstract

The tourism industry has an important place in the revenues of many countries. Countries that want to increase incomes are creating new tourism destinations and opening areas that can be used for tourism purposes to tourism. However, some tourists do not willing to go to touristic destinations that are commodified and have no natural areas. Along with the changing tourist trends, a new tourism activity, which is respectful to nature and takes place in nature, which is generally expressed as ecotourism, has emerged. In addition to protecting nature and respecting culture, strategies and policies have been developed to create new ecotourism areas, routes, and regions with the increasing demand for ecotourism, which provides economic prosperity to the local community. In this context, the aim of the study is to reveal the development potential of a Çukurova Ecotourism Region covering the provinces of Adana, Mersin, Hatay and Osmaniye, Turkey. The ecotourism values of the provinces within the scope of the study were determined and recommendations were given. The study is aimed to be beneficial for local governments, tourism strategy and policy makers, local entrepreneurs, and relevant ministries.

Keywords: ecotourism, Çukurova region, ecotourism development

Digital Transformation in Small Tourism Firms: A Managerial Perspective on Firms' Adoption Practices and Barriers

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Abstract

Digital transformations in tourism marketing have resulted in a significant expansion of the travel and tourism industry. Digital marketing tools are most widely used for information dissemination and promotion of the tourism services and an instrument for customer engagement. Despite the worldwide acceptance and recognition, the rate of digitization in small tourism firms remains limited. This research is designed to explore the managerial viewpoint on digital marketing practices, its adoption level, challenges and barriers, and the impact of digital marketing in small tourism firms' growth. Semi-structured interviews were conducted, and data were analyzed using thematic analysis. The findings of the study show social media platforms, websites, e-mail and SMS marketing, content marketing and blogs as the most popular digital marketing tools. The barriers and challenges to the adoption of these tools and the impact of such practices in small tourism firms' growth are also discussed.

Keywords: digital marketing tools, upcoming tourism destinations, customer engagement, social media marketing, blogs and content marketing, e-mail marketing

Conceptualizing a Sustainable Digital Business Model Canvas for Hospitality and Tourism Industry in a COVID-19 Pandemic Age

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Abstract

This paper is aimed at developing a sustainable digital business model canvas for the hospitality and tourism industry in a COVID-19 pandemic age. Prior to the COVID-19 pandemic the emergence of disruptive and destructive digital innovations impacted some of the key business sectors. Notably, the outbreak of the COVID-19 pandemic has greatly contributed to the existing distortions in the global business environments. The hospitality, tourism, airlines, leisure and events services industries have suffered unprecedented business losses, and their business going concern are in doubt, and investors and consumers' confidence have eroded to a large extent due to travel and unending movement restrictions in most countries. Many of these businesses have been liquidated voluntarily due to unfavourable business operations. This study reviews extant literature work on a business model canvas that are scoped specifically to business, management, education, and supply chain related fields as the main sources of data collection. Findings indicate there exists paucity of academic and research endeavours dedicated to the application of a business model canvas in creating sustainable hospitality tourism industry. This revelation calls for collaborative research efforts among academic scholars, business practitioners, and policy makers. This study contributes to the existing knowledge with the inclusion of digital disruptive technologies and sustainable business practices of a sustainable digital business model canvas. Findings also uncovered eight benefits of using the extended model. Managerial implications suggest that if policy makers and industry practitioners deliberately implement the model; it is envisaged that the hospitality and tourism industry will be repositioned on a sustainable path during and post COVID-19 era. Limitations and suggestions for future studies are presented.

Keywords: digital business model canvas, sustainable hospitality and tourism, COVID-19 pandemic

Door of Return Festival Quality' and the Relationship Between Social Media, Festival Satisfaction and Revisiting Intension: The Perspectives of African Americans visiting Nigeria

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Abstract

The main purpose of this article is to examine social media as a travel information source that provides consumers and modern tourists the credibility to communicate and interact with destination marketing organizations (DMOs) giving rise to exceptional growth in digital marketing settings. The door of return festival is a symbol of African revitalization and Pan-African novelty that seeks to connect Africans Americans trace their roots to Africa and particularly Nigeria. Data was gathered from a sample of 473 from Badagry door of return festival in Nigeria and analyzed using the structural equation modelling. The results of the research show that DMOs are still employing social media as trial and error in capturing both domestic and international tourists. So therefore, the paper employed an exploratory research design with the sole aim of establishing a comprehensive consideration for the use of social media among DMOs in Nigeria. To this end, data mining was used to identify the social media applications and the types of social media employed by DMOs using questionnaire method and content analysis, to investigate how DMOs planned and use the digital media in marketing in marketing cultural tourism products. The findings of the study show that many DMOs are still not mindful of the possible opportunities offered by social media as an improved strategic tool for digital media marketing. It was recommended that DMOs should attempt to improve their festival website in order to help create a unique tourist experience by uplifting the competitiveness of the festival as the essence door of return festival is to stimulate African Americans and other diaspora engaged in repeat visitation to the door of return festival. This study contributes to the body of existing literature in festival and social media marketing by providing a valuable and reliable understanding on social media and destination marketing.

Keywords: destination marketing organizations, social media, digital tourism innovation, diaspora festivals, door of return, Nigeria

Approaches of Local People Towards the Development of Gastronomy Tourism in Adana

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Abstract

Local cuisines are used as potential differentiation points for destinations, and they highlight unique, tangible, intangible products, and services (Boyne et al., 2003). Adana has the potential to differentiate itself in gastronomy tourism by emphasizing its unique, tangible products and services with its culinary culture (Zaimoğlu, 2018). The city has many geographically indicated products (Turkish Patent and Trademark Office, 2021). In addition, the city is a candidate for the UNESCO Creative Cities network in the field of gastronomy. The locals are the most affected ones from this developing aspect of the city. Therefore, the perceptions of the local people as stakeholders towards the development of gastronomy tourism in their region should be explored. Their expectations should be studied, and the results should be taken into consideration as a guidance for planning phase. This paper aims to identify the attitudes of the local people living in Adana towards the development of gastronomy tourism in the region. The data were collected with a questionnaire developed according to the literature. The questionnaire draws on the studies of Türkmen and Dönmez (2015), Andriotis and Vaughan (2003) and Teye, Sönmez and Sırakaya (2002). The questionnaire was conducted with 339 people living in Adana city center between 02-30 January 2021. Convenience sampling was employed. Descriptive statistics and factor analysis were used in the analysis of the data. In order to determine approach of the local people in Adana towards the development of gastronomy tourism in the city, we used factor analysis and identified three factors. Results of the study showed that the attitudes of the local people towards the development of gastronomy tourism in the region consist of three dimensions. These are economic and cultural attitude, environmental attitude, and negative attitude. Local people have positive expectations from the development of gastronomy tourism in Adana, primarily in economic and cultural terms. They think that tourism will increase employment opportunities, the quality of life, investments in the region, and it will have an economical contribution. Additionally, gastronomy tourism will improve awareness about local culture, encourage cultural exchange, revive traditional products, and contribute positively to the image of the country. Secondly, local people think that with the development of gastronomy tourism, environmental factors such as infrastructure, transportation and renovation of historical buildings will improve. On the contrary to these positive opinions, participants have hesitations about issues around noise pollution and they are worried that unplanned urbanization (mean 3,0795) may increase.

Keywords: gastronomy tourism, local people, attitude, Adana

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Boating Tourism in Halfeti: Problems in the Perspective of Tour Guides

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Abstract

Tourism and water are highly interrelated since water and water-related activities are one of the main motivations for tourists. Turkey is a rich country in terms of water resources by using not only seas but also lakes and rivers for tourism purposes. Halfeti, which is located in the southeastern part and also one of the slow cities in Turkey, is a remarkable tourist attraction thanks to hosting a sunken city and boating tourism. However, it is known that there are some problems with boat tours. Tourist guides, as the closest witnesses of these problems, constitute the sample of the study. The purpose of the study is to reveal the problems experienced in boating tourism in Halfeti and offer solutions to improve the safety and quality of boat tours. A qualitative research method was adopted, and 15 licensed tour guides attended the study. A fully structured question form was used in data collection and data were analyzed through content analysis. Results showed that tour guides attending Halfeti boat tours with their tour groups prioritize the safety and cleanliness of the boats in boat selection and they have the most problems in these issues. Sound systems, noise, and lack of service are among the most frequently complained problems on the boats. The major problems experienced in Halfeti apart from boats are related to traffic congestion and insufficiency of parking areas in high seasons, as well as the inadequacy and uncleanliness of the facilities in the region.

Keywords: boating tourism, boat tours, water-based tourism, tour guides, Halfeti, Turkey

Bibliometric Analysis of Research on Geographical Indications in Tourism and Gastronomy in Turkey

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Abstract

The research aims to provide a bibliometric analysis of studies about geographical indication in tourism and gastronomy in Turkey. For this purpose, document analysis technique, one of the qualitative research methods, was used in the research. The scope of the research is articles, thesis, papers, books, and book chapters written on geographical indications. According to this, articles, thesis, papers, books and book chapters written in tourism and gastronomy, including 2020, related to geographical indication were examined. The examinations were conducted between September 2020 and January 2021 using the YÖK Academic database. The studies obtained within the scope of the research were subjected to bibliometric analysis in terms of various parameters according to the type of research. The results of the analysis show that the first study about geographical indication conducted fifteen years ago, the studies carried out after this year were very inadequate and there has been an increase in the last five years. On the other hand, it is seen that the most studies in the research type are done as articles and papers, the thesis written is limited, only one book written and there is not book chapter.

Keywords: tourism, gastronomy, geographical indication, bibliometric analysis

Stranded Tourists Amid COVID-19 Pandemic in San Fernando, La Union

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Abstract

The coronavirus epidemic has infected thousands of stranded visitors around the world, the researchers will be tackling more Filipinos who were stranded overseas, or somewhere in the Philippines. Travelers are racing to airports in a desperate attempt to make it on a flight home, afraid of being stuck amid coronavirus lockdowns. Lockdowns are introduced at their expected destinations because of that leaving thousands of people stranded in many places. The researchers interviewed 10 local stranded tourists at San Fernando, La Union to identify being a stranded tourist and what are the problems they have encountered. Consequently, the researchers obtained to answer the following questions: 1.) What are the living experiences of local tourists stranded in San Fernando, La Union during the COVID-19 pandemic; 2. What are the coping mechanisms dealing with amidst COVID-19 in San Fernando, La Union during the COVID-19 pandemic. The research design that was utilized in the study is a Descriptive Qualitative Research Design. The data were analyzed using thematization. Results show that there are problems of being a stranded tourist and have encountered while being stranded in San Fernando, La Union. The local tourists stranded based on their living experiences are the financial trouble, emotional challenge, economic hardship, and coping mechanism. The researchers have concluded that the participants based on their living experiences have faced financial trouble, emotional challenge, economic hardship, and coping mechanisms. Presenting educational material in a form of a Blog that contains the essentials everybody needs while traveling to San Fernando, La Union. This will also guide tourists who will be visiting, who will be stranded in San Fernando, La Union, and to help national governments and tourism authorities to identify tourists.

Keywords: stranded tourists, COVID-19 pandemic, experiences

To Be or Not to Be in Hotel Industry: A Study of Malaysian Muslim Community College Students

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Abstract

Community colleges in Malaysia was established to provide the training and skills needed before entering the labor market or furthering education to a higher level. The graduates are expected to fulfil the industrial labor needs. The hotel industry offers products and services such as lodging, food and beverage, and entertainment. While the main offerings are life essentials, others such as pubs and casinos are not consistent with the Islamic Law. Majority of Community College students are Muslims. Community College has been established for two decades but till date, studies have not investigated its students' intention to join the hotel industry. An open-ended question was asked to all final semester Muslim students who have just completed their internship in the industry. Thematic content analysis revealed that 36 percent of the students decided not to work in hotel industry for a variety of reasons. The findings also revealed the perspective of those who decided to join the industry. Some students portray a broad perspective of Hotel Industry and Islam. It is beneficial when hotel managers understand the religion and have some degree of tolerance. At the same time, the toleration should not be taken advantage of.

Keywords: community college, internship, career, hotel, Malaysia, Islam

Carbon Footprint of Tourism Sector in Portugal – Study Case of a 3 Stars Hotel

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Abstract

Tourism belongs to an economic sector that are highly influenced by climate changes and that simultaneously contribute to greenhouse gases (GHG) emission. In this work, a Carbon Footprint (CF) calculator was applied to tourism sector in Portugal, more specifically to the accommodation sub-sector. The study was carried out in a three-star hotel located in Viseu region with 20220 overnight stays in 2018. CF calculator used was developed internally. CF calculation was based on GHG emissions account resulting from consumption of electricity, water, fuels, food, laundry and waste production, using 10 environmental indicators. For this hotel, an annual CF of 166.85 tCO₂e was obtained, of which 37% corresponds to the electricity component, 25% to food, 20% to fuels, 10% to laundry, 6% to waste and 2% to water consumed and wastewater produced. As observed, more than 50% of the total GHG emissions, came from the electricity and food components, which indicated that is very important to take measures to reduce their consumption. For almost all components, the GHG emissions were independent of guests-night number, but more related with the year season. CF calculation helps the hotels managers to propose suitable measures to improve their environmental performance and contribute to sustainable tourism.

Keywords: carbon footprint, environmental indicators, greenhouse gases, sustainable tourism

The Importance of Understanding Destination and Event Images Based on the Type of Event and Demographic Factors

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Abstract

Understanding the differences between event and destination images based on event type and demographic variables of event visitors in the context of events has not been commonly observed in developing countries. The aim of this paper is to provide a theoretical understanding of the differences between the event and the destination images, based on the type of event, gender and educational level of the event visitors attending MICE and mega-events. Data were collected face to face by the author from 223 visitors' attended festivals and conferences events in Jordan. The Independent t-test and one-way ANOVA analysis were used to evaluate the hypotheses of this paper. The findings showed as follows: 1) there are no differences between event and destination images based on the type of event and the gender of event visitors; 2) there is no difference in the event image based on the educational level of event visitors, but there is a difference in the destination image; 3) event visitors have different experiences with different types of events. A more detailed analysis found that different experiences varied based on the gender, educational level and type of event of the visitor. The main contribution of this paper clearly demonstrated the importance of discussing collaborations between event organizers and marketers as a driver for the formation of event and destination images.

Keywords: event image, destination image, event type, demographic factors

A Research on City Hotels in the New Normal/Normalization Process of COVID-19 Pandemic

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Abstract

The purpose of the study is to determine the managers' views regarding the measures taken, preparations, difficulties and post-pandemic expectations taken in the process of adapting to the new normal within the scope of the COVID-19 pandemic in city hotels operating in Gaziantep. Within the research scope, face-to-face interviews were held with top or middle-level managers in 7 hotel businesses, who had detailed information on the subject, were involved in the management of the process and were willing to share their experiences. As a result of the study, 65-70% loss in room occupancy and 80-100% loss in banquet revenues in the first periods of the pandemic (March-May) were determined. It was also determined that there was no personnel loss, as the personnel working in the hotel enterprises included in the study benefited from the short work allowance significantly (80%). It has been observed that the necessary measures in terms of personnel and customer health in these hotel enterprises are taken within the scope of certification (Safe Tourism Certificate). It was determined that participating hotel managers plan an occupancy capacity of 35-50% in the new normal / normalization process and expect a 15-30% increase in prices depending on the cost increase. It was also determined that the participants do not expect any change in their customer portfolio after the pandemic.

Keywords: COVID-19, pandemic, hotel businesses, Gaziantep

Perceived Quality, Perceived Value, Customer Satisfaction and Intention to Revisit in Medical Tourism: A Research on Patients from the Balkans

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Abstract

Among alternative approaches to tourism in Turkey, medical tourism has an important potential to regulate the seasonal and geographical distribution of tourism and to create new potential areas for changing consumer preferences in the foreign market. The purpose of this study is to determine the service quality perceptions of tourists participating in medical tourism and to detect the effects of perceived service quality dimensions on perceived value and customer satisfaction and revisit intention. In line with this purpose, qualitative and quantitative data were collected with a questionnaire form by conducting face-to-face interviews with patients coming to a public hospital in Edirne from Balkan countries in order to reach detailed and reliable information. The descriptive statistics of the research were carried out using the licensed SPSS 22.00 package program. Thematic analysis was applied to the data obtained from semi-structured interviews and the data were analyzed with MAXQDA 2020 program. As a result, foreign patients in the hospital where the study was conducted were determined to be extremely satisfied with the quality of the health-related services they received. However, it was concluded that the access to the hospital through communication channels was not easy and quality of accommodation services were insufficient.

Keywords: health tourism, service quality, Edirne, public hospital

Journey Into History With Augmented Reality Technology: The Evaluation of the Museums in Turkey

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Abstract

Cultural tourism provides significant economic and social contributions to destinations, and to meet the changing consumer demands and expectations under technological developments, destinations are trying to integrate museums into technological applications such as augmented reality. Augmented reality applications, which are defined as a real-world environment gaining a physical appearance with computer-generated data, allow tourists to access the information in museums and historical sites by their wishes and needs and to create their own experiences. The main aim of the paper is to examine the AR technologies of museums, of Turkey, and to reveal their importance and potential in terms of cultural tourism. For this purpose, initially, the number of museums in Turkey has been identified. According to the Republic of Turkey Ministry of Culture and Tourism, there are 348 museums in Turkey. The websites of these museums were examined by using the content analysis method and it was determined that 19 museums utilize AR technology. 19 museums with different themes use AR to improve visitors' experiences with applications that can be integrated into mobile devices. The applications consist of interactive 3 D visual analysis systems, 3D scanned models, 3-Layered holograms, archeological excavation games, web-based virtual museum tours, digital guide and interactive museum information systems, interactive surfaces and vertical display areas, hydro-dynamically and optically simulated environments, virtual life simulations. In a conclusion, with the use of new technology that allows cultural diversity and social memory to be better conveyed to their audience, interest in museums has also started to increase. Many museums in the world are trying to improve their visitors' experiences by making use of AR technology. However, the number of museums using AR technology in Turkey is quite limited and the small number of museums using AR technology in Turkey reveals the importance of this technology is not yet sufficiently understood. On the other hand, the museums have current technologies in terms of applications and services. In this paper, The museum in Turkey is only discussed in the scope of AR technology. In future studies, it will be useful to consider in terms of different technology uses.

Keywords: augmented reality (AR), cultural tourism, museums, touristic experience

What Is Smart Restaurant? An Index of Smart Restaurant

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Abstract

This study aims to reveal the scope of the concept of smart restaurant. In line with this purpose, the studies, included in the scope of smart restaurant between 2010 and 2021 in the Scopus database, were examined, and smart restaurant elements were determined, and an index was created. In line with the data obtained from the literature review, it was determined that the concept of smart restaurant was evaluated within the framework of smart system, device/hardware, and applications. It is concluded that the concept of RAISA (Robots, artificial intelligence, and service automation) has been emphasized in recent years. In line with all these results, the concept of smart restaurant is classified under the headings Point of sale system, POS integrated modules, cloud-based system, smart services, smart marketing, smart communication, smart access. These headings include smart applications, devices, systems, and hardware. In addition to contributing to the existing literature, this study will allow restaurants to examine the concept of smart restaurants in more detail.

Keywords: smart restaurant, RAISA, smart restaurant index, service automation, robots, artificial intelligence

The Critical Role of Recreative Games in Preschool Curricula in Terms of Sustainability of Intangible Cultural Heritage

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Abstract

The intangible cultural heritage of a society can be regarded as the total of the common values brought by individuals and groups in that society from the past to the present. On the other hand, in the current globalization process, the differences between cultures are gradually decreasing and may disappear in the next stage. This fact means that thousands of years of humanity's accumulation would end in a sense, therefore countries are making significant efforts to stop and reverse this trend. The international convention on the protection of Intangible Cultural Heritage (ICH), put forward by UNESCO in 2003, is the most important global document on this subject. The issue of the sustainability of ICH assets has become one of the priorities of national policies of the state parties. In the context of the sustainability of ICH assets, pre-school groups are regarded as an important target group in transferring awareness of these assets to future generations, and in this context, recreative children's games based on ICH within preschool curricula are of critical importance. Purpose of the research is to examine the extent to which the national ICH elements are included in preschool curriculum within the scope of recreational children's games. Preschool curriculum affiliated to the Ministry of National Education were analyzed using content analysis. The findings show that the pre-school curriculum under the Ministry of National Education includes national ICH elements in the form of recreational games and language skill developing activities, and it is also seen that the content of the training programs is enriched by including regional heritage assets in different regions. At the end of the study, some suggestions to make the activities more efficient are also presented.

Keywords: recreative games, intangible cultural heritage, sustainability, pre-school education

An Empirical Research on Undergraduate Students' Attitudes to Food Waste

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Abstract

In this study, the issue of food waste, which is a global problem, has been addressed by focusing on the size of plate waste. The main purpose of the study was to examine the undergraduate students' food waste attitudes. Along with this main purpose, in order to examine the possible relations of food waste attitude with different factors, the relationships between the undergraduate students' attitudes of food waste and the departments they studied, and various demographic characteristics and personal characteristics were examined. In the study, descriptive research method was preferred among quantitative research methods. During the data collection process of the research, data was collected from 1000 undergraduate students using face-to-face questionnaire technique and the data obtained were analyzed using parametric test methods in line with the research questions. As a result of the analysis, undergraduate students' food waste attitudes were determined. In addition, it was determined that there were statistically significant relationships between the undergraduate students' food waste attitudes and the departments they studied, as well as between the undergraduate students' various demographic characteristics and personal features.

Keywords: food waste, food waste attitude, undergraduate tourism students, undergraduate students

Is It Automation and IT Replacing the Workforce?

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Abstract

In an age dominated by the consumer, implementing technology that can track, measure, and respond to the key shifts in consumer behavior could well make or break a business. Automation and IT are supplementing the workforce to provide greater levels of efficiency an insight and consumer obsession on the foundation of organizational success in 2019. Digital transformation on the agenda of the organizations for years and in 2020 it is predicted to be a crucial time for leaders to plan for and implement it across industries. So, what does the future hold for digital transformation and what do leaders need to take into consideration in order to plan for its development and implementation? When it comes to a timeframe, 85% of key decision makers feel they have only 2 years to get to grips with digital transformation. While the past few years have seen some movement in digital transformation, there is now an urgency, and considering that 59% of business leaders worry that it's already too late for them to adapt, time is of the essence. By preparing for these changes, business leaders will be able to remain one step ahead of the consumer, retaining the capabilities to form long-lasting relationships that stand the test of time. It seems the time to strike is now. Is it necessary for the organizations to acquire the knowledge they need on emerging digital technologies understand? How their plan will affect the business as well as the end user, leverage data to their advantage, inspire others to move in the right direction? How will they avoid being left behind? In this paper will be done an analyze if is it necessary the upskilling of the staff with relevant digital courses by giving them the tools, time as well as resources to keep building upon their talents. If the organizations will ensure that digital transformation remains at the core of their business strategy?

Keywords: economic effects, developing strategies, IT

Marketing Strategies Used During Crisis Situations: A Case of Hotel Group in Istanbul

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Abstract

One of the vulnerable segments of tourism industry is hotel industry and crises can be inevitable element for that, as a consequence structured crisis management can have a positive effect to decrease the impact, duration and cost of those crises. According to Faulkner (2001), crisis used to describe a situation where the root cause of an event is, to some extent, self-inflicted through such problems as inept management structures and practices or a failure to adapt to change. In addition to this Ritchie, Dorrell, Miller and Miller, (2003) have explained crisis as a confusion that affects a system entirely and threatens its operations. Coombs and Laufer (2018) have described the stages of crisis management in three phases such as: pre-crisis phase (prevention and preparation), the crisis phase (response), and the post-crisis phase (learning and revision). Moreover, types of crises and impact level have studied by Zech (2016) and exemplifying that economic, political crisis have macro effect besides environmental crisis, health crises, technological crisis can have micro or macro effect. Besides Parsons (1996), has said that effect of crisis can be immediate, emerging, sustained. So, to minimize these effects, crises management plans with marketing and marketing communication management efforts should be developed. Sönmez, Apostolopoulos and Tarlow (1999) has stated that task force teams should be organized during crisis period such as: communication and public relations, marketing and promotion to manage recovery marketing efforts and to develop messages to attract visitors back to the destination. Turkey is one of the most strategic destinations always struggle crisis or post-crisis because of many ongoing internal and external developments in and around (Avci, Madanoglu & Okumus, 2011). Hotel industry in Turkey is one of the most sensitive industries in tourism sector and can be influenced by any change such as: political, economic or natural disasters. Therefore, crisis management in hotel industry is a crucial strategy that different methods in marketing management can be produced during and after crisis period. This research aims to determine the best marketing strategies used in crisis situations and how to minimize the effect of it in the hotel industry within the context of hotel group which develops and operates different types of hotels throughout Istanbul. The study is a qualitative descriptive research, has a non-contrived setting and is based on semi structured face to face interviews with 9 managers are in charge of general manager, sales managers, marketing and revenue directors of hotel group in Istanbul. Before preparing the interview questions, the opinions and suggestions of the hotel managers have been taken into consideration in addition to the theoretical information. Non-probability and judgement sampling method is used as it does not involve random selection. Content analysis is used to evaluate the interviews. The goal of this study is to find out the answer to the main research questions:

- Which product management strategies, distribution channels and pricing strategies are used to minimize the negative effects of crisis in hotel industry?

- What are the most commonly used integrated marketing activities during crisis situation in hotel industry? Such as: social media, public relations, advertisements, personnel selling, direct marketing.

In this research four main categories are developed such as: Product related strategies, communication related strategies, distribution related strategies and price related strategies. According to the Straus (1987), main category is followed up by the creation of sub-categories and finally codes are created from the interviews. Results are enhanced according to the frequencies of these codes. In this research 8 sub categories and 77 codes are contrived in the coding table. The hotel group in the study consists of different types of hotels such as: lifestyle hotel, boutique hotel, conference& airport hotel and business hotel. Therefore, this research can reflect a general view of hotel industry during crisis period in Istanbul. As a conclusion during and after crisis periods the most important product development strategies are focusing on domestic market and the quality given by hotels. Hotels try to find out new markets like Middle East market and new alternatives in food& beverage operations and entertainment activities. Aggressive promotional efforts and protecting ADR are crucial for dynamic pricing strategies. Being careful on cash flow and manage to share risks with operators are the top strategies on cost management. During this period hotel group has preferred to use social media, public relations company, influencers, and sales team as marketing communication management tools moreover guerrilla marketing and aggressive sales are the most common marketing strategies they used. Finally, distribution channels changed due to the crisis, so the hotel group started to work with wholesales and B2B businesses. This research aims to contribute to hotel industry literature by understanding which marketing strategies can be applied during the crisis periods. The research can be a pilot study for hotel industry in Istanbul. There are some interview schedule planning difficulties and also there is a time limitation during the research.

Keywords: crisis management, marketing management strategies, marketing communication tools, hotel industry

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Evaluation of Ayazini Ruins Cultural Heritage Values With SWOT Analysis

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Abstract

The immovable cultural assets that have been delivered by civilizations in Anatolia throughout history have the characteristics of cultural heritage. Located in the Phrygian valley and located in Ayazini town of Afyonkarahisar's Ihsaniye district, Ayazini Ruins is a very important cultural heritage. Family and single-person rock tomb rooms belonging to Roman and Byzantine periods, Byzantine churches, rock settlements, Phrygian Rock Monuments, Avdalaz Castle, Fairy Chimneys etc. have a potential that can be evaluated for rural tourism as an important cultural heritage. In this study, the current situation of Ayazini Ruins has been revealed by SWOT analysis in terms of cultural values, its strengths and weaknesses are determined, opportunities and threats are revealed. In this context, the fact that Ayazini Ruins has an authentic and unspoiled natural environment, having archaeological and natural sites, hosting different civilizations and being in the Phrygian excursion route are determined as important strengths. On the other hand, the lack of cooperation and coordination between institutions in the determination, restoration and protection of cultural heritage assets, the confusion of authority and responsibility, the studies on the Conservation Development Plan are still not completed, the absence of a tourism master plan or a special protection and management plan in the area, spatial planning in the region. and the lack of design organization, the unconscious and unintentional use of historical sites and artifacts by the local people, insufficient accommodation facilities and capacities, lack of written and visual materials and publicity were identified as important deficiencies. As a result, suggestions were made for the preservation of cultural heritage values of Ayazini Ruins and ensuring sustainability.

Keywords: Ayazini (Ruins), Afyonkarahisar, cultural heritage, rural tourism, sustainable tourism

An Approach to Determining the Evaluation Criteria of Cultural Heritage Sites in Terms of Heritage Values

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Abstract

Today, as the areas with cultural heritage values are increasing and seen as a part of cultural tourism, the protection, planning, management and financial policies of these areas cause many problems. It is important to determine and prioritize the cultural heritage potential of these areas in a holistic and scientific manner. In this study, the Cultural Heritage Values Evaluation Model method, which can evaluate the cultural heritage values of a place as a whole, was created and 15 basic criteria were determined according to the level of significance by scoring different experts with a 3-point Likert technique. These are respectively; spatial scale value, historical process, rarity and multi-layered value, authenticity status, belonging, social memory and memory value, continuity or persistence value and status, legal protection and development capacity, renewal, improvement and strengthening capacity. and others. With this proposed method, the cultural heritage value potential was determined by testing in the sample of Isparta Islamköy Village local identity values.

Keywords: cultural heritage, evaluation criteria, Isparta-Islamkoy, local identity, cultural tourism

Tourism Potential of Ağrı Province: Pragmatic Approaches and Economic Policies

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Abstract

The subject and purpose of this study is to reveal the pragmatic approaches and applicable economic policies in order to increase the tourism potential of Ağrı province. Ağrı's inventory of tourism values is extensive and rich. This inventory has undoubtedly formed under the influence of clean climate, beautiful geography and historical accumulation. In this context, it is seen that the city center and districts have a number of important tourist and cultural values. Ağrı Mountain (Ararat) is one of the values that make the tourist face of Ağrı visible in the world. Every other tourism value has its own characteristic in terms of tourism type (nature, culture, belief, cave, bird watching tourism, etc.). Although tourism in the region promises a high potential power, it cannot create the expected high added value due to structural problems which are the current economic underdevelopment, feudal lifestyle, security problem, and so on. The necessity of increasing tourism potential in Ağrı is based on the fact tourism that a growing sector in Turkey and in the world as a whole. In Ağrı, which is part of the Urartu region, there are a number of utilitarian approaches to increase tourism potential: These approaches can be economic, agricultural, thermal, basic inputs (transport, education, governance), corridor-park and sustainability. Moreover, the targeted tourism success in this region cannot be independent of regional and national socio-economic development. In this context, economic policies such as innovation, visionary - new marketer and branding should be implemented, especially investment incentives.

Keywords: tourism potential of Ağrı, utilitarian approaches, economic policies

Academic Tourism in Spain: An Analysis of the Accommodation Offer in Barcelona

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Abstract

Academic mobility programs in higher education institutions draw students from all over the world who wish to take part in them. University students travel to their academic destinations to join their host educational institutions for a limited period of time, during which they need to be accommodated. This article focuses on the lodging used by academic tourists in Barcelona, Spain, and more specifically, on the residence hall market. Following a qualitative approach, the 35 residence halls available in this city have been explored by analyzing their websites. In addition, in-depth structured interviews with respondents working for 9 residence halls and 4 study-abroad intermediaries in Barcelona have been conducted. The results obtained through content analysis, categorization, and triangulation provide an unprecedented picture of the demand and the supply of residence halls in Barcelona, as well as the socio-economic impacts stemming from academic tourism stays.

Keywords: academic tourism, educational tourism, study abroad, academic mobility, international students, residence hall

History of Meerschaum as a Tourism Product

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Abstract

Meerschaum is a soft, light, and opaque mineral. Although there are a few meerschaum reserves in some regions in the world, meerschaum of the highest quality is extracted from a region within the provincial borders of Eskisehir. In the world literature, it is defined as Vienna stone or Meerschaum, meaning sea foam in German, since the raw meerschaum extracted from Eskisehir was carried to Vienna by Germans and Australians late in the 19th century and introduced to the world through the best pipes carved by the Viennese masters. The arrival of the meerschaum items to Turkey was only realized through the cessation of the meerschaum export in 1972. The meerschaum is a great material for pipes since it can absorb water and nicotine. It is presented as a distinctive tourism product in Eskisehir for many years for its absorbing characteristics. The Meerschaum Museum and Meerschaum Handicrafts Bazaar are located in the city center. This study, from this point forth, aims to examine the historical development of the meerschaum, a significant tourism product in Eskisehir that stands out with urban tourism, and to create a resource for enriching the discourses of the tour guides serving in urban tourism. The qualitative research method was adopted in the study and data were obtained through the travel books written in German and English by the travelers who visited Eskisehir. Data were assessed through content analysis and interpreted. It was understood at the end of the study that this precious mineral known for centuries was taken to Vienna in its raw form with the acquisition of the administration of the Berlin-Baghdad railway by the Germans; the Germans also interceded for it in Istanbul, and it could not go further than being sold as a pipe in the Ottoman Empire.

Keywords: tourism product, meerschaum, travelogues, Eskisehir

The Moderating Role of Aesthetic Experience on Authenticity and Satisfaction in the Context of Culture Tourism

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Abstract

When tourism is considered as an experience-based industry, everything tourists encounter at the destination can turn into an experience (Gülertekin Genç, 2018). One of the important features of these touristic experiences is authenticity or perception of it (Cohen & Cohen, 2012; Park, Choi & Lee, 2019; Robinson & Clifford, 2012). Authenticity is recognized as a unique, an important driving force that motivates tourists to travel to live in different time zones (Daugstad & Kirchengast, 2013). Authenticity is a variable that explains the formation of tourist satisfaction and loyalty in cultural tourism activities (Hede et al., 2014, Kolar & Zabakar, 2010; Quintero et al., 2020, Park et al., 2019). Authenticity is a dynamic, complex, and contradictory concept (Rickly-Bond, 2012; Kolar & Zabkar, 2010; Zhang & Yin, 2020). In the postmodern period, it is a prominent trend for cultural tourists to seek authenticity (Park et al., 2019; Zhang & Yin, 2020). Authenticity studies make cultural heritage sites a competitive destination. Authenticity is considered in one dimension as objective authenticity in some studies (Lee et al., 2016; Shen, Guo & Wu, 2012), in two dimensions as authenticity in objective and existential in some studies (Kolar & Zabakar, 2010; Quintero et al., 2020), and three dimensions (objective, constructive and existential) in some studies (Wang & Wu, 2013; Park et al., 2019). This research examines authenticity in three dimensions because it is difficult to explain authenticity from a single perspective; it enables cultural tourists to understand the relationship between authenticity and satisfaction more consciously. When the studies on authenticity in tourism are examined in the literature, it has been observed that there are studies on satisfaction (Lu et al., 2015; Shen et al., 2012), cultural motivation (Kolar & Zobkar, 2010), loyalty (Kolar & Zobkar, 2010; Park et al., 2019; Yi et al., 2018), image (Jiang et al., 2017; Lu et al., 2015), experiential consumption (Fu et al., 2018), place attachment (Ram et al., 2016), museum experience (Hede et al., 2014; Jin et al., 2020), and experience quality (Dominguez-Quintero et al., 2020). However, to further understand authenticity in cultural heritage areas and create a model in this context, one should also investigate the aesthetic experience. Some researchers have found that the aesthetic experience variable is crucial in influencing tourist satisfaction (Gülertekin Genç, 2018; Kirillova et al., 2014; Kirillova & Lehto, 2015; Zhang & Hu, 2020). The aesthetic experience of the cultural heritage arises from the silhouette, shape, and colors and, more importantly, from the adaptation of its parts while forming a whole in which the concepts of harmony are integrated (Gülertekin Genç, 2018). When tourists experience aesthetics in a cultural heritage site, it creates special feelings in the person (Hall, 2015). It should be noted that aesthetics involve the interaction between tourists (audience) and the environment. This experience enriches the aesthetic value of the environment by expanding the deep meanings behind the cultural element (Maitland & Smith, 2009). This paper explores the possible moderating role of aesthetic experience on the relationship that unites authenticity and satisfaction variables.

Based on the theoretical background discussed, the aesthetic experience aims to examine whether each of the three dimensions of authenticity moderates its effect on satisfaction. The scales used in the study were adapted from the studies of the authenticity dimensions (objective, constructive and existential) (Park et al., 2019), the aesthetic experience (Zhang and Xu, 2020), and the general satisfaction (Park et al., 2019). First of all, the scales in the data collection tool included in the research were translated into Turkish. The pilot test of the data collection tool was carried out with 20 participants. Midyat District of Mardin Province was chosen as the data collection location. With its unique architectural structure in Mesopotamia in Midyat District, its history continues until the 2000s B.C. Using the convenience sampling in the study, local tourists who came to the destination on the weekend in January, February, and March 2020 were asked to fill in the bus after touring the destination. In total, 304 data were collected. Confirmatory factor analysis was performed on adapted scales. After confirmatory factor analysis, discriminant validity was made. To test the research hypotheses, structural equation modeling (SEM) was performed in this study, and AMOS 21 was used for SEM. The hypothetical model fit indices showed that the SEM with control variables fits the data very well ($\chi^2 = 242.372$, $df = 125$, $RMSEA = 0.056$, $CFI = 0.97$ ve $IFI = 0.97$). Objective authenticity ($\beta = 0.058$; $p > 0.05$) and constructive authenticity ($\beta = -0.127$; $p > 0.05$) do not significantly affect overall satisfaction. Accordingly, H_{1a} and H_{1b} hypotheses could not be supported. Existential authenticity positively and significantly affects overall satisfaction ($\beta = 0.734$; $p \leq 0.01$). Hence, the H_{1c} hypothesis was supported. Besides, it was determined that the aesthetic experience did not affect the overall satisfaction positively and significantly ($\beta = -0.050$; $p > 0.05$). Whether the visitors' aesthetic experiences had a moderatory effect between objective authenticity, constructive authenticity, and existential authenticity; and general satisfaction was examined. It has been determined that the aesthetic experience does not have a moderating effect between objective authenticity ($\beta = 0.010$; $p > 0.05$) and constructive authenticity ($\beta = -0.020$; $p > 0.05$) and general satisfaction. Therefore, the H_{3a} and H_{3b} hypotheses could not be supported. Aesthetic experience has a regulating effect between existential authenticity and general satisfaction ($\beta = 0.188$; $p \leq 0.01$) Hence the H_{3c} hypothesis has been supported. The Slope test shows that the visitors' high aesthetic experiences and existential authenticity have a positive effect on overall satisfaction. These results are thought to provide important information for destination managers. Especially existential authenticity will allow the aesthetic experience to guide the destination positioning strategies. Similarly, the role of existential authenticity in tourists' satisfaction will help analyze tourist psychology from a holistic perspective.

Keywords: authenticity, aesthetic experience, satisfaction, cultural tourism.

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Examining the Food Consumption of Generations X and Y in Coronavirus Days

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Abstract

In December 2019, China's Wuhan province in the whole world through the area under the influence of COVID-19 virus, due to be adopted in terms of public health emergencies, including the population of Turkey was imprisoned homes all around the world. Restrictive house arrest has led Turkish consumers to behave differently from their normal life according to their stress, discomfort, and emotional eating. This study, which aims to examine the age relationship of the eating habits of individuals in the X and Y generations who cannot leave their homes with the spread of the coronavirus pandemic, aims to determine the change in eating habits in terms of periodic demographic data. Within the scope of the study, 492 valid questionnaires were collected online between November 2020 and February 2021. As a result of the analysis of differences, it was examined whether the change in the eating habits of the individuals during the restriction differs according to their demographic characteristics. While the vast majority of the participants are from the generation Y (63%), the individuals in the X generation constitute 37% of the sample. It was determined that 74% of the participants do not have to go to work. In this regard, it can say that directly affect restrictions from home the majority of individuals living in Turkey. As a result of the analysis of differences, it was concluded that among the food groups of the participants, meat products differed mostly in terms of gender, and there was no significant difference in the consumption of other food groups. When the differences by income level are examined, it is concluded that individuals with an income level below 2324 TL consume more fruits and vegetables.

Keywords: gastronomy, generations X and Y, coronavirus, quarantine, food habits

The Effect of Price Justice and Consumption Emotions on PWOM Intentions in Leisure and Business Travels

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Abstract

This study seeks answers to two main questions. The first of them is to investigate the effect of price fairness and consumption emotions on PWOM intention and determining which one is more effective. The other is to determine whether the effect of price justice and consumption emotions on PWOM intention differs according to the purpose of travel. For this purpose, a research model was created and tested using the PLS (Partial Least Squares) method. As a result, it has been determined that price fairness and consumption emotions have a significant and positive effect on PWOM intention. In addition, consumption emotions were found to be more effective than price fairness on PWOM intention. The results obtained by adding travel purpose as a moderation variable to the model showed that travel purpose plays a moderation role in the effect of both price justice and consumption feelings on PWOM intention. It has been determined that price fairness in business trips and consumption feelings in travel trips are more effective on PWOM intention.

Keywords: PWOM, price fairness, consumption emotions

How Corporate Social Responsibility Helps Hotels and Restaurants of Pakistan to Elevate Brand Loyalty and Consumer Satisfaction

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Abstract

The present study aims to examine the impact of corporate social responsibility (CSR) on brand loyalty and consumer satisfaction. Further this study also investigates the intervening role consumer satisfaction between CSR and brand loyalty in hotel and restaurant industry of Pakistan. Data of present study was collected from 375 customers of ten big hotel and restaurant of Pakistan on 3 different times with one-month interval. In order to test hypotheses, covariance based structural equation modelling used. The results indicate that CSR has significant direct impact on brand loyalty and consumer satisfaction. Further, consumer satisfaction has direct correlation with both predictor (CSR) and outcome variable (brand loyalty). Furthermore, consumer satisfaction partially mediates the relationship of CSR and brand loyalty. The study has both theoretical and practical implication. The limitations of the study also discussed in ending section of paper.

Keywords: corporate social responsibility, consumer satisfaction, brand loyalty, restaurant

A Sustainable Local Development Model: Home of Aromatic Plants Köyceğiz

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Abstract

This study examines the importance of sustainable tourism and development in terms of local dynamics in a project example. Home of Aromatic Plants Köyceğiz Project has been one of the three projects accepted in 2020 with the Sustainable Tourism Support Fund of Future is in Tourism under the partnership of Turkish Ministry of Culture and Tourism, United Nations Development Program (UNDP) and Anadolu Efes. In this study, the importance of sustainable local development is examined in a project example. In the conceptual opening, sustainable tourism and local development have been emphasized. then the project was introduced and its relevance to sustainable development goals was discussed in detail. Both the theoretical and practical framework of this study will be beneficial for those doing research and practice in the field of tourism and for local governments.

Keywords: future is in tourism, Köyceğiz, sustainable tourism, sustainable local development

The Use of Social Networks in Marketing of Gastronomy Products: The Example of Instagram

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Abstract

In today's world, the rapidly developing information and communication technologies have necessitated some transformations and developments nearly for all the sectors. It is known that many processes, which used to be actualized traditionally by most enterprises, are now being performed over electronic and digital means via internet. Especially, the time spent on internet has increased along with the increase of smart phone usage, and thus the way for the development of social media concept has been paved. It is being observed that many social media channels such as Facebook, Instagram, Twitter are being used by the enterprises in many activities and processes as communication with the customers being in the first place. The enterprises are improving their processes by considering the complaints and suggestions of the customers directed over the social media channels, and thus they are directly communicating with their customers through such channels. It is being known that enterprises are attaching great importance to marketing activities performed over the social media channels in order to both keep up with the times and meet the expectations of customers. It is being observed that social media channels, that undertake active role at many stages such as sales and directing suggestions and complaints in addition to advertising and marketing activities, are frequently being used due to arousing curiosity of consumers especially for the products of gastronomy. In this study, it was intended to communicate, considering the social media channel Instagram, the subject of marketing activities by means of social media that are frequently being used in recent years by the food and beverage enterprises in marketing activities of gastronomy products.

Keywords: digital marketing, social media, gastronomy, Instagram

Investigation of the Relationship Between Attitudes of Healthy Nutrition and Trend Kitchen Approaches: Izmir City Center

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Abstract

Nutrition creates people's lifestyles by being influenced by factors such as geography, cultural structure and history, which dramatically affect the development and change of societies, while also affects their kitchen preferences. The aim of the study, investigate the effect of the attitudes towards healthy eating on trend cuisine approaches of people living in central districts of İzmir province. In the study, regression and correlation analysis was performed using the SPSS 26 program on the data collected by online questionnaire technique from 384 people living in the city center of Izmir by using convenience and snowball sampling methods. Healthy Nutrition Attitude were examined as four factors: knowledge about nutrition, positive eating habits, feeling towards nutrition and bad eating habits. Trend Culinary Approaches were examined under five factors: fusion cuisine trends, local cuisine trends, molecular cuisine difference, molecular cuisine loyalty, and molecular cuisine transparency. According to the results of the regression analysis, there is a negative relationship between the emotion towards nutrition and Trend cuisine approaches. Information about nutrition, positive eating habits and bad eating habits have an effect on the trend of fusion cuisine and local cuisine. Accordingly, individuals who have healthy / unhealthy eating habits and know the content of foods tend to consume foods created with foods and drinks belonging to different cultures and local foods. Knowledge about nutrition is only effective on the transparency. Knowing the ingredients and benefits of foods is effective on the molecular preference that is prepared in front of the consumers and informed by the staff. Dietary habits have an only positive effect on the molecular cuisine difference factor. The fact that individuals have sufficient and balanced eating habits is effective on the choice of kitchens for foods produced using different scents, textures, and cooking techniques. On the other hand, attitude towards healthy eating has no effect on the molecular kitchen loyalty dimension.

Keywords: healthy eating attitude, trend cuisine, molecular cuisine, local cuisine, fusion cuisine

Acknowledgements

This study was supported by the Izmir Kavram Vocational School Scientific Research Projects Coordinatorship as project number 202003.

Understanding Food Consumption Motivations: An Interpretivist Approach Using User-Generated Content

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Abstract

Food consumption motivations, which have an important role in understanding the food consumption behavior of tourists, have a significant effect on the travel decision-making process, destination choice and intentions to revisit the destination. Although food, which is an integral part of the tourism experience, is essential to basic psychological necessity, it can sometimes be the main motivation source for visiting tourism destination. In this study, which was conducted with an interpretative approach, the food motivation of tourists visiting Mardin was revealed through e-reviews. Descriptive analysis technique was used to data analyze in the scope of food consumption motivations. In the case of Mardin, the *symbolic, contrast, extension, obligatory and pleasure* motivational dimensions were determined. Besides, motivation model concerning food consumption was confirmed in the result of the research. The practical implications and future research are discussed.

Keywords: food, food motivation, UGC, online reviews, Mardin

Hospitality and Tourism Industry in the Face of COVID-19 Pandemic: Current Perspectives From Pakistan

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Abstract

The COVID-19 outbreak has presented unprecedented circumstances before the fragile tourism and hospitality industry across the globe. The infectious COVID-19 continues to frustrate the sector and raises serious questions about the present and future survival of the sector. The research addresses two important concerns, first, relates to the major challenges that the hospitality and tourism industry faces amid the COVID-19 pandemic; and second, relates to the vital learnings for the industry with respect to hospitality and tourism industry in Pakistan. The study draws on interviews with 15 participants in senior positions in the hospitality and tourism industry of Pakistan. Responses to the interviews were content analyzed, resulting in emergence of 27 sub-themes, that were further condensed into 4 major themes. The major sub-themes that emerged out of the qualitative enquiry included: need of multiskilling and capacity building of the human resource, sense of hygiene, sanitation and related SOPs, optimism toward revival of the tourism industry, media role, and need of better crisis preparedness. Subsequent overarching themes included human resource management, health and hygiene, continuity, and concerns. The study discusses prominent themes in the light of the existing arguments from the literature and reflects on implications for the decision makers.

Keywords: COVID-19, hospitality, tourism, qualitative interviews, social media influencers

An Evaluation in the Context of the Strategic Experiential Modules Phenomenal for the Experiences of the Dark Tourism Visitors: Example of Ulucanlar Prison Museum

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Abstract

Experiential marketing approach, which defends that experience has different meanings among individuals, examines experiences under 5 titles. The dimensions of the experience, which are named as strategic experiential modules by Schmitt (1999), are expressed as sense, feel, think, relate and act. The purpose of this study is to examine the sharing of the experiences of the visitors within the scope of dark tourism and to evaluate these shares in the context of the strategic experiential module's phenomenon. Qualitative research methods were used in the research and phenomenology pattern was taken as a basis. In the study, 478 comments on the Ulucanlar Prison Museum, which were found on the Tripadvisor website and in the museum's, diary were analyzed on the basis of strategic experiential modules. As a result of the research, it was found that there were expressions under the feel experience 253, sense experience 189, think experience 159, relate experience 147 and act experience 97. A total of 845 themes were obtained from the comments of 478 visitors. As a result, it is seen that the visitors have the most feel experiences and the ratio of converting their experiences to behavior is lower than other modules.

Keywords: dark tourism, strategic experiential modules, ulucanlar prison museum, phenomenology

The Evaluation of the Perception of Local Administrators in the Vangölü Basin Towards Outdoor Festivals With Word Association Test

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Abstract

The Word Association Test is used as a data collection tool in order to detect misconceptions, reveal cognitive structures regarding the relevant subject and observe conceptual changes. In other words, Word Association Test; It is a technique that enables the cognitive structure, the relationship between the concepts that make up this structure, and the information network established in the mind to be observed. The information obtained within the scope of this test is used to analyze the significance and adequacy of the relationships between the concepts in memory. Outdoor Festivals are usually festivals that take place in a large area where more than one artist takes the stage and there are camping and eating and drinking areas. In these festivals, concerts are usually held in the evenings and entertaining activities are held during the day. These festivals, which have increased in number recently, are preferred because of their cheapness in addition to the entertainment and camping opportunities they offer to young people. The purpose of this research is to determine and evaluate the perception of the administrators in the Lake Van basin regarding festivals through the Word Association Test (KIT). The local administrators of the districts in the Van Lake basin constitute the universe of the research. Within the scope of the research, the mayors of Adilcevaz, Ahlat, Tatvan, Edremit, Erciş, Muradiye, Gevaş, İpekyolu and Tusba of the provinces of Van and Bitlis were interviewed. The data obtained were recorded in a frequency table and analyzed. The directors participating in the research were asked to say 5 words that evoke the music festival activity. The word cloud visual above was created by listing the words obtained. The majority of the participants stated that the outdoor music festival evokes the word entertainment. The concept of entertainment is the word with the highest frequency specified by five different participants. the most expressed word after the word entertainment has been publicity. the words music, camp and culture were specified by three different participants. city, interaction, tourism, feast, meet, degeneration, economic gains, youth, alcohol and concert words were expressed by two different participants. Although positive words are the majority among the words stated by the participants, there are also negative words related to festivals. Immoral and corruption are examples of words that show a negative attitude towards festivals.

As a result, it has been found that the festivals often evoke positive words to the rulers in the Lake Van basin. This finding adds an important advantage to the region, which has an important festival potential. When the relevant literature is examined, the majority of the words mentioned are included in festivals.

How COVID-19 Outbreak Affected Tourism Education? An Evaluation From the Perspective of Tourism Academics

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Abstract

The COVID19 pandemic which affected all over the world generated in Wuhan, China in December 2020. It has been the reason of huge crisis in fields like health, economy, social life, and education. Universities were affected by this situation and our country swiftly transferred to the distance education method with the whole world. Therefore, every student and educator with or without distance education experience immediately had to take lesson or teach with the distance education method. In this context, the aim of the study was to evaluate the problems experienced by the academicians at the point of giving the courses of tourism faculties with distance education in universities and to reveal the problems. In this study qualitative data collection method and interview technique has been used. The data of research were evaluated by content analysis method. As a result of findings, there are existing problems in technology, communication, and interaction in distance education method, also attendance rate into the lessons and feedbacks are in low level, however, it was concluded that Technology providing fast and easy information transfer and savings from time, space and energy.

Keywords: COVID-19, distance education, tourism education, academician

Brand Symbolism and Customer Citizenship Behavior: An Investigation in a Café Setting

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Abstract

Brand symbolism defined as the extent to which a brand symbolizes the person who is using it (Bernritter, Loermans, Verlegh, & Smit, 2017) has been recognized as a dominant factor in enhancing consumer's self-symbolism and social-symbolism (Elliott & Wattanasuwan, 1998), which in turn has been considered as an important source for affecting consumer behavior (i.e., customer citizenship behavior [CCB]) (Steg, 2005). Briefly, CCB has been defined as voluntary behaviors that support the organization's performance (Groth, 2005). This study extends the understanding of the relationship between brand symbolism, corporate reputation, brand familiarity, and CCB. The objectives of this research are to identify brand symbolism as one of the key antecedents of corporate reputation and CCB in the hospitality industry. Drawing on attachment theory, which explains the emotional consumer's connection with a brand (Bowlby, 1978), and social identity theory, which explains how the consumer uses brand to construct their sense of identity (Tajfel, 1979), and by analyzing data obtained from 439 customers collected from customers of coffee shops in Lebanon before the COVID-19 pandemic using a convenience sampling method, we used an integrative model to examine how brand symbolism, corporate reputation, and brand familiarity jointly affect CCB. The structural equations model method has been utilized to examine the proposed hypotheses. The findings revealed that brand symbolism has a significant positive impact on CCBs in the coffee shop context. Further, corporate reputation—defined as the extent to which a corporation is held in high esteem in consumers' eyes (Weiss, Anderson, & MacInnis, 1999)—acts as a mediator between brand symbolism and CCB. The findings also revealed that brand familiarity—defined as a consumer's level of experiences with a brand (Kent & Allen, 1994)—positively moderates the direct and indirect effects of brand symbolism on CCB through corporate reputation. The findings contribute to the hospitality literature for the first time, to the best of the authors' knowledge, examining the antecedent of CCB from the perspective of the symbolic value of the brand and the boundary conditions of how and under what conditions brand symbolism affects CCBs by enrolling corporate reputation as a mediator variable and brand familiarity as a moderator variable in the brand symbolism–CCB relationship. Managerial implications contain considerable interest to both marketing managers and practitioners in the field of hospitality management.

Keywords: brand symbolism, corporate reputation, customer citizenship behavior, brand familiarity, coffee shop.

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Determining the Food Experiences of Tourists Visiting Istanbul Through Online Reviews

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Abstract

The purpose of this study is to determine the food experiences of tourists, who consumed food in food and beverage establishments in Istanbul, through online reviews. In this context, online reviews made to restaurants that are registered on Tripadvisor.com were analyzed with descriptive analysis technique. The data was collected between 1 December 2019 and 1 December 2020 from tourists' reviews. Before the descriptive analysis, existing studies were examined, and traits, which may be related to peak, supporting, and attractionised experiences, were determined. Reviews were analyzed within the framework of these traits. The findings of the study show that how the food consumption of the tourists can be interpreted as three different dimensions of food experience such as the peak experience, the supporting experience, and the attractionised experience. In addition, the findings of this study illustrate those online reviews about restaurants provide very important information about the food experiences of tourists. Therefore, the destination stakeholders should consider tourist profiles and their online reviews while planning the destination marketing strategies. As there have been no similar studies in the literature, it is foreseen that the results of this study will contribute to the literature and fill the current gap in the literature on tourists' food experiences with perspectives of social and market driven.

Keywords: food experiences, Istanbul, online reviews, TripAdvisor, food consumption

Determining the Criteria of the Sinkholes to Be Considered as Tourism Destination: An Application With Best Worst Method

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Abstract

Sinkholes are one of the interesting geographic formations that are fearful but also arouse curiosity due to their natural formations and different appearances. Especially in recent years, the increase in the number of sinkholes in city of Konya has drawn attention to these natural formations. The sinkholes, whose recognition has increased due to the projects carried out and the news in the press, has also started to be of interest to the tourism sector. The main purpose of the study is to determine why tourists should choose sinkholes among many different tourism alternatives for their travels. Within the scope of the study, firstly, the criteria that sinkholes should have were determined to be a tourism destination. Then, these criteria were ranked according to their importance using the Best-Worst Method (BWM) by experts. As a result of the study, the criteria were evaluated and various suggestions were offered to decision-makers for the city of Konya, which is rich in sinkholes, to evaluate them as a tourism resource.

Keywords: sinkholes, tourism, best-worst method

Gastronomic Experience and Its Importance for Destinations

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Abstract

Gastronomy tourism is considered as a key factor for tourism destinations and gastronomy has a very important place in destination selection. In recent years, elements of gastronomy tourism such as gastronomy, food culture, local cuisine and authentic foods are used as an important attraction in destinations. Especially some destinations are visited because of their special food culture. Tourists consume food and beverage products, pay for them, and have an idea about restaurants and catering services at the destination they visit. These experiences about the gastronomic products in the destination create the gastronomic experience. These experiences push tourists to travel a destination for gastronomic practices. Therefore, gastronomic motivations affect the choice of destination and gastronomic experiences affect the satisfaction of tourists (Berbel-Pineda, Palacios-Florencio, Ramirez-Hurtado & Santos-Roldan, 2019). Despite this, the gastronomic experience is not only dependent on the consumption of gastronomic products in the destination, but also includes attractions that include the tourist in the processes and ensure their active participation in the gastronomic experience. For example, tourists visiting Spain participate not only to buy and taste olive oil, but also to travel with differentiated gastronomic experiences by being involved in many processes related to olive oil production (Murgado, 2013). Thus, an existing gastronomic product is developed and presented to increase the tourist experience. The attractiveness of a destination can vary according to the level of meeting the needs and expectations of tourists. In this case, it is stated that the expectations of the tourists affect the gastronomic experience. For example, while a tourist is satisfied with a food quality, another tourist is satisfied with the location and decoration of the restaurant rather than the food. Accordingly, gastronomic experience is related to what the tourist is looking for in this experience. Nevertheless, it was confirmed that gastronomic products create a more determining satisfaction than quality and price and atmosphere (Correia, Moital, Da Costa & Peres, 2008). In addition, the food and beverage services that tourists receive at the destination also affect tourist satisfaction and become an important determinant of the destinations (Nield, Kozak & LeGrys, 2000). The fact that the food and culinary experiences have been effective in the destination selection of tourists in recent years has also provided the development of academic studies in this field. Food and beverage services are also included in touristic products. In addition to this, concepts such as food tourism and gastronomy tourism are considered as one of the main types of tourism today. Therefore increasing and improving gastronomic travel experiences in destination management has become a current issue. Unique, authentic local gastronomic products specific to the destination provide satisfying and unforgettable experiences in tourists' travels (Tong, Tong & Tam, 2016). Tourists now have more knowledge, experience, and more time, which leads them to a more detailed tourism activity. For example, rather than consuming a gastronomic product, a tourist may prefer to go down to the origin of that product and learn the stories, history and legends of the foods. The gastronomic experience includes not only the destination's food and beverage products, but also the destination's culture and lifestyle. Variables such as local foods, cooking techniques, presentation styles, materials used are related to the gastronomic experience. Along with these, the gastronomic

experience to be experienced by the tourist has an important role in the choice of destination and the gastronomic experience is seen as an important attractiveness for tourists looking for a new experience (Gheorghe, Tudorache & Nistoreanu, 2014). Local food experience has a very important share in tourism mobility, and consumption of local food at destinations is not only an important activity for tourists but also economically important for destinations. The gastronomic experience opportunities offered by the destination can have an impact on the tourist's travel motivation, tourist experience and destination experience (Kim, Eves & Scarles, 2009).

The aim of this study is to address the concept of gastronomic experience and to determine for what purpose the gastronomic experience is used in destinations and the importance of its potential. For this purpose, gastronomic experience and its effects on tourism destinations are conceptually discussed and suggestions for the effects of gastronomic experience mobility are presented in the study. Gastronomy tourism, which consists of the experiences about food of tourists in their travels (UNWTO, 2019), now it attracts more tourists attention and can be the main travel reason for tourists. Today, destinations present their unique local gastronomic products as their cultural heritage, develop gastronomic products and want to be different and increase tourism mobility. Gastronomic experiences provide both economic and social benefits for destinations. It helps to extend the tourism season by enabling local people to take part in tourism, increases the sustainability of agricultural, cultural and local attractions, and positively affects the destination image and the tourist satisfaction. It should not be forgotten that intense tourism activity will have some damages in places that do not have good and sustainable destination planning. Thus, the competitiveness of the destination can be increased by utilizing the potentials in both tourism mobility and gastronomy tourism. In addition to the positive effects of gastronomic experience visits on destinations, the visits can also have negative effects if not planned within the scope of sustainable tourism. While local culture and local products are used for gastronomic experience, the awareness of preserving the locality should be developed. Thus, the negative effects of gastronomic tourism activities can be reduced and local culture can be protected. In addition, raising the awareness of local people, tourism enterprises and other stakeholders in the presentation of gastronomic attractions as touristic products can be seen as important for destination image and service quality.

Keywords: gastronomic experience, destination, tourism

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A Concept Arising in the Digitalization Process: Digital Detox Holiday

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Abstract

The aim of this study is to explain the concepts of digital detox and digital detox vacation that emerged as a result of the negative effects of digitalization on individuals and to examine the literature on these concepts. As a result of the study, it was observed that information and communication technologies started to be more effective in people's daily lives and they cause negativity in socialization, private life, business life and create dependence on digital technologies in people. It has been stated that as a result of this addiction, people want to get away from the digital world. When the studies are examined, it is seen that travel agencies create digital detox vacation packages, and businesses operating in the food, beverage and accommodation sector have developed concepts suitable for a digital detox holiday. The studies examined have concluded that there is a conscious awareness among those traveling in touristic environments where technological connections are absent or interrupted, resulting in reduced stress, increased endurance in work and daily life, and they can focus directly and consistently on their immediate surroundings and relationships. In this direction, it is understood that the digital detox holiday, which emerged as a niche market, is facing an increasing demand day by day. Considering that tourism aims to relax people mentally and physically, it is very important to implement digital detox in this area.

Keywords: digital, digitalization, digital detox holiday

An Analysis of the Platform Film in the Context of Human, Food Sharing and Capitalism

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Abstract

The food is located during the first of the human basic activities. Many factors such as geography, cultural effects, and religious rituals are effective on the way to reach the food. In this study, ‘The Platform Film’ is examined on ‘Maslow Theory’ developed by Abraham Maslow and is dealt with capitalism, food, and human interdisciplinary approach. The aim of the study is to examine the manifestation of the behavioral action of these elements in human psychology, holding psychoanalytic control of the administrative class with gastronomic, anthropological, and sociological elements, with the aim of the human-food relationship. This study was carried out by the method of document review from qualitative research methods. The study under qualitative research also shows that social media from popular culture tools on the one hand also plays an active role in the people to communicate a number of messages to people. As a result, in the framework of this study, it is emphasized that the importance of individual selfishness by ethical and moral norms to manage our individual culture in the social framework in the social framework in order to manage us autonomously in the social framework by explaining us autonomously in the social framework in the social framework by explaining us autonomously in the social framework in the social framework. In addition, the conscientious values are actually highlighted in motifs that play an active role in creating cultural archetypes.

Keywords: the platform film, gastronomy, injustice in food sharing, culture, capitalism

The Viability of Penang as a Smart Tourism Destination in Malaysia

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Abstract

Penang is a state located in northern Malaysia. The capital city of George Town is a well-known tourism destination due to the UNESCO World Heritage Sites, culinary tourism, natural and built heritage the city possessed. Of current, the Penang state government has placed long-term plans to transform the state into a smart city by the year 2030. In conjunction with the plan, the state will also be a potential to be a smart tourism destination. Hence, a research study will be conducted to investigate the potential and challenges faced by Penang state in becoming a smart tourism destination. A qualitative research approach will be adopted where semi-structured interview will be conducted on five representatives from Penang government agencies such as Ministry of Tourism, Penang State Tourism, municipal council, Penang state exco and consultant for Penang smart tourism policy. The data obtained will be transcribed, and the transcribed data will be analyzed using Atlas.ti software. The finding will determine whether the current situation of Penang is in par with smart tourism policy.

Keywords: smart tourism, destination, tourism city, Penang

Tourism and Woman Phenomenon: A Bibliometric Analysis Based on a Web of Science Database

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Abstract

In the study, it was aimed to examine the documents (articles, papers, books, etc.) published in the international literature between 1975-2020 on tourism and women phenomenon of within the framework of certain parameters and subject them to bibliometric analysis. Studies dealing with the phenomenon of tourism and women were scanned using the Web of Science database on February 15, 2021, and as a result, 146 academic publications were reached. The search was made with three different keywords, Tourism and Woman and Women, from the title tab. In order to perform bibliometric analysis and visualize the results, the VOSviewer program was preferred. Research on tourism and women phenomenon; publication years, types of publication, institutions, supporting institutions, authors, sources, countries, editors, co-authors, languages, research fields, references etc. has been evaluated within the scope. In the research, it was planned to determine the sources, documents, institutions, authors, and countries that came to the fore in scientific studies on tourism and woman phenomenon by using co-authorship, co-occurrence, and citation techniques, which are a citation analysis technique. According to the findings obtained from the research, it can be said that the most research was conducted in 2019, the article was preferred as the type, and the country with the highest number of publications was America and English was preferred as the language of writing. Besides, it has been determined that the research are mostly in the field of social sciences and in the categories of accommodation, leisure, sports, and tourism. The author with the most publications in the studies is Sandersmcdonagh, E. while the editor with the most research is Hung J.K. The institutions with the highest number of research are Shandong Women's Univ and State University System of Florida. Among the researchers examined, the most cited was in 2019, and the most cited research was Belizean Women and Tourism Work-Opportunity or Impediment? written by Kristine McKenzie Gentry in 2012 and published in the journal Annals of Tourism Research. In addition to all these, it is possible to say that the most collaborating author is Carlos Costa, the institution is University Johannesburg, and the most collaborating country is America. Finally, the most used keywords; tourism, women, gender, rural tourism, empowerment, rural women, and poverty. The most cited work belongs to Gentry (2007). Another result obtained is that the most cited author is Kristine McKenzie Gentry, the most cited source is Annals of Tourism Research, the most cited institution is Auburn University, and the most cited country is America.

Keywords: tourism, woman, bibliometric analysis, web of science, vosviewer

Mobbing at Workplace and Reactions Against

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Abstract

This research aims to find out the relationship between mobbing at the workplace and individual reactions displayed against it. Mobbing is one of the behaviors that can take place at workplaces and deteriorates an organization's climate. Thus, the way persons react against mobbing is an important phenomenon to overcome this issue. This empirical research investigated how persons reacted against mobbing at workplaces. Survey data were analyzed by using descriptive statistics and linear regression techniques. Results revealed that, in the case of mobbing, the employees did not seek support from a psychologist, did not threaten the person who is the source of the mobbing, did not make official complaints, or did not leave their job. Instead, they withdrew themselves and slow down their work. The source of mobbing in the workplace can be stress, heavy working conditions, inadequate management, the pressure exerted by colleagues or management, conflicts, exclusion, being excluded from social activities, and deteriorating relationships (Wachs, 2009). Regardless of the type of the source of mobbing, it is certain that reactions against mobbing at workplaces may encourage or discourage the next mobbing at the workplace. This research aimed to determine the relationship between mobbing perception and personal reactions against it empirically and contribute the literature where there is a scarce research on this subject. Mobbing is a kind of behavior that is described as systematic, long-term, hostile, and unethical attacks directed mainly toward one person done by one or a number of persons (Leymann, 1990; Minarova, Bencikova, Mala, & Smutny, 2020). It is a practice of systematically forcing a person to leave the workplace, cutting off the relationship with this person, or restricting social relations with this person (Minarova et al., 2020). These actions may be carried out by a hierarchical superior (downward), subordinate (upward), or co-worker against other workers (horizontal) almost every day, over a long period of time, at least six months (Joao & Portelada, 2019; Vandekerckhove & Commers, 2003). Mobbing has a highly negative impact on physical and mental health and relationships of employees, as well as on the overall working atmosphere (Minarova et al., 2020). Mobbing in the workplace changes the organization's climate (Wachs, 2009). Mobbing can cause reduced job satisfaction and commitment and job withdrawal, leading to lower worker productivity and retention, as well serious problems in a society and especially in the life of the victim (Minarova et al., 2020; Wachs, 2009). A healthful work environment can decrease the incidence of incivility, bullying, and mobbing (Wachs, 2009). When the management treats employees positively, satisfy their demands, and provide an organizational climate that creates a team spirit in the enterprise are, this will in turn positively affect the performance of the employees and ultimately the firm's performance will be positively affected. Moreover, having a strong corporate organizational culture will also enable businesses to gain a competitive advantage (Minarova et al., 2020). In the literature, researchers mainly focused on mobbing itself and its consequences on organizations. However, there is a lack of research on personal reactions against mobbing. Few studies have examined reactions to mobbing at personal and organizational levels (Parzefall & Salin, 2010). Thus, this research aimed to investigate the relationship between mobbing and reactions against mobbing in work environments.

This is a quantitatively designed research. Survey data were collected from 108 randomly selected respondents working in service sectors in the province of Konya, Turkey. Both dependent and independent variables were Likert-type 5-points scales. Data was analyzed by using descriptive statistics and linear regression techniques. Results demonstrated that having better skills and success at work (Mean = 1.91, Std. Dev = 1.398) and envy of others (Mean = 2.00, Std. Dev = 1.485) are the primary reasons for exposure to mobbing at workplaces. It has been determined that there is a significant and positive relationship between the dimensions of mobbing and all types of individual reactions to mobbing, except the behaviors of speaking with the person who made this behavior or not and sharing this situation with his friends. Results revealed that, in the case of mobbing, the employees did not seek support from a psychologist, did not threaten the person who is the source of the mobbing, did not make official complaints, or did not leave their job. Instead, it was concluded that they withdrew themselves and slowed down their work. When there is mobbing at a workplace; an atmosphere of insecurity in the company emerges, job quality and mutual respect decreases, conflict between individuals increases, and organizational performance decreases. Therefore, it is important for organizations to react to the incidents of mobbing immediately, to prevent them from escalating into a phenomenon that has devastating negative effects on employees. Thus, managers should take a proactive stand in terms of caring for employees and intervening in questionable behaviors promptly.

Keywords: mobbing, reactions to mobbing, workplaces, service industry

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Evaluation of Official Websites in Terms of Gastronomy Tourism in the Destination Marketing Process

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Abstract

The research aims to evaluate official websites in terms of gastronomy tourism in the destination marketing process for the first ten countries receiving the most tourists in the world, according to UNTWO (2019). For this purpose, document analysis technique, one of the qualitative research methods, was used in the research. The scope of the research is marketing and promotional activities for gastronomy tourism, which are on the official websites of the first ten countries receiving the most tourists in the world. In this context, the data was collected in the form of text, photos and videos from English language the official tourism websites of the relevant countries between 1st of December 2020 and 10th of January 2021. Content analysis was applied to the obtained data. The results of the analysis show that all of the countries examined have a page or category related to gastronomy, although some countries have serious shortcomings, in general the first ten countries that host the most tourists in the world carry out promotional and marketing activities for gastronomy tourism on their official websites during the destination marketing process.

Keywords: gastronomy tourism, official websites, destination marketing

Being a Woman in the Professional Kitchens: A Study on Female Students Studying in Culinary Program

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Abstract

The main purpose of this paper is to evaluate the concept of being a woman employee in professional kitchens with the perspective of female students studying in culinary program. In this direction, the research investigated issues such as whether the representation of women is sufficient in professional kitchens, the difficulties faced by women, the advantages, and disadvantages of being a woman in the kitchen. In this study conducted with qualitative research method, focus group interview was used as a data collection technique. The research area is limited to Alanya Alaaddin Keykubat University ALTSO Tourism Vocational School Culinary Program. Six female students who have experience of working in the kitchen constitute the study group of the research. The data obtained from the focus group meeting were analyzed by descriptive analysis method. The theme and sub-themes of the study were formed in line with the analysis results. As a result of the study, it was observed that female students studying in culinary training found the representation of female employees in professional kitchens insufficient, prejudices regarding female identity and abilities exist in kitchens, women experienced difficulties in work life balance and women faced gender discrimination mostly in recruitment and promotion in professional kitchens.

Keywords: professional kitchen, women chefs, culinary education

Investigation of Employees' Emotional Labor Acts: An Implementation at Five-Star Thermal Hotel Enterprises in Afyonkarahisar

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Abstract

The customer satisfaction at hotel enterprises depends on the quality of interpersonal interaction between customers and employees, working at the forefront. In order to increase quality in such an interaction, employees are expected to manage their emotions in accordance with organizational expectations, in other words, to show emotional labor. Even though employees who can meet this expectation has an important role in the success of hotel businesses, empirical research on emotional labor is limited. The goal of this study is to investigate emotional labor acts of employees working at five-star thermal hotel enterprises under an implementation carried out in Afyonkarahisar. The questionnaire, used as data collection technique, was administered to 258 thermal hotel employees. The obtained data were analyzed by frequency, percentage distribution, arithmetic mean, standard deviation, t test and analysis of variance. At the end of the study, it has been concluded that the general emotional labor acts of thermal hotel enterprise employees are at a moderate level ($\bar{x}=3,13$) While the highest value obtained regarding the sub-dimension of natural acting has been ($\bar{x}=3,45$) the lowest value for the surface acting sub-dimension has been ($\bar{x}=2,95$). In addition, it has been identified that emotional labor acts have not differed according to the department.

Keywords: emotional labor, employees, thermal hotel enterprises

Preparation of the Tourism Inventory of Usak Province Using the Geographical Information System

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Abstract

Usak is one of our important cities in terms of classic and alternative tourism with its natural, cultural and historical heritage in Turkey. However, today, the tourism potential of the province cannot be utilized sufficiently for many reasons. In this research, the historical buildings, protected areas, mosques, tombs, recreation areas, ponds, accommodation facilities, museums, and places of touristic value of the province were determined by literature research and mapped using the Geographical information system (GIS). Within the scope of this study, 9 historical buildings, 37 protected areas, 9 museums and places of touristic value, 13 recreation areas, 9 hotels, 13 important mosques and tombs, 23 ponds were identified in Usak province. As a result of the research, it was revealed that the city has very rich resources in terms of tourism values. However, it was concluded that the tourism resources of the province were not adequately evaluated.

Keywords: Usak, tourism, tourism inventory, GIS

Environmental Sustainability Practices of Global Cruise Lines

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Abstract

The concept of environmental sustainability is a leading research topic in the field of marine tourism. Businesses need to take sustainable measures due to global warming, depletion of resources, environmental pollution, social and many other effects. Industry shareholders develop important sustainability strategies to minimize the damage to the environment due to the number of passengers hosted, ships, and destinations. In this context, the purpose of this exploratory study is to examine the practices of global cruise lines within the framework of environmental sustainability strategies in line with the sustainability reports, environmental stewardship reports, and the information provided on their websites. After the document analysis, the data were obtained in the coding process of MAXQDA (Qualitative Data Analysis Software program). When compared to non-group cruise lines, it is seen that the group companies include all practices, projects, and management initiatives related to environmental sustainability strategies in reports and on websites. The cruise lines have highly mentioned environmental sustainability practices in their reports. In light of the information available in the reports and websites, it is seen that the practices generally serve regulatory and economic strategies. Practices related to physical strategies have less included in reports and websites.

Keywords: environmental sustainability, cruise line, MAXQDA

A Local Turkish Food: Iğdır Taş Köftesi

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Abstract

Eating is a constant need for human survival. Meat, which is one of the food materials that have an important place in human nutrition, is an indispensable element in the nutrition of Turkish society as it contains high biological value, saturation, and taste substances. Iğdır Province is located at Eastern Anatolia. Geographical conditions encourage animal husbandry for the evaluation of large grazing areas. The fact that animal husbandry is a source of livelihood has increased the consumption of foods based on animal origin. Taş köfte is one of the traditional dishes made in Iğdır. It is made from mutton or cow meat and chickpea in houses and sold in restaurants all year around. Generally, tandoor lavash (a type of bread made in the province) is preferred with consumption. Taş köfte attracts attention with its interesting cooking method, service style and extraordinary taste. It is consumed with appreciation by both local people and foreign tourists coming to the city. But there is an increasing demand in the introduction of Taş köfte to more people. So, the aim of this research is to provide the details and tips related to home cooked Taş köfte and to introduce this unique and tasteful dish to the World.

Keywords: taş köfte, home-cooked, history, local food, sensory evaluation

The Effect of Organizational Trust and Innovation on Intrapreneurship: A Study on Tourism Enterprises

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Abstract

Innovation can be expressed as the commercialization of a creative idea from the formation stage, its delivery to the end consumer, ensuring its continuity and spreading. Organizational trust occurs when employees feel safe and supported. Trust within the organization is in the form of trust in colleagues, trust in the manager and the organization. Intrapreneurship, on the other hand, is applied by creating innovation, difference, and change on the products, processes, and systems of the employee's ideas/projects, who are active in a business and have the high entrepreneurial ability, and thus is considered an entrepreneurial activity that adds value to the business. This study conducted in Çanakkale province between December 2020 and February 2021. In this context, it is aimed to determine the relationships between the innovation, organizational trust, and intrapreneurship levels of the employees operating in the tourism enterprises in Çanakkale province. The relational scanning model, one of the quantitative research methods, was used in the study. 310 questionnaires were collected from the participants, but 264 of them were evaluated according to the analysis in the study. Looking at the descriptive statistics of the data; It is seen that the employees express their opinion in favor of agreeing to most of the statements in organizational trust, innovation, and internal entrepreneurship scales. However, it has been determined that there are significant relationships between innovation and intrapreneurship, innovation and organizational trust. In this context, it has been observed that the effect of innovation on intrapreneurship is significant, whereas the effect of organizational trust on intrapreneurship is not significant. Therefore, considering the impact of innovation on intrapreneurship, it can be said that managers who want to ensure intrapreneurship in enterprises should encourage their employees to innovate.

Keywords: intrapreneurship, innovation, organizational trust, tourism enterprises, Çanakkale

Izmir's Industrial Heritage Museums Role in Urban Tourism

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Abstract

With the intense urbanization, industrial tourism, and industrial heritage museums, one of the developing alternative tourism branches of the tourism industry, are becoming widespread. One of the important aspects of this study, which is aimed to be a guide, is that there is no repetitive study in the literature about industrial heritage museums in Izmir. In the study, answers were sought to the questions of how industrial heritage museums can be used more effectively in city tourism, what are the strengths and weaknesses, opportunities, and threats of İzmir regarding industrial museums. For this purpose, qualitative research method and criterion sampling method were used in the study, and semi-structured interviews were conducted industrial museums with nine museum directors and museumologists. The strengths, weaknesses, opportunities, and threats of the industrial heritage museums in İzmir were revealed with common themes with the data obtained. Accordingly, the SWOT analysis and TOWS matrix was created with practical strategies. Findings obtained from the research are given descriptively. As a result of the research, it was seen that museums were lacking in strategic marketing and recommendations were made to practitioners for this situation.

Keywords: urban tourism, cultural heritage, industrial heritage, industrial museology, museum marketing

A Case Study on Twitter User's Perception for a F&B Company's CSR Initiative After the Disaster

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Abstract

As a component of the food and beverage industry, restaurant companies can play a substantial role in disasters by implementing CSR activities to help the victims in terms of supplying food and temporary accommodation. On the other hand, if these CSR initiatives raise suspicion, reactions of stakeholders may result in negatively. In this study, researchers aim to evaluate perceptions of Twitter users for a restaurant company's CSR initiative after a natural disaster. For this purpose, 1395 replies for the company's CSR communication post have been analyzed with qualitative research techniques. In conclusion, most of the replies take place in the negative category by 91% percentage in total. The negative category includes sub-themes as advertising, loss of customers, perception of deceptiveness, discredit for the product or firm and abusive language. 6% of the replies were positive and 3% were suggestions. In the study, findings discussed with the potential reasons in line with the literature.

Keywords: CSR, F&B company, disaster

The Role of Tourist Delight and Satisfaction on Tourists' Loyalty in Tourism Services

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Abstract

The main purpose of this study is to understand the role of customer's delight and satisfaction on tourists' loyalty. In total, 284 individuals participated in the study. For data analysis, Smart PLS 3.0 software was used. The results show the positive influence of delight and satisfaction on tourists' loyalty, supporting the hypotheses tested. Delight showed a stronger relationship compared to satisfaction on customer loyalty. The results confirm convergent and discriminant validity between delight and satisfaction constructs what enrich the discussion about them. Thus, the study's contribution lies in the understanding of delight as a construct independent of satisfaction and that can directly influence tourists' loyalty.

Keywords: satisfaction, delight, loyalty

The Impact of Hotel Business Managers' Innovation Abilities on Perceptions of Industry 4.0

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Abstract

This research aims to determine the effect of innovation capabilities of hotel managers on industry 4.0 perceptions. In line with this purpose, data were collected with a survey technique in December 2020 with 232 managers working in hotel businesses with tourism operation licenses in the Cappadocia region. In the study, Pearson correlation analysis was used to determine the relationship between the innovation capabilities of managers working in hotel businesses and their perception of industry 4.0; a Simple regression analysis was performed to determine the effect of innovation capabilities on industry 4.0 perceptions. In this study conducted in the Cappadocia region, it was determined that the innovation abilities of hotel managers' managers positively affect the industry 4.0 perception levels.

Keywords: innovation capability, industry 4.0, hotel business managers

COVID-19 Crisis in the Context of Conditional Dependence Theory: The Case of Hotel Management

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Abstract

Today, due to global crisis COVID-19 pandemic, countries have taken various measures to overcome this crisis with the least damage and have had to implement many restrictions that disrupt economic and social life. Pandemics and restrictions have been affected deeply, especially to tourism industry, which almost collapsed. In this context, tourism enterprises have had to implement various crisis management processes in order to ensure their sustainability. The purpose of study to reveal different crisis management processes applied by hotel management within the framework of the contingency theory. Research data was obtained from the interviews with business managers from different corporate structures and management mechanisms. Using qualitative research methods, the data were subjected to content analysis and findings were obtained. Results shows that external environmental factors, technological adaptation, and the effects of crisis themes stand out in managerial processes. It is intended contributing the literature by examining crisis management in hospitality businesses within the framework of the contingency theory.

Keywords: COVID-19, crisis management, hotel management, contingency theory

Tourism in the Regional Plans of Western Black Sea Development Agency: A Content Analysis

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Abstract

One of the founding purposes of development agencies established in our country within the scope of EU harmonization process is to improve tourism sector in the target region. Accordingly, in this study, tourism in the regional plans of Western Black Sea Development Agency (BAKKA) conducting studies for regional development (Zonguldak-Karabuk-Bartın) was investigated through content analysis. Western Black Sea Development Agency, as other 25 agencies in Turkey, developed two regional plans involving 2010-2013 and 2014-2023 periods. 2010-2013 Regional Plan comprises of one volume, and 2014-2023 Regional Plan of three volumes. Tourism-related subjects in the four-volume regional plans were analyzed through MAXQDA program used in qualitative research methods. The research results revealed that, in the regional plans, a holistic approach was not adopted for tourism; tourism-related subjects were included independently of each other; current situation in tourism was evaluated through SWOT analysis; and that regional plans on tourism in Western Black Sea should be developed as applicable, monitorable and with assessable results.

Keywords: regional plans, western black sea development agency, content analysis

Investigation of the Concept of Social Capital in terms of Tourism Sector

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Abstract

Tourism is a labor-intensive sector where face-to-face communication with costumers is very important and therefore has its own characteristics. The simultaneous production and consumption of tourism forces businesses operating in this field to be more careful than businesses operating in other sectors. Therefore, tourism enterprises operating in today's intense competitive environment should attach importance to social capital in order to keep up with this competition and continue their activities. The aim of this study is to examine the importance and application areas of the concept of social capital for the tourism sector and businesses in this sector, and to reveal the relationships, rules and opportunities in the tourism sector and its destinations. Social capital has certain benefits for individuals, groups, and organizations. Social capital, which is useful in increasing individual performance, promotion, and wage increase, in reaching career goals, has some positive effects on obtaining resources by increasing information sharing, seizing opportunities through entrepreneurship practices, and strategic flexibility.

Keywords: social capital, tourism sector, tourism

University Students' Views on National Gastronomy

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Abstract

The study is aimed to determine the opinions of the students who have received culinary education about national gastronomy. In an atmosphere where the concept of gastronomy is gaining importance, the importance of such studies is also increasing. This importance makes it more meaningful as the concept is a part of tourism activities. Therefore, national studies are valuable in that they reveal a general view of the destinations on the subject. The sample of the study consists of associate degree students who study cooking. The students' evaluation of the national gastronomy, which includes their future profession, makes this study important. In this sense, it is thought that working reflects the future expectations of young people. Qualitative research methods were used in the field research process of the study. The opinions of the participants were received through the interview method. Data were obtained from 31 associate degree cooking students. The data obtained were analyzed using the MAXQDA qualitative analysis program. In the analysis of the data, visual analysis methods were used to see the results more descriptive. According to the results of the study, the participants evaluate the national gastronomy mostly with the concept of geographical indication. Here, it is thought that national gastronomy has an important share in the evaluations made based on geographical region. In addition, regional products and authenticity phenomena's, which are sub-components of national gastronomy, were themes that were evaluated by participants as very interrelated.

Keywords: gastronomy, national gastronomy, student, cookery

The New Accommodation Trend of Digital Nomad Tourists: Co-Living Hotels

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Abstract

The increasing number of digital nomads and their way of life, co-living spaces, has increased the number of businesses that offer this service, especially in big cities. It has also created a basis for businesses that change to adapt to this lifestyle in the accommodation sector. With this hybrid structure that has emerged, co-living hotels have turned into an increasing type of accommodation in the last few years, especially in crowded metropolises. The aim of the study is to make a descriptive contribution to the literature on co-living hotels, which is a relatively new concept that is gradually growing in the lifestyle of digital nomad tourists. In the research, literature review and archive search related to the subject were made. As a result of the research, a framework is presented regarding the structure, functions and potential of co-living hotels in terms of tourism sector.

Keywords: co-living, co-living hotel, digital nomad tourist, accommodation

A Comparative Analysis of Hotel Businesses' Social Media Shares

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Abstract

Tourist traffic has decreased at unprecedented levels on a global scale (UNWTO, 2021) with respect to the measures taken against 2019-novel coronavirus acute respiratory disease/COVID-19 as limiting human mobility and maintaining social distance (UNWHO, 2020). In this context, many tourism industry actors, including hotel businesses, were shaken by the economic contraction they were exposed to (Gössling et al., 2020; Yang et al., 2020) and reduced their marketing efforts. On the other hand, the fact that being an important tool of today's marketing strategies (Michopoulou & Moisa, 2019; Molinillo et al., 2016), opening a new channel in distribution (McCarthy et al., 2010, p. 5), and their facilitating role in reaching target audiences, social media platforms, created the basis for the tourism industry to use them intensively in the marketing activities (Moreno & Lockett, 2016). In the research, it is aimed to examine how efforts of hotel businesses to continue the marketing activities by emphasizing the measures taken under the new-normal shape their content sharing on social media. Accordingly, the posts NG Sapanca, which is a five-star hotel located in the Marmara Region and has the highest number of followers with 64.1k (NG Sapanca Wellness & Convention, 2021) among the hotels operating in Sakarya province, shared on the Instagram before 11 March – 31 December 2019 and during 11 March – 31 December 2020, the pandemic period was analyzed using the content analysis technique as one of the qualitative research methods. In the creation of the categories, the contents were examined in detail and a draft was created, then the contents were re-coded into these categories and their suitability was checked. By making use of the categories of Ilgin et al. (2020), it was finalized, and seven categories were created. After coding, the content numbers were split into categories, the percentages were taken together with frequencies, and the differences between 2019 and 2020 were compared. In the relevant period of 2019, NG Sapanca Hotel shared a total of 218 content on Instagram. 182 of them are in the product promotion category (83.48%). In the relevant period of 2020, the number of the posts in the product promotion category of the hotel business decreased to 138 (total N: 203, 67.98%). It is possible to explain this situation by including informational contents about COVID-19 and by not concentrating on product promotion due to the fact that the business is closed for a certain period of time during the pandemic. The hotel business shared 16 posts (7.88%) with direct information about COVID-19 in 2020. The hotel business, which increased the diversity of the special days it celebrated via the content it shared in 2020 (n: 26, 12.81%) compared to 2019 (n: 18, 8.26%), also increased the corporate news (2019 n: 4, 1.83%; 2020 n: 14, 6.90%). During the pandemic period, it was observed that the shares in the events category decreased by half compared to 2019 as the activities decreased and came to a halt (2019 n: 6, 2.75%; 2020 n: 3, 1.48%). Finally, it is detected that in the category of social responsibility, the number of contents increased in 2020 (n: 4, 1.97%) compared to 2019 (n:3, 1.37%), and in the other category –in which the independent contents collected other than the categories mentioned above– decreased in 2020 (n:2, 1%) compared to the previous year (2019 n: 5, 2.30%).

Consequently, due to the COVID-19 pandemic, the restrictions experienced around the world have had significant effects on the tourism industry. Hotel businesses have canceled their activities in accordance with social distance rules, slowed down their activities with the restrictions experienced, and even came to the halt for a while. In this direction, it is noteworthy that –on Instagram– the number of total content and the number of contents in the product promotion category shared decreased together with the shared post numbers concerning news on the events decreased by half due to the cancellations in 2020 compared to 2019 within the scope of the marketing activities of the hotel business subject to the research. In addition, the fact that direct informational contents started to be shared about COVID-19 in 2020 made a difference in the number of contents shared in other categories compared to the previous year. With the new normal conditions, it is predicted that the hotel business will accelerate its marketing activities, share more content, focus on social media marketing, and increase its communication and interaction with its target audiences.

Keywords: hotel businesses, social media marketing, Instagram, COVID-19, tourism marketing

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Urban Tourism Towards Urban Development: Evidence From Guwahati City, Assam

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Abstract

Notwithstanding the magnetism of nature and increasing hustle-bustle of cities, major cities often contour the predominant attraction among tourists. In light of this, the term urban tourism occupies a significant figure in the development of resources across various Indian cities. But the area is yet to be acknowledged and explored with proportionate attention from academic circle. Although urban tourism is still in its embryonic stage in various developing cities across the world, it is often considered to be the economic force that drives many cities. With this background, it is thought to be of substance to undertake a study to determine the impact of urban tourism in stimulating urban development. For the purpose of gathering data related to the study, survey method was employed. Kruskal-Wallis test was done to arrest the study objective. The results of the study indicated that a well-planned urban tourism with special focus on responsible tourism can auger well for the development of urban areas. Also, the findings of the study are expected to contribute in the form of operational guidelines for the policymakers and administrators in strengthening tourism in urban areas. The study solely focused on Guwahati city in Assam.

Keywords: urban tourism, urban development, literature, Guwahati

A New Experience Design Proposal in Cultural Tourism: Edutainment

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Abstract

Edutainment is a blended word formed out of entertainment and education. It is called the new event trend of the 21st century. Cultural tourism, on the one hand, can be defined as a form of tourism that relies on a destination's cultural heritage assets and transforms them into products that can be consumed by tourists. Cultural tourists, on the other hand, fall into the casual and incidental tourist segments that travel for fun and recreation and visit cultural attractions for their recreational values as one of the many activities they pursue. However, these tourists can still receive an educational message, if engaged correctly. This paper suggests a new experience design for cultural tourists that make trip to Karaman Province, which is highly endowed with cultural and historical sites that date back to ancient times, by using educational materials combined with entertainment activities. To do so, first, the culture inventory (both tangible and intangible assets) that Karaman has in it and around is to be detected. Then, a culture road is to be drawn using this inventory. Then, recreational, and educational features (like night performances, interactive displays, various media presentations and hand-outs, special interest workshops, local storytelling, etc.) are to be attached to this newly drawn road. Moreover, tourists might find chance to create and re-trace their own itineraries by allowing and supporting them via online and/or information desks. Finally, cultural tourists who visit and/or who are willing to visit Karaman are both entertained and educated about the historical and cultural values of the city while they are touring.

Keywords: cultural tourism, experience design, edutainment

Outdoor Usage of Women: Bartın-Amasra

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Abstract

Spaces are shaped according to the structure of young-old, women-men, abled-disabled individuals and usage of spaces phenomenon emerges. When the concepts of space and gender are considered together, space and usage organization occur in the minds. In this study, it is aimed to evaluate the perception of women using outdoor space in Amasra settlement which has a touristic value with its natural and cultural landscape features through mind maps. The fact that the area attracts tourists in all seasons of the year has been effective in the selection of the study area. The study was carried out in 4 stages: data collection, creating Mind Map Assessment Form, form application by Strata method, and mind map analysis. The elements determined in the mind map drawings are grouped under 5 groups. Because of their high number, prominent items have been identified as places used more frequently by women. Mind maps were interpreted as spatial, and suggestions were made to increase women's outdoor use. Planning strategies have been developed in the context of increasing open and green spaces that are effective in tourism activities, people-oriented planning approach, accessibility, spatial usage diversity, security, and spatial identity.

Keywords: outdoor usage, outdoor perception, woman, landscape, mind map

Cooperative Business in Future Tourism: Cases From Turkey and the World

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Abstract

Cooperatives are autonomous enterprises established with grassroots need and managed by their own universal principles. In addition to the public and private sectors, these enterprises, which are called the third sector, are established in different societies for different purposes and their number is increasing day by day. Among the basic elements that play a role in the spread of this form of organization, in times of crisis, public resources may be insufficient, and the private sector can withdraw from the market by focusing on the rate of profit. The cooperative movement, which serves sustainable development at local and national level, can be effective in solving many problems experienced today. Among them, there are many different areas such as food supply, women's employment, elderly and disabled care, sustainable energy supply. From this point of view, the aim of the study is to determine which types of cooperatives can play a role in solving local and global problems that may be effective in the future of tourism and to make suggestions for areas where tourism enterprises and cooperatives can be integrated. For this purpose, the problems addressed within the scope of the study; global water and food security, climate change, employment of disadvantaged groups and changing education models were examined within the scope of the cooperatives they are related to. Due to insufficient literature on the relationship between tourism and cooperatives, in the study; cooperative databases and cooperative business websites in the world and Turkey were examined by 'document review' which is one of qualitative methods. With the data obtained, examples from world practices are given about how can be benefited of the specific basic characteristics of cooperative enterprises in the tourism and suggestions have been made in the case of Turkey. Cooperative models, which are effective in solving the economic, environmental, and social problems experienced today, are important as a form of organization that can serve sustainable tourism in future global problems.

Keywords: cooperatives, tourism, global problems, tourism cooperatives

Virtual Museum Tours: Visitors' Perspectives

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Abstract

Museums, within the scope of cultural tourism, provide information and experience to their visitors (Bowen, 2000; Evrard & Krebs, 2018; Falk & Dierking, 1992; Kotler & Kotler, 2000). Technological developments have helped museums to move beyond their physical spaces and have transferred their exhibitions into digital environments. This has made museum contents to be accessed online at any time in any environment (Bowen, 2000, Gran et al, 2019). Virtual museums, as one of the reflections of technological developments on museums, help museums to reach and communicate with wider audiences' groups (Cameron, 2003). In the literature, a variety of terms used synonymously with a virtual museum, such as an electronic museum, a digital museum, an on-line museum, a hypermedia museum, a cyberspace museum, and a web museum. These terms refer to the concept of digitized museum information with accessible collections available online (Schweibenz, 1998). In fact, virtual museums can have various forms. Virtual museums can either offer a digital tour of an existing museum or may only exist as a digital museum. Online rooms can be created where artifacts are displayed in imaginary environments, or visitors can experience a museum in virtual environments created by virtual reality applications (Anton et al., 2018; Sylaiou et al., 2005;). Mintz (1998) states that a museum experience is a reality-based experience and looking at a painting from a video screen cannot replace reality. According to the author, no matter how advanced it may be, a visit to a virtual museum is not a museum experience, it is basically a media experience. Bowen (2000) argues that virtual museums should be developed taking into account their unique advantages and disadvantages in order to create a virtual visitor experience. Battro (2010) also uses the term of a new virtual culture and sees the computer as a mediator of this culture with all its accessories and network communication possibilities. According to the author, an actual museum visit and a virtual museum visit should be evaluated as two different experiences. Today, many national and international museums are opening their exhibits in digital platforms due to the global pandemic, which may lead into the differences in how virtual museum experiences perceived. This study, therefore, aims to offer an explorative research on what virtual visitors think about online museum experiences, how they feel about such experiences, and how different aspects and features of virtual museum tours are perceived to influence their online museum experiences. In order to gather primary data, a focus group study with 7 participants and in-depth interviews with 86 participants were conducted. The participant selection criteria for the focus group study were that the participants should have some expertise in the tourism sector to better evaluate how virtual museum tours compare with actual visits, and how important these tours are as new offers of the tourism sector. Among these 7 participants, there are: one participant who is a representative of a local destination authority; five tourism researchers and one tour guide. The participants for the in-depth interviews, in the meantime, were selected from the undergraduate students studying museology and tourism. The number of interviews held were 22 with the students from the Department of Museology, and 64 from the Department of Tourism Management reaching 86 interviews in total. The number of participants was finalized when the collected data started not to offer any new insight and when the data

reached its saturation (Glaser & Strauss, 1967). The focus group and in-depth interviews took place in January 2021.

For both data collection methods, all participants were asked to visit any one of the 33 virtual museums listed on the official website of the Ministry of Culture and Tourism. Participants were asked to choose a virtual museum, which they had neither in real nor virtually visited before, and to visit all available sections of the virtual museum using all tools. Following the completion of their individual virtual museum tours, a meeting was arranged for the focus group study, and interviews were arranged for in-depth interviews. In both stages of the data collection, the main questions, for which the answers are sought from the participants, included:

- a) What were your expectations prior to this virtual visit?
- b) How long has your visit lasted? What have you learned about the museum?
- c) How would you evaluate your interaction with the artefacts displayed in this tour?
- d) Is the tour user-friendly? What suggestions you would raise for the tour to improve its user-friendliness?
- e) How would you describe your emotions during the tour? Why?

Both the focus group and interview meetings were recorded, and the recorded sessions were transcribed into documents immediately after the meetings were held. These documents were then used for a content analysis of the findings. Since the aim of the research is to explore the experiences of virtual museum visitors and to interpret their responds to the questions in all explicit and implicit meanings, content analysis was considered as the most suitable research tool for this study (Mayring, 2000). Coding process was executed, and a list of codes were created. When identifying the code themes and categories, repeated key words as well as the literature review results were used as references (Merriam, 2015; Wolcott, 1994). Code themes identified in this study were grouped under the following categories: the user-friendliness of a virtual museum; the atmosphere and environment of a virtual museum; the virtual museum experience; the provision of information in virtual museums, and the feelings associated with virtual museum experiences. Among the important findings of the research is that the respondents often complained about either the lack of sufficient information on museums and artifacts or the triviality of information. This, as a result, led them to search for more information on other online resources. Although this may be considered as a positive outcome, as visitors would be encouraged to engage in with further activities in relation to museum and its exhibitions, there is no guarantee that they would access to the trustworthy and reliable information on other sources (Skov & Ingwersen, 2008). In fact, once they start searching for more information on other online sources, there is also a possibility of them not returning to the museum site to complete their virtual tours. In our research, since the respondents were asked to visit all rooms and to use all tools, such outside the museum website activities resulted in their tour to last longer than expected. In this research, the respondents were also asked to associate their step-by-step experiences with feelings. Linked to the above-mentioned finding, among the most mentioned feelings were the feeling of being lost, and not being able to understand how they would proceed with their tours. Not being directed within the museum site or not understanding how the direction guides worked made participants annoyed and bored with their tour. While some stated they had to enter into the same room over and over again, some mentioned that they wanted to discover more, but not everything visible was accessible in a virtual environment. The most mentioned positive emotions, in the meantime, were feeling impressed, joy, amused, curiosity, feeling free and excited.

There were conflicting views with regard to the atmosphere of the virtual museum visited. All of these museums are actual museums and can be visited in their actual location. Therefore, the findings on the atmosphere and environment of the museums are bound to be deciphered taken into consideration this fact. While some interviewees mentioned, for example, seeing other visitor images in museum halls resembled the virtual tour to an actual one, some stated that they would prefer exploring the museum and its artefacts on their own with no unnecessary real-life images. Yet, there was a consensus on the fact that visual images as in garbage on the floor, restoration work and machines/vehicles obstructing views were all found to ruin their virtual experience. All these were thought to lead into a perception that the virtual tour is not designed professionally with all details taken into consideration, hence deteriorating the image of the museum, too. The respondents found the virtual tours easy to use. The problems were not related to whether they understood how the virtual tours are functioned or not, but to the absent content as in not all actual museum displays being available and not all museum halls being accessible in virtual environments. Not being able to approach items from different angles and poor image quality were some of the technology-related issues raised by the interviewees. Some suggestions to improve virtual museum experiences were also provided. These included; the provision of online souvenirs such as attendance certificates and automated picture taking with webcams as evidences of experience; an improvement on the social aspect of virtual tours through enabling family and friendgroups to take part in an experience together and to communicate with each other throughout their visit; and the development of tools to order museum brochures, booklets, publications and souvenirs online (Baxandall, 1987; Falk & Dierking, 1992; Gordon, 1986; Li, Liew & Su, 2012; Littrell, 1990; Markwell, 1997; Pekarik, Doering & Karns, 1999; Wilkins, 2011).

Keywords: virtual museum, virtual museum experience, museum and technology

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Customer Engagement in Value Co-Creation for Tourism Branding

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Abstract

The concept of customer participation in value co-creation first appeared in professional literature ten years ago and is widely covered in marketing research. However, there is currently no agreement on what constitutes customer involvement in value co-creation and how it should be classified. The goal of this article is to establish the benefit of value co-creation through consumer involvement by examining previous work with a special focus for (tourism destination) branding. Thus, this study reveals the direction of research adopted by the field of customer interaction in co-creating value for branding throughout the last decade. A variety of addressed research gaps provides promising future research direction. Apart from these, a framework of value co-creation in branding is presented with several key propositions referring to how customers engage and interact with a brand to co-create value. Expected contribution from the study will provide a cognitive view of customer engagement in co-creating value literature and managerial implications for the (tourism) marketer and policymaker to offer platforms for this type of co-creating value.

Keywords: customer engagement, value co-creation, destination branding, brand value

Significance of Social Media for the Revival of Tourism in Pakistan – A Qualitative Approach

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Abstract

Tourism is one of the cost efficient and labor-intensive industries that creates unlimited employment opportunities. This industry has suffered a lot due to global issues especially by the novel disease of COVID-19. Pakistan is one of the miraculous lands with God gifted blessings, but terrorism has depicted the wrong image of Pakistan over last few decades across globe. The revival of tourism in Pakistan has been a challenge for the Government. Main objective of study is to determine the impact of social media influencers' word of mouth (eWOM) on repositioning Pakistan as an attractive tourist destination. Social media has empirical importance for promoting the tourism globally. Thematic & content analysis was performed using NVivo on randomly selected video content shared by these social media influences about their visit to Pakistan. Study concluded that positive and encouraging eWOM by these influencers about their experience in Pakistan & its people is vital for potential tourists to break the stereotypes and to visit Pakistan. This study contributes to the literature about significance of social media influencers (followed by numerous audiences globally) and eWOM by such influencers seems to be the need of hour for the revival of Tourism in Pakistan.

Keywords: tourism and hospitality, social media, social media influencers, vloggers/bloggers, promoting tourism, tourism destinations in Pakistan

A Research on Hotels' Corporate Websites as a Communication Tool in Accordance With Digital Transformation

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Abstract

Internet, one of the major actors of the digital age, have radically affected the tourism industries. New web technologies such as Web 3.0, which are in contact with many areas with Internet technology, have come to the fore as the factors that affect web pages, which are one of the most important communication channels for businesses to keep up with digital dynamics. It is prominent for businesses to use corporate websites effectively and to provide one-to-one communication with the consumer instead of the intermediary companies in this digital field that consumers are most in contact with. As communication in the main philosophy of digital transformation provides instant and most effective information, many criteria such as purchasing hotel businesses on web pages, price information, fast menus, virtual tours, mobile compatibility web technology design have come to the fore. In this sense, it is a necessity to examine websites, which are the easiest mechanisms that can provide two-way digital communication within the framework of digital transformation. In this regard, the aim of the study is to conduct a comparative analysis on the web pages of hotel businesses in the Sultanahmet region, which is one of the most visited touristic regions in İstanbul and to offer solutions by creating a digitalization roadmap for corporate websites that are one of the most important contact points.

Keywords: technology, tourism, online, web

The Potential of Touristic Activities as Self-Related Information Provider

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Abstract

Predominately homogeneous and static structure of the pre-modern period has become heterogeneous and dynamic inversely in the (post-) modern times. It has been put forward in a determined manner that modern life emphasizes ambiguity with its fluctuant structure that instills insecurity (Harvey, 2014). As one of the driving factors of this change in the social structure, Bauman (2014) points; the constant exposure to the strangers that ruffles and muddies the still and clear water of the society. The factors can be expanded, however, the increasing ambiguity in the structure of society has also reflected on the dynamics of the culture. Focusing on this reflection Margaret Mead (1970) suggests that a prefigurative culture, which means the older generation learns from the younger generation, prevails in the present period. Within the scope of the aforementioned environmental conditions, the sources of self-related information transcended national boundaries at an unprecedented level and the related traditional patterns differed significantly (Giddens, 2008), pushing the individuals to explore (Côté, 1996). From this point of view, the other (Decety & Chaminade, 2003; Özyurt, 2012) and different/unfamiliar (Hodgins & Knee, 2004) increased its known importance (Cooley, 1902). In interacting with the other and experiencing unfamiliar experiences, the potential of touristic experiences (Caruana & Crane, 2011) attracts the attention at the first glance. Accordingly, the main purpose of the paper which has an exploratory structure could be stated as; stressing the aforesaid potential and taking a step beyond the first glance by pointing the possible controversies contained, thus providing a basis for related new questions and hypotheses to be formed and research to be conducted. In the light of the purpose and the controversy referred, it should be expressed that; although touristic activities could be instrumental in moving the person away from the restrictive and alienating elements of society, and have an apparent potential to allow one to see itself in different natural and cultural backgrounds (Cohen, 2010); the participation in highly structured touristic activities by seeking a high level of familiarity within a destination could be significantly hindering the realization of this potential (Wearing & Neil, 2000). Therefore, non-institutionalized tourism activities come forefront in order to realize the marginal benefit in acquisition of self-related information via touristic experiences (Erdoğan, 2019). Consequently, it is possible to state that touristic activities with the aspects of leading people to self-communication (Wang, 1999), self-identity (Desforges, 2000) and so forth, harbor a noticeable potential for individuals to acquire self-related information in an ambiguous socio-cultural space. Examining and widening both this specific point and the psychology related side of the touristic experiences by research and laying emphasis on it within their operations by tourism practitioners are thought to be holistically beneficial.

Keywords: self-related information, tourist psychology, prefigurative culture, tourism sociology, touristic activity

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Bibliometric Analysis of Articles on Casino Tourism With Science Mapping Technique: Case of Scopus Database

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Abstract

Casino tourism is a type of special interest tourism that is a tourist tour offered to casino visitors, inspired by the desire to have fun and gain experiences and a sector has billions of dollars turnover around the world. This study evaluates the intellectual structure of casino tourism by analyzing articles on casino tourism with bibliometrics. Science mapping technique, is one of bibliometric analysis methods and has different stages such as data acquisition, preprocessing, net extraction, normalization, mapping, analysis, and visualization, was used. To achieve this aim, 31 articles with casino tourism from Scopus database were chosen and analyzed. The results reveal that the time of first article was published, the most productive and cited journals, the most productive authors and affiliations, the most frequently used keywords, the most collaborative countries in publishing articles on casino tourism. Also, the number of publication clusters according to co-citation network analysis was revealed. The results of the study could be useful for tourism researchers to understand the main lines of the casino tourism and what the trends are, by presenting a panoramic view of the articles written in the field from a broad perspective.

Keywords: science mapping technique, bibliometric analysis, casino tourism, Scopus

Evaluation of Gastronomy Festivals: Perspectives of Professional Tourist Guides

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Abstract

Event-based types of tourism are known as the cycle of planning, implementation and evaluation, which not only promotes tourism, but also allows important social interactions to be established (Dredge & Whitford, 2011). Festivals that take place within event tourism occupy an important place in destination marketing and are one step ahead of their competitors since they contain cultural identity elements unique to the region. Festivals, in addition to developing the image of the destination positively, as well as gaining an important place in tourist attractions, take place as a motivating element for the tourist to choose this destination. For this reason, destination managers are trying to create tourist demand by holding festivals based on a specific theme in addition to other attractiveness factors (Özdemir & Çulha, 2009). Therefore, developing as an alternative type of tourism plays an important role in economic development in parallel with the number of visitors and tourism income in the destination where it occurs (Pirnar, Kurtural, & Tütüncüoğlu, 2019). In line with the rich culinary culture of Anatolia, it is also common for gastronomy, which is one of the elements of local culture, to be the subject of festivals. Gastronomy festivals is an organization that brings local cuisine together with world cuisines and initiates cultural interaction. Because the opinions of the individuals participating in the gastronomy festival are not received enough, the managers who organize the festivals cannot ensure the satisfaction of the participants (Büyükşalvarcı & Akkaya, 2018). In this study, it was aimed to obtain the opinions of professional tourist guides participating in gastronomy festivals and to evaluate the impressions related to gastronomy festivals. According to the results obtained in the study, recommendations are made on the development and planning of gastronomy festivals.

Qualitative research methods are used in the research. Qualitative research includes motivations such as learning more about a subject, the desire to develop it, and finding more detailed answers to questions (Merriam, 2015). In this context, it offers detailed information about gastronomy festivals and how local and foreign visitors participating in it are evaluated from the point of view of professional tourist guides. From qualitative research patterns to phenomenological patterns, descriptive phenomenology is the pattern of research. Phenomenology is a study that emphasizes how participants experience a particular process or event and tries to explain it (Sart, 2017). The phenomenon that is the subject of experience in this research is gastronomy festivals. As a data collection tool, Document Review and interview technique was preferred. Data was obtained from Semi-Structured Interview Questions conducted for the literature and purpose of the research. The interview process, which took place between 15.02.2021 and 01.03.2021, was carried out by phone due to the pandemic. In the study, snowball sampling, which is one of the purposeful sampling methods, was preferred. Snowball sampling, participants first identify and interview a few people that have the property of interest (they have the names of people who are similar to the

characteristics of themselves for new participants through the process of reaching routing request includes (Berg & Lune, 2015). Because the researchers who conducted the interview were professional tourist guides, it was not difficult to reach the tourist guides who guided the tours held at gastronomy festivals, and other tourist guides were also reached thanks to the request for guidance. 8967 tourist guides with national and regional action are guiding the universe of research in Turkey. Its sample is composed of national and regional tourist guides participating in gastronomy festivals. The two most important factors determining sample size are data saturation and data adequacy. In other words, the data collection phase must be terminated when the information obtained from the field begins to be repeated (Yıldırım & Şimşek, 2013). As a result of voluntary interviews and audio recordings received, 12 people were reached, and the interviews were terminated due to the repetition of the data after certain interviews. The main and sub-themes were determined in accordance with the literature conducted by deductive and deductive methods, and the qualitative data obtained were reorganized. Content analysis was used as a data analysis method. Content analysis is used to determine the existence of words, concepts, themes, idioms, characters, or sentences within one or more texts and to count them. Without text, oral communication tools such as speeches and interviews are used, they are written and examined (Kızıltepe, 2017). As result of interviews with 12 professional tourist guides the data obtained and it have been deciphered as document. The data obtained by defining the MAXQDA 2020 qualitative data analysis program is read and encoded in accordance with the main and sub-themes. Credibility of results in qualitative research is an important issue. Validity and reliability are considered the two most used criteria in research from this point of view. Validity is the subject of the accuracy of research results. Reliability, on the other hand, is related to the repeatability of research results. Proximity to the field of research in validity, collecting information directly through face-to-face interviews and in the natural environment in which the event occurred, the ability to go back to the field to confirm the information obtained, and the ability to collect additional information are important features that ensure the validity of qualitative research. Among the methods that provide reliability, concepts such as credibility, transferability, consistency, and confirmability are used (Yıldırım & Şimşek, 2013). Within the scope of the reliability of the research, a compromise between coders was reached and the strategy of consulting field experts was used.

As a result of the research, it was found that the demand for gastronomy festivals has increased especially in the last 5 years and has received a lot of attention. But organizing tours to gastronomy festivals brings many challenges from the point of view of the tourist guide. Because gastronomy festivals cover a few days process, the intensity and crowd at the destination where the festival was held at that time cause the tour programs to be disrupted. Due to the high occupancy rate of restaurants, the quality of food and drink services has decreased. It was stated that most complaints about tours occurred during this period. Although festivals that take place in mass, where there is a density in many transport vehicles, have a high impact on economic development, their impact on the layout of the city is negative. For developing destinations, gastronomy festivals are an important event for promotion. The fact that the tourist, rather than the narrative of the tourist guide, is intertwined with the local population and experiences many elements on the spot supports the catchphrase of promotion in the context of introducing local culture. Interest in gastronomic products is growing, local and foreign tourists are getting information about products that have not yet been introduced. For this reason, the identification of the destination with this product takes place and gastronomy festivals make a significant contribution to the creation of brand destinations. It is stated that destination management organizations should determine the right

planning strategies, especially in destinations where infrastructure services are not developed or cannot handle mass tourism. However, security measures are among the most mentioned issues. Environmental pollution is seen as the biggest disadvantage that such activities harm the environment at high rate.

Keywords: gastronomy, events, gastronomy festivals

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Examining of Istanbul Culinary Tours by Content Analysis

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Abstract

In the tourism industry, while competitive conditions are getting harder day by day, destinations are looking for ways to differentiate themselves from their competitors. Local cuisines and gastronomy tourism activities provide an opportunity to stay competitive in destinations and play a significant role in destination marketing. That gastronomy tourism can take place twelve months of the year and offers authentic products creates a competitive advantage to the destinations and supports the economy of the regions by creating an important source of income. Turkey which has one of the world's most important cuisine, is among the preferred countries for gastronomy tourism. In this study, culinary tours of one of the largest cities of Turkey – Istanbul which is well-known by its historical richness have been studied. In this research, multiple case holistic design, one of the qualitative research methods, was adopted. As a sample, the tours on the website of viator.com, which is the tour and activity booking website of the tripadvisor.com, were selected in Istanbul. Research data is based on the analysis of 52 culinary tours on the viator.com. The data obtained categorized in various titles (general tour information, language options, tour route, food and beverage, services, and photos) by content analysis method. The findings of the study showed that the most preferred route in culinary tours in Istanbul is the Historical Peninsula - Beyoğlu - Beşiktaş route. Kebab, meze, simit, and baklava are the Turkish dishes that are tasted the most during the tours. While the tour that has the most reviews reviewed by 776 customers, the average review score of the tours is 4.69 out of 5. The findings of the study contribute to the literature on gastronomy tourism and help destinations to create unique appeals in their culinary tours.

Keywords: gastronomy, gastronomy tourism, gastronomy tours, Turkish cuisine, Istanbul

The Relationship Between Personal Traits, Psychological Empowerment and Job Satisfaction: A Study on the Personnel of Hospitality Enterprises

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Abstract

The aim of this study is to reveal whether there is a relationship between the personality traits, psychological empowerment perceptions of the hospitality enterprises' personnel, and their job satisfaction. For this aim, data were collected using a questionnaire technique from a total of 152 personnel working in four different types of accommodation enterprises. The convenience sampling method, one of the non-probabilistic sampling methods, was used in the study. According to the results of the study, it was determined that there are some significant relationships between personality traits and psychological empowerment, and job satisfaction. At the same time, it has been revealed that there are significant relationships between psychological empowerment and job satisfaction. Suggestions for human resources and department managers were developed in light of the results obtained in the study.

Keywords: personal traits, psychological empowerment, job satisfaction, hospitality enterprises

Tourism Demand and Recognition Analysis According to Google Trends Data

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Abstract

With the introduction of technology into our lives, search engines have become one of the commonly used tools when making vacation plans. Decision makers can use search engine query data to make demand forecasts of tourism destinations and to carry out an effective promotional activity. The aim of this study is to try to predict the tourism destinations that people can travel to by analyzing their internet searches. For this, trend analysis, one of the demand forecasting methods, has been used. 18 different locations from Turkey are included in the UNESCO World Heritage List. This list was analyzed by using Google Trends data from the last five years. According to the data of 2020 (Turkey Ministry of Culture and Tourism) top five countries sending tourists to Turkey are Russia, Bulgaria, Germany, Ukraine, and England. In this study, five countries were scanned separately. The country that ranks first among these countries is Russia. When the obtained results are listed, the city of Istanbul comes first. Then, Cappadocia, Ephesus, Pamukkale and Nemrut Mountain come in order. In this direction, suggestions were made about the activities that can be done for the promotion and marketing of the values in the UNESCO list.

Keywords: Google trends, UNESCO, demand forecast, tourism

Investigating Publications on Creative Tourism Between 2010-2020

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Abstract

The main purpose of this study is to contribute to the conceptual understanding and development of creative tourism. Within the scope of this purpose, the publications were analyzed, on creative tourism in national and international literature between 2010-2020. In this way, it is aimed to present the previous research's results as a whole and to create a guide for future studies in this field. In this way, it is aimed to present the previous research results as a whole and to create a guide for new studies in this field. According to the results obtained from the research, it has been determined that the studies on creative tourism are generally considered conceptually. The results of the few quantitative studies show that creative tourism experiences have significant effects on motivation, satisfaction, perceived value, behavioral intention, memorability, and revisit intention. Considering the data, creative tourism has an important potential, especially for emerging destinations. More practical studies are needed in this field.

Keywords: creative tourism, alternative tourism, cultural tourism

Review of Youth's Leisure Activities and Their Reasons to Participate According to Socio-Demographic Variables

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Abstract

In this study, it was aimed to determine the levels and reasons of university students studying tourism to participate in leisure activities, and to examine them in terms of socio-demographic variables. The sample consists of students who study at Atatürk University Tourism Faculty. In this research, data were obtained by convenience sampling method, quantitative research method was used, and frequency analysis, gap analysis and correlation analysis were performed through SPSS. The findings of the study show that the participants' levels and reasons for participation in leisure activities differ according to gender, education time and class. In addition, it was determined that the most leisure activities they participated were listening to music, surfing the Internet, and walking. Finally, it was concluded that the participation in active leisure activities was related to the interest and appeal, the desire to get rid of monotony, to acquire and use new skills and to enter a new environment. In the research, it is important to examine the participation levels of young people in leisure activities and the reasons for their tendency not only because leisure activities are important for their own health and development, but also affect the society they live in.

Keywords: leisure time, tourism students, participation in leisure activities, quantitative method

The Effect of Job Autonomy on Psychological Ownership in Hotel Business

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Abstract

The aim of the study is to reveal the effect of job autonomy on psychological ownership in organizations. The study, which is based on the extended-self theory, seeks an answer to the question of whether job autonomy affects psychological ownership. Job autonomy is the degree to which freedom, independence and discretion are provided to employees in planning and executing their jobs and determining the procedures to be used (Hackman and Oldham, 1975: 162). Providing job autonomy in organizations supports the entrepreneurship and creativity of employees and enables them to take risks while implementing their own plans and increases their internal motivation (Gözükara, 2016). Especially in service organizations, meeting customer needs and preventing or intervening problems that may occur immediately is only possible if employees can take initiative and exhibit behaviours beyond the specified job descriptions (Duran, 2014). Providing job autonomy to employees shows that the business values the inputs of the employees and recognizes the contributions they make towards the goals of the business. Employee with high autonomy has more control over the job, this enables the employee to get to know the job more closely, to have more information about it, thus encouraging a sense of ownership (Jussila et al., 2015). Psychological ownership towards the organization is the attitude of employees related to the sense of ownership and psychological ties towards everything material or intangible in the organization as a whole (Pierce et al., 2001; Mayhew et al., 2007). According to the extended-self theory, people see every material or intangible object that they feel ownership and control freely as an extension of their self, thus they show who they are, where they come from and where they will go (Belk, 1988). In the literature, it has been emphasized that employees with high psychological ownership can feel responsible for everything material or intangible, and exhibit positive attitudes and behaviours (organizational commitment, job satisfaction, organizational citizenship behaviour, high job performance) to protect, improve and develop the ownership goal (Jussila et al., 2015; Liu et al., 2017; Olckers, 2013; Peng & Pierce, 2015). In order to see the effect of job autonomy on psychological ownership, a simple regression analysis was performed using the SPSS package program. According to the analysis results, it was seen that autonomy affects psychological ownership. In other words, as autonomy increases, psychological ownership also increases. Employee's ability to freely do their job in the enterprise where they work at, provides control over the job and increases the psychological ownership of the employee because he knows and adopts to his job better (Uçar, 2018; Zhang et al., 2021). Since studies investigating the relationship between job autonomy and psychological ownership are very rare, it is thought that this study contributes to the literature. The fact that the relationship between autonomy and psychological ownership has not been previously examined in terms of employees in tourism establishments shows the unique aspect of this study.

Hotel businesses are labour-intensive businesses that need immediate response to customer requests and expectations, and quick practical solutions to customer problems. Employees' having job autonomy can enable them to make quick decisions and produce practical and creative

solutions. Job autonomy and psychological ownership concepts are issues that managers need to know and think about since they can create positive organizational attitudes and behaviours. By providing a free working environment for the employees and enabling them to take initiative and to feel responsible for organizational decisions will increase their psychological ownership. Employees with increased psychological ownership will be able to provide a competitive advantage to the business by exhibiting positive behaviours for the benefit of the organization. According to Covey (2016), in order to achieve an effective autonomy in the organization, instead of emphasizing the methods to be used in the business, it is better to emphasize the desired results, the human, material, technical and institutional resources that the person can benefit from, in order to achieve these results. In addition, it is important to prepare the performance evaluation criteria to be used in the evaluation of the desired results jointly with the managers and employees in terms of motivating the employees. Especially trying to understand the ownership bond between employees and tangible and intangible objects, paying attention to individual concerns, providing comfortable working environments where employees can express their selves is very necessary in terms of keeping employees in the business and ensuring their continuity (Tian & Belk, 2005; Olcker & Plessis, 2012). Due to time and financial constraints in the study, it was not possible to make full counts, therefore sampling method was used. A questionnaire was applied to 395 employees in 21 4- and 5-star hotel establishments in Nevşehir province. The study is limited to the opinions of hotel employees within the scope of the survey questions. Based on this information, the applicability and generalizability of the findings to different contexts and sectors should be considered. In future studies, researchers can increase the sample size and collect data from institutions in different geographical regions and different sectors. Thus, it will be possible to see the differences and comparisons between the sectors. In addition, future researchers can examine more deeply the effects of psychological ownership on employee attitudes and behaviours through interpretative or mixed approaches. Especially the concept of psychological ownership, which is a new concept for the literature, can be examined in terms of customers, also ownership feelings of tourists in the process of buying touristic products can be evaluated. Also, while examining the concept of ownership, the mediating role of control in the relationship between ownership and autonomy can be investigated. The mediating role of leadership behaviour in relationships between psychological ownership and positive organizational attitudes and behaviours (organizational commitment, job satisfaction, organizational citizenship behaviour) can also be considered. These studies will be valuable in terms of understanding the importance of the concept of psychological ownership both in sectoral and literature, and in developing its deficiencies.

Keywords: job autonomy, psychological ownership, extended-self theory

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Examination of Public Place Visits Through Tourism-Based Open Access Databases in the COVID-19 Pandemic

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Abstract

Public places are not only spaces, but places where people come together. However, with the outbreak of the COVID-19 pandemic, it has become necessary to take various measures on an individual or social scale all over the world. With the impact of the COVID-19 outbreak, other pandemic-induced stress factors such as quarantine and isolation, uncertainty, limited outdoor and social activities, exposure to negative news, financial problems and food insecurity have emerged. In this study, it was aimed to emphasize the importance of all public places, as social intersections and to observe the visits to public places despite restrictions and risk factors due to social needs in the pandemic. In this paper, visits to public places during the pandemic process has been evaluated through many open access databases. As a result of the study, it was observed that both domestic and foreign visitors to public places decreased during the COVID-19 outbreak. Additionally, it has been observed that in districts where public place visits are increasing, people may tend to take advantage of nearby public places to relax in the stress conditions caused by the COVID-2019 pandemic.

Keywords: COVID-19, pandemic, visitation of public places

Airbnb in the Time of COVID-19: A Qualitative Analysis Using Leximancer

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Abstract

The COVID-19 outbreak has severely affected the tourism industry. While the dimensions of this effect are large for traditional accommodation businesses, Airbnb hosts have also been affected by travel bans and mobility restrictions. The purpose of this study is to investigate the experiences of Airbnb users in in the time of COVID-19. The data for this study were retrieved from the Inside Airbnb database. A total of 273 reviews referring to the pandemic were collected and analyzed using Leximancer. The findings reveal 12 themes covering Airbnb users' experiences during the pandemic. Overall, the findings show that Airbnb users have had positive experiences. The results provide a theoretical contribution to the literature and provide important suggestions for Airbnb hosts and accommodation businesses.

Keywords: Airbnb, COVID-19, Airbnb users' experience, Leximancer

Determination of Behavior Based Work-Family Life Conflict Levels of Employees in Marina Business

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Abstract

In terms of the added value it creates, marine tourism is considered among important sectors with its contribution to general employment, environmental sensitivity, cultural impact, and business potentials, apart from the foreign currency inputs it provides to the country's economies. Marina businesses, which are among the components of marine tourism, are the focal point of marine tourism investments and development plans. Today's social conditions and increasing tourist demands shape the general structure of marina businesses. Therefore, marina businesses need a systematic and dynamic coordination in which the human dimension manifests itself in order to achieve the goals they set, and they aim to make the organizational structure of employees who are competent in their field sustainable. At this point, the attitudes, and behaviors of employees of marina operations become even more important. Today, where the effects and uncertainty of COVID-19 continue, the work-family life conflict experienced by employees is becoming remarkable. Work-family life conflict, which occurs when the attitudes and behaviors of individuals in the workplace and their roles in the family are incompatible and has a significant impact on working life, occur in two ways, as work-family life conflict and family-work life conflict, depending on the source of the conflict. Work-family life conflict, which is handled with the dimensions of life conflict based on time, trouble, and behavior, is considered as a concept that directly affects employee satisfaction and performance, and therefore its importance is increasing day by day. In this context, the aim of the study is to measure the behavior-based work-family conflict levels of employees in the marina businesses and to reveal whether there is a difference in work-family life conflict levels according to the departments. For this purpose, the operations in Turkey (having a tourism business document) of eight marina business, data were collected from 142 employees. The data collected with the survey technique between July and November 2020 were analyzed with the help of SPSS v22 and AMOS v22 statistical package programs. The structural validity of the measurement model (6 items) was explanatory (KMO = 0.734; $\chi^2 = 200.238$; $df = 15$; $p < 0.001$) and confirmatory factor (2 / $df = 1.124$; CFI = 0.995; TLI = 0.990; RMSEA = 0.03) with analysis and its reliability was determined by the Cronbach alpha (0.743) coefficient. According to the analysis findings, the difference between the average behavior-based work-family life conflict ($X = 3.34$) of the marina employees, which is moderate, from the average ($X = 2.42$) of the low-level behavior-based work-family conflict is statistically significant ($t = 2.12$; $p < 0.05$) was determined. In addition, it was found that the behavior-based work-family life conflict experienced by field employees in the marinas is higher than office employees, and there is no statistically significant difference in behavior-based family-work conflict levels. Contributions of this study; to determine that marina employees have a moderate level of behavioral work-family conflict, that field employees in marinas have a higher behavior-based

work-family conflict level than office employees, and to raise awareness of marina managers on the phenomenon of work-family life conflict. Considering the role of employees on the quality of services produced in marina operations, the importance of work-family life conflict in terms of marina service quality becomes evident. Therefore, it is emphasized that marina managers who want to increase the quality of marine tourism service are obliged to determine whether there is a conflict between the attitudes and behaviors of the employees in their workplaces and their roles in the family. The originality of this study is to bring innovation and offer a different perspective to the field by measuring the behavioral-based work-family life conflict levels of the employees of the marina businesses, which is an important component of marine tourism, and by revealing whether there is a difference in the work-family life conflict levels according to the work departments. In addition, in the study, by measuring the behavior-based work-family conflict levels of marina employees, the explanatory power of work-family conflict theories was tested, and this aspect contributed to the literature.

Keywords: marine tourism, marina businesses, marina employees, work-family life conflict

COVID-(Mis)Infodemic as a Nascent Concept for Tourism and the Case of Epiteetr

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Abstract

The purpose of this study is to explore whether Twitter can be used to reduce post-pandemic risk perception and prevent misinfodemia. Based on the case of and Epiteetr, a tool from European Centre for Disease Prevention and Control, a qualitative study was conducted to evaluate whether social media was a useful tool for preventing misinfodemia and reducing risk perception for tourism. The findings of this study reveal that the potential of using Epiteetr for tourism by introducing the interface. It is believed that the study contributes to both theorists and practitioners in terms of drawing attention to the existing gap in preventive studies and new methodological approaches, in the context of COVID-19.

Keywords: risk perception, misinfodemia, COVID-(mis)infodemia, Epiteetr

Children and Holiday Decision Making: A Study on Turkish Families on Ski Holidays

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Abstract

The influence of children on families' buying decisions in terms of both goods and services has attracted the attention of marketers and academics for decades. In the early studies, children were considered to have indirect effects (Gram, 2007). Yet, it is realized that despite having little power in decision making process, children can be influenced by the marketing messages and their parents can be influenced by the way their children feel (Cullingford, 1995). In addition, along with the advancements in the internet and information communication technologies, the adolescents, who are able to adept these innovations far better than their elder family members, have become a lot more influential especially during the information gathering stage of a decision making process (Belch et al., 2005; Bronner & Hoog, 2008). Children's participation and influence during families' holiday decisions have been studied by researchers in various aspects and perspectives such as; cross cultural approaches (Cheng et al., 2019; Khoo-Lattimore et al., 2018; Yen et al., 2020), influence strategies (Shoham & Dalakas, 2006, Su et al., 2019), parental types (Darley & Lim, 1986; Schanzel & Jenkins, 2017), family types (Holdert & Antonides, 1997; Yang et al., 2020), social power (Liang, 2013), parents' perspectives (Cunha & Neto, 2015) and children's perspectives (Blichfeldt et al., 2011; Chaudhary & Gupta, 2012; Curtale, 2018). Despite the fact that the existing literature on holiday decision making process of families continues to grow, research on the children's role in purchasing specific holiday types in general and ski holidays in particular has not attracted enough attention from the academia.

This study, therefore, aims to investigate the role of children in families' skiing holiday decisions. To do that, the study also aims to look into what direct and indirect roles played by children at different stages of a decision process. In other words, the study evaluates, with references to ski holidays; how the impact and role of children in pre-purchase, during holiday and post-purchase stages evolve and emerge; how different family structures and characteristics influence the role played by children in the process; how holiday experiences of all family members change according to the inclusion of children in the process, and; what services and products, as in transportation and accommodation, are preferred according to the needs and wants of children. The sample of the study consists of 14 parents (nine mothers and five fathers) representing families with one or more children within various stages of childhood. During the selection of the sample, snowball sampling method has been preferred due to the difficulty of identifying families who have skiing holidays with their children on a regular basis (Morgan, 2008; Neuman, 2014). The ages of the participants are between 35 and 48 years and all the participants are from double income families, in which both parents have an occupation and in full-time jobs. Six participants have two children, and eight participants have a single child. This study adopts a qualitative approach for its data gathering and analysis method. Since the aim of the researchers is to obtain more detailed information on the subject and to uncover potentially existing grounded aspects of it, a qualitative approach is considered to be more appropriate for the study. In this regard, a semi structured

interview form has been constructed by the researcher and used during the interviews with the participants. Due to the ongoing COVID19 pandemic, the researcher was unable to conduct the interviews face-to-face, and arranged interviews on online platforms, such as Skype, WhatsApp and Google Duo, instead. All interviews were executed as face-to-face interviews via the use of a webcam or a smartphone. The duration of the interviews ranged between 40 minutes being the lowest, and 60 minutes being the longest, and took place at the participants preferred time of the day. Since the interviews took place on online platforms that can be participated from wherever participants wish to be, participants were more relaxed and less concerned about the length of the interviews compared to actual face to face interviewing. The interviews have been recorded with the approval of the participants and the researcher was able to focus solely on the conversations since there was no need for notetaking. After all the interviews took place, interview records have been transcribed into written documents. The primary data was analysed according to the principles of content analysis. Four main themes (*decision making, choices of transportation, choices of accommodation, changes occurred after having a child*) have been inferred from the analysis and 50 codes under those themes. The main themes and the codes under those themes have been thoroughly explained and enriched with descriptive analysis to help readers comprehend the concepts with direct quotes from participants' responses.

Findings suggest that children's influence is strongly related to whether the child is interested in skiing or not. Children who are actively participating in skiing activity or interested and willing to participate, tend to have a strong influence in the decision-making process throughout all its stages. On the other hand, children, who are not interested in skiing or unable to do it due to age or other issues, adopt a passive role. If there are small children in the family, along with having a passive influence in the decision-making process, their influence through the mother is quite strong since the mother is the one who takes the role of caretaker during the vacation. In addition, their indirect influence is quite strong on the decisions related to the mode of transportation. Most of the parents with infant children state that they choose either the fastest transportation mode possible or the one with option to stop over whenever they feel like it. Although, the children do not seem to have strong effects on the final choice since it is more related to financial strength of the household, findings suggest that parents are more concerned about their children's happiness than their financial well-being. Even in the case of single income families, parents state that they are willing to spend more to ensure their children have a pleasant experience.

In conclusion, it can be inferred from the findings of the study that the children are effective in more than one way during the decision making process of a skiing vacation. The degree of their effectiveness depends on various variables such as the age of the child, financial strength of the family, communication type of the family, children's interest in skiing, power structure of the family, and etc. Although the variables of children's effectiveness for skiing holiday decision seem similar to the variables of children effectiveness in other vacation types such as summer holidays, their degree of importance are quite different. For instance, mothers participated in this study stated that their workload for preparations are more intense than it is for summer vacations. Especially if they have small children they have to be more concerned about their children's health, safety and many other needs which may occur during the skiing holiday and this heavier preparation requirement effects their stand during the decision making process. In this regard, investigation of these variables and their degree of effectiveness will be a valuable contribution to the related literature.

On the other hand, investigation of children effectiveness during skiing holiday decision making process may also provide valuable information and insight for the marketing planners of skiing destinations. Adjustment of promotional materials and services in consideration of children may help destinations to attract more families for skiing holidays.

Keywords: decision making, ski holiday, children influence

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Determining the Travel Patterns of Ecotourists: A Study on Yusufeli, Artvin

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Abstract

This study determines the travel types of tourists who visit the Yusufeli, Artvin (Turkey) district for ecotourism purposes. Determination of the reservation and trekking preferences of the tourists are important for the sustainable planning and marketing of ecotouristic destinations. Thereby, the information obtained through a structured questionnaire from 90 tourists visiting the Yaylalar Village was evaluated. According to the findings, ecotourists visit the region mostly for trekking in a quiet and waste-free environment, on long mountainous and scenic trails. They usually obtain information about the region over the internet and prefer guided tours with reservations. In this context, some suggestions have been developed for nature-based ecotourism destinations.

Keywords: Yusufeli, ecotourism, trekking, travel pattern, marketing, sustainable development

Conceptualization of Homestay Within the Framework of the Sharing Economy

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Abstract

Today, technological innovations have activated P2P (peer to peer) consumption platforms and this evolution has inevitably reflected on the tourism sector, which is applicable to collaborative consumption. One of these reflections is that traditional consumption activities are gradually being replaced by sharing economy practices. Home / room sharing platforms, which emerge as a way of reducing costs by sharing consumption on the basis of tourist-host interaction and creating shared value from this collaboration, are at the heart of the sharing economy. The concept of homestay, which is a form of alternative tourism, where individuals can offer their homes to the global accommodation market via the internet, undertakes the mission of being a cultural bridge between the host / local people and visitors. Homestay emerges as an outstanding alternative tourism form, especially in terms of improving the welfare of the local people and keeping the culture alive. In the literature, although the concept of sharing economy has been examined in many studies, a limited number of studies have been conducted on homestay. In this context, homestay will be discussed conceptually and analyzed with examples from the world. The study was conducted in descriptive qualitative research design.

Keywords: homestay, collaborative consumption, sharing economy

The Projection of Turkish “Hospitality” in International Films

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Abstract

Film induced tourism has been a growing phenomenon in the international tourism sector (Connell, 2012; Croy et al., 2019), supported by both the growth of the global entertainment industry and the increase in international travel (Hudson & Ritchie, 2006a). The way a destination is represented in the media, can turn itself into a powerful tool in terms of developing and maintaining either a strong or a deteriorated destination image (Beeton, 2001), which may accordingly influence tourist visitation to the destination (Busby & Klug, 2001; Riley et al., 1998; Rodriguez et al., 2011). Media, in fact, may become an important source of information for potential visitors, especially if they are unfamiliar with the destination in subject (Cetin & Okumus, 2018). The existing research has resulted in an extensive body of knowledge on both locals as a key stakeholder in the formation of destination image (Sharpley, 2014; Van Niekerk, 2014) and film tourism and the impacts of films on tourism destinations (Beeton, 2001; Gkarane & Vassiliadis, 2020). Hospitality, which is an intangible element of a tourism product, and the quality of interaction between hosts and visitors is another factor influencing the image of a destination (Williams & Buswell, 2003). According to Dwyer and Kim (2003, p. 384), the concept of hospitality refers to *friendliness of local population and community's attitudes towards tourists*. Also called as altruistic hospitality, this form of hospitality is an important prerequisite of memorable tourism experiences (Kim, 2014). Commercial hospitality, in the meantime, is an integral part of hospitality, associated with service quality and standards within a system of monetary exchange in the provision of tourist products and services (Lugosi, 2007). The portrayal of a destination and the social interactions taking place in the destination as covered by film plots, may provide potential tourists with clues about their likely holiday experience in the destination. Although hospitality or hospitableness have been investigated in the existing literature (Blain & Lashley, 2014; Lashley & Morrison, 2002), research on the impact of films on creating hospitable or unhospitable destination images is scarce. Therefore, this study aims to look into how international films, of which the plots cover stories partly or wholly taking place in Turkey, portray the country as a hospitable or an unhospitable destination. The selection of Turkey is especially important, as the country has, for many years, suffered from a negative image of an insecure and unjust country caused by the film *Midnight Express*. The ongoing impact of the film on the country's image is undebatable even after all these years of its release in 1978. Yet, the film is exempted from investigation in this study, as it is considered to be an extreme example channelling solely negative message connotations about the country, which has led into controversies over its fair and unbiased coverage of the story. The

study, therefore, concentrates on 34 other international films released between 1943-2017 in an attempt to investigate the hospitableness of Turkey in these films. To our best knowledge, there are 3 more international films, which take its characters to Turkey in their plots. However, these films could not be included in the research either because they are not accessible, or they are shot in foreign languages other than English and cannot be watched with English subtitles in Turkey.

All of the authors have watched these films, which are accessible through their DVDs and paid web platforms and have taken notes on their observation of the country's portrayal in each of them. Instead of analysing a single movie, the aim of the research is determined as to reveal whether all these films may have a cumulative impact on the image of Turkey. The authors have individually created index cards for each film containing general information on the film, as well as their research-related notes about how the film portrays the country. This has resulted in 5 different versions of index cards for each film, and 170 cards in total. The cards were based on the data, which was applicable to both semantic and semiotic analyses (Landauer et al., 1998). In other words, both visual and verbal messages pertaining to Turkey were considered for analysis. The film cards were, again by each author individually, used for content analysis in line with the literature review findings on destination image and hospitality. The code lists created were then compared as a group for unity, and a consensus was reached on the final list of categories and codes (Creswell, 2016; Miles & Huberman, 1994). Categories and subcategories are composed of codes associated with certain themes (Bilgin, 2014; Creswell, 2009; Mayring, 2000; Wolcott, 1994). In the study, the code themes are first divided into two main groups; codes related to altruistic hospitality and those related to commercial hospitality. The theme of commercial hospitality includes the subcategories: *food and beverage services*, *accommodation services*, *qualification of employees*, *shop and street vendors*, *supplementary services*, *security of strangers* and *attitudes towards tourists in tourism establishments*. The theme of altruistic hospitality, in the meantime, comprises of the sub-categories: *local-tourist interaction* and *attitudes of locals towards tourists*.

An interesting finding of the study is that most of the films investigated are in the genres of crime, action, drama and thriller. This, on its own, is considered to influence the image of the country as a place of turmoil and disorder. Another finding is that most of the films portrays such roles and appearances by actors representing the armed and security forces of Turkey, the necessity of which can be explained by their genres. There are, however, different approaches in how these roles are portrayed in different films. While some films exhibit them as vulgar, violent, traitor and careless officers prone to malpractice and bribery, some include such roles of officers as successful, helpful and courteous professionals. A similar conflicting view are also apparent in different films with regards to how Turkish people approach other religions than Islam and foreigners believing in them. While some films have scenes on how the country embraces different religions and how people can freely practice their religions, some have such messages as in: *Turks burned the crosses like wood*, *Alcohol is not served here* and *Your religion forbids you socializing with a Christian woman*. All these messages can be, arguably, understood by potential visitors as Turkish people being an intolerant society towards different beliefs, hence an inhospitable public towards people from other cultures and beliefs. In the group of commercial hospitality codes, the ones on street vendors indicate a stereotypical approach in the films. These people are represented as oppressive, insistent, cheating, crafty and angry people in most of the films. Similarly, the inclusion of local people in the stories is limited to a few roles in most films, where they are shown as people not competent in foreign languages and unable to communicate effectively with foreigners. On the

commercial hospitality aspect, on the other hand, service providers are pictured as professionals fluent in foreign languages. One another important finding of the study is that the representation of Turkish locals and their everyday life has changed drastically over the years. While the early films showcase Turkish people and the Turkish way of living similar to Western societies, the recent films concentrate more on the orientalist characteristics and values of the country. A significant evidence of this change rests in the portrayal of Turkish women. While there is no difference in fashion preferred by Turkish and foreign women in the early films, most of the Turkish women seen in the background in the recent films are in either headscarves or hijabs. In addition to these findings, there are films portraying Turkish locals and tourism employees welcoming foreigners by being helpful, polite, and friendly. This is especially evident with regards to commercial hospitality. Yet, there are also cases where tourism employees seem to be rude and aggressive. When deciphering the impact of such roles in the image of the destination, a distinction should be made whether their attitudes are formulated according to the plot of the film, or they are just used to transmit a general message about Turkish people and their hospitableness.

The implications of the research are twofold. From the perspective of destination marketing, it helps local and national marketing authorities to understand how films can be used to convey a hospitable destination image, and what aspects of films, -i.e. plots, characters, destinations covered, interaction between locals and foreigners etc., should be checked before sponsoring films with the aim of using them as marketing tools. From a theoretical perspective, the study offers a new approach in its design, as it attempts to understand the collective impacts of various films on the hospitable image of Turkey. To this date, most research in tourism studies have looked into the impacts of a specific film and its role in boosting visitor arrivals to destinations (Carl et al., 2007; Hudson & Ritchie, 2006b; Singh & Best, 2004). The limitation of the research, in the meantime, mainly relates to the fact that all of the authors are Turkish citizens, hence may have ignored or overstated some of the visual and verbal messages, which may be observed differently by the audiences of different cultures. Another limitation, also related to the first one, is that the authors have watched most of the films in their second language, English. For those films, for which the main language is not English, they have relied on the correct translations of the plots into the Turkish or English subtitles. Some verbal messages, therefore, may have been misunderstood or gone unnoticed due to the errors in subtitles. In the next phase of the study, these preliminary findings will be further investigated and compared with other studies. The study is hoped to offer further insight into how international films cover Turkey, and whether its people and their hospitality is pictured differently in such films than what the local society believes in about their traditional values and norms as in being a hospitable nation.

Keywords: film tourism, Turkish hospitality, hospitableness, destination image

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The Impact of COVID-19 on Tourism Industry in Montenegro

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Abstract

In Montenegro, tourism is the branch of economy that provides the greatest stability in the country. It is a source of income for the population of this country, as well as a source of most public revenue. The contribution of tourism in Montenegro in gross domestic product (GDP) in 2018 was 23.7 percent. Considering damage of the economic system caused by the COVID-19 virus, it has to be taken into account that tourism will be the industry that will suffer the most, since the outbreak of the virus. In 2020 Montenegro experienced a sharp fall in GDP 12.4 % and it is expected that the decline in the number of tourist visits will continue in the next few months, because the Montenegrin government imposes strict restrictions on the entry in the country as a measure for spreading the virus. Montenegrin tourism has been further shaken by the collapse of the national airline, which has prevented even limited movement of people and a change of thirty-year long government. All these events will have decades-long consequences for the economic system of Montenegro.

Keywords: pandemic, economic crisis, recession

Environmental Impact Assessment in Turkey (EIA) Effect of Regulation's Tourist Area

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Abstract

In 1970, for the first time in the USA as follows, EIA Regulation is an important legal publication on environmental protection. The purpose of the EIA Regulation is to minimize the damages of large projects to the environment or to protect the environment by offering them alternative methods. However, when environmental problems affect the world and resources begin to run out, EIA has become open to discussion. This resource focuses on the conceptual meaning, emergence, and acquisition date of the EIA Regulation. After the change of emphasis in Turkey encountered the EIA information exchange since 1993, it will be assessed as to how they influence tourist areas. The Ministry review method, the reversal of the Ministries, the reports were examined, and the newspapers, articles and journals of the period were examined to look at the reasons why the unearthed pages were made. To have information about the harmonization process with the EU discussed the correspondence related to the accession process between the EU and Turkey, on the subject dysfunctionality of the EIA regulations in Turkey, the content of the ministry to see to understand the tourist areas were examined. The findings obtained because of the study EIA working to protect the emphasis attractions for the emergence of the problems presented new proposals and has sought to contribute.

Keywords: environmental impact assessment, environment, environmental management and law tourism

Consequences of COVID-19 on Tourism Guidance Students

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Abstract

The COVID-19 pandemic impacted almost every part of the society and the economic situation. Tourism industry was especially hit by the pandemic as naturally tourism is heavily dependent on mobility. The huge negative impact COVID-19 had on tourism most likely to be felt on years to come for all aspects of the industry. Students who are about to graduate from tourism departments of universities all around the world have a bleak outlook on future as the industry strives to stay alive, let alone accept newcomers. This paper aims to examine the outlooks of tourism guidance candidates as they are about to graduate and take their first real steps and to provide insights to tourism lecturers, tourist guides and students so that precautions can be taken before any future crisis.

Keywords: tourist guide, pandemic, students, tourism education, job seeking

The Effect of Perceived Service Quality of Local Restaurants on Customer Satisfaction, Attitude and Behavioral Intention

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Abstract

This study was conducted to determine the relationship between perceived service quality for local restaurants and customer satisfaction, attitude, and behavioral intention. In this context, a questionnaire was applied to 404 tourists visiting Şanlıurfa. 391 questionnaire forms in usable form were included in the study. Correlation and regression analysis were used to test the research hypotheses. As a result of the analysis, significant and positive relationships at medium and high levels were determined among the variables that make up the hypothetical model. Regression analysis results revealed that the perceived service quality for local restaurants has positive effects on customer satisfaction, attitude, and behavioral intention at various levels.

Keywords: quality, quality perception, local restaurant, customer satisfaction, behavioral intention

The Effects of University Student's Perception of Corporate Reputation on the Identification and Satisfaction: The Case of Bülent Ecevit University

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Abstract

Aim of this study, analyzing the effects of the perception of corporate reputation on identification and satisfaction, also the effects of identification on student satisfaction have been intended. In addition, it has been researched if the demographical characteristics of students (gender, marital status) show significant difference according to the perception of corporate reputation of university or not. Questionnaire technique which is a quantitative research method was used for the study. The data were analyzed by 200 questionnaires obtained from the students. 5 hypotheses formed in line with the purpose of the research were tested. SPSS packaged software was use statistically. As a result of the T tests and regression analysis carried out in this direction, it was concluded that the corporate reputation perception of university has positive and significant effects on identification and the satisfaction of students, and the demographical variances of students do not have an effect on corporate reputation perception.

Keywords: corporate reputation, identification, student satisfaction, Zonguldak Bülent Ecevit University

Investigation of Tourism Education Staff in Terms of Resistance to Change During the Pandemic Process

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Abstract

Due to the COVID-19 epidemic disease experienced worldwide, there are changes in many issues. As in every change process, some groups resist or accept change. One of the important changes brought about by the pandemic process is seen in education. While the education systems around the world are applying the face-to-face education method, the necessity of switching to the distance education method arises with the pandemic. The fact that lecturers who have adopted teaching with face-to-face education method can adapt or cannot adapt to the distance education process arise as an important problem. However, the fact that some training programs are suitable for face-to-face education and some for distance education cannot be denied. Due to the pandemic, without discussing, researching, and preparing the issue of how ready the training programs are, the distance education method has started to be applied rapidly throughout the world. This rapid and sudden change can cause resistance for both students and teaching staff. It is important to determine the level of resistance to this change. However, evaluating each training program within itself will reveal the resistance to change more objectively and will facilitate more rational solutions. Academic studies effects on the tourism sector of the pandemic when examined in Turkey (Ayla, 2020; Bahar & Çelik İlal, 2020), alternative types of tourism in the pandemic period (Şahinkoç & Yuksel, 2020), and medical tourism within the scope of the pandemic applications (Kılıç & Çınar, 2021) issues are emphasized. In the studies on tourism education during the pandemic process, it is seen that studies are generally carried out on students. In the study in which the general views of students who have received tourism education about the pandemic process were investigated, the students emphasized that the pandemic would negatively affect the tourism sector economically, and that new rules should be introduced regarding safety and health and that tourism enterprises should be ready for change (Akyol, 2020a). Tourism students receiving an associate degree and undergraduate education have expressed positive opinions about distance education practices and it is noteworthy that students are also satisfied with distance education courses (Akyol, 2020b; Buluk & Eşitti, 2020). In the study conducted by Saatci and Aksu (2020) to determine the coronavirus perceptions of foreign students who receive tourism education at the undergraduate level through metaphor, it was determined that students did not develop any metaphors related to tourism and there was no common opinion among students. Determining whether the teaching staff, who is one of the important stakeholders of the education process, resist change and producing recommendations for those who resist is a necessity for the more successful sustainability of the education system, which has experienced a rapid change with the pandemic. In this context, the course instructor in programs that work in tourism education in universities in Turkey is to evaluate the resistance to change the status for distance education methods. Determining whether the instructors who teach in the field of tourism have developed an attitude depending on or against change reveals the importance of the study. In addition, when the literature is examined, the fact that it is a study that will contribute to the literature in terms of the small number of studies on resistance to change emphasizes another importance of the study.

This study, which was conducted in order to determine whether the instructors who teach in the field of tourism during the pandemic process resist change or not, is designed by means of quantitative research methods. In line with quantitative research methods, an online questionnaire was prepared, and a data collection tool was created. Investigators by literature examined Oreg (2003) was developed by and implemented (Oreg, 2006) Turkey diligent in the context of adaptation (Çalışkan, 2019) by the study of Resistance to Change scale is used. This scale has been transformed into the data collection tool of the study by arranging it to include the lecturers and the subject of Pandemic. The data collection tool consists of two parts. In the first part, there are nine questions in order to determine the demographic status of the participating instructors. In the second part of the questionnaire form, there are fifteen closed-ended questions that will reveal the resistance of faculty members to change. These questions are scaled with a 5-point Likert scale ((1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree). The survey field study was conducted between 06 February 2021 and 19 February 2021 through the online survey application, Google Form platform. In accordance with the voluntary sampling method and in order to prevent the questionnaire form from being answered again by the same faculty members, the questionnaire forms were sent to the lecturers only once. The view of 223 participating lecturers is reflected in the study, which was conducted to evaluate the resistance of teaching staff in the field of tourism to the distance education method, which was widely used throughout the world during the pandemic process. Reliability analysis was conducted to test the construct validity of the data set. As a result of the reliability analysis, Cronbach's Alpha ($0.70 < \alpha < 1$) value was determined as 0.70. The frequency (f) and percentage (%) techniques were used for descriptive statistical analyzes on the demographic characteristics of the instructors and the attitudes of the lecturers against change towards distance education.

As a result of the study, various results have been reached that can determine the resilience and demographic characteristics of academic staff who teach in the field of tourism. Regarding the demographic characteristics of the participating lecturers, it is seen that the education degrees of the participant lecturers who teach in the field of tourism are predominantly doctorate, and they conduct associate degree and theoretical courses. The majority of the participating lecturers state that they are adequately equipped for distance education. Perceptions of resistance to change towards distance education are examined through three dimensions (Cognitive, Affective, and Behavioral). When the cognitive perceptions of the academic staff who teach in the field of tourism are examined; a) the pandemic process will not harm the processes of doing business in the organization, b) the change related to the teaching method during the pandemic process is not a negative situation, c) this change during the pandemic process makes the lecturing situation difficult, d) this change will benefit the organization, e) However, it is determined that they think that the change will benefit the teaching staff. When the affective perceptions of the instructors who teach in the field of tourism are examined; a) they are not afraid of the change in the teaching method, b) they have positive feelings towards the change, c) they are unsure whether they feel excited about the change, d) they are not sorry for the change, e) they do not feel stress about the change in the teaching method during the pandemic process determined. When the Behavioral perceptions of the instructors who teach in the field of tourism are examined; a) they did not seek any way to prevent the change from happening, b) did not protest the change, c) did not objected to the change, neither to their colleagues nor to the management, d) they were hesitant to praise others about the change. It is determined that the instructors who teach in the field of tourism do not show any resistance to switch from the face-to-face education model to the distance education

model. On the other hand, it is seen that lecturers who teach in the field of tourism can accept change and adapt without feeling negative emotions.

One of the most important limitations of the study is that it was applied to lecturers in the field of tourism. However, this constraint provides an opportunity to examine the resistance of lecturers to change in different programs. By conducting similar studies for lecturers in different fields, it can be contributed to the literature on resistance to change. Studies to be conducted in order to determine students' perceptions of this change can also contribute to the literature. Switching from face-to-face education to distance education will undoubtedly affect the tourism sector as well. Employees establish a social relationship with tourists due to the timely production and consumption in the tourism sector. However, during the pandemic period, students live and receive education away from this social relationship, so it is thought that they may have social difficulties when they start working. While lecturers in the tourism sector and lecturers in the field of tourism are constantly acting in cooperation due to the nature of this field, the natural flow of cooperation will be interrupted with the pandemic. Studies can be carried out to measure these situations.

Keywords: resistance to change, tourism education, teaching staff, Turkey

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Evaluation of the Tourism Values of Çanakkale Province in Terms of Recreational Tourism Potential

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Abstract

The purpose of this research is to evaluate the tourism values of Çanakkale province in terms of recreational tourism potential. Secondary data used within the scope of the study handled with SWOT analysis. As a result of the research, it was seen that many of the touristic values in Çanakkale province can be evaluated in terms of recreational tourism. The strongest aspects of the recreational tourism potential of Çanakkale province are the availability of many natural and cultural resources suitable for the feasibility of recreational tourism types, the high potential of recreational tourism, the availability of businesses that can be directed to recreational tourism management, climate, and unspoiled environment. The weak aspects are of the Çanakkale's recreational tourism potential; deficiencies in promotion and marketing, lack of awareness in tourism, problematic and difficult access to Çanakkale due to its geographical location, existing infrastructure and superstructure not meeting the needs and indifference of local governments. While it was seen that the opportunity of the Çanakkale province is suitable conditions for recreational tourism types and the factor of weak tourist image was identified as the greatest threat in the Çanakkale province.

Keywords: recreational tourism, SWOT analysis, Turkey

Evaluation of Health Tourism Market in Turkey by Means of SWOT Analysis in Terms of Health Carefree Zone and Health Living Campuses

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Abstract

Health tourism is a rapidly developing market despite the worldwide impact of the COVID-19 pandemic in 2020. By the United Nations World Tourism Organization (UNWTO) market is expected to grow with 21.1% between 2021 and 2027. Health tourism market in Turkey which took third place with a market volume of 600 million \$ in 2019 has a significant share of 4.6% of the total tourism income in 2020. The Tenth and Eleventh Development Plans of Turkish Government, covering the 2014-2023 period, are aimed to increase the competitiveness by increasing the service quality in the fields of health tourism, thermal tourism, and elderly-disabled tourism. In this sense, popular investment projects with different approaches being developed for Turkey for health tourism market in line with the 2023 governmental targets. Recently, two of these are healthcare free zones and health living campuses projects. Healthcare free zones and health living campuses projects which are quite new in implementing in health tourism market, must be analyzed in the context of opportunities and threats it is important disadvantages in terms of process. The aim of this study is to examines health tourism market in Turkey about feasibility on related projects by using SWOT Analysis. When the obtained results are analyzed, minority of healthcare free zones appears as an opportunity and Turkey's existing potential appears as strength while across the health tourism investment destination not performed with sufficient infrastructure stands out appears as weaknesses. According to SWOT analyze results on health living campuses, the high investment costs of the project appear as a threat, while orientation of project to local tourism market segments appears as a weakness. Finally, Turkey's tourism infrastructure owned investment wellness and health tourism appear as a strength while niche market orientation of health living campuses appear as opportunity.

Keywords: health tourism, health carefree zone, health living campuses, swot analysis

A Panoramic Journey to Innovative Methods Used in Tourism Photography Discovery

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Abstract

In this study, research made with innovative methods such as computer vision and neural networks were examined to understand how photographs are used in tourism. Thus, it is aimed to present a more holistic perspective on the conceptual, social and intellectual structures of the studies in the literature, the approaches, and trends of the studies. In this context, 101 articles and proceedings published in Web of Science were analyzed with bibliometric methods, with the help of the R program. In the study, it was determined that the number of tourism research that examine photographs through neural networks and computer vision tends to increase. In addition, it has been understood that research focusing on individual tourist behavior have been preferred more in recent years. The influence of Rob Law is felt among the authors, and China, the UK, and the USA among countries. The relatively high number of collaborations between authors and the fact that the literature is fed from different disciplines gives an idea about the importance of collaborations in future studies. It is expected that the research outputs will open new horizons for researchers to take a panoramic picture of the literature.

Keywords: neural networks, computer vision, photos, tourism research

A Conceptual Investigation on Presenteeism and Sense of Belonging

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Abstract

Continuing to work is a controversial issue, although the absence of work as a result of the discomfort of employees in the tourism sector, which has a human-oriented service structure, is both problematic and uncomfortable. In the event of an employee's illness, the reason for their absenteeism creates a threat such as the employee's termination, otherwise, their sickness to work causes the employee's motivation to decrease and the service performance of that day to be negatively affected. In this study, whether the hotel employees feel that they belong to the business and their job and whether the employees are not present at work were examined in detail. As a result, businesses need to take into account the phenomenon of presenteeism and increase the number of employees in case of extraordinary situations. In order to break the perception of a short-term place to work, the needs of the employee should be met, and a special bond should be established against the business and the job. In the event of belonging, the problems caused by the problem of not being at work can be eliminated in this way. In this study, the relationship, and effects of not being at work and sense of belonging on those working in the tourism sector will be explained.

Keywords: sense of belonging, presenteeism

Evaluation of Şanlıurfa in Terms of Its Gastronomy Tourism Potential for UNESCO Creative Cities Network Program

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Abstract

Destinations are working to create a strong brand value by creating a network of creative cities with themes that will support their potential in the fields of literature, film, music, craft-folk arts, design, media arts and gastronomy. Şanlıurfa is one of the destinations with high gastronomic potential with its rich cuisine variety and original local products. In this context, the purpose of the research is to contribute to the literature by revealing the qualities of Şanlıurfa gastronomy tourism and to find out the potential of UNESCO Creative Cities Network. In this research, descriptive analysis method using information obtained from research and secondary data were used. In addition, using the observation method performed within the scope of the research, SWOT analysis was performed in terms of gastronomy tourism of the destination. In the findings of the study, while it is observed that Şanlıurfa has a high potential in terms of gastronomy tourism, it is seen that there are deficiencies (promotion, planning, process management, cooperation, and supervision) in the process of the UNESCO Creative Cities Network program.

Keywords: gastronomy tourism, UNESCO, creative cities, Şanlıurfa

Some Traditional Fermented Foods in Turkish Cuisine and Its Evaluation in Terms of Health and Gastronomy

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Abstract

Turks lived in Central Asia, one of the world's first civilization centers, and later immigrated to Anatolia. Due to the nomadic life of Turkish Nation, in the early days, livestock activity was more heavily involved in life than agriculture. For this reason, products obtained from livestock were used in the kitchen, and their daily diet consisted of meat, milk, oil and food and beverages obtained from them. With the inadequacy of the Central Asian steppes for animals, migration was born, and the nomadic life required the preparation of products that are easier to consume and transport. In parallel with the vegetation of the nomadic life and the living environment, the kitchen was shaped, and products were produced by processing meat, milk, and cereals. Among these foods, such as yoghurt, cheese, kefir, sucuk, tarhana, and boza, foods obtained by fermentation, which has an important place in Turkish cuisine in terms of gastronomy, have important positive contributions in terms of human health. In this study, it is aimed to give information obtained by the literature review method about the history of fermented foods that have an important place in Turkish Cuisine, their production, their effects on human nutrition and their place in Turkish cuisine.

Keywords: fermented foods, Turkish cuisine, traditional foods, cultural heritage, health, gastronomy

Drivers of E-Trust on Travel Websites

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Abstract

Digital technologies have shaped the way the consumers and businesses interact and do business. Travel industry is also embracing this change. The rising presence of online travel channels and increasing use of internet is leading to expansions and growth in the travel industry. Literature reveals that consumers shy away from using these emerging technological processes due to lack of trust. Website is an important digital platform in order to make online purchases. This paper explores the drivers of trust in the context of online travel websites. Using purposive sampling for selecting respondents, data collected from Indian consumers. This paper proposes and empirically test the model for drivers of trust on travel website (e-trust). SPSS has applied to analyze the data. The results of this study suggest important implications for travel service providers and are prospective to inspire further research in this area.

Keywords: website, e- trust, travel, technology adoption, consumer

Assessing Brand Image in Luxury Hotels Across Two Destinations: The Role of Gender in Tourists' Perceptions

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Abstract

Hotel brand image plays a key role when consumers face a decision-making process in hotel choice selection (Chen & Hsu, 2000). Brand image is one of the key assets of hotel companies that requires a successful long-lasting management to encourage guest loyalty (Lai, 2019) and increase hotel brand equity (Sürücü et al., 2019). However, traditionally, this concept has not received as much as interest in the hospitality literature as other brand elements, such as quality and reputation (Laroche & Parsa, 2000). As brand image is formed through associations that consumers build towards the brand in their minds (Keller, 2009), it is critical to observe how hotel guests perceive different assets of brand image. The aim of this work is to address this issue by approaching tourists staying in hotels located in two different destinations, one established and one emerging, thus adopting a cross-cultural approach. The luxury hotel context has been selected because it is particularly sensitive to consumers' perceptions and experience with the hotel services (Walls et al., 2011). Moreover, the most recent literature on luxury service consumption stresses the need for understanding consumer behavior in luxury hotels (Peng & Chen, 2019). In addition, this paper looks at observing whether gender differences exist in tourists' assessments of brand image, as gender is found to strongly influence consumer behavior (Meyers-Levy & Loken, 2015). Hotel guests were approached in hotel lobbies once the permission was obtained from the hotel management. Data were collected through a structured questionnaire mostly through personal interviews with hotel guests. More than 300 valid responses were obtained for data analysis. Findings suggest that luxury hotels of the emerging destination performed better on items related with hotel size and being calm and relaxing, while those from the established destination performed better on image attributes related with perception of luxury, differentiated image and high-level service. Most of these differences were found to be statistically significant. Regarding gender, findings show that women assigned higher scores to all brand image attributes than men did, being most of these differences significant. This result is in line with those obtained by Stokburger-Sauer and Teichmann (2013), who found that women regarded luxury brands more favorably than men did.

Results of this study have important implications for hotel marketers and managers. Those operating in established destinations should improve esthetic elements of luxury hotels related with size and spaciousness, while those operating in emerging destinations should work more on distinctive elements and service quality. Overall, they should try to encourage more positive perceptions among male tourists. This might be accomplished by emphasizing attributes and values that are highly appreciated by men, like social status and self-orientation (Meyers-Levy & Loken, 2015). The findings from this study make several contributions to the current literature. First, it examines brand image in hotel setting, a variable that has been neglected in hospitality marketing literature, in comparison to other concepts. Secondly, it approaches luxury hotels, thus answering to the latest research call for further studies on consumer behavior in this specific setting

(Peng & Chen, 2019). Thirdly, it adopts a cross-culture perspective by examining luxury hotels located in two different countries, thus covering the research gap on cross-cultural research in hospitality marketing, pointed out by Chen et al. (2012). Finally, by analyzing gender effects, it embraces an additional social perspective that is deemed necessary in tourism literature (Ibănescu et al., 2018). To conclude, it should be noted that this study was conducted prior to the current pandemic, meaning that it would be useful to repeat it to understand its impact on guests' perceptions and evaluations.

Keywords: brand image, luxury hotels, emerging destination, established destination, cross-cultural research, gender

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A Study on Examining Gastronomy Museums and Their Website Contents in Turkey

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Abstract

The purpose of the present study was to determine the current status and websites/pages of gastronomy museums in Turkey in terms of contents and museum activities, and to develop recommendations by comparing them with those of worldwide known prominent museums. The internet and related studies reported in the literature were used to scan and identify the gastronomy museums in Turkey and those all around the world. The websites/pages of 24 gastronomy museums that were detected to be active in Turkey were investigated, and the contents of websites/pages were examined. It was found that the gastronomy museums with different themes that came to the forefront in the world had a wide variety of events and exhibitions to transmit these varieties and had websites with rich contents. On the other hand, gastronomy museums were found to exhibit rich products/works and cultural elements in Turkey, and some of them reflected this attractively in their websites; however, some did not even have a website/page. It was found that some of the existing websites/pages had inadequate aspects in terms of foreign language options, social media links, and activities. Recommendations were made for the development and promotion of gastronomy museums in Turkey by taking into account the importance of the internet and information technologies in acquiring information, promoting, and marketing.

Keywords: gastronomy museum, gastronomy tourism, web site

Holiday Experiences of Families With a Child With Autism Spectrum Disorder

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Abstract

Families of children with Autism Spectrum Disorder (ASD) face a variety of challenges both on vacation and when traveling. The aim of this study is to determine the holiday experiences of families with children diagnosed with Autism Spectrum Disorder, to identify the problems they face during vacation, and to provide stakeholders with suggestions on how to develop appropriate marketing strategies. A semi-structured interview technique for focus groups was used in this study. An interview question form was prepared and 12 families with an ASD children living in Konya were interviewed. The study highlights the most critical problems that families with children with ASD face during their travel and accommodation. It was found that these families do not have access to well-equipped accommodation. Hotel staff and other families are not adequately informed about that health problem, and thus make it difficult for them to communicate properly with the families with ASD children. The problems families face while traveling negatively affect their vacation. This draws attention to the need to reintegrate those families with society, to provide those families with more accessible vacation options and to educate society about autism.

Keywords: autism spectrum disorder, family vacation, family experience, children effect

Bio-Parks: A Responsible Practice for the Transition of Rural Tourism

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Abstract

The tourism sector continues to be experiencing difficulties due to the COVID-19 pandemic, and the status remains uncertain. According to OECD (2020), foreign tourism will decrease by at least 80% in 2020. Tourism-based attractions are particularly hard hit, with many regional, and rural areas progressing better than major international cities. The constant mutation and detection of different harmful variants of the virus, on the other side, exacerbates the confusion. Many researchers (Nair & Sinha, 2020; Prayag, 2020) claim that domestic tourism is a significant source of revenue, creating economic benefit and work prospects in unique destinations. During the pandemic/post-pandemic period, domestic tourism's growth primarily relied on the industry's reformation based on resilience and community involvement. Rural tourism is one of the most promising in these categories in fostering a more evolved and interconnected relationship among communities and encouraging and promoting more sustainable travel (Fatmawati et al., 2021; Petroman et al., 2019). Many developed countries, especially those with agrarian economies, are experimenting with different types of rural tourism. Bio-parks and farm tourism have been identified as a developing theme. This research looks at Bio-park farm tourism as a resilient strategy for post-pandemic travel. A bio-park is a tourism destination that incorporates zoo and botanic garden elements, where animals are exhibited in their natural ecosystems, here at the zoo/botanic garden. Nowadays, the idea of a bio-park includes farm tourism. The following is the research questions guiding this study:

- What is the importance of bio-parks in the sense of COVID-19?
- How does the COVID-19 pandemic catalyze rural tourism in the context of bio-parks?
- How can bio park tourism benefit rural sustainability and domestic tourism?

This study investigates the functionality and potential of bio-parks as a rural tourism model in the sense of COVID-19. Primary and secondary data sources have been included. Three bio-parks in Kerala, India, were chosen based on their prominence. 13 in-depth interviews (with park owners and employees), 56 semi-structured interviews (with tourists), and six email interviews with extracts were used to gather primary details (government official; tourism board members and so on). Document processing was used to gather secondary details. The data was evaluated using reflexive thematic processing (Braun & Clarke, 2020). The results suggest that bio-parks have great potential to revive rural tourism and become a significant domestic tourism attraction. The architecture and operation of the bio-parks under review conform to environmental standards such as renewable energy, citizen engagement, empowerment, waste control, and innovative participation. Visitors are inspired and indicate a return visit as well as recommending it to relatives and friends. Despite the tremendous potential of these styles of tourism, it is essential to address a good marketing plan to maximize visitation. Many tourism/hospitality/recreation centers have suffered massive losses due to the COVID-19 pandemic, and it is possible to rebound from this situation; it is also possible to invest in reforming the new standard. The preliminary results point

to and place bio-parks as a distinctive approach for increasing the importance of rural tourism. Bio-parks will combine different possibilities such as forest, zoom, beaches, food tourism, industrial centres, cottages, and other rural tourism settings to create a modern model that would appeal to all forms of visitors. Since this is a preliminary review, future research could include the SWOT interpretation, advertisement, and visitor experience aspects of bio-parks.

Keywords: bio-parks, rural tourism, new normal, sustainability

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Viewing Museums From a Distance: An Assessment on the Future of Virtual Museums

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Abstract

Technology makes its presence felt in every field; with the COVID -19 outbreak, technology has started to have dramatic effects on our daily life. The restrictions of the COVID -19 outbreak, including lockdown and social distancing, significantly affected tourism activities. One of the activities particularly affected is visits to museums. Museums, offering information on the historical background of societies, have been radically evolving and the concept of ‘virtual museums’ is a product of this evolution. This study reveals insights into the experiences of the individuals who participated in virtual museum tours during the outbreak, which is known to be temporary, but not known for how long, and explores whether they would continue to visit virtual museums after visits to museums are rendered safe in terms of health. In this way, this study offers a perspective into the future of museums. The data are obtained through interviews with 17 participants who visited a virtual museum and analyzed using content analysis. This study concludes that the participants are not satisfied with their experiences on virtual museums compared to their experiences on real museums. The participants also report that they would continue to visit virtual museums after the COVID-19 outbreak. Accordingly, this study lastly presents suggestions on how museums could adapt themselves to such technological development.

Keywords: COVID-19, tourism, virtual museum, digital technologies

Employee Perception of Corporate Social Responsibility in Ecotourism Destinations

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Abstract

Eco-tourism business activities and experiences have recognized eco-tourism as a significant contributor to successful corporate social responsibility (CSR) improvements. Eco-tourism is a tourism paradigm that offers alternate means of growth, conserve biodiversity, social security, and economic diversification in economically disadvantaged communities (poor indigenous, rural) as part of sustainability (Garraway, 2008). Destinations for eco-tourism may have a beneficial and disadvantageous impact on culture in several respects. Economically, eco-tourism can improve economic development and provide more employment for local people, especially in developing or rural areas (Kry et al., 2020). Based on the deeper context to understand CSR's employee perception in eco-tourism destinations, this current study examined employee outcomes such as affective organizational commitment, organizational citizenship behavior, in-role performance, extra-role performance, and their link to CSR and person-organization fit. CSR perception is a crucial variable most suitable for evaluating employee attitudes to CSR with all expectations of responsibilities related to social, legal, ethical, and philanthropic notion to achieve work outcomes (Cheema, Afsar, & Javed., 2019). In comparison, the person-organization fit is the alignment between values, principles, and expectations of individual organizations or entities (Stamolampros et al., 2019). Previous research (e.g., Cheema, Afsar & Javed, 2019) has shown that CSR influences person-organization fit due to the integration of employee and business values. Also, the literature defines person-organization fit to have a positive relationship with affective organizational commitment (Jin, McDonald & Park, 2018), organizational citizenship behavior (Kim, Lin, & Kim, 2019), in-role performance (Akhtar et al., 2019), and extra-role performance (Chen & Li, 2019) in eco-tourism institutions. This current study also investigated the mediating effects of person-organization fit between employee perception of CSR and affective organizational commitment, organizational citizenship behavior, in-role performance, and extra-role performance. Previous research by Donia et al. (2017) and Donia, Tetrault Sirsly, and Ronen (2017) confirms person-organization fit as a mediator which influences the relationship between employee CSR perception and employee outcomes. This study also adopts Social Identity Theory (SIT) by Sheldon and Elliot (1988) and self-concordance theory (SCT) by Tajfel and Turner (1979) as a theoretical framework to examine the relationship between variables in the eco-tourism context. This study's respondents were employees and managers in eco-tourism destinations (hotels, restaurants, recreational centers, and beach clubs) in TRNC. Thus, consisting of 285 employees and managers in various eco-tourism destinations in TRNC. Data analysis for this study is using partial least squares (PLS). Structural equation modeling (SEM) is widely used in most social sciences literature. The PLS approach is used to approximate the causal relationship between latent variables, a methodological approach used in assessing the model. Reliability analysis was

tested by employing Cronbach's alpha (α) values as internal consistency indicators between the scale items. A confirmatory factor analysis, differential, and composite validity are applied through the measurement model. Bootstrapping tested the interactions and mediation analyses to decide the pathway coefficients, the indirect impact, and the total effect of the relationship between variables in this study. This study found person-organization fit to mediate the relationships between employee perception of CSR and affective organizational commitment, organizational citizenship behavior, in-role performance, and extra-role performance. The outcomes of the research have significant implications for practice, both for academicians and practitioners. The result indicates that it is desirable to prioritize and invest in CSR activities for an eco-tourism destination. Notably, the results show that to strengthen CSR activities, eco-tourism destinations should improve their workforce's person-organization fit, boost employee outcomes of affective organizational commitment, organizational citizenship behavior, in-role performance, and extra-role performance. Ultimately, this study's results provide recommendations to the human resource management, executives, and managers who manage the company's resources in Northern Cyprus and other regions to reconsider CSR programs and promote eco-tourism culture enterprise.

Keywords: corporate social responsibility, person-organization fit, organizational commitment, organizational citizenship behavior, in-role performance, extra-role performance

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The Impact of Empowerment on Organizational Commitment

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Abstract

It is crucial for organizations to determine and understand the aspects which boost the commitment of their employees thus leading to achieve its objectives and optimize the human capital. Thus, organizational commitment has been a topic of extensive interest for scholars because of its substantial implications on both employees and organizations. Compared to its importance, there is still a need for empirical research in this field to reveal the sectoral and cultural differences in this field. Hence, the purpose of this research was to analyze the impact of employee empowerment on organizational commitment. This is quantitatively designed research. A survey was conducted to collect data. The questionnaire covered scales of independent and dependent variables both were in the form of five points Likert-type scales. Data were analyzed by using 126 valid survey data obtained from the service sector, particularly from employees of health enterprises operating in Konya, in Turkey. Data analysis was performed by using descriptive statistics and linear regression technique. Research result revealed that empowerment had a significant and positive effect on organizational commitment ($R^2 = 0.35$; $p < 0.001$). In other words, empowerment is one of the main determinants of organizational commitment for the employees. This finding can have the implication for managers that in order to generate employee attachment to their organization, employees should be afforded the opportunities to grow personally and professionally.

Keywords: empowerment, organizational commitment, service sector, health enterprises

Psychosocial Safety Climate and Burnout Among Penang Hoteliers: The Mediating Role of Job Demands

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Abstract

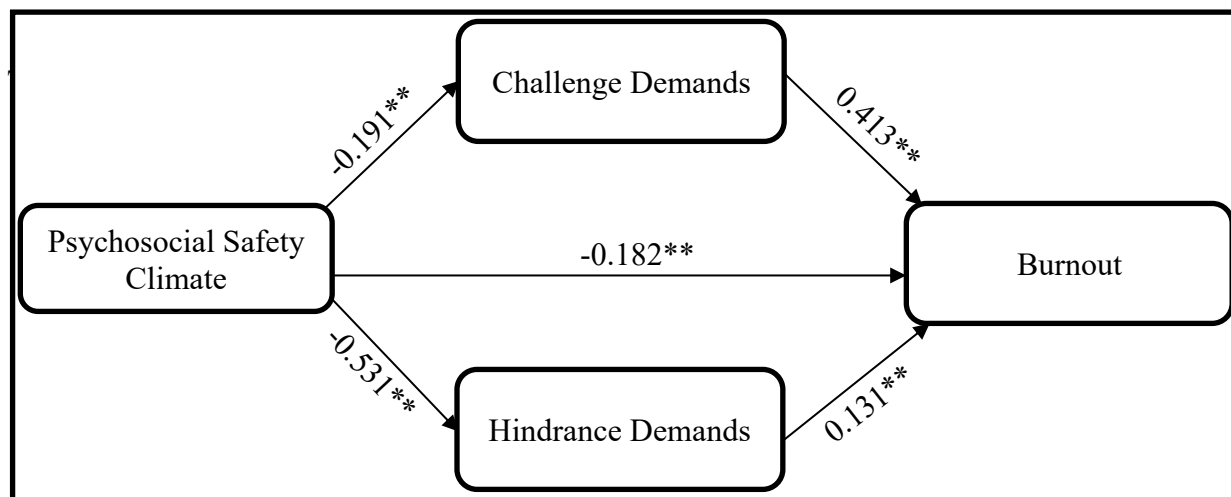
Due to the COVID-19 pandemic, Malaysia's economy has been greatly affected, particularly in the hospitality industry. According to Malaysian Association of Hotel (MAH) (2020), most of the hotels in Malaysia experienced an estimated loss of RM3.3 billion due to the number of booking cancellations. This scenario posted a challenging problem to the Malaysian government as the hospitality industry contributes approximately 50 percent of the Malaysia's real gross domestic product (GDP) (Awang et al, 2008). Furthermore, the hospitality industry plays its significant role via complementing tourism by supplying accommodation to tourists and travelers. Indirectly, the hospitality industry has had assisted tourism to contribute MYR61 billion (USD18.65 billion) to Malaysia's GDP in 2014, and it is estimated to rise by 4.1% per annum from 2015 to 2025, where a total contribution of MYR95.90 billion (USD29.30 billion) to Malaysia's GDP in 2025 is anticipated (World Travel and Tourism Council, 2025). Nonetheless, some hotels in Penang Island were forced to shut down due to the COVID-19 pandemic (FreeMalaysiaToday News, 2020). The affected Penang Island hotels included Jazz Hotel, Penaga Hotel, Mercure Penang Beach, The Gurney Resort Hotel and Residences, etc. This situation is even obvious when the chief executive officer the MAH, Yap Lip Seng, claimed that 30 percent of Malaysia hotels are predicted to shut down either temporarily or permanently (The AseanPost, 2020). On the other hand, 84 Penang Island hoteliers faced the possibility of being laid off, 240 Penang Island hoteliers experienced reduced salaries, and 430 Penang Island hoteliers were forced to take unpaid leave (MAH, 2020). Consequently, the job demands among the existing Penang Island hoteliers are increasing and becoming more and more challenging. In conjunction with that, hoteliers from Penang Island hotel industry encounter greater levels of burnout owing to their high levels of job demands and low extents of job resources (Teoh & Kee, 2020; Teoh & Kee, 2019). Therefore, the mechanisms to improve hoteliers' burnout levels are urgently needed during or after the COVID-19 pandemic.

Burnout is referred as a phenomenon that is characterized by feelings of (emotional, physical and cognitive) exhaustion due to the demands of work among employees (Demerouti et al., 2003). In view to manage the burnout levels among Penang Island hoteliers, psychosocial safety climate (PSC) is adopted in the present study since it acts as a leading indicator of a better working environment via supplying feasible job demands and a high level of job resources to cope with challenging job demands at work (Dollard & Bakker 2010). Furthermore, Teoh and Kee (2020) also suggested that PSC is useful in the burnout context because it is a shared viewpoint among employees relating to policies, practices, and procedures insides their organizations that emphasize to psychological health and well-being. As a result, the work settings in Penang Island hotels can be realigned by PSC, which directly and indirectly bring the positive implications on job demands and burnout levels of Penang Island hoteliers. However, job demands need to be further separated since they are not necessarily negative. Cavanaugh et al. (2000) recommended that job demands should be differentiated into challenge demands and hindrance demands so that the effects of these

two jobs demands on work outcomes can be studied accurately. According to Cavanaugh et al. (2000), challenge demands are the job demands that are viewed by employees as rewarding work experiences which create an opportunity for personal growth whereas hindrance demands are the job demands that are viewed as obstacles to personal growth or demands that hinder or interfere with one's ability to attain valued goals. In relation to both challenge demands, and hindrance demands, the present researcher intend to investigate if PSC creates more challenging demands and reduces further hindrance demands to manage the burnout levels among Penang Island hoteliers. Moreover, it is also interesting to examine if both challenge demands, and hindrance demands play as the significant mediators between PSC and burnout.

A quantitative approach was used in the present study. All data were collected from the hotels located in Penang Island. The study employed purposive sampling. The sample was drawn based on three criteria. First, the respondents must be full-time hoteliers. Second, the respondents were hoteliers who have worked in their current hotels for at least one year. Lastly, the respondents must work in the hotels located in Penang Island, Malaysia. The present researcher considered full-time Penang Island hoteliers with at least one year of employment because hoteliers might not encounter burnout during their first year of service (Teoh & Kee, 2019). The present researcher approached the hotel managers and informed them of the purpose of study. After having the approval from the hotel managers, the questionnaire was put in an envelope, and the hotel managers help to distribute the questionnaire to their hoteliers who met the criteria. A total of 313 hoteliers from Penang Island hotels participated in the study.

Partial Least Square (PLS) modeling using the SmartPLS 3.2.8 version was used as the statistical tool to examine the measurement and structural model since it does not need the normality assumption. The results of the present study are illustrated as follows:



In the present study, it was found that PSC was in significant negative relationship with both challenge demands ($\beta = -0.191$, $p < 0.01$), hindrance demands ($\beta = -0.531$, $p < 0.01$) and burnout ($\beta = -0.182$, $p < 0.01$). These findings imply that PSC in the hotel industry could reduce the negative implications of both types of job demands, as well as the burnout levels among Penang Island hoteliers. Meanwhile, it is also noted that both challenge demands ($\beta = 0.413$, $p < 0.01$) and hindrance demands ($\beta = 0.131$, $p < 0.01$) were in a significant positive relationship with burnout.

These findings indicate that both types of job demands could lead Penang Island hoteliers to experience burnout during work. On the other hand, it is realized in the present study that challenge demands ($\beta = -0.114$, $p < 0.01$) and hindrance demands ($\beta = -0.161$, $p < 0.01$) play a significant negative mediator between PSC and burnout. Hence, these findings denote that PSC reduces the negative implications of challenge demands and hindrance demands, which in turn to decrease the burnout levels among Penang Island hoteliers. The findings of the present study are beneficial to both practitioners and academics. Firstly, the hotel management who wish to manage the burnout levels among hoteliers could apply PSC in their work settings. As a consequence, the job demands among hoteliers are ensured to be manageable, and this could help to reduce their burnout levels. Secondly, the hotel management could sort out the job demands into challenge demands and hindrance demands. This initiative could prevent hoteliers from experiencing high levels of burnout since challenge demands are emphasized while hindrance demands are kept to minimum. For academics, the present study contributes to the literature of burnout among hoteliers. Also, it could serve as a reference for the future research to use the existing model in a wider range of population.

Keywords: psychosocial safety climate, burnout, hoteliers

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Operational Transformations Caused by COVID-19 in Airline Transportation: A Selected Study in EU Zone, China, and Turkey

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Abstract

This study investigates the transformations of the civil aviation sector's operational identity with the effect of the epidemic. Addressing the impact of COVID-19 on airlines in the aviation sector is of great importance in terms of not only examining a country-specific limited area, but also in the European region using up-to-date data. The research sample was determined as the European region, but China was included in the study as the country where the epidemic that formed the basis of the study emerged. In choosing the European region, due to the location of the region, its proximity to Turkey and the accessibility of data belonging to countries in the region was effective. Qualitative research methods and document review as one of the secondary data sources were used in the study. Secondary data used for various research purposes were official newspapers, books, international publications, magazines, billboards, television advertisements, or any other institute collecting information for their own purposes, and many official or unofficial written sources. Besides, as another source, phone calls were made with station managers in different destinations and information was obtained about the current data of the sector. Questions on the subject were also sent via e-mail and the interviews were conducted as quantitative. As a result of the data collection process, the financial crises caused by the epidemic were evaluated, and what should be done was determined as a result of some analyses. The extent to which it meets the expectations of 2020 was discussed, and recommendations regarding the strategies that should be implemented to survive in the sector, especially due to the uncertainty of the post-pandemic period, were given. In this process, many different issues affecting companies, such as cost changes and personnel wages, were also mentioned, and the functional process of the transition of airlines from passenger transportation to cargo transportation in operational terms was explained. Finally, since only the EU region and China were examined in the study, it was emphasized that the effects of the pandemic should be addressed in other geographies, especially in North and South America.

Keywords: COVID-19, pandemic, civil aviation, airline companies

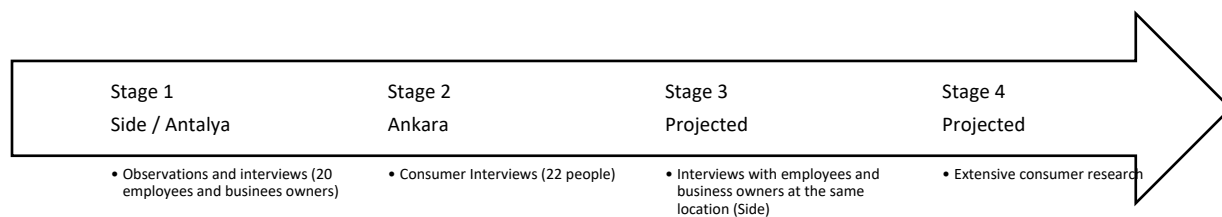
A Research on the Impact of the COVID-19 Pandemic on Tourism and the Future of Tourism From a Business and Consumer Perspective

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Abstract

Tourism has been one of the sectors with the highest impact of the COVID-19 pandemic. Travel bans, tourist health concerns, and uncertainty have exceptionally constrained tourism movements. Countries under an unstable economic situation that generate significant income from tourism were also affected at the macro level. According to TÜRSAB (2020), 51.7 million tourists came to Turkey in 2019. 34.5 billion dollars of tourism income was obtained. However, in the first three quarters of 2020, there was a 71.3% decrease in the number of tourists (11.9 million visitors) and a 69.4% decrease in tourism revenues compared to the same period of the previous year. Domestic travel and travel expenditures also decreased by more than 55% compared to the previous year. The occupancy rates decreased from 83.2% in the first nine months of last year to 35.4%; nevertheless, some hotels were closed due to the pandemic. It is possible to say that these situations affect the tourism sector and over 1 million people working in the sector. As the first effect, there was a 15% loss of employment in the sector. The government has provided 36-month loans with a 12-month grace period with a low-interest rate under the Credit Guarantee Fund's guarantee for Turkey's tourism sector to overcome the problem. For the consumers, 36-month loans with a 6-month grace period and 15-month credit card solutions with a 3-month grace period were offered to be used in tourism expenditures, but these were not sufficient either. In the tourism sector, previous epidemics' effects have been more local to tourism, but the COVID-19 pandemic has a global and significant impact (Skare et al., 2021). In times of crisis, tourism is fragile, and consumer perception is crucial (Novelli et al., 2018). Considering their existential concerns, people abandoned their travels to avoid the risk of becoming infected (Kock et al., 2020). In addition to the tourism sector, the crisis has enormous social and economic impacts on the people living in tourism regions (Qiu et al., 2020). New road maps need to be drawn in the aftermath of the pandemic affecting the tourism industry in a way that has never been seen before. The current situation is characterized by uncertainty, and the future of tourism will change according to the pandemic's way (Liu et al., 2020). For this reason, the study aims to evaluate the pandemic, which significantly impacts the tourism sector, especially within small businesses and consumers. First, observations and unstructured interviews were made in a tourism region. In the light of the findings obtained in the first stage, a second stage study was designed. At this stage, semi-structured interviews were held with consumers regarding their tourism activities in 2020 and their planned holiday choices in 2021. In these interviews, information about the future of tourism and consumer preferences was tried to be obtained. The findings obtained in the first two stages allowed us to make some predictions about the impact of the COVID-19 pandemic and the future of tourism. The research is formed to be enriched with observations and interviews to be held in the exact location in 2021 in a similar period. Besides, it is planned to conclude the research by conducting a study with broad participation with the consumers after re-interviews and observations. The findings obtained so far are discussed below in general terms. Research steps are given in Figure 1.

Figure 1. Research Steps

Observations and interviews were made in Side, Antalya, an important sea, sand, and sun tourism location, in September 2020 to get an impression of the current pandemic situation. Side was chosen because the researcher had visited the area many times before. Thus, it would have a chance to compare with the pre-pandemic period. Unstructured interviews were conducted with 20 people (owners and employees) from different sectors such as accommodation, retailing, and food and beverage services at this stage of the study. Participants were asked to evaluate the current situation, compare it with last year, and their future views. Simultaneously, observations were made in different parts of the region and at different times for ten days. It was observed that the region received fewer tourists than in the previous years. Tourists were less involved in activities such as dining and shopping to avoid physical contact, and entertainment was limited. Moreover, it has been observed that especially local tourists turn to apartments to prepare their own meals. Also, it is noteworthy that sun loungers are arranged at a distance on the beaches. Besides, it has been observed that many retail businesses were closed, and accommodation businesses were not opened. It has been detected those large enterprises reduce the number of seasonal workers. At the same time, smaller enterprises reduce their number of employees or do not employ workers. Thus, it has been noticed that they are trying to maintain their economic continuity. It can be concluded that the country's economy, businesses, employees, families, and consumers are collectively affected in this period.

In the second stage of the study, interviews were conducted with consumers in Ankara with 22 participants. These interviews are based on examining the differences between this year's holiday preferences and last year's. Accordingly, the focus has been on the change between foreign-domestic destinations, tourism type, accommodation type preferences, and the holiday they will make in the next period. Initial findings showed that consumers avoided vacationing during the pandemic period. It has been observed that there are changes in the preferences of vacationers in the direction of pensions where they can cook their meals. Yacht tours with small groups, renting houses and villas, preferring smaller hotels, and going to more quiet and smaller holiday areas are other choices of vacationers. With similar results in their holiday preferences in 2021, it is seen that consumers tend to prefer their vehicles instead of public vehicles such as planes and buses for travel. Also, they prefer the holiday in which they will be together with fewer people in quieter areas. It is observed that consumers are cautious when the vaccine is developed, widespread, and the epidemic ends. During the interviews with the consumers, the future of tourism was also emphasized. It is noticed that the participants did not find favorable about virtual travel experiences. Consumers associate the travel and vacation experience with physical reality, and they think that experiences such as augmented reality and virtual travel are far from satisfying them. The results obtained after the first two steps of the research and the tourism predictions are given below.

The increasing number of consumers plan to spend their holidays in smaller, quieter areas and personalized ways rather than extensive and collective facilities. Thus, it can be thought that holiday visitors can spend more time in small groups or personal activities. Private events can be planned together with sea, sand, and sun tourism. It seems that consumers will be closer to some activities alone with nature. It is possible to contribute to local gastro tourism development by providing flavor experiences in more boutique places instead of big restaurants. Occupations such as tourism consultancy, which can offer personalized experiences and holidays alongside major tour operators, may rise. Especially in the current period of uncertainty, reservation flexibility, easy cancellation, and return conditions will increase consumers' purchasing tendency. It is observed that consumers tend to buy summer houses and own a caravan jointly. Opportunities are seen for both entrepreneurs and consumers who own caravans and summer houses within the sharing economy framework. As a result, even though tourism is not what it used to be after the pandemic, it may not be possible to say that it can undergo significant changes. Although consumers change their preferences, they will continue to travel from one point to another due to their physical needs.

As a result of the study, there is the potential to create new strategies to reduce consumers' anxiety and increase their satisfaction. New business opportunities that may arise after the pandemic in the tourism sector can be noticed early. More generalizable results can be achieved due to the realization of the planned stages of the study. It is a limitation that the first stage of the research was conducted in only one region. Observations and interviews were made in a limited period. The number of participants in consumer interviews poses a problem for the generalizability of the results. However, the preliminary information obtained from the interviews can lead to more generalizable results. The realization of the following stages is seen as necessary for the research to produce more substantial results.

Keywords: consumer preference, COVID-19 pandemic, sea, sand, and sun tourism, tourism marketing

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Understanding the Challenges and the “New Normal” of Restaurant Industry During COVID-19 Pandemic: The Case of Macau

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Abstract

Due to coronavirus (COVID-19) pandemic, the world’s restaurant industry has encountered unprecedented challenge. Although Macau is considered relatively safe during the pandemic, the lock-down measures impacted the restaurant sector tremendously. This paper aims to investigate issues faced by the restaurant operators and how the operators overcome their obstacles to remain competitive during the COVID-19 pandemic. The data for the current study was collected from respondents in Macau using semi-structured interviews with 16 respondents representing different stakeholders of the restaurant industry. They include restaurant operators, employees, customers, and food suppliers. The interviews were conducted between 18 December 2020 and 10 February 2021. Content analysis was employed for this study. The findings of the present research reveal that restaurant operators faced major issues including drastic business slump, manpower issue, and the competition among the industry. In order to continue their operation and to ensure their position, they adopt new measures including 5Cs. These new measures are now considered the new normal. Findings also reveal that the vulnerable restaurant operators are in agreement that the support received from the government is essential for their business to be sustainable. As this is the first study to examine the immediate effects of COVID-19 in the restaurant sector, the findings contribute to the literature on crisis management in the tourism and hospitality industry literature. The findings also provide several practical and innovative strategies for small restaurants to remain competitive, especially until the tourist return to the city. Specifically, operators can have deeper understanding of the need and dining behavior of customers during the COVID-19 and make adjustments to meet expectations of other stakeholders. The restaurant operators can also obtain up-to-date direction for operation and management of the restaurant by adopting the New Normal. Implications for restaurants operators and policy makers are provided.

Keywords: challenges, Macau, new normal, restaurant

Bibliometric Analysis of Studies on Tourism and COVID-19 Pandemic

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Abstract

COVID-19, the latest coronavirus pandemic, has increased economic and social concerns, especially health, due to its rapid spread, and consequently also affected tourism. While current studies in the field of tourism mostly focus on the impact of COVID-19 pandemic research on tourism, it is seen that research trends in tourism are not evaluated from a holistic perspective. Therefore, the purpose of this study is to provide a bibliometric analysis to identify research trends in tourism related to the COVID-19 pandemic. Information about broadcast outputs has been obtained from Scopus platform. A total of 151 materials have been reviewed, with the findings showing that trends are centered on COVID-19, tourism, sustainable tourism, pandemic, travel behavior and resilience.

Keywords: COVID-19, coronavirus, bibliometric analysis, tourism

Identification of the Unique Attributes of London Museums From Online Reviews

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Abstract

Online reviews shape the image of tourist destinations and therefore is a popular in the realm of tourism literature. The objective of the research is to analyze online reviews using machine learning techniques. The study provides practitioners in the domain of tourism and destination management a methodology to analyze important topics of attraction from the visitor's perspectives and consequently improve their attraction. This research studies the TripAdvisor reviews of museums in London, UK. In total, 14198 online reviews were analyzed using Latent Dirichlet Allocation (LDA). LDA modelling helps the researchers determine the concerns and interests of visitors of museums in London. Four dominant topics emerged from the data on museums. These four dominant topics were plotted in a bar plot to show the overall salience (The proportion of a topic's number of reviews to the museums' total number of reviews) using DSVA (Dimensional Salience Valence Analysis). This gives an insight into the overall prevalence of each topic in all the reviews. The research has vital implications for tourism practitioners to provide a tested methodology to analyze the e reviews from various platforms to improve the attractiveness of a destination.

Keywords: online reviews, LDA, Tripadvisor, museums, topic modelling, DSVA

Restaurant Personnel Selection With ARAS Method: The Case of Cappadocia

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Abstract

In today's world, businesses need to be able to manage their human resources in the most effective way in order to increase their profitability, reduce their costs, gain competitive advantage and achieve their existence goals. Managing human resources is possible with the right personnel selection. This study is carried out in order to contribute to the employee selection of restaurants operating in the service sector with the highest employee turnover rate. For this purpose, it foresees to prevent possible mistakes during the employee selection phase of restaurants and to eliminate the damages that may arise from these mistakes. In this study, the decision criteria used in personnel selection for restaurant businesses and the most suitable personnel alternative to these criteria were tried to be determined by ARAS method, which is one of the Multi Criteria Decision Making methods. The decision criteria obtained as a result of the literature review were applied according to the criteria of the restaurant accepting the interview in Cappadocia. First of all, the optimal values of the decision criteria to be included in the ARAS method were calculated. Wage Expectation, one of the utility-oriented decision criteria, has been determined as the minimum decision criterion. Subsequently, it was determined that the candidate with code A5 had the best practice results among the ARAS method and among the personnel alternatives. The obtained findings were suggested to different businesses to be used in personnel selection.

Keywords: restaurant businesses, Cappadocia, personnel selection, ARAS, MAUT method

Motivations of Young Tourists for Spiritual Travel in India

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Abstract

The understanding of spirituality has come far from the traditional viewpoint of being a subset of religion. Consequently, contemporary spiritual tourism encompasses a vast realm of experiences to cater to heterogeneous spiritual tourists. Young travelers worldwide are increasingly attracted to spirituality. The research's principal objective is to determine the factors that drive the urban millennials in India to travel for spirituality. The objective above was achieved through a phenomenological analysis of their interviews, which renders a meaningful understanding of their travel choices and behavior. A total of 22 spiritual tourists have been interviewed and qualitative analysis was done using NVivo. In depth text mining and thematic analysis was done to get insights about the research questions of this study. The push factors such as mental morbidities, corporate pressure, or curiosity shape the spiritual tourists' motivations, which are further manifested in the kind of activity they opt for during their journey. Therefore, the study identifies the prominent push factors and the motivations of the Indian urban millennials travelling for spirituality. Further, the authors highlight the most desirable traits the spiritual tourists look for a destination.

Keywords: spirituality, spiritual travel, domestic tourism, tourist motivations, millennials, India

The Tourism Sector Virtualizing With COVID-19: An Evaluation on Virtual Tours With the Technology Acceptance Model

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Abstract

This research was carried out especially during the pandemic period and targets people who used virtual applications in the tourism sector during the COVID-19 pandemic period. The aim of the study is to determine the relationship between the sub-dimensions of the technology acceptance model (perceived ease of use and perceived usefulness) and virtual reality (VR) behavioral intention in tourism of those participating in virtual museums and virtual tours that increased during the pandemic period. This study is an ongoing research. Therefore, it can be considered as a pilot study. It is predicted that virtual reality (VR) tourism, where technology is used effectively, can reduce the impact of the COVID-19 crisis, and turn into a sustainable form with the adaptation to technology (Schiopu, Hornoiu, Padurean & Nica, 2021). With today's changes, the necessity to make new breakthroughs in the tourism sector and to adapt to the new normal understanding has emerged (Serra & Leong, 2020). According to the World Travel and Tourism Council (2020), the new normal, improved hygiene conditions include some new standards and procedures such as contactless payment and safe distance. In this case, technology appears in an important way. It is possible both to solve some processes in the new normal with technology and to use some VR applications in order to provide a safe distance in tourism. Kim, Lee and Jung (2020) stated that tourism-related VR activities refer to the use of virtual reality devices to play, have fun, experience, travel, explore information, look at pictures, play games, watch 3D 360-degree videos, watch drone videos, look at holographic images, and participate in other tourism activities. While VR was previously seen as a threat to the travel / tourism industry, today it offers an important opportunity for attractions to overcome the challenges of the pandemic. It is defined as visits to virtual sites such as personalized, landmarks, museums, zoos, theaters, which encourage desired consumer behavior, especially during COVID-19. Since the beginning of the pandemic, consumer interest in virtual tours has been rapidly increasing, and this may affect their intentions regarding the future tour (Itani & Hollebeck, 2021).

Technology Acceptance Model (TAM), first developed by Davis in 1986, is a model developed to explain and predict computer use attitudes, information technology use, and user behavior. The model explained two components. one of them is perceived usefulness and the other is perceived ease of use. Perceived usefulness is the level at which users believe a particular information technology will empower them to achieve improved business performance. Perceived ease of use explains the degree of belief that one's use of the particular system will not require effort. In later studies, trust and perceived risk variables were also included in the model (Guritno & Siringoringo, 2013; Ling, Daud, Piew, Keoy, & Hassan, 2011). Especially in the COVID-19 period, virtual tours and applications, which are more known and needed, have been used for a long time. Virtual tours are an important alternative especially for those who cannot afford guided tours, who want to visit a museum from where they sit, who prefer to visit individually or who cannot find a place in tour groups. According to UNWTO (2020), virtual reality has emerged today as a response to COVID-

19. However, there is a lack of articles on this subject. Therefore, this study fills the research gap. Thus, the following hypotheses have been created.

- **H_{1a}:** In the COVID-19 outbreak, the perceived ease of virtual reality use in tourism has a positive effect on the behavioral intention of using virtual reality.
- **H_{1b}:** In the COVID-19 outbreak, the perceived benefit of virtual reality in tourism has a positive effect on behavioral intention of using virtual reality.

With the COVID-19 outbreak, people's movement capacity was restricted, and they had to stay at home. In order to test the effect of this new situation on the behavior of tourists, it was aimed to measure the ease of use and benefit perceptions of those participating in virtual tours. In this context, the research was carried out in April 2020, following the COVID-19 outbreak in Turkey. The surveys were obtained through the purposeful sampling method and by reaching people who participated in such activities during the pandemic via social media. The surveys were distributed by following various platforms, reaching the tags of virtual tours on social media, virtual museums, and reaching people who participated in virtual tours organized by professional tourist guides. 94 suitable questionnaires were included in analysis. Scales in the study, Huang, Backman, Backman and Moore (2013) was used to assess behavioral intention. Four items were obtained from Chiang (2013) to measure ease of use. Derived from Al-Jabri and Sohail (2012) to measure perceived benefit. However, with the purpose of the study, the items were asked by manipulating participants think about the context of the COVID-19 outbreak and the associated block on capacity of movement. As a result, the scale consists of 12 items. The statements in the scale were measured with a 5-point Likert scale, which ranges from 1 to 5, respectively, from strongly disagree to strongly agree. The last section has demographic data. As a result of the multiple linear regression analysis, it was seen that the perceived ease of use and perceived usefulness affected the behavioral intention of the participants in using VR. This result is important for the sector to adapt to the new normal trend and to anticipate changes. The research, which is considered as a pilot study, will be continued in order to reach more people in the future.

Keywords: VR use in tourism, VR use in COVID-19, technology acceptance model (TAM)

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The Impact of Corporate Social Responsibility and Corporate Reputation on Consumer-Company Identification and Loyalty: The Mediating Role of Trust

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Abstract

Aspects endorsing loyalty are of great interest to both academicians and professionals since consumer loyalty is a noteworthy prognosticator of corporate success. Likewise, this study explores the impact of consumers' perception of corporate social responsibility and corporate reputation on their behavioral outcomes (consumer-company identification and consumer loyalty). Further, it probes the mediating role of consumer trust in this relationship. The results of structural equation modeling analysis (N=400) disclose that building strong trust leads consumers to perceive that the company is committed to its CSR initiatives. The company's CSR commitment excites greater satisfaction and trust in the company and its services, which then ultimately encourages consumers to remain loyal. Taken together, these results drive the better understanding and development of CSR by consumers and retailers' programs that remind and reinforce consumers' perceptions about socially responsible behaviors.

Keywords: consumer trust, loyalty, corporate social responsibility, consumer-company identification

Examining Brand Equity in Restaurant Firms: A Gender Approach Among Young Consumers

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Abstract

Brand equity has received and increased interest in the most recent tourism and hospitality research (Köseoglu, Okumus, & Rahimi, 2019; Martínez & Nishiyama, 2019), including restaurant industry (Rodríguez-López, del Barrio-García & Alcántara-Pilar, 2020). The concept is understood as an incremental value that consumers attach to a product/service owing to its brand (Pappu, Quester & Cooksey, 2006). In the restaurant context, it is associated with a strong service and product performance (Kim & Kim, 2004). The aim of this work is to understand how young consumers perceive overall brand equity of fast-food restaurant brands, following the conceptualization proposed by Yoo and Donthu (2001). In particular, more than 450 students from a Croatian university participated in this research. University students are frequent customers of this type of restaurants and therefore represent one of its most important market segments (Qin & Prybutok, 2008). The role of gender has also been considered as research findings on gender in restaurant industry are still inconclusive (Okumus et al., 2018). Results reveal moderate levels of fast-food brand equity assessment among Croatian students. In particular, on the basis of the five-point Likert scale, the item *if another fast food is not different from this one in any way, it seems smarter to eat at this one* reached the highest mean value (M=3,43), while the item *it makes sense to eat this fast-food instead of another* scored the lowest (M=3,08). To observe whether gender differences exist, upon checking data normality, the Mann-Whitney U test was performed to compare the female and male subsamples. Higher scores are obtained among female students, being differences statistically significant for some items. This finding is consistent with those obtained by Workman and Lee (2013), who showed that women were more brand sensitive and brand conscious than men. It might be also explained by the fact that women are more other-oriented than men (Meyers-Levy & Loken, 2015) and because of the high social interaction associated with the fast-food consumption (Frank, 2012), they subsequently assigned a higher utility to this type of brands than men did. Implications for managers of fast-food brands is to find ways of increasing brand equity among young consumers, especially men. This might be accomplished by improving brand image, perceived quality, and brand loyalty, as these variables are found to have a strong influence on brand equity in the fast-food restaurant industry (Kim & Kim, 2004). Male consumers might be attracted by appealing marketing communications messages, using strategies that are found to be effective among men, like using ads that are simple, comparative and attribute focused (Putrevu, 2004) and relaying on the attractiveness and credibility of the sender of the message (Koc, 2010). To increase generalizability of these findings, the study should be repeated in different countries and might also approach older consumers. The research should also be replicated during or after the current pandemic to corroborate its impact.

Keywords: brand equity, fast-food brands, restaurant industry, young consumers, gender

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International vs. Domestic Tourism – Does the Effect of Childhood Residence Type Differ?

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Abstract

This research focused on the connection between international and domestic vacation type and the type the residential setting: Urban or rural. This research is the first attempt to analyze travel type which is measured by the mix of urban and rural sites and is based on travel topology theory and self-congruity theory. The data were collected from 269 respondent in Israel using anonymous questionnaire and the analysis included a hierarchical multiple regression conducted by Process. 74 percent grew up in a city and 26 percent grew up in another type of settlement. The independent variables also include gender, number of trips, the tendency of the tourists to look for local relationship (SCD), novelty (DOD) and the level of pre-organized tours. The result indicates that growing up in the city has only indirect effect on the urban sites preference. Although tourists who grow up in the city prefer more urban sites in their international and domestic trips, the factors that cause this, are different. For international tour, tourists who grow up in the city look for familiar places (DOD) which lead them to choose more urban sites. For domestic tour, tourists who grow up in the city travel less than other tourist which led them to choose more urban sites. In a world shaken up by COVID-19, tourism managements must rearrange there offering of sites, facilities, and attractions across destinations. In order to redistribute international tourists, rural sites may offer personalized/ small group packages and familiar international chain facilities.

Keywords: place of residence, travel preferences, international tourism

Satisfaction Level and Technology by Fit Tourists

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Abstract

Over the last decade, tourists have moved away from organized group tours toward private independent tours. This trend is expected to increase due to the COVID-19 constraints. Level of satisfaction is an important challenge to tourism suppliers and is crucial to industry success. The current research focuses on how tourists search for information and on their satisfaction level. The main sources of information, before and during the trip, are the internet and social media. Tourists reserve in advance, majorly in a general website, hotels and rental cars only for the initial days of the trip. Tours were booked through travel agents. The satisfaction level from the tour, the information, the purchasing process and the service quality was very good but differed according to service.

Keywords: fit, satisfaction level, social media, internet

Acknowledgements

This work was supported by the Israeli Ministry of Tourism.

The Relationships of Migration, Development and Tourism: The Case of Kilis

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Abstract

Following the outbreak of war in 2011 in Syria as a result of large influx of migration towards Turkey, as of 2021, in a decade the number of registered Syrian refugees in Turkey, has exceeded 3,6 million, which is the largest refugee population in the world. In the same vein, Kilis, as being the province that hosts the highest number of Syrian refugees in Turkey at the provincial level in proportion to its population, exposed to numerous influxes of migration in different periods, with over 100.000 refugees. Many international organizations have played an active role in the social integration and inclusion process of Syrian refugees, who are provided with protection and shelter, in the care of Turkey. In the past 10 years, the unpredictable nature of the war has given a dynamic character to the migration phenomenon associated with Kilis, due to the open-door policy. This liveliness has brought vitality to the province and the local economy over time, accelerated the cultural interaction, and made significant contributions to the marketing and tourism development of the city. The labor migration towards the Kilis province, has brought a rich human resource in terms of cultural diversity to the city, which has also positively reflected in tourism businesses. This study is designed as qualitative research. It is aimed to measure the effect of the ongoing conflict along Syrian border on the tourism development of the frontier city of Kilis. According to the results of the study, the war environment and the presence of Syrian refugees indirectly have a positive impact on tourism development through the development of the city.

Keywords: refugees, migration, refugee workforce

Career Challenges of Woman Seafarers

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Abstract

Women who had to struggle throughout history to find a place in the labor market have faced various problems based on gender discrimination. As in many sectors, it is becoming more and more difficult for men to dominate the sea labor market, in order for women to survive in the sea sector. The aim of this study is to identify the professional challenges of female seafarers working in the marine tourism industry and working in different positions. For this purpose, a qualitative research was conducted with a phenomenological approach and a semi-structured interview technique was used to examine the professional difficulties of women seafarers working in the marine tourism industry with a minimum of two years of work experience. This research involving the female employees of the yacht tourism sector working in the Marmaris district of Muğla was carried out in the winter months of 2020 and was conducted on 7 female sailors. When the results obtained within the scope of the research aimed to be able to improve some deficiencies experienced and planned to be regulated are examined; While the reasons for female sailors to prefer the profession are the reasons such as traveling, and respect for the maritime profession, the reasons for not choosing the profession by women are due to factors such as family longing, poor management and management, job stress, heavy working conditions and working with unqualified personnel. It has been reached. Considering the professional experience of the participants, it is thought that the necessity of improving themselves professionally and having at least a second language knowledge will provide important contributions for the sector and themselves, among the other recommendations for women seafarers who are planning to continue or plan to work in the sector. In addition to all of these, it is concluded that the number of women working in the maritime sector is low due to the reasons that men do not want to take orders from women seafarers, employer insecurity, difficult working conditions, not suitable for family life and the society's negative attitudes and behaviors towards women working in the marine sector. It has been reached. This result obtained in the research can be said to be one of the indicators that gender discrimination continues today. In addition, two of 7 female seafarers are exposed to sexual harassment and the mobbing of a female seafarer are among other important results obtained in the research. Due to such problems encountered not only in the maritime sector but also in many professional groups, women are removed from business life and their economic freedoms are limited. In this sense, trainings for all segments of society should be increased and this gender-based inequality before women should be eliminated.

Keywords: woman seafarers, career challenges, marine life

Cyberbullying Influencers Are Exposed to and Self-Disclosure Behaviors During the COVID-19 Process

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Abstract

This study aims to accomplish three objectives: (a) to reveal the cyberbullying behaviors of social media influencers; (b) to determine their coping strategies for these cyberbullying behaviors; (c) to examine influencers' self-disclosure behavior on social media and its relationship with cyberbullying during COVID-19. For the study, data was collected from Instagram Influencers using the in-depth interview method and these data were analyzed by thematic content analysis. Research findings suggest that social media influencers are exposed to six different types of cyber bullying, and these bullying behaviors have some psychological negative effects on them. Study also shows that even though they implemented some strategies for dealing with bullying behavior, they accepted that it was a part of their lives and usually had to learn to ignore it. On the other hand, Paper indicates that during the COVID-19 epidemic, due to the cyberbullying behavior they were exposed to, they changed or limited some of their contents related to travel and social activities. One of the important results of the study is the determination that female influencers are exposed to more bullying behaviors than male influencers.

Keywords: social media, influencer, cyberbullying, self-disclosure, COVID-19

Analysis of Tourism Advertising Films Released During the COVID-19 Pandemic

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Abstract

The COVID-19 pandemic has negatively affected many sectors around the world. One of these sectors is the tourism sector. As individuals adapt to bans imposed by governments, new norms have begun to take shape. The new normal has also brought with them measures in tourism activities. The aim of this study is to analyze tourism advertising films shaped by new normals in Turkey. The sample of the study includes the films Güvenli Turizm Programı (Program of Safe Tourism) and Türkiye'nin Renklerini Yeniden Keşfet (Discover the Colors of Turkey) published by the Ministry of Culture and Tourism. 48 scenes were analyzed in the scope of the study. In the study using semiotic analysis, Barthes Models were used. When the results of the study were evaluated as a whole, it was observed that indicators related to nature tourism were used, emphasis was placed on safe tourism, and new norms were adapted to the tourism sector.

Keywords: COVID-19, tourism advertising films safe tourism, semiotic analysis

Terengganu and Kelantan States as Potential Muslim Friendly Destinations in Malaysia

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Abstract

The Islamic tourism industry is a new niche product of tourism for the Malaysian country since there is an increase in the number of tourists visit Malaysia. This industry does not only attract Muslim tourists but including non-Muslim tourists. This has been supported by a study conducted by Battour, Hakimian, Ismail, and Boğan (2018) have indicated that the majority of the non-Muslims preferred to choose Malaysia as well as their place to visit because the tourists are interested to feel a new culture and they are in the opinion that this place is safer compared to their origin countries. It was reported that Malaysia has been recognized as the first leading Muslim-friendly travel destination by Mastercard-Crescent Rating Global Muslim Travel Index 2018 (Tourism Malaysia, 2019). Indeed, this recognition could not be achieved without the proactive initiative that has been done by the Malaysian government to assure Malaysia is well known as the Muslim friendly destination. About this, proper strategic management of the destination is urgently needed to remain the sustainability of Muslim friendly tourism destination. Thus, state authorities play important roles to realize this mission. This study aims to explore the initiative that has been done by the two states of Malaysia namely Terengganu and Kelantan to promote their place as the potential Muslim friendly tourism destinations in Malaysia. To achieve the objective, this study has employed a qualitative research methodology where desk research was adopted. Past literature related to the subject matter of the study is gathered from three main databases such as Scopus, Emerald and Google Scholar, and including the google search engine. Thereafter, the data was analyzed by using content analysis technique. The study has indicated with the specialty of the both states that run the administration of the state by upholding the Islamic-based principles (Henderson, 2003), therefore the state government has put good efforts to brand the state destination as a Muslim-based tourism destination. Terengganu for instance has planned to be the International Islamic tourism corridor in 2050 (Majlis Perbandaran Kemaman, 2019). With the recognition as the Muslim friendly destination 2018 from the Universal Crescent Standard Centre in collaboration with Universiti Teknologi MARA therefore it could attract more tourists to visit Terengganu (Bernama, 2018). For Kelantan, this state has established a specific policy for tourism where it has shown that Muslim-based tourism is a focus for the state as well where the tourism activities should be tailored with the Islamic values (Portal Rasmi Kerajaan Negeri, n.d.). In terms of the similarity, Terengganu and Kelantan have good Muslim friendly tourism attributes to market their destinations such as the available mosques, halal food, Muslim friendly accommodation, and activities that are in line with Islamic values at the beaches, island, and the existing unique

lifestyles and cultures at the destinations. This study could help the tourism stakeholders to improve the destinations since Kelantan and Terengganu have good potential to be the leading of the Muslim friendly tourism destinations in Malaysia.

Keywords: Muslim friendly, state government, tourism destinations, tourism industry

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Acknowledgements

The authors would like to thank the Academy of Contemporary Islamic Studies (ACIS), Universiti Teknologi MARA and the International Institute for Halal Research and Training (INHART), International Islamic University Malaysia for their support to complete this study.

Knowledge Levels of Geographically Indicated Food Products and Attitudes to Inclusion on the Menu: A Study of Kitchen Chefs

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Abstract

It is important to ensure the sustainability of local products and support of producers by including geographically marked food products in food and beverage business menus. In this context, the aim of the study is to determine the level of knowledge and attitudes of kitchen chefs towards geographically marked food products. For this purpose, qualitative data was collected with semi-structured interview technique with the culinary chef of four 5-star hotel establishments and six first-class restaurants in Istanbul. Within the scope of the subject, it was tried to determine the level of knowledge of the participants regarding geographical signs, to reveal the difficulties experienced by the chefs who included the products in their menus, and to understand what the advantages they provide by using the geographically marked food product. The results of the study showed that the participating chefs had knowledge about geographically marked food products and that the majority of them included geographically marked foods from different regions of Turkey on their menus, but they had difficulties in the procurement process of these products, especially in terms of intermediary companies and shipments.

Keywords: geographical indication, local food, menu, food sustainability, İstanbul

Transformational Leadership, Social Exchanges, and Innovative Work Behavior in Swat Valley Pakistan

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Abstract

In this dynamic and technological world, different leadership styles have been practiced facing organizational challenges in different contexts. Drawing from social exchange theory (SET), this study wears a lens on exploring the direct and indirect effect of transformational leadership on innovative work behavior through the mediating role of leader-member exchange, knowledge sharing behavior, and voice behavior in the hospitality industry, Pakistan. Particularly, the researcher aims to identify the most effective mediating mechanism between transformational leadership and innovative work behavior. This study targeted 403 frontline employees working in hotels near tourism places in Swat however, 302 responses were valid and reliable. The response rate was 74.9%. A conceptual model was proposed using structural equation modeling (SEM). This research supported an indirect effect of transformational leadership on innovative work behavior through leader-member exchange, knowledge sharing behavior, and voice behavior. The direct effect of transformational leadership on innovative work behavior was not supported therefore, all three mediating mechanisms fully mediated the relationships between transformational leadership and innovative work behavior. Particularly, the researcher identified knowledge sharing as the most effective mechanism that supports transformational leaders to make employees innovative. So, the managers should establish an effective system of sharing knowledge and ideas that highly supports transformational leaders boosting innovative work behavior. The study also provides research limitations and future directions.

Keywords: transformational leadership, leader-member exchange, knowledge sharing behavior, voice behavior, innovative work behavior, hospitality industry, Pakistan

Measuring Service Quality and Customer Satisfaction: The Case of Hotels in Jordan

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Abstract

Although much has been written about service quality and customer satisfaction, but only a few studies have been conducted in Jordan in general, and in the hotel industry in particular. This study attempts to explore the impact of hotel service quality on customer satisfaction from hotel guests' perspectives. The quantitative survey method was applied in this study, a modified SERVQUAL was used by the researcher to collect data from hotel guests that yielded 278 usable questionnaires. Data were analyzed with the SPSS software by using descriptive analysis and regression analysis that determined the relationship between service quality and customer satisfaction in the hotel industry. The main results found that hotel guests have positive perspectives of hotel service quality, and they were satisfied with the provided services in hotels. The study also argued that service quality has a significant positive impact on customer satisfaction. These results support and confirm the study framework that implies hotel service providers should improve their service quality in order to enhance customer satisfaction. Implications, limitations, and future research are discussed at the end.

Keywords: service quality, SERVQUAL, customer satisfaction, hotels

Determination of Kitchen Staff Working in 4 and 5 Star Hotels in Konya Province on HACCP System Knowledge Levels

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Abstract

Ensuring food hygiene and food safety in hotels is an important issue. Preparing food and beverages according to health standards is very important for the protection of the health and satisfaction of the guests. The HACCP system (Hazard Analysis and Critical Control Points) is the most important system in ensuring food safety. This research was carried out to determine the HACCP knowledge levels of kitchen staff in 4- and 5-star hotels in Konya Province. In the research, the survey technique was used as the data collection method. The universe of the research consists of kitchen staff in 4- and 5-star hotels in Konya. Within the scope of the research, a questionnaire was applied to 117 kitchen personnel in 12 hotels in Konya Province. According to the results of the analysis, it was determined that % 62 of the participants received training certificate on HACCP. On the other hand, the participants stated that the HACCP system is a very important food safety system in hotel businesses.

Keywords: HACCP, food safety, kitchen staff, Konya

Ecotourism Potential of Ersizlerdere Village (Kastamonu / Küre)

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Abstract

Ecotourism is a responsible type of tourism that includes small groups, activities that increase the welfare of local people in areas where nature is not disturbed. It has ecological, economic, and socio-cultural effects. One of the Black Sea region with the highest potential of ecotourism in Turkey. The reason is the destruction of natural resources such as canyons, waterfalls, lakes, and forests, and the existence of folkloric features. Ersizlerdere Village; It is located in the Western Black Sea Section of the Black Sea Region. The village has the letters Ersizlerdere Canyon known by its name. The fact that it is a canyon valley provides a natural charm. Besides, the diversity of the cover, the food service of the local foods, the protection of the folkloric values and the active handicrafts are other attractiveness elements. In this sense, millions and moral values are important. The historical village named after the World War I and Independence War, when all the village men died in those wars. The aim of this study is to reveal the ecotourism potential of Ersizlerdere village. Both qualitative and quantitative research methods were used in the study. Since detailed information was not available in the literature research, fieldworks and determination of ecovillage criteria studies were conducted. Meetings were held with the village headman, the head of the association and the local people. As a result, the region is rich in ecotourism potential. In addition to the untouched natural beauties, traditional home architecture and cultural values are protected, so many ecotourism activities can be held in the region. The region will make a name for itself in ecotourism in the upcoming period, thanks to both its infrastructure, advertising, and promotional activities.

Keywords: Ersizlerdere, canyon, Kastamonu, Küre, ecotourism potential

A Research on Sharing Economy Practices in Tourism

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Abstract

Sharing economy is a set of systems that are becoming increasingly widespread in every field. Although it is known that people benefit from sharing economy applications in tourism activities, it is thought that it will become an increasingly widespread market. In line with the relevant opinion, the purpose of the study; to determine the usage situations of sharing economy in tourism activity areas of people. Drawing attention to the development and widespread use of these increasingly widespread applications constitutes the importance of the study. In line with the determined purpose, the interview technique was preferred using the phenomenology pattern, which is a design of qualitative research method, in order to get the opinions of the participants about the use of sharing economy in the fields of tourism, and interviews were conducted with semi-structured questions for this purpose. According to the findings of the study, it has been observed that the people are satisfied with the sharing economy practices in tourism, and the problems encountered consist of solvable issues. It is a preliminary study that will shed light on large-scale research to be carried out in this field in the future, as it is a study that reveals the reasons, experiences and negativities of people using sharing economy practices in tourism activities. In addition to the current sharing economy applications used in tourism, it is to develop suggestions to users, businesses and researchers on new application areas.

Keywords: Airbnb, blablacar, sharing economy, tourism

A Qualitative Study to Identify the Strategies of City Branding: A Case of Lahore City of Pakistan

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Abstract

The magical Lahore is the capital of the Province of Punjab Pakistan, which is generally famous for its historical background, buildings, culture, its walled city, festivals, cuisines, tourism, and education. It is known as the City of Gardens and Cultural heart of Pakistan. The objective of this research is to identify different strategies of the community of Lahore city to represent the city on national and international level and that makes the city enchanted. NVivo software was used to analyze the content collected from social media, websites, and YouTube. Nine different strategies had been found based on Seventeen different dimensions which were identified after the analysis of qualitative data. This qualitative research reveals that Lahore's active community plays an important role through social media activities, youth participation, Vlogging, business, tourism, photography/videography, showbiz, sports, and freelancing in building the rich image of the Enchanted City. This study is opener of new debate suggesting that the cities should apply attractive ways to attract the tourists, investors, students, and the people from the other countries.

Keywords: city branding, Lahore, social media, qualitative research

Using the Theory of Planned Behavior to Explore Tourist's Intention to Stay in Green Hotels

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Abstract

The tourism industry is one source of contributors to environmental pollution, and hotels are under great pressure to go green and be more sustainable. However, only a few research efforts have been paid to study what drives tourists to stay at a green hotel. To fill this gap, this paper incorporated environmental concern into the theory of planned behavior (TPB) model to explore tourist's intention to stay in a green hotel. A structured questionnaire was developed to collect data from 186 respondents in Algiers city (Algeria), and a multiple regression analysis was used to test the hypotheses. The research indicates that attitude, subjective norm, and environmental concern are significantly positively affecting intention of staying in green hotels. In contrast, the perceived behavioral control (PBC) construct did not significantly influence behavioral intentions. We expect that the findings of the study may assist policymakers and stakeholders in improving the tourist's willingness to stay in eco-friendly hotels.

Keywords: environmental concern, eco-friendly, hotels, theory of planned behavior

Disclosure of Information (Whistleblowing) in the Culinary Profession

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Abstract

In this study, taking the opinions of the cooks who work or have worked in kitchens, it is aimed to understand the information disclosure behavior of the cooks and to develop suggestions about this situation by examining the factors that prevent the cooks from giving disclosure reports. The cooks participating in the study were determined using the sampling methods. Semi-structured interview form technique, one of the qualitative research methods widely preferred in social sciences, was used in the study. In the literature part of study, what is whistleblowing information disclosure, information disclosure process, result of information disclosure process has been investigated. As a result of research, it has been observed that Unethical or illegal situations are encountered in the cookery profession and these are conveyed to the top management without disrupting the hierarchical structure, but the problems that may arise as result of reporting unethical or illegal behavior to the top management may prevent information disclosure. It has been observed that there is also the idea that talking about ethical or illegal behavior with senior management will not work and there is no action against this situation. Taking a sensitive approach and finding solutions to prevent and resolve unethical and illegal behaviors can provide a healthy structure and organizational integrity.

Keywords: culinary profession, disclosure, information disclosure, whistleblowing

The Investigation of Tavşan Mountain's (Amasya/Merzifon) Ecotourism Potential

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Abstract

Tavşan Mountain, located in the Central Black Sea part of the Black Sea Region, is between the Merzifon and Gümüşhacıköy districts of Amasya. With its challenging natural environment, unique natural beauty and rich culture in its villages, it has great potential for ecotourism enthusiasts. This study aims to reveal the possible ecotourism activities that are suitable for Tavşan Mountain's potential, taking account of the currently carried unorganized ecotourism activities and the natural conditions of the region. Besides the economic benefits of the economic returns realized from mass tourism in mind, unfortunately, there are also irreversible negative effects left on our planet. However, the ecotourism activities, which are based on an organization and designed to have the least impact on nature, will ensure efficient use of resources and their transfer to future generations as well as economic returns. The findings result obtained at the end of the study reveals that independent groups carried out activities such as amateur birdwatching, nature photography, hunting, sport fishing, camping caravan tourism, trekking, agro-tourism, paragliding, mountain tourism, paintball, festival tourism, orienteering, horse-drawn trekking, mountain biking, jeep safari (Offroad) in Tavşan Mountain. This great potential will make Tavşan Mountain a sustainable center with the necessary infrastructure and investment works.

Keywords: Tavşan mountain, Merzifon, ecotourism, ecotourism potential

Determining the Level of Undergraduate Student's Readiness to Online Learning in the Amid of COVID-19

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Abstract

The COVID-19 pandemic, which first appeared in city of Wuhan, China in the end of 2019 and then spread all over the world in 2020, forced the education and training activities in universities to change. With the closure of universities, educational institutions have turned towards to distance education systems. This research aims to determine whether undergraduate students major in Tourism are ready to learn online in the COVID-19 outbreak environment. The research was conducted on Eskişehir Osmangazi University, Faculty of Tourism, undergraduate students who get online education in the 2020-2021 academic year. The data were obtained with online questionnaires from students who continue their online education through the UZEM (Distance Education Center). The online learning readiness of the participants was interpreted according to the average scores they got from the factors. According to the analysis results of the data, while undergraduate students' online self-efficacy, internet self-efficacy and computer self-efficacy are high; It was determined that the motivation factors for self-learning, learner control and e-learning are at medium level. It is expected that findings of study will contribute to improving the quality of education in online education and distance education process in Turkey and it will be considered by practitioners.

Keywords: tourism education, COVID-19 pandemic, online learning, readiness

A Sectoral Evaluation of COVID-19 Reflections From E-Commerce to E-Tourism

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Abstract

With the emergence of the coronavirus, there have been changes and developments in the world. Technological developments have accelerated, differentiation in business forms and interest in e-commerce have increased. While this situation provided an advantage to some sectors, it adversely affected some sectors. It has been observed that businesses in the tourism sector have a difficult year due to travel restrictions. The aim of this study was to evaluate the current situation and the effect of the coronavirus on e-commerce and e-tourism in Turkey. Document analysis, one of the qualitative research methods, was used in the study. The World Health Organization COVID-19 data, the Republic of Turkey Ministry of Commerce e-commerce data, TURSAB 2020 annual report, data and reports submitted by the national and international organizations were reviewed. As a result, it was observed that COVID-19 positively affected e-commerce figures, but negatively affected e-tourism figures.

Keywords: e-commerce, e-tourism, COVID-19

Bibliometric Analysis of Graduate Theses on Presenteeism (2010-2020)

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Abstract

Presenteeism, which is expressed as going to work when sick, being at work but not being at work, is a concept that emerged as the opposite of absenteeism (absenteeism). It refers to the process by which employees prefer to go to work even if they feel unhealthy due to organizational or individual reasons (Johns, 2010). The fact that scientific studies cover a period of about 50 years, but the fact that the phenomenon is an organizational problem dating back to much older dates shows that it is an insidious danger in terms of causing serious and invisible costs for businesses. Compared to this situation, it draws attention that there are relatively few studies based on the importance of the presenteeism in national literature. The study aims to emphasize the importance of the concept and to reach the guiding findings for future studies by evaluating the thesis written at the postgraduate level in the last 10 years. In the study, 37 graduate theses published by the National Thesis Center in the last 10 years (2010-2020) include researcher gender, writing language, education level, institute, department of science, distribution by years, university, advisor title, research approach, data collection technique, page, number, sample-application areas and associated variables were examined. 89.19% of the theses have been accepted by the Institute of Social Sciences. 78.38% of the research subject has been studied at the graduate level. In 97.30% of the theses, quantitative research approach was preferred, and data were collected by survey technique. It was determined that the concepts more frequently associated with presenteeism are burnout, job insecurity, performance, job dissatisfaction and organizational commitment, respectively. It is noteworthy that the frequency of being selected as a thesis subject is unstable and very low for a 10-year period.

Keywords: presenteeism, bibliometric analysis, national thesis center

Tourism Technologies and Creating an Archaeotourism Destination: Digital to Physical

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Abstract

Technology today has an active place in all areas of our lives. Information and communication technology is a good example with its widespread expression in the tourism industry. Technology is mostly conceived to provide communication between product or service producers and their consumers. Specialized sources of secondary data from technology and tourism papers indexed mainly in Scopus around the theme of tourism have been studied and the theoretical framework has been structured in terms of archaeological tourism. In the fourth industrial revolution, while its most prominent features in information and communication technology in the form of artificial intelligence, cyber-physical systems, big data, robotics, internet of things, and smart tourism have developed at a bewildering pace, the technological potential of archaeotourism and its capacity to commence a new paradigm shift in the tourism industry is mostly neglected. Most of the studies regard technology as an auxiliary tool to serve for the developments in tourism destinations in one way or another. This theoretical paper conceptualizes the role of up-to-date technology in facilitating archaeotourism experiences through adopting it as a reference for bringing tangible archaeological heritage to everyone's home with its unique interpretation by archaeologists at the excavation sites. The purpose of this paper is to highlight the gaps and offer the rethinking of the archaeotourism framework proposing a new level of efficiency; digital archaeotourism via re-engineering of main organizational and operational processes to create a form where technology itself forms e-destinations.

Keywords: digital tourism, e-destination, digital archaeotourism, a new paradigm shift

A Study on Determining the Destination General Comments of Turkish Tourists: Comparison of Greece-Georgia-Bulgaria

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Abstract

In the study, it is aimed to analyze all the evaluations and comments shared by Turkish tourists on the most visited destinations in Greece, Georgia and Bulgaria as of October 5, 2020, through the TripAdvisor website. In this context, first of all, the comments/shares of Turkish tourists were classified within the framework of three basic lists (Places to Visit, Accommodation and Food Places), which were created according to the TripAdvisor Destination Discovery Algorithm. In addition to the lists determined by TripAdvisor, all accommodation businesses, restaurants, bars and cafes, all historical places to visit, outdoor and indoor activities, touristic and symbolic places, Spa and health centers and other activities in Greece, Georgia and Bulgaria destinations are how they are evaluated has been analyzed. During the research data collection process, KNIME Analytics Platform 3.7.1 and MAXQDA 2018 programs were used, and data mining was carried out to reach a total of 2522 comments, evaluation points and forum discussion posts about Greece, Georgia and Bulgaria destinations. In addition, the demographic information and travel experiences of the commenting/sharing users were analyzed by including them in the data. Considering the evaluation scores of all touristic activities about the destinations as a result of the research the Turkish tourists visiting the Greek destination; 76.2% rated the destination excellent and 14.2% very good. Turkish tourists visiting the Georgia destination; 76.2% rated the destination excellent and 14.2% very good. On the other hand, 74.4% of Turkish tourists who visited the Bulgarian destination rated the destination as excellent and 19% as very good.

Keywords: online reviews, user contents, data mining, TripAdvisor

The Moderator Role of Psychological Resilience in the Relationship of COVID-19 and Burnout: An Empirical Study on Tourism Sector Employees

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Abstract

The measures taken against the COVID-19 pandemic worldwide, the number of people infected with the disease, mortality rates, content published through various social media tools, information pollution related to COVID-19, uncertainty about when the outbreak will end, excessive stress related to personal and occupational losses, severe fear of contracting the virus, have set the stage for a global climate of panic and chaos. As a matter of course, COVID-19 has very negative effects on human physiology and psychology. In this study, the moderating effect of psychological resilience in the relationship between COVID-19 fear and burnout was examined. The research is based on a quantitative survey model and cross-sectional study. To avoid close contact with third parties due to social isolation and social distance rules, the research data was collected by convenience and snowball sampling method. The data was collected through survey forms voluntarily through Google Forms. The research was carried out with the participation of employees working in the tourism sector in Alanya. As a result of the research, it was revealed that psychological resilience played a moderator role between fear of COVID-19 and burnout. It was concluded that fear of COVID-19 triggers burnout, but in individuals with high psychological resilience, burnout due to fear of COVID-19 is less, while in individuals with low psychological resilience, burnout is observed at higher levels. Based on these results, it is expected that strengthening psychological resilience in individuals will help individuals to keep their COVID-19 fears and burnout levels at lower levels and to spend the epidemic process more comfortably.

Keywords: fear of COVID-19, burnout, psychological resilience, tourism and hospitality employees

A Tale of Two Countries: Destination Management Organizations in Switzerland and Japan

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Abstract

This project analyzes the adoption and implementation of the new concept of DMO's focusing on Switzerland and Japan. During the first decades of the twenty-first century, Switzerland, that had rapidly responded to the possibilities offered by e-tourism, was less dynamic in response to the fourth and fifth industrial revolutions. The opposite happened in Japan, however. Switzerland, as with Austria and Germany, adopted a traditional concept of DMO's that was location-based and limited regionally by administrative boundaries. The Information and Communication Technologies (ICT) development after Web1.0 and the emergence of mobile applications have challenged this concept. Contemporary views emphasize network travel and visitor flows rather than physical territories. For Switzerland, the main barrier has been the scarcity of data given the slower uptake of the technology emanating from the fourth and fifth industrial revolutions. In Japan, the situation may be seen to be inverted, as Japan has been very swift to take advantage of the latest industrial revolution, especially in terms of data analysis and use of mobile technologies and platforms. This could result in Japan leapfrogging the traditional DMO concept. This research presents the Bass' analysis of DMO's websites as a proxy of DMO concepts – traditional or new generation.

Keywords: destination management organization, travel network, diffusion

Automation Programs Used in Tourism Businesses: An Evaluation on Hotel Managements

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Abstract

Technology elements used in information and communication applications are among the effective competitive tools of today's tourism businesses. Accommodation, travel, transportation, entertainment, and other businesses operating in the tourism industry must use automation systems due to changes, developments, and innovations in technology. Technology elements used in information and communication applications are among the effective competitive tools of today's tourism businesses. Accommodation, travel, transportation, entertainment, and other businesses operating in the tourism industry must use automation systems due to changes, developments and innovations in technology. Automation programs are frequently used in all businesses operating in the tourism industry. Hotel businesses use automation programs to ensure that their services and activities are complete, on-site and on time. Automation programs allow hotel businesses to serve their customers (guest) on topics such as room status, reservation, occupancy, floor operations, breakdown transactions, foreign exchange transactions, reporting, statistics. Through these programs, it becomes possible for hotel businesses to record their transactions quickly and accurately, and employees to spare more time for their guests. In the study, which operates in Turkey were examined automation programs that are used in the hotel business, programs for businesses, which contribute to users and guests were investigated. Qualitative research method was used in the study, and secondary data were used. The data collection tools literature technique in the study used across Turkey small, used in medium and large-sized hotel business Fidelio Opera PMS, Elektra, Odeon, Sentez, Sis-Par, Amonra, Adonis, Wolvox, Assist, Fides given information about automation programs, programs' contributions to businesses, users and guests were evaluated.

Keywords: hotel management, automation programs

A Bibliometric Review of Pro-Poor Tourism Studies

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Abstract

In the study, a systematic literature review was carried out on the concept of pro-poor tourism using bibliometric, which is one of the systematic literature review methods. The aim of the study is to make a bibliometric analysis of 205 documents mentioned in the title, keywords, and abstracts of the concept of pro-poor tourism published between 2001-2021 in the documents in the Scopus database, using R programming software. The study focuses on general information of publications, word analysis, resource interactions, collocation network, co-citation, and author collaboration. The results of the research draw the researchers a framework related to the subject in terms of giving the general tendencies of the pro-poor tourism issue.

Keywords: tourism, pro-poor tourism, bibliometric analysis, R software

An Investigation on the Classification of the Problems of the Comparisons of Female Working in Tourism and Kitchen Sector: Case of Antalya

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Abstract

When Turkey's and the world's population is considered, it is observed that women form more than half of the total population. Despite the socio-economic changes which made employment of women a major factor of sustainable development, women's participation in employment levels did not reach the expected level not only in Turkey but in the whole world too. When countries are aimed to increase their social development and economic levels, there is a great importance for women to take part in working life. Considered in terms of Turkey, the importance and place of women especially working in the service industry is increasing. In this context, the aim of the study is to investigate the problems faced by women working in food and beverage industry and to examine the effects of the data obtained as a result of the research on their tendency to quit their job or create negative attitudes towards their profession. In the study, interviews were held with 18 female employees working in the kitchen departments of various restaurants and five-star hotels in Antalya. Content analysis management based on coding was applied to the data obtained using the semi-structured interview form.

Keywords: women, tourism sector, kitchen, female workers, problems faced by female workers

Examination of Visitor Experiences for Palandöken Ski Center in the Scope of Winter Tourism: Case of Google Maps

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Abstract

In recent years, winter tourism has become increasingly popular around the world. In the study, it is aimed to determine the visitor experiences by examining the visitor comments about Palandöken Ski Center on the Google Maps site. For this purpose, qualitative research method was used in the study. 295 comments posted on the Google Maps site between January 2018-2021 were analyzed using content analysis method. In the study, MAXQDA 2018, which is a qualitative and mixed data analysis program, was used. In this study, frequency, word, document portrait and code-subcode relationship analyzes were made. The most sharing was made in 2020 with 130 comments. It has been determined that the words skiing (n= 175), track (n= 84) and beautiful (n= 69) are used the most in the visitor comments, respectively. Visitors' comments are categorized under two categories: liking and complaint. While the liking category consists of 18 sub-themes and 379 coding, the complaint category consists of 12 sub-themes and 39 coding. As a result of the document portrait analysis, it is seen those expressions containing appreciation are coded intensely. It has been determined that the visitors attach importance to the snow quality, the length of the track, transportation, facility facilities, cable car and gondola, as well as the equipment supply, night lighting, artificial snow opportunity, and the ski areas are not overcrowded. It is stated that the most frequently complained subjects are the excessive visitor density. The study is unique in terms of its subject and method. As a result of the study, suggestions were presented to local governments and future academic studies.

Keywords: winter tourism, Palandöken ski center, visitor experience, Google maps, MAXQDA

The Effect of Occupational Barriers Perceived by Tourist Guides on the Intention to Quit

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Abstract

Tourist guiding is one of the most important professions in the tourism industry that is in direct contact with tourists. Tourist guides are the people who accompany tourists during the tour as representatives of both the tourism sector and their countries and guide the tourists in every field in their destination (Çokal & Yılmaz, 2020). Individuals who actively perform tourist guidance in the tourism sector, which is one of the professions that require the coexistence of physical, intellectual, and emotional labor, may face some obstacles related to the profession from time to time. Confrontation of such obstacles in the professional experience of tourist guides can have some effects on their attitudes and behaviors. Tourist guides, who exert a high level of emotional labor as a requirement of their profession, are likely to frequently encounter negative work outcomes such as burnout, job stress, and quitting their jobs. In studies on occupational barriers perceived by tourist guides, it has been found that some problems are perceived as barriers to the profession by tourist guides. Some of these problems are the existence of legal problems, lack of professional income, emotional weariness of the profession, health problems due to occupational reasons, seasonal concentration in the profession, negative effects of the profession on private life, and guidance not being seen as a profession (Çetin and Kızılırmak, 2012; Güzel, 2007; Güzel et al., 2013; Güzel et al., 2014; Köroğlu et al., 2007; Köroğlu & Köroğlu, 2011; Yazıcıoğlu et al., 2008;). Tourist guides, whose working conditions are not easy at all and who are facing many obstacles in the profession, are faced with many negative emotions due to the weight of this mission they carry. The fact that these possible emotional situations such as job stress (Min, 2014; Saltık & Kızılırmak, 2020; Xu et al., 2018), dissatisfaction (Akdu & Akdu, 2016; Arslan & Şimşek, 2018; Mackenzie & Raymond, 2020), alienation (Kırıcı & Özkoç, 2017), and burnout (Kaya & Özhan, 2012; Yan et al., 2020) cannot be resolved to cause the decrease in both the motivation (Bayram, 2019; Zhou & Wang, 2007) and performance (Caber et al., 2018; Huang et al., 2010) of the tourist guides, and even to quit the job (Yang, 2013) and leave (Gökdemir & Hacıoğlu, 2018; Yumuk & Koçoğlu, 2020) the profession. High intention to quit the job is one of the frequent negative work outcomes for tourist guides (Güzel et al., 2013; Lin et al., 2020; Xu et al., 2018). In particular, since the intention to leave the job results in a turnover behavior, it has negative effects on the individual in many respects and also increases the cost of the tourism sector. Beyond the loss of a qualified workforce, it is an element that increases the workload of human resources management functions, especially at the point of replacing it. In this respect, the intention to quit is an emotional state that needs to be determined before turning into a behavior. Otherwise, it will be very difficult to compensate for the individual, organizational or sectoral costs. It is observed that the barrier perception of the tourist guides towards the profession is also an important factor in the turnover. In the literature, many studies have been made on both occupational barriers and the intention to quit and the importance of these concepts for tourist guides has been emphasized. However, it has been observed that there are not enough studies regarding the effect of perceived

occupational barriers on the intention to quit. From this point of view, the purpose of this study is to reveal the effect of tourist guides' perceptions of occupational barriers on their intention to quit.

The data used in the research were obtained by applying a questionnaire to 149 tourist guides working under Nevşehir Guides Chamber. Statistical analysis methods such as correlation and regression analysis were used for data analysis. As a result of this research, which determines the effect of occupational barriers perceived by tourist guides on their intention to quit their job, occupational obstacles are; The sub-dimensions of guidance related barriers (H₁), income-related barriers (H₂), and occupational barriers (H₄) have a positive and significant effect on the intention to quit but has been determined that the sub-dimensions of sectoral barriers (H₃) tourist-related barriers (H₅) and legal barriers (H₆) do not have a significant effect on the intention to quit. Accordingly, the H₁, H₂, and H₄ hypotheses were accepted, and the H₃, H₅, and H₆ hypotheses were rejected. Finally, some suggestions were made for both researchers and tourist guides by evaluating the consequences of the findings obtained in terms of the tourist guiding profession. The findings of the study are expected to contribute to the literature and the industry, especially due to the limited number of studies conducted in tourism literature.

Keywords: tourist guides, occupational barriers, intention to quit, Nevşehir, Turkey

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Content Analysis of Strategic Commitment Statements of Municipalities and Their Approaches to Tourism

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Abstract

Turkey underwent local elections in March 2019. One of the most common post-election complaints from recently elected mayors was the number of debts incurred by their municipalities. The impossibility of fulfilling their strategic commitments was frequently discussed in written and visual media. Furthermore, promises by mayor candidates before the elections made strategic commitments into cornerstones of their service approach. Since early 21st century, the management approach of organizations and the expectations of their stakeholders underwent major changes due to the effects of globalization, communication, transportation and technological advances. Therefore, we performed content analysis for mission, vision, principle and value statements in the strategic management and strategic commitment processes, which constitute the modern management approach for municipalities. The primary aim of this study is to analyze the founding concepts and priorities of missions, visions, principles, and values of Turkish municipalities, in other words their strategic commitments. Furthermore, we investigated the place of tourism in municipalities' mission, vision, value, and principal statements. Content analysis was carried out on mission, vision, principle, and value statements of 244 municipalities, and it was understood that 6.6% of municipalities included tourism and promotion related statements in their mission and vision statements. 1.6% of municipalities included tourism development in their principles and values. Although tourism is important in terms carrying cities into the future as a cultural heritage, contributing to employment, making domestic and foreign investments appealing, agriculture, handcrafts, women's participation in social life and rural tourism, we can say that municipalities do not include the term tourism enough in their mission, vision, principle and value statements. However, matters that support and are indispensable for tourism and are adequately included. These matters are environmentally sensitive, brand city, historical heritage, urban architecture, sustainability, cultural heritage, natural beauty, artistic activities, events and prioritizing cultural values. The results of the study indicate that municipalities did not include strategic commitments concerning urban transformation, epidemic and crisis management into their strategic commitment statements. Municipalities undertake important roles in tourism development, but it is suggested that they don't have an approach concerning destination management. We found that municipalities do not emphasize niche markets such as rural tourism, api-tourism, adventure tourism, health tourism, religious tourism, plateau, and sports tourism.

Keywords: tourism, strategic commitment, mission, vision, principles and values, municipalities

Heritage Tourism in Israel During the COVID-19 Pandemic

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Abstract

The COVID-19 pandemic has had a major impact on the tourism industry throughout the world and in Israel in particular. International tourism to Israel in October 2020 was down to 5% of the numbers for October 2019. The tourism industry in Israel has suffered heavily with large-scale layoffs of tour guides and severely reduced revenues at museums, heritage, and pilgrimage sites. The industry has adapted to the new reality by creating new tourist services based on technologies that allow the transfer of knowledge and experience, without the collocation of the service provider and consumer. We look at this phenomenon basing our analysis on three case studies. We observe that these technology-based innovations do not provide equivalent services, but they do open new markets and offer an environmentally friendly alternative to existing tourist experiences. Tourism is a small part of the Israeli economy (2.6% of GDP) relative to other Mediterranean states, but it is a hub for innovation and technology serving as the proving ground for numerous technologies in many other industries. The tourist industry in Israel includes significant heritage tourism component due to the country's significance to the Jewish diaspora and its pilgrimage sites with their emotional value to the three Abrahamic religions. Nearly 20% of tourists state that their main purpose is religious pilgrimage, but many other sectors of the industry (e.g. family visits, recreational tourism, domestic tourism) are consumers of heritage offerings. In the physical absence of international tourists and the lower mobility of domestic tourists, these heritage attractions have developed alternative service offerings. We describe three such alternatives and study their commonalities in order to understand the features of heritage tourism under the limitations of the pandemic.

Our study focuses on three examples of heritage tourism experiences, a ten-day tour organized by Birthright Israel, and two shorter educational experiences, the Western Wall Tunnels and Ben Gurion House. We compare the service provided before and during the epidemic, using Kim et al's (2012) dimensions of memorable tourism experiences and include a short discussion of the sensory stimulations that are missing. The Birthright Israel (Taglit) project is a bridge to Israel for many thousands of Jewish students from around the world. The goal of the project is to strengthen their Jewish identity and create a long-term connection between them, the state of Israel and its youth. The students go on a 10-day educational tour around the country, accompanied by Israeli soldiers and students, visiting heritage and religious sites all over the country. The experience is all-encompassing – involving all five senses, intensive social interactions, and frequent religious and educational encounters. In 2020, the project was forced to cancel all tours and began producing marketing and educational content for past and future participants, using a team of social and professional tour guides. The new activities included virtual conferences, an interactive tour, zoom sessions about COVID-19, virtual game play, Sabbath rituals and online lectures. These activities rely on auditory and 2-dimensional visual stimuli to recreate a semblance of the original experience.

The Western Wall Heritage Foundation, prior to 2020, offered tourism services that include: a tour of the Western Wall tunnels for individuals and groups, an audio-visual presentation, a look at the past through virtual reality, bar and bat mitzvah celebrations and more. Today, the Foundation has adapted many of these services. It has made some accessible via the internet and one tour is conducted outdoors maintaining strict compliance with the government's social distancing rules (Tav Segol). The new services include live cameras on the Western Wall and the Western Wall tunnels, a virtual tour in 3D with a guide to the north of the underground Western Wall and to the history of the Jewish people. The tour is led by a guide and features interactive questions and answers. New virtual tours of the Jewish Quarter of the Old City, King David's Tomb, the Roman Cardo, and more are being created. The tours combine videos and innovative illustrations. The tours even include the opportunity to place a virtual note between the cracks of the Western Wall. Special Hanukkah tours from the living room include questions and quizzes and a short musical performance filmed in the Western Wall tunnels, followed by Hanukkah candle-lighting in the Western Wall Plaza. Ben Gurion House in Tel Aviv is a museum set in the home used by David Ben-Gurion, Israel's first prime minister. It caters to both domestic and international tourists, with many educational activities for school students and soldiers. Prior to the pandemic, they catered separately to schools, foreign tourists, and other groups with educational activities on site. Now government regulations require them to close the museum, so all activities have moved on-line, including an active Facebook live channel in addition to the standard website. They have introduced more interactive online activities including a Zoom concert and a trivia quiz. Each of these tourist sites has taken their existing educational, social and ritual materials and compensated for the lack of a physical presence by a computer-interfaced experience. Pine and Gilmore (1998) discuss the experience that occurs when a company intentionally uses services as a stage and goods as accessories, to create an unforgettable experience. The tourism industry depends on such memorable experiences and Kim et al. (2012) have isolated seven factors contributing to such experiences: hedonism, involvement, local culture, refreshment, meaningfulness, knowledge, and novelty. There have also been several works on technology enhanced heritage experiences mostly focusing on the integration of ICTs in the tourist experience. The pandemic constraints impose a highly technology-based tourist experience with the examples including a significant degree of co-creation of the experience using synchronous tour guides who involve the consumers in an interactive mode. This places pandemic tourism at the extreme ranges of the experience typology matrix due to Neuhofer et al (2014).

We believe that the future of virtual tourism lies in incorporating more sensory stimuli into the virtual experience. Haptic devices, 3-D projection and smell transmitters are already operating in hi-tech cinemas, and it is only a matter of time before these technologies become available on our desktops. Unlike the physical experience, an online experience cannot include restaurants and souvenir shops that provide the cultural atmosphere of the area. This could be compensated for (at the high-end) by incorporating physical delivery of food and trinkets using drones or other less sophisticated delivery mechanisms – as part of an armchair tourist experience. The new services offered by many tourist sites make these services more accessible and also lower the carbon footprint of tourist activities. Disabled people and those on a limited budget will be able to experience tourism at lower cost and less physical discomfort by replacing flights and hotels with online experiences. Another significant benefit is the time it will save for many of the people who want to travel and vicariously experience the world. As with many changes related to the pandemic, the effect on employees in the tourist industry will be dramatic. Guides and experience enhancing actors will retain their roles, but workers in the ancillary industries like transport and

accommodation will be less in demand in a post COVID tourist industry. After years of a shrinking world, the pandemic has increased the distances and lessened the physical accessibility of memorable tourism experiences.

Keywords: COVID-19, heritage tourism, pandemic, education

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Land Art as a New Alternative Market for Turkish Tourism

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Abstract

This article discusses Land Art as an alternative tourism market as a solution to the spatial problems associated with mass tourism. Accordingly, the spatial problems of mass tourism within the historical process will be discussed, with the proposals of such alternative tourism markets as culture, eco, agro, ethnic tourism as solutions, detailing how they have mostly failed to address the problem. In the following section, Land Art as a niche tourism market is introduced as a concrete alternative solution, with details of how it emerged first as a modern art project, and then transformed into a niche tourism market through the cooperative efforts of the tourism and art authorities is discussed with examples of some in-country projects. The article focuses on Turkey, discussing mainly the world's largest and most comprehensive work of Land Art entitled "Rhythm of Life" constructed partially in Cappadocia by Andrew Rogers. This article aims to draw the attention of Turkish authorities related to both tourism and art such as the Ministry of Culture and Tourism, Hotel and Tour Operator Associations and private art foundations to the significance and potential opportunities provided by this new market and to identify possible unique cooperation models.

Keywords: tourism, alternative tourism, spectacular space, land art, authenticity, creativity

ICH as an Experiential Tourism Product in Turkish Tourism

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Abstract

It is the result of a global movement towards experiential learning that requires active participation in different types of tourism such as experiential tourism, cultural tourism, ecotourism, etc. as well as which individuals make meaningful through direct experience. With the increase in inter-business competition, it is of special importance in this process to put forward products that will give visitors different experiences, especially in the cultural field. The Intangible Cultural Heritage (ICH), which entered the agenda of Turkish tourism with the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage signed in 2003 and became a party as a country in 2006, is an important potential resource in experiential tourism. The aim of this study is to reveal the critical place of ICH elements in experiential tourism activities and its potential for Turkey with its rich inventory. In this context, the opportunity of Turkey's national ICH inventory to develop new products and enrich the tourism product was revealed through the examples of the world and the competitive advantage of the potential product was discussed. On the other hand, the issue that the use of ICH assets within the scope of experiential tourism can positively affect the sustainability of the heritage in question, in addition to its different potential benefits in economic aspects, was also discussed with the findings of the literature. According to the results of the study conducted with literature review and systematic review, it is understood that ICH assets, which provide wide opportunities for active participation by experience, constitute an important potential for Turkish tourism and this potential can have an important role in both developing new products and enriching the existing tourism product. On the other hand, in addition to its different potential benefits in economic aspects, it is understood that the use of ICH assets within the scope of experiential tourism can positively affect the sustainability of the heritage in question.

Keywords: experiential tourism, intangible cultural heritage, recreation activities, economic impact, sustainability

Recreation Supply Linked to Van's Cultural Heritage and Participation of Iranian Visitors in Recreational Activities Related to Cultural Heritage

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Abstract

Recreational activities depending on both tangible and intangible cultural heritage elements in the destinations are the source elements. It is not known to what extent the recreational activities connected to the rich cultural heritage of Van play a role in the choice of destination of Iranian visitors, as well as the duration of stay and expenses. In this study, it is aimed to reveal the recreation potential of Van due to its cultural heritage and to determine the interest of Iranian visitors in recreational activities related to the cultural heritage of the province during their visits. Firstly, the tangible heritage and intangible cultural heritage of Van was revealed and then a interview was conducted with 15 different stakeholders working in different business lines of the provincial tourism to determine the participation of visitors in recreational activities related to the cultural heritage. It has been determined that Van has rich potential in terms of both tangible cultural heritage and intangible cultural heritage, but the participation of Iranian visitors in recreational activities related to cultural heritage is low. The reasons for the low participation were revealed to be the motivation of the visitors to travel, especially shopping and night entertainment and the lack of promotion towards the target market.

Keywords: recreation, cultural heritage, Van, Iranian visitors

Opportunity to Develop ICH-Based Recreative Product Toward Nighlife in Konya Tourism Barana Entertainment

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Abstract

Barana entertainment which is one of the intangible cultural heritage of Turkey (ICH) element and considered among traditional conversation meetings are events where individuals are gathered for events such as music, eating and drinking in the cultural environment of Konya created for unique conversation and entertainment purpose. These types of entertainment increase the quality of time in a destination and enable visitors to get acquainted with the local culture, accommodate, or increase their accommodation period. When tourism in Konya is investigated, it is seen that Barana entertainment with this impact potential is not sufficiently considered as a product in the destination. Accordingly, it is believed that sustaining and presenting Barana entertainment will have a positive impact on the nightlife of Konya tourism. The purpose of this study is to show the importance of Barana entertainment as an ICH heritage in line with Konya's tourism destination identity. In this sense, Barana entertainments are analyzed with literature review from folklore field, analyzed as a recreative product and especially shown as an advantageous product for the nightlife in Konya. According to the results obtained in this study, it is found that Barana entertainment can be an important source for night recreation needed by Konya; thus, this entertainment might have a significant contribution the sustainability of the cultural heritage.

Keywords: Konya, intangible cultural heritage (ICH), Barana entertainment, recreation

Classification of the Effects of Climate Change on Tourism Destinations According to Tourism Types

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Abstract

Climate change is a global problem with a wide spectrum of effects in societies and sectors at different levels. Climate change can affect tourism demands, tourism movements, tourism destinations and tourism types in different ways. This study was carried out to classify the impact of climate change on tourism destinations according to tourism types. For this purpose, the impact of climate change on the tourism industry has been evaluated according to different types of tourism. This study has been prepared by making use of domestic and foreign academic research published on relationship between climate change and tourism and reports published by UNWTO, UNESCO, UNEP, UNDP, IPCC, DB, T.R. Istanbul Governorship Provincial Directorate of Environment and Urbanization and T.R. Environment and Urban Ministry. The effects of climate change on tourism are illustrated with different case studies regions and destinations. As a result of the study, the impact of climate change on tourism types; It is concluded that it can be divided into five categories: winter tourism, sea tourism, ecotourism, city tourism and cultural tourism.

Keywords: climate change, tourism, destination, tourism types

National Intangible Cultural Heritage Elements as a Product Source of Mini Club in All-Inclusive Hospitality Businesses

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Abstract

Intangible Cultural Heritage (ICH) is an important treasure for Turkey, which has a very rich inventory in this regard, as it is for every country. The importance of ICH the global scale, Turkey is a signatory to the UNESCO in 2003 and laid the Protection of Intangible Cultural Heritage Convention has found life with. Ensuring that the said heritage is kept alive, passed on to future generations and recognized is an issue that should be considered for each individual and also in the development of country policies. Animation services play the most important role in introducing this heritage to visitors in the all-inclusive system, which is widely seen in tourism, especially in Turkish tourism. The children's animation services provided within the mini clubs in the all-inclusive accommodation system play a very important role for both children and their families. Turkey's rich ICH national inventory offers the potential for children's animation services that, on the one hand, can be the source of attractive, original, and competitive products, and on the other hand, can support the sustainability of ICH national elements. In this context, the aim of the research is to examine the level of use of ICH national elements in children's animations, which are widely included in the all-inclusive accommodation system in Turkey. Qualitative data were used as the study method. The method of the study was obtained by observations obtained from experiences and content analysis for children's animation programs. In this context, the children's animation program of five five-star hotels operating in the all-inclusive system in Antalya was examined. As a result of the study, puppet, necklace, and bracelet making, cookie making and archery activities from the national ICH elements are included in mini clubs and the elements are used at a very low level. When children's animation programs are examined, it is seen that time, puppet making, bracelet and cookie making, archery and writing Turkish lessons. However, the result of the content analysis; It has been revealed that the national elements of ICH are almost non-existent in the children's animation programs in hotels operating with all-inclusive system.

Keywords: intangible cultural heritage, animation, all-inclusive accommodation, mini club

The Role of Perceived Tourists' Susceptibility on Perceived Tourists' COVID-19 Infectability Among Tourist Arrival in North Cyprus

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Abstract

This study illustrates the negative impact of perceived tourist's susceptibility on perceived tourist's COVID-19 infectability with mediating role of self-efficacy. We used Risk Perception attitude framework (RPAF) as its guideline to explore these relations. Survey Questionnaire method will be used for collecting data from Tourists, who are coming to North Cyprus during and after COVID-19 outbreak. This study aims to measure tourist's personal susceptibility and perceived infectability of COVID-19 and in North Cyprus and by analyzing these measures through mediating role of self-efficacy. The findings of this study will improve awareness and a guideline for those ones who are in the Tourism industry. The implication and future studies related to this study will be also discussed. During COVID-19 pandemic, many businesses and markets related to tourism has faced a huge decline. According to statistics that UNWTO collected for first 8 months of 2020, international tourism arrivals were fell down by 70%. (UNWTO, 2020) This negative impact of the outbreak changes the lifestyle and behavioral changes among the people. This changes also happened during different pandemic situations such as Influenza H1N1 and Ebola epidemy. Some previous studies have investigated the some protective and avoidance behavior during Ebola in US and H1N1 virus in different studies (Cahyanto et al. 2016; Liao et al., 2010). Moreover, Wang et al. (2019) measured adventure safety behavior on tidal-bore watching activities in china by using risk perception attitude framework. Therefore, by observing these three studies, we have found a new gap in literature for the recent COVID-19 pandemic through RPA framework and there was no direct evidence between perceived tourist's susceptibility and perceived Infectability of COVID-19 in tourists' risk believes. Accordingly, this study will answer following question:

- *RQ: How can perceived tourist's susceptibility impacts on perceived COVID-19 infectability with the moderating role of self-efficacy by RPA framework?*

As we choose RPA as our study's framework, understanding the definition of risk perception attitude will be crucial. RPAF was built on social cognitive theory which was developed by Rimal and Real (2003). In the RPAF, people are categorized into four attitudinal groups. These subscales are related to the different attitude and reaction of every individual in case of perceived risks and their behavioral attitudes based on their self-efficacy and their perception of the probable risk. Figure 1, describes the Rimal and Real (2003) proposal in different levels of risk and efficacy which divides people in these four definitions:

Based on this division, People with high level of risk and high level of efficacy, are named Responsive. This kind of people are more likely to have self-protection behavioral attitude in face of high risks. Second group with high level of risk and low efficacy are Avoidant. They have conflict in their emotions, and they are following the self-protection attitude toward risky

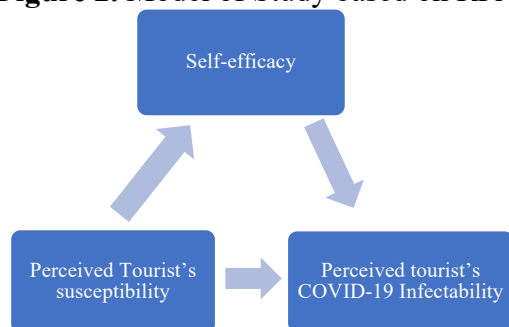
situations. Another category refers to those ones who have lower level of risk and they perceive so few self-efficacies and previous literature call them as Proactive. People in this group, they follow sometimes protective behaviors, so they perceive lower vulnerability. The last ones who receive lowest risk and self-efficacy are indifference and have the least self-protection attitude. (Wang et al., 2019; Rimal and Real, 2003).

Figure 1. Four Dimensions of RPAF

Level of Risk Level of efficacy	Low	High
Low	Indifference	Avoidant
High	Proactive	Responsive

By understanding this classification, we realize that self-efficacy and perceived vulnerability parameters are under category of RPA and they have strong relation according to the previous studies. In Wang et al. (2019) study, they illustrated RPA with four sub-categories and two of them are perceived vulnerability and self-efficacy. As Duncan, Schaller, and Park (2009) illustrates, perceived susceptibility is categorized under Perceived vulnerability. Accordingly, Kock et al. (2020), have proved the relation of self-efficacy and Perceived COVID-19 infectability. The chosen data sampling method will be snowball technique, in which, our target samples are difficult to reach in result of the COVID-19 pandemic. Therefore, by relying on recent study and help of RPAF, we propose the following Model (Figure 2) for our study to examine those relations among the tourists in North Cyprus:

Figure 2. Model of Study based on RPAF Model



It is expected to find evidence from the aforementioned relations among tourists in North Cyprus. These findings will be useful for tourism stakeholders to implicate correct actions in tourism industry to inform and ensure tourists about health and safety regulations across North Cyprus. By taking these corrective actions, tourists will experience a better travel with lower level of perceived vulnerability.

Keywords: perceived tourist's susceptibility, perceived tourist's COVID-19 infectability, self-efficacy, arrival tourists, North Cyprus

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