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ABSTRACT

In relevance to the developments of daily life, researchers are more intend to do researches on emerging topics of the social sciences. Tourism and marketing of the places becoming more important recently as economically. Countries that are looking for higher incomes from the tourism industry should follow new outputs of the recent studies in the related topic. Destinations are becoming more important than in previous times. Regarding this, it seemed to be necessary to find out the potential in the field of this study interestingly in tourism marketing subject. The effect of foreign tourists, who have already visited Trabzon, are searching for tourism mentalisation of Trabzon. The destination image of Trabzon will be revelead in the eyes of foreign tourists who are mainly from Arab countries, and the facilities of Trabzon will be released to be well known. The essential suggestions for sustainable Arab tourism of Trabzon will be output of the interested PhD dissertation.

Keywords: sustainable tourism, destination image, trabzon

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Arab Tourists' Opinions about Sustainable Arab Tourism in Trabzon and Facilities of Trabzon

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SUMMARY

In relevance to the developments of daily life, researchers are more intend to do researches on emerging topics of the social sciences. Tourism and marketing of the places becoming more important recently as economically. Countries that are looking for higher incomes from the tourism industry should follow new outputs of the recent studies in the related topic. Destinations are becoming more important than in previous times. Regarding this, it seemed to be necessary to find out the potential in the field of this study interestingly in tourism marketing subject. The effect of foreign tourists, who have already visited Trabzon, are searching for tourism mentalisation of Trabzon. The destination image of Trabzon will be revelead in the eyes of foreign tourists who are mainly from Arab countries, and the facilities of Trabzon will be released to be well known. The essential suggestions for sustainable Arab tourism of Trabzon will be output of the interested PhD dissertation.

Keywords: sustainable tourism, destination image, trabzon.

I. LITERATURE SUMMARY

One of the first sources I could reach about the location in the quick bibliography review for my doctoral thesis was Kaya's master's degree titled "Evaluation of the Eastern Black Sea Region in terms of Natural and Cultural Resources in the Process of Eastern Black Sea Branding" it was his thesis. According to Kaya (1997: 1) referring to Acar, although the concept of development is sometimes used in the same sense as the concept of growth, it is actually different concepts from each other. The growth and development of a country with its body; The changes in the

structure and the roof of the economy are called development. Development includes structural changes. Increases in the population, labor, land and other factors of the country's economy, growth, changes in the shares of agriculture, industry and service sectors in the national product, differentiation in the distribution of labor force to these sectors and changes in infrastructure are explained with the concept of development.

The concept of sustainability continues to gain importance at national and international level since the Bruntland Report in 1987 (Aras et al., 2016: 60). This report, called "Our Common Future", defines sustainable development as "developing by meeting today's needs without making it difficult for future generations to meet their own needs" (World Commission on Environment and Development, 1987: 41).

According to Sezgin and Karaman (2008: 429), sustainable development is the type of development that has adopted the principle of meeting the needs of today by ensuring the continuity of the conditions that will fully meet the needs of future generations.

Sustainable development is one of the issues that frequently occupy the world agenda and many definitions have been made. Some of the definitions that economists have developed without compromising its essence are as follows (Gürlük, 2010: 85-88):

- According to Tietenberg (1992), sustainable development is a form of development where all resources are used to meet the needs of future generations.
- According to Repetto (1992) sustainable development is a development strategy that manages natural resources, human resources,

our physical and financial wealth for long-term well-being and humanity.

- According to O'Riordan (1988), sustainable development is the set of political and ethical actions that will protect the right to life of future generations and institutions.

Sezgin and Karaman (2008: 432) state that sustainability principles will be achieved by respecting the issues of environmental development capacity of tourism, social responsibility and integration of tourism with the wishes of the local people. Sustainable tourism by the Tourism Association and the World Nature

Fund in 1992; As tourism and its associated infrastructure, in a way both present and future:

“Acts in natural capacities for the future productivity and revival of natural social and cultural resources;

Aware of the contribution that people and communities, customs and lifestyles, past and present can make to the tourism experience;

It acknowledges that these people have a fair share in the economic profit of tourism;

It has been described as "driven by all investment owners, particularly local people and communities in many places."

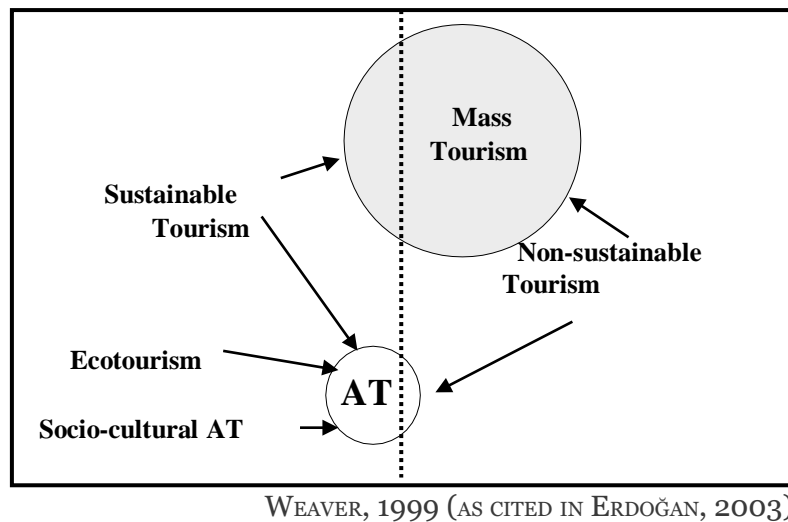


Figure 1: The current perceived relationship between sustainability, mass tourism, alternative tourism and ecotourism (the distinction with dots indicates that the place is not clear)

Sustainable tourism, as understood from the work of Erdoğan (2003) Weaver (1999) Ecotourism and alternative tourism are types of tourism that are closely related with each other. It is possible to distinguish each type of tourism as sustainable or non-sustainable, especially if the theoretical framework presented by the 1992 Rio Summit is followed. However, there is no clear distinctive line between the two (Figure 1). According to some opinions, there is no inherently inconsistency between mass tourism and sustainability (Weaver, 1999). In practice, the tourism sector is shifting towards sustainability as

a result of the demand of the environmental and social conscious tourism market. In addition to this interpretation, it is stated that the main reason for the shift towards sustainability is not motivation by the sense of environmental and social consciousness, and this is because sustainability offers the opportunity to expand the international market and to create new profit areas by adding new ones to the usual places and activities. The truth probably lies between these two views.

In Atay and Dülğaroğlu (2017: 385) study, the destination has infrastructure and superstructure resources that differ in relation to tourism, and possess natural or cultural wealth to meet the holiday needs of the tourist, with a continent, country, city, region or a geographical place with an attraction element. He mentions that it can be defined as.

In general, destinations are in competition just like tourism businesses. Therefore, many studies are carried out to differentiate the destinations from each other. Transforming destinations into brands is one of them. Brand is a concept that can play a key role in the easy marketing of a product. It is also of great importance for touristic product destinations. Destinations can be easily transformed into brands so that they can be one step ahead of their competitors (Atay and Dülğaroğlu, 2017: 384).

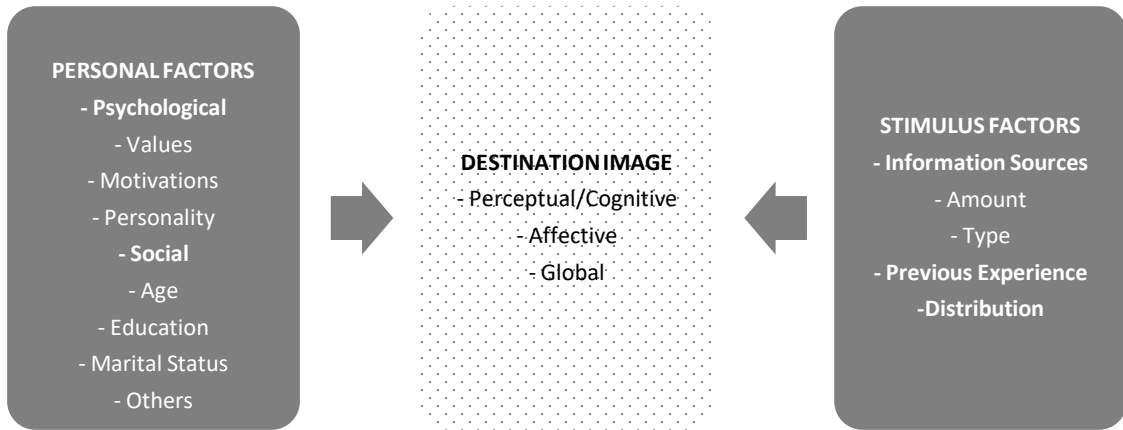
Destinations; They can develop, increase their competition opportunities and increase their demands with their attractiveness and physical characteristics, the hospitality of the local people, the skills of the destination management organizations and the harmony and success of their marketing efforts (Ünal, 2018: 13).

The basic features of the touristic product such as being abstract, indissoluble in presentation and consumption, and inability to stock, closely affect the marketing mix elements (Garda et al., 2017: 34).

According to Garda et al. (2017: 33-34) referring to Erol, the touristic product with compound (mixed) product features is formed by the combination of transportation, accommodation, food and beverage, entertainment services, attractive places and events and the hotel, airlines, restaurants, casinos, etc., by producing each of these elements separately, directly to the tourist. or tour operators, bringing all these elements together, can be offered to tourists as a package product. According to Erol (as cited in Garda et al., 2017: 34):

- **Attractiveness:** It is an element formed by the natural, cultural, historical, artistic assets and values of a country or region that attracts tourists. The factors determining the attractiveness of the tourism product can be divided into four as natural resources, socio-cultural factors, economic factors and psychological factors.
- **Accessibility:** It is expressed that there are infrastructure opportunities for tourists to reach tourism regions and tourism enterprises easily. In short, accessibility is that tourism centers with high appeal are close to the target audience and being accessible to them at low costs.
- **Tourism Businesses:** It is evaluated under the name of transportation, accommodation, food and beverage, tour operators and other tourism enterprises serving tourists, and includes many businesses such as recreation businesses, businesses offering fair-congress organizations, souvenir sellers.
- **Activities:** It includes events such as festivals, fairs, congresses, holidays, festivals and carnivals as well as sports organizations.
- **Image:** The impressions of the tourist about tourism regions and tourism enterprises are also considered as a touristic product.

Baloğlu and McCleary (1999: 870) drew the general frame of the destination image shown in Figure 2, taking the previous literature into consideration. The common view of most researchers from different fields and disciplines is that the image is affected by two main different factors. These are divided into two groups as personal and stimulating factors. As shown in Figure 2, external stimuli and physical elements, previous experiences constitute one group, while personal factors, that is, social and physical characteristics of the perceivers, constitute the other group.

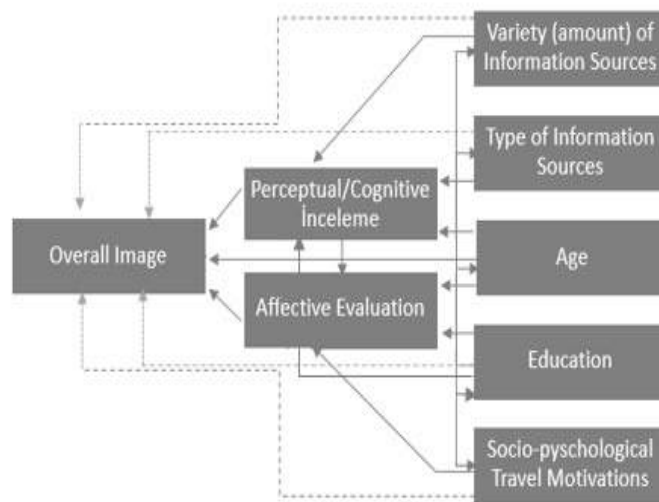


Source: (Baloğlu and McCleary, 1999: 870)

Figure 2: Destination Image Factors

Three important variables that are effective in determining the destination image in the absence of visits or previous experiences are tourism motivation, socio-demographic characteristics and various information sources (Baloğlu and McCleary, 1999: 870). In this context, the last of the variables representing the exogenous stimulus factor variables, socio-demographic characteristics, represents the consumer characteristics in the proposed model. Each component has been selected based on literature and other model research. The concept of image is generally accepted as an attitudinal structure of an individual's spiritual appearance, consisting of

information (beliefs) feelings and general impressions about an object or destination. Researchers from various disciplines and fields evaluate the image structurally both perceptually / cognitively and affectively. Affective evaluations deal with overall feelings or belonging feelings, while perceptual / cognitive evaluations address beliefs and information about a destination's characteristics. It is commonly accepted that this situation is due to the cognitive evaluation of objects and the formation of affective responses as a function of cognitive responses. The general image of a place is the result of both perceptual / cognitive and affective evaluation of that place.

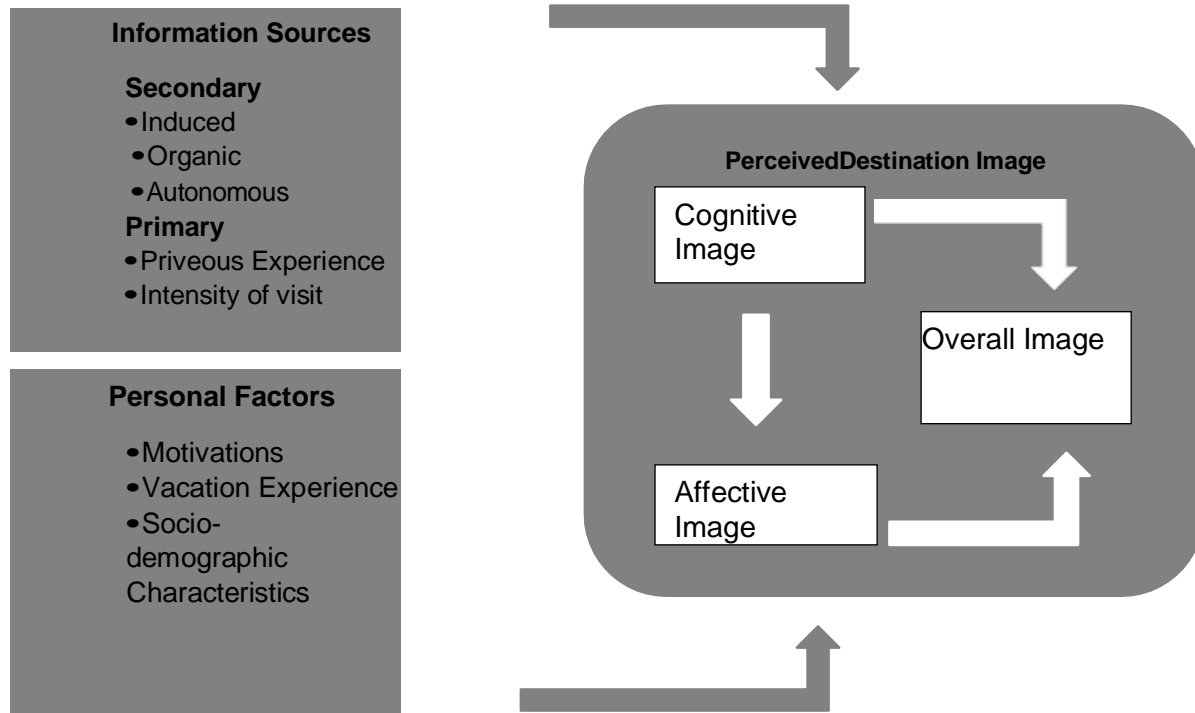


Source: (Baloğlu and McCleary 1999: 871)

Figure 3: Destination Image Model

Another model related to the destination image is the model in4. This model explains that the positive or negative general image of a destination consists of cognitive / perceptual and affective

image elements, which are two very close and related concepts (Özaltaş Serçek and Serçek, 2017: 9).



Source: (Beerli and Martín, 2004: 660)

Figure 4: Destination Image Model 2

Beerli and Martin (2004: 660-661) focused on the research on destination image formation, which is one of the least study fields of the area. As noted by Beerli and Martin (2004: 660-661) with reference to Baloglu and Mcleary (1999a) and

Mackay and Fesenmaier (1997), there are few observational studies investigating the factors affecting the image of an individual and the formation and structure of the image. There are few studies investigating.

II. RESULTS

Table 1: Survey Descriptive Statistics Related to Demographics of the participants

Gender	n	%	Country of Residence	n	%
Female	16	15.5	Afghanistan	1	1
Male	87	84.5	Algeria	9	8.7
Total	103	100	Cameroon	1	1
			Bahrain	1	1
Marital Status	n	%	Bosnia and Herzegovina	1	1
Married	75	72.8	Chad	1	1

Single	28	27.2	Colombia	1	1
Total	103	100	Djibouti	1	1
			Egypt	7	6.8
Educational Status	n	%	Jordan	4	3.9
Never Attended School	0	0	Kuwait	2	1.9
Primary Education	0	0	Morocco	2	1.9
High School	7	6.8	Oman	1	1
Undergraduate	45	43.7	Palestine	8	7.8
Master's Degree	28	27.2	Qatar	2	1.9
PhD	18	17.5	Saudi Arabia	45	43.7
Other (Please Specify)	5	4.9	Republic of South Africa	1	1
Total	103	100	Sudan	1	1
			Syria	5	4.9
Child Owner	n	%	Republic of Togo	2	1.9
Yes	63	61.2	Tunisia	1	1
No	40	38.8	Turkey	2	1.9
Total	103	100	Ukraine	1	1
			United Arab Emirates	2	1.9
			Israel	1	1
			Total	103	100.2

first findings of the survey are given in Table 1.

Table 2: Different Methodology Used in Image Studies for Destinations and Different Destination Image Inferences

Source	Subject	Methodology	Methods for Determining Destination Characteristics	Destination Image Description
Hunt (1975)	Image measurement in Utah, Montana, Colorado, Wyoming States	Structured - 20 statements - Semantic difference Scale with 5 and 7	- Tourism Experts 'Suggestions - Researcher's own method	"The perception of potential visitors of a place about the destination"
Crompton (1977)	Measuring the image of Mexico	Structured - 10 statements	- General reading materials and brochures	"Individuals' personal information about the"

		- 7- point Semantic Difference Scale	- Consumer interviews (N=36)	destination opinions. "
Goodrich (1977)	Nine measurement of destination image: Florida, Hawaii, Mexico, California, and five Caribbean islands	Structured - 10 phrases - 7-point Likert scale	- Recommendations of the Tourism Expert - Travel Brochures	-
Crompton (1979) The	measurement of Mexico's image in the US different states of	the Structured - 30 expressed - Semantic Differential Scale 7s	- general reading materials and brochures - consumer interviews (N= 36),	"a person's own beliefs about destinations that is the sum of ideas and influence."
Pearce (1982)	Measuring and comparing the image of seven countries before and after travel	Structured - 13 statements - 6-point Likert scale	- Kelly's Repertory Chart Technique Adapted to Research (N = 10)	-
Haahtia and Yavaş (1983)	Including 12 countries and measuring Finnish image	Structured - 10 expressions - 9-point Likert scale of	- the literature - Travel agencies focused interviews	-
Crompton and Duray (1985)	measurement of Texas's image (with test alternative approaches to the importance-performance analysis)	Structured - 28 phrases - 5 Semantic Differential scale	- general reading materials and brochures - consumer interviews (N= 100)	-

Kale and Weir (1986)	Measurement of the image of India	Structured - 26 statements - 7-point Likert Scale	-	-
Phelps (1986)	Measurement of Menorca's image before and after travel Measurement of	Structured - 32 statements - Yes /No Checklist	- Researchers opinion about the destination	"and influences about a place"
Tourism Canada (1986-1989)	Perceptions Measuring Canadian image in mainstream tourism markets	Structured - 29 statements - 5-point Likert Scale	-	"Personal perceptions of Canada"
Gartner and Hunt (1987)	Measurement of 12-year change in Utah's image	Structured - 11 statements - 5 Semantic Difference Scale	- Recommendations of Tourism Professionals - Researchers' own methods	"The level of exposure of a person to the place they visit other than their place of residence"
Richardson and Crompton (1988)	Canadian French and British to measure the image changes of the USA and Canada	Structured - 10 statements - 4-point Comparative Scale	- Belonging to Tourism Patterns in Canada Using the Prepared Questionnaire as a Scale	"It is the perception of the characteristics of the vacation place"
Gartner (1989)	Measurement of the image of four states: Utah, Montana, Colorado, Wyoming (using multidimensional scale techniques)	Structured - 15 statements - 5-point Likert Scale	-	"Various products and it is a complex combination of affections formed by the characteristics of these"
Calantone et al. (1989)	Measuring the images of eight Pacific War countries by tourists from different countries	Structured - 13 statements - 7-point Likert Scale	-	"Perception of potential tourist destinations"

Reilly (1990)	Measuring Montana's image	Unstructured - open-ended questions	-	"Not just the features of the destination, but the destination. it is a personal opinion formed by interactions in the access process." (Cited from Dichterby Echtner and Richie, 2003: 42)
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(Source: Echtner and Richie, 1993: 4, Echtner and Richie, 2003: 41-42) I am

Table 3: Survey Form

		Totally disagree	Somewhat disagree	Neutral/have no idea	Somewhat agree	Totally agree
1	Accommodation costs are affordable in Trabzon.					
2	Local Transportation costs are affordable in Trabzon.					
3	Foods and beverages costs are affordable in Trabzon.					
4	Dressing and clothes are affordable in Trabzon.					
5	There are sufficient flight options (direct and/or transit) to Trabzon whenever you want to visit Trabzon.					
6	Is there any direct flight operating to Trabzon from the city where you are living at or near by?	<input type="checkbox"/> Yes Having a direct flight to Trabzon positively affected my decision to visit Trabzon.				
		<input type="checkbox"/> No You claimed that there is no direct flight. If there will be direct flight operating to Trabzon, It would encouraged you to visit Trabzon.				
7	Did you drive in Trabzon during your trip?	<input type="checkbox"/> Yes I was able to drive in Trabzon without any problem during my trip.				
		<input type="checkbox"/> No				
8	It was easy to communicate with local people of Trabzon during my trip.					
9	I can say that Trabzon's local culture and traditions have similarities with my local culture and traditions.					
10	My entertainment preferences and habits had an effect in my decision to visit Trabzon.					
11	My and/or my family's dressing preferences and habits had an effect in my decision to visit Trabzon.					
12	My friends, colleagues or acquaintances' past experiences and talks about their visits to Trabzon had an effect in my decision to visit Trabzon.					

13	Promotions and ads about Trabzon had an effect in my decision to visit Trabzon.						
14	Trabzon is a safety city.						
15	There is sufficient variety of touristic activities in Trabzon.						
16	There are enough number of shops and sellers in Trabzon for local products such as hazelnut, tea, honey etc.						
17	There are enough number of shops and sellers in Trabzon for local handicrafts such as jewelry and coppersmith etc.						
18	Trabzon as a city met my touristic expectations.						
19	Do you own an apartment or house in Trabzon?	() Yes					
		() No I consider to buy an apartment or house in Trabzon.					
20	Number of accommodation facilities are enough in Trabzon.						
21	There are enough number of restaurants which serve cuisines of different cultures.						
22	I would recommend Trabzon to other people as a travel destination.						
23	Did you receive any health care in Trabzon during your trip?	() Yes You claimed that you received health care in Trabzon during your trip. The health care you received was effective.					
		() No					
24	Please select from the list in below the main reason/s of your visit to Trabzon (You are not obligatory to select all options.) () Resting, () Entertainment, () Its being exciting city, () Refresh myself both as physically and psychologically, () To visit historical and cultural places of the city, () Getting away from the place of my living for short time, () To meet people from different cultures, () Sport, () Looking for Adventure, () Nature, () Sea, () Culture, () Halal Food, () Religion						
25	Please pick maximum 5 choices from the list below which summarize the image of Trabzon for you: () Nature – History - Culture () Hostile – Headfirst - Persistent () Hospitable – Intelligent – Artlover () Religious () Health Tourism () Regional Cuisine () Sea-Forest-Rain () Handicrafts – Music - Folk Dances () Entertainment – Education – Exciting () Blue-Green () Traditional Clothes						
26	Nationality?:						
27	Gender? () Male () Female						
28	The highest level of school I completed was... : () Never attended school () Elementary School () High School () College or BA/BS Degree or equivalent university () Master's Degree () Ph. D. Degree () Other (Please specify):						
29	Are you married?: () Yes () No						
30	Do you have children?: () Yes () No						

Sharing the details of similar studies on my doctoral thesis from Table 2 to today. We will measure the image of Trabzon in our study. There are 30 statements made in the questionnaire. We made use of the 5-point Likert scale. The questionnaire questions were created by using Demir (2015), Yaraşlı (2007), Güçlü (2017) and Kaya (2014) sources and adding relevant different questions.

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