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RESEARCH ON ALTERNATIVE TOURISM ACTIVITIES: THE CASE OF ALANYA

ÜZEYİR YILDIZ

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ÖZ

ALTERNATİF TURİZM ETKİNLİKLERİ ARAŞTIRMASI: ALANYA ÖRNEĞİ

Turizm işletmeleri ile istihdam ve sürdürülebilirlik arasında gelişen ilişkide, alternatif turizm etkinlikleri son yıllarda literatürde önem kazanmaya başlamıştır. Bu noktada araştırmanın temel amacı turizm işletmelerinde alternatif turizm etkinliklerinin sürdürülebilir turizm potansiyeline ve turizm istihdamına etkilerini saptamak ve buna bağlı olarak alternatif turizm türlerini gerçekleştiren turizm işletmelerine ait özellikleri ortaya koyarak diğer işletme ve alternatif turizm etkinliklerinden yararlananları alternatif turizm türleri ve özellikleri hakkında bilgilendirecek önerilerde bulunmak, işletmelere de alternatif turizm türlerinin özellikleri hakkında bilgiler vererek ihtiyaç ve isteklerini en iyi şekilde karşılayacak hizmetleri sunmak ve sürdürülebilir turizm potansiyeline ve turizm istihdamına katkıda bulunmaktır. Bu katkının nasıl olduğunu belirlemek için literatürde çeşitli araştırmalar olmakla birlikte, alternatif turizm etkinlikleri ile istihdam ve sürdürülebilirlik konusunda yapılan araştırmaların sayısı yok denecek kadar azdır. Bu araştırma literatürde konu hakkındaki boşluğun kapatılmasına katkı sağlayacaktır. Bu katkıyla turizm işletmelerinin alternatif turizm etkinliklerini gerçekleştirmeleri, istihdam ve sürdürülebilirlik düzeyinin yükselmesi mümkün olacaktır.

Araştırma altı bölümden oluşmaktadır. Araştırmanın ilk bölümünde araştırma problemi, amaç, önem, kapsam, sınırlılıklar, temel hipotez ve alt hipotezler ve tanımlar yer almıştır. İkinci bölüm olan kavramsal çerçeve ve ilgili araştırmalar başlığı altında turizm tanımı, turizmin özellikleri, turizmin sınıflandırılması, insanları turizme yönelten sebepler, turizmin ekonomiye ve diğer sektörlere etkisi, dünyada turizmin gelişimi ve Türkiye'de turizmin gelişimi konularına değinilmiştir. Ayrıca alternatif turizm kavramı, alternatif turizm türleri üzerinde durulmuştur. Araştırmanın üçüncü bölümünde yöntem kısmı bulunmaktadır. Dördüncü bölümde bulgular kısmına yer verilmiştir. Beşinci bölüm bulguların tartışıldığı bölümdür. Altıncı ve son bölüm ise sonuç ve öneriler kısmıdır. Araştırmanın yapıldığı Alanya'da 272 turizm işletmesi

faaliyet göstermektedir. Bu işletmelerde yaklaşık olarak toplam 3500 kişi çalışmakta olup araştırmanın evrenini oluşturmuştur. Evreni oluşturan 272 işletmeden 39 işletmeye ulaşılabilmiştir. 39 işletmenin toplam 646 çalışanı mevcuttur. 646 çalışan arasından basit rastgele yöntemle seçilen 181 çalışan katılmıştır. Daha sonra bu veriler SPSS 23.0 paket programında frekans, bağımsız örneklem T-Testi, Anova, Ki Kare analizi, güvenilirlik analizi, ortalama ve korelasyon analizlerine tabi tutulmuştur.

Araştırmanın sonuç kısmında yapılan analizler sonucunda turizm işletmelerinin alternatif turizm etkinlikleri ile sürdürülebilir turizm potansiyeli ve turizm istihdamları arasında %20,8 seviyesinde bir ilişki olduğu tespit edilmiştir. Ayrıca sürdürülebilir turizm potansiyeli ve turizm istihdamının alternatif turizm etkinliklerini %4,3 düzeyinde açıkladığı bulunmuştur.

Anahtar Kelimeler: Turizm, Alternatif turizm, Sürdürülebilirlik, İstihdam

ABSTRACT

ALTERNATIVE TOURISM ACTIVITIES RESEARCH: THE ALANYA CASE

Relevant tourism activities between employment and sustainability have become increasingly important in the literature in recent years. The main objective of this research is to determine the effects of alternative tourism activities on tourism potential and tourism employment and to suggest the features of tourism businesses that realize alternative tourism types in accordance with this, to make suggestions to inform about the types and characteristics of alternative tourism types, providing information about the characteristics of alternative tourism types and providing services that best meet their needs and wishes and contributing to the potential of sustainable tourism and tourism employment. In order to determine what this contribution is, there are few researches on alternative tourism activities, employment and sustainability in the literature, as well as numerous studies. This research will contribute to closing the gap in the literature. With this contribution, tourism enterprises will be able to realize alternative tourism activities, increase the level of employment and sustainability.

The research consists of six parts. In the first part of the study, the research problem, purpose, importance, scope, limitations, basic hypothesis and sub-hypotheses and definitions were included. The second part, the conceptual framework and related research under the title of tourism definition, tourism characteristics, classification of tourism, people reason that encourage tourism, tourism's impact on the economy and other sectors, the development of tourism in the world and in Turkey, the development of tourism have been discussed the subject. In addition, the concept of alternative tourism, alternative tourism types are emphasized. In the third part of the research, there is the method part. In the fourth chapter, the findings section is given. The fifth section is the section where the findings are

discussed. The sixth and last section is the conclusion and recommendations. There are 272 tourism enterprises operating in Alanya, where the research was conducted. Approximately 3500 people are working in these enterprises and this constitutes the universe of the research. Out of 272 businesses that make up the universe, 39 businesses could be reached. 39 enterprises have a total of 646 employees. 181 employees selected by simple random method among 646 employees participated. Later, these data were subjected to frequency, independent sample T-Test, Anova, Chi-Square analysis, reliability analysis, mean and correlation analysis in SPSS 23.0 package program.

As a result of the analysis made in the conclusion part of the research, it has been determined that there is a relationship of 20.9% between alternative tourism activities of tourism enterprises, sustainable tourism potential and tourism employment. In addition, it was found that sustainable tourism potential and tourism employment explain alternative tourism activities at a level of 4.3%.

Keywords: Tourism, Alternative tourism, Sustainability, Employment

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ABBREVIATIONS

ABD: United States of America

ANTO: Austrian National Tourist Office

FYDP: Five-Year Development Plan

SPSS: Statistics Program Social Sciences

TUIBA: Turkish Industrialists and Businessmen Association

GDIE: General Directorate of Investment and Enterprises

1.INTRODUCTION

1.1.Definition of the Problem

Tourism related to the masses forms the basis of world tourism movements. When the progress of tourism in the historical development process is observed, it is possible to state that the tourism phenomenon has made progress all over the world, especially after 1950, with the progress in the civil aviation sector and with the effect of the global peace atmosphere in all parts of the world.

Apart from this, with the contribution of the rising welfare level in the west of the European continent and the north of the Americas, tourism behaviors have reached the level of activities in which more and more individuals participate every year. Along with the tourism movements from the west of Europe to the states in the Mediterranean region, and from the north of America to Europe and the Far East, tourism has made a positive contribution to the export items in many countries at the end of the twentieth century. Therefore, tourism has been accepted as an indispensable industry in terms of economy. In particular, in terms of countries that have not completed their development or are continuing to develop, the earnings from tourism have made a hot money entry into the economy, and tourism has taken a very close effect on social life due to the interaction related to culture (Uygur and Baykan, 2007: 32).

On the other hand, while social tourism behaviors have a positive effect on economic and social life, it has caused states to face negative consequences due to long-term difficulties in the use of resource types. Sustainability has gained importance in tourism, especially due to the excessive consumption of natural land and other resources in the world. In order to prevent the destruction caused by social tourism in terms of sustainable growth and sustainable tourism, the concept of "alternative tourism" has emerged. Alternative tourism is a concept that includes alternative touristic thoughts

that have been put forward in response to social tourism activities where the use of 3S, namely sun, sea and sand, is realized (Bulut, 2006: 21).

Alternative tourism has come to the fore especially in regions that are deprived of social tourism and in destinations that have just started to convey the demand for touristic activities to the tourism market. While it is aimed to ensure the use of touristic resource types more effectively due to alternative tourism, it is also aimed to create a nature-friendly tourism approach that is beneficial to local cultural types. Tourism activities that have emerged in alternative tourism functions in recent years; dental treatment and implant, elderly care, palliative patient care, winter, highland, treatlon, cycling and golf sports tourism. These alternative tourism activities are touristic activities that include different experiences in the travels of the tourists who want to receive services other than normal tourism activities in order to realize these purposes (Kervankıran and Bulut, 2015: 34)

Especially in developed countries, as alternative tourism activities carried out by people with sufficient financial power; dental treatment and implant, elderly care, palliative patient care, winter, highland, treatlon, cycling and golf sports tourism activities stand out as the activities that more and more people participate in alternative tourism over the years. For this reason, it is important to investigate tourist groups engaged in dental treatment and implant, elderly care, palliative patient care, winter, highland, treatlon, cycling and golf sports tourism. In addition, studies related to issues such as dental treatment and implant, elderly care, palliative patient care, winter, highland, treatlon, cycling and golf sports tourists' motivation to participate in these tourism activities are also important. Sustainability is also extremely important in terms of the long-term progress of tourism activities as alternative tourism (Doğancili, Akbulut, 2015: 3).

With this research, the effects of alternative tourism activities of tourism businesses that continue their activities in Alanya on the sustainable tourism potential and tourism employment were examined. In addition, the question of whether the opinions of the tourism business employees differ according to their socio-demographic variables constitute the problem sentence of the research.

1.2. Purpose of the research

The aim of this study is to determine the effects of alternative tourism activities on the sustainable tourism potential and tourism employment in tourism enterprises, and accordingly, by revealing the characteristics of tourism enterprises that realize alternative tourism types, informing other enterprises and alternative tourism activities and businesses about alternative tourism types and features, and their needs and wishes. To contribute to the tourism employment with the sustainable tourism potential that will best meet the services.

1.3. Importance of the Research

The scope of analysis of this research is the employees of the tourism enterprises that continue their activities in Alanya. By examining the effects of alternative tourism activities on sustainable tourism potential and tourism employment, it is the basis of the study to determine whether the employees of tourism enterprises differ according to sociodemographic variables.

Alternative tourism activities have a very important effect especially on tourism businesses. Alternative tourism activities occupy a large place in sustainable tourism potential and tourism employment. For some tourism businesses, getting approval in the tourism sector is especially important for the sustainability of the businesses. Tourism businesses that do not receive positive feedback from alternative tourism activities may feel inadequate in terms of physical appearance, sustainable tourism potential and tourism employment. As a result, businesses are concerned about sustainable tourism potential and tourism employment (Çetintaş, 2014: 11).

As a result of the thesis research, scientific knowledge on tourism businesses, alternative tourism activities, sustainable tourism potential and tourism employment has been contributed and benefits have been provided. It is thought that the whole tourism sector will benefit from the result that alternative tourism activities in tourism enterprises affect the sustainable tourism potential and tourism employment. According to the literature reviews, it is thought that this study will contribute to the literature. Due to the empirical, theoretical or methodological contribution of the research to the

literature, it will be able to increase accessibility by being translated into publication.

1.4. Scope of the Research

In Alanya, where the research was carried out, a total of 272 tourism businesses operate between January 1, 2018 and April 1, 2018. A total of approximately 3500 people work in these enterprises and constitute the universe of the research.

It was possible to reach 39 businesses out of 272 businesses that make up the universe. 39 enterprises have a total of 646 employees. 181 employees selected by simple random method among 646 employees were determined as the sample.

The majority of the employees of this tourism business did not want to participate in the research as of the season.

In a simple random way, the universe is defined with precise boundaries and a list is drawn by numbering each unit that makes up the universe. The number of samples taken from each section in the prepared list is determined by the drawing method or a random (random) computer. On the other hand, the numbers that make up the sample can also be determined using the random numbers table (Ural and Kılıç, 2011: 38). The survey of this study was conducted by face-to-face method.

The research was carried out with a questionnaire designed to be applied to the employees of the tourism enterprises that continue their activities in Alanya. Informed consent and informed consent was obtained for the implementation of the questionnaire. Those who did not volunteer and did not participate due to health reasons were excluded.

1.5. Limitations of the Research

The research only covers the employees of tourism enterprises that continue their activities in Alanya. Employees of tourism establishments who did not agree to fill out the questionnaire while collecting data for the research were excluded from the scope. The research was limited to survey questions and open-ended questions in a 5-point Likert scale. Questions related to the

subject were not left out. Questions that do not make sense in demographic questions were not included in the questionnaire and were prepared in a clear language. In order to determine the survey participants, the number of participants was determined. The number of tourists, which fell due to the civil war that started in Syria in 2016, terrorism and the impact of the aircraft crisis with Russia, reached approximately 50 million in 2017 and 2018. In the period when the survey was conducted in Alanya between January 1, 2018 and April 1, 2018, the desired sample number could not be reached due to the fact that one out of every 10 tourists who came to our country came to Alanya and tourism activities were intense.

SECTION 2

CONCEPTUAL FRAMEWORK AND RELATED RESEARCH

In this section, first of all, the definition of tourism, the characteristics of tourism, the classification of tourism, the reasons that lead people to tourism, the development of tourism in the world and in Turkey are evaluated.

2.1. Definition of Tourism

The word "*tour*", which is the root of the word, means to start traveling from a place for reasons such as traveling, seeing, wandering and returning to the same place (Çalışkan, Özer, 2014: 117).

People have traveled for different reasons in every period of history. However, over time, the reasons for traveling and the ways of traveling have been affected and changed due to many reasons such as the development of technology, changes in social life, changes in business life, and changes in tastes and preferences. The phenomenon of tourism has attracted the attention of many researchers because it is a very broad and versatile concept. Researchers have evaluated the concept of tourism from different perspectives and tried to explain it. Therefore, many definitions of tourism have been made. It is said that the word "*tornus*", which is used in Latin, which is an old language, to return or to return, to tour back, is the source of today's tourism word. The word "*tour*", which comes from the same root, means a vehicle describing a circle in Greek. In French, this word means to return. When we look at the dictionary meaning, it is seen that the word "*tour*" is a journey that consists of visiting various places during these trips and a planned travel program, provided that you return to the first place (Akşit, 2016: 1161).

It is possible to talk about many different factors that lead people to tourism. Among these reasons are rest, entertainment, curiosity, discovery, religion, health, sports, culture, etc. countable. These reasons may change and diversify over time. Therefore, the concept of fashion has emerged in tourism

and the fashion of the period has been an important determinant in tourism preferences. Tourism companies made this an opportunity and attracted tourists by organizing tours in accordance with the fashion of the period. Tourism is a temporary change of place. Trips made to return to the exit point. It does not turn into permanent residence. The plan of the trip to be made has been determined. People can participate in tourism individually as well as familial, organizational, and collectively. Tourism activities to be carried out may vary depending on the number of people participating. Tourism is a voluntary movement (Alexander, 2012: 779).

The person participating in the tourism can choose the place they will go, the means of travel, the facility they want to stay, the place where they will eat, shop, etc. has the freedom to choose voluntarily. The two most important activities that make up tourism are travel and accommodation. Some institutions, organizations, behaviors and activities have been created based on the needs that have developed over time. Touristic equipment, tools and equipment that enable people to carry out these activities constitute the objective side of tourism. Tourism covers the travel and accommodation activities that people do for different purposes within the time period they allocate (Han and Back, 2008: 467).

Since tourism is an activity specific to people, it may vary from person to person or be perceived differently. Therefore, the subjective aspect of tourism is mentioned. The purpose of the participants participating in tourism is not to make money or generate income. Travels made by the person for the purpose of doing business, doing business and working are not considered tourism activities. In fact, the main thing is consumption, expenditure. While doing this, it is a must to spend the night at the destination. Not every travel or accommodation is a tourism activity. In order to be considered a tourism activity, it is necessary to go out of the area and region where one lives, works, earns a living and maintains a routine life. Tourism is a sector that requires a wide variety of high-cost investments. In addition to the infrastructure arrangements of the invested region, superstructure arrangements are also required. The definition of the tourist, which is the basic element of tourism, has been made in various ways. If a

person goes out of his permanent address where he lives, travels, stays, makes some expenses and returns to his permanent address at the end of the period, it is said that this person is a tourist. If the person makes this touristic trip within the geographical boundaries of his own country, this person is called a domestic tourist, and if he makes it to another country outside the geographical boundaries of his own country, he is called a foreign tourist (Akşit, 2016: 1162).

In general, it can be said that the word "tour", which forms the root of the word tourism, means to travel and see (Çalışkan, Özer, 2014: 117).

Some of the definitions of tourism made by different people and institutions over time are as follows;

Tourism; It is all of the events and actions arising from their stay at the destination by traveling, provided that they return without permanent residence, not for the purpose of trading or making money (Akgöz, 2014: 106).

The term tourism was coined in 1981; It is defined as “the whole of events and relations arising from the temporary stay of people by demanding the goods and services produced by tourism establishments, and traveling outside the places where they constantly reside, work and meet their usual ordinary needs” (Kozak, 2012: 6).

In order to better understand tourism, the main features of tourism are interpreted below, using Soykan's work (Soykan, 2000: 41).

In another definition, the characteristics of the tourist are emphasized as follows. Tourist; He leaves for a certain period of time without aiming to earn money from the address where he lives permanently, travels, spends nights, gives importance to pleasure, finds limited spending power according to himself and carries out consumption activities within the time period determined (Usta, 2002: 10).

Not every traveler is classified as a tourist. In order to be considered a tourist, they must have certain qualifications. In order to be accepted as a tourist on an international scale, one must travel for reasons such as personal pleasure, entertainment, health, religious duty, and sporting activity. Those

who travel for reasons such as working, making money, doing business are not considered as tourists (Kozak, 2001: 6).

2.2. Features of Tourism

When it is desired to express a physical product, the concept of goods is mentioned. The concept of goods refers to objects that can be bought and owned when desired, consumed anywhere, at any time, that can be touched and felt, that emerge as a result of certain procedures to be performed. In the concept of service, there is no mention of a concrete object. The concept mentioned is intangible, intangible, and activities that are evaluated with the benefit or pleasure it provides to the person. Tourism, which is the subject of the study, differs from other sectors in some aspects. Tourism is a service industry. Since it is not presented to the purchaser as a physical good or product, its evaluation may be perceived differently by different people. Kurt (2009) mentions the general characteristics of tourism in his study as follows; intangible, inseparable, variable, perishable, flexible in demand, complementary, high fixed cost and labor intensive (Kurt, 2009: 22).

It is labor intensive; Tourism is a sector whose main element is people. The attitude of the personnel working in the businesses selling tourism products can have a direct effect on the satisfaction or dissatisfaction of the customers. For this reason, the quality, training and customer relations of the personnel working in the tourism sector are very important. Being unstable; Since tourism is a service product, it cannot be produced or stocked for future consumption. The measure of production in the tourism sector is considered as the amount of capacity. Current capacity is used or not used that day. Backward vacant capacity cannot be evaluated. For example, if half of the rooms owned by an accommodation business are empty that day, it is not possible to sell those rooms retrospectively (Bujisic, Bilgihan and Smith, 2015: 58).

Tourism companies try to realize all their sales with various campaigns and promotions. Being complementary, tourism product should be evaluated as a holistic service that contains and collects many different components. When evaluating the quality of the product, which is mentioned as a tourism

product, the contribution of all the components it contains is mentioned, because the quality of the product may change with the amount of effect of these components. Any problem or error that will occur in one of the components that make it up will cause the entire tourism product to be affected holistically. This situation constitutes one of the biggest problems of tourism sector managers (Cengiz, 2012: 16).

The customer who decides to buy a tourism product does not decide by looking at a single factor, but decides among many different factors and alternatives. It does not only decide on the location of the hotel based on the star of the hotel, but also evaluates many factors at the same time, such as the services offered, transportation, fee, catering facilities. This complicates the work of managers and investors serving in this sector. be inseparable; The activities of producing, providing, purchasing and consuming a service occur simultaneously and are interconnected. Most of the officials serving in the tourism sector serve by communicating directly with the consumers, and this communication is an indispensable part of the service product. For example; As soon as the person sits down and eats in the restaurant business, the business produces and offers service, and the person consumes it by purchasing it (Tsai, 2016: 548).

It should also be noted that physical products can be subjected to various quality control studies and trials during production, so that the best product can be obtained. When the production and delivery of the service is evaluated, we see that it depends on the person, even the psychological state of the person affects the service delivery or perception, and it may not be the same every time. To give an example, employees are constantly encouraged to be kind and smiling towards those who want to buy the service. Elasticity of demand It is known that the demand for tourism products is quite elastic. Because it varies according to the situation and conditions. The demand for tourism products depends on social events in the region, security events such as war, terrorism, weather and environmental conditions, economic exchange rates, economic events such as inflation, etc. changes against. The tourism sector also changes according to seasonal conditions and the services offered in that season. While sea, sand and sun

destinations are preferred in summer, ski resorts are in demand in winter. Being abstract; Unlike industries that sell physical goods and products, the service industry is intangible, meaning that it cannot be physically perceived by the person when the service is purchased and consumed (Kılıç and Kurnaz, 2010: 39).

The buyer evaluates the product with the feelings such as pleasure, pleasure, experience and experience. Another factor that distinguishes the service sector from other sectors is the consumption activities that cannot be satisfied. The money paid to the goods that are not liked after the purchase can be returned or exchanged for another type of the same product, but the purchased service can be used only once and it is not possible to return it if it is not liked. For this reason, people who decide to buy a service product decide by being influenced by their own and others' experiences. The provision of tourism services, whose main element is human, varies considerably. For each service product purchased, only that product-specific experience is experienced. Expectations and mental states may be different on the producing and consuming sides of the same product, and the two parties may perceive the same product differently. For example, while the customer staying in the hotel is very satisfied with the facilities of the hotel, the staff working there may complain about the intense work tempo and low salary. Differences can be seen in the tourism sector as well as in the place where the person serving the person is (Tsai, 2016: 549).

While the tourist perceives the service he receives in the restaurant as special and extraordinary, the waiter may see it as an ordinary and routine part of his daily job. This inconsistency is a problem that managers should pay attention to, as it can cause dissatisfaction with customers. In such a case, since the tourist cannot experience the satisfaction he expects, he may delete all other positive impressions and have negative thoughts. However, on the second visit to the same place, people's moods, expectations and experiences may be different, so their thoughts may change. Having a high fixed cost, the customer must go to the place where the product is supplied in order to reach the tourism product. In addition, the cost of providing basic tourism products such as travel, transportation and accommodation is very

high. There is no guarantee that an investment made without proper research will yield high profits in the future (Aksu, 2008: 12).

2.2.1. Turizm Arzının Özellikleri

Consumption in tourism is the provision of maximum satisfaction by domestic or foreign tourists, while performing their tourism activities, by using all the infrastructure and superstructure features of the facilities that make up the tourism supply, as well as all the natural, cultural and historical values of a country (Cihangir, 2016: 15-23).

The tourism sector, which is a service sector, is a holistic concept consisting of the supply side and the demanding side. Supply and demand are integral parts of the tourism industry as complementary factors. Where there is no supply, demand means nothing, and where there is no demand, supply has no meaning. For this reason, it is useful to explain both concepts. The concept of supply, which means to offer, to make a presentation, refers to the presentation and quantities of goods or services produced to be sold in economic terms (Ünlüönen, Tayfun, Kılıçlar, 2007: 74).

Tourism supply, on the other hand, is the totality of touristic richness prepared by a certain region, under certain conditions, at certain prices, at certain times, to enable visitors to benefit and sell (Ariani, 2015: 33). By making use of the Sevgi (2017) study, the general characteristics of the tourism supply were interpreted as follows (Sevgi, 2017: 72).

In the supply of tourism services, production in which people are concentrated is mentioned. In the labor-intensive tourism sector, it is the person who provides the service. Considering the tourism supplies, it is not possible to produce and store the produced service in large quantities and to store it for future use. Therefore, the services produced must be consumed as soon as they are produced. Tourism supply is fixed, it cannot be moved. Those who want to take advantage of the supply have to go where they are. This situation affects demand along with factors such as distance and time. Large investments are required for tourism supply. If it is desired to present different tourism areas together, the investment costs required for the design of the facility will also be high. Only the arrangement of the facility is not

sufficient, landscaping and infrastructure arrangements should also be made. The products offered are affected by many different factors, such as the prices of facilities in the same industry, changes in buyers' tastes and needs. The high cost of substituting tourism supply makes it difficult to distribute risks in times of crisis. Tourism supply is not elastic. This feature is economically important. Demand in the amount of bed capacity can be met in accommodation establishments. Even if there is excess demand, the amount of supply cannot be changed.

2.2.2. Characteristics of Tourism Demand

Tourism demand, which constitutes another part of the tourism market, is defined as the desire of the person who has the purchasing power to travel and vacation by turning to the tourism market (Ariani, 2015: 34).

The tourism demand of the person may vary according to the place, time and situation. “The income level of the individuals demanding the tourism service, the price of the tourism product they want to buy, the price of competing products and services, the price of the complementary product purchased during the consumption of the tourism service, the changes in consumer tastes and preferences are the determinants of tourism demand.” (Kaçar, 2014: 65).

Looking at this definition, it is understood that many factors affect tourism demand. In the absence of one or more of the elements such as time, money, desire, habit, etc. required for travel, people easily give up traveling and participate in tourism and turn to other needs. At this point, which has potential but needs a stimulus to take action, the person's interest should be channeled into tourism with activities such as various events, advertisements and promotions. If tourism companies or managers evaluate this situation well, they can turn it into an advantage for themselves. Benefiting from the study of Sönmez (2012), the general characteristics of tourism demand are interpreted as follows.

These (Sönmez, 2012: 15) Tourism demand is directly related to the amount of income earned by the person. The amount that a person can allocate for tourism expenditures is one of the important factors that determine the form

of demand. Whether the amount of income earned by the person will be used for tourism demand or for other needs and wishes depends on the preference of the person. Therefore, tourism demand is affected by the provision of goods and services in other sectors. Because there are many products that try to attract the preference of the person and they are in competition with each other.

This situation causes the demand to be variable and flexible. Due to the multifaceted nature of tourism demand, it has different characteristics from each other. It is natural that there are differences between the touristic demand arising from the desire to rest and have fun during the holiday, and the touristic demands of the holiday made with the desire for culture and education. The expenses of the tourists, who set out in line with the goals they set, for food, accommodation, entertainment and shopping will also differ in the places they go. There are many different reasons that lead people to travel and take a vacation (Gohary et al., 2018: 6).

Tourism demand is shaped by the effect of these reasons or in line with these reasons. For this reason, it varies from person to person, even according to the period of time, mood, psychological, physical or mental state. From the point of view of businesses, tourism demand has seasonal characteristics such as seasonal or seasonal. It is difficult to distribute the tourism demand to different periods of the year, especially in terms of businesses that can serve in a certain period. Because when demand is desired to be distributed, new and different investments are required (Birkan, 2002: 139).

2.3. Classification of Tourism

The classification of tourism enterprises and tourism activities according to various categories in marketing studies is important because it enables more rational measures for many tourism analysis, tourism investment, tourism-related studies and statistics.

2.3.1. Tourism by Location Visited

When tourism activities are classified according to the place visited, it is possible to divide them into two classes as domestic tourism and foreign tourism. If a person consumes the product offered in the tourism sector within the borders of his own country, without leaving the borders of his own country, it is mentioned as domestic tourism. Traveling domestically has many advantages and conveniences for the individual. Domestic tourism, which does not require procedures such as passport, visa transactions, foreign exchange transactions, also provides economic income to both the country and the people of the region where the product is offered. People participating in domestic tourism recognize the traditions, customs and dialect differences of people living in different geographical regions within the borders of their own countries, and interaction occurs between different groups (Perçin, Bektash, 2018: 20).

Foreign tourism, on the other hand, can be defined as traveling to another country outside the borders of one's own country, in accordance with the conditions in the definition of tourism. In foreign tourism, unlike domestic tourism, there are international tourism activities. Passport, foreign currency, visa transactions that are not in domestic tourism are available in foreign tourism. Foreign tourism has positive effects such as interaction between countries, foreign exchange input and output, and enabling learning of different cultures (Kozak, 2000: 16).

2.3.2. Tourism by Number of Participants

In the classification, which is made by taking into account the number of people participating in tourism activities, it is taken as a basis that people travel individually or as a group. Because this criterion is an important factor affecting tourism movements. To express it as a definition; If people participate in tourism alone, it is called individual tourism, if several people come together to form a community for common purposes, group tourism, and the tourism movement that many large groups come together is called mass tourism (Kozak, 2012: 1913).

If the trips are made in certain groups, it is called group tourism. In order to be a group tourism, people who are related or not should come together on a

common ground and create a tourism activity. If a large number of different tourist groups are constantly directed to a certain region by organization companies, travel agencies or tour operators, then mass tourism occurs (Birkan, 2002: 140).

2.3.3. Tourism by Age of Participants

When the classification of tourism activities is made according to the age range of the participants, three classes emerge as youth tourism, middle age tourism and third age tourism. Traveling for young people is beneficial in many ways. It is important for young people to participate in tourism activities, to see different places and learn different cultures, to communicate with people they meet, and thus to increase their self-confidence. Criteria such as the availability of reliable, clean and affordable accommodation and a large number of entertainment venues come to the fore in the tourism movements of young people. The 30-50 age group constitutes the largest area in this category. This group consists of families with children who are working, have economic power, and age. This group of people over the age of 50 is a tourism movement generally attended by retired people and is called third age tourism. "In the medical world, people aged 50 and over are generally included in the third age group in tourism, since the age of 50 is accepted as the age when it is difficult for people to remember certain things, forgetfulness begins and fertility ends." (Çakan, 2016: 7).

2.3.4. Tourism by Socioeconomic Strength of Participants

In shaping the tourism demand, the amount of income earned by the person according to his/her economic status and how much of this income can be allocated to tourism activities are important factors. In addition, not only the economic power, but also the social life area it is in affects tourism preferences. Tourism movements that are attended by individuals belonging to the lower and middle income groups and have less opportunities are called social tourism. Social tourism is a subject that emerged and developed when employees obtained the right to paid leave during the industrialization period. Tourism activities of people in the high-income group constitute luxury tourism movements. People in this group prefer expensive facilities that

provide quality service in proportion to their high income levels and do not avoid spending at a high level.

2.3.5. Tourism by Purpose of Participants

Another type of classification is classification according to the purpose of participating in tourism, and many groups emerge in this class. The variety of these groups is increasing day by day, and new alternatives are emerging in line with the differentiating demands. Examples of some of these are as follows; Yacht tourism, which is called the sub-branch of marine tourism, has an important share in Turkey, which is surrounded by seas on three sides. It is a developed form of tourism due to the long summer season due to the climatic characteristics of Turkey. As an example of another sub-branch of marine tourism, we can count cruise tourism. While sailing on these ships, the fact that many activities such as seeing different places, accommodation, eating and drinking, entertainment and sports can be carried out makes it attractive for those who are interested in this field. Those who want to travel are picked up from where they are, brought to the port, put on the ship, travel to different ports from here, and benefit from all the services offered on the ship (Temeloğlu, 2015: 157).

Mountain tourism is an alternative offered to those who love nature and want to live by being in it. Participants of this group are generally those who like challenging sports such as trekking, high rock and mountain climbing, and snow skiing. Hunting tourism is a type of tourism created for those who want to hunt in nature in accordance with legal procedures. After obtaining the necessary legal permits, hunting tourism with the appropriate equipment and equipment is a tourism section where different options are offered for its enthusiasts. Health tourism is tourism activities that are basically made for health purposes, for reasons such as protecting the health of people, ensuring the continuation of their existing health, and regaining their lost health. Detailed explanation on the subject is given in the following sections. It has emerged due to reasons such as congress and seminar tourism, rapid developments in science and technology, and the internet making the whole world accessible. National or international congresses or seminars make

important contributions to the region they are in with the tourism activities they create (Birkan, 2002: 141).

Historical and cultural tourism is travel to see different lives, different cultures and historical artifacts. Places such as ancient settlements, historical mosques, churches and tombs have always attracted people's attention. Places where archaeological artifacts are found are places that bring together people from many different fields who are interested in the subject. Incentive tourism is the management of a company sending its employees, company representatives or employees whose products they sell, to vacations paid for by the institution (Tseng, Kan and Chien, 2014: 712).

It is based on the system of rewarding, motivating and achieving better performance in return for the work done by the personnel. Therefore, the prepared holiday program should be in accordance with the location and vision of the enterprise. It should be specific to that business only. Special interest tourism, as the name suggests, occurs when people carry out tourism activities for the areas they are interested in. It covers social, cultural activities and extreme sports that small groups are interested in. Botanical tourism, rafting, underwater diving, paragliding can be counted in this group (Strengthening the Vocational Education and Training System Project, 2007: 15).

2.4. Reasons That Drive People to Tourism

It is important to know why people participate in the tourism movement, to examine it well, to interpret the results well, to develop the country's tourism, to use the country's resources effectively, and to increase the amount of income thus obtained. If it is desired to gather under the general title, it is possible to separate these reasons as internal and external factors. As an example of internal factors; One of the reasons that people cannot give up on traveling is resting and entertainment activities. Especially people living in metropolitan cities want to escape from the hustle and bustle of the city, to relieve their stress, to get away from that density even for a short time, to rest, and they also demand activities that they can have fun while resting. (Stamboulis and Skayannis, 2003: 35).

One of the most important internal factors is curiosity. The desire of human beings to know, see, understand and learn about the unknown is an effective inner impulse that directs the person to travel. Human beings desire to see different places from the city where they live, to get to know them, to experience different emotions, to experience different pleasures. If the conditions are met, he carries out the activity that will satisfy his curiosity. Religion, which sets the rules of life that must be followed in all societies, also affects the activities of people. Throughout history, religious leaders have ordered people to visit places that are considered sacred by showing them places. By behaving in this way, they both revealed a religious rule and caused an economic activity. Thus, the regions considered sacred began to generate income from the people who visited them. The holy cities of Islam are designated as Mecca and Medina. In Christianity, Jerusalem and Ephesus are considered holy lands. These regions are the main centers of religion and therefore religious tourism, attracting large mass influxes (Wang et al., 2012: 1765).

Health is an issue as old as humanity. Since the earliest ages of history, people have sought ways of healthy living. This interest continues today. Since a detailed explanation on the subject will be made in the following sections, it will be briefly mentioned here. Sports is an important sector for tourism as well as the natural need of the individual. Sports branches such as football, auto racing, skiing, tennis, golf and rafting constitute tourism activities. People's desire to seek adventure, to experience different emotions, to visit friends and relatives, to imitate and show off are included in tourism movements (Kim, 2018: 856).

When the culture of a society is mentioned, in fact, the material and spiritual values, artistic assets, traditions and customs, life and thought styles of that society are expressed. Recognizing and learning these values, which are different in every society, constitute tourism activities. Fairs, festivals, festivities, folk cuisine or folk dances, local handicrafts held at different times and in different places have attracted the attention of people. Today, scientific, artistic, cultural, political or religious meetings have become quite common. People who come together for a specific purpose, while holding

their meetings, also create tourism activities. Before and after the meeting, they participate in various trips and create an economic movement in that region (Birkan, 2002: 144).

The attractive shopping opportunities offered by some countries or cities for consumers are the direct tourist attraction. When we look at the external factors, it is mentioned that the factors that affect the person from the outside. The choice of holiday and travel program that the person wants to realize is significantly affected by marketing activities such as advertising, promotion and propaganda. Promotion and advertisement activities to be carried out to the person who has difficulty in making a choice will become the determinant of the holiday and travel program. The existence of many different alternatives in the tourism sector, where fierce competition is experienced, increases the importance of advertising and promotion activities. Since tourism business managers are aware of this issue, they attach importance to advertising and promotion activities (Işık and Zoğal, 2017: 71).

2.5. The Impact of Tourism on the Economy and Other Sectors

In addition to being an element that provides international cultural and social communication, tourism is a sector that contributes to the economy with its features such as providing employment and earning foreign currency. In order to better understand tourism, the concepts of production and consumption in tourism should be mentioned. It has been mentioned before that tourism demand is highly elastic and fluctuating. Production in tourism is the provision of all goods and services that a local or foreign tourist with flexible demand may need during their travel or stay in a region (Kim, Ritchie and Tung, 2010: 637).

The concept of consumption in tourism can be explained as follows; It is to provide maximum satisfaction by domestic or foreign tourists by using all the infrastructure and superstructure features of the facilities that make up the tourism supply, as well as all the natural, cultural and historical values of a country during their tourism activities (Cihangir, 2016: 15-23).

Production and consumption activities in the tourism sector affect the economy as well as many other areas. It is possible to say that these interactions between the tourism sector and other sectors can be positive or negative. To give an example of the positive economic effects of tourism; It can be said that the tourism movement increases the living standard and income in the place where it is. In addition, the employment of personnel in touristic enterprises revitalizes the regional economy. It is possible to talk about a number of positive effects such as improving infrastructure and superstructure investments, eliminating regional imbalances, attracting foreign capital to the region, improving transportation infrastructure and increasing trade opportunities thanks to the touristic businesses (Soyak, 2005: 3).

Tourism has positive effects on the country's economy as well as some disadvantages. It is possible to summarize them as follows; increases the prices of goods and services offered due to the increase in demand. It increases the migration to the region where the demand is high. Increased prices for selling to tourists raise living costs. If the region's capacity is exceeded, it requires additional infrastructure expenditures. If the tourism region works seasonally or seasonally, unemployment may occur as the employed personnel will also work seasonally. Investors coming from outside the region may cause resources to go out (Kim and Ritchie, 2014: 353).

Tourism activities are activities that concern many areas in the society, interact with almost all of them, are affected by some areas, affect some areas, and both affect and be affected in some areas. To explain this situation, it is possible to give the following examples; The financial function of tourism; “Tourism is a socio-economic phenomenon that begins with an economic decision on how to use leisure and economic savings and has economic aspects such as investment, consumption, employment, exports and public revenues.” (Kozak, 2012: 10).

States deduct many direct or indirect taxes from tourism activities, expenditures made by tourists, travels, passport and visa procedures, and generate income. This income is used as national income in the service of the country. Tourism product is consumed where it is produced. Because of

this feature; The person who wants to buy a service from the tourism sector has to go to the country where that product is located and offered. The expenditures of this tourist will make positive contributions to the economy of that country (Sönmez, 2012: 32).

Cultural function of tourism; Tourists have the opportunity to get to know and learn about various cultures during their travels. Bilateral interaction is experienced as the people living in the touristic area have the opportunity to get to know the culture of the tourists. Tourists convey their knowledge, emotions and thoughts to the place where they live and tell them around them, and they enable many people to get ideas. If positive thoughts are conveyed, those people will come to the same region as tourists. The social function of tourism; Tourism is one of the most important means of transporting cultural values between people and influencing each other. Tourism movements that bring people from different countries, different regions and even different continents together enable people to get to know and understand each other by communicating. The tourism sector is a people-oriented sector in which people participate intensively. Expenditures made in this area directly affect the tourism sector and indirectly affect other sectors. Political function of tourism; Tourism activities are a tool that enables people to communicate with each other, thus getting closer to each other, and change their thoughts by breaking prejudices, if any, about each other (Zöngür, Yılmaz and Güngördü, 2016: 234).

When evaluated at the cross-country dimension, the managers of the societies that merge with each other thanks to tourism are also affected by this positive atmosphere and they carry out studies in this direction. Country managers generally take into account the interests, thoughts, expectations and demands of the society they govern, and create their management policies in this direction. Health function of tourism; Today's people experience intense mental problems due to environmental pollution, noise, traffic problems and the intense stress of business life in big cities, and seek ways to be intertwined with nature whenever possible. The therapeutic and vitalizing effect of thermal springs and healing waters, which are considered nature's gifts to humanity, have always attracted the attention of these

people. By benefiting from the relaxing, therapeutic and rehabilitative properties of fresh air, natural food, and natural atmosphere, they return more mentally and physically. Investments made for the tourism sector provide positive effects in many different aspects. The revenues obtained from the expenditures of all domestic and foreign tourists and the improvement of the touristic infrastructure and superstructure constitute the revenues of the production factors both in the tourism sector and in other sectors (Arıoğlu, Aydoğdu Atasoy, 2015: 109).

In order to meet the touristic demand, the infrastructure problems must be solved first. It is difficult to determine how much of the income from the tourism sector is spent on tourism infrastructure. It is difficult to determine how much of the infrastructure investments made in a region are realized by the effect of tourism. It is a known fact that the tourism sector has the effect of improving and guiding the infrastructure in the region (Sönmez, 2012: 47).

Since the demands of the customers in the field of tourism are not in line with basic needs, the decision of which touristic product people will choose is quite flexible. Therefore, one of the main factors that determines the direction in which those who want to buy touristic products will choose is how touristic businesses are perceived. Media and publicity play an important role in creating perception (Tavmergen and Genç, 2009: 100).

This promotion should be made for the purposes of communicating with intermediary institutions and potential customers, informing, persuading, persuading and making reminders about the goods or services (Tavmergen and Meriç, 2002: 39).

Promotion in tourism; It is the activities of creating a positive image by informing potential tourists by using the methods such as consulting activities, advertising activities, public relations activities and lobbying activities in the tourism markets of the superstructures obtained by a country's touristic values and tourism investments (Tavmergen and Meriç, 2002: 33).

First of all, the message to be conveyed in the promotion should be conveyed in an impartial manner, that is, without any praising or scathing comments (Kurnaz, Özdoğan, 2017: 75).

2.5.1. Economy of Tourism

In the 20th century, most of the countries focus on tourism activities because they think that tourism will contribute to their own economy (Usta, 2014: 4). Countries that are economically active in tourism are developing countries. He noted that the influx of tourism into the country's economy and the growing inflow of foreign tourists' expenditures have inextricably linked the country's inflows of foreign inflows to the country's economy (Avcıkurt, 2009: 35)

The development of tourism is contributing to the growth of the local economy, leading to new investments in the field of tourism. Much of the closed-door operations are aimed at creating a new source of tourism, increasing revenue and laying the groundwork for the closure of new investments (Ko and Stewart, 2002: 521).

The root cause of the changes in the economies of the country is not tourism. At this point, it is in the role of tourism supporter and facilitator. One of the main reasons why tourism is so prevalent in the crude economy is that it has turned its attention to new issues. In the development and development of tourism, intermediate prices are increasing. The situation is that many locals are taking gold from tourists. There is an increase in the range of service and productivity rates, as well as the availability of differential inflation rates. (Oktayer and Susam, 2007: 29).

Listening, cultural, social, sporting and religious factors lead people to engage in tourism activities. The common feature at the end of tourism activities, both domestically and internationally, is that the economies of the country are truly integrated (Oktayer and Susam, 2007: 29).

The monetary effects of tourism include increasing the foreign exchange supply, affecting the balance of payments, stimulating the economy, creating added value, increasing the prices of products and services and contributing to the country's economy. The real economic effects of tourism include its

effects on employment, infrastructure and different sectors (Avcıkurt, 2009: 35-36).

The tourism sector, which has a positive effect on the balance of payments, is among the most sought after sectors. In the broadest sense; Headings such as the number of overnight stays, the goods and services to be demanded, and the regions where the expenditures will be focused are included in the subject of the tourism economy. In addition, it should not be forgotten that tourism provides important employment opportunities for underdeveloped countries. In addition to all these positive effects, there are also some negative effects. Dependence on foreign countries, decrease in economic stability, increase in product prices, inflation and the fact that only a part of the society benefit from tourism activities are among the negative effects of tourism on the country's economy (Usta, 2014: 27-28).

2.5.2. Tourism Management

Tourism management also manages the resources of tourism, the interaction of tourists with physical resources and the interaction of tourists with local people. This aspect of tourism management is also directly related to the effects of tourism on the region. The interaction of the supply part of tourism such as physical resources, built environment and population and the demand part such as market direction, travel companies, tour operators, tourism developers and tourists are handled within the scope of tourism management (Mason, 2008: 21). The part of tourism management for such effects and input-outputs prevents and expands the scope of providing a people-oriented tourism management, which is only in the tourism sector today.

Tourism management plan; It is a dynamic and regularly updated, written, distributed and approved document that identifies the problems, existing opportunities, and includes all parties during planning and execution in the protection of natural, cultural and historical values of an area (Sustainable Tourism Management Planning, 2007: 2). The main dimensions of tourism management are views, general rules, control and active development strategies.

The zoning means the clear division of the area into selected zones by listing the types of tourism activities and the acceptable infrastructure that needs to be developed. It provides the laws and infrastructure/installation of tourism activities according to laws and regulations, opinion and determined zoning.

The tourism industry is a sector that covers many sectors and working alone is not suitable for the sustainability of the tourism system. In order to ensure this sustainable tourism system, local government units of tourism activities, non-governmental organizations, the private sector and the public should work together by providing coordination.

The government also has an important role, especially in providing infrastructure facilities, controlling development, providing funding and resource support and guiding relevant policies. The main purpose of the studies to be carried out is to achieve local development and sustainable development by creating a strong social, economic and environmental structure in the tourism areas where the plan is made (The Northhumberland ATMP, 2006) .

In line with the definitions, the objectives of tourism management plans are to establish a balance between tourism and natural, cultural and historical values in the targeted area of sustainable tourism planning, to decide how to use and protect existing resources, to consider the benefits it will provide to people, and to determine how to be successful for public participation in the decision-making and planning process. If planning is made with strategies for these purposes, tourism management plans will provide many benefits.

According to Smith (2003), a result-oriented management approach should be determined and this approach should consist of 4 stages. The first stage is defined as the determination of the current supply and demand by evaluating the tourism potential of the area. The second stage includes the determination of tourism strategies based on the determinations made. In the third stage, the implementation of the determined strategies and how they should be implemented are explained. In the last stage, which is the fourth stage, the results and sustainability of the application should be observed. (Smith, 2003: 28).

2.5.3. Tourism Economy and Management Relationship

Economics is generally defined by the concept of scarcity that meets the situation where there is not enough resources to meet the demands of people, and at the same time, economics is a science that tries to make sense of the choices people make among the scarce resources that meet their demands (Zengin, 2010: 104).

Tourism is an event that starts with an economic decision related to how to make use of leisure time and has an economic impact on investment, employment, consumption, exports and public revenues. Tourism is an invisible foreign trade item that primarily affects the balance of payments. In other words, tourism is accepted as the export of goods and services produced as retail in the country. Through tourism, people both see different cultures and beauties and contribute to the economy of the country or region they go to with their expenditures (Oktayer et al., 2007:13).

In order to talk about the importance of tourism in the development of a country and the share of the tourism sector, it is necessary to measure the economic effects of tourism (Ünlüönen and Tayfun, 2013:16)

The economy is divided into three main groups as agriculture, industry and service sector. After a certain period of time after the emergence of the concept of tourism, economics included tourism activities within its borders. Towards the end of the 1920s, while tourism became an increasingly important economic activity for some countries, it started to become important especially with its effects on the balance of payments (Zengin, 2010: 104).

It is possible to talk about the effects of tourism on the economy in different dimensions. Tourism in the economy;

- Balance of Payments
- Income
- Additional Exports
- Domestic Market Prices
- Employment
- State Revenues and Expenditures

- To Other Economic Sectors (Agriculture, Industry, Service)
- Exchange Rate
- Investments

it will effect (Sonmez, 2012:32-47).

The case of examining the smart reasons and expected results of the development of tourism on the economy highlights the role and importance of the tourism sector in the economy. The examination will reveal the economic potential of the tourism sector as well as the direct or indirect effects on the investment and operation of tourism enterprises at the national or regional level (Ünlüönen and Tayfun, 2013:16)

2.5.4. Tourism Economy in the World

Tourism economy; It is a field of study that explores the cause, scope, development conditions, results of the touristic event and the relationship between the cause and effect pair between this plot, from an economic point of view, and reveals the laws and principles to which the tourism event is bound (İçöz, 2008:228).

The tourism sector, which entered into a rapid development after the Second World War, has become an activity that provides important inputs on the economy of most countries in the world. The tourism economy, which has positive effects especially on developing countries, has increased employment opportunities, welfare level and current living conditions in the mentioned countries (Zengin, 2010:105).

It was realized in the middle of the 20th century that tourism has a great economic potential. However, until the 1950s, the tourism sector was generally ignored in global researches with development, development and wealth analysis (Bahar, 2007:137-138).

With the realization of the economic importance of tourism, it has become the fastest growing sector with telecommunications and information technologies that have taken a place in the global economy of the 21st century. Today, the tourism sector is seen as one of the most important sources of economic

growth and development in developed and developing countries. Considering that the number of tourists worldwide was 25.3 million in 1950, according to the 2016 figures published by the WTO, the number of tourists is 1.235 billion, the income obtained is 1.220 million US$ (US$) on dollar basis and 1.102 million on Euro basis. Made in Euros(WTO, 2017:5; Bahar, 2007:138).

Considering the increases, there has been an increase of around 2048% in the number of tourists since the 1950s, which corresponds to 48.8 times the average of the 1950s (Bahar, 2007:138).

The tourism sector, which was not seen as an economic value in the beginning, has become a sector that contributes to the national income for the countries and sees it as a source of livelihood for the people.

2.5.5. Tourism Economy in Turkey

Export-based development strategy forms the basis of growth and development in developing countries, but in 1960 and later, underdeveloped or developing countries changed their import substitution status and preferred export-based economic growth policy instead (Bahar, 2007:139).

In today's world, tourism is changing rapidly day by day and renewing itself constantly. Tourism, which shows continuity in change and renewal, is accepted as a sector that will continue its development in the future. According to forecasts, the share of tourism in the world economy will reach 2 trillion dollars by 2020 (Yıldız, 2007:6).

Turkey entered the Republican administration with a primitive form quite backwards. In the 1980s, Turkey witnessed important developments and changes in the economic and social field. The process of development and change experienced has moved Turkey to a very different position from the position it was in in 1920. The Republic of Turkey had a developed industrial structure in the 1980s, and this industry structure had a highly advanced agriculture that feeds the rapidly increasing population, supplies raw materials, and is one of the export items, an efficient and rapidly developing communication and transportation system, a non-formal education network, and a social security system. institutions, active banking, technological units that can be called advanced in some areas, entrepreneurial businessman

class, talented managers and technical staff. In Turkey in the 1980s, outstanding achievements were achieved in science, culture, technology and social development, as well as in fields such as industry, agriculture, trade and construction. The rapid development experienced in the tourism sector throughout the world started to be seen in Turkey, especially in 1980 and later (Kızılgöl and Erbaykal, 2008:352).

It would be more accurate to examine tourism in two separate periods within the Turkish economy. These periods, which are well separated as the 1962 period and before, are called planned and unplanned periods. The time period between 1923 and 1950, which is included in the unplanned period, has progressed in a very vicious circle in terms of tourism and the economic effects of tourism in Turkey, but between the years 1950-1960, which corresponds to the unplanned period, studies related to tourism and its applications were made. The period of 1950-1960 was a period in which both the studies on the field of tourism accelerated and the policies were regulated at the point of implementation (Oktayer et al., 2007:43). However, with the revolution of 27 May 1960, tourism, which had just begun to develop in Turkey, entered into a complete recession. In the years after the revolution, an intense investigation was started on the activities and savings of the overthrown power in the field of tourism, investments that were not completed yet, projects that were not started to be built were canceled and loans were stopped. In 1962, the practice that prohibited the construction of touristic investments was made flexible and the construction of some of the investments was completed (Ünlüönen and Tayfun, 2013:18).

It is called the planned period after 1960 in Turkey. The years 1950-1960 were opposed to the unplanned period and were put into practice. The planned period started with a temporary application in 1962. The plans implemented in Turkey are of development type and three different plan models are applied in terms of implementation time (Yeşiltaş and Öztürk, 2008: 18);

- Perspective Plans: It is a long-term plan. It was put into practice between 1963-1977 in Turkey. However, due to the emerging changes

and new factors, it was renewed to include the 1973-1995 period and was put into practice again in 1973.

- Five-Year Development Plans: It is the type of plan that is described as medium-term plans. In Turkey, the first one was put into practice in the 1963-1967 period. In the last period, although 5-year development plans in the form of 2023 strategies were put into effect, it was late in the first period, and no explanation was made for the second implementation period.
- Short-Term Plans: These programs, called annual programs, are more detailed than the other two plans. Short-term plans consist of determining the implementation times of five-year development plans (N. Kozak et al., 2001:114).

In order to determine the place of tourism in the economy in Turkey, 1980 and later should be taken into account. In the aforementioned period, two separate important laws were enacted that directly concern tourism. The first of these is the Economic Stability Measures dated January 24, 1980, and the second is the Tourism Incentive Law No. 2634, which was enacted after 1980. Compared to its first periods in the field of tourism, Turkey has come a long way today and it is seen that it is in a better position than developed countries in terms of tourism (N. Kozak et al., 2001:116-121).

Tourism, which contributes positively to the national economy due to its foreign exchange inflow, increase in employment, its effect on foreign trade deficit and its effect on inflation, is one of the issues that the state emphasizes. Especially as mentioned above, 1980 and after is the period when the importance of Turkish Tourism in terms of economy emerged and it still continues in the same way today. The number of tourists visiting Turkey in 1980 was 1,288,060 people, the income obtained was 326,654 thousand dollars, In 1997, the number of visitors increased by 11.1% and reached 9,689.004, and the income was 8,088,549 dollars. The number of people who visited in 2000 was 10,428,153 and the income was 7,636,000 dollars, The number of people who visited in 2001 was 11,618,969 and the income was 8,932,000 dollars. (Çımat and Bahar, 2003:2-3).

Although there were ups and downs between 1980 and 2001, there was a significant increase in the number of guests and the income obtained. When the recently published data are examined; In 2012, the number of tourists was 29,007,003 and the income obtained was 36,463,921 dollars, In 2013, the number of tourists was 32,310,424 and the income obtained was 39,226,226 dollars. In 2014, the number of tourists was 34,305,904, the income obtained was 41,415,070 dollars, In 2015, the number of tourists was 31,464,777 and the revenue was 41,617,530, In 2016, the number of tourists was 22,107,440 and the revenue was 31,365,330 dollars (www.tursab.org.tr)

As in previous years, some negativities caused a decrease in some periods. Especially in 2016, the Turkey-Russia crisis experienced a decrease of 1,423% compared to the previous year. Tourism is one of the leading sectors that provides very important inputs to the Turkish economy, but the economic effects of tourism still have not been extended among the regions.

2.6. Development of Tourism in the World

It is necessary to know the historical development of tourism well in order to fully understand the tourism phenomenon. Understanding how tourism developed from the early ages to the present, what stages it went through and what changed in these periods will guide this study.

Tourism in ancient times: When you want to go to the beginning of the tourism event, it is necessary to go until before Christ. It is stated that the Phoenicians were the first travelers in today's sense. These travelers, whose main purpose was thought to be to trade, visited many places and saw many places. In the same period, it is known that there were also travelers traveling for commercial purposes in China and India. Egypt has attracted people's attention with its temples and pyramids even in 3,000 BC. In the ancient Greek civilization, the Olympic games started in 700 BC. The organization of the Olympic games is an important event in terms of tourism activities in the world. It can be said that those who want to participate in these games as athletes or watch them as spectators constitute the beginning of sports tourism. (Kervankıran and Bulut, 2015: 35)

The Ancient City of Ephesus in Anatolia has been the focus of attention of travelers and enthusiasts since its establishment. Ephesus in this age; It has been seen as one of the most important cultural, art, trade and civilization centers of the ancient world with its theatre, library, bazaar, streets and entertainment venues. The Greek historian and geographer, known as Herodotus, is considered the first tourist and traveler of his country with his travels between 480 and 421 BC. He tried to know the customs and traditions of the places he traveled and kept records. That is why he is considered the pioneer of cultural tourism activities. The wealthy Romans living in this period traveled extensively for pleasure, health and trade purposes. It can be said that these intensive travel organizations contribute to the development of tourism. The Romans especially loved the Olympic games and had a large number of participation. The reasons for the prevalence of tourism in the strong periods of the Roman Empire; It can be said that the nobles did not work as slaves, the nobles did not participate in production, and thanks to the transfer of large economic resources from the vast lands under the domination of the empire to Rome, it provided the nobles with both leisure time and high income that they could spend as they wished. (Yeşiltaş and Öztürk, 2008: 19)

In this case, the Roman nobles had more than enough of the income that could be allocated to leisure and tourism, which is the prerequisite of tourism. Not only accommodation but also transportation conditions are the main factors for the realization of the trip. During the Roman Empire, good road and transportation conditions and availability of accommodation facilities on the road route were important factors. One of the other important factors for the development of travel and tourism is security. It is necessary to ensure the safety of life and property of people during travel and accommodation. During the strong period of the Roman Empire, security was provided in every aspect. When all these factors are combined, the development of tourism in Rome has become inevitable (Öztürk, 2000: 313).

Tourism in the Middle Ages: With the collapse of the Roman Empire in the 5th century, those traveling for pleasure also ended. As a result of the dominance of the feudal order in Europe, the feudal lords were not enough to

provide security. Only adventurous, fearless, or malicious people could travel during the dark period of Europe in the Middle Ages. The event that left its mark on tourism in the first half of this era is religious tourism movements. People of different religions flocked in large groups to places considered sacred by their own religion and ordered to visit. Another important travel event of the Middle Ages is the Crusades. Marco Polo and Ibn Batuta can be counted as examples of travelers mentioned in the works during this period. Marco Polo spoke highly of China in his book published in 1307 on his travels to Asia between 1271 and 1295. When this book was liked by the Venetians, it attracted the attention of the whole world and led to an increase in sea travel from Venice.

Tourism in recent times: The discovery of the Americas by Christopher Columbus in 1492, Vasco de Gama's trip to the Indian Sea around the Cape of Good Hope in 1947 and Magellan's world tour by sea in 1520 can be considered as the most important tourism activities of this period. The discovery of new roads and regions through these travels means the creation of new colonial regions and commercial areas. Some of these trips can also be included in adventure tourism (Yeşiltaş and Öztürk, 2008: 22)

Tourism in the Ottoman Empire: In this age, mostly military and conquest-oriented movements are seen. Cultural exchange took place in the places that were visited through conquest. Especially with the Çaldıran Campaign of 1517, the Sacred Relics were brought from Egypt to Istanbul and these valuable relics have attracted the intense interest of local and foreign tourists since then.

Thanks to the horse-drawn carriages, which became widespread in the whole European continent starting from Central Europe in the 16th century, especially the wealthy people increased their travel again. Also in this period, aristocrats in England sent their children to Europe, where they got to know different cultures and systems and gained a different perspective. During this period, spa tourism, which was common in Ancient Greece and the Roman Empire, was revived. Because these places have attracted attention not only as health centers but also as social places. Later, the belief that sea water is

more beneficial became widespread, and people turned to coastal areas (Başaran, 2014: 2).

It is possible to come across the travel characteristics of this period in some works. With the strong desire to see cultural centers and big cities, a French priest published a book called Travel Guide for foreigners in 1627. In this book, information about the roads leading to Paris and the cities on these roads are given, Paris is explained and the features of entertainment places are animated (Akşit, 2014: 109).

The development of travel tools, the fact that people can make their journeys more convenient, comfortable and safe, has enabled the spread of tourism movements among large masses. It is known that Thomas Cook took a large group of people on a festival trip to a region 12 miles away in England in 1814. It is considered to be the first organized mass train travel, due to its features such as participating in the trip as a group, carrying commercial purposes, and making public announcements with advertisements. Thomas Cook can be said to be the first organizer of tourism as the person organizing this trip. After the highway, organizations started to form in the seaway as well. (Yeşiltaş ve Öztürk, 2008: 28)

It is seen that regular ship management was carried out after 1838. Since these years, traveling by ship for touristic purposes has been met with interest by people and this interest continued for a long time, although it was interrupted during the First and Second World Wars. Towards the end of the 19th century, accommodation businesses began to be organized due to the increase in people's travels in Europe. In this period, high-income people sought comfortable and luxurious places to stay. To fulfill this demand, ostentatious accommodation has been built. After the First World War, accommodation businesses developed in accordance with the demands and ability to pay of the new middle-income tourist communities. In the years following the Second World War, there has been a great development in this field and a hotel management approach has spread rapidly all over the world. (Başaran, 2014: 3). The developments in tourism activities towards the end of the 19th century attracted the attention of scientists dealing with social sciences.

Tourism in the Twentieth Century: Since the beginning of the twentieth century, the world has experienced two major wars and these wars have had negative effects on people. Tourism has been negatively affected due to reasons such as the lack of safety of life and property between or on the roads leading to war tensions. With the widespread use of motor vehicles during the First World War, many societies had an idea about these vehicles at the same time. After the First World War, they used these motor vehicles as a means of transportation in their travels. The same can be said for the air force after the Second World War. After the Second World War, there were great developments in this field with the use of aircraft in civil transportation. The technical staff working in the air forces in the war contributed greatly to these developments (Çalışkan, Özer, 2014: 118).

Developments in aviation played a major role in the rapid development of tourism after the Second World War. However, on the other hand, the preference of airway for travel, especially for long distances, caused a decline in sea and rail transport in the following periods.

2.7. Development of Tourism in Turkey

When we look at the history of tourism in Turkey, we can see that it has gradually developed and gained value over time. The organization operating in the field of tourism as an official institution in Turkey is known as the Seyyahin Society. The establishment of the Republic of Turkey was founded in 1923 Seyyahin the Society should be considered as an important step. This society organized trips to major centers such as Istanbul and Bursa, and provided various conveniences to the tourists participating in these trips in terms of providing transportation vehicles (Badur, 2004: 52).

With the establishment of this society, an important step has been taken in the field of tourism. However, the name of this society has changed many times since then. First it became the Turkish Turing Club, then the Turkish Turing and Automobile Association. Since it is the first institution operating in the field of tourism in Turkey, it has broken grounds in many areas. The preparation of Turkey's first tourism prospectuses, the printing of the first promotional posters, the printing of the first road maps, the first interpreter

guidance exams, and the first examinations on tourism can be shown as examples of the works carried out by the institution. (Akşit, 2014: 110).

There have been developments in tourism in Turkey over time, and in 1934, with the Law on the Organization and Duties of the Ministry of Economy no. 2450, it became the first public movement. We can list the next developments as follows; The Tourism Desk was first transformed into a separate branch in 1938, and then renamed the Tourism Directorate in 1939. In 1943, the Tourism Directorate was established within the unit, which was named the General Directorate of Press and Broadcasting. (http://www.geocities.com/ceteris_tr/s_akpinar.doc,).

The first law on the development of tourism in Turkey was enacted in 1950 with the Tourism Institutions Incentive Law No. 5647. Then, the Tourism Industry Encouragement Law No. 6086 was enacted in 1953 in order to encourage investments made in the tourism sector. However, despite the enactment of incentive laws, there was a problem in their implementation and a source of credit could not be found for the encouraged investments. For this reason, the Tourism Bank of Turkey was established in 1955 in order to provide credit support to touristic investments and to develop accommodation businesses (Badur, 2004: 53).

One of the important steps taken in succession in these periods is to consider tourism as a ministry. The General Directorate of Press, Broadcasting and Tourism, which was established in 1949, was transformed into a ministry in 1957 under the name of the Ministry of Press and Tourism (Soyak, 2005: 23).

While evaluating the development of tourism in Turkey, Davulcu et al. (2015) In their analysis they say: Tourism in Turkey could not be an important sector between 1923 and 1950. However, after 1950, the tourism sector developed within the framework of a certain tourism policy. Until the 1950s, even statistics on tourism activities in Turkey could not be kept. Most of the studies examining the importance and development of the tourism sector in the Turkish economy have been made after the 1950s. (Davulcu, Tokat, Yörür, 2015: 18).

This has been the case not only in Turkey, but also throughout the world. When looked at, it can be said that the period before 1950 was an unproductive period in terms of tourism. When the reasons for this are examined, two separate world wars come first. With the end of the Second World War in 1947, there were developments that were not directly related to tourism, and as a result of these developments, it is seen that travel movements with other countries, especially Turkey and America, started to increase (Toprak, Elsaded, Mahmood, 2014: 38).

The making of various legal regulations in Turkey took place in the period after 1960, when the issue was handled at the ministerial level. Five-year development plans were started to be made in this period and efforts were made to develop the tourism sector. Documenting the tourism resources owned by the regions, carrying out physical infrastructure and superstructure works, making investments in these areas, and realizing large-cost investments by the state can be given as examples of these developments (Badur, 2004: 57).

Although some plans were wanted to be prepared beforehand, it can be said that the actual planned period started in 1963 with the First Five-Year Development Plan. In this plan, it was emphasized to give importance to tourism activities, to make maximum use of the resources owned, and to carry out promotional and investment activities related to this. In the First Five-Year Development Plan, it was expected that the tourism sector, which had developed in foreign countries, would also develop in Turkey. The main policies and principles to be followed in order to make good use of the existing touristic potential, historical and natural riches in Turkey, to make the necessary investments to realize this, to increase advertising and promotion activities, to build accommodation facilities, and to revitalize various sub-sections of the sector have been determined. It was decided to address and develop the places with high tourist attraction ability, and it was requested to deal with the developed and developing places in terms of tourism. As a result of these activities, large hotels and holiday villages were built by the public through the tourism bank during the first plan period (Gelmez, 2016: 150).

Some decisions have been taken in order to realize all these determined goals. These decisions consist of measures such as establishing an authorized organization to carry out tourism business in Turkey, establishing a Tourism Development Board in settlements, tax exemption for newly established facilities, giving importance to personnel training, organizing festivals and Olympics, providing appropriate credit, and simplifying customs and foreign exchange transactions. It is aimed to cover the balance of payments deficit with tourism revenues. (BYKP, 1963: 425).

In the Second Five-Year Development Plan, first of all, the situation analysis of the tourism sector was made. In this analysis, it is emphasized that tourism is developing rapidly especially in Mediterranean countries, and then attention is drawn to the gap in foreign travel and tourism items in the evaluation of Turkey. The sociocultural dimension of tourism has also been dealt with. In addition, after explaining the positive developments regarding the infrastructure and the number of beds, a situation assessment that is still valid today was made. Accordingly, it has been determined that some entrepreneurs who do non-credit construction have established poor quality and low standard facilities in an effort to reduce the cost per bed, away from any kind of inspection (BYKP, 1968: 416).

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In this period, apart from the development plans, regional, local and metropolitan plans were also prepared for the development of tourism. Metropolitan plans included Ankara, Izmir and Istanbul. Planning bureaus

were established for the preparation of three main city plans as well as regional and local policies. These offices are affiliated to the Ministry of Development and Housing (Gelmez, 2016: 151).

In the third Five-Year Development Plan in 1973, the situation of the tourism sector was examined by looking at the first two plans. In line with these plans, it has been determined that the number of tourists and tourism revenues are below the targets. The reasons were examined and deficiencies in the previous plans were determined (BYKP, 1972: 615).

This plan also includes the private sector. It has been mentioned that the private sector will be taken as a basis in tourism investment and management in accordance with the domestic and foreign tourism demand. In addition, the planning studies related to tourism, the elimination of infrastructure and superstructure deficiencies, the elimination of credit needs, the development of social tourism, the promotion of domestic tourism and the training of people to be employed in tourism have been mentioned (BYKP, 1972: 615).

The other three plans were examined in the Fourth Five-Year Development Plan, and it was stated that the desired targets could not be achieved due to the oil crisis in the period. In addition, it was asked to give importance to mass tourism. Increasing the efficiency of the public in tourism investment and management, encouraging the private sector and foreign capital, facilitating the employment of foreign personnel, restructuring the public facilities and connecting them to a single center, increasing the aircraft fleet, taking measures for the balanced distribution of seasonal demand and training qualified personnel have been determined as principles and policies (BYKP, 1979: 432).

It can be said that between the years 1979 and 1983, Turkey developed politically and economically. In this period, the policies implemented after the 1950s were changed, and instead, open policies based on exports began to be implemented. It is thought that the Economic Stability Measures, which were put into effect on January 24, 1980, affected the tourism sector closely in terms of the decisions taken. In these decisions, practices such as giving

importance to exports, providing price controls in the market and giving loans that are easy to repay are mentioned. (Boratay, 2003: 149).

Considering these decisions; It is seen that there are decisions about devaluation, decisions about foreign capital framework decree, decisions about changing the foreign exchange legislation, the Tourism Promotion Law No. 2634 and touristic exits abroad (Kozak, Güçlü, 2014: 122).

In the beginning, the main purpose of tourism revenues was to earn foreign currency at any cost. The contribution of tourism to the economy has been considered only within this framework. However, after the 1980s, the perspective changed and measures were taken to increase both the number of tourists and the amount of expenditure per tourist. In line with the decisions of January 24, 1980, the Tourism Encouragement Law No. 2634 was enacted in 1982 in order to solve the problems in the sector and to make the necessary legal arrangements. With the Tourism Incentive Law, incentives that have not been implemented until that time have been introduced. Some of the incentives related to tourism are as follows; These are opportunities such as discounts on investments to be made, low-interest loans, incentive premiums, the opportunity to employ foreign personnel, discounts on electricity, water, natural gas bills, and communication facilities. (Efe, 2016: 8).

With the Tourism Encouragement Law, studies have been carried out to develop the tourism sector and make it more active, and the studies have brought effective results in the following period. With the studies carried out, subjects such as tourism planning, the evaluation of the idle areas in the hands of the state by giving them to the tourism sector and the qualifications that tourism enterprises should have have been explained in the legal dimension. Alternative options are also presented in order to attract the attention of those who want to invest in this area. As an example of these; creating funds for the development of tourism, enabling foreign nationals to be employed as personnel in tourism enterprises, providing loans with long-term repayments and easy payment terms. The Fifth Five-Year Development Plan has a special importance as it is the first plan prepared after 1980. Many researchers state that when examining tourism activities in Turkey, the period

after 1980 should be examined separately. When viewed; In this period, a greater rate of development was observed than before in the country's history, and an increase was observed in the tourist supply capacity, the number of foreign tourists and the amount of foreign currency obtained in the short term (Kozak, et al. 2001: 116).

In the Sixth Five-Year Development Plan, diversification in the tourism sector was mentioned. Health tourism, thermal tourism and third age tourism are shown as examples of this diversification. It was emphasized that those employed in the tourism sector should have certain qualifications. It was stated that it is important to develop policies for the protection of touristic values. It has been determined as a principle and policy that domestic travel agencies should be encouraged to become more tour operators, that the occupancy rates in accommodation businesses should be increased, measures should be taken to extend tourism activities to one year, that the protection of cultural heritages should be given importance and that tourism management should be developed (BYKP, 1989: 281).

In the Seventh Five-Year Development Plan, analyzes of the past periods were made. According to this analysis; Although there were positive developments in the past, comparisons were made with the countries in the Mediterranean basin, and it is seen that inadequacies continue in matters such as bed capacity, technical infrastructure, promotion and marketing, tourism education, transportation, tour operator, travel agency. On the other hand, the inadequacy of marinas and the long duration of their construction due to resource problems affect the sector negatively. In addition, it was stated that the problems arising from the inability to diversify tourism continue (BYKP, 1995: 353).

The Seventh Five-Year Development Plan also mentioned the protection of natural and cultural values. Health tourism, thermal tourism and third age tourism were emphasized by declaring the necessity of developing new tourism areas in line with the changing demands of foreign tourists (BYKP, 2000: 205).

In the Eighth Five-Year Development Plan, it was stated that an innovation should be made in promotion and marketing, foreign tour operators have become a monopoly in the tourism market and the service quality is low. In the Eighth Five-Year Development Plan, it was also emphasized that the tourism sector should have a structure that can survive even in times of crisis, and that tourism should spread throughout the year and to regions that have not been adequately addressed. In addition to the cultural accumulation of Turkey, it is emphasized that the natural and cultural riches are promoted abroad, and thus the removal of false and negative images about Turkey (BYKP, 2000: 208).

In the Ninth Five-Year Development Plan, it is aimed that the tourism sector will reduce the income imbalances in different regions of the same country, improve the touristic supply capacity of the country, and thus develop the people living in these touristic regions (BYKP, 2006: 81).

Looking at tourism statistics; It is seen that the number of foreign tourists coming to Turkey was 198 thousand in 1963, this number increased in the following period, even exceeding 1 million people in 1972 and reaching 1 million 288 thousand in 1980. During the 1975 and 1980 periods, the number of tourists did not increase much due to the negative events in the world. (Dogancili, Akbulut, 2015: 4). Another reason why the number of tourists did not increase is the effect of the anarchy in the country. (Çetintaş, 2014: 12).

At the beginning of the 1980s, it was seen that the numerical data obtained on tourism did not reach the expectations of the Turkish economy, and the value of Turkey's natural and historical riches was not adequately met. For this reason, at the beginning of the 1980s, the perspective on the tourism sector changed, and it was planned that a holistic evaluation of tourism, which has both economic and social aspects, should be made (Ministry of Development, 2014: 2).

The idea that tourism needs to be evaluated differently is based on the idea. It is understood that planning should not be made based on the number of tourists visiting Turkey, and the average spending per capita should also be analyzed. It is understood that the average spending per tourist is an

important indicator in the measurement of the country's tourism potential. (Aslan, 2015: 23).

It will not be possible to achieve sufficient development in the tourism sector only with the efforts of the state. Both the public administration and the private sector invest in tourism in Turkey. The public administration mainly deals with the part of preparing the infrastructure and realizing the investments that will set an example (Akşit, 2016: 1162).

Considering that the private sector accelerates growth and development; his investments are mostly on superstructure investments such as accommodation, catering, entertainment and transportation businesses (Perçin, Bektash, 2018: 21).

Tourism investments made by the public or private sector should be grouped and evaluated. In general, tourism investments; It can be grouped under three main headings as infrastructure investments, accommodation investments and ancillary service investments (Başaran, 2014: 5).

As an example of infrastructure investments; investments such as roads, water, sewerage can be counted in the first place. In accommodation investments; The location of the accommodation area, the nature of the accommodation business, the characteristics of the service to be provided can be determined. In ancillary service investments; It is important not only the accommodation but also the alternative services that can be offered during the stay. Many different services such as sports, shopping, health and worship can be evaluated in this area. Turkey's resources attract the attention of investors. One reason for this is; It is seen that the tourism investments made can be realized in a shorter time compared to the investments in other sectors and this investment pays for itself in a short time and turns into a profit. (Acar, Turan, 2016: 17).

The tourism sector provides important contributions to the economies of the countries in various aspects. In a constantly developing country like Turkey, the positive effect of tourism on the economy and development has been expressed by many circles since the 1960s (Arslantürk, 2015: 15).

The tourism sector is an important sector for Turkey due to its contributions to both economic development and international promotion. In addition to its contributions to economic development and employment, tourism is also an important sector in terms of social reasons, such as improving the general quality of life, diversifying the tourism product and making it an activity that spans the whole year (Zengin, Eker, 2016: 165).

It is important to carry out effective promotional activities in order to provide the expected benefit from the tourism sector, which has such an important place for Turkey. Awareness should be created both at home and abroad by using all the touristic potential in advertising and promotion activities. The target market should be determined well, and the advertising activities carried out should be carried out by taking into account the characteristics of this market. All private and public institutions of the country, academic staff, non-governmental organizations should be in contact and act together.

2.7. Alternative Tourism Concept

It is defined as touristic activities that are compatible with natural, social and social values, in which both participants and local people interact and interact (Timur, 2015: 92)

Albayrak (2013: 39) alternative tourism; It is defined as touristic activities that have been developed as an alternative to coastal tourism in order to eliminate the negative effects of tourism movements and tourism activities carried out until today, to produce new products that will create a source for tourism, and on the other hand, that allow countries to maximize their income by using their tourism-related resources at the highest level. Indeed, when the literature is examined, it is possible to say that alternative tourism has an important role in solving the problems that mass tourism has created today and in creating sustainable tourism climates. Today, countries have begun to identify touristic supply sources that will create an alternative to mass tourism and to take steps to improve their existing touristic potentials. As a result of all these efforts and with the effect of touristic demands, it is now possible to talk about many different types of alternative tourism.

Tourism has developed throughout the twentieth century and today, by the twenty-first century, mass tourism is no longer able to meet all touristic demands on its own. The changes in the touristic demands and the intense demand differences have started to cause the need for new touristic alternatives (Çelik, 2018: 193).

Development of individual living standards, income and social rights; Due to factors such as the distress and stress brought by urbanization and business life, people have started to make different choices instead of tourism activities that include elements such as sea, sand and sun, which are now compressed into summer periods (Öztürk and Yazıcıoğlu, 2002: 10). All these demanding features have enabled the development of tourism types called alternative tourism. When the literature is examined, it is possible to say that there are many different definitions related to the concept of alternative tourism.

In this context, alternative tourism is defined as touristic activities that are compatible with natural, social and social values, in which both participants and local people interact and interact (Timur, 2015: 92)

Alternative tourism in a different definition; It is defined as soft touristic activities created to reduce the negative effects of mass tourism (Hacıoğlu and Avcıkurt, 2011:8).

2.8. Alternative Tourism Types

In order to ensure sustainability in the tourism sector and to solve the seasonality problem, there is a need for a balanced distribution of tourism activities periodically and regionally. In this context, diversification of tourism activities, in other words, the creation of alternative tourism types is extremely valuable (TÜSİAD, 2014:6).

With the development of demand intensity for alternative tourism on a temporal scale and the countries' marketing of their touristic potentials as alternative tourism activities, both public authorities and scientists have begun to take different approaches related to the scope and types of alternative tourism. For example; Republic of Turkey Ministry of Culture and Tourism General Directorate of Investments and Businesses alternative

tourism types; river tourism, hunting tourism, mountaineering, golf tourism, air sports, faith tourism, silk road tourism, winter sports tourism, congress tourism, bird watching, cave tourism, health-thermal tourism, underwater diving tourism, yacht tourism and highland tourism. classified under 15 different headings (yigm.kulturturizm.gov.tr).

In a different approach in the literature, alternative tourism types; While it is classified under 8 headings as yacht tourism, faith tourism, nature-oriented tourism, golf tourism, mountain-winter tourism, festival tourism, train / bicycle / caravan tourism and thermal tourism (Çontu, 2006: 14) (Albayrak, 2013: 49). classified alternative tourism types under 10 headings as cultural tourism, congress tourism, health tourism, rural tourism, recreational tourism, sports tourism, faith tourism, gastronomy tourism, youth tourism and third age tourism.

In the axis of the classifications in the literature and as a result of the literature review, in this study, alternative tourism types; It is classified under four main headings as Sports Activity Based Alternative Tourism Types, Nature Related Alternative Tourism Types, Education and Personal Satisfaction Oriented Alternative Tourism Types, and Health and Cultural Based Alternative Tourism Types.

2.8.1. Types of Alternative Tourism Based on Sports Activity

Alternative tourism types based on sportive activities generally include touristic activities carried out in the open air and related to physical endurance. Alternative tourism types based on sports activities, in which adventure enthusiasts and young people participate in general; It is possible to classify under the headings such as river sports tourism, hunting tourism, sportive mountaineering tourism, football tourism, golf tourism, air sports tourism, winter sports tourism, underwater diving tourism, sportive cave tourism. (Oppermann, 2000: 78).

River Sports Tourism: It is the name given to touristic activities for rafting, canoeing, river skiing or sportive activities carried out with different equipment in streams that are natural water sources. Rafting; It can be defined as a river cross made with boats for 4-8 people made of solid

material in the river. On the other hand, canoe is generally encountered as a cross country in boats designed for two people, while river skiing is known as a very small and light river vehicle with good maneuverability, used by one person (Civelek, Sezen, Dalgın, 2016: 2).

Hunting Tourism: Hunting is a lifestyle maintained by mankind since the first ages of history and a sportive activity in today's world. Hunting tourism, which is one of the sports-based applications of alternative tourism; They are the activities carried out and carried out by the hunters by following the determined rules to realize their hunting purposes. With hunting tourism activities, hunters have the opportunity to get to know different cultures and see different places, as well as possessing parts of wild animals such as horns, teeth, hides, etc. (Ukav, 2012:4).

Sportive Mountain Tourism: Mountain or sport mountain tourism is a name given to an alternative type of tourism that is used by special teams in the mountains of different geographies. Nowadays, modern climbing is expanding in a wide range, from hiking / trekking and bouldering to kayaking and hiking (Somuncu, 2004:6). It is classified into two main categories: sports mountain climbing, mountaineering and sports climbing (Kozak ve Bahçe, 2012:180):

Mountaineering: *Inside the mountain, the snow, the snow, the ice, and the rugged terrain can be recognized as a sport in which mountain riders compete for the shortest summit.*

Sportif Climbing: Artwork on the walls makes the climb to or from Kaya on them in a sport they do.

Football Tourism: Travels to watch major international tournaments (World Cup, European Football Championship, Copa America, Gold Cup and African Nations Cup, etc.) are among the touristic activities that football tourists have attended the most in recent years. On the other hand, camp organizations organized by big football clubs are also organizations that can be included in the scope of football tourism. In addition to football teams, members of the press, equipment manufacturers and other media organizations traveling with the teams also visit the campgrounds, increasing the occupancy rates of

accommodation facilities and contributing to football tourism (Erdoğru and Yazıcı, 2013:373).

Golf Tourism: Criteria such as the quality of the soil, high standards, accommodation facilities, proximity to the airport and climatic conditions are effective in the selection of the golf area (Petrick, 2002: 384). Golf areas created by combining recreation areas are considered as an extremely valuable alternative, especially in terms of developing third age tourism (Kozak et al., 2009:24). Golf tourism as a type of sports tourism or as an alternative tourism element; it is also considered as an active type of sports holiday, a preferred international travel product, a luxury sports tourism option, and a recreational activity with social and economic effects (Kim, et al., 2008: 199).

Air Sports Tourism: The tourism activity carried out by individuals in order to participate in air sports is called air sports tourism. Air sports are sports activities based on flying using different tools such as paragliding, sail wing, glider, parachute and balloon. The interest in air sports and the number of touristic trips for these sports increase every year due to reasons such as excitement for the participants, satisfying the feeling of flying and adrenaline (Kozak ve Bahçe, 2012:195).

Winter Sports Tourism: With a general definition, winter tourism is the whole of activities and relations carried out in certain periods of the year, which includes travels to destinations at certain altitudes and taking advantage of activities such as accommodation, eating-drinking, resting, entertainment and sightseeing-seeing within the scope of these travels. , 2008: 321). Winter sports, on the other hand, are free and competitive sports practices performed individually or collectively on snowy and icy environments with certain characteristics, using certain tools and equipment, following certain rules (Albayrak, 2013:195; Baş, 2015: 14).

Underwater Diving Tourism: Underwater diving tourism; It is a type of tourism that includes promotional, sportive and educational dives for the purpose of seeing, photographing, filming and sportive fishing the flora, fauna

and archaeological cultural assets of the underwater world, and accommodation and hospitality services provided on the shore.

On the development of underwater diving tourism; physical and human infrastructure such as coastal and underwater geomorphology, climate, marine flora and fauna, underwater archeology, port services and accommodation (Yaşar, 2011:36).

Sportive Cave Tourism: Caves cannot be opened to touristic visits easily due to their obscurity, transportation difficulties and many other factors. The majority of the caves in the world and in Turkey are used for sports/adventure visits and are usually the scene of activities for special interest groups/professionals interested in the subject. (Akdağ, 2013:184).

2.8.2. Types of Alternative Tourism Related to Nature

Nature has been one of the most important factors that have directed individuals to travel since the day human beings existed. In the periods before humanity became a productive society, individuals made travels in order to search for food in nature, and in later periods, people began to spend time in nature to experience natural beauties and for touristic purposes (Kozak and Bahçe, 2012:169). Nature has been one of the most important factors that have directed individuals to travel since the day human beings existed. In the periods before humanity became a productive society, individuals made travels in order to search for food in nature, and in later periods, people began to spend time in nature to experience natural beauties and for touristic purposes.

Highland Tourism: The word plateau means the place that is higher than the environment. Plateaus, which are not very rugged but are flat and covered with grasslands and have plenty of water, are used by communities that make their living with animal husbandry to provide fresh grass to animals in certain months of the year and also to make animal production (such as milk, cheese, oil). However, today's lifestyle; tense business life, the desire to travel and see, the weather being extremely hot in certain periods, etc. traditional transhumance has left its place to tourism transhumance, that is, plateau tourism (Subaşı, 2004:5).

Botanical Tourism: Botanical tourism is the name given to touristic activities that include travels to study endemic plants growing in the natural environment and visits to botanical gardens and special areas designed for touristic purposes (Kozak and Bahçe, 2012:178).

Farm Tourism: Farm tourism is a type of tourism that occurs when people come to an operating farm outside of the places where they live, work and meet their usual social basic needs, and participate in agricultural activities on this farm with daily or longer stays (Kılıç and Kurnaz, 2010:45).

Bird Watching Tourism: Bird watching is an activity that should be done alone with nature. In particular, migratory birds do not need much infrastructure and superstructure due to the ecological importance of the areas where they stay and reproduce during their long migration flights. Because, if there is a restructuring in these regions, as in other species, this is an element that can disrupt the natural balance of some bird species for millions of years. Bird watching is an activity that should be done at certain distances without disturbing the birds (Kozak and Bahçe, 2012:185).

Cave Tourism: Apart from sportive caving, a different approach that can be evaluated among alternative tourism types is cave tourism, which eliminates the elements of sightseeing, sight and curiosity (Akdağ, 2013:183).

Camping-Glamping-Caravan Tourism: Within the scope of alternative tourism, one of the important touristic activities with increasing number of participants worldwide in recent years is camping tourism. Camping, which is cheaper than accommodation in a hotel, is a type of holiday where food, beverages and necessary materials for different activities can be brought from outside (Brooker and Joppe, 2013:1). Although there are different approaches to the classification of camping tourism in the literature, one of the accepted classifications on the subject is shown in Table 4.1 (Surdu, 2014:13):

Table 2.1: Internationally Accepted Camp Type Classifications

Camp Types	Definition
Adventure Camping	It is a simple camping activity with the use of competitions (adventure races, bike races, etc.) and basic camping equipment.
Glamping	Interest in this activity, which can be considered as luxury camping, is increasing. It is an activity done in nature where extra services can be obtained by making a reservation.
Historical Camping	It is the camp activities that emerged as a result of people using the tools and equipment of a special time in the past and the methods applied at that time.
Winter Camping	It is the name given to camping activities during the winter.
Work Camping	Business campers do certain activities (work, show, entertainment, etc.) with their own recreational vehicles. In return, they do not pay any fee to the campsites and they can also get a fee.

Resource: Surdu (2014).

Caravanning is one of the travel preferences and touristic activities frequently used in the United States and Europe. Thanks to the caravan parks operating in Turkey today, many tourists from both domestic and abroad can perform their caravan tourism activities quite satisfactorily with the successful infrastructure opportunities provided.

Adventure Tourism: The concept of adventure tourism is both very intertwined and separate from other alternative tourism types. In essence, adventure tourism; The main attraction is the guided commercial tours, which focus on the characteristics of the natural region, are generally organized as outdoor activities, require special equipment, and provide excitement and adrenaline to the participants. (Buckley, 2007:1428; Kozak and Bahçe, 2012:259).

2.8.3. Alternative Tourism Types Focused on Education and Personal Satisfaction

In the basic classifications of alternative tourism, the third title covers the types of tourism that individuals carry out for their own happiness, inner satisfaction and intellectual development. Under the aforementioned title, it is possible to classify tourism types such as youth tourism, educational tourism, congress tourism, faith tourism and shopping tourism.

Youth Tourism: Youth tourism shows a development above the increase in the number of international travel, especially with the increase in the

education level of individuals and the development of the phenomenon of traveling alone. This development is positively affected by the frequent travel of young people and the increased interest in student exchange and language programs. At the same time, youth tourism, which is perceived as a type of travel carried out by a low-income group, is not included in the tourism strategy in many countries, and the economic and social dimensions of young people's participation in tourism are still not fully understood. (Yücel, 2007: 5).

Education Tourism: Educational tourism is a type of touristic activity that has been spreading in recent years, especially among individuals and young people pursuing personal development, due to its contribution to the intellectual level of individuals in terms of alternative tourism types. Educational tourism is a program that covers the travel of a group whose main purpose is to participate directly in any learning experience in a certain region (Kozak and Bahçe, 2012:212).

Congress Tourism: Congress tourism is all of the travel, accommodation events and relationships that result from people coming together to exchange information on a specific subject in scientific fields or professional branches that require expertise other than where they stay or work (Aymankuy, 2003:6).

Faith tourism: Visiting destinations that are considered sacred by the religions they belong to with religious motivations and travels made for this purpose are considered within the scope of faith tourism. In this perspective, mosques, churches, monuments that are important in terms of art history, museums and houses that are important in terms of religion, structures that are the first or interesting examples of their kind due to their architectural features and historical artifacts are places that are frequently visited during travels related to faith tourism (Çontu, 2006: 16).

Shopping Tourism: Among the many different alternatives in touristic leisure and holiday approaches, shopping tourism is one of the alternative touristic activities that have developed in direct proportion to the increase in disposable income of individuals in recent years. It is possible to characterize

all of the cases that trigger the touristic spending impulse of people as shopping tourism activities, and that the main motivational factors in the touristic movements of individuals are the attractive spending factors in certain destinations (Timothy, 2005:11).

2.8.4. Types of Alternative Tourism Based on Health and Culture

In the basic classifications of alternative tourism, the fourth and last title covers the touristic activities of individuals as a result of health and cultural pursuits (Banerjee, 2017: 615). Under the aforementioned title, it is possible to classify alternative tourism types such as cultural tourism, silk road tourism, diaspora tourism, dark tourism, event tourism, health tourism, gastronomic tourism and wine tourism.

Culture Tourism: Among the alternative tourism types, cultural tourism comes first among the touristic movements in which different approaches related to its scope and content are most intensely exhibited (Chen and Rahman, 2018: 156).

Cultural tourism includes touristic activities especially in urban areas where cultural assets such as museums and theaters in historical cities are located. Cultural tourism also includes rural areas such as open-air festivals, sculptural parks and landscaped areas (Abacılar, 2008:14).

Silk Road Tourism: Silk Road; It is the road that started from China in history and extended to South Asia, West Asia, Europe and North Africa through Central Asia and provided land trade between the old world continents. Silk Road tourism has brought an important concept that has cost history back to the agenda and revived a historical value. If it can be fully implemented, it will provide significant benefits to both Central Asian countries and Turkey in today's economic conditions (Kozak and Bahçe, 2012:163).

Diaspora Tourism: Diasporic tourism, which is called "diaspora tourism" or "origin tourism" in English, and called Heimattourismus "Motherland tourism" and Heimwehtourismus "Home Longing Tourism" in the German language literature, is the name given to the travels of individuals to their homeland, where they usually have roots and their families (Kaygalak et al, 2014:529).

With a different definition, dysspora tourism is tourism activities that can be called as travels of people to their homeland where their family and friends are, heritage and visits to friends-friends-relatives (Samy, 2011:97).

Dark Tourism: Sorrow tourism or sadness tourism (dark tourism, thanatourism, black tourism, black spot) refers to the use of death and sadness that occurred in the recent or distant past for tourism, in relation to death, disaster and absence (Alaeddinoğlu and Aliağaoğlu, 2007:217).

Event Tourism: Event tourism is an increasingly important type of tourism due to the benefits it provides to destinations. In addition to tourism development purposes such as creating alternative tourism products, increasing the number of tourists, maximizing the share of economic benefits provided by tourism, gaining competitive advantage; It turns to local, national or international activities for various reasons such as creating employment, realizing infrastructure improvements of the destination or city, increasing the welfare level of the local people, ensuring social cohesion, expanding the audience of culture and arts (Timur, et al.2014:57).

Health tourism: Health tourism, aesthetic surgery operations, organ transplantation, dental treatment, physical therapy, rehabilitation, etc., carried out to improve the physical well-being of people traveling to spas or other health centers for therapeutic purposes. It is a type of tourism that consists of activities with specific characteristics. Although it has different definitions, it is possible to summarize health tourism as travels made from the place of residence to another place (domestic or abroad) for any health reasons (yigm.kulturturizm.gov.tr).

Gastronomy Tourism: The word gastronomy was first used as the name of a poem published in France about 200 years ago by Jacques Berchoux (1801). The word consists of the combination of the words “gastros” used to mean stomach in Ancient Greek and “nomos” used to mean rule. (Scarpato, 2002:93).

Gastronomy tourism is a concept that expresses the touristic travels realized in this perspective, where the main motivation factors of individuals are to experience food or drink (Adongo et al., 2015: 57).

Countries in the world such as France, Italy, Turkey and Greece are countries with great potential in terms of gastronomy tourism and where touristic interest is intense. In Turkey, cities such as Gaziantep, Hatay, Şanlıurfa and the Aegean region are prominent destinations in terms of gastronomic tourism (Hall, et al., 2003:60).

SECTION 3

METHOD

In this section, the purpose and scope of the research, its question and model, its rationale and level of analysis and research method will be given.

3.1. Research Model and Hypotheses

Quantitative research methods were used in this study. Quantitative research is a type of research that puts facts and events in an observable, measurable and quantifiable way by objectifying them. In the quantitative research method, the direction of the research universe's idea about the research subject is questioned. In other words, it is not an intensive analysis on the subject, but rather superficial, more numerical data (Kafadar, 2014: 10).

In this research, the effects of alternative tourism activities on sustainable tourism potential and tourism employment in tourism businesses that continue their activities in Alanya will be examined. In the light of these distinctions, a basic research question was formed. Depending on the basic research model below, the independent variable in this study is alternative tourism activities, and the dependent variables are tourism potential and tourism employment. This research design is shown in Figure 3.1 below.

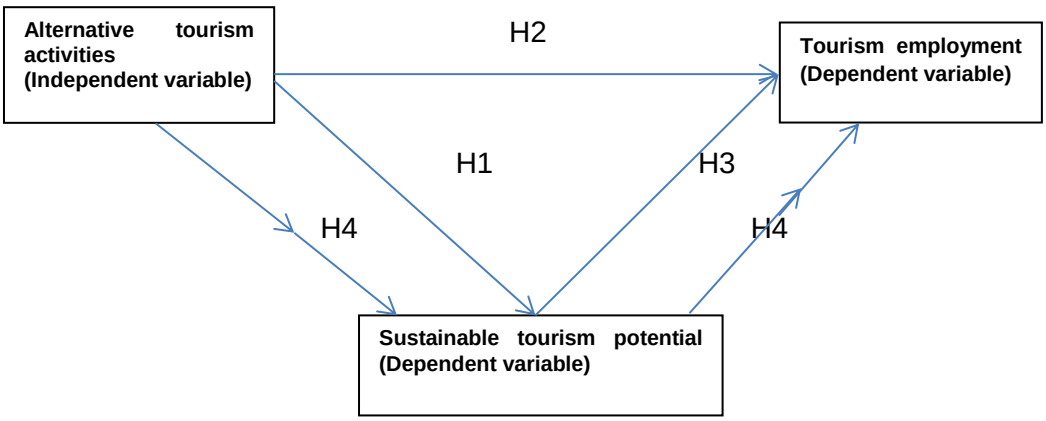

Figure 3.1: Research Hypotheses and Model

The detailed research question regarding the stated research design can be expressed as follows.

- Do alternative tourism activities of tourism enterprises that continue their tourism potential and tourism employment and activities in Alanya have a sustainable effect?

With this research, it is predicted that alternative tourism activities in tourism enterprises will have an impact on sustainable tourism potential and tourism employment.

Considering the research model (n=181), the following hypotheses have been developed in order to determine whether alternative tourism activities have an impact on sustainable tourism potential and tourism employment within the framework of the opinions of tourism enterprises employees.

H_1: In tourism enterprises, alternative tourism activities and sustainable tourism potential are related.

H_2: In tourism enterprises, alternative tourism activities and tourism employment are related.

H_3: Sustainable tourism potential is related to tourism employment.

H_4: Alternative tourism activities in tourism businesses have an impact on sustainable tourism potential and tourism employment.

3.2. Universe and Sample of Research

In Alanya, where the research was carried out, a total of 272 tourism businesses operate between January 1, 2018 and April 1, 2018. A total of approximately 3500 people work in these enterprises and constitute the universe of the research.

It was possible to reach 39 businesses out of 272 businesses that make up the universe. 39 enterprises have a total of 646 employees. 181 employees selected by simple random method among 646 employees were determined as the sample.

The majority of the employees of this tourism business did not want to participate in the research as of the season.

In a simple random way, the universe is defined with precise boundaries and a list is drawn by numbering each unit that makes up the universe. The number of samples taken from each section in the prepared list is determined by the drawing method or a random (random) computer. On the other hand, the numbers that make up the sample can also be determined using the random numbers table (Ural and Kılıç, 2011: 38). The survey of this study was conducted by face-to-face method.

3.3. Data Collection Tools of the Research

The scale prepared for the research consists of two parts. The first part consists of 95 questions in total, about the opinions of tourism business employees on the impact of alternative tourism activities on the sustainable tourism potential and tourism employment in tourism enterprises. For the interview form to be used in the research, the models included in the studies on this subject were used.

Questionnaires consisting of 95 statements in total, 28 demographic (Part I), variables related to psychological factors related to alternative tourism activities 67 (Section II), and scales were applied to the employees of tourism enterprises selected by randomized sampling method (n=181).

Survey questions (1) (n=181) General questions consisting of demographic information of tourism business employees of tourism enterprises that continue their activities in Alanya, (2) Questions about variables related to psychological factors related to alternative tourism activities (Section II) 5' It consists of a li Likert scale and open-ended questions.

3.3.1. Socio-Demographic Information Form

In the Personal Information Form developed by the researcher to determine the sociodemographic status of the tourism business employees, gender, age, marital status, educational status, monthly individual net income, family structure, place of residence, whether and where he received training for the field he worked in, the type of education received, the duration of the education. A total of 14 questions were asked, including the profession, the total working time in the profession and the position in the business.

3.3.2. Alternative Tourism Activities Scale

Variables related to psychological factors related to alternative tourism activities; Devasa, Laguna and Palacia (2010), Park and Yoon (2009), Beh and Bruyene (2007), Pearce and Lee (2005), It was developed by Yoon and Uysal (2005) and Oh, Uysal and Weaver (1995) and was used in Albayrak (2011) doctoral thesis and the researcher quoted from this thesis. In the analysis, it was found that the sample size was sufficient (KMO=.733), the distribution of the data was suitable for multivariate normal distribution ($p<.01$) and the scale was reliable (Cronbach's Alpha= .757).

3.3.3. Sustainable Tourism Potential Scale

Variables related to psychological factors related to sustainable tourism potential were used and quoted from the questionnaire used by Akbulut (2007). Özlem Akbulut Dursun gave permission to use the scale on 15.02.2021 (Annex.2). Businesses; legal structure, operating time, equity structure %, foreign resource structure %, whether it has ISO 9000 Certificate, whether the business has ISO 14000 Certificate, whether it has TSE Certificate, whether it has the CE Mark or not, whether it has management system documents, whether it has other management system documents and marks used, If there is an R&D department, how much of the income is allocated to R&D, competitive conditions of the market, what promotion methods are used to increase service sales effectiveness, whether advertising tools such as visual "Media-TV" are used, whether advertising tools such as radio are used, whether advertising tools such as the press "Magazine-Newspaper" are used, whether advertising tools such as wall panels are used, whether advertising tools such as the internet are used, whether other advertising tools are used, whether giveaways and promotion methods are used, whether public relations (sponsorship, etc.) methods are used, whether or not any support organization was used is asked.

> “The value representing the reliability of the scale, in other words, the Cronbach's Alpha value calculated within the scope of internal consistency was also high (0.76).

> In order to measure the marketing problems faced by small and medium-sized enterprises in Sivas, 10 statements were developed in accordance with the 5-point Likert scale and the respondents were asked to indicate their degree of participation. Orientation; Strongly Agree= 5, Agree= 4, No Opinion= 3, Disagree= 2, Strongly Disagree=1" (Akbulut, 2007).

3.3.4. Tourism Employment Scale

In the creation of this scale, the questionnaire form used in the study of Akbulut (2007) was quoted. The fact that the effect of employment in hotel services, which is a service-intensive sector, is taken into account in the quotation below shows support. In the survey, the number of administrative and technical personnel of the enterprise, how many people work in the personal sales department of the enterprise, whether there are production, marketing, public relations, R&D, accounting-finance and quality-control units in the enterprise were asked.

> "A survey was applied to small and medium-sized businesses operating in Sivas city, and in this survey, the marketing problems faced by the participants were tried to be determined within the framework of the marketing mix (4P). In the selection of small and medium-sized enterprises operating in the city, the number of employees, which are widely used, is taken as the basis" (Akbulut, 2007).

3.4. Analyzing Data

The data obtained in the research were analyzed using the SPSS (Statistical Package for Social Sciences) for Windows 23.0 program. As descriptive statistical methods in the evaluation of data; number, percentage, mean and standard deviation were used. The t-test was used to compare quantitative continuous data between two independent groups, and the One-way Anova test was used to compare quantitative continuous data between more than two independent groups. Scheffe test was used as a complementary post-hoc analysis to determine the differences after the Anova test. Pearson correlation and regression analysis were applied between the continuous variables of the study. The findings were evaluated at 95% confidence interval and 5% significance level.

SECTION 4

FINDINGS

4.1. Socio-Demographic Findings

In this chapter; In order to solve the research problem, explanations and comments were made based on the findings obtained through the scales of the tourism business employees in Alanya who participated in the research.

4.1.1. Employees

Table 4.2: Distribution of Tourism Enterprise Employees by Demographic Characteristics

Demographic Characteristics	n	%
Gender		
Woman	53	29,3
Male	128	70,7
Age		
16-25	9	5,0
26-35	73	40,3
36-45	67	37,0
46-54	29	16,0
55 and above	3	1,7
Marital status		
Married	113	62,4
Single	60	33,1
Widow (Died)	3	1,7
Divorced	5	2,8
Educational status		
Primary school	2	1,1
Middle school	10	5,5
High school	44	24,3
Associate degree	57	31,5
License	62	34,3
Master	6	3,3
Monthly individual net income status		
Good	21	11,6
Adequate	86	47,5
Moderate	57	31,5
Poor	17	9,4
Total	**181**	**100,0**

Table 4.2 shows the distribution of information on gender, age, marital status, education level, monthly individual net income and family structure of the tourism business employees in the study. According to their gender; (n=53) (29.3%) woman, (n=128) (70.7%) male, according to their age; (n=9) (5.0%) 16-25 years old, (n=73) (40.3%) 26-35 years old, (n=67) (37.0%) 36-45 years old , (n=29) (16.0%) aged 46-54, (n=3) (1.7%) 55 and over, according to their marital status; (n=113) (62.4%) married, (n=60) (33.1%) single, (n=3) (1.7%)

Widow (Died), (n=5) (% 2.8) divorced,according to their education level; (n=2) (1.1%) primary school, (n=10) (5.5%) middle school, (n=44) (24.3%) high school, (n=57) (31.5%) associate degree, (n=62) (34.3%) master, (n=6) (3.3%) graduate, according to monthly individual net income; (n=21) (11.6%) good, (n=86) (47.5%) adequate, (n=57) (31.5%) moderate, (n=17) (9.4%) poor was found as

Table 4.3: Distribution of Tourism Enterprise Employees by Demographic Characteristics (continued)

Demographic Characteristics	n	%
Family structure		
Nuclear family	143	79,0
Extended family	19	10,5
Semi extended family	6	3,3
Alone	10	5,5
Broken family (like father and child or mother and child)	3	1,7
Where they lives		
City center	25	13,8
District	149	82,3
Neighborhood -Village	7	3,9
Status of receiving education in the field of work		
Received education	119	65,7
Did not receive education	62	34,3
The place where training is received for the field of study		
Universities	79	43,6
Other (Course, Training Center etc.)	95	52,5
Public education Center	7	3,9
Type of education received		
Certified	76	42,0
Participation certificate	23	12,7
in-service	7	3,9
Other (Occupational Health and Safety, Customer Relations, etc.)	75	41,4
Training duration (Days)		
1-3	74	40,9
4-8	59	32,6
9 and above	48	26,5
Profession		
Senior Management	38	21,0
Senior Manager	27	14,9
Staff	65	35,9
Mid-Level Manager	51	28,2
Total working time in this profession (Years)		
1-5	30	16,6
6-10	54	29,8
11-15	35	19,3
16-20	30	16,6
21 and above	32	17,7
Position in the business		
Department Manager Assist.	9	5,0
Staff	82	45,3
Department Manager	37	20,4
Operator	2	1,1
General manager	51	28,2
Total	**181**	**100,0**

Table 4.3 shows the place of residence of the employees of the tourism business in the study and their educational status for the field they work, the places where they received training for their jobs, the types of education received, the education period (days), their profession, the total working time in their profession and the distribution of their positions in the business.

According to family structures (n=143) (79.0%) nuclear family, (n=19) (10.5%) extended family, (n=6) (3.3%) semi-extended family, (n=10) (5.5%) alone, (n=3) (1.7%) broken family (such as father and child or mother and child), according to where they live (n=25) (13.8%) city center, (n=149) (82.3%) district, (n=7) (3.9%) neighborhood-village, (n=1) (0.6%) village, according to their educational status in the field they work in (n=119) (65.7%) received education, (n=62) (34.3%) did not receive education, according to the place where the training is received for the field of study (n=79) (43.6%) Universities, (n=95) (52.5%) other educational institutions (Courses, Training Centers, etc.), (n=7) (3.7%) Public Education Center, according to the type of education received (n=76) (42.0%) certified, (n=23) (12.7%) participation certificate, (n=7) (3.9%) in-service, (n=75) (41.4%) other (Occupational Health and Safety, Customer Relations etc.), according to the training duration (Day) (n=74) (40.9%) 1-3 days, (n=59) (32.6%) 4-8 days, (n=48) (26.5%) 9 days and above, according to their profession (n=38) (21.0%) senior management, (n=27) (14.9%) senior manager, (n=51) (28.2%) mid-level management, (n= 65) (35.9%) staff, according to the total working time in this profession (n=30) (16.6%) 1-5 years,(n=54) (29.8%) 6-10 years,(n=35) (19.3%) 11-15 years,(n=30) (16.6%) 16-20 years, (n=32) (17.7%) 21 years and over, according to their positions in the enterprise (n=9) (5.0%) Department Manager. Assist. (n= 82) (45.3%) staff, (n=37) (20.4%) Department Manager, (n=2) (1.1%) Operator, (n=51) (28.2%) General Manager was found as.

4.1.2. Businesses

The information of the tourism enterprises where the respondents work is given in this section.

Table 4.4: Distribution of Survey Participants According to the Characteristics of the Tourism Enterprises They Work

Characteristics of the Tourism Enterprises	n	%
Legal structure of the business		
Limited company	37	20,4
Anonymous company	129	71,3
Collective company	3	1,7
Sole proprietorship	12	6,6
Operating period of the business		
1-5	21	11,6
6-10	27	14,9
11-15	49	27,1
16-20	27	14,9
21 and above	57	31,5
Owner's equity structure (%)		
%10-%30 between	137	75,7
%40 and above	44	24,3
Foreign capital structure of the enterprise (%)		
%10-%30 between	176	97,2
%40 and above	5	2,8
Number of administrative personnel working in the enterprise		
1-20	83	45,9
21-40	19	10,5
41-60	13	7,2
61-100	23	12,7
101 and above	43	23,8
Number of technical personnel working in the enterprise		
1-20	74	40,9
21-40	19	10,5
41-60	18	9,9
61-100	22	12,2
101 and above	48	26,5
Presence of a production unit in the enterprise		
Yes	0	0,0
No	181	100,0
Availability of a marketing unit in the business		
Yes	159	87,8
No	22	12,2
Availability of a public relations unit in the business		
Yes	149	82,3
No	32	17,7
Availability of an R&D unit in the enterprise		
Yes	33	18,2
No	148	81,8
Availability of an accounting-finance unit in the enterprise		
Yes	165	91,2
No	16	8,8
Availability of a quality-control unit in the enterprise		
Yes	119	65,7
No	62	34,3
Availability of ISO 9000 Certificate in the enterprise		
Yes	90	49,7
No	91	50,3
Availability of ISO 14000 Certificate in the enterprise		
Yes	67	37,0
No	114	63,0
Availability of TSE Certificate in the enterprise		
Yes	137	75,7
No	44	24,3
Availability of CE Mark in the enterprise		
Yes	45	24,9
No	136	75,1
Total	**181**	**100,0**

Table 4.4 shows the distribution of the tourism business employees in the study according to the characteristics of their businesses. According to the legal structures of the enterprises (n=37) (20.4%) Limited company, (n=129) (71.3%) Anonymous company, (n=3) (1.7%) Collective company, (n=12) (6.6%) sole proprietorship, according to the operating period of the enterprise (n=21) (11.6%) 1-5 years, (n=27) (14.9%) 6-10 years, (n=49) (27.1%) 11-15 years, (n=27) (14.9%) 16-20 years, (n=57) (31.5%) 21 years and over, according to the equity structure of the enterprise (n=137) (75.7%) 10%-30%, (n=44) (24.3%) 40% and above, according to the foreign capital structure of the enterprise (n=176) (97.2%) 10%-30%, (n=5) (2.8%) 40% and above, according to the number of administrative personnel working in the enterprise (n=83) (45.9%) 1-20 persons between, (n=19) (10.5%) 21-40 persons between, (n=13) (7.2%) 41-60 persons between, (n=23) (12.7%) 61-100 persons between, (n=43) (23.8%) 101 persons and above, according to the number of technical personnel working in the enterprise (n=74) (40.9%) 1-20 persons between, (n=19) (10.5%) 21-40 persons between, (n=18) (9.9%) 41-60 persons between, (n=22) (12.2%) 61-100 persons between, (n=48) (26.5%) 101 people and above, according to the presence of a production unit in the enterprise (n=0) (0.0%) yes, (n=181) (100.0%) none, according to the presence of a marketing unit in the enterprise (n=159) (87.8%) yes, (n=22) (12.2%) none, depending on whether there is a public relations unit in the enterprise (n=149) (82.3%) yes, (n=32) (17.7%) none, according to the presence of an R&D unit in the enterprise (n=33) (18.2%) yes, (n=148) (81.8%) none, according to the presence of an accounting-finance unit in the enterprise (n=165) (91.2%) yes, (n=16) (8.8%) none, according to the presence of a quality-control unit in the enterprise (n=119) (65.7%) yes, (n=62) (34.3%) none form was found.

Table 4.5: Distribution of Survey Participants According to the Characteristics of the Tourism Enterprises They Work (continued)

Characteristics of the Tourism Enterprises	n	%
Availability of management system documents in the enterprise		
Yes	10	5,5
No	171	94,5
Availability of other management system documents and signs used in the enterprise		
Yes	27	14,9
No	154	85,1
If there is an R&D department in the enterprise, how much of the income is allocated to R&D?		
%1	166	91,7
%2	6	3,3
%3	5	2,8
%5 and above	4	2,2
What are the competitive conditions of the market in which the business is located?		
Very low	4	2,2
Low	7	3,9
Middle	21	11,6
High	103	56,9
Very High	46	25,4
Which of the promotion methods are used to increase service sales effectiveness?		
Personal selling	115	63,5
Advertisement	61	33,7
Giveaway vs. anchor with	2	1,1
Public relations (sponsorship etc.)	2	1,1
Sponsorluk vs.	1	,6
How many people work in the personal sales department of the business?		
1-20	140	77,3
21-40	41	22,7
The use of advertising tools such as Visual "Media-TV" in the business		
Yes	69	38,1
No	112	61,9
The use of advertising tools such as radio in the business		
Yes	52	28,7
No	129	71,3
The use of advertising tools such as the Press "Magazine-Newspaper" in the enterprise		
Yes	89	49,2
No	92	50,8
The use of advertising tools such as wall panels in the business		
Yes	77	42,5
No	104	57,5
The use of advertising tools such as the internet in the business		
Yes	156	86,2
No	25	13,8
The use of other advertising tools in the business		
Yes	6	3,3
No	175	96,7
Status of using giveaways and promotion methods		
Table, Organizer, Lighter etc.	42	23,2
Advertisement	139	76,8
The use of public relations (Sponsorship, etc.) methods		
Congress-seminar-sponsorships	13	7,2
Trade shows	168	92,8
Utilizing any support organization for the business		
Yes	68	37,6
No	113	62,4
Total	**181**	**100,0**

Table 4.5 shows the distribution of the tourism business employees in the study according to the characteristics of the tourism businesses they work

for. According to the ISO 9000 Certificate in the enterprise (n=90) (49.7%) yes, (n=91) (50.3%) none, according to the ISO 14000 Certificate in the enterprise (n=67) (37.0%) yes, (n=114) (63.0%) none, according to the presence of TSE Certificate in the enterprise (n=137) (75.7%) yes, (n=44) (24.3%) none, according to the presence of CE mark in the enterprise (n=45) (24.9%) yes, (n=136) (75.1%) none, according to the availability of management system documents in the enterprise (n=10) (5.5%) yes, (n=171) (94.5%) none, according to the presence of other management system documents and signs used in the enterprise (n=27) (14.9%) yes, (n=154) (85.1%) none, If there is an R&D department in the enterprise, according to how much of the income is allocated to R&D (n=166) (91.7%) 1%, (n=6) (3.3%) 2%, (n=5) (2.8%) 3%, (n=4) (2.2%) 5% and above,according to the competitive conditions of the market in which the enterprise is located (n=4) (2.2%) very low, (n=7) (3.9%) low, (n=21) (11.6%) moderate, (n=103) (56.9%) high, (n=46) (25.4%) very high, according to which of the promotion methods they use to increase service sales efficiency (n=115) (63.5%) personal selling, (n=61) (33.7%) advertisement, (n=2) (1.1%) giveaway vs. with attachment, (n=61) (33.7%) public relations (sponsorship etc.), (n=1) (0.6%) sponsorship etc., according to how many people work in the personal sales department of the business (n=140) (77.3%) 1-20 people, (n=41) (22.7%) between 21-40 people, according to the use of advertising tools such as visual "Media-TV" in the enterprise (n=69) (38.1%) used, (n=112) (61.9%) not used, according to the use of advertising tools such as radio in the enterprise (n=52) (28.7%) used, (n=129) (71.3%) not used, according to the use of advertising tools such as the press "Magazine-Newspaper" in the enterprise (n=89) (49.2%) used, (n=92) (50.8%) not used, according to the use of advertising tools such as wall panels in the enterprise (n=77) (42.5%) used, (n=104) (57.5%) not used, according to the use of advertising tools such as the internet in the enterprise (n=156) (86.2%) used, (n=25) (13.8%) not used, according to the use of other advertising tools in the enterprise (n=6) (3.3%) used, (n=175) (96.7%) not used, according to the use of samples and promotion methods; (n=42) (23.2%) table, agenda, lighter etc., (n=139) (76.8%) advertisements, according to the use of public relations (Sponsorship, etc.) methods (n=13) (7.2%) congress-seminar-sponsorship,

(n=168) (92.8%) fairs, according to the situation of benefiting from any support institution for the business (n=68) (37.6%) benefit, (n=113) (62.4%) does not benefit was found as

4.2. Reliability Analysis

Reliability analysis was performed for the survey questions used in the research. Cronbach's Alpha test statistics were used for the reliability of the questionnaire questions. The evaluation criterion used in the evaluation of Cronbach's Alpha coefficient; If 0.00≤α<0.40, the scale is not reliable, If 0.40≤ α <0.60, the scale has low reliability, If 0.60≤ α <0.80, the scale is quite reliable and If 0.80≤ α <1.00, the scale is highly reliable evaluated as.

4.2.1. Alternative Tourism Activities Scale Reliability Analysis

Table 4.6: Alternative Tourism Activities Scale Reliability Analysis

Cronbach's Alpha	N of Items
,951	67

Alternative tourism activities internal consistency coefficient was calculated. As a result of the analysis, Cronbach's alpha value was determined as 0.951.

Table 4.7: Item Total Analysis of Alternative Tourism Activities Scale

	Adjusted Item-Total Correlation	Cronbach's Alpha value when item is deleted
Dental treatment and implants enable the discovery of a medical environment.	,514	,950
Dental treatment and implants are preferred for better treatment.	,462	,950
Dental treatment and implants provide ownership in a different field.	,431	,950
Dental treatment and implants provide skills in an extra treatment	,462	,950
It is believed that it is more comfortable with dental treatment and	,519	,950
It is believed that a different treatment is carried out with dental	,520	,950
Feeling more comfortable with dental treatment and implant	,523	,950
Enjoying a different treatment with dental treatment and implant	,566	,949
With dental treatment and implants, what could not be done before is	,507	,950
Travels on elderly care provide the opportunity to explore different	,358	,950
It is ensured that an alternative tourism type different from others is	,368	,950
In travels on elderly care, information about the environment is	,484	,950
Developing care skills is provided in trips on elderly care.	,458	,950
Taking care of the elderly brings relief	,413	,950
Caring for the elderly realizes a different perspective.	,369	,950
Travels on palliative patient care provide the opportunity to explore	,478	,950
Travels on palliative patient care, a different type of alternative	,508	,950
Travels on palliative patient care provide information about the	,496	,950
Palliative care skills journeys on the development of patient care is	,538	,950
Dealing with palliative patients brings relief	,524	,950
Dealing with palliative patients realizes a different perspective	,400	,950
Winter tourism provides the discovery of a different natural	,526	,950
Winter tourism is preferred for a better holiday.	,501	,950
Winter tourism provides ownership of a different region.	,503	,950
Winter tourism provides skills in an area.	,550	,949
It is believed to feel more comfortable with winter tourism.	,585	,949
It is believed that a different holiday is made with winter tourism.	,594	,949
It feels more comfortable with winter tourism	,590	,949
Enjoying a different holiday with winter tourism	,517	,950

Table 4.8: Item Total Analysis of Alternative Tourism Activities Scale (continued)

	Adjusted Item-Total Correlation	Cronbach's Alpha value when item is deleted
The cable car provides the opportunity to explore different forms of nature.	,372	,950
With winter tourism, things that could not be done before are done.	,408	,950
Highland tourism provides the opportunity to explore different lifestyles.	**,321**	**,950**
Highland tourism provides a different type of alternative tourism.	,323	,950
Highland tourism provides information about the environment.	,327	,950
Highland tourism provides the development of life skills.	,419	,950
Highland tourism brings relief	,364	,950
Highland tourism realizes a different perspective.	,335	,950
The cable car provides a different type of alternative tourism.	,377	,950
The cable car provides information about the environment	,424	,950
Provides reduction of fear of heights with cable car	,344	,950
Cable car brings relaxation	,404	,950
The cable car realizes a different perspective	,419	,950
Treatlon sports tourism provides the discovery of a different sports environment.	,435	,950
Treatlon sports tourism is preferred for a better holiday	,512	,950
Treatlon sports tourism provides ownership of a different sport.	,422	,950
Treatlon sport tourism is gaining skill in an extra sport	,498	,950
It is believed to feel more comfortable with Treatlon sports tourism	,548	,949
It is believed that a different holiday is made with Treatlon sports tourism.	,608	,949
It is felt more comfortable with Treatlon sports tourism.	**,669**	**,949**
Enjoying a different holiday with Treatlon sports tourism	,584	,949
With Treatlon sports tourism, things that could not be done before are done.	,522	,950
Cycling tourism provides the opportunity to explore different lifestyles.	,456	,950
Cycling sports tourism provides a different type of alternative sports tourism.	,468	,950
Cycling tourism provides information about the environment.	,397	,950
Cycling tourism provides the development of life skills.	,338	,950
Cycling tourism brings relaxation	,421	,950
Cycling tourism realizes a different perspective.	,375	,950
Golf sport provides to explore a different environment.	,363	,950
Golf is preferred to do a different sport.	,370	,950
Golf provides information about a different field.	,426	,950
Golf provides to gain skill in an extra sports field.	,416	,950
It is believed that the more you play golf, the more comfortable you feel.	,489	,950
It is believed that a different sport is played as you play golf.	,514	,950
Feels comfortable as you play golf	,564	,949
As you play golf, you experience the pleasure of doing something different.	,525	,950
As you play golf, what can't be done before can not be done	,481	,950
Golf provides being different by entering a different environment.	,449	,950

When the measurement values in Table 4.7 and Table 4.8 were examined, internal consistency reliability was ensured since Cronbach's Alpha coefficients were between 0.949 and 0.951. Item-total correlations ranged from .32 to .66.

Internal consistency analyzes of 67 items (with sub-dimensions) that make up the scale were performed. As a result of the analysis, Cronbach's Alpha internal consistency coefficient of the scale. It was determined to be .951. In addition, the correlations of all items with the total score were determined.

In addition, it is understood that removing some of the items will not contribute to internal-consistency, therefore, there are indicators that contribute to reliability in all of the items.

4.2.2. Sustainable Tourism Potential Scale Reliability Analysis

Table 4.9: Sustainable Tourism Potential Scale Reliability Analysis

Cronbach's Alpha	N of Items
,577	2

The internal consistency coefficient of the sustainable tourism potential scale was calculated. As a result of the analysis, the Cronbach's alpha value was determined as 0.577.

Table 4.10: Item Total Analysis of the Sustainable Tourism Potential Scale

	Adjusted Item-Total Correlation	Cronbach's Alpha value when item is deleted
Equity structure of the enterprise %	,406	,406
Foreign resource structure of your business %	,406	,406

When Table 4.10 is examined, it is seen that the scaled items of the sustainable tourism potential scale in the survey are among the low reliable limit values of the Cronbach's Alpha (α) test statistics. Internal consistency analyzes of 2 items (with sub-dimensions) that make up the scale were performed. As a result of the analysis, it was determined that the Cronbach's Alpha internal consistency coefficient of the scale was 0.577. In addition, the correlations of all items with the total score were determined.

4.2.3. Tourism Employment Scale Reliability Analysis

Table 4.11: Tourism Employment Scale Reliability Analysis

Cronbach's Alpha	N of Items
,716	29

The internal consistency coefficient of the tourism employment scale was calculated. As a result of the analysis, Cronbach's alpha value was determined as 0.716.

Table 4.12: Total Item Analysis Regarding the Tourism Employment Scale

	Adjusted Item-Total Correlation	Cronbach's Alpha value when item is deleted
Legal structure of the business	,776	,710
Operating period of the business	,775	,727
Number of administrative personnel working in the enterprise	,764	,707
Number of technical personnel working in the enterprise	,789	,730
Does the company have a production unit?	,744	,708
Does the company have a marketing unit?	,870	,711
Is there a public relations unit in the business?	,777	,715
Does the company have an R&D unit?	,836	,708
Does the company have an accounting-finance unit?	,865	,708
Is there a quality-control unit in the enterprise?	,820	,694
Does the business have ISO 9000 Certificate?	,597	,708
Does the business have ISO 14000 Certificate?	.532	,751
Does the enterprise have TSE Certificate?	.540	,706
Does the business have the CE Mark?	.540	,706
Is there no management system documents in the enterprise?	.457	,715
Does the business have other management system documents and marks used?	,545	,717
If there is an R&D department in the enterprise, how much of the income is allocated to R&D?	,612	,715
What are the competitive conditions of the market in which the business is located?	,546	,707
Which of the promotion methods are used to increase service sales effectiveness?	,468	,711
How many people work in the personal sales department of the business?	,555	,709
Are advertising tools such as Visual "Media-TV" used in the business?	,543	,704
Are advertising tools such as radio used in the business?	,546	,707
Are advertising tools such as the Press "Magazine-Newspaper" used in the business?	,553	,705
Are advertising tools such as wall panels used in the business?	,552	,703
Are advertising tools such as the internet used in the business?	,544	,705
Are other advertising tools used in the business?	,548	,712
Which of the giveaway and promotion methods is used?	,574	,708
Which of the public relations (sponsorship etc.) methods are used?	,558	,708
Are any support organizations used for the business?	,551	,706

When Table 4.12 is examined, it is seen that the scaled items of the tourism employment scale in the survey are among the low reliable limit values of Cronbach's Alpha (α) test statistics.

When the measurement values in Table 4.12 are examined, internal consistency reliability is ensured because the Cronbach's Alpha coefficients are between 0.730 and 0.694. Item-total correlations ranged from .05 to .87. In addition, the correlations of all items with the total score were determined.

4.3. Factor Analysis

Factor analyzes of research scales are included in this section.

4.3.1. Alternative Tourism Activities Scale Factor Analysis

KMO and Bart-lett's Test were performed to test the suitability of the data for factor analysis.

Table 4.13: Alternative Tourism Activities Scale Sample Suitability

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin value		,797
Bartlett Value	Chi-square	10405,776
	df	2211
	Sig.	,000

As a result of KMO and Bartlett's sphericity test (p<0.05), it was determined that the data were suitable for factor analysis (Tatlıdil, 2002: 4).

Table 4.14: Alternative Tourism Activities Scale Factor Matrix

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Var.	Cum.%	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	16,300	24,329	24,329	16,300	24,329	24,329	6,034	9,006	9,006
2	5,182	7,734	32,063	5,182	7,734	32,063	5,964	8,901	17,907
3	4,501	6,718	38,781	4,501	6,718	38,781	5,489	8,193	26,100
4	3,876	5,786	44,566	3,876	5,786	44,566	5,040	7,522	33,622
5	3,648	5,444	50,010	3,648	5,444	50,010	4,908	7,325	40,948
6	3,533	5,273	55,284	3,533	5,273	55,284	4,564	6,813	47,760
7	2,800	4,179	59,462	2,800	4,179	59,462	4,357	6,504	54,264
8	2,393	3,572	63,034	2,393	3,572	63,034	4,093	6,109	60,373
9	2,154	3,214	66,248	2,154	3,214	66,248	3,937	5,876	66,248
10	1,572	2,347	68,595						
11	1,259	1,880	70,475						
12	1,103	1,647	72,122						
13	1,034	1,544	73,665						
14	,967	1,443	75,108						
15	,911	1,360	76,468						
16	,860	1,283	77,752						
17	,797	1,189	78,941						
18	,749	1,118	80,059						
19	,702	1,048	81,107						
20	,696	1,039	82,146						
21	,662	,988	83,134						
22	,639	,954	84,088						
23	,618	,922	85,010						
24	,581	,868	85,878						
25	,544	,812	86,690						
26	,510	,761	87,451						
27	,482	,719	88,170						
28	,469	,700	88,870						

Table 4.15: Alternative Tourism Activities Scale Factor Matrix (continued)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Var.	Cum.%	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
29	,444	,663	89,533						
30	,419	,625	90,158						
31	,393	,587	90,745						
32	,383	,572	91,317						
33	,351	,524	91,841						
34	,338	,505	92,346						
35	,335	,500	92,846						
36	,319	,476	93,322						
37	,289	,432	93,754						
38	,286	,427	94,181						
39	,279	,417	94,598						
40	,265	,395	94,993						
41	,252	,376	95,369						
42	,238	,355	95,723						
43	,225	,335	96,059						
44	,214	,320	96,379						
45	,197	,295	96,673						
46	,186	,278	96,951						
47	,180	,269	97,219						
48	,160	,238	97,458						
49	,156	,233	97,690						
50	,147	,219	97,909						
51	,142	,212	98,121						
52	,134	,200	98,321						
53	,122	,182	98,504						
54	,112	,167	98,671						
55	,103	,154	98,825						
56	,099	,148	98,972						
57	,092	,138	99,110						
58	,086	,129	99,239						
59	,084	,126	99,364						
60	,077	,114	99,479						
61	,072	,108	99,586						
62	,064	,096	99,682						
63	,055	,083	99,765						
64	,050	,074	99,839						
65	,042	,063	99,902						
66	,037	,056	99,957						
67	,029	,043	100,000						

Factor analysis was performed for the scale used in the research. As a result of the analysis, it was determined that there were 9 components with an eigenvalue (eigenvalue) above 1. While the 1st component explains 24,329% of the feature that is tried to be measured with this scale, respectively, 2nd component 7,734%, 3rd component 6,718%, 4th component 5,786%, 5th component 5,444%, 6th component 5.273%, 7th component 4,179%, 8th component 3.572%, 9th component 3.214% explains. In total, this scale can explain 66,248% of the feature being measured.

As can be seen in Figure 4.2, the plateau value where the curve continues by flattening is found and it is found that there are 9 factors. After the ninth factor, the curve becomes linear.

4.3.2. Sustainable Tourism Potential Scale Factor Analysis

KMO and Bart-lett's Test were performed to test the suitability of the data for factor analysis.

Table 4.16: Sustainable Tourism Potential Scale Sample Eligibility

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin value		,500
Bartlett Value	Chi-square	32,080
	df	1
	Sig.	,000

As a result of KMO and Bartlett's sphericity test (p<0.05), it was determined that the data were suitable for factor analysis (Tatlıdil, 2002: 4).

Table 4.17: Sustainable Tourism Potential Scale Factor Matrix

Toplam Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Var.	Cum.%	Total	% of Variance	Cumulative %
1	1,406	70,279	70,279	1,406	70,279	70,279
2	,594	29,721	100,000			

Factor analysis was performed for the scale used in the research. As a result of the analysis, it was determined that there were 2 components with an eigenvalue (eigenvalue) above 1. While the first component explains 70.279% of the feature that is tried to be measured with this scale, the second component explains 100%, respectively. In total, this scale can explain 70.2% of the feature that is tried to be measured.

4.3.3. Tourism Employment Scale Factor Analysis

KMO and Bart-lett's Test were performed to test the suitability of the data for factor analysis.

Table 4.18: Tourism Employment Eligibility Scale Sample

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin value		,661
Bartlett Value	Chi-square	1850,673
	df	435
	Sig.	,000

As a result of KMO and Bartlett's sphericity test (p<0.05), it was determined that the data were suitable for factor analysis (Tatlıdil, 2002: 4).

Table 4.19: Tourism Employment Scale Factor Matrix

Toplam Variance Explained							
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
Component	Total	% of Var.	Cum.%	Total	% of Variance	Cumulative %	Total % of Variance Cumulative %
1	4,528	15,092	15,092	4,528	15,092	15,092	4,059
2	3,387	11,291	26,383	3,387	11,291	26,383	2,884
3	2,184	7,281	33,663	2,184	7,281	33,663	2,049
4	1,924	6,414	40,077	1,924	6,414	40,077	1,852
5	1,709	5,697	45,774	1,709	5,697	45,774	2,377
6	1,539	5,130	50,904	1,539	5,130	50,904	2,057
7	1,365	4,549	55,454	1,365	4,549	55,454	1,824
8	1,291	4,302	59,756	1,291	4,302	59,756	1,470
9	1,105	3,682	63,438	1,105	3,682	63,438	1,618
10	1,050	3,502	66,939	1,050	3,502	66,939	1,934
11	,938	3,127	70,066				
12	,891	2,969	73,035				
13	,836	2,785	75,820				
14	,786	2,618	78,438				
15	,701	2,336	80,774				
16	,677	2,258	83,032				
17	,627	2,090	85,122				
18	,548	1,828	86,950				
19	,507	1,690	88,640				
20	,470	1,568	90,208				
21	,443	1,478	91,686				
22	,410	1,368	93,053				
23	,395	1,316	94,369				
24	,332	1,107	95,476				
25	,313	1,044	96,520				
26	,288	,961	97,481				
27	,254	,846	98,326				
28	,208	,694	99,021				
29	,169	,563	99,584				
30	,125	,416	100,000				

Factor analysis was performed for the scale used in the research. As a result of the analysis, it was determined that there were 10 components with an eigenvalue (eigenvalue) above 1. While the 1st component explains 15,092% of the feature that is tried to be measured with this scale, 2nd component 26,383%, 3th component 7,281%, 4th component 6,414%, 5th component 5,697%, 6th component 5,130%, 7th component 4.549%, 8th component 4,302%, 9th component, 3.682%,10th component 3,502% explains. In total, this scale can explain 66,939% of the feature being measured.

As seen in Figure 4.4, the plateau value where the curve continues by flattening is found and it is found to be a factor of 10. After the ninth factor, the curve becomes linear.

4.4. T Test and Analysis of Variance

In this section, t-test and analysis of variance are included. The socio-demographic information of the employees and alternative tourism activities scale dimensions t-test and analysis of variance are included in this section.

4.4.1. Alternative Tourism Activities Scale T-Test and Analysis of Variance

4.4.1.1. Health Related Alternative Tourism Activities

The t-test analyzes of the comparison of the scores of tourism business employees from alternative health-related tourism activities according to their various demographic characteristics are shown below.

Table 4.20: Comparison of Health-Related Alternative Tourism Activities Scores According to Socio-Demographical Characteristics of Employees (n=181)

	n	$\bar{x}$	s	t	p
Gender					
Woman	52	17,29	3,17	-,542	,588
Male	129	17,59	3,41		
Status of receiving education in the field of work					
Received education	119	17,27	3,57	-1,366	,174
Did not receive education	62	17,99	2,79		

Table 4.20 As a result of the independent sample t-test, which was conducted to compare the scores obtained from the scale according to the gender of the employees of the tourism establishments and whether they received training for the field they work in, it was determined that there was no statistically significant difference between the scores they got from the alternative tourism activities scale related to health (p>0.05).

Table 4.21: Comparison of Health-Related Alternative Tourism Activities Scores and Socio-Demographical Characteristics (n=181)

	n	$\bar{x}$	s	Min	Max	F	p	Diff.
Age								
16-25	9	18.67	4.10	11	24			
26-35	73	17.73	3.41	10	26			
36-45	67	16.94	3.27	10	23	,927	,450	
46-54	29	17.88	3.18	10	26			
55 and above	3	17.77	1.09	17	19			
Marital status								
Married	113	17.36	3.34	10	26			
Single	60	17.76	3.10	10	26	,961	,412	
Widow (Died)	3	20.00	3.71	17	24			
Divorced	5	16.28	5.63	10	23			
Educational status								
Primary school	2	18.09	8.75	11	24			
Middle school	10	18.38	3.85	11	22			
High school	44	17.68	2.99	10	23	,463	,804	
Associate degree	57	17.41	2.71	10	23			
License	62	17.47	3.95	10	26			
Master	6	15.87	2.18	12	19			
Monthly individual net income								
Good	21	16.96	3.35	10	21			
Adequate	86	17.55	3.37	10	26	,235	,872	
Moderate	57	17.66	3.24	10	26			
Poor	17	17.45	3.69	11	23			
Family structure								
Nuclear family	143	17.51	3.31	10	26			
Extended family	19	16.56	2.66	11	21			
Semi extended family	6	18.25	1.96	14	20	1,270	,283	
Alone	10	17.76	4.64	10	23			
Broken family (like father and child or	3	20.95	5.03	17	26			

Table 4.22: Comparison of Health-Related Alternative Tourism Activities Scores and Socio-Demographical Characteristics (n=181) (continued)

	n	$\bar{x}$	s	Min	Max	F	p	Diff.
Where they lives								
City center	25	15.17	3.76	10	21			
District	149	18.01	3.07	10	26	9,696	,000	1-2
Neighborhood -Village	7	16.46	3.25	10	20			
The place where training is received for the field of study								
Universities	79	17.06	3.58	10	26			
Other (Course, Training Center etc.)	95	17.61	4.55	13	23	1,275	,282	
Public education Center	7	17.87	3.01	10	26			
Type of education received								
Certified	76	16.94	3.63	10	26			
Participation certificate	23	19.35	2.46	13	22	3,222	,024	1-2
in-service	7	17.89	4.30	12	26			
Other (Occupational Health and Safety,	75	17.48	3.01	10	23			
Training duration (Days)								
1-3	74	17.28	2.86	10	24			
4-8	59	17.29	3.87	10	26	1,067	,346	
9 and above	48	18.11	3.33	11	26			
Profession								
Senior Management	38	18.04	2.70	10	22			
Senior Manager	51	16.94	3.81	10	26	4,654	,004	4-3
Staff	27	15.83	3.64	10	23			
Mid-Level Manager	65	18.33	2.85	10	26			
Total working time in this profession (Years)								
1-5	30	17.76	2.80	11	23			
6-10	54	17.67	3.37	10	26			
11-15	35	16.32	3.42	10	21	1,419	,230	
16-20	30	17.87	3.47	10	24			
21 and above	32	17.96	3.43	10	26			
Position in the business								
Department Manager Assist.	9	19.52	2.43	17	24			
Staff	82	17.49	3.42	10	26			
Department Manager	37	16.43	3.86	10	26	2,743	,030	4-3
Operator	2	21.66	0.33	21	21			
General manager	51	17.79	2.68	10	22			

Table 4.22 showed that there was a statistically significant difference between the scores of the tourism business employees as a result of the variance analysis made to compare the scores they got from the scale according to the places they live, the types of education they received for the field they work, their profession and position ($p<0.05$). According to this, it has been found that the opinions of those who live in the district, receive training with a certificate of participation, work as personnel and in managerial positions are different from health-related alternative tourism activities. In addition, it was determined that there was no statistically significant difference between the scores they received according to their educational status, monthly individual income, family structure, places of education related to their field, education period and total service period ($p>0.05$). It has been determined that these employees have similar views on alternative tourism activities related to health.

4.4.1.2. Alternative Tourism Activities Related to Nature

The t-test analyzes of the comparison of the scores of tourism business employees from alternative tourism activities related to nature according to their various demographic characteristics are shown below.

Table 4.23: Comparison of the Scores of Tourism Enterprise Employees According to their Gender (n=181)

	n	$\bar{x}$	s	t	p
Gender					
Woman	52	15,82	2,88	-2,303	,022
Male	129	16,97	3,11		
Status of receiving education in the field of work					
Received education	119	16,40	3,18	-1,484	,140
Did not receive education	62	17,12	2,83		

Table 4.23 As a result of the independent sample t-test conducted to compare the scores obtained from the scales according to the gender of the tourism business employees and whether they have received training for the field they work in; It was determined that there was a statistically significant difference between the scores of the employees from the nature-related alternative tourism activities scale according to their gender ($p<0.05$). Male employees have higher perceptions of alternative tourism activities related to nature. It was determined that there was no statistically significant difference between the scores they got from the scale, according to whether they received training in the field they work in ($p>0.05$).

Table 4.24: Comparison of the Scores of Tourism Enterprise Employees According to Their Ages (n=181)

	n	$\bar{x}$	s	Min	Max	F	p
Age							
16-25	9	15.55	2.56	10	18	,948	,438
26-35	73	16.56	3.02	10	26		
36-45	67	16.82	3.48	10	28		
46-54	29	16.50	2.38	10	20		
55 and above	3	19.36	0.99	18	20		
Marital status							
Married	113	16.64	3.21	10	28	,740	,530
Single	60	16.84	2.83	10	26		
Widow (Died)	3	15.23	1.90	13	17		
Divorced	5	15.04	3.55	10	18		
Educational status							
Primary school	2	15.71	2.02	14	17	,298	,914
Middle school	10	16.00	2.97	10	19		
High school	44	16.47	2.47	10	21		
Associate degree	57	16.84	2.51	10	22		
License	62	16.79	3.96	10	28		
Master	6	15.87	2.67	11	19		
Monthly individual net income status							
Good	21	16.07	3.38	10	22	1,388	,248
Adequate	86	16.53	3.07	10	28		
Moderate	57	17.25	2.91	10	26		
Poor	17	15.85	3.18	10	20		

Table 4.25: Comparison of the Scores of Tourism Enterprise Employees According to Their Ages (n=181)

	n	$\bar{x}$	s	Min	Max	F	p	Diff
Family structure								
Nuclear family	143	16.59	3.00	10	28			
Extended family	19	16.79	2.39	12	22			
Semi extended family	6	16.27	3.87	12	23	2,490	,045	4-5
Alone	10	15.81	3.65	10	20			
Broken family (like father and child or mother and child)	3	21.90	4.54	17	26			
Where they lives	25	14.71	3.52	10	22			
City center	149	16.99	2.79	10	28	6,971	,001	1-3
District	7	17.21	4.40	10	24			
Neighborhood -Village	25	14.71	3.52	10	22			
The place where training is received for the field of	79	16.19	3.12	10	22			
Universities	95	15.64	2.48	11	19	2,281	,105	
Other (Course, Training Center etc.)	7	17.09	3.03	10	28			
Public education Center	79	16.19	3.12	10	22			
Type of education received								
Certified	76	16.05	3.12	10	22			
Participation certificate	23	17.45	2.29	11	22	1,796	,150	
in-service	7	17.34	4.64	12	26			
Other (Occupational Health and Safety, Customer	75	16.92	3.03	10	28			
Training duration (Days)								
1-3	74	16.70	3.05	10	28			
4-8	59	16.37	3.40	10	24	,360	,698	
9 and above	48	16.87	2.73	11	26			
Profession								
Senior Management	38	17.41	2.48	10	24			
Senior Manager	51	16.03	3.70	10	28	4,006	,009	3-1
Staff	27	15.34	3.04	10	21			
Mid-Level Manager	65	17.21	2.63	10	26			
Total working time in this profession (Years)								
1-5	30	16.33	2.26	10	20			
6-10	54	16.86	3.50	10	28			
11-15	35	15.67	2.99	10	21	1,754	,140	
16-20	30	17.58	3.42	10	24			
21 and above	32	16.74	2.54	10	20			
Position in the business								
Department Manager Assist.	9	16.72	2.90	12	21			
Staff	82	16.59	2.98	10	26			
Department Manager	37	15.77	3.76	10	28	1,415	,231	
Operator	2	16.42	1.01	15	17			
General manager	51	17.34	2.67	10	24			

Table 4.24 and Table 4.25 showed that there was a statistically significant difference between the scores of the tourism business employees as a result of the variance analysis performed to compare the scores they got from the scale according to their family structure, place of residence and occupation ($p<0.05$). According to this, it was found that the views of those who have a broken family structure, those who live in the district and those who are high-level professionals about alternative tourism activities related to nature are different. In addition, it was determined that there was no statistically significant difference between the scores they received according to their age, marital status, educational status, monthly individual income, the places they received education in their field, the types of education, the duration of education and the total service period ($p>0.05$). It has been determined that these employees have similar views on alternative tourism activities related to nature.

4.4.1.3. Alternative Tourism Activities Related to Sports

The t-test analyzes of the comparison of the scores of the tourism business employees from alternative tourism activities related to sports according to various demographic characteristics are shown below.

Table 4.26: Comparison of the Scores of Tourism Enterprise Employees According to their Gender (n=181)

	n	$\bar{x}$	s	t	p
Gender					
Woman	52	17,66	3,47	-,382	,703
Male	129	17,89	3,68		
Status of receiving education in the field of work					
Received education	119	17,42	3,60	-2,176	,031
Did not receive education	62	18,65	3,51		

Table 4.26 As a result of the independent sample t-test conducted to compare the scores obtained from the scale according to the gender of the tourism business employees and whether they have received training for the field they work in; It was determined that there was a statistically significant difference between the scores of their employees from the alternative tourism activities scale related to sports, according to whether they received training for the field they work in ($p<0.05$). Employees who do not receive training in the field they work in have different views on alternative tourism activities related to sports. It was determined that there was no statistically significant difference between the scores they got from the scale according to their gender ($p>0.05$).

The variance analyzes of the comparison of the scores of tourism business employees from alternative tourism activities related to nature according to their various demographic characteristics are shown below.

Table 4.27: Comparison of the Scores of Tourism Enterprise Employees According to Their Ages (n=181)

	n	$\bar{x}$	s	Min	Max	F	p	Diff.
Age								
16-25	9	19.15	3.81	14	27			
26-35	73	17.45	3.30	10	27			
36-45	67	18.30	4.16	10	33	1,503	,203	
46-54	29	17.02	2.71	10	21			
55 and above	3	20.26	3.33	17	24			
Marital status								
Married	113	17.68	3.87	10	33			
Single	60	18.16	3.09	10	27	,316	,814	
Widow (Died)	3	16.80	1.83	14	18			
Divorced	5	17.84	4.60	10	22			
Educational status								
Primary school	2	14.80	0.00	14	14			
Middle school	10	18.04	2.22	13	20			
High school	44	18.36	3.86	10	33	,574	,720	
Associate degree	57	17.81	3.17	10	24			
License	62	17.60	4.06	10	28			
Master	6	17.06	3.35	11	22			
Monthly individual net income								
Good	21	17.50	3.91	10	24			
Adequate	86	17.65	3.76	10	28	,421	,738	
Moderate	57	18.27	3.69	10	33			
Poor	17	17.62	1.95	13	20			
Family structure								
Nuclear family	143	17.75	3.58	10	33			
Extended family	19	18.23	3.34	13	28			
Semi extended family	6	17.60	2.80	14	22	1,115	,351	
Alone	10	17.12	4.49	10	24			
Broken family (like father and child	3	21.86	5.00	18	27			
Where they lives	25	15.48	3.51	10	22			
City center	149	18.26	3.46	10	33	7,477	,001	1-2
District	7	18.11	3.93	10	22			
Neighborhood -Village	25	15.48	3.51	10	22			
The place where training is								
Universities	79	17.00	3.77	10	28			
Other (Course, Training Center etc.)	95	17.31	3.39	13	23	4,232	,016	1-3
Public education Center	7	18.56	3.36	10	33			
Type of education received								
Certified	76	16.84	3.80	10	28			
Participation certificate	23	19.14	3.89	12	33	4,136	,007	1-3
in-service	7	19.82	3.77	16	27			
Other (Occupational Health and	75	18.24	3.05	10	26			
Training duration (Days)								
1-3	74	17.89	4.01	10	33			
4-8	59	17.24	3.54	10	28	1,463	,234	
9 and above	48	18.44	2.94	12	27			
Profession								
Senior Management	38	17.91	2.77	10	24			
Senior Manager	51	17.47	3.73	10	28	3,377	,020	4-3
Staff	27	16.23	3.87	10	26			
Mid-Level Manager	65	18.72	3.65	10	33			
Total working time in this								
1-5	30	18.25	3.29	13	27			
6-10	54	18.07	3.47	10	27			
11-15	35	17.10	3.84	10	28	,539	,707	
16-20	30	17.65	3.60	10	24			
21 and above	32	17.98	3.97	10	33			
Position in the business								
Department Manager Assist.	9	17.95	2.40	14	23			
Staff	82	17.87	3.93	10	33			
Department Manager	37	17.24	3.93	10	28	,364	,834	
Operator	2	18.80	3.39	10	21			
General manager	51	18.12	3.04	10	27			

Table 4.27 It was determined that there is a statistically significant difference between the scores of the employees of the tourism establishments as a result of the variance analysis performed to compare the scores they received from the scale according to the places they live, the places they received education, the types of education and their occupations ($p<0.05$). According to this, it has been found that the views of alternative tourism

activities related to sports, living in the city center, receiving training from the Public Education Center for the area they work, in-service training and working as personnel are different. In addition, it was determined that there was no statistically significant difference between the scores they got according to their age, marital status, educational status, family structure, education period related to their field, total service period and position (p>0.05). It has been determined that these employees have similar views on alternative tourism activities related to sports.

4.4.2. Sustainable Tourism Potential Scale T-Test and Variance Analysis

The socio-demographic information of the employees and the sustainable tourism potential scale t-test and variance analysis are included in this section.

Table 4. 28: Comparison of the Scores of Tourism Enterprise Employees According to their Gender (n=181)

	Gender	n	$\bar{x}$	s	t	p
Sustainable Tourism Potential	Woman	53	19,90	0,69	1,537	,126
	Male	128	19,49	1,85		

Table 4.28 shows the results of the independent sample t-test, which was conducted to compare the scores of the tourism business employees according to their genders from the scales. When Table 4.28 is examined, it was not found that there was a statistically significant difference between the scores of the tourism business employees from the sustainable tourism potential scale (p>0.05). The scores of female employees from the sustainable tourism potential scale were found to be higher than male employees. In other words, employees gave similar answers about the sustainable tourism potential.

Table 4.29: Comparison of the Scores of the Employees of Tourism Enterprises According to their Ages (n=181)

	Age	n	$\bar{x}$	s	Min	Max	F	p
Sustainable Tourism Potential	16-25	9	18,88	3,33	10	20	1,351	,253
	26-35	73	19,45	1,96	10	20		
	36-45	67	19,92	0,61	15	20		
	46-54	29	19,48	1,54	15	20		
	55 and above	3	20,00	0,00	20	20		

When Table 4.29 is examined, it has been determined that there is no statistically significant difference between the scores of the employees from the sustainable tourism potential scale according to their age (p>0.05). In other words; Tourism business employees gave similar answers about the sustainable tourism potential in terms of age groups.

Table 4.30: Comparison of the Scores of the Tourism Enterprise Employees According to their Marital Status (n=181)

	Marital Status	n	$\bar{x}$	s	Min	Max	F	p	Diff
Sustainable Tourism Potential	Married	113	19,60	1,51	10	20	3,703	,013	4-3
	Single	60	19,75	1,43	10	20			
	Widow (Died)	3	16,66	5,77	10	20			
	Divorced	5	20,00	0,00	20	20			

Table 4.30 shows the results of the ANOVA conducted to compare the scores obtained from the scale according to the marital status groups of the tourism business employees included in the study. When Table 4.30 is examined, it has been determined that there is a statistically significant difference between the scores of the tourism business employees from the sustainable tourism potential scale according to the marital status groups (p<0.05). According to marital status groups, the scores of divorced employees and married, single and widowed (his widowed) employees from the scale were found to be different.

Table 4.31: Comparison of the Scores of Tourism Enterprise Employees According to Educational Levels (n=181)

	Educational status	n	$\bar{x}$	S	Min	Max	F	p	Diff.
Sustainable Tourism Potential	Primary school	2	15,00	7,07	10	20	4,344	,001	6-1
	Middle school	10	20,00	0,00	20	20			
	High school	44	19,54	1,81	10	20			
	Associate degree	57	19,91	0,66	15	20			
	License	62	19,43	1,83	10	20			
	Master	6	20,00	0,00	20	20			

Table 4.31 shows the results of ANOVA conducted to compare the scores obtained from the scale according to the educational status groups of the tourism business employees included in the study. When Table 4.31 is examined, it has been determined that there is a statistically significant difference between the scores of the tourism business employees from the sustainable tourism potential scale according to their educational status (p<0.05). According to the educational status groups, the scores obtained from the scale were found to be different for the employees with a master's degree and those of Primary School, Secondary School, High School, Associate Degree and Undergraduate Degree.

Table 4.32: Comparison of the Scores of the Employees of Tourism Enterprises Based on their Monthly Individual Net Income (n=181)

	Monthly individual net	n	$\bar{x}$	S	Min	Max	F	p
Sustainable Tourism Potential	Good	21	19,52	1,50	15	22	,495	,686
	Adequate	86	19,53	1,81	10	30		
	Moderate	57	19,82	0,92	15	20		
	Poor	17	19,41	2,42	10	20		

Table 4.32 shows the results of ANOVA conducted to compare the scores of the tourism business employees included in the study according to their monthly individual net income status groups. When Table 4.33 is examined, it has been determined that there is no statistically significant difference between the scores of the tourism business employees from the sustainable tourism potential scale according to their monthly individual net income groups (p>0.05). According to the educational status groups of the employees, the scores they got from the sustainable tourism potential scale were found to be similar.

Table 4.33: Comparison of the Scores of Tourism Enterprise Employees According to Family Structures (n=181)

	Family structure	n	$\bar{x}$	s	Min	Max	F	p
Sustainable Tourism Potential	Nuclear family	143	19,51	1,81	10	20	,680	,607
	Extended family	19	20,00	0,00	20	20		
	Semi extended family	6	20,00	0,00	20	20		
	Alone	10	20,00	0,00	20	20		
	Broken family (like father and child or mother and child)	3	20,00	0,00	20	20		

Table 4.33 shows the results of the ANOVA conducted to compare the scores obtained from the scales according to the family structure of the tourism business employees included in the study. When Table 4.33 is examined, it has been determined that there is no statistically significant difference between the scores of the tourism business employees from the sustainable tourism potential scale according to their family structure (p>0.05). The scores they got from the sustainable tourism potential scale according to their family structure were found to be similar.

Table 4.34: Comparison of the Scores of the Employees of the Tourism Enterprises According to the Places They Lived (n=181)

	Where they lives	n	$\bar{x}$	S	Min	Max	F	p
Sustainable Tourism Potential	City center	25	19,64	1,31	15	20	,218	,804
	District	149	19,58	1,71	10	20		
	Neighborhood -Village	7	20,00	0,00	20	20		

Table 4.34 shows the results of the ANOVA conducted to compare the scores obtained from the scales according to the places where the

employees of the tourism establishments included in the study live. When Table 4.34 is examined, it has been determined that there is no statistically significant difference between the scores of the tourism business employees from the sustainable tourism potential scale according to the places they live (p>0.05). The scores they got from the sustainable tourism potential scale were found to be similar according to the places they lived.

Table 4.35: Comparison of the Scores Received from the Scale by the Employees of the Tourism Enterprises According to the Education Relating to the Field they Worked

	Status of receiving education in the field of work	n	$\bar{x}$	s	t	p
Sustainable Tourism Potential	Received education	119	19,54	1,70	-,798	,426
	Did not receive education	62	19,75	1,43		

Table 4.35 shows the results of the independent sample t-test, which was conducted to compare the scores obtained from the scale according to the educational status of the employees of the tourism establishment. When Table 4.35 is examined, it has been determined that there is no statistically significant difference between the scores obtained from the sustainable tourism potential scale according to the educational status of the tourism business employees (p>0.05). The scores they got from the sustainable tourism potential scale were found to be similar according to their educational status in the field they work in.

Table 4.36: Comparison of the Scores of the Employees of the Tourism Enterprises According to the Places They Worked in the Scale (n=181)

	The place where training is received for the field of study	n	$\bar{x}$	S	Min	Max	F	p
Sustainable Tourism Potential	Universities	79	19,43	1,95	10	20	1,210	,301
	Other (Course, Training Center	95	19,28	1,88	15	20		
	Public education Center	7	19,78	1,24	10	20		

When Table 4.36 is examined, it has been determined that there is no statistically significant difference between the scores of the tourism business employees from the sustainable tourism potential scale according to the training place groups they receive for the field they work (p>0.05). The scores obtained from the sustainable tourism potential scale were found to be similar according to the training place groups of their employees for the area they work.

Table 4.37: Comparison of the Scores of the Employees of the Tourism Enterprises According to the Education Types for the Field of Work (n=181)

	Type of education received	n	$\bar{x}$	S	Min	Max	F	p
Sustainable Tourism Potential	Certified	76	19,40	1,99	10	20	1,003	,393
	Participation certificate	23	20,00	0,00	20	20		
	in-service	7	20,00	0,00	20	20		
	Other (Occupational Health and Safety,	75	19,66	1,50	10	20		

When Table 4.37 is examined, it has been determined that there is no statistically significant difference between the scores of the tourism business employees from the sustainable tourism potential scale according to the type of education they receive for the field they work (p>0.05). According to the type of training the employees received for the field they work, the scores they got from the sustainable tourism potential scale were found to be similar.

Table 4.38: Comparison of the Scores of the Employees of the Tourism Enterprises According to the Education Periods for the Field of Work (n=181)

	Training duration (Days)	n	$\bar{x}$	S	Min	Max	F	p
Sustainable Tourism Potential	1-3	74	19,53	2,04	10	20	,401	,670
	4-8	59	19,56	1,41	15	20		
	9 and above	48	19,79	1,00	15	20		

When Table 4.38 is examined, it has been determined that there is no statistically significant difference between the scores obtained from the sustainable tourism potential scale according to the groups of training period they receive for the field they work in (p>0.05). The scores of their employees from the sustainable tourism potential scale were found to be similar according to the groups of training period they received for the field they work in.

Table 4.39: Comparison of the Scores of Tourism Enterprise Employees According to Their Occupations (n=181)

	Profession	n	$\bar{x}$	S	Min	Max	F	p
Sustainable Tourism Potential	Senior Management	38	19,47	1,94	10	20	1,266	,287
	Senior Manager	27	19,31	2,24	10	20		
	Staff	65	19,81	0,96	15	20		
	Mid-Level Manager	51	19,84	0,87	15	20		

When Table 4.39 is examined, it has been determined that there is no statistically significant difference between the scores of the tourism business employees from the sustainable tourism potential scale (p>0.05). The scores of the employees from the sustainable tourism potential scale according to their occupations were found to be similar.

Table 4.40: Comparison of the Scores of the Tourism Enterprise Employees According to the Total Working Time in This Profession (n=181)

	Total working time in this profession	n	$\bar{x}$	S	Min	Max	F	p
Sustainable Tourism Potential	1-5	30	19,66	1,26	15	20	,130	,972
	6-10	54	19,72	1,50	10	20		
	11-15	35	19,57	1,86	10	20		
	16-20	30	19,50	2,01	10	20		
	21 and above	32	19,53	1,48	15	20		

When Table 4.40 is examined, it has been determined that there is no statistically significant difference between the scores obtained from the sustainable tourism potential scale according to the total working time in this profession (p>0.05). The scores of their employees from the sustainable tourism potential scale were found to be similar according to their total working time in this profession.

Table 4.41: Comparison of the Scores of the Tourism Enterprise Employees According to their Position in the Enterprise (n=181)

	Pozisyon	n	$\bar{x}$	s	Min	Max	F	p	Fark
Sustainable Tourism Potential	Departman Müd. Yrd.	9	17,77	4,40	10	20	**3,413**	**,010***	4-1
	Personel	82	19,81	0,94	15	20			
	Departman Müdürü	37	19,59	1,38	15	20			
	İşletmeci	2	20,00	0,00	20	20			
	Genel Müdür	51	19,60	1,68	10	20			

When Table 4.41 is examined, it has been determined that there is a statistically significant difference between the scores of the tourism business employees according to their positions in the business, from the sustainable tourism potential scale (p<0.05). According to the positions of the employees in the enterprise, the scores they got from the sustainable tourism potential scale were found to be different.

4.4.3. Tourism Employment Scale T-Test and Analysis of Variance

The socio-demographic information of the employees and the tourism employment scale t-test and variance analysis are included in this section.

Table 4.42: Comparison of the Scores of the Tourism Enterprise Employees by their Gender (n=181)

	Gender	n	$\bar{x}$	s	t	p
Tourism employment	Woman	53	16,83	1,56	-,824	,411
	Male	128	17,05	1,61		

Table 4.42 shows the results of the independent sample t-test, which was conducted to compare the scores of the tourism business employees according to their gender. When Table 4.42 is examined, it was not found that there was a statistically significant difference between the scores of the tourism business employees from the tourism employment scale (p>0.05).

The scores of male employees from the tourism employment scale were found to be higher than female employees. In other words, employees gave similar answers about tourism employment.

Table 4.43: Comparison of the Scores of the Employees of Tourism Enterprises According to their Ages (n=181)

	Ages	n	$\bar{x}$	s	Min	Max	F	p
Tourism employment	16-25	9	16,58	1,75	14	20	2,277	,063
	26-35	73	17,27	1,62	14	20		
	36-45	67	16,58	1,40	13	19		
	46-54	29	17,36	1,67	14	20		
	55 and above	3	16,66	2,59	13	18		

When Table 4.43 is examined, it has been determined that there is no statistically significant difference between the scores of the employees from the tourism employment scale according to their age (p>0.05). In other words; Tourism business employees gave similar answers in terms of age groups on tourism employment.

Table 4.44: Comparison of the Scores of the Tourism Enterprise Employees According to their Marital Status (n=181)

	Marital Status	n	$\bar{x}$	s	Min	Max	F	p
Tourism employment	Married	113	17,07	1,54	13	20	1,807	,148
	Single	60	17,01	1,71	14	20		
	Widow (Died)	3	16,04	0,77	15	16		
	Divorced	5	15,55	0,97	14	16		

Table 4.44 shows the results of ANOVA conducted to compare the scores of the tourism business employees included in the study according to the marital status groups. When Table 4.44 is examined, it has been determined that there is no statistically significant difference between the scores of the tourism business employees from the tourism employment scale according to the marital status groups (p>0.05). According to marital status groups, the scores of married employees, single and widowed (widowed) and divorced employees from the scale were found to be similar.

Table 4.45: Comparison of the Scores of Tourism Enterprise Employees According to Educational Levels (n=181)

	Educational Levels	n	$\bar{x}$	S	Min	Max	F	p	Diff.
Tourism employment	Primary school	2	16,48	0,26	16	16	2,994	,013	3-6
	Middle school	10	16,03	1,68	14	20			
	High school	44	17,05	1,71	14	20			
	Associate degree	57	17,30	1,45	14	20			
	License	62	17,01	1,54	13	20			
	Master	6	15,12	1,18	14	17			

Table 4.45 shows the results of the ANOVA conducted to compare the scores of the tourism business employees included in the study according to their educational status groups. When Table 4.45 is examined, it has been

determined that there is a statistically significant difference between the scores of the tourism employees from the tourism employment scale according to the educational status groups (p<0.05). According to educational status groups, the scores of associate degree graduates and primary, secondary, high school, undergraduate and graduate employees were found to be different from the scale.

Table 4.46: Comparison of the Scores of the Employees of Tourism Enterprises Based on their Monthly Individual Net Income (n=181)

	Monthly individual net income status	n	$\bar{x}$	S	Min	Max	F	p	Diff.
Tourism employment	Good	21	17,24	1,57	14	20	5,134	,002	1-4
	Adequate	86	17,14	1,51	13	20			
	Moderate	57	17,07	1,62	14	20			
	Poor	17	15,59	1,38	14	20			

When Table 4.46 is examined, it has been determined that there is no statistically significant difference between the scores of the tourism business employees according to the monthly individual net income groups (p<0.05). According to the education level of the employees, the scores they got from the tourism employment scale were different.

Table 4.47: Comparison of the Scores of Tourism Enterprise Employees According to Family Structures (n=181)

	Family Structures	n	$\bar{x}$	s	Min	Max	F	p
Tourism employment	Nuclear family	143	17,05	1,62	13	20	2,054	,089
	Extended family	19	17,01	1,27	14	20		
	Semi extended family	6	16,60	1,43	14	18		
	Alone	10	15,88	1,54	14	18		
	Broken family (like father and child or mother and	3	18,51	1,61	16	19		

Table 4.47 ANOVA results are given in order to compare the scores obtained from the scales according to the family structure of the tourism business employees included in the research. When Table 4.47 is examined, it has been determined that there is no statistically significant difference between the scores obtained from the tourism employment scale according to the family structure of the tourism business employees (p>0.05). According to their family structure, the scores they got from the tourism employment scale were found to be similar.

Table 4.48: Comparison of the Scores of the Employees of the Tourism Enterprises According to the Places They Lived (n=181)

	Where they lives	n	$\bar{x}$	S	Min	Max	F	p
Tourism employment	City center	25	16,64	1,64	14	20	,822	,441
	District	149	17,06	1,61	13	20		
	Neighborhood -Village	7	16,93	0,90	15	17		

Table 4.48 shows the results of the ANOVA conducted to compare the scores obtained from the scales according to the places where the employees of the tourism establishments included in the study live. When Table 4.48 is examined, it has been determined that there is no statistically significant difference between the scores of the tourism employees according to the places they live in from the tourism employment scale (p>0.05). The scores they got from the tourism employment scale were found to be similar according to the places they lived.

Table 4.49: Comparison of the Scores Received from the Scale by the Employees of the Tourism Enterprises According to the Education Relating to the Field they Worked

	Status of receiving education in the field of work	n	$\bar{x}$	s	t	p
Tourism employment	Received education	119	16,82	1,52	-2,076	,039
	Did not receive education	62	17,34	1,70		

When Table 4.50 is examined; It was determined that there was a statistically significant difference between the scores they got from the tourism employment scale (p<0.05). The scores they got from the tourism employment scale were found to be different according to their educational status in the field they work in.

Table 4.50: Comparison of the Scores of the Employees of the Tourism Enterprises According to the Places They Worked in the Scale (n=181)

	The place where training is	n	$\bar{x}$	S	Min	Max	F	p
Tourism employment	Universities	79	16,87	1,45	13	20	,455	,635
	Other (Course, Training Center	95	17,30	1,56	14	18		
	Public education Center	7	17,06	1,72	13	20		

When Table 4.51 is examined, it has been determined that there is no statistically significant difference between the scores obtained from the tourism employment scale according to the training place groups they receive for the field they work (p>0.05).The scores obtained from the tourism employment scale were found to be similar according to the training place groups of their employees for the field they work in.

Table 4.51: Comparison of the Scores of the Employees of the Tourism Enterprises According to the Education Types for the Field of Work (n=181)

	Type of education received	n	$\bar{x}$	S	Min	Max	F	p
Tourism employment	Certified	76	16,85	1,45	13	20	,650	,584
	Participation certificate	23	17,10	1,52	14	20		
	in-service	7	17,67	1,58	16	20		
	Other (Occupational Health and Safety, Customer	75	17,03	1,76	13	20		

When Table 4.52 is examined, it has been determined that there is no statistically significant difference between the scores obtained from the tourism employment scale according to the type of education groups they receive for the field they work in (p>0.05). The scores obtained from the tourism employment scale were found to be similar according to the types of education the employees received for the field they work in.

Table 4.52: Comparison of the Scores of the Employees of the Tourism Enterprises According to the Education Periods for the Field of Work (n=181)

	Training duration (Days)	n	$\bar{x}$	S	Min	Max	F	p	Diff.
Tourism employment	1-3	74	16,79	1,42	13	20	10,813	,000	1-3
	4-8	59	16,53	1,55	13	20			
	9 and above	48	16,18	1,61	14	20			

When Table 4.52 is examined, it has been determined that there is a statistically significant difference between the scores obtained from the tourism employment scale according to the groups of training period they receive for the field they work (p<0.05). The scores of the employees from the tourism employment scale were found to be different according to the groups of training period they received for the field they work.

Table 4.53: Comparison of the Scores of Tourism Enterprise Employees According to Their Occupations (n=181)

	Profession	n	$\bar{x}$	S	Min	Max	F	p
Tourism employment	Senior Management	38	17,05	1,61	13	20	1,864	,137
	Senior Manager	27	16,63	1,45	13	20		
	Staff	65	16,80	1,56	14	20		
	Mid-Level Manager	51	1,73	1,67	14	20		

When Table 4.54 is examined, it has been determined that there is no statistically significant difference between the scores of the tourism business employees according to their occupations from the tourism employment scale (p>0.05). The scores of the employees from the tourism employment scale according to their occupations were found to be similar.

Table 4.54: Comparison of the Scores of the Tourism Enterprise Employees According to the Total Working Time in This Profession (n=181)

	Total working time in this profession (Years)çalışma	n	$\bar{x}$	S	Min	Max	F	p	Diff.
Tourism employment	1-5	30	17,53	1,59	14	20	3,361	,011	1-3
	6-10	54	17,24	1,58	13	20			
	11-15	35	16,26	1,18	14	18			
	16-20	30	17,09	1,55	14	19			
	21 and above	32	16,75	1,83	13	20			

When Table 4.55 is examined, it has been determined that there is a statistically significant difference between the scores obtained from the tourism employment scale according to the total working time in this profession ($p<0.05$). The scores obtained from the tourism employment scale were found to be different according to the total working time of the employees in this profession.

Table 4.55: Comparison of the Scores of the Tourism Enterprise Employees According to their Position in the Enterprise (n=181)

	Position in the business	n	$\bar{x}$	s	Min	Max	F	p
Tourism employment	Department Manager Assist.	9	16,46	1,38	14	18	1,778	,135
	Staff	82	16,96	1,59	14	20		
	Department Manager	37	16,58	1,50	13	20		
	Operator	2	17,59	1,30	16	18		
	General manager	51	17,40	1,66	13	20		

When Table 4.55 is examined, it has been determined that there is no statistically significant difference between the scores of the tourism business employees according to their positions in the business ($p>0.05$). According to the positions of the employees in the enterprise, the scores they got from the tourism employment scale were found to be similar.

4.6. Correlation Analysis

In this section, the mean and standard deviations of the scales used in the study, as well as correlation analyzes are presented.

Table 4.56: Mean and Standard Deviation of Scales (n=181)

	$\bar{x}$	s	Min	Max
– Alternative tourism related to health	17,51	3,34	10	26
– Alternative tourism related to nature	16,64	3,08	10	28
– Alternative tourism related to sports	17,83	3,61	10	33
Alternative tourism	17,35	2,83	10	27
Sustainable Tourism Potential	19,61	1,62	10	20
Tourism Employment	16,99	1,60	13	20

The sub-dimensions of the alternative tourism scale of the tourism business employees included in the research are the average, standard deviation, and maximum score of the alternative tourism scale related to health, alternative tourism related to nature and alternative tourism related to sports, overall alternative tourism scale, sustainable tourism potential scale and tourism employment scales. Descriptive statistics such as minimum and maximum value are given in Table 4.56.

It was determined that the employees of the tourism establishments included in the study got $\bar{x}$=17.51±3.34 points from the alternative tourism scale related to health, and the lowest score they got from the scale was 10 and the highest was 26.

It was determined that $\bar{x}$=16.64±3.08 points were obtained from the alternative tourism scale related to nature, and the lowest score from the scale was 10 and the highest 28.

It was determined that $\bar{x}$=17.83±3.61 points were obtained from the alternative tourism scale related to sports, with the lowest score being 10 and the highest 33.

It was determined that they got $\bar{x}$=17.35±2.83 points from the alternative tourism scale, and the lowest score from the scale was 10 and the highest 27.

It was determined that they got $\bar{x}$=19.61±1.62 points from the sustainable tourism potential scale, and the lowest score from the scale was 10 and the highest 20.

It was determined that they scored $\bar{x}$=16.99±1.60 from the tourism employment scale, and the lowest score from the scale was 13 and the highest 20

Accordingly, it was found that the perception of sustainable tourism potential scale was higher.

Table 4.57: Correlation Between Alternative Tourism Activities, Sustainable Tourism Potential and Tourism Employment Scales (n=181)

		Alternative tourism related to health	Alternative tourism related to nature	Alternative tourism related to sports	**Alternative tourism generaly**	**Sustainable Tourism Potential**	**Tourism Employment**
Alternative tourism related to health	r	**1**					
	p						
Alternative tourism related to nature	r	**,586**	**1**				
	p	**,000****					
Alternative tourism related to sports	r	**,515**	**,601**	**1**			
	p	**,000****	**,000****				
Alternative tourism generaly	r	**,813**	**,842**	**,870**	**1**		
	p	**,000****	**,000****	**,000****			
Sustainable Tourism Potential	r	**,147**	,009	,072	-,017	1	
	p	**,048***	,905	,334	,822		
Tourism Employment	r	**,255**	**,182**	,109	**,208**	**279****	1
	p	**,001****	**,014**	,146	**,005****	**,000**	

**p<0,01, *p<0,05

When Table 4.57 is examined; 58.6% between **alternative tourism related to health** and alternative tourism related to nature, 51.5% among sports-related alternative tourism, 81.3% among alternative tourism in general **4.8% among sustainable tourism potential (H1 hypothesis partially supported),** It is also seen that there is a 25.5% relationship between tourism employment.

With alternative tourism related to nature 60.1% among sports-related alternative tourism 84.2% among alternative tourism in general, 1.4% among tourism employment ratio appears to be correlated.

It is seen that there is a relationship of 87.0% between alternative tourism related to sports and alternative tourism in general.

It is seen that there is a 20.8% relationship between alternative tourism and tourism employment (***H2 hypothesis was supported***).

It is seen that there is a 27.9% relationship between the sustainable tourism potential and tourism employment (***H3 hypothesis was supported***).

Accordingly, it can be said that there is a relationship between the sustainable tourism potential of alternative tourism activities, health, nature and sports alternative tourism and tourism employment. When one of the variables increases, the other increases as well. When the results were evaluated by looking at Table 4.57, the main hypotheses were accepted.

4.7. Regression Analysis

Table 4.58: Regression Model Regarding the Prediction of the Scores Obtained from the Alternative Tourism Activities Scales of the Tourism Enterprise Employees from the Sustainable Tourism Potential Scales (n=181)

Model Summary

Model	Correlation	Correlation Square	Corrected Correlation Square	Standard Error of Estimation
1	,017[a]	,000	,005	,16252

a. Estimators: (Constant), Alternative Tourism Activities

ANOVA[a]

Model		Correlation Square	Degrees of Freedom	Mean Squares	F	Sig.
1	Regression	,001	1	,001	,051	,822[b]
	Error	4,728	179	,026		
	Total	4,729	180			

a. Dependent Variables: Sustainable Tourism Potential
b. Estimators: (Constant), Alternative Tourism Activities

Coefficients[a]

Model		Non-Standardized Coefficients B	Non-Standardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,978	,075		26,360	,000
	Alternative Tourism Activities	,010	,043	,017	,225	,822

a. Dependent Variables: Sustainable Tourism Potential

The relationship of alternative tourism activities with sustainable tourism potential and tourism employment has been examined. The test results of the model are given in Table 4.58. At this stage, the H4 hypothesis, one of the main hypotheses, was tested. As seen in Table 4.58, according to the correlation value in the model summary, there is a 1.7% relationship between alternative tourism activities and tourism employment. It is understood that the sustainable tourism potential explains the alternative tourism activities at the level of 0.0%. Since the significance value of 0.01 of the model established according to the Anova table was found to be greater than 0.05, the model was considered to be meaningless.

Table 4.59: Regression Model Regarding the Prediction of the Scores Received from the Scales of Alternative Tourism Activities of Tourism Enterprise Employees from the Scales of Tourism Employment (n=181)

Model Summary

Model	Correlation	Correlation Square	Corrected Correlation Square	Standard Error of Estimation
1	,208[a]	,043	,038	,15694

b. Estimators: (Constant), Alternative Tourism Activities

ANOVA[a]

Model		Correlation Square	Degrees of Freedom	Mean Squares	F	Sig.
1	Regression	,199	1	,199	8,082	,005[b]
	Error	4,409	179	,025		
	Total	4,608	180			

a. Dependent Variables: Tourism Employees
b. Estimators: (Constant), Alternative Tourism Activities

Coefficients[a]

Model		Non-Standardized Coefficients B	Non-Standardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,496	,072		20,643	,000
	Alternative Tourism Activities	,117	,041	,208	2,843	,005

a. Dependent Variables: Tourism Employees

As seen in Table 4.59, according to the correlation value in the model summary; There is a 20.8% relationship between alternative tourism activities and tourism employment. It is understood that tourism employment explains alternative tourism activities at the level of 4.3%. Since the significance value of 0.01 of the model established according to the Anova table was found to be less than 0.05, the model was considered to be significant. (H4 partially supported). As the results are supported, the fourth of the main hypotheses (***H4 hypothesis is partially supported***).

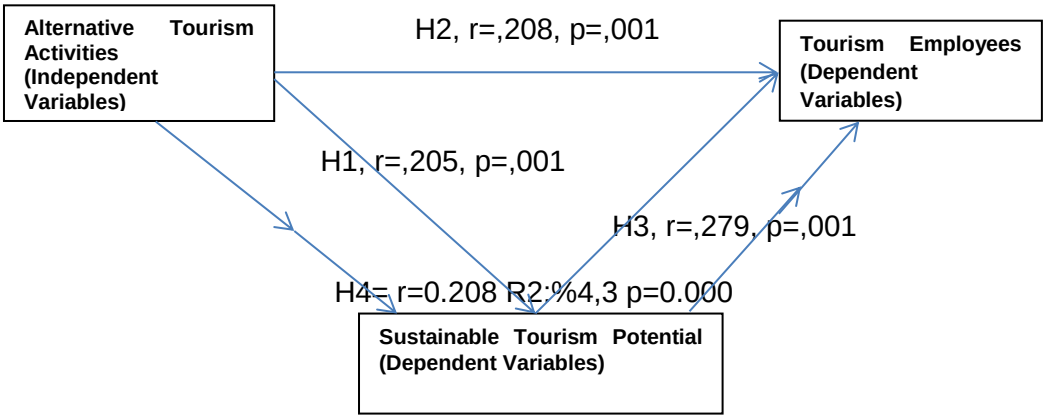

Figure 4.2: Testing the Main Hypothesis of the Research on the Model

When the final results are examined, it has been determined that alternative tourism activities in tourism enterprises have an impact on sustainable tourism potential and tourism employment (***Basic hypothesis supported***).

SECTION 5

DISCUSSION

The aim of this study; To determine the effects of alternative tourism activities on the sustainable tourism potential and tourism employment in tourism enterprises and to make suggestions that will inform those who benefit from other businesses and alternative tourism activities about alternative tourism types and features by revealing the characteristics of tourism enterprises that perform alternative tourism types. In addition, by providing information about the characteristics of alternative tourism types to businesses, it is to provide services that will meet their needs and demands in the best way and to contribute to the sustainable tourism potential and tourism employment.

Discussing the Findings Regarding Employees

As a result of the research, when the findings about the demographic characteristics of the tourism business employees are examined; It is seen that the tourism business employees participating in the survey are mostly male employees. Due to the fact that the tourism sector is a labor-intensive sector and the working hours are flexible, it is considered normal that male employees are more than female employees in tourism enterprises. In the study of Ulusan and Batman (2010); It has been found that 91.0% of the tourism business employees participating in the research are male employees, which is consistent with the results of the study. In the research of Günel (2009); 61.9% of the employees are male. It is consistent with the study result. In the studies of Yirik, Ören and Ekici (2014: 6228); It has been determined that 44.5% of the four and five-star hotel employees are female and 55.5% are male. This result supports the study result.

According to other data obtained; It is possible to state that the tourism business employees participating in the survey are generally married individuals. When this situation is considered from the point of view of the employee; It is thought that the employees get married, especially since the

tourism businesses operating in the destination where the survey was made are not seasonal and the employees in the hotels in the region are not unemployed after the end of the summer season operation, eliminating financial concerns.

However, the fact that the age range of the employees participating in the survey is generally 26-35 can explain the majority of married employees. In the study of Ulusan and Batman (2010); While 37.0% of the tourism business employees participating in the research are in the age group of 35-44, 36.0% of them are in the age group of 25-34, which supports the result of the study. When the age range of the employees is examined; It is seen that mostly young people are employed in tourism enterprises. However, it has been revealed that the majority of the employees have undergraduate level education. In the study of Ulusan and Batman (2010); It is seen that 49.0% of the tourism business employees participating in the research are university graduates and 35.0% are high school graduates. 1.0% of them had a postgraduate education. It coincides with the study result. When this result is evaluated in terms of both age and education level, it shows that those working in tourism enterprises generally consist of young individuals with a bachelor's degree. At the same time, it is possible to conclude that tourism enterprises are attempting to employ qualified personnel and that this is achieved by employing employees who have recently graduated from the tourism-related departments of universities. In the research of Günel (2009); 149 employees are between the ages of 30-39. It is consistent with the study result. In the research of Günel (2009); 43.7% of the participants graduated from the undergraduate program. It is consistent with the study result. In the studies of Yirik, Ören and Ekici (2014: 6228); It has been determined that 46.5% of the four and five star hotel employees are in the 34-41 age group. It is consistent with the results of the study.

According to the monthly individual net income in the study; 47.5% was found to be sufficient. In the study of Ulusan and Batman (2010); It was found that 28.0% of the tourism business employees participating in the research consisted of those with an income between 1.001-2.000 TL. Considering the

period in which the literature was written, the result is compatible with the study.

When other demographic characteristics are examined; It has been observed that the working period of the participants in the sector is between 6-10 years. This shows that hotel employees participating in the survey are generally newly employed in the tourism sector. At the same time, it has been observed that the working time of the hotel employees participating in the survey in the current business is mostly in the range of 6-10 years. The fact that the employees generally work in the tourism enterprises where they work for 6-10 years may occur as a result of the sufficient level of commitment of the personnel to the enterprise and the lack of seasonality of the accommodation enterprises serving in the tourism sector, especially in coastal destinations. In the research of Günel (2009); 140 employees have 6-10 years of work experience. It is consistent with the result of the study.

However, it can be thought that the employees do not experience situations such as salary, future anxiety, lack of appreciation and reward, and as a result, they generally do not work seasonally or only for a few weeks in tourism enterprises, and therefore, employees who work in this way fall into the category of 6-10 years. In addition, the majority of the employees participating in the survey work as personnel. A relationship can be established regarding the employment of young people and people with a bachelor's degree, and the employment of the recruited personnel generally as personnel. From this point of view, it is concluded that tourism enterprises employ educated, young and dynamic individuals as personnel. In the research of Günel (2009); It was found that 73.7% of them had tourism education. It is consistent with the result of the study. Ören and Ekici (2014: 6228) in their studies; It was determined that 44.3% of the four and five-star hotel employees received a training related to tourism, while 55.7% did not receive any training related to tourism. In the study, it was found that 65.7% of them received training in the field they work. It is a result that supports the study.

Discussion of Findings Related to Tourism Businesses Participating in the Research

The legal structure of 71.3% of the tourism enterprises participating in the research is a joint stock company. In the study of Ulusan and Batman (2010); It has been determined that 36 of the tourism enterprises participating in the research are hotels, 35 are restaurants and 29 are travel agencies. It coincides with the work.

It has been found that 31.5% of the tourism enterprises participating in the study have an activity period of 21 years and above. Considering the operating periods of the hotel businesses participating in the research, 69.1% of them have been serving for nine years or more (Özdoğan, 2006: 184). It is consistent with the research result.

It was found that 75.7% of the tourism enterprises participating in the study had between 10%-30% of their equity capital. The high number of hotel businesses that do not benefit from the financial structure ratios of the hotel businesses participating in the research suggests that they are equity-weighted and have difficulties in finding debt (Karadeniz and Kahiloğulları, 2013:103).

It was found that 97.2% (176 people) of the tourism enterprises participating in the study had foreign capital between 10%-30%. As a result of the research; It has been observed that outsourcing between 4 and 5 star hotels in Ankara is still in progress, and some businesses have not yet passed the strict rules on this subject (Zöngür, Yılmaz and Güngördü, 2016: 235).

Tourism enterprises participating in the study; The number of administrative staff of 45.9% is between 1-2, The number of technical personnel of 40.9% is between 1-2, There are no production units, 87.8% have public relations units, 82.3% of them have marketing units, 81.8% do not have R&D units, 91.2% are accounting-finance units, 65.7% have quality control units, 1-20 employees in the personal sales department of 77.3% is found. In the study of Cengiz (2012: 51); determined that 9.3% of hotel employees work in security, 14.8% in front desk, 25.9% in accounting and 11.1% in F&B departments. It supports the results of the study.

Tourism enterprises participating in the study; 50.3% do not have ISO 9000 certificate, 63.0% do not have ISO 14000 certificate, 75.7% of them have TSE certificate, 75.1% do not have CE certificate, 94.5% do not have management system documents, 85.1% do not have other management system documents and signs used found. In the study of Girgin (2013: 292); 75% of businesses have found that they have a Quality Management System certificate of conformity for more than 3 years. It is consistent with the results of the study.

Tourism enterprises participating in the study; It was found that 91.7%, 1% of the revenue was allocated to R&D. According to the results of Çınar (2017: 46) research; It was understood that 41.4% of hotel managers stated that they carried out innovation activities in R&D. It is consistent with the study result.

It has been found that the competition conditions are high in the market where 56.9% of the tourism enterprises participating in the study are located. According to the answers of the managers participating in the research, it can be said that the perception of the quality superiority component differs according to the types of accommodation businesses. It was determined that the arithmetic averages of the factor of quality superiority (F 2-127 = 3, 282; p <.05) showed a statistically significant difference (Güneren Özdemir and Yılmaz, 2016: 72). It is consistent with the study result.

Tourism enterprises participating in the study; 63.5% used personal selling as one of the promotional methods to increase the efficiency of service sales, 61.9% did not use visual media as an advertising tool, 71.3% did not use the radio as an advertising medium, 50.8% of them do not use magazines or newspapers as advertising medium, 57.5% did not use wall panels as advertising medium, 86.2% use the internet as a means of advertising, 96.7% did not use other media as an advertising tool, 76.8% of them used giveaway and promotion methods for advertising purposes, 92.8% used public relations (sponsorship, etc.) methods for fair purposes, 62.4% did not benefit from any support organization found. The conclusion that the elements of the promotional mix reached in the study are effective in accommodation businesses, especially in public relations and advertising,

İnal et al. (2010) show parallelism with the results reached. With this aspect, the study reached different results from the research of Gönenç Güler (2009), who determined that the hotels do not allocate a special budget for promotion and that these expenditures are made instantly when needed.

Discussion of Findings Related to Alternative Tourism Activities

According to the gender of the employees, their monthly individual net income and the total working time in this profession; It has been determined that there is a statistically significant difference in cable car tourism. ($p<0.05$). In Yaşar (2019) study; According to the gender of the participants and their monthly income, there was a difference in the perceptions of alternative tourism towards Elazig. In Yakut (2019) research; found a significant difference between the tourism economy variable of congress tourism and gender. In Albayrak (2011) study; The relationship between the genders of the participants in alternative tourism types and alternative tourism types was examined and it was seen that there was a relationship between the genders of the alternative tourism types and the participants. In Ulusan's (2006) study; It has been observed that there is an interest between the genders of the tourism business employees participating in the research. In Baş (2015: 73) research; No statistically significant difference was observed on the basis of gender groups. These results support the result of the study.

It has been determined that there is a statistically significant difference between winter tourism according to the family structure of the employees ($p<0.05$). In Baş (2015) study; No statistically significant difference was observed on the basis of monthly income groups. It is in line with the research results.

According to the place groups of the employees; It has been determined that there is a statistically significant difference between dental treatment and implant tourism, palliative patient care tourism, winter tourism, treatlon sports tourism and golf sports tourism ($p<0.05$). In Yaşar (2019) study; According to the duration of residence of the participants in the place where they live, there was a difference in the perceptions of alternative tourism towards Elazig. Mursalov (2009: 168) in his research; determined that the place of

residence has a relationship with alternative tourism activities. These results are in agreement with the study.

According to the educational status of the field in which they work; It has been determined that there is a statistically significant difference between palliative patient care tourism, bicycle sports tourism and golf sports tourism ($p<0.05$). According to the place of education they received for the field they work and their position in the enterprise; It was determined that there is a statistically significant difference between dental treatment and implant tourism ($p<0.05$). According to the types of education they receive in the field they work; It has been determined that there is a statistically significant difference between elderly care tourism, treatlon sports tourism and bicycle sports tourism ($p<0.05$). In the studies of Banerjee et al. (2017: 615); The nurses working in the oncology clinic were included in the training program in order to overcome the difficulties they experience with communication, and three training modules were applied in this training program. This result supports the results.

According to the professions of the employees; It has been determined that there is a statistically significant difference between dental treatment and implant tourism, palliative patient care tourism, winter tourism, cable car tourism, and treatlon sports tourism ($p<0.05$). In Yaşar (2019) study; According to the professions of the participants, there was a difference in the perceptions of alternative tourism towards Elazig. This result is consistent with the study. Albayrak (2011) study; It has been observed that there is an interest between the professions of those who participate in alternative tourism types and alternative tourism types.

Discussion of Findings Related to Sustainable Tourism Potential

Employees' views of sustainable tourism potential; It was determined that there was a statistically significant difference according to their marital status, educational status and position in the business ($p<0.05$). In the study of Gürbüz, Ayaz and Apak (2019: 35); Significant differences were observed in the perceptions of winter tourism sustainability of travel agency managers

according to their marital status, educational status and position in the business. It is consistent with the study result.

Discussing the Findings on Tourism Employment

Employees' views on tourism employment; It has been determined that there is a statistically significant difference according to their educational status, monthly individual net income, receiving education in the field they work, the training period they have received for the field they work, and the total working time in this profession ($p<0.05$). In the study of İdrisoğlu (2016); It was found that the average of the employment problem level scores of the employees participating in the research showed a significant difference according to the variable of education level, the total working time in the tourism sector, but not according to their monthly individual net income. It is seen that there are results that support the study.

Discussion of Findings on Alternative Tourism Activities, Sustainable Tourism Potential and Tourism Employment

It was determined that they got $\bar{x}=19.61\pm1.62$ points from the sustainable tourism potential scale, and they got the lowest 10 and the highest 20 points from the scale. Accordingly, it was found that the perception of sustainable tourism potential scale was higher. In the study of Ayazlar Arslan (2017); determined that the perception of sustainable tourism potential scale was perceived by the participants of the research. This result supports the research.

Correlation analysis was performed in order to determine the relationships between the dimensions of the variables for the purpose of the research. As a result of the correlation analysis, it can be said that there is a relationship between the sustainable tourism potential of dental treatment and implant tourism, which is one of the alternative tourism activities, and tourism employment, palliative patient tourism and winter tourism and tourism employment. When one of the variables increases, the other increases as well. In the correlation analysis conducted by Doğan and Yıldız (2007: 175) to determine whether the alternative tourism potential is related to regional

development, it was determined that the variables were related to each other. It is compatible with work.

Regression analysis was performed to test the research hypotheses. It is seen that there is a 20.9% relationship between alternative tourism activities, sustainable tourism potential and tourism employment. It is understood that sustainable tourism potential and tourism employment explain alternative tourism activities at the level of 4.3%. Aktaş (2005: 5) in his study; The most appropriate regression equation was determined for the variables affecting tourism revenues in Turkey. In the study of Doğan and Yağmur (2017); The relationship between the sustainability dimensions (environmental, sociocultural, economic) and the sustainability of the tourist destination was examined by logistic regression analysis. The results found support the research.

In this study, it was seen that the tourism business employees in Alanya, alternative tourism activities affect the sustainable tourism potential and tourism employment, and the findings obtained in the studies in the literature support the research.

SECTION 6

CONCLUSION AND RECOMMENDATIONS

6.1. Conclusion

The tourism industry, which emerged after the technological and industrial competition in which modern nations compete for national status, has become one of the conditions for determining the national welfare standard. As we all know, one of the main features that tourists need is to provide opportunities close to the standard of living in the area where they currently live. In this case, the attractiveness of tourism in certain areas means that it has a positive effect on the living standards of the region. Emphasizing the impact of tourism means its impact on the family's economic and social opportunities.

By establishing facilities in the region, thanks to the infrastructure and structure, they can benefit from the people living in the region and participate in the economic cycle by joining open job positions. From this situation, it is explained to the residents of the region that the tourism sector can be operated in an economical and sustainable way. In this case, people who understand the natural, historical and cultural values of the region and help to understand the attitude towards greater respect for the region will be able to prevent ecological and cultural degradation at the regional level. As a result of realizing this situation, countries are still developing and continue to work hard to associate their image with tourism and they prefer this sector.

Today, when tourism is of such importance, it was under the influence of factors such as the development of only certain localities, and the elements such as sea, sand, sun, transportation and climatic conditions due to its geographical location (such as coastal regions). However, with the addition of new elements such as natural beauties, cultural features, thermal opportunities and hunting areas in the regions that will reduce the importance of these elements a little today, the potential supply sources in the regions

have been diversified by showing separation from the classical sea, sand and sun trio. Apart from this, although the requirements of alternative tourism differ from other types of classical tourism, its advantages are similar to classical tourism. In the case of diversification, there are factors such as people's getting information, the acceleration of access to information and transportation due to the current technology age, the increase in welfare, the attitude of people who become conscious towards the environment, and the differentiation in their wishes and desires.

Today, when tourism is of such importance, it was under the influence of factors such as the development of only certain localities, and the elements such as sea, sand, sun, transportation and climatic conditions due to its geographical location (such as coastal regions). However, with the addition of new elements such as natural beauties, cultural features, thermal opportunities and hunting areas in the regions that will reduce the importance of these elements a little today, the potential supply sources in the regions have been diversified by showing separation from the classical sea, sand and sun trio. Apart from this, although the requirements of alternative tourism differ from other types of classical tourism, its advantages are similar to tourism. In the case of diversification, there are factors such as people's getting information, the acceleration of access to information and transportation due to the current technology age, the increase in welfare, the attitude of people who become conscious towards the environment, and the differentiation in their wishes and desires.

The advantage of alternative tourism compared to traditional tourism is that it solves the problem of limiting the traditional tourism season according to seasonal conditions and extends the tourism season for another year. In this case, the increase in tourism income and its direct positive impact on the local economy (for example, income distribution to other sectors, improvement of infrastructure and increased construction opportunities) means an increase in welfare and its ability to attract tourism demand.

In this study, the impact of tourism business employees in Alanya, alternative tourism activities, on the sustainable tourism potential and tourism employment was evaluated and for this purpose, the opinions of the

participants were evaluated. It was observed that the reliability level of the total score and sub-dimensions scores of these three measurement tools was at a moderate level.

Tourism business employees; 70.7% (128 people) were male, 40.3% (73 people) are between the ages of 26-35, 62.4% (113 people) are married, 34.3% (62 people) have a bachelor's degree, 47.5% (86 people) monthly individual net income is sufficient, 79.0% (143 people) family nuclear family, 65.7% (119 people) received training in the field they work, 50.3% (91 people) have completed their training in the field they work in courses, training centers, etc. from places, 42.0% (76 people) received certified training, 40.9% (74 people) had 1-3 days of training, 35.9% (65 people) work as personnel, 29.8% (54 people) have a working period of 6-10 years in their current occupation, 12.2% (22 people) were receptionists,

Tourism businesses; 71.3% (129 persons) of legal structure Joint stock company, 31.5% (57 people) of their activity period is 21 years or more, 75.7% (137 people) between 10%-30% of their equity capital, 97.2% (176 people) are between 10%-30% of their foreign capital, 45.9% (83 people) of the number of administrative personnel is between 1-2, 40.9% (74 people) of the number of technical personnel is between 1-2, there are no production units, 87.8% (159 people) have public relations units, 82.3% (149 people) have marketing units, 81.8% (148 people) do not have R&D units, 91.2% (159 people) have accounting-finance units, 65.7% (119 people) have quality control units, 50.3% (91 people) do not have ISO 9000 certificate, 63.0% (114 people) do not have ISO 14000 certificate, 75.7% (137 people) have TSE certificate, 75.1% (136 people) do not have CE certificate, 94.5% (171 people) do not have management system documents, 85.1% (154 people) did not have other management system documents and signs used, 91.7% (166 people) allocated 1% of their income to R&D, Competition conditions are high in the market where 56.9% (103 people) are involved, 63.5% (115 people) used personal selling as one of the promotion methods to increase service sales efficiency, 77.3% (140 people) have 1-20 employees in my personal sales department, 61.9% (112 people) did not use visual media as an advertising tool, 71.3% (129 people) did not use the radio as an

advertising medium, 50.8% (92 people) did not use magazines or newspapers as an advertising medium, 57.5% (104 people) did not use wall panels as advertising medium, 86.2% (112 people) used the internet as an advertising tool, 96.7% (175 people) did not use other media as an advertising tool, 76.8% (139 people) used giveaways and promotion methods for advertising purposes, 92.8% (168 people) used public relations (sponsorship, etc.) methods for fair purposes, 62.4% (113 people) did not benefit from any support organization found.

According to their gender, place of residence, training for the field they work in, education types, professions and positions on ***alternative health-related tourism types*** that affect the sustainable tourism potential and tourism employment of businesses; It has been determined that there is a statistically significant difference between health-related alternative tourism activities ($p<0.05$). According to their age, marital status, educational status, monthly income, family structure, place of education, duration of education and total working time in this profession; It has been determined that there is no statistically significant difference between health-related alternative tourism activities ($p>0.05$).

Regarding alternative tourism types related to nature;

According to their gender, family structure, place of residence and occupation; It has been determined that there is a statistically significant difference between alternative tourism activities related to nature ($p<0.05$). According to their education in the field they work, their age, marital status, education level, monthly income, place of education, type of education, duration of education, profession and position; It has been determined that there is no statistically significant difference between alternative tourism activities related to nature ($p>0.05$).

On alternative tourism types related to sports

According to whether they have received training in the field they work, where they live, where they are educated, their education types, and their professions; It has been determined that there is a statistically significant difference between sports and alternative tourism activities. ($p<0.05$).

According to their gender, age, marital status, educational status, monthly income, family structure, education period, total working time and position in this profession; It has been determined that there is no statistically significant difference between alternative tourism activities related to nature. ($p>0.05$).

According to the employees' views of sustainable tourism potential, their marital status, educational status and their positions in the business; It was found that there was a statistically significant difference ($p<0.05$).

According to the tourism employment views of the employees, their educational status, monthly individual net income, the level of training for the field they work, the training period they received for the field they work and the total working time in this profession; It was found that there was a statistically significant difference ($p<0.05$).

According to the employees' views of sustainable tourism potential, their marital status, educational status and their positions in the business; It was found that there was a statistically significant difference. ($p<0.05$).

According to the tourism employment views of the employees, their educational status, monthly individual net income, the level of training for the field they work, the training period they received for the field they work and the total working time in this profession; It was found that there was a statistically significant difference ($p<0.05$).

It was determined that they got sustainable tourism potential $\bar{x}$=19.61±1.62 points, and they got the lowest 10 and the highest 20 points from the scale. Accordingly, it was found that the perception of sustainable tourism potential scale was higher.

Correlation analysis was performed in order to determine the relationships between the dimensions of the variables for the purpose of the research. As a result of the correlation analysis, it can be said that there is a relationship between the sustainable tourism potential of dental treatment and implant tourism from alternative tourism activities and tourism employment, palliative patient tourism and winter tourism and tourism employment. When one of the variables increases, the other increases as well.

Regression analysis was performed to test the research hypotheses. There is a 1.7% relationship between alternative tourism activities and tourism employment. It is understood that the sustainable tourism potential explains the alternative tourism activities at the level of 0.0%. Since the significance value of 0.01 of the model established according to the Anova table was found to be greater than 0.05, the model was considered to be meaningless.

There is a 20.8% relationship between alternative tourism activities and tourism employment. It is understood that sustainable tourism potential and tourism employment explain alternative tourism activities at the level of 4.3%.

6.2. Recommendations

In this section, suggestions are made for practitioners and researchers according to the results obtained in the research.

6.2.1. Recommendations for Practitioners

- Considering the effects of alternative tourism activities on the sustainable tourism potential and tourism employment in tourism enterprises, it is necessary to ensure that business managers and employees benefit more effectively from the demands of tourists for alternative tourism activities. For this purpose, awareness programs should be developed under the guidance of Provincial Tourism Directorates.
- Mentoring practices should be used functionally in order to identify and implement alternative tourism activities according to more gender, age, education level, and marital status in order to cope with the problems of inexperienced employees and managers who are new to the profession and younger.
- The pressure of supervision and workload on the branch tourism professionals should be alleviated at any time, and the psychological aspect of the tourism business employees should not be ignored.
- In order for tourism business managers to better understand the psychology of their employees, trainings should be organized and first of all, managers' perceptions of alternative tourism should be raised.

- The physical and infrastructural deficiencies of tourism enterprises should be eliminated as soon as possible, and more alternatives should be offered to the employees of tourism enterprises regarding the departments they want to work in. In addition, meetings and various activities should be organized to strengthen internal communication.
- Awareness-raising seminars should be organized to encourage tourists to participate in the process of alternative tourism activities in the enterprise. In this sense, various alternative tourism activities should be organized for tourists on certain days in order to ensure that tourists are integrated with the tourism business.
- In order to raise the reputation of the tourism worker profession, especially the upper levels of the state should support tourism workers with their discourse and actions. In addition, there is a need to develop policies that will increase the personal rights of tourism workers and solve their economic problems. In addition, employment policies should be revised to give more flexibility to tourism workers.
- Considering the impact of the experiences of tourism business employees on alternative tourism activities and employment, it would be appropriate for tourism business employees who have just started their profession to be assigned to places where they can achieve success more easily. In this sense, tourism business employees should be assigned to service areas after gaining professional experience for a while.
- Directing the employees of tourism establishments to activities to ensure their personal and professional development will increase the perception of alternative tourism. In this sense, the employees of tourism enterprises should be given opportunities such as attending scientific meetings in a certain number of years and visiting tourism enterprises in different countries.
- Measures should be taken to encourage tourism workers to be directed to postgraduate education. In addition, more emphasis should be placed on practice in undergraduate education.

- Considering the personal characteristics, the psychological counseling unit in tourism enterprises should be used more effectively in order to eliminate the factors that may reduce the perception of alternative tourism activities of the tourism business employees.

6.2.2. Recommendations for researchers

- In the literature, it is seen that the studies on alternative tourism activities, contribution to the economy and employment are very limited. For this reason, researchers' in-depth studies on alternative tourism activities will increase awareness.
- Considering its relationship with positive economic and social behaviors, alternative tourism activities development programs for tourism business employees should be put forward in order for tourism enterprises to have a more efficient structure.
- Quantitative research can be conducted to more clearly reveal the relationship between each of the factors emerging in the qualitative dimension of the research with alternative tourism activities, contribution to the economy and employment.
- In addition to the contribution of alternative tourism activities in the context of the organization, the contributions they will provide to individuals can be investigated.
- Research can be conducted to reveal the effect of tourism business employees' perceptions of alternative tourism activities on their problem-solving skills.
- It is important to carry out theoretical research in order to further expand the existing literature by considering Turkish organizational culture.

In terms of the contribution of the research to the literature; It is thought that the academic research on the effects of alternative tourism activities on the sustainable tourism potential and tourism employment in tourism enterprises is based on the findings obtained from previous scientific studies, the ideas expressed and the approaches discussed. In the academic research conducted as a continuation of each other, previous studies related to the research subject were reviewed. Within the scope of the process called

literature review in academic research, studies such as researching, finding, examining, reading, classifying, summarizing and synthesizing previously published works related to the research subject were carried out. In the literature review and analysis, the point reached by the previous literature on the researched subject was determined, the gaps and omissions in the literature were revealed, and it was determined where our own study would fit in the previous literature. Considering that the literature review is an indispensable condition for academic research, a total of 181 literature has been reached. In academic study; purpose, research questions, problem situation, hypotheses, method, findings and results are presented by supporting the information obtained as a result of the literature review. Academic research has gained a scientific depth and identity with the literature review done as required. The contribution of academic research to humanity and science has also been demonstrated by the importance it attaches to literature review. It is thought that the research conducted by taking into consideration the previous studies on the subject will fill the important gaps in issues such as originality, adequacy, responding to the needs of the target audience and contributing to science. In the scientific study carried out with the literature review, almost all of the technology, tools, systems, ideas and trends that are a part of daily life have been adequately evaluated. A literature review was conducted in different formats and details, including book and article studies, undergraduate, graduate and doctoral dissertations, project and thesis proposals, and even assignments. Literature searches were made as separate sections in thesis proposals and theses, and in the introduction sections in the articles. It was not easy to search the literature, to read the sources found, and to synthesize and write them down, especially at the thesis stage, the process was followed meticulously and systematically. As a result of the realization of the thesis, scientific knowledge on alternative tourism activities, sustainable tourism potential and tourism employment has been contributed and benefits have been provided. It is thought that the tourism sector will benefit from the results obtained in terms of the effects of alternative tourism activities on the sustainable tourism potential and tourism employment. The research has been studied for the first time in the Turkish literature. It is thought that this study, which is the first

study, will contribute to the literature. Due to the empirical, theoretical or methodological contribution of the research to the literature, it will be able to increase accessibility by being translated into publication. In this study, unlike the Turkish and foreign literature, the effects of alternative tourism activities on the sustainable tourism potential and tourism employment were examined in terms of the employees of tourism enterprises. It is thought that the study will be a very important support for the alternative tourism literature of Alanya, as well as contributing to the national tourism management. Alternative tourism activities, sustainable tourism potential and tourism employment trainings should be programmed for tourism managers and employees, taking into account the pandemic process, at the first stage of transferring the research results into practice.

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ATTACHMENTS

Annex 1: Questionnaire Form

SURVEY FORM

Dear participant,

The following questionnaire was administered by Assoc. Dr. It is related to the research part of the doctoral thesis study titled "The Effects of Alternative Tourism Activities on Sustainable Tourism Potential and Tourism Employment in Tourism Enterprises (Alanya District Example) conducted under the consultancy of Nermin Gürhan. In the research, it is aimed to examine the knowledge levels of the employees working in the tourism enterprises located within the borders of Alanya district. The collected data will be evaluated collectively, not individually, and will be used for purely scientific purposes. I would like to thank you for supporting our work by participating in our research, which will make a modest contribution to the efforts to create a better quality working environment, and wish you a successful and healthy working life. Best regards,

Üzeyir Yıldız
Near East University
Graduate School of Social Sciences,
Department of Business Administration
PhD student

1. Your gender
( ) Woman man
2. Your age.....
3. Your marital status
( ) Married ( ) Single ( ) Widowed (widowed) ( ) Divorced
4. Your educational status
( ) High school ( ) Associate ( ) Undergraduate ( ) Graduate
( ) Doctorate
5. What is your monthly individual net income?
( ) Good ( ) Sufficient ( ) Average ( ) Bad ( ) Very bad

7. Make a family
( ) Nuclear Family ( ) Extended Family ( ) Semi-Extended Family ( ) Single
8. Where he lives
( ) City center ( ) District ( ) Neighborhood ( ) Village
9. Have you received training in the field you work in?
( ) Yes No
10. Where did you get the training?.....
11. What is the type of training received?
( ) Certificate ( ) Participation certificate ( ) In-service ( ) Other.....
12. Training period ....
13. Your Total Working Time in This Profession .....
14. Your Position in the Company: ……
15. Legal Structure of Your Company
( ) Limited ( )Anonymous ( ) Collective ( ) Person ( ) Other……
16. Operating period of your company: ……

17. Capital structure of your company: % …….. % to equity capital ……Foreign Resources (Credits etc.)
18. Number of personnel working in your company: There are ..... administrative …… technical employees.
19. Which of the following units does your business have? You can give more than one answer.
( ) Production ( ) Marketing ( ) Public Relations ( ) R&D ( ) Accounting-Finance ( ) Quality Control
20. Indicate the management system documents your business has and the signs used. You can give more than one answer.
( ) ISO 9000 ( ) ISO 14000 ( ) TSE Certificate ( ) CE Mark ( ) No Document ( ) Other……
21. If your company has an R&D department, how much of the turnover is allocated to R&D? .....
22. Specify the competitive conditions of the market in which your company is located.
( ) Very Low ( ) Low ( ) Medium ( ) High ( ) Very High
23. Which of the following promotion methods do you use to increase service sales effectiveness?
( ) Personal Selling ( ) Advertising ( ) Giveaways etc. Promotion ( ) Public relations (sponsorship etc.)
24. Which of the following advertising tools do you use in your business? (You can give more than one answer).
( ) Visual “Media-like TV” ( ) Radio ( ) Press “Magazine-Newspaper” ( ) Wall Panels
( ) Internet ( ) Other ……
25. Do you benefit from any support organizations for your business?
( ) Yes No

BEHAVIORS TO PARTICIPATE IN ALTERNATIVE TOURISM EVENTS

HEALTH TOURISM	I totally agree	I agree	What I Agree or Disagree	I do not agree	Totally Disagree
DENTAL TREATMENT AND IMPLANT TOURISM					
Dental treatment and implants provide the discovery of a different medical environment.					
Dental treatment and implants are preferred for better treatment.					
Dental treatment and implants provide information about a different field.					
Dental treatment and implants provide skills in an extra treatment field.					
It is believed that you feel more comfortable with dental treatment and implants.					
It is believed that a different treatment is carried out with dental treatment and implants.					
It is felt more comfortable with dental treatment and implants.					
It is a pleasure to have a different treatment with dental treatment and implant.					
With dental treatment and implants, things that could not be done before are done.					
ELDERLY CARE TOURISM					
Travels on elderly care provide the opportunity to explore different forms of care.					
It provides the realization of an alternative tourism type different from others in travels on elderly care.					
During trips on elderly care, information about the environment is provided.					
It is ensured that care skills are developed during travels on elderly care.					
Taking care of the elderly brings relief.					
Taking care of the elderly realizes a different perspective.					
PALLIATIVE PATIENT CARE TOURISM					
Travels on palliative patient care provide the opportunity to explore different forms of care.					
Travels on palliative patient care provide a different type of alternative tourism than others.					
Travels on palliative patient care provide information about the environment.					
The development of care skills is provided in trips on palliative patient care.					
Dealing with palliative patients brings relief.					
Dealing with palliative patients realizes a different perspective.					

NATURE TOURISM	I totally agree	I agree	What I Agree or Disagree	I do not agree	Totally Disagree
WINTER TOURISM					
Winter tourism provides the discovery of a different natural environment.					
Winter tourism is preferred for a better holiday.					
Winter tourism provides information about a different region.					
Winter tourism provides skills in an extra area.					
It is believed that with winter tourism, one feels more comfortable.					
It is believed that a different holiday is made with winter tourism.					
It is felt more comfortable with winter tourism.					
It is a pleasure to have a different holiday with winter tourism.					
With winter tourism, things that could not be done before are done.					
HIGHLAND TOURISM					
Highland tourism provides the opportunity to explore different lifestyles.					
Highland tourism provides a different type of alternative tourism.					
Highland tourism provides information about the environment.					
Developing the life skills of highland tourism is provided.					
Highland tourism brings relief.					
Highland tourism realizes a different perspective.					
CABLE CAR					
The cable car provides the opportunity to explore different forms of nature.					
The cable car provides a different type of alternative tourism.					
Information about the cable car environment is provided.					
With the cable car, the fear of heights is reduced.					
The cable car brings relaxation.					
The cable car realizes a different perspective.					

SPORTS TOURISM	I totally agree	I agree	What I Agree or Disagree	I do not agree	Totally Disagree
TREATLON TOURISM					
Treatlon sports tourism provides the discovery of a different sports environment.					
Treatlon sports tourism is preferred for a better holiday.					
Treatlon sports tourism provides information about a different sport.					
Treatlon sport tourism provides the acquisition of skills in an extra sport.					
It is believed that one feels more comfortable with Treatlon sports tourism.					
It is believed that a different holiday is made with Treatlon sports tourism.					
It is felt more comfortable with Treatlon sports tourism.					
It is possible to enjoy a different holiday with Treatlon sports tourism.					
With Treatlon sports tourism, things that could not be done before are done.					
BICYCLE TOURISM					
Cycling tourism provides the opportunity to explore different lifestyles.					
Cycling sports tourism provides a different type of alternative sports tourism.					
Cycling tourism is provided with information about the environment.					
Developing the life skills of cycling sport tourism is provided.					
Cycling tourism brings relaxation.					
Cycling tourism realizes a different perspective.					
GOLF SPORTS TOURISM					
Golf allows to explore a different environment.					
Golf is preferred to do a different sport.					
Golf provides information about a different field.					
Golf provides skill in an extra sport.					
It is believed that the more you play golf, the more comfortable you feel.					
It is believed that a different sport is played as you play golf.					
It feels comfortable as you play golf.					
The more you play golf, the more you enjoy doing a different sport.					
As you play golf, what could not be done before is done.					
Golf allows to be different by entering a different environment.					

Annex 2: Hypothesis Tables

Health Related Alternative Tourism Activities Sub-hypotheses	Supported	Not supported
H11 hypothesis was not supported since the statistically significant value of p>0.05 between the genders of tourism establishment employees and health-related alternative tourism activities.		-
H12 hypothesis was not supported since the statistically significant value of p>0.05 between the tourism business employees' training for the field they work in and the alternative tourism activities related to health.		-
H13 hypothesis was not supported since the statistical significance value between the ages of tourism establishment employees and health-related alternative tourism activities was p>0.05.		-
H14 hypothesis was not supported since the statistical significance value between the marital status of the tourism business employees and the alternative tourism activities related to health was p>0.05.		-
H15 hypothesis was not supported since the statistical significance value between the education status of the tourism business employees and the alternative tourism activities related to health was p>0.05.		-
H16 hypothesis was not supported since the statistically significant value of p>0.05 between the monthly incomes of the tourism business employees and the alternative tourism activities related to health.		-
The H17 hypothesis was not supported since the statistical significance value of p>0.05 between the family structures of the tourism business employees and alternative tourism activities related to health.		-
H18 hypothesis was supported since the statistical significance value of p<0.05 between the places where the tourism business employees live and alternative tourism activities related to health.	+	
The H19 hypothesis was not supported, since the statistical significance value of p>0.05 between the places where the employees of the tourism establishment received education and the alternative tourism activities related to health.		-
The H110 hypothesis was supported since the statistical significance value of p<0.05 between the education types of tourism business employees and alternative tourism activities related to health.	+	
H111 hypothesis was not supported since the statistical significance value between the education period of the tourism business employees and the alternative tourism activities related to health was p>0.05.		-
H112 hypothesis was supported, since the statistical significance value of p<0.05 between the professions of tourism business employees and alternative tourism activities related to health.	+	
The H113 hypothesis was not supported since the statistical significance value of p>0.05 between the total working time of the tourism business employees in this profession and the alternative tourism activities related to health.		-
H114 hypothesis was supported since the statistical significance value of p<0.05 between the positions of tourism business employees and alternative tourism activities related to health.	+	

Nature Related Alternative Tourism Activities Sub-hypotheses	Supported	Not supported
Turizm işletmesi çalışanlarının cinsiyetleri ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p<0,05 olduğundan $H1_1$ hipotezi desteklenmiştir.	+	
Turizm işletmesi çalışanlarının çalıştıkları alana yönelik eğitim alıp almadıkları ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_2$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının yaşları ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_3$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının medeni durumları ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_4$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının eğitim durumları ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_5$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının aylık gelirleri ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_6$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının aile yapıları ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p<0,05 olduğundan $H1_7$ hipotezi desteklenmiştir.	+	
Turizm işletmesi çalışanlarının yaşadıkları yerler ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p<0,05 olduğundan $H1_8$ hipotezi desteklenmiştir.	+	
Turizm işletmesi çalışanlarının eğitim aldıkları yerler ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_9$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının eğitim türleri ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_{10}$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının eğitim süreleri ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_{11}$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının meslekleri ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p<0,05 olduğundan $H1_{12}$ hipotezi desteklenmiştir.	+	
Turizm işletmesi çalışanlarının bu meslekte toplam çalışma süreleri ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_{13}$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının pozisyonları ile doğa ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_{14}$ hipotezi desteklenmemiştir.		-

Spor İle İlgili Alternatif Turizm Etkinlikleri Alt hipotezleri	Supported	Not supported
Turizm işletmesi çalışanlarının cinsiyetleri ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_1$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının çalıştıkları alana yönelik eğitim alıp almadıkları ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p<0,05 olduğundan $H1_2$ hipotezi desteklenmiştir.	+	
Turizm işletmesi çalışanlarının yaşları ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_3$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının medeni durumları ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_4$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının eğitim durumları ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_5$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının aylık gelirleri ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_6$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının aile yapıları ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_7$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının yaşadıkları yerler ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p<0,05 olduğundan $H1_8$ hipotezi desteklenmiştir.	+	
Turizm işletmesi çalışanlarının eğitim aldıkları yerler ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p<0,05 olduğundan $H1_9$ hipotezi desteklenmiştir.	+	
Turizm işletmesi çalışanlarının eğitim türleri ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p<0,05 olduğundan $H1_{10}$ hipotezi desteklenmiştir.	+	
Turizm işletmesi çalışanlarının eğitim süreleri ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_{11}$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının meslekleri ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p<0,05 olduğundan $H1_{12}$ hipotezi desteklenmiştir.	+	
Turizm işletmesi çalışanlarının bu meslekte toplam çalışma süreleri ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_{13}$ hipotezi desteklenmemiştir.		-
Turizm işletmesi çalışanlarının pozisyonları ile spor ile ilgili alternatif turizm etkinlikleri arasında istatistiksel açıdan anlamlılık değeri p>0,05 olduğundan $H1_{14}$ hipotezi desteklenmemiştir.		-

Turizm İstihdamı Alt hipotezleri	Supported	Not supported
The H59 hypothesis was not supported since the statistical significance value of p>0.05 between the genders of the tourism business employees and tourism employment.		-
The H60 hypothesis was not supported since the statistical significance value between the ages of the tourism business employees and the tourism employment was p>0.05.		-
The H61 hypothesis was not supported since the statistical significance value of p>0.05 between the marital status of the employees of the tourism establishment and the tourism employment.		-
The H62 hypothesis was supported since the statistical significance value of p<0.05 between the education levels of the tourism business employees and the tourism employment.	+	
The H63 hypothesis was supported since the statistical significance value of p<0.05 between the monthly individual net income of the tourism business employees and the tourism employment.	+	
The H64 hypothesis was not supported, since the statistical significance value of p>0.05 between the family structures of the tourism business employees and tourism employment.		-
The H65 hypothesis was not supported since the statistical significance value of p>0.05 between the places where the tourism business employees live and the tourism employment.		-
H66 hypothesis was supported since the statistically significant value of p<0.05 between tourism employment and the educational status of the tourism business employees.	+	
The H67 hypothesis was not supported, since the statistical significance value of p>0.05 between the training places of the tourism business employees and the tourism employment.		-
The H68 hypothesis was not supported since the statistical significance value between the types of education for the field of employment of the tourism business employees and the tourism employment was p>0.05.		-
The H69 hypothesis was supported, since the statistical significance value of p>0.05 between the education period of the tourism business employees in the field they work and tourism employment.	+	
The H70 hypothesis was not supported, since the statistical significance value of p>0.05 between the occupations of tourism business employees and tourism employment.		-
The H71 hypothesis was supported since the statistical significance value of p<0.05 between the total working time of the tourism business employees in this profession and the tourism employment.	+	
The H72 hypothesis was not supported since the statistical significance value was p>0.05 between the positions of tourism business employees and tourism employment.		-

Sustainable Tourism Potential Sub-hypotheses	Supported	Not supported
The H43 hypothesis was not supported since the statistical significance value of p>0.05 between the genders of the tourism business employees and the sustainable tourism potential.		-
H44 hypothesis was not supported since the statistical significance value between the ages of the tourism business employees and the sustainable tourism potential was p>0.05.		-
The H45 hypothesis was supported since the statistical significance value of p<0.05 between the marital status of the tourism business employees and the sustainable tourism potential.	+	
H46 hypothesis was supported since the statistical significance value of p<0.05 between the education status of the tourism business employees and the sustainable tourism potential.	+	
H47 hypothesis was not supported since the statistically significant value of p>0.05 between the monthly individual net income of the tourism business employees and the sustainable tourism potential.		-
The H48 hypothesis was not supported, since the statistical significance value of p>0.05 between the family structures of the tourism business employees and the sustainable tourism potential.		-
The H49 hypothesis was not supported since the statistical significance value of p>0.05 between the places where the tourism business employees live and the sustainable tourism potential.		-

The H50 hypothesis was not supported, since the statistical significance value of p>0.05 between the education status of the tourism business employees for the field they work and the sustainable tourism potential.		-
The H51 hypothesis was not supported, since the statistical significance value of p>0.05 between the training places of the tourism business employees and the sustainable tourism potential.		-
The H52 hypothesis was not supported, since the statistical significance value of p>0.05 between the types of education for the field in which the tourism employees work and the sustainable tourism potential.		-
The H53 hypothesis was not supported since the statistical significance value between the education period of the tourism business employees for the field they work and the sustainable tourism potential was p>0.05.		-
H54 hypothesis was not supported, since the statistical significance value of p>0.05 between the professions of tourism establishment employees and sustainable tourism potential.		-
The H55 hypothesis was not supported since the statistical significance value of p>0.05 between the total working time of the tourism business employees in this profession and the sustainable tourism potential.		-
The H56 hypothesis was supported since the statistical significance value of p<0.05 between the positions of the tourism business employees and the sustainable tourism potential.	+	
The statistical significance value p between the marital status of the employees of the tourism establishment and the expressions "Equity structure % of the enterprise", "Equity structure of the enterprise %" according to their educational status, "% of the foreign resource structure of the enterprise", "Language structure of the enterprise %" according to their positions in the enterprise. Since <0.05, the H57 hypothesis was supported.	+	
The H58 hypothesis was not supported since the statistical significance value of p>0.05 between the marital status of the tourism business employees and other sustainable tourism potential expressions.		-

Annex 3: Survey Permission

---------- Forwarded message ---------
Gönderen: **ÖZLEM AKBULUT DURSUN** <oakbulut@cumhuriyet.edu.tr>
Date: 15 Şub 2021 Pzt, 15:49
Subject: Re: Etik Kurulu için Ölçek kullanım izni
To: ÜZEYİR YILDIZ <zeyir.yildiz@gmail.com>

Merhaba Üzeyir bey,
Tabiki kullanabilirsiniz. Çalışmanızda başarılar dilerim. Sağlıkla kalın, iyi günler...

Android için Outlook'u edinin

From: ÖZLEM AKBULUT DURSUN <oakbulut@cumhuriyet.edu.tr>
Sent: Monday, February 15, 2021 3:46:51 PM
To: ÜZEYİR YILDIZ <zeyir.yildiz@gmail.com>
Subject: Re: Etik Kurulu için Ölçek kullanım izni

Merhaba Üzeyir bey,

Android için Outlook'u edinin

From: ÜZEYİR YILDIZ <zeyir.yildiz@gmail.com>
Sent: Thursday, February 11, 2021 12:16:23 PM
To: ÖZLEM AKBULUT DURSUN <oakbulut@cumhuriyet.edu.tr>
Subject: Etik Kurulu için Ölçek kullanım izni

SELAM SAYIN ÖZLEM HOCAM
Ben Yakın Doğu Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı Doktora Öğrencisi olarak tezimi hazırlamaktayım.
" KOBİ'LERİN GENEL İŞLETME SORUNLARI VE PAZARLAMA SORUNLARI ÜZERİNE SİVAS'TA BİR UYGULAMA" Konu başlıklı Yüksek Lisans Tez çalışmanızda kullandığınız anket formunu ,
" TURİZM İŞLETMELERİNDE ALTERNATİF TURİZM ETKİNLİKLERİNİN SÜRDÜRÜLEBİLİR TURİZM POTANSİYELİNE VE TURİZM İSTİHDAMINA ETKİLERİ (ALANYA ÖRNEĞİ)" Konulu tez çalışmasının uygulamak istiyorum. Tezimde Yüksek Lisans tezinize atıf yapacağım. Sn.Hocam bu konuda yardımlarınızı istirham ediyorum. izin verdiğiniz takdirde çok memnun olurum. saygılarımla arz ederim.

Üzeyir YILDIZ
Doktora Öğrencisi
Yakın Doğu Üniversitesi
Sosyal Bilimler Enstitüsü

---------- Forwarded message ---------
Gönderen: **U** <zeyir.yildiz@gmail.com>
Date: 8 Haz 2017 Per, 13:52
Subject: Re: TEZ ÇALIŞMASI İZNİ H.K.
To: Aslı ALBAYRAK <aslialbayrak@arel.edu.tr>

ÇOK TEŞEKKÜR EDERİM SAYIN HOCAM

8 Haziran 2017 13:44 tarihinde Aslı ALBAYRAK <aslialbayrak@arel.edu.tr> yazdı:

Üzeyir Hocam merhaba,
Tez çalışmamda yer alan anket ve modeli kullanmanızda bir sakınca yoktur.

Yoğun çalışmalarımızda kolaylık ve başarılar dilerim.

----- Orijinal Mesaj -----
Kimden: U <zeyir.yildiz@gmail.com>
Kime: aslialbayrak@arel.edu.tr
Gönderilenler: Thu, 08 Jun 2017 12:51:39 +0300 (EEST)
Konu: TEZ ÇALIŞMASI İZNİ H.K.

MERHABA
SN.HOCAM
BEN YAKIN DOĞU ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ İŞLETME ANA BİLİM DALI DOKTORA ÖĞRENCİSİYİM. TEZ KONUM OLAN " Turizm İşletmelerinde Alternatif Turizm Etkinliklerinin Sürdürülebilir Turizm Potansiyeline ve Turizm İstihdamına Etkileri (Alanya İlçesi Örneği) " TEZ ÇALIŞMAMDA " Tüketicilerin Alternatif Turizm Türlerini Satın Alma Davranışlarını Etkileyen Faktörler " KONULU TEZ ÇALIŞMANIZDAKİ ANKET SORULARINDAN FAYDALANMAK İÇİN İZNİNİZİ VE YARDIMLARINIZI SAYGILARIMLA ARZ EDERİM

Üzeyir YILDIZ
YAKIN DOĞU ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME ANA BİLİM DALI
DOKTORA ÖĞRENCİSİ

--
Doç. Dr. Aslı ALBAYRAK
Uygulamalı Bilimler Yüksekokulu
Turizm ve Otelcilik Bölüm Başkanı

CURRICULUM VITAE

ÖZGEÇMİŞ				
KİŞİSEL BİLGİLER				
Adı Soyadı	ÜZEYİR YILDIZ			
E-Mail	zeyir.yildiz@hotmail.com , zeyir.yildiz@gmail.com			
Ev Adresi	Saray Mah.Yüksel sokak 2/10 ALANYA/ANTALYA			
Anne-Babasının Yaşadığı İl	KONYA			
Ailesinin Yaşadığı İl	Alanya /Antalya			
Cep Telefonu	05054776191			
Doğum Tarihi	05.04.1973			
Doğum Yeri	KONYA/ HADİM			
Yaşadığı İller (En uzun 3 il)	KONYA	ANKARA	ALANYA/ANTALYA	ALANYA/HADİM/KONYA
Süresi	23 YIL	4 YIL	17 YIL	3 YIL
Medeni Durum	EVLİ			
Çocuk Sayısı	3 ÇOCUK			
Eşinin Görevi	HEMŞİRE			
Askerlik Durumu	YAPTI (KISA DÖNEM)			

EĞİTİM BİLGİLERİ			
Derece	**Üniversite**	**Bölüm**	**Yıl**
Önlisans	SELÇUK ÜNİVERSİTESİ	İNŞAAT TEKNİKERİ	1996
Lisans	ANADOLU ÜNİVERSİTESİ	İKTİSAT BÖLÜMÜ	2003
Yüksek Lisans	AHMET YESEVİ ÜNİVERSİTESİ	YÖNETİM VE ORGANİZASYON(YÜKSEK LİSANS)	2013
Doktora (DBA)	KUZEY RUSYA IMBL ÜNİVERSİTESİ	İŞLETME YÖNETİMİ	2019
Doçent			
Profesör			
Halen	YAKIN DOĞU ÜNİVERSİTESİ	İŞLETME (PHD DOKTORA)	

İŞ TECRÜBESİ			
Görev Unvanı	**Görev Sorumluluk Tanımları**	**Görev Yeri**	**Yıl**
MEMUR	MEMUR	SSK ALANYA DİSPANSERİ	1996-2005
V.H.K.İ.	V.H.K.İ.	Alanya Devlet Hastanesi	2005-2012
İDARİ VE MALİ İŞLER MÜD.YARD.	İDARİ VE MALİ İŞLER MÜD.YARD.	Gazipaşa Devlet Hastanesi	2012-2014
İDARİ VE MALİ İŞLER MÜDÜRÜ	İDARİ VE MALİ İŞLER MÜDÜRÜ	Alanya Ağız ve Diş Sağlığı Merkezi	2015-2017
İDARİ VE MALİ İŞLER MÜDÜRÜ	İDARİ VE MALİ İŞLER MÜDÜRÜ	Konya Hadim İlçe Devlet Hastanesi	2017-2020

SEMİNER, KONGRE, ÇALIŞTAY VE KURSLAR			
Adı	**Konusu**	**Düzenleyen**	**Yıl**

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YAKIN DOĞU ÜNİVERSİTESİ

BİLİMSEL ARAŞTIRMALAR ETİK KURULU

20.12.2017

Sayın Üzeyir Yıldız,

Bilimsel Araştırmalar Etik Kurulu'na yapmış olduğunuz YDÜ/SB/2017/59 proje numaralı ve **"Turizm İşletmelerinde Alternatif Turizm Etkinliklerinin Sürdürülebilir Turizm Potansiyeline Ve Turizm İstihdamına Etkileri (Alanya İlçesi Örneği) "** başlıklı proje önerisi kurulumuzca değerlendirilmiş olup, etik olarak uygun bulunmuştur. Bu yazı ile birlikte, başvuru formunuzda belirttiğiniz bilgilerin dışına çıkmamak suretiyle araştırmaya başlayabilirsiniz.

Yardımcı Doçent Doktor Direnç Kanol

Bilimsel Araştırmalar Etik Kurulu Raportörü

Direnc Kanol

Not: Eğer bir kuruma resmi bir kabul yazısı sunmak istiyorsanız, Yakın Doğu Üniversitesi Bilimsel Araştırmalar Etik Kurulu'na bu yazı ile başvurup, kurulun başkanının imzasını taşıyan resmi bir yazı temin edebilirsiniz.