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SOCIAL SUSTAINABILITY AND TOURISM: ANTALYA CASE

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APPROVAL PAGE

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ABSTRACT

Social Sustainability and Tourism: Antalya Case

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Developments in technology, economics, and ideology have increased mobility since the 1950s. Their impact on the field of tourism is particularly significant. Most of the travels since then have been for touristic purposes. Due to this, the tourism industry has grown rapidly and become a reasonable area of investment, especially for developing countries.

While tourism has economic benefits, it can also have negative environmental and social effects. Accordingly, the conditions of the economy, environment and society have become important areas when studying tourism.

Prior studies indicate that tourism is not economically efficient in countries with political problems or when it is limited to sea-sand-sun activities. Additionally, existing research asserts that uncontrolled growth in the tourism industry can physically impact the environment and the condition of local areas. Since the 1980s, economic efficiency, environmental sensitivity and social concerns have become the focus of tourism studies. The concept of sustainability became an important tool for measuring the societal impact of developments in tourism.

Tourism activities in Turkey began in the 1970s, but the industry really started to develop in the 1980s after “the Tourism Incentive Law” was published. Antalya, became the fastest growing city in terms of tourism. Today, one out of three tourists visiting Turkey are hosted in Antalya. Although the expansion of the industry was planned, tourism in Antalya grew faster than anticipated. Therefore, the use of space was impacted.

Previous tourism studies on Antalya have focused on tourism’s economic, environmental and social impacts. However, these studies are mostly industry-oriented. Comprehensive studies are also absent in the literature.

Social sustainability is a useful tool to measure tourism’s social impact without neglecting its economic and environmental dimensions. In this study, tourism developments in Antalya are measured in terms of social sustainability. Tourism developments, plannings, press releases, statistics, and existing literature are used as data for the study. The first chapter of the study is about the development of tourism in Antalya; the second chapter defines social sustainability; and the last chapter

evaluates the case area, analyzing Antalya through the lens of social sustainability. The study's findings show that developments in the tourism industry are profit-oriented, while social sustainability is neglected within the sector.

Keywords: Antalya; Social Sustainability; Tourism



ÖZ

Sosyal Sürdürülebilirlik ve Turizm: Antalya Örneği

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Teknolojik, ekonomik ve ideolojik gelişmeler özellikle 1950'lerden itibaren mobilitayı artırdı. Artan mobilite çeşitli alanlarda etkisini gösterdi. Turizm bu alanlardan birisiydi. Nitekim bu tarihten itibaren yapılan uluslararası uçuşların büyük çoğunluğu turistik aktivite amacıyla yapıldı. Turizm bu dönemde bir endüstri haline geldi ve özellikle 1970'lerden itibaren kalkınmakta olan ülkelerde cazip bir yatırım alanına dönüştü. Aynı zamanda turizm üzerine yapılan çalışmalar, turizm sektörünün gelişmesinde en büyük pay sahibi olan kitle turizminin çevre ve sosyal koşullar üzerinde olumsuz etkileri de olduğunu gösterdi. Bunun üzerine turizm çalışmalarında ekonomi, çevre ve sosyal koşullar önem kazandı.

Turizmin uluslararası politikalarından doğrudan etkilendiği ya da deniz-kum-güneş ile sınırlı kaldığı durumlarda ekonomik anlamda da yeterince verimli olmadığı görüldü. Bunun yanında kontrolsüz bir gelişmenin doğaya ve yaşam alanlarına verdiği zarar da turizmin bir başka boyutuydu. Ardından turizm sektörünün toplum üzerinde de etkili olduğu bu konudaki çalışmaların konusu oldu. Ekonomik verim, çevresel hassasiyet ve toplumsal etkiler 1980'lerden itibaren tartışılmaya başlandı ve sürdürülebilirlik konsepti bu bağlamda öne çıktı.

Türkiye'de turizm 1970'lerde başladı fakat 1983 yılında çıkarılan Turizm Teşvik Kanunu ile gelişti. Türkiye'de turizm gelişme bölgesi olarak belirlenen Antalya bu bağlamda en hızlı gelişen ve dönülen şehir oldu. Kısa zaman içinde gelişen turizm sektörü kentte birincil sektör haline geldi ve bugün Türkiye'ye gelen turistlerin üçte birini ağırlamakta. Turizm planlamaları yapılmasına rağmen sektör planlamalardan hızlı gelişti ve mekan kullanımını da buna binaen etkilendi.

Antalya özelinde turizm üzerine yapılan çalışmalar ekonomik, çevresel ve sosyal konularda yoğunlaşmakta fakat çoğunlukla sektör odaklı olarak ilerlemekte. Bunu yanında turizmin çevreye etkileri ya da kültürel konularda çalışılan konular arasında. Bu çalışma alanlarında bütüncül bir değerlendirme ise literatürde bir eksiklik olarak görülmekte. Sosyal sürdürülebilirlik konsepti turizmin ekonomik ve çevresel boyutlarını da gözardı etmeden destinasyon üzerindeki sosyal koşullara olan etkisini değerlendirmek için önemli bir araç. Bu bağlamda, Antalya'daki turizm gelişmeleri sosyal sürdürülebilirlik konseptine göre değerlendirildi. Turizmdeki gelişmeler, planlamalar, yöneticilerin basın açıklamaları, istatistikler ve mevcut literatür veri olarak kullanıldı. Bu çalışmanın ilk bölümünde turizmin gelişimi üzerinde ve ikinci bölümde sosyal sürdürülebilirlik konsepti üzerinde duruldu. Üçüncü bölümde ise

alıřma alanı olan Antalya'da turizmin gelişim sosyal sürdürülebilirlik konsepti bağlamında değeriendirildi. alıřmanın sonunda turizm sektöründeki gelişmelerin ekonomi odaklı olduđu ve sosyal sürdürülebilirliđin gözardı edildiđi sonucuna varıldı.

Anahtar Kelimeler: Antalya; sosyal sürdürülebilirlik; turizm



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LIST OF SYMBOLS AND ABBREVIATIONS

LA21	Local Agenda 21
WTO	World Trade Organization
UNEP & ICLEI	United Nations Environment Programme & Local Governments For Sustainability
NGO	Non-governmental Organization
MIT	The Massachusetts Institute of Technology
TLTG	The Limits to Growth
IUCN	International Union for Conservation of Nature and Natural Resource
UNCED	The United Nations Conference on Environment and Development
OECD	The Organisation for Economic Co-operation and Development
UNWTO	United Nations World Tourism Organization
B.C.	Before Christ
ACCI	Antalya Chamber of Commerce and Industry

CHAPTER 1

INTRODUCTION

Today, Antalya is known as a touristic city. This image was created in a short period of time. Since the 1980s, the city has undergone a rapid transformation. Currently, tourism is the biggest economic activity in the city and impacts Antalya's other economic and social activities as well. Tourism not only brought Antalya economic development but also changed the city's spatial construction, impacting the daily life of the city's residents. Unfortunately, while tourism has brought positive economic developments to the city, its negative social impacts have also increased. However, in current dialogues about the issue, the social dimension of tourism is ignored.

Each place has its own unique characteristics such as climate, image and natural resources. While constructions change the visual and practical features of a space, the place is also given new meanings over time by practices of society. The place also affects the social and economic activities of the society and plays an important role in the transfer of memories, values and practices to the next generations. As long as the use of space is compatible with the economic and social practices of society, there can be social sustainability. In other words, these practices are not limited to or impacted by external interventions.

However, the relationship between space and society does not develop in a simple way. There are authorities such as local and central governments and other actors that affect the development of sustainable practices in a place. In this regard, tourism is one of the most impactful activities in Antalya. It can change a space's historical, technological and cultural dimensions. The volume of the industry, the kind of activities the industry pursues and the values of residents are determinant factors of the impacts of tourism. Especially in the mass tourism areas, the economic values of the space are evident. Tourism starts to transform these places in economic, physical and social dimensions. Over the course of time, even the social and economic activities of the people living in the space change.

1.1 Aim of the Thesis and Research Questions

Considering the possible contributions of tourism to the economy, Antalya was chosen as a tourism development area in 1974. Accordingly, a development plan was prepared and tourism areas were determined. To enhance the investments in tourism, tourism incentive law was published in 1983. Then, tourism quickly grew in the city and became the biggest economic activity. This resulted in increasing internal migration and population growth, which lead to rapid urbanization; and changes in reputation, visual image and economic activities. The coastline, to which no attention was paid before, started to become the center of the city. Then, daily life started to change. Revisions were made in tourism plannings for the sake of attracting more tourists and increasing income, but the impacts of tourism on the daily life of people were ignored. Hence, the aim of this thesis is to highlight the impact of tourism, beyond economic indicators, on the daily life of people in Antalya by using the social sustainability approach.

Specific aims of the thesis are, first, to investigate the effects of tourism planning on the use of space in Antalya since the tourism incentive law; second, to investigate the effects of tourism planning on the migration and population in Antalya since the tourism incentive law; and third, to investigate awareness of the residents about the social implications of tourism.

1.2 Methodology

To answer these questions, the concept of social sustainability is used and the different dimensions of tourism activities are explained. Then, the relationship between tourism and daily life is explained in the context of social sustainability. Development of tourism in Antalya; plannings and their revisions; stakeholders role in this development; and the consequences of tourism development are explained from historical and sociological perspectives, with a focus on the dimensions, society, time, and place. This analysis uses social sustainability indicators and data available in the

region from the last two decades.

1.3 Summary

The first chapter is about tourism in the global world. In this chapter, the main dimensions of tourism are discussed. Firstly, dynamics that make tourism develop, such as mobility, globalism and civil society, are explained. Then, the ways in which tourists, residents, investors and managers are stakeholders in tourism are explained. After that, the impacts of tourism on space, which bring these stakeholders together, are explained. Later on, some possibilities for managing problems in tourism are mentioned. In the end, how the social sustainability concept can be used as a solution for the problems caused by tourism is explained and successful implementations of it are analyzed.

In the past, traveling was meant to be a different and unordinary experience, but its meaning changed after tourism became a widespread activity. Now, there are tourist attractions that are created to give the sense of an authentic “local” experience. This activity can be interpreted as pseudo-event, authenticity or gaze in tourism literature.

The tourism industry is explained as a service industry because everything is done for the sake of hosting tourists and meeting their various needs. It is also considered a consumer industry. There are material and imaginative wills which are never satisfied. Visuality and gaze also matter for tourism in this sense.

Destination is an important aspect of tourism that is not produced for the sake of tourism. There was already space which had social meanings, and tourism is added later. Hence, a touristic place is where the mobile and settled come together. Features of the place can be shaped according to demands of tourists or the dynamics of the industry. The desire to make tourists feel at home is an important reason behind the changes in a touristic place. Especially in mass-tourism areas, the volume of tourism activity causes a transformation of the place and an impact on the daily life of the residents.

Tourism starts with investments for the sake of economic income. During this time, tradition and cultural heritage are commodified. Then, tourism becomes industrialized. Accordingly, the destruction period of the space begins because the quality of space starts to decrease. Later on, this destruction becomes obvious and the post-destruction period starts. In this period, there is mass tourism in the space. There are new life conditions that locals need to adapt themselves too.

Locals' relationship with tourism changes in parallel with the impacts of tourism on the place. The sociocultural impacts of tourism depend on the destination's dependence on tourism and the kind of tourism activity taking place. The stability of tourism, dependence on economic benefits of tourism, tourist type and host-guest relationship all have sociocultural impacts. These impacts are observed in several periods. In the beginning, tourists are welcomed, but as the presence of tourism becomes ordinary for the locals, the relationship between them becomes weaker. As long as the service becomes tourist-centered, locals are irritated by them. Over time, the cost of living and competitiveness increase. Then, spatial practices of tourists and host become different from one another. Depending on conditions such as visual and economic differences, hostility increases. Negative conditions in the destination are attributed to tourists. The negative relationship usually starts after the tourist activity is industrialized. Locals are excluded from the benefits of tourism. Social segregation emerges. These impacts are mostly observed in developing countries because the tourism economy affects life in different dimensions and processes.

Problems in the tourism industry usually emerge because of a lack of relationship between the stakeholders. Tourism has impacts on individuals, society, social life, economy and environment, in addition to many other aspect. Therefore, it is not easy to manage tourism considering all these dimensions without coordination between the stakeholders of tourism. The first solution to this problem was "carrying capacity", which involved considering only the maximum number of tourists that a destination could host. Later on, collaboration theory and community-based tourism approaches emerged. Finally, the comprehensive concept of sustainability came forward, in which locals, tourists, managers, and investors are considered as main stakeholders of the city and the tourism industry. Environmental and economic dimensions, locals' attitudes toward tourism, living conditions and social conditions are examined through this lens.

Sustainability was a popular concept for a long time, but the applied examples were usually only in small places and with small populations. At the end of the first chapter, solutions for the impacts of tourism on space and daily life of people will be discussed.

The second chapter of this thesis is about social sustainability. Social sustainability can be seen as a comprehensive approach to creating best tourism practices. It both considers the rights of locals and sustains economic income without destruction of the space. In this chapter, the concept of social sustainability is discussed and indicators of the study are determined.

Sustainability is not yet a well-defined concept. Definitions and indicators vary field to field. For this paper, I define social sustainability as a condition where a given community can meet their day-to-day needs and perform social practices uninterrupted.

There are many barriers to implementing social sustainability, especially in mass-tourism areas. The stakeholder with the largest capacity for implementing sustainable practices is the government. Local governments can be especially effective. However, if there is no mutual understanding between local and higher governments, the process may become corrupted.

Governments take many factors into account when implementing sustainable practices. Economic priorities are always considered first. Additionally, short-term economic gains are usually given more attention than longer-term ones. Due to this, governments tend to focus increasing tourist numbers instead of working to make the sector operate efficiently.

Other barriers to the implementation of sustainable tourism practices include prior planning holding back new planning. For example, prior planning could have led to irreversible impacts on the space. Furthermore, the participation of NGOs, residents and the private sector is critical for successful implementation.

In this study, I assess the effectiveness of sustainable tourism practices using tangible and qualitative indicators. Tourism plans; budgets; impact assessments on the

environment; social and cultural issues; and the participation of all stakeholders are used as indicators of successful implementation. In addition to these tangible indicators, “sense of place” and quality of life are other dimensions of social sustainability. Changes in tourism statistics including number of tourists, length of stay and amount of spending also have important effects on social sustainability.

For sustainable practices to succeed, these statistics should not be low enough to hurt the economy or high enough to dominate the space. Additionally, the consumption of natural resources and the ratio of tourist to local should not increase to a level that could cause hostility among residents.

Tourists’ satisfaction is also an indicator of social sustainability. In some cases, tourists are socially and spatially segregated from residents. In this case, tourists are coming for leisure packages, not to explore the city. Reasons which attracts tourist also shows quality of the place and the level of satisfaction. On the other hand, tourist’s satisfaction does not mean that it should be the primary aim or paid more attention but it shows local’s attitudes and uniqueness and reputation of the place.

Another indicator for sustainable tourism is environmental sensitivity. Unlimited use of natural resources can impact quality of life in a space. Finally, when it comes to the qualitative indicators, “sense of place” is very important. Distinctive features of a city and the continuity of shared physical and social symbols that contribute to a community’s narrative about a space are some of the components of “sense of place.” On the other hand, quality of life depends on the safety and well-being of society.

The third chapter of this paper is about the case area. The development of tourism and changes in the use of place are discussed in this chapter. Tourism plans, their revisions and demographic shifts are analyzed. The case area is then analyzed, taking the indicators into consideration. Existing literature, statistics, press releases and plan revisions are used for the analysis. I will focus specifically on the development of tourism after the Tourism Incentive Law was published, analyzing how this legislation changed the visual image of the city, the use of space and daily life.

Following the enactment of the Tourism Incentive Law, tourism quickly developed in

Antalya. It began in coastal areas and then expanded through the coastline and to the inside of the city. The city's first tourism plan focused on conserving agriculture and protected areas. The first revision to these plans was made in site areas. The size of site areas was decreased to 35m from 135m. This resulted in the expansion of settlement areas.

The coastline was transformed for touristic purposes. Settlements also expanded. Pressure over the coastline increased and the visual image of the city irreversibly changed. Planning revisions were done upon the request of investors and took the industry's potential for growth into consideration. Daily life, economic activities and work conditions changed depending on tourism investments. In short, while investments toward economic benefits were made, social sustainability was ignored.

Expansion of touristic areas also narrowed protected areas. Coastline privatization increased, while public places and agricultural areas shrank or were completely transformed into tourist areas. This meant that economic activities changed, and accessibility to the coast and public places decreased for locals. These changes are evidence of tourism's direct effects on the daily life of society. In addition, touristic areas developed in similar ways to their global counterparts without consideration for the local texture of the city. This feature of tourism's expansion in the city impacted the "sense of place". While touristic areas do not have any local attributes, they also cause social segregation.

In the 1900s, the majority of tourists to Antalya were coming from Russia. The number of settled foreigners increased in the 2000s. These communities established associations. In 2000, a Russian school was opened. The makeup of the city had already started to change, but the increasing number of tourists and the new goal of "making the tourists feel at home" changed the perceived image of the city.

Tourists, investors, managers and residents are all stakeholders of tourism. To achieve social sustainability, the participation of all stakeholders in the decision-making process is important. The government's first concern is to develop tourism. The central government and local government agree on this. Unfortunately, there is not an organization or a procedure allowing locals to join in the government's decision-

making process. There also are not NGOs in the city focused on the negative impacts of tourism. In short, there are no organizations that investigate residents' opinions on tourism or perform activities to enlighten the people and the media about the impacts of tourism on the city.



CHAPTER 2

TOURISM IN A GLOBAL WORLD

2.1 Introduction

In the first chapter, the developments which lead tourism growth are explained. Then, the roles of the participants of the activity: tourists, residents, investors, and managers, are explained. Because the destination is where all participants come together, the relationship between tourism and place is explained in this chapter. To understand the tourism activity and its impacts, it is necessary to look at its development in the place.

Tourism started to grow as an industry and become a widespread activity as a result of increasing mobilities. Development of tourism in an area transforms the place into a touristic place. In other words, the place is commercialized and service increases. It has impacts on daily life. Until tourism is industrialized in a place, it does not have critical impacts but as long as it is invested in, its negative impacts will eventually emerge. Tourism expands with investments and accordingly, the purpose of the use of space changes. As a result of this change, the working fields of residents, living environment, and practices in daily life change. Hence, the problems that tourism causes make controlled growth necessary. Therefore, different concepts were developed to address this. According to the concept of social sustainability, tourist, investor, manager, and resident should participate in plannings. Thus, all parties can benefit from tourism without profit-oriented tourism development impacting the daily life of locals

A tourist is an individual who willingly visits a place other than his or her usual habitat for the sake of change and leisure. From this definition, tourism can be called a “structured break” from the order of daily life.¹ Tourism sociology is “a study of man away from his habitat, of the industry which responds to his needs and the impact that both he and the industry have on the host socio-cultural, economic and physical environments.”²

¹ Nelson HH. Graburn, “The anthropology of tourism.” *Annals of tourism research* 10, no. 1 (1983), 11.

² Peter Burns. “Paradoxes in planning tourism elitism or brutalism?.” *Annals of tourism research* 26, no. 2 (1999), 27.

In the second part of the twentieth century, tourism started to rise as an organized activity. In the sixties, the tourism industry was of the essence for development in terms of bringing foreign exchange to the host country. It was also an opportunity for employment and enhancing the quality of life in a touristic area. Especially for third world countries, tourism was seen as an easily investible and manageable industry by governments for development.

The number of international travels in 1950 was 25 million in the world. This number increased to 1 billion in the 2010s. The majority of these arrivals had touristic purposes. In 2018, the global GDP growth of tourism was 3.9% while the average growth of the whole economy was 3.2%. Tourism was the second fastest-growing sector, after manufacturing with 4.0%. The total contribution of tourism to Europe's GDP was 2.2 TN Dollars which corresponded to 9.7% of overall GDP.³ The contribution of tourism to Turkey's economy increases since the 1980s. For example, while the contribution of tourism to Turkey's GDP was less than 1% before the Tourism Incentive Law was published in 1983, it had increased to 6.2% in 2015.⁴ Usually, technological developments are seen as the main reason behind the rise of tourism. However, the increase in the number of arrivals does not only arise from technological developments. There are also the effects of ideological changes, media, and globality to consider. So that every basic need that people need in their daily life can be found in the destination place. People can estimate what issues or differences they will face in a destination place and they can decide if they can adapt to these new conditions before they leave their home. Accordingly, they can waive some of their comforts for the sake of a new experience or may even find the new conditions agreeable. Considering these developments and the contribution of tourism to GDP, tourism is one of the biggest sectors in the world in terms of economy. While this feature of tourism has made tourism spread and encouraged investments in tourism sector almost everywhere in the world, its social impacts have been neglected.

³ "The Economic Impact of Travel&Tourism" World Travel & Tourism Council, (2019), 1.

⁴ TÜRSAB. "GSMH İçindeki Payı, 1963-2017." Accessed May 27, 2019.
<https://www.tursab.org.tr/istatistikler-icerik/gsmh-payi>.

2.2 Mobility

Airways, seaways, highways, and railways are the first things that typically come to mind first when discussing mobility. However, mobility is not limited to these types of traveling. Today, there are many mobile things that are not related to traditional modes of movement. Traveling includes many meanings. Humans are not the only creatures on the move; objects, information, and even places are also on the move.

Within the concept of mobility, there are two perspectives. The first perspective is large scale mobility, which is more related to tourism.⁶ obility of humans, objects and other elements which are on the move. The second perspective is local mobility, such as public transport and other daily mobilities.

A new different understanding of mobility does not make any distinction between place and human because the practices of people and their activities are happening within the space. In this case, “there are hybrid systems, 'materialities and mobilities', that combine objects, technologies, and socialities, and out of those distinct places are produced and reproduced”⁵ According to this understanding, there is no disconnected or isolated place. Everywhere is connected to each other at least with thin bonds.⁶ The number of travelers also shows this connectedness. From the 1950s to 2010s the number of tourist arrivals around the world increased from 25 million to over 1,4 billion.⁷

There are many features of mobility. There are physical mobilities such as walking and cycling, and technological mobilities such as driving a car. Mobility is not limited to these movements only; it also concerns the movement of pictures and information. Additionally, the infrastructure that allows the movement of people, information, and pictures, as well as anything that aids or limits these movements, are also features of

⁵ Mimi Sheller and John Urry. “The new mobilities paradigm.” *Environment and Planning A: Economy and Space* 38, no. 2 (February 2006), 214

⁶ Mimi Sheller and John Urry, *ibid.*, 209

⁷Max Roser, “Tourism” *Our World in Data*, April 24, 2017, accessed May 23, 2019, <https://ourworldindata.org/tourism>.

mobility.

There are three interrelated aspects of mobility: materialities, automobilities, and new technologies. Development in these aspects has the most important effects on the development of tourism. Mobilities increase as a result of new developments in communication technologies and increased safety, which increases the mobility of materialities, and decreases the number of fatal accidents due to traveling. The number of fatalities has drastically decreased over the course of time. While there were 2469 airline fatalities in 1972, which is the highest annual number on record, the number of fatalities was less than 1000 in 2005 and 44 in 2017. The difference is made clearer if the number of aviation accidents per number of flights is considered. In 1970, the number of aviation accidents per number of flights was 6.35 per million flights, a statistic that decreased to 1.68 accidents per flights in 2000, and to 0.27 in 2017.⁸

Materialities are considered as historical artifacts at first. For instance, museums often regard historical artifacts, places, and objects, etc. as important materialities. Objects, gifts, and artworks are also this kind of materiality. At the same time, the routes which present sights or landscapes are part of materialities.⁹

Automobilities constitute the most important part of traveling. The mode of transportation gives shape to the traveling. Seaways, railways, highways, and airways provide different experiences. Also, the kind of vehicle affects traveling in different ways. The car is accessible at all times and gives freedom and control to the tourist, while public transport is restrictive. On the other hand, traveling is not only a process which has a start and an endpoint. The way in which one travels is also an experience. Even, sometimes, the mode of transport itself is the focus of a travel experience, not the destination; “the action of travel may be not only to serve a particular purpose but can also act as an integral feature of many tourists’ experiential demands.”¹⁰

⁸ Ibid.

⁹ Kevin Hannam, Gareth Butler and Cody Morris Paris, “Developments and Key Issues in Tourism Mobilities.” *Annals of Tourism Research* 44 (January 2014), 172.

¹⁰ Ibid., 175.

Today, there are new mobilities and new conditions that they bring: “material changes seem to be ‘dematerialising’ connections, as people, machines, images, information, power, money, ideas, and dangers are ‘on the move’, making and remaking networks at increasingly rapid speed across the world.”¹¹ Especially, the development of the internet and developments in information and computer technologies cause the emergence of new forms of relationships between people. It makes different kinds of interactions, meetings, and event organizations possible.¹² Another feature of new mobilities is that they mostly bring individualistic mobilities forward.

Combining with the former mobilities, new technologies made everything change in a traveler’s lifestyle. Now, life has no geographical limits. As a result of the developments in ICT, people are everywhere connected. Mobile phones, social media and other technologies that we have in our life make distinctions between home and away, host and guest, leisure and work blur.¹³

New developments in information and computer technologies connects everyone, everywhere. Therefore, distinctions due to distance are not the same as they were in the past. New technologies make it possible to work remotely, or travel and work at the same time. The new technologies are critically important in the spread of information, or in other words, democratization, and decentralization of information. As a result, people can make travel plans without being dependent on any tourism operators.¹⁴

The last condition also created a difference between traveler and tourist. The difference between traveler and tourist is that the former is active and the latter is passive.¹⁵ The service comes to the tourist. Going abroad for travel has been turned into a commodity as it has been transformed from experience to activity. These changes all happened in the nineteenth century and travel has started to be mass-produced.¹⁶ In the second part of the twentieth century, traveling abroad became a big business. So, it has been transformed into a commodity too. Because of this change, another difference emerged between traveler and tourist. Tourist means that traveler whose risks are insurable.¹⁷

¹¹ Mimi Sheller and John Urry, “The New Mobilities Paradigm.”, *Environment and Planning A: Economy and Space* 38, no. 2 (February 2006), 221.

¹² *Ibid.*, 207.

¹³ Kevin Hannam, Gareth Butler and Cody Morris Paris, “Developments and Key Issues in Tourism Mobilities.” *Annals of Tourism Research* 44 (January 2014), 178.

¹⁴ *Ibid.*, 180.

¹⁵ Daniel J. Boorstin, “The image: A guide to pseudo-events in America.” Vintage, (2012), 85.

¹⁶ *Ibid.*, 86.

¹⁷ *Ibid.*, 91.

2.3 Globalization

Mobility has become an important aspect of cultural interactions. In the past, cultural interactions were limited since conditions conducive to them had not fully emerged. This meant that the effects of cross-cultural interaction could not spread quickly. Today, thanks to increased mobility, the world is like a global village. Some scholars see globalism primarily as a cultural phenomenon.¹⁸ Globalism provides some models which are supposed to be standard everywhere in the world. While states make a community definition regarding these standards, individuals are expected to acquire an identity which accords with it.¹⁹ The duality between the standards and present society's way of existence causes cultural conflicts because the transformation which globalization brings is not natural and it requires a faster transformation than society would normally experience. Rather than seeing this transformation as a one-dimensional process, it should be seen as a multidimensional process.²⁰ This means that there are globalizations in different levels in different processes.

There is a common thought that sees globalization as suppressing local culture, becoming dominant over it and, in the end, replacing it.²¹ However, globalization's effects on local cultures may be explained in different ways. When more than one culture starts to be interrelated, the existence of global culture can be claimed. It will again cause pressure over local cultures, but through this explanation, it can be claimed that local culture is also a part of the global culture. On the other hand, local culture may be under the effect of dominant cultures, which is caused by the transformation of the system in which it exists by the global. Apart from these two cases, it can be seen that globalization has evolved to be a destabilizing and decentering phenomena in which both of the mentioned cases emerge together.²²

¹⁸ John W. Meyer, "Globalization: Theory and Trends." *International Journal of Comparative Sociology* 48, no. 4 (August 2007).

¹⁹ *Ibid.*, 264.

²⁰ Michael Mann, "The Sources of Social Power." Vol. 1. Cambridge: Cambridge University Press, (1986), 7-8.

²¹ Meyer, *ibid.*, 264.

²² Jens Bartelson, "Three concepts of globalization." *International Sociology* 15, no. 2 (2000), 189

Under these conditions, the global culture can be seen as imagination and does not pose a sense of place because ideals of a group of people are not idealized regarding any other local culture but the global order that they imagined.²³ This imagination characterizes social life. So, there is an image, imagined and imaginary, and these notions reflect the place of imagination in a society. Therefore, we can talk about “imagination as social practice”.²⁴

In the past, the first meaning of travel was to see the unfamiliar. As traveling greatly increased and became a usual activity, the meaning of travel changed significantly as it lost its effect on thinking and feeling. Traveling no longer changes people’s thinking and feeling because the experience of travel has changed. People can go to faraway places but this change in their physical place does not have the same meaning as it had in the past. Traveling is now produced and tourists consume it without living the real process of going to the destination; “the modern American tourist now fills his experience with pseudo-events.”²⁵ The reason behind this is that people do not go only for fun or education but also for sophisticated attractions like art, symbolic places and so on.²⁶

There are tourist attractions for tourists which are produced, for example, museums and national parks. Everything in museums is collected to create a sense of the place to show to the visitors. Therefore, it is not real but produced. National parks are also imitated in the same way, for the sake of presenting it. “Tourist attractions serve their purpose best when they are pseudo-events,” because there is no risk involved in pseudo-events in terms of wasting time since nothing randomly appears, and the event is guaranteed. It is comfortable, risk-free and marketable.²⁷ This is important because the tourist is already not looking for an unexpected image: he is going there to verify the image in his mind so that he is satisfied with the tour. “We go not to test the image by the reality, but to test reality by the image.”²⁸

²³ Arjun Appadurai, “Modernity at Large: Cultural Dimensions of Globalization.” *Public Worlds*, v. 1. Minneapolis, Minn: University of Minnesota Press, (1996), 29.

²⁴ *Ibid.*, 31.

²⁵ Boorstin, *ibid.*, 78.

²⁶ *Ibid.*, 80.

²⁷ *Ibid.*, 117.

²⁸ *Ibid.*, 116.

This point of view sees the draw of tourist attractions as pleasure in an inauthentic, unreal world, similar to the idea of hyperreality, which means that the reproduction is valued more than original. In hyperreality, the tourist is directed to look at the determined attractions and this creates his sense while he is overlooking the other things that create the attraction or the sense of it.²⁹

2.4 Civil Society

As a result of the developments in communication technologies, the spread of traveling, and growing interconnectedness, civil society also gained a universal meaning and it started to represent “withdrawal from state and move toward global rules and institutions”.³⁰ The idea that globalism brings new conditions neglects and diminishes the local cultures. Along with globalism, there is an understanding of a global civil society. However, there is a question as to how much this understanding of civil society reflects a global culture or imposes a single culture over the globe. There is some analysis of globalism which mentions that it generates a single world culture. On the other hand, in another analysis, it is claimed that there is not a single process of globalization, but overlapping dimensions which may function separately. In any case, globalism brings a new understanding of society. Under this condition, there are three issues pertaining to global civil society which are critical to understand whether global civil society brings a new understanding of society without diminishing the local cultures or not. These issues are understandings of distinctions between civil and uncivil, societal and individual, and global and translocal.³¹ Civility is built on shared, common values of a society³² but today, the civility of global civil society represents more secular and rational values. In addition to this, civility does not have a clear and common understanding which defines its form but not its content. This causes a limitation in terms of addressing to every society because each society has different dynamics in its community or among its communities and they do not have to be rational every time. When it comes to the distinction between societal and

²⁹ John Urry, "Tourist gaze: travel, leisure and society." *Tourist gaze: travel, leisure and society*. (1990), 10.

³⁰ Mary Kaldor, "The idea of global civil society." *International affairs* 79, no. 3 (2003), 588.

³¹ Heba Raouf Ezzat, "Beyond methodological modernism: towards a multicultural paradigm shift in the social sciences." *Global civil society* 5 (2004).

³² Armando Salvatore, "The sociology of Islam: Knowledge, power and civility." John Wiley & Sons, (2016), 63.

individual, globalism diminishes society and transforms it as previously mentioned. Globalism ignores the dynamics of society and normalizes it by the global values which are determined by the modern and rational mind. This causes decline of society and brings individualist understanding forward. So, it is not anymore society but togetherness.³³ Lastly, the distinction between global and translocal is also important for global civil society. It is neither a necessity that every action should have a global concern, nor should it be. Otherwise, it may again lead to a single understanding of global culture. Besides this, translocality means being not limited to spatial boundaries and providing interactions between people in different places. Translocal activities are important to preserve the culture for the people who are not spatially together but have bonds.³⁴

As much as tourism activities increase in a city, translocal interactions also increase. Translocality is an important issue on cultural diversity in a touristic destination. While it supports the unity between spatially separated but bonded groups, it brings also new conditions to a destination place in tourism. Translocal interactions may be for the benefit of small or minority groups, but in tourism, it may cause the dominance of tourist groups. It may create a multicultural society but at the same time suppress the local culture. To increase the number of tourists, to serve tourists well or by tourists' requests, service suppliers want to provide the feeling of home to tourists. To do this, activities turn out to be tourist-oriented and at the end, tourists sustain their traditional lives in another atmosphere. In the course of time, tourism may serve to a certain group of tourists from certain nations. It may be the result of geographical, political, economic, religious or similar reasons. This situation may create more certain and denser translocal interactions which may cause more ethnocentric services.

Similar to refugees, immigrants, and exiles, tourists are important for cultural flow as they are moving and unstable. Although this flow is different for each group, it allows them to carry the culture together. There is a difference between the movement of tourists and refugees but the common point is that both of them have the potential to change the politics of nations in new ways.

³³ Ezzat, *ibid.*, 46.

³⁴ *Ibid.*, 43.

The flow of cultural domain is “complex, overlapping and disjunctive” in the global world.³⁵ Hence, there is no network of relationships that goes in one dimension. On the contrary, cultural interaction is more complex and develops in multiple networks. Cultural effects of globalization over local cultures generally are seen from homogenization and heterogenization distinction. In homogenization, the culture of the dominant one involves and transforms the others. The differences between locals disappear and all of them become global. As it is said before, imagination rules in this global world but “one man’s imagined community is another’s prison”.³⁶ The critical point which is abstained from is not the influence of distant cultures but the closer cultures. In cultural interaction, there is not just one and easily explainable analysis but there is more tendency to avoid influences in the small-scale interactions such as hesitations of Koreans to be Japanese instead of Americanized. Similarly, different ethnic groups in the same nation-state hesitate to enter each other’s cultural hegemony. In short, it can be said that there is a greater possibility for closer cultures to influence each other. Homogenization does not happen under the power of a single component but rather a combination of many factors.

2.5 Tourist Attraction

The number of tourist attractions (places where tourists visit) has increased. Consequently, most people live in a touristic place to some extent.³⁷ As a result of this, there is a transition from the existence of “authentic” places to the “touristification” of the local place.³⁸ What constitutes a tourist setting can be interpreted in different ways. It is about the creation of the setting of back regions for tourists’ benefit.

Different types of tourist attractions include but are not limited to:

- geographical emphasis: rivers, ocean shores, extreme places, volcanoes
- social emphasis: points of social origin, spatial transitions, social extremes and social change like battlefields

³⁵ Appadurai, *ibid.*, 32.

³⁶ *Ibid.*, 32.

³⁷ *Ibid.*, 9.

³⁸ *Ibid.*, 10.

- cultural emphasis
- technological emphasis
- divine emphasis.³⁹

Not everywhere is a tourist attraction place. There are also “tourist traps”, tourist attractions, and the places remaining unknown to tourists. Among all these places, tourist visits the places that he is directed. The tourist is a tourist anytime throughout the tour as it is not free to wander as if he is a traveler. Thus, the tourist leaves some of his freedom as an exchange for the tour’s problem-free situation. The tour guide is an intermediary between tourists and the “unknown” or in other words, the local.⁴⁰

The authenticity of tourist attraction places can be categorized into the following settings (The second and the third regions listed are where the regions most experienced by tourists):

- the front region, the region which tourist would like to see its behind,
- the touristic front region, which creates an isolated and romantic atmosphere of the back
- the front region, as the back region
- the back region, the region which is open to outsiders
- the back region, which is cleaned, organized for viewers
- the back region, which is real.⁴¹

There are four different explanations of authenticity: a place seems old, a place which could seem old, an old place, the place which is assumed as old.⁴² Here, authenticity seems identical to being old. In spite of this, other approaches to distinguish different senses of authenticity are similar.⁴³

³⁹ Catherine J. Schmidt, “The Guided Tour: Insulated Adventure.” *Urban Life* 7, no. 4 (January 1979), 448.

⁴⁰ *Ibid.*, 446.

⁴¹ *Ibid.*, 598.

⁴² John Urry, “Sociology of Tourism” in *Classic re.views in tourism*. ed. Cooper, Christopher P., Channel View Publications, (2003), 11

⁴³ *Ibid.*

Structurally differentiated places are important for guided tours because there is nothing to do as a group at beaches. The guided tour is a travel form which means the route and plan are determined and known before by tourists.⁴⁴ Because the tourist is isolated from their environment, there is limited opportunities for adventure or integration of the tourist into the environment. As the travel is temporary and there is flexibility in the habits of tourists, they do not take issue with their isolation from the local environment. On the other hand, guided tours can get tourists into places which they cannot enter individually, such as industrial areas. In this way, tour groups may be the only way for tourists to see some special places.⁴⁵ Also, the common advantage of guided tours is being able to see places which are typically closed to outsiders.⁴⁶

A guided tour has three important functions: problem-solving, changing the social constraints, and serving as a legitimizing mechanism. Firstly, the guided tour allows tourists to see certain things at a limited time. While it is supplying this, it also provides group solidarity, security, minimum interaction with natives and it helps the tourist to estimate their expenses. Secondly, there occurs also a change over the social constraints of the population during this process. Lastly, it is also a legitimizing mechanism which allows tourists to explain how they made use of their time efficiently. In addition to these, a guided tour brings everything together ,such as a break from daily life, a taste of adventure, and learning through the guide while there is also safety.⁴⁷

In the guided tour, tourists can see places that are generally closed to the ordinary person, such as the offices of newspapers, banks, and firehouses. Here a new dimension is added to the tourist stage, as a staged back region. This type of attraction happens when a tourist visits a firehouse, since what they are experiencing is not actually the original back region, but rather the staged back region.⁴⁸ In this way, there is structure in the guided tour. In this structure, space is called a stage set or tourist setting.

⁴⁴ Schmidt, *ibid.*, 441.

⁴⁵ *Ibid.*, 449.

⁴⁶ Dean MacCannell, "Staged Authenticity: Arrangements of Social Space in Tourist Settings." *American Journal of Sociology* 79, no. 3 (1973), 595.

⁴⁷ Schmidt, *ibid.*, 443 – 446.

⁴⁸ *Ibid.*

It can be said that a guided tour is good when the guide is both good at presentation and has sufficient knowledge. These factors are important for getting tourists into the environment while they are detached from it. After that, it is also important for the tour to be a safe environment. Tourism is not expected to be dangerous, but a certain tourist place might somehow be dangerous. The solidarity which arises from this situation is a form of sociability. Safety is already an expectation. So, with a tour group, there is isolation from the environment, which a resident would not provide.⁴⁹

Now, there are post-tourists, who are obviously not interested in authenticity but enjoy the destination place with its inauthenticity.⁵⁰ They are conscious about the “staged” aspect of authenticity but at the same time believe that this sense is present in all cultures.⁵¹ In this view, museum curators, architects, archeologists, and other similar professions related to the past are parts of authenticity.

In addition to the content of a tourist attraction, the way that people look at it matters, in other words, ‘gaze’ matters. The gaze is a socially-organized and systematized notion. Hence, “unnecessary” things are also constructed and developed by professionals.

Different features of tourism include:

- The leisure activity, which is opposite to one’s everyday practices. This separation shows the organizations in modern societies
- As its nature involves, there is a change in space toward the outside of one’s normal habitat
- The gazed place should be unrelated to work
- The places which are gazed on are not randomly chosen but as a result of expectations
- It is directed to features of the landscape
- Signs provide significance to place and there is a collection of it in tourism. For

⁴⁹ Ibid., 454 – 459.

⁵⁰ John Urry, *Sociology of Tourism*, 11.

⁵¹ Ibid.

instance: if a tourist sees a couple who are kissing in the street, it refers to “timeless romantic Paris”

- Objects which are reproduced sustain being new every-time by developers.⁵²

The character of gaze is central to tourism and it makes a distinction between the objects of tourist gaze as such:

- a unique object like the Eiffel Tower,
- particular signs like typical French Chateau,
- unfamiliar aspects of social life, e.g. the life in a communist country,
- doing familiar things in the unusual, visual environment like swimming, shopping and
- the things which are referred as extraordinary even if they may not be, like moon rock.⁵³

In the environment, there are structural constraints of the space that have two important variables: representing the touristic purpose and structural differentiation. For instance: museum and historical places are members of both variables, markets are not members of any, industrial areas are members of only differentiated areas and beaches are members of only touristic purpose.⁵⁴

Museums are also important subjects of tourism. The relationship between the heritage and transformation of museums has become important over the course of time. Hence, the attention is now placed on the “aura” of a artifact’s historical authenticity, based on the perception of the museum.⁵⁵ Studies on museums as a subject of tourism were criticized because of their limited perspectives. Three points were not previously considered. First, the number of the objects which are worth protecting is continuously increasing as time passes and more unknown heritages are discovered. Second, the change in the form of museums matters. Visitors are no longer expected to simply look and observe as they used to; exhibitions can be more dimensional or interactive. They can address senses other than just sight. Lastly, the museum is not just a museum

⁵² John Urry, *Tourist gaze*, 1 – 3.

⁵³ *Ibid.*, 12.

⁵⁴ Schmidt, *The Guided Tour*, 450.

⁵⁵ Urry, *ibid.*, 15.

anymore; it is combined with other attraction places like shops, cafes, and restaurants that are consistent with the atmosphere of the museum.⁵⁶

2.6 Ritual Behaviour

There is a similarity between the structure of tourism and ritual behavior. In both, there are three steps: leaving home and traveling away from it, a time of change in an unusual habitat, and the return to the usual habitat.⁵⁷ As there is a liminal behavior, inversions in tourists' practices are existent but it is important to notice that these are the opposite of what they have in their daily lives. It is the choice of tourist to do different things as he would like, but tourist attractions or types of tourism already include a few reversals, not more, as its character. These changes can be categorized as relating to environment, class or lifestyle, urban or nature, formality, and health.⁵⁸ Tourists are not encouraged to have a lot of change, maybe just one or several changes. It is more common that he/she does not prefer to change a lot of things at one time. These factors are shaped by the culture and social structure of his habitat.⁵⁹ The tourist is only spatially in a transition, not outside of his everyday position.⁶⁰

It is argued that there are three stages in pilgrimage. Firstly, a pilgrim leaves his normal habitat. He goes to another space and at the same time quits from his daily habits. Secondly, when he reaches the pilgrimage, he experiences "liminality", in a different atmosphere which he is not used to, which he experiences the sacred. Thirdly, he turns back to his daily life, his usual habitat where he adopts his regular practices again.⁶¹ Visiting Niagara Falls after marriage is also another example of pilgrimage. The falls are called "places on the margin" because it is a place where new couples experience liminality.⁶²

⁵⁶ Ibid.

⁵⁷ Nelson HH Graburn, "The anthropology of tourism." *Annals of tourism research* 10, no. 1 (1983), 11.

⁵⁸ Ibid., 22.

⁵⁹ Ibid.

⁶⁰ Schmidt, *ibid.*, 445.

⁶¹ Victor Turner, "*Dramas, fields, and metaphors: Symbolic action in human society.*" Cornell University Press, (2018).

⁶² Ibid., 12.

Pilgrimage both creates a socio-economic field and provides a sense of the relationship of ultimate values. These are the cultural roles that pilgrimage plays in two respects. It is argued that pilgrimage is a transcendence of social experience from structure to anti-structure or from society to community in other words. There is a flow in which action and awareness merge as it supplies joy. Tourism can be interpreted also in this way and it can be argued that there is a sense of flow in it.⁶³

A tourist wants to go out of home boundedness or spatial belonging. In other words, a tourist wants to move away from the limitations that his/her environment causes, and from the definition of his/herself, namely identity, which was given there. At the same time, there emerges a need for a purpose to make the process meaningful. Hence tourist activity can be explained also by the metaphor of pilgrimage. Having a destination point makes tourist similar to the pilgrim because, for both, the reason of departure is to leave home and to be in another place for the sake of experiencing a new mood, and perhaps, their pure soul. However, they both need an identity, because identity is a determinant factor in human relations. When two people interact with each other, they may feel in need of a reference point to determine the way they act. The notion of tourist meets this need. In other words, "identity is a name given to escape sought from that uncertainty."⁶⁴ In this way, both sides can estimate each other's behavior and how to act to each other. A human escapes from this identity by the practice of going to another place and at the same time, he/she makes the process meaningful by having a destination. Tourism is an activity which supplies all of these: leaving from home, having a destination and a different identity, and making the activity meaningful. Essentially, tourist is not an identity which represents a certain group of people. It makes uncertainty a certainty. The most certain thing is temporariness when a person is called a tourist. Naturally, it also includes an exception in an individual's life. Therefore, the temporariness makes aesthetic concerns come forward compared to moral values.⁶⁵ Pilgrimage is, at the same time, about mobility because a human can leave the home, in which there are certainties, and depart to the new experience in which he or she can accord with new conditions.

⁶³ Michael S. Schudson "Review: On Tourism and Modern Culture." *American Journal of Sociology* 84, no. 5 (1979), 1254.

⁶⁴ Zygmunt Bauman, "From pilgrim to tourist—or a short history of identity." *Questions of cultural identity* 1 (1996), 19.

⁶⁵ *Ibid.*, 33.

There is a similarity between the motives of pilgrimage and guided tours as both of them are looking for authentic experiences.⁶⁶ The place where a tourist visits has importance for social, historical and cultural values and the pilgrim visits the place where there is religious importance.⁶⁷ “Sightseeing is a form of ritual respect for society and that tourism absorbs some of the social functions of religion in the modern world.”⁶⁸ There are reasons behind this. There is inauthenticity in modern humans’ lives. Moreover, they feel that life is on the surface. This makes their concerns become parallel to the concern of the “primitive society” for the sacred.⁶⁹

2.7 Different Dynamics in the Industry

The service industry has an important place in tourism. It is not easy to determine the limits of services like material productions, but as long as there is a possibility for it, it widens. As there is a relationship among people during service, the exchange of services is not just like buying a material but it has social meanings.⁷⁰ It is an experience to buy a service and it does not have only one form to categorize or simplify it. Characteristics of tourists are also a determinant factor of this experience. Through these characteristics, the experience may take a shape. Here, variables other than material values, such as emotional labor, come into the foreground. In this way, the feeling of the tourist, during the consumption of services, matters.⁷¹

Considering arguments over consumerism, there is a distinction between two models of consumption. It is argued that the main reason behind consumerism is that people are looking for imaginative pleasure.⁷² The behavior is not only materialist but also imaginative, which is actually not satisfied anytime by the end of consumption and this causes a repeating cycle. This situation is not natural, but instead is constructed and manipulated through advertisement.⁷³ Apart from this, the habits of consumption,

⁶⁶ Urry, *ibid.*, 593.

⁶⁷ *Ibid.*

⁶⁸ *Ibid.*, 589.

⁶⁹ *Ibid.*

⁷⁰ *Ibid.*, 17.

⁷¹ *Ibid.*, 18.

⁷² *Ibid.*, 13.

⁷³ *Ibid.*

the second model, are changing and there is a transformation regarding capitalist production. Here there is a change in consumption habits from mass consumption to individualized consumption as a result of the transition from “organized”, in which mass-produced commodities are purchased, to “disorganized capitalism”, in which consumption comes first instead of production or, in other words, as a result of the change from Fordism to Post-Fordism.⁷⁴ Visuality is also an important concern with consumption. Gaze has an important effect on the experience of tourists and it has a relationship particularly with the services in which tourists are interested.⁷⁵

The sociology of consumption is concerned with the different ways of buying objects, using of them, and their symbolic importance. There is not only one way or structure of consumption so that the way it is explained or presented is a complex issue. Analysis of consumption in tourism is limited to the services in it. Claims are made that consumption in tourism is also related to social relations and there are social limits to tourism.⁷⁶

2.8 Social Space

Destinations matter in tourism, which is why there should be analysis on space on this issue. The space that tourism occupies is not an empty space, but an active space and over time, it widens to become broader as its volume increases. In addition, there are dwellers of the place, workers in the industry, and tourists as other users of the place. Tourism is about mobility and includes translocal interactions as well. There is a tension for a tourist between his mobile life and his local habits. As a result of tourists’ expectations or organizations’ wills, tourism activities are planned with regard to tourists’ sensitivities and expectations in order to increase their satisfaction. Accordingly, this activity turns out to be a kind of a new experience with a feeling of home. Thus, the environment is transformed for the sake of tourism and carries new social practices.

In this issue, the important point for tourism is social space. It was mentioned that

⁷⁴ Ibid., 14.

⁷⁵ Urry., *Sociology of Tourism*, 17.

⁷⁶ Ibid., 23.

touristic space corresponds to mental space, but there is an ambiguity in this definition which can lead to infinite interpretations. In the place where tourism occurs, the tourist is involved in society as a pilgrim, with Bauman's word, and he becomes a part of social practice. As social space is a social product, it leaves the physical space behind. Now, the space has a social meaning and physical space is defined in another way. Hence, it is not mentioned anymore despite its existence.

Space is not the product which is produced in a moment, but it is produced in a process and this process is also a part of the production.⁷⁷ This statement can be explained by the fact that social practices continue to exist and by these practices, space is produced. It is not produced in one time as a whole. "Every society produces its own space".⁷⁸ Space includes production relationships and social functions such as family, the notion of gender, the relationship between sexes, the relationship between different age groups, and division of labor. These determining elements are effective in the character of the space. At the same time, besides the capacity of the society to perform its practices, dominant powers are also decisive on the character of the space.⁷⁹ When we consider that dominant powers are involved in this process and there is a limit of performing its social practices, the spaces do not reflect only the social practices of the society but do it proportional to the conflict between demands of the dominant powers and social practices of the society.

In the process of reproduction, there are three main factors. This is called the spatial triad: spatial practice, representation of space, and representational spaces. The first one is about what is perceived, the nature of the space. It includes daily routines of the people and routes between spaces. The second one is what is conceived. It is about planning, order or design. It is the space of planners. The last one is about what is lived: the social space. It includes image, symbols and other things through which the society describes the place. Hence, dominant powers, investors with high economic power or state may want to open this space to tourism through planners. In this case, the space that society produces shows contradictions with the space of

⁷⁷ Henri Lefebvre, "The Production of Space". Oxford, OX, UK; Cambridge, Mass., USA; Blackwell, (1991), 37.

⁷⁸ Ibid., 31.

⁷⁹ Ibid.

planners. Societal structure of the space depends on the limit of society to perform its social practices. The critical point in this situation is that representation of space can manipulate the representational space and get in front of it.⁸⁰

The mass tourism which causes congestion and overcrowding brings basic limits to the scale of contemporary tourism. The criticism is that the “spread of mass tourism does not, in fact, produce democratization of travel. It is an illusion which destroys the very places which are being visited as geographical space is a limited resource.”⁸¹ Starting from this point, irregular development of the market has a destroying influence on the place, in other words, on the objects of the tourist’s gaze.⁸²

Throughout time, the practices of society and touristic practices may contradict. A tourist as a noncontinuous individual is also involved in this social process because he also finds a place for himself in the production of the space. In the end, a “tourist violates the space”.⁸³ This can be explained as follows: a tourist is not naturally involved in the production process and he is not there continuously but because the production of the space includes also the process, he also contributes to this production. This causes the violation. Societies that do not have a space shift to folklore and then disappear in time.⁸⁴ Because societal practices are performed in space, its existence is critical for society.

2.9 Sociocultural Effects of Tourism

To make what is meant by socio-cultural effects clear, most mentioned notions about the effects of tourism can be stated as “value systems, individual behavior, structure and relationships within the family, collective way of life, level of security, moral norms, traditional rituals and customs, the organization of human communities”⁸⁵ but there are not many pieces of research in which scholars distinguish the difference

⁸⁰ Ibid.

⁸¹ Urry, *Tourist gaze*, 31.

⁸² Ibid., 28.

⁸³ Lefebvre, *ibid.*, 122.

⁸⁴ Ibid., 54.

⁸⁵ Dobrica Jovičić, “Socio-cultural impacts of contemporary tourism.” *Collegium antropologicum* 35, no. 2 (2011), 601.

between the social effects and cultural effects of tourism. Culture “mainly consists of ideals, norms, values, and assumptions about life that are extensively shared among people”.⁸⁶ Social effects mainly refer to “interpersonal relations in tourism, moral norms, the emergence of crime, gambling, religion, the impact of tourism on the health of tourists and residents of receptive areas and the like”.⁸⁷

The main reason that tourism became an industry was the economic concerns, but later it was understood by academic researchers that economy was not the only thing under the influence of tourism. Tourism was naturally bringing about interaction between local and tourist as host and guest because it was also called under service industry near to all other explanations. By the 1980s, academics started to discuss the effects of tourism on local culture and the cross-cultural effects of tourism.

Early on, just negative effects of tourism on local communities’ cultures were the issue, but the research was mostly conducted in rural areas or small-population communities. These studies were descriptive, limited to rural areas and were conducted without regarding a concept.⁸⁸ In addition to these works, research that showed the positive effects of tourism were also published. Effects of mass tourism also became a concern of academicians, but the number of studies on the effects of tourism on city dwellers and cultures in the cities was limited.

“Tourists are both integrated into and insulated from the environment,”⁸⁹ but there is a “reality lag” that a tourist experiences. There are two reasons to evaluate tourist reality differently from everyday reality. One reason is that these realities have different aims from one another, and the other reason as that the orientations to temporary things must be considered. Only if tourists get rid of the reality lag and start to feel the reality, they may face a reality crash with the natives.⁹⁰ “Adaptive flexibility” is an important variable to understand the successful tourist who recognizes the native culture.⁹¹

⁸⁶ Kumar Sandeep and Kumar Vinod, “Perception of Socio-Culture Impacts of Tourism: A Sociological Review” 3 (2014), 40.

⁸⁷ Jovičić, *ibid.*, 601.

⁸⁸ *Ibid.*, 601.

⁸⁹ Schmidt, *ibid.*, 452.

⁹⁰ *Ibid.*, 462.

⁹¹ *Ibid.*, 463.

2.9.1 Sociocultural Effects

Impacts of tourism vary according to the development of the industry, dependence on tourism, and the forms of it. Tourism is a critical factor in a wide range network of industrial and social relationships and this should be taken into consideration when the influence of tourism on indigenous people is subject to discussion. “the level of adulthood of the tourism industry, the degree of dependence on tourism and the patterns of relations between tourists and resident all make a payment to its socio-cultural effects and are all related to tourist ‘type’.”⁹²

Studies on the socio-cultural effects of tourism differ from each other in terms of their approaches. Some scholars examine these effects as a direct consequence of tourist-host relationship. For example, it is said that “socio-cultural influences are a result of specific social relations that occur during the relationship between tourists and their hosts who are the dominant population in receptive areas”.⁹³ Here, the scope of the effects is narrowed to the tourist-host encounter which includes also a limitation. “Globally, previous studies of social impacts of tourism are a useful inventory of indicators of such impacts, but it is noticed that they are, on the one hand, very descriptive, while on the other hand related to some small and rural tourism areas, without a clear conceptual foundation”.⁹⁴ In other words, the claim that the tourist-host relationship is a direct and unique reason for sociocultural effect only applies in rural areas. Still, it does not mean that this is the only reason.

Some other studies also assessed the direct effects of tourism on indigenous people. For example, research was conducted on the effects of tourism on indigenous people who live in Amazonia in Brasil. The sustainability of tourism through its social, cultural, economic and environmental effects was the issue.⁹⁵ The results showed that forty percent of the indigenous people work in agriculture and thirty-three percent of

⁹² Sandeep and Vinod, *ibid.*, 42.

⁹³ Jovičić, *ibid.*, 599.

⁹⁴ *Ibid.*, 601.

⁹⁵ do Nascimento Brandão, Cristiane, José Carlos Barbieri, and Edgar Reyes Junior, “Analysis of the Social, Cultural, Economic and Environmental Impacts of Indigenous Tourism: A Multi-Case Study of Indigenous Communities in the Brazilian Amazon,” *Revista Brasileira de Pesquisa em Turismo* 9, no. 3 (2015).

the people work in the tourism sector. The direct interviews with indigenous people showed that tourism has positive impacts on the aforementioned subjects according to their opinions.⁹⁶ However, when other indicators of the study were also evaluated, it was seen that the obtained data did not support the view that tourism was sustainable in this area.⁹⁷ The remarkable point in this study is that satisfaction of the indigenous people with tourism is not enough for researchers say that tourism has positive impacts.

Although the mentioned studies are useful, they are criticized as being descriptive, limited to small populations and having a lack of a conceptual approach. (On the other side, there are only several works which can be generalized to wider areas. A model for broader assessment which is called Irridex is one of them.) This model aims to understand how locals are irritated by the effects of tourism and what the process is. In this model, there are four stages. The first level is the euphoric phase. This is the first time that touristic travels to this place start and locals meet with tourists. In the first phase, locals welcome tourists and give a positive reaction to the development of tourism and the visits of tourists. Over time, the circulation of tourists becomes ordinary for the locals. While the number of tourists increases, tourism activity is becoming something ordinary and the amount of locals willing to communicate with tourists decreases. This situation creates apathy between locals and tourists. When it occurs, they shift to an apathy phase. Then, the host starts to face a continuity of services for tourists. This is the point where the local passes to the third phase, called irritation. The continuity of tourist demands, or in other words, the continuous flow of tourists, makes the place touristic and brings investments to this place.

Over time, this situation causes competition to use the space as it is, and the resources are limited. The life in this place starts to be expensive in all manners while the locals are irritated by tourists. At this time, they shift to irritation phase. There are two main reasons which lead locals to this level. These reasons include visual difference, such as clothes and attitudes, and the extremely different conditions of money-spending and leisure time. Through this process of irritation, if the degree of irritation is very high, locals may be lead to the level of antagonism. At this level, locals become uncomfortable with the effects of tourists on the place and community. Tourists seem

⁹⁶ Ibid., 179-183.

⁹⁷ Ibid., 183.

responsible for most of the bad conditions in the destination, including but not limited to the corruption of youth, violation of values, and increase in taxes. When people start to think that tourists harmed the basic values in the destination, this last level of antagonism shows itself. The conditions that existed in the space prior to tourism are already changed and the locals are living in new conditions.⁹⁸

There are also other studies about locals' attitudes toward tourism. Locals reactions to tourism can be positive or negative, and at the same time, these can be active or passive reactions.⁹⁹ According to this analysis, the majority of the population shows a passive reaction to tourism. These passive reactions are seen in two groups of people. The first group is comprised of people who make an effort to get used to living with tourism because of its expected positive effects. The second group is constituted of people who think that the new condition (living with tourism) is irreversible.¹⁰⁰ Another analysis corresponds to this point. Local people's behaviors were evaluated in a place where tourism was developing. There are four levels in this model as well. The first level is sympathetic acceptance when, in the beginning, locals meet tourists with positive attitudes. Then, on the second level, they start to face difficulties that tourism causes but they also they see that tourism brings benefits. In this situation, locals start to show tolerance. The third level is about the changes in the lives of the locals. As tourism develops, locals modify their behavior accordingly in order to be away from the discomfort caused by tourists. They abstain from meeting with tourists. In the last level, withdrawal, they make an effort to cancel their physical togetherness and communication with tourist, such as by being quiet.¹⁰¹

These evaluations are about the effects of tourism on the host community and they focus on the attitudes of locals toward tourism. It is said that "social change can be treated as a direct consequence of the way residents perceive the changes in spatial and time frame of their life, caused by tourism (especially in

⁹⁸ George V. Doxey, "A causation theory of visitor-resident irritants: methodology and research inferences" in *Proceedings of the Travel Research Association*, 6th Annual Conference, San Diego. (1975).

⁹⁹ Hannam, Butler and Paris, *ibid.*

¹⁰⁰ *Ibid.*

¹⁰¹ John Ap and John L. Crompton. "Residents' strategies for responding to tourism impacts." *Journal of travel research* 32, no. 1 (1993).

peak season)”¹⁰² These evaluations are still limited to the perception of locals about tourism.

There are studies that underline the spatial existence of tourism and aim to evaluate the effects of tourism on space. The activities in the destinations have not only socio-cultural effects but also destructive effects on the place. It is argued by some authors that activities in the field cause a transformation of it. In this process, investors, market values and destruction are appointed as key variables. The “process/model of creative destruction” develops through several phases. The point in this model is the investment in cultural heritage, its renovation, commercialization, reinvestment, and transformation of the landscape at the end. The first phase of this model starts with investments in the field. Here, there is an aim to make the profit maximum. To do this, the cultural heritage and tradition over there are used or, in other words, they are commodified. Then, in the second phase, investments are increased, and tourism becomes a sector in the place. In this phase, it is seen that there is a difference between the people who are employees in the tourism sector and those who are not. While the employed people are aware of the importance of the place’s reputation, others have to face the difficulties that having an extreme number of visitors causes. After that, the early destruction phase starts. With the increase of reinvestments and density of place, it starts to be noticed that the quality of the place decreases. The last phase of the destruction starts when this situation is obvious for everybody. In this phase, there are also effects of radical change in the quality of life and physical change of the place. After the destruction of the place, the phase of post-destruction starts. In this phase, there is mass tourism in the place and nothing unique or nothing new to discover. It is a place of shopping. In this phase, the only thing that the locals can do is to adapt to the new conditions or get a new lifestyle.¹⁰³ While talking about getting a new lifestyle because of the transformation of the place, it is important to note that the living space is where the family institution, its and other social organizations, and division of labor are produced.¹⁰⁴ Hence, new lifestyle means the change of these values and the adopting of new ones.

¹⁰² Jovičić, *ibid.*, 603.

¹⁰³ *Ibid.*

¹⁰⁴ Lefebvre, *ibid.*, 32.

There is a belief that local cultures should be presented to a tourist in a simplified condition because the tourist has limited time and is restricted to see the beach and some certain object.¹⁰⁵ The reason behind this is that “Many aspects of Balinese culture and art are so bewilderingly complex and alien to Western modes that they do not lend themselves readily to the process of over-simplification and mass-production that converts indigenous art forms into tourist kitsch”.¹⁰⁶ This is the reason behind the constructed back stages for tourists regarding simplicity and visual concerns by the local managers. This idea also corresponds to “staged authenticity”.¹⁰⁷

Sociocultural effects of tourism are studied mostly in developing countries because, in these countries, economic returns of tourism contribute to multiple areas. At the same time, when the tourism industry develops, it has a big portion of the economy of the country and an effect on other industries, whereas, in the developed countries, positive side-effects of tourism such as improving infrastructure and education are not as much of a concern. About the studies on tourism, it is said that:

Tourism takes place within a wider societal framework than just that of the tourist-host interaction: the effects of the mass media, education, urbanization, technical innovation, commercial development, and immigration must also be well-thought-out, and socio-cultural transform must not be attributed to tourism in an arbitrary manner. In spite of this, it can still be argued that tourism uniquely causes socio-cultural change.¹⁰⁸

Therefore, it can be argued that tourism has socio-cultural impacts, but it is not limited to direct relationships. It has an impact on society in a wider framework.

The effects of tourism are classified as direct effects or indirect effects. Direct effects occur as a result of face-to-face relationships between tourist and host but oftentimes this relationship goes on to be problematic over time. Regarding direct effects, the relationship between tourist and host falls into one of three contexts.¹⁰⁹ There may occur a relationship when a tourist buys something from the host. This is one way of

¹⁰⁵ Urry, “Tourist gaze”, 7.

¹⁰⁶ Ibid., 8.

¹⁰⁷ Ibid., 9.

¹⁰⁸ Sandeep & Vinod, *ibid.*, 41.

¹⁰⁹ Geoffrey Wall, and Alister Mathieson. “*Tourism: change, impacts, and opportunities*”, Pearson Education, (2006).

interaction. Additionally, interaction may occur when tourist and host use the same place, such as beaches. Lastly, interaction occurs when they meet to share information. Meanwhile, indirect effects occur as a result of economic and cultural changes on a larger scale.¹¹⁰

As previously mentioned, socio-cultural impacts of tourism do not stem only from a direct relationship between tourist and host because the wide framework of relationships affects the local in different ways. It would be doubtful and a very ambitious approach to link cultural changes of society to only one factor. It takes time to become a continuous and important sector and at the same time, society has a dynamic structure and it is already changing. In addition to these conditions, the spread of mass media, impacts of globalization, and the rise of impacts of social media over tradition make determining the reasons of social changes difficult.

It is already difficult to talk about such decomposition. Especially in cities, there should be a holistic approach to analyzing this issue instead of analyzing it from ideas through direct questions on tourism. It is said that that “it is more rational to accept the point of view that the tourism contributes social and cultural changes of receptive areas than to think that tourism is the only cause of all socio-cultural disorders in local communities. Society and culture are dynamic categories and the influence of tourism shouldn’t be overrated because it can lead to deceiving conclusions and values.”¹¹¹

2.9.2 Characteristics of the Relationship Between Tourist and Host

There are different characteristics of the relationship between tourists and hosts in the direct interaction and these characteristics affect the beneficence of the interaction.¹¹² These are also part of the sociocultural effects of tourism. Moreover, the nature of this relationship is a key factor for the strengthening or weakening of the cross-cultural understanding which is supposed to occur.

¹¹⁰ Sandeep and Vinod, *ibid.*

¹¹¹ Jovičić, *ibid.* 603.

¹¹² *Ibid.*

Firstly, there is a temporary interaction between tourist and host by the nature of tourism. Because of this temporariness, the relationship has different meanings both to tourist and host. The host is seen by the tourist as a part of the culture which is visited by tourist and the tourist is seen by the host as less loyal and commercialized. Secondly, spatial conditions and duration of travel matter. These issues determine the way that tourist and host interact with each other and affect tourist behavior, tourist's behavior toward the host, and his expenses during the travel. For instance, he might want to do the maximum number of activities in a limited time. At the same time, the host develops new standards for the tourist regarding his conditions. There occurs a price-quality standard for tourists and locals separately. This leads to social separation and in other words, this situation creates a different place for tourists. Some tourists may like to go beyond these special places for their usage and see the real atmosphere. These motivated tourists are called a "researcher" or an "adventurer". As long as these places are controlled by tour operators, staged places widen, and interactions between tourist and host decreases. Thirdly, there is almost nothing spontaneous in tourism activity. Everything is planned beforehand. In the past, tourism planning was done through tour operators and made individually or in a company with guides. Today, possibilities for individual planning are improved by the spread of the internet and the improvement of alternative methods in addition to traditional ways. Therefore, people can now schedule their own time for hours and act accordingly. An increase in the organized travels also causes the replacement of hospitality with marketing and economic relationships. So, supply is directed to comfortable, risk-free and organized activities. Also, in organized tourism, market areas become more evident and unchangeable. Fourth and finally, imbalance and changefulness in the relationship between tourist and local occur because the tourist is involved in the daily life of local people and over time, the tourist becomes a routine for locals. On the other hand, traveling provides a new experience to the tourist. Sustainability of tourist and outcomes of serving to tourists are among the most important factors of social change in the society because, in this process, the volume of investments such as transportation, innovation increase, and the spread of tourism increases the employment in this sector.¹¹³

¹¹³ Ibid.

The majority of the studies on the cultural effects of tourism are based directly on the changes of the daily lives of local people. For example, the effects of tourism in Luang Namtha were studied in this way. In the study, it was claimed that a large part of the tourism expenditures contributes to the economy of poor people at three levels. Firstly, local people were employed in semi-skilled positions in this region. Secondly, they earned income through the services such as supplying food, transportation and guide for the community-based tours to this region. Thirdly, they supplied the products that tourists need. These were generally agricultural products or raw materials of other needs.¹¹⁴

In addition to its economic impacts, managers of the area were worried about the negative impacts of tourism and they developed a solution for this issue. Firstly, there was a group of people who became aggressive over time and they disturbed the service suppliers and tourists. On this and similar happenings, managers gave guidelines and educational brochures on cultural sensitivities to tourists in order to manage tourist-host relationships.¹¹⁵

At the beginning, tourism activity gets a positive reaction from society thanks to improvements in terms of support for investments and attraction of them. Then, these reactions become reversed as much as the negative effects become apparent along with the industrial growth of tourism and the number of tourists.¹¹⁶ The process of deterioration, in general, does not proceed in a moment. The socio-cultural capacity of society is critically important in the transformation of these negative reactions to xenophobia.¹¹⁷ When this capacity is exceeded, which generally mass tourism causes, xenophobia emerges. “As long as the number of tourists and their cumulative impacts is below the critical level, and economic effects of tourism have a positive trend, the presence of tourists in the destinations is more or less, accepted and met with the approval of the majority of the local population. Yet, if the upper tolerance level is reached and exceeded, many symptoms of dissatisfaction could come to the surface,

¹¹⁴ Unesco, “*The Effect of Tourism on Culture and the Environment in Asia and the Pacific: Alleviating Poverty and Protecting Cultural and Natural Heritage through Community-Based Ecotourism in Luang Namtha*”, 65.

¹¹⁵ *Ibid.*, 67.

¹¹⁶ Jovičić, *ibid.*, 603.

¹¹⁷ *Ibid.*

varying from mild apathy and irritation to extreme xenophobia.”¹¹⁸

There are four factors which determine the upper tolerance level:

- The differences between tourist and host in relation to culture, economy and related issues
- The physical and mental capacity of the place and the community to carry tourism without limiting the locals' lives.
- Widening and dynamics of the industry. In this factor, it is important to note that the social consequences of the industry are irreversible when it takes over other industries.
- The degree of participation of the locals in the tourism services.

When limitations of studies on the attitudes of the society are considered, the evaluations generally see the society as if there is a community in which every individual belongs to the same social and cultural values. They react together but they differ in their reaction to tourists and evaluation of tourists' behaviors. Demographical change in the urban environment is also important because the pride of the place and its distinctiveness changes in the period of tourism and migration to that city happens accordingly. Apart from this, there are already different groups of people in a city which react to tourism in different ways.

Encouraging awareness between tourist and host is one of the most important positive effects of tourism. While locals learn about the outer world and other nations' cultures, the guests learn about a culture different than their own.¹¹⁹ In fact, there are not clear studies which show that there is intercultural interaction, empathy or understanding between tourist and host. As previously mentioned, there are three contexts in which tourist and host interact. The third context (when tourist-host interaction emerges when they meet to share information) is the interaction that would be most likely to foster empathy and understanding, but it is the least likely relationship to emerge during tourism. Tourism's positive contributions to cross-cultural understanding between tourist and host are doubtful because, in tourism activity, host and tourist meeting is

¹¹⁸ Ibid., 603.

¹¹⁹ Sandeep and Vinod, *ibid.*, 42.

not common.¹²⁰ Especially when mass tourism is considered, there is not much relationship or communication between tourist and host even when they occupy the same place, as there is no need for communication. The guide meets all a tourist's needs and acts as the intermediary between locals and tourist, lessening the need for any direct communication between local and tourist.

The problem is that there is no coordination and accord in the different practices of tourism planners and managers within the industry. Tourism influences different dimensions like social life and economy, so there should be planning which is integrated with these. To do that, mechanisms should be developed that will serve the coordination between government agencies, the public sector, and the private sector.

On this issue, sustainability is a useful concept to see how tourism is managed in a city. Sustainability has been one of the most important issues in the global agenda since the 1960s. In the beginning, environmental issues were the primary concern and the studies involving these issues were intensified until the 1990s. In 1987, Our Common Future Report by UNCED defined sustainability when it stated that “sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”¹²¹ This definition, which is also known as the Brundtland definition, is the most commonly referred to and used definition of sustainability. The first concern of sustainability was environmental, then economical sustainability appeared as another aspect of sustainability. Toward the end of the 1990s, social sustainability was taken into consideration for the first time in the sustainability agenda independently from the other two aspects.

There are three main reasons that make sustainability important for tourism: these are the ecological and environmental concerns against mass tourism, social and environmental concerns about the local, and its management and ethics.¹²² This notion

¹²⁰ Jovičić, *ibid.* 600.

¹²¹ “Our Common Future”. World Commission on Environment and Development, Oxford: Oxford University Press, (1987).

¹²² Nicolò Costa and Guido Martinotti. "Sociological theories of tourism and regulation theory." *Cities and visitors: Regulating people, markets, and city space* (2003), 59.

is considered as important with Agenda 21, which stresses community-based planning and bringing ecological concerns forward. Over time, economic and social dimensions of social sustainability gained more importance. Socially sustainable tourism considers mostly the residents' living conditions. The effects of a place's change on locals' lives and the changes in their living conditions are two main issues.

2.10 Successful Sustainability Example I: Mass Tourism in Calvia

Calvia is a touristic settlement in Spain. There was a huge development from 1960 to 1990s as a result of touristic activities. The population increased from 3000 to 35000 (defacto 50000) during this time. While there were 122 tourism facilities in 1960, this number increased to 256 tourism facilities with 12000 beds in total. The biggest industry in the area became tourism. The number of workers in tourism or in a related industry increased to 15000 people, which correspond to 95% of the working population. Under these conditions, Calvia became the richest area in Spain. At the same time, Calvia had the lowest education level on average in Spain.¹²³ Like many coastal places that depend on tourism as the primary sector, Calvia depends on mass tourism. It does seem possible to replace mass tourism with another form of tourism or another industry. Meanwhile, it is also known that mass tourism's gains are in the limits of their capacities, which means that the income will decrease.¹²⁴

As a result of negative developments in the tourism industry, different solutions for the problems were developed. Lastly, sustainability became the main priority. Sustainability principles were adopted and applied in the area. The results were successful. Therefore, Calvia was considered as a successful example of a sustainable mass-tourism area. However, the common feature of successful sustainability examples are that they are implemented in small-scale populations.

Increases in population density, over-development in settlement areas, the dependence of the economy on tourism, pollution, environmental damage, overuse of infrastructure, and increasing competition showed that there was a need for sustainable

¹²³ Rachel Dodds, "Sustainable Tourism and Policy Implementation: Lessons from the Case of Calviá, Spain," *Current Issues in Tourism*10, no. 4 (2007).

¹²⁴ *Ibid.*, 297.

tourism in Calvia. The problems included the issues involving water, energy, transportation, urban waste, land use and social integration, education, and skilled professionals.¹²⁵

To reach sustainability tourism, minor developments were not considered as a solution, but major problems were taken into consideration. A comprehensive and integrated approach was adopted. Local Agenda 21 (LA21) was considered as an action plan which got local authorities to take responsibility and provided clear sustainable development principles. Accordingly, it was adopted. Calvia was awarded a best mass tourism example prize by WTO in 2001 and by UNEP & ICLEI in 2003.¹²⁶

Before adopting LA21, several attempts for better development were performed. According to this, each hotel needed to have 30 m² green areas per bed. An increase in hotel capacity was limited to increase the overall quality. A list of must-have equipment was prepared. Over-development was stopped. A new rule to increase the quality of tourism facilities was recommended. Lastly, it became necessary for each new hotel to have a four-star quality rating. Because these rules were prepared considering only the industry part of tourism but not whole parts of stakeholders, the growing problems could not be solved. Accordingly, an awareness started to emerge on several issues: loss of heritage, loss of tourism attractiveness, decrease in tourists' consumption, and the decreasing quality of life of the residents.¹²⁷

LA21 was adopted in 1995, upon that other destinations such as Greece and Turkey joined a competition, tourist numbers were starting to increase, the good image of the cities starting to change, and the pressure on natural resources were increasing. The plan, that was discussed in LA21, was consisted of four phases as preparatory, determining key themes, integrated analysis, and final plan.¹²⁸

The first plan was discussed in the preparatory phase with the locals and representatives. Some objectives were discussed with the wider community to involve

¹²⁵ Ibid., 296.

¹²⁶ Ibid., 297-298.

¹²⁷ Ibid., 302-303.

¹²⁸ Ibid., 302.

them in the process. Priorities were determined by voting in Citizens Forum, which included 150 citizens who are knowledgeable about local interests. The management committee of the city council and a group of experts were other leading groups.

The criteria agreed upon were as follows:

- an integrated conceptual approach to local development
- consideration of the basic concepts of sustainability in tourist destinations (and the need to adapt to new tourist demands), carrying capacity, and defining limits of acceptable change
- consideration of time and seasonality and the analysis of Calvia's evolution
- an overall analysis of local and island space
- participatory and open working methods (using experts, citizens forum, and information to the general public)
- specific lines of action, initiatives and working program.¹²⁹

Following these criteria, ten strategic issues were determined. Meanwhile, construction of new buildings was stopped, restoration of hotels was done and 40% of natural areas was taken under protection.

The ten objectives were:

1. To contain the human pressure, to limit the growth and favor the comprehensive restoration of the territory and its littoral.
2. To favor the integration, cohabitation and the quality of life of the resident population.
3. To maintain the land and sea natural heritage and promote the creation of a tourist and regional eco-tax with environmental purpose.
4. To recover the historical, cultural and natural heritage.
5. To promote the comprehensive restoration of the residential and tourist population centers.
6. To improve Calvia as a tourist destination: substitute growth by sustainable quality, to find out the increase of expenses per visitor and try to balance the tourist season.

¹²⁹ Ibid., 304.

7. To improve public transport and favor the services for passers-by and bicyclists between and inside the population centers.
8. To introduce sustainable management in the key environmental sectors: water, energy and waste products.
9. To invest in human and knowledge resources, to invigorate and diversify the economic system.
10. To innovate the local government and to extend the capacity of state-assisted public-private investment¹³⁰

During the implementation period, the following steps were taken:

- Declassification law was published to stop the increase in numbers of hotels and buildings
- Pedestrian zones were created and trees were planted in touristic areas
- The quality of the areas was increased by connecting bicycle and walking routes to the city center
- The efficiency of the marine was increased. Plans for recycling, tax on water and construction of a marine were done.
- To use in environmental issues, eco-tax was created.
- Volunteer renovation plans for hotels were done
- Action against crime, housing, and other social problems were staged.
- Sociocultural activities such as dance, underwater photography, and language lessons were performed.

Research by some researchers was conducted to assess whether the process was successful or not. In the study, researchers conducted interviews with thirteen individuals in the government, two from NGOs, and eight from the private sector. According to the interviews, the process of implementation was successful, and sustainability was becoming more important every day. There was continuous and planned implementation, assessment, and observation of the plan. However, the only hesitation by the respondents was the change of the government's attitudes after change in government by elections. "The research undertaken with multiple stakeholder groups (government, industry, and NGOs) identified that 76%

¹³⁰ Ibid., 305.

(nine out of thirteen) of respondents from Calvia's previous government political party believed that there was uncertainty for the future implementation of the sustainable tourism action plan."¹³¹

According to the respondents, the implementation of the plan was not easy. There were obstacles in different issues.

These obstacles included:

- Economic priorities made it difficult to invest in long term policies.
- Prior planning to sustainability plans was still effective.
- The expectation to see the results in the short term and accordingly lack of participation of stakeholders
- Lack of regional and national support and lack of integration with wider plans.
- Short term political goals and lack of coordination between political parties in case of a change in government.

During the implementation of the plans, some issues drew attention for better implementation. Residents should every-time be part of the process by having responsibilities. Pre-assessment should be done for monitoring and evaluation during implementation. The city plan is critically important on future plans as well. Long term vision should be adopted. Water consumption should be decreased by another way than putting tax. Funding is necessary to support the process.¹³²

2.11 Successful Sustainability Example II: Raulan and Ulvik, Norway

The Raulan and Ulvik districts were chosen for sustainable tourism implementation. Rauland occupies 2929km² and the population is 3932. Ulvik occupies 682km² and the population is 1232. In both places, the economy depends primarily on tourism. Ulvik is popular in the summer season, especially because its aesthetic beauty draws attention.¹³³ Environmental pollution; impacts of growth in tourism on wildlife and biodiversity; and disneyfication of local culture have become critical problems and

¹³¹ Ibid., 307.

¹³² Ibid., 316.

¹³³ Jason Eligh, Richard Welford, and Bjarne Ytterhus. "The Production of Sustainable Tourism: Concepts and Examples from Norway." *Sustainable Development* 10, no. 4 (November 2002), 228.

lead the government to consider sustainable tourism as a solution.¹³⁴

When both of the locations were analyzed, primary components of sustainability were determined to be locale, location, and sense of place. Integration of these three values was considered important toward making tourism sustainable. Sustainable tourism was considered to be equivalent to sustainable development.¹³⁵ In short, to make tourism sustainable, the relationship between tourist, investors, environment, and community needed to be managed successfully. In this respect, the steps that necessary to be taken were:

1. parallel economic and environmental development,
2. taking a long-term view of development,
3. consumer education,
4. fiscally neutral local taxation,
5. promotion of conservation,
6. strong management of the change process,
7. cohesion,
8. participation of stakeholders,
9. supply chain management
10. destination management, policy and strategy¹³⁶

These steps are parts of the process. There are two types of action plans available to run this process. The first one is an action plan for a touristic destination which different stakeholders participate in, and the second one includes tasks for local businesses.

Actions in the destination include activities such as car-sharing instead of driving a private car, using public transport, educating those who work in private sector, activity theme weeks and solving land use disagreements between tourists and owners. These actions aim to create environment-friendly attitudes; provide better service for guests;

¹³⁴ Ibid., 224.

¹³⁵ Ibid.

¹³⁶ Ibid., 226.

increase economic income; encourage interaction between host and guest; create a better traditional, cultural and environmental profile; provide host's with better education; and solve problems about the use of land.¹³⁷

Aesthetic-based actions are: renovation of roads, control of outdoor activities, preparing signboards, preparing barbecue areas and determining different travel routes. These are mostly about managing the acts of tourists. Other important issues are: localizing the of flow of guests, renovating old structures, incentivizing tourists and locals to use environmentally friendly materials, collecting of waste materials and preventing illegal activities.¹³⁸

Apart from these, there are tasks that need to be performed by local businesses such as decreasing of spending and increasing the quality of tourists' experiences. To perform this, it is necessary to increase the aesthetic beauty of the touristic space. However, businesses only get involved in this process if there is funding. Also, there is a need for a project manager.

According to interviews, the common characteristics of both actions are: the need for a powerful and active leader in a participatory process, external funding, a supportive attitude by national and local authorities, positive customer perceptions and supplier profits. These are seen as obligatory conditions to succeed in the process of sustainable tourism.¹³⁹

¹³⁷ Ibid., 229.

¹³⁸ Ibid.

¹³⁹ Ibid., 231.

CHAPTER 3

SOCIAL SUSTAINABILITY IN THE TOURISM INDUSTRY

3.1 Introduction

Social sustainability is a condition where the well-being of society is assured. Indicators of social sustainability depend on society, geography and time. Therefore, the indicators are not the same everywhere. When choosing indicators, it is important to consider local features of society, geography and time along with the participation of the society. In this chapter, the concept of social sustainability is explained and indicators for the study in the third chapter are discussed.

Tourism is a very large industry today. Tourism affects people, goods, money and ideas. When it becomes an activity which is not only accessible by rich people but almost everybody, it becomes a part of everyday life and brings about social changes. It is already important in terms of the economy. Tourism has a unique system: “tourism is an inherently non-linear, complex and dynamic system.”¹⁴⁰ While residents and tourism investors are inexperienced at the beginning, they start to gain experience over the course of time. The number of tourists may also change from one season to another. This can be observed in areas where mass tourism has spread. This non-linear change in the number of tourists has a direct impact on seasonal workers. As tourism evolves, location and products are directly affected.¹⁴¹

The tourism industry is part of a globalizing world. Therefore, not only does it have great impact of the growth of the host country, but also incorporates global actors into the host country’s economy. The increasing mobility of people and goods, thanks to technological developments, made geographically independent lifestyles possible. This mobility also leads to an increase in cultural interaction.

¹⁴⁰ Karin Schianetz, Lydia Kavanagh, and David Lockington. “The Learning Tourism Destination: The Potential of a Learning Organisation Approach for Improving the Sustainability of Tourism Destinations.” *Tourism Management* 28, no. 6 (December 2007), 1485.

¹⁴¹ *Ibid.*, 1487.

Tourism's impacts are usually discussed within environmental, social and political contexts. These impacts are mostly seen after its implementation. Now, with the recent growth of tourism, the efforts to prevent its destructive effects during implementation and to sustain its benefits are increasing.

Tourism first started to suppress and take over of local cultures in places where globalization had the strongest impact. Secondly, globalization frequently destroys a sense of place, destroying local attributes and replacing them with outside elements. Therefore, there is a destructive effect on two fronts: living conditions and a sense of place.

When the impacts of tourism were considered for the first time, carrying capacity was the first concern. "Carrying capacity is generally defined as the maximum number of people who can use a site without any unacceptable alteration in the physical environment and any unacceptable decline in the quality of experience gained by tourists."¹⁴² Later on, the idea of responsible tourism emerged: "... Responsible Tourism is about everyone involved taking responsibility for making tourism more sustainable". In addition to this "Goodwin clearly links responsible tourism to actions taken that make tourism more sustainable. His understanding of the concept of responsibility assumes three aspects: accountability, capacity to act and the capacity to respond."¹⁴³

When sustainability is considered within the scope of responsible development, environmental, economic and social aspects are all taken into consideration. Within current research, environmental and economic dimensions are discussed the most. There is a lack of focus on the role of social sustainability in the context of tourism, therefore, sustainable development and its social dimension will be explained.

3.2 History of Sustainability Debates

¹⁴² Jarkko Saarinen, "Traditions of Sustainability in Tourism Studies." *Annals of Tourism Research* 33, no. 4 (October 2006), 1125.

¹⁴³ Tanja Mihalic, "Sustainable-Responsible Tourism Discourse – Towards 'Responsustainable' Tourism." *Journal of Cleaner Production* 111 (January 2016), 5.

Discussions on sustainable development, or in other words sustainability, can be traced back to the sixties. Observable environmental problems began to appear at that time as a result of the fast-growing industry sector and the resulting depletion of natural resources. Due to this, scholars in that period brought sustainable development issues to the front of the agenda, drawing attention to environmental problems in their research. At that time, perceptions of nature and human life was different from today. The importance of nature and the environment were considered as a separate issues from the day-to-day problems of human life. This approach had changed in the course of time. First, environmental issues were incorporated into discussions about social sustainability. Then, economic issues were also taken into consideration.

Concerns about economic sustainability became more important for sustainability studies in the eighties. Later on, social issues were also incorporated into sustainability discussions. Although these three subjects started to be seen as fundamental components of sustainability, the majority of the discussions and research still only focused on environmental sustainability. Research on economical sustainability also increased, but research on social sustainability remained limited.

In 1972, the Stockholm Conference was organized by the United Nations Conference on the Human Environment. It was one of the first studies related to sustainability at that time. The Stockholm Conference was later referred to as one of the most important forums on global growth where political, social and economic problems were all discussed.¹⁴⁴ There were disagreements among the participants in this forum on determining primary issues. For some of them, conservation was the primary issue and for others, the needs of humans the main focus. As a result, this conference did not end up with concrete goals on environmental issues.¹⁴⁵ At the time, economic development and protection of the environment were seen as completely separate problems. However, there was an important contribution to the definition of sustainability that came out of this conference: the concept that environmental sustainability is a condition for human survival

¹⁴⁴ John McCormick, "*The global environmental movement*". No. Ed. 2. John Wiley & Sons, (1995), 107.

¹⁴⁵ Cheng-chong Wu, "The concept of urban social sustainability: Co-ordinating everyday life and institutional structures in London." PhD diss., London School of Economics and Political Science (United Kingdom), (1998), 8.

In the same year as the Stockholm Conference, MIT published TLTG and examined environmental issues in terms of growth. It was claimed that: “the roots of the environmental crisis lay in the exponential growth of people and material consumption.”¹⁴⁶ According to this report, growth is not only measured in terms of economic growth but also by the growth of human population and consumption. The report also detailed how population and agricultural production were contributing to the environmental crisis in addition to industrial production, use of natural resources and pollution. The conclusion of this report was that the existing growth trends would lead to the Earth becoming an unlivable planet.

Following these studies, a report by the International Union for Conservation of Nature and Natural Resource (IUCN) touched upon the impact of development on environmental issues and future generations: “Development and conservation are equally necessary for our survival and for the discharge of our responsibilities as trustees of natural resources for the generation to come.”¹⁴⁷ The report described the main factors that harm the environment as population pressure, social inequity and the terms of trade.¹⁴⁸

3.3 Brundtland Report

In the Brundtland Report (1987), sustainable development was defined as “development which meets the needs of the present without compromising the ability of future generations to meet their own needs.”¹⁴⁹ Later on, this definition was criticized as being ambiguous: “the vagueness of the definition ... allows business and ‘development’ interests (and their government supporters) to claim that they are in favor of sustainable development when actually they are the perpetrators of unsustainability.”¹⁵⁰ Despite these critiques, after the report’s

¹⁴⁶ Ibid., 9.

¹⁴⁷ International Union for Conservation of Nature and World Wildlife Fund. *World conservation strategy: Living resource conservation for sustainable development*, Gland, Switzerland: IUCN, (1980), 1.

¹⁴⁸ Cheng-chong Wu, *ibid.*, 5.

¹⁴⁹ World Commission on Environment and Development. “*Our common future*”, Oxford: Oxford University Press (1987), 43.

¹⁵⁰ Stephen McKenzie. "Social sustainability: Towards some definitions" Hawke Research Institute, Working Paper Series No. 27, Magill, SA, University of South Australia (2004), 4.

publication in 1987, the number of studies on this issue increased and sustainability became an important topic within academic environments.

The Brundtland Report also argues that existing development programs cannot be sustained. According to the study, underdevelopment can be as harmful to sustainability as much as development processes that do not take environmental issues into consideration: “For the former, affluence (over-development) is the driving force behind environmental degradation and resource depletion: for the latter, poverty (under development) is the problem to be blamed.”¹⁵¹ The report also argues that when implementing new sustainable development tactics, potential environmental and ecological damage should be estimated and decreased to a minimum.¹⁵²

According to the majority of the authors who have considered the Brundtland report, the main components of sustainable development are sustained economic growth and prudent use of natural resources. In addition to this, some scholars argue that the main aim of sustainable development is the long-term sustainability of economic income.¹⁵³ There are also scholars who state that the main concern of sustainable development is poverty reduction: “If sustainability means leaving future generations with at least as many opportunities as we have today, then the way to achieve this is by passing on to future generations a level of capital that is at least as high as ours today.”¹⁵⁴

The first world summit about sustainability was organized in Rio in 1992, now known as UNCED’s Rio Summit or “Earth Summit.” There were participants from 178 countries at the event, making it the biggest international summit in its time. Five years after the Brundtland Report, there had been agreements between states on issues such as global warming. In this report, the prominent issue was the citizens' participation in the decision-making process and guarantee on this by the political system.¹⁵⁵ Some goals toward sustainable development were made at this conference and a calendar

¹⁵¹ Peter Bartelmus. “*Environment, growth and development: The concepts and strategies of sustainability*”, Routledge (2002), 11.

¹⁵² Aso Haji Rasouli and Dr. Anoma Kumarasuriyar. “The Social Dimension of Sustainability: Towards Some Definitions and Analysis.” *Journal of Social Science for Policy Implications* 4, no. 2 (2016), 27.

¹⁵³ Ibid.

¹⁵⁴ Giles Atkinson, Simon Dietz, Eric Neumayer, and Matthew Agarwala, eds. “*Handbook of sustainable development*”, Edward Elgar Publishing (2014), 45.

¹⁵⁵ Rasouli and Kumarasuriyar, *ibid.*, 24.

was created titled Agenda21. The most important commitments of this conference were about climate change and biodiversity conservation. Other decisions made at the conference did not impose responsibilities but did include the recommendations.¹⁵⁶

At the conference, there were different approaches to sustainability. These approaches can be presented as a spectrum of weak to strong.¹⁵⁷ At the weaker end, financial concerns are paramount and environmental concerns are nonexistent. At the second end, environmental concerns are the primary focus. Both of these approaches were not practical in the long-term, and the ideal solution was identified as somewhere inbetween these two extreme tactics on the spectrum – a solution that would not affect economic development or ecological balance in a negative way.

The dialogue on this debate is still evolving. While concerns about the consumption of non-renewable resources have slightly decreased, concerns about the use of renewable but limited resources such as water and fertile soil have come to the fore. The idea that economic development is important for achieving environmental sustainability and that the under-developed countries should make progress on this issue has strengthened.¹⁵⁸ As these shifts show, the idea that both economic development and environmental sustainability are important components of social sustainability was becoming more mainstream.

The impact of practices that cause environmental problems are not always evident all at once. The point where a local problem turns into a global problem is also sometimes difficult to determine. However, it can be argued that the solutions to global environmental problems must first be initiated at the local level. The relationship between environmental damage and other barriers to development varies between countries. Therefore, each country has its own agenda toward sustainability. This reinforces the idea that considering the concept of equity in the concept of sustainability as the equity in participation in the projects for sustainability is not fair and will negatively affect the process.

¹⁵⁶ Wu, *ibid.*, 13.

¹⁵⁷ Wu, *ibid.*, 14.

¹⁵⁸ *Ibid.*, 15.

3.4 Social Dimension of Sustainability

The debates on environmental and economic sustainability lack a discussion about social phenomena and the evaluation of the first two dimensions within the context of culture and society. However, environmental, economic and social issues are interrelated. People need economic and environmental development to increase their quality of life. Therefore, these dimensions are inextricably related and pursuing sustainable solutions to local problems requires tackling all three components.

Accordingly, the notion of the triple bottom line was used with sustainable development.¹⁵⁹ According to the triple-bottom-line concept: “The sustainability agenda, long understood as an attempt to harmonize the traditional financial bottom line with emerging thinking about the environmental bottom-line, is turning out to be much more complicated than some early business enthusiasts imagined. Increasingly, we think in terms of a ‘triple bottom line,’ focusing on economic prosperity, environmental quality, and—the element which business has tended to overlook—social justice.”¹⁶⁰ According to this theory, it is necessary to ensure that sustainable environmental, economic and social practices are all provided at the minimum level because these pillars cannot be successfully implemented independently from each other.

The importance of the different dimensions of sustainability relative to one another is not always clear because some scholars see them as inseparable factors while others see specific dimensions as more or less important than others. Due to this, there is no full consensus on how to define sustainable practices.

3.4.1. Different Approaches to Triple Bottom Line

Although solutions or programs vary in defining environmental and economic sustainability, the target is clear. However, the goals of social sustainability are not yet clear. First of all, the concept of social sustainability is controversial/ambiguous.

¹⁵⁹ McKenzie, *ibid.*

¹⁶⁰ Elkington, J 1999, 75 in McKenzie, *ibid.*, 6.

Similar to the other dimensions of sustainability, developed countries are pioneers of social sustainability studies. For example, social sustainability is defined as:

A quality of societies. It signifies the nature-society relationships, mediated by work, as well as relationships within the society. Social sustainability is given, if work within a society and the related institutional arrangements satisfy an extended set of human needs [and] are shaped in a way that nature and its reproductive capabilities are preserved over a long period of time and the normative claims of social justice, human dignity and participation are fulfilled.¹⁶¹

This approach defines social sustainability as the existence of economic sustainability when environmental sustainability is given.

According to some scholars, a sustainable environment is seen as more important than the other two dimensions. These scholars believe that sustainable economies and societies depend on good environmental conditions. Therefore, it is said that economic and social sustainability cannot be achieved without environmental sustainability and environmental sustainability is: “a condition of balance, resilience, and interconnectedness that allows human society to satisfy its needs while neither exceeding the capacity of its supporting ecosystems to continue to regenerate the services necessary to meet those needs nor by our actions diminishing biological diversity.”¹⁶²

Apart from this, there are also some scholars who approach the issue through the lens of input-output rules. According these scholars, waste outputs should not be more than nature can absorb. For example, the use of renewable resources should not be faster than the resources’ renewal period or exceed the existing quantity; environmental pollution must not exceed the capacity of the environment to absorb it; and the consumption of irreversible wastes should be avoided.¹⁶³

Many scholars also argue the triple bottom-line argument. They believe that all three dimensions of sustainability are equally important, and this is now a more widely

¹⁶¹ Beate Littig, and Erich Griessler. "Social sustainability: a catchword between political pragmatism and social theory." *International journal of sustainable development* 8, no. 1-2 (2005), 72.

¹⁶² John Morelli. "Environmental sustainability: A definition for environmental professionals." *Journal of environmental sustainability* 1, no. 1 (2011): 2, 5.

¹⁶³ Rasouli, *ibid.*, 28.

accepted model.¹⁶⁴ However, it is difficult to say that practices are consistent with the theory because there is still more research on the environmental and economic dimensions of sustainability than on social dimensions. According to a study published by the OECD in 2001, the social dimension of sustainability was still considered only within the context of the other two dimensions of sustainability but not as its own independent dimension.¹⁶⁵

One of the main reasons of this is that the means of measuring social sustainability are not very specific and additionally, are to some extent, subjective: “All-purpose indicators of social sustainability are too general to be useful, and specific indicators need to be developed for particular companies, meaning that their usefulness to academic discourse in particular contexts of social sustainability is questionable.”¹⁶⁶ Therefore, there is a need for clarification of the concept of social sustainability.

Among the scholars who adopted the idea of the Triple Bottom-Line, it is believed that: “Equality, ethical concerns, economy, and ecology are ongoing processes in which all living beings address the needs of present and future generations.”¹⁶⁷ According to these scholars’, sustainable development can be achieved by meeting at least the minimum requirements for each dimension.

There are also other scholars who approach sustainability without considering concentric or intersecting approaches. For instance, some scholars suggest three subcategories for social sustainability: development, maintenance and bridge. The development category is related to work, education, justice, basic needs, equality, sharing of resources and access to basic services. Bridge sustainability includes people's sensitivity to environmental sustainability. Maintenance sustainability is about socio-cultural values as well as the economic, environmental and cultural influences on society from outside.¹⁶⁸

¹⁶⁴ McKenzie. *ibid.*, 4.

¹⁶⁵ OECD, Environmental strategy for the first decade of the 21st century; adopted by OECD Environment ministers." (2011).

¹⁶⁶ McKenzie, *ibid.*, 7.

¹⁶⁷ Rasouli, *ibid.*, 25.

¹⁶⁸ McKenzie, *ibid.* 29.

There are three main approaches to social sustainability: the functional approach, capital approach and systematic approach. A capital approach generally take economic concerns into consideration, while the systemic approach considers reproducibility. The functional approach is the approach adopted by the scholars and the works are more related to urban studies or community sustainability

3.4.2. Definition of the Social Dimension

The definition of social sustainability varies according to the social understanding and geographical conditions of the scholars who study it. Some scholars emphasize business issues, while others think that aesthetic concerns are critically important. Subjects such as environment, social life, basic needs and freedom come to the fore in different approaches.

Some scholars see social sustainability as the “continuing ability of a city to function as a long-term viable setting for human interaction, communication, and cultural development.”¹⁶⁹ For some others;

Social sustainability of a city is defined as development (and/or growth) that is compatible with harmonious evolution of civil society, fostering an environment conducive to the compatible cohabitation of culturally and socially diverse groups ... [and] encouraging social integration, with improvements in the quality of life for all segments of the population.¹⁷⁰

Beyond this, some scholars identify sustainability by describing its principles and indicators. For example, it is said that “Social equity and sustainability of the community are recognizable and overarching concepts at the core of the notion of social sustainability within an area context.”¹⁷¹ Another argument is that “traditional ‘hard’ social sustainability themes such as employment and poverty alleviation are increasingly being complemented or replaced by the

¹⁶⁹ Ibid.

¹⁷⁰ Mario Polèse, and Richard E. Stren, eds. “The social sustainability of cities: Diversity and the management of change.” (University of Toronto Press, 2000), 15-16.

¹⁷¹ Ghahramanpouri et al. *ibid.*, 188.

emerging ‘soft’ and less measurable concepts such as happiness, social mixing and sense of place.”¹⁷²

Some social sustainability approaches aim at transferring existing wealth to future generations or creating it for them. In fact, there are scholars who express sustainability not only as a legacy to inherit what is aimed or intended to be, but also to bring the current living conditions closer to the ideal. It is said that “social sustainability can be defined as ensuring the well-being of current and future generations, by recognizing every person’s right to belong to and participate as a valued member of his or her community.”¹⁷³ Under this definition, social sustainability is “a process of urban development, supported by policies and institutions that ensure harmonious social relations, enhance social integration and improve living conditions for all groups.”¹⁷⁴ According to this argument, social sustainability is a process, and must be approached as such: “The understanding of social sustainability cannot be reduced to a static ‘zero-one’ situation, where zero suggests an unsustainable situation and one indicates the presence of sustainability.”¹⁷⁵

Some scholars emphasize the importance of all these approaches and argue that “social sustainability occurs when formal and informal processes, systems, structures and relationships actively support the capacity of future generations to create healthy and livable communities. Socially sustainable communities are equitable, diverse, connected and democratic and provide a good quality of life.”¹⁷⁶

It has been said that understanding geography and social structures are important to working toward social sustainability. In these definitions, social sustainability is:

A quality of societies. It signifies the nature-society relationships, mediated by work, as well as relationships within the society. Social sustainability is given, if work within a society and the related institutional arrangements satisfy an extended set of human needs [and] are shaped in a way that nature and its reproductive capabilities are preserved over a long period of time and

¹⁷² Ibid.

¹⁷³ Castillo et al. 2007 in Ghahramanpouri et al. *ibid.*, 188.

¹⁷⁴ Holden, 2012 in Ghahramanpouri et al. *ibid.*, 188.

¹⁷⁵ Andrea Colantonio, and Timothy J. Dixon. “Urban Regeneration & Social Sustainability: Best Practice from European Cities.” *Real Estate Issues / RICS Research*. Chichester, (Wiley-Blackwell, 2011), 22.

¹⁷⁶ Ghahramanpouri et al. *ibid.*, 188.

the normative claims of social justice, human dignity and participation are fulfilled.¹⁷⁷

Some scholars associate social sustainability with spatial conditions and conditions in social life:

A process for creating sustainable, successful places that promote wellbeing, by understanding people need from the places they live and work. Social sustainability combines the design of the physical realm with the design of the social world— infrastructure to support social and cultural life, social amenities, systems for citizen engagement and space for people and places to evolve.¹⁷⁸

Within these definitions, work and space can be seen as fundamental aspects of a social sustainability.

3.4.3. Measurement of Social Sustainability

When measuring social sustainability, scholars distinguish between basic needs and needs related to preferences; i.e. macro- and micro-level needs. For example, while the distribution of income and assets is seen as basic human needs, facilities for education, communication, security, income and social bonds can be seen as micro-level needs. Health, housing and access to food are seen as basic needs.¹⁷⁹ Some scholars see education, quality of life, social capital, social cohesion, integration, social difference and sense of space as the conditions for equity.¹⁸⁰

According to another approach, equity, distribution, social cohesion, and public consciousness constitute the basic components of social sustainability. There are also those who see social capital, social infrastructure, social justice, equality and participation in management as the main factors of social sustainability.¹⁸¹

Based on many of these definitions, it is argued that:

Social sustainability can be interpreted as a condition and process within the community that fulfills the basic human needs in addition to the principles of social justice and equity, homogeneity and cohesion, integration,

¹⁷⁷ Beate Littig, and Erich Griessler, *ibid.*, 72.

¹⁷⁸ Saffron Woodcraft. "Social Sustainability and New Communities: Moving from Concept to Practice in the UK", *Procedia - Social and Behavioral Sciences* 68 (December 2012), 16.

¹⁷⁹ Colantonio et al., "Urban Regeneration & Social Sustainability: Best Practice from European Cities." *Real Estate Issues / RICS Research*. (Chichester: Wiley-Blackwell, 2011), 22.

¹⁸⁰ Rasouli, *ibid.*, 31.

¹⁸¹ *Ibid.*

diversity, sense of place, social amenity, and security for the present generation, while guaranteeing them for the future generations.¹⁸²

In addition to these macro- and micro-level distinctions, there are also scholars who approach social sustainability within the framework of traditional and emerging themes. It is said that “A strong definition of social sustainability must rest on the basic values of equity and democracy, the latter meant as the effective appropriation of all human rights – political, civil, economic, social and cultural – by all people”.¹⁸³ This definition outlines “traditional” themes. As mentioned before, equity and basic needs such as shelter and security come to the fore among traditional themes because many people agree that these needs are necessary for human survival. Alleviation from poverty and access to employment are also considered as more traditional indicators of social sustainability.

Among emerging themes: concepts such as happiness, sense of space and social cohesion are highlighted.

Table 1 Key Themes in Social Sustainability¹⁸⁴

Author	Themes
Chambers and Conway (1992)	Livelihood, Equity, Capability of withstanding external pressures, Safety nets
DFID (1999)	Inclusion, Equity, Poverty, Livelihood
Sachs (1999)	Equity, Democracy, Human rights, Social homogeneity, Equitable income distribution, Employment, Equitable access to resources and social services
Hans-Böckler-Foundation (2001)	Paid and voluntary work, Basic needs, Social security, Equal opportunities to participate in a democratic society, Social innovation

¹⁸² Rasouli, *ibid.*, 31.

¹⁸³ Ignacy Sachs. “Social sustainability and whole development: exploring the dimensions of sustainable development.” *Sustainability and the social sciences: a cross-disciplinary approach to integrating environmental considerations into theoretical reorientation* (1999), 27.

¹⁸⁴ Colantonio et al., *ibid.*, 23.

Thin et al. (2002)	Social justice, Solidarity, Participation, Security
Omman and Spangenberg (2002)	Education, Skills, Experience, Consumption, Income, Employment, Participation
Baines and Morgan (2004)	Basic needs
Sinner et al. (2004)	Personal disability, Needs of future generations, Social capital, Equity, Cultural and community, Diversity, Empowerment and participation
Bramley et al. (2006)	Interactions in the community/social networks, Community participation, Pride and sense of place, Community stability, Security

Table 2 Traditional vs. Emerging Sustainability Themes¹⁸⁵

Traditional Sustainability Themes	Emerging Sustainability Themes
Basic needs (including housing and environmental health)	Demographic change (ageing, migration and mobility)
Education, Skills	Social mixing, Cohesion
Employment	Identity, Sense of place, Culture
Equity	Empowerment, Participation, Access
Human rights, Gender issues	Health and Safety
Poverty	Social Capital
Social justice	Well-being, Happiness, Quality of life

Taking both traditional and emerging factors into consideration, a blended definition of social sustainability was developed: “It could be argued that social sustainability

¹⁸⁵ Colaantonio et al., *ibid.*, 24.

concerns how individuals, communities live with each other and set out to achieve the objectives of the development models that they have chosen for themselves, also taking into account the physical boundaries of their places and planet earth as a whole.”¹⁸⁶

Here, the point is that older themes and new emerging themes of social sustainability are divided into two. It is seen that among the new concepts, mostly the qualitative ones which are difficult to measure come to the fore.¹⁸⁷ Moreover, traditional themes in sustainability are being replaced by new ones: there are already many indicators in the literature. This is due to the fact that the subject of social sustainability is not a universal but varies depending on the structure of societies. In order to achieve social sustainability, it is necessary to take setting into account. In this case, indicators of social sustainability should vary based on local contexts.

3.5 Barriers to Implement Social Sustainability

There are barriers to implementing social sustainability policies in touristic areas. Especially in the locations where there is mass tourism, it is more difficult. The role that local governments play is critically important in the successful application of social sustainability policies. In addition to this, coordination with local authorities also matters. One of the main problems in applying social sustainability practices is that addressing economic concerns are usually higher on the agenda for local governments than addressing environmental and social issues.

This is partially because sustainability policies require long-term applications with potentially short-term economic disadvantages. Another problem is that for local governments, increasing tourism is usually a priority over efficiency or profit. In addition, most new tourism planning is implemented within new or developing tourism industries. The places where mass tourism is already a primary industry are not paid enough attention.

Another challenge in implementing successful social sustainability practices is the lack of coordination between local and higher governments. Firstly, it is commonly

¹⁸⁶ Ibid.

¹⁸⁷ Ibid.

believed that managing of tourism is easier when done at the local level. However, it is not easy if the efforts are not supported by higher governments. Inconsistency between different bodies of the governments also causes difficulties. A common understanding of the importance of social sustainability is also critical for the successful implementation of policies. Since social sustainability policies require long-term implementation, shifts in governance and policy can negatively affect outcomes. Finally, the lack of participation from different stakeholders such as residents, NGOs, and the private sector in the implementation of social sustainability initiatives makes their realization less likely.¹⁸⁸

3.6 Indicators for the Study

There are many indicators used to assess sustainability in a tourism destination. These indicators include economic benefits, health and safety, protection of historical areas and climate change. Considering the aim of the thesis, I used the WTO's indicators for social sustainability:

These indicators are:

1. Number of visitors (including average time spent, expenditures, income from tourism, spending for tourism)
2. Number of visitors per locals
3. Locals' happiness
4. Water consumption rates of locals and tourists
5. Quality of place and tourists' satisfaction
6. Environmental sensitivity

These indicators show how tourism affects the destination areas. To assess these indicators there are several components:

1. Tourism planning (up-to-date or not)
2. Budget and time spent on planning and implementation
3. Environmental, social and cultural attentions and impact assessment in the plan

¹⁸⁸ Dodds and Butler, *ibid.*

4. Participation of different stakeholders in planning and implementation
5. Evaluation plan for the indicators¹⁸⁹

3.6.1. Sense of Place and Quality of Life in Social Sustainability

Various approaches have been adopted to assess and reduce the negative impacts of tourism. The first approach was carrying capacity. The main objective of the carrying capacity approach was to ensure that a touristic place is not environmentally damaged and social life is not negatively affected.

However, the search for an absolute and objective calculation of the maximum acceptable number of tourists at a destination has proved impossible, since carrying capacity is not only related to one resource. Because this approach only tackled the physical dimension, a more comprehensive approach such as a responsible tourism concept, was needed.

The responsible tourism concept was based on the concept of being sensitive to environmental and social issues. Then, the concept of social sustainability emerged and took the place of responsible tourism. Social sustainability, in the context of sustainable development, includes tackling the negative economic, environmental and social dimensions of tourism: “Both sustainability and carrying capacity refer to the scale of tourism activity that can occur in a spatial unit without doing any serious harm to the natural, economic, and sociocultural elements at destinations.”¹⁹⁰

The most important thing that tourism brings to the destination is growth, which is important from both local and global perspectives. Community-based tourism is also considered when the effects of growth are considered. Because growth has a significant impact on geographical, cultural and economic shifts, the participation of residents in the decision-making process becomes critically important.

¹⁸⁹ World Tourism Organization. Indicators of sustainable development for tourism destinations: A guidebook, (WTO: 2004), 205-206.

¹⁹⁰ Ibid.

Globalization also gave rise to a global understanding of civil society. At the same time, a distinction between civil and uncivil, social and individual, global and translocal emerged. Additionally, with the increase of tourism activities, the interaction between people in different locations and cultural diversity in general increased.

Globalization does not happen in a single dimension but it occurs in ethnic, technological, financial, ideological and visual dimensions both dependently and independently from each other. In this context, the destination traveled to is important because it is now transformed, operating within new social and spatial conditions. Touristic images of a space become relevant. In this process, family, businesses, the relationship between different age groups, sexes, and advantageous and disadvantaged people are important. The produced space also has an impact on the evolution of society. In short, both space and society impact one another. The balance between the capacity of the community and the dominant powers such as planners and investors determine these forms.

In addition to the indicators listed above, there are two more dimensions that will be considered when I evaluate social sustainability in Antalya. These are: “sense of place” and “quality of life.”

Destinations and space do not suddenly occur or transform but are rather created by society over a long period of time. Cultural concepts of family, and the relationships between different age groups; advantageous and disadvantaged people; and the work order, as well as the space itself in question, impact the development of a given society. The character of a space is further determined by the agendas of planners and investors.

Now, it is thought that tourism can play a positive role in the principles of sustainability. However, mass tourism and growth can also have negative impacts on both the future of the industry and the environment. In this respect, sustainable tourism can be considered as a potential solution: “the focus of sustainability has nevertheless been mainly on destinations and tourism practices in those areas, grasping the most visible processes and impacts related to the industry, but only

the fragment of the total.”¹⁹¹ In this context, the idea of sustainable tourism presented a new paradigm. Although there is not a mature concept, it is important to have a basis for discussion among the stakeholders, namely residents, tourists, the private sector and government.

The concept of social sustainability in tourism developed within the existing literature in two ways. One of these concepts is tourism-centric and the other advocates for using tourism as a tool for facilitating social sustainability or at the very least, making the tourism industry more consistent with sustainable goals.

In the first approach, sustainable tourism concept is not considered to be compatible with sustainable development. Adherents to this line of reasoning believe that sustaining tourism can only negatively impact sustainable development. In contrast, the second approach posits that a holistic, equity-oriented sustainability process could incorporate tourism. Within this framework, socially sustainable tourism is: “tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community.”¹⁹²

To date, there are multiple approaches to sustainable tourism. When focusing on conservating natural resources, tourism activities that take the community into account are supported:

It has too often been reduced to purely environmental matters. The notion of resource-based sustainability is grounded in the idea of a non-touristic, static space, the ecological, and also social, cultural, political, and economic, changes which can be compared and evaluated based on the concept of this spatial unit as an original or authentic resource for tourism.¹⁹³

The second approach takes the tourism industry into consideration more than others: “Development and industry-oriented solutions for sustainable tourism can be assigned to an activity-based tradition of sustainability, implying that certain tourist activities, or the industry itself, may have a limit of growth and a maximum capacity.” According to this approach, environmental resources can be reallocated to

¹⁹¹ Saarinen, *ibid.*, 1124.

¹⁹² Swarbrooke 1993:13 in Saarinen, *ibid.*, 1124.

¹⁹³ *Ibid.*, 1127.

stimulate growth: “By changing the tourism product (destination) through development and marketing, and by introducing new types of facilities and infrastructure, etc., the destination and its limits of growth can be modified and moved forward to a new, higher level.”¹⁹⁴ This approach focuses on maintaining the industry.

The third approach is community-oriented. This approach posits that tourism can contribute to a better social, economic and environmental future by taking the needs of local people into account. According to this approach, the sustainable use of resources and the environment and promotion of the overall well-being of communities are goals that sustainable tourism could and should contribute to.”¹⁹⁵

This approach also champions community participation: “the setting of limits of growth through negotiations and participation can be termed a community-based tradition of sustainable tourism, in which the host and the benefits that it may gain from tourism are in a central position in the process.”¹⁹⁶

Nevertheless, residents are still not given much agency within this approach: “The community-based tradition aims to empower the hosts in development discourses and practices, but in the end, the constructive perspective indicates that the limits of tourism are associated ontologically with power relations in a certain context. By empowering the communities, however, the limits of growth in tourism can be defined in a more equal way and one that is more beneficial for the local people.”¹⁹⁷ According to this analysis, residents have very little input when it comes to sustainable or ethical tourism, but at least the tactics could improve residents’ quality of life. This approach is criticized by being contradictory to goals of social sustainability. “It is important to realize that sustainability is not a one-way street in the global-local nexus. In the context of sustainable development, the limits of growth cannot be established and grounded solely on local or global perspectives. Sustainability is a matter of both local and global responsibilities.”¹⁹⁸

¹⁹⁴ Ibid., 1128.

¹⁹⁵ Hunter 1997, 851 in Saarinen. *ibid.*, 1132.

¹⁹⁶ Ibid., 1129.

¹⁹⁷ Ibid., 1130.

¹⁹⁸ Ibid., 1132.

When talking about community-based tourism, one of the ideas which is discussed is the participation of the residents and other stakeholders in the process of decision-making surrounding tourism planning. Although increasing stakeholder participation in these processes has proven meaningful in existing studies, it can be time-consuming and expensive, especially for tourism investors.¹⁹⁹

In terms of sustainable development, it is unavoidable that the economic dimension becomes more prominent in politician's agendas. Furthermore, potential conflicts between sustainability and growth pose a political risk. "Politicians now think in short term election cycles and have become fetishist to growth, seeking corporate funding for their re-election campaigns and voter support for the jobs and growth they continually promise to deliver."²⁰⁰ Due to this, political concerns are also determining factors of sustainability.

Location is also an important factor: "There is no universally accepted definition of 'sustainable tourism destinations' because each destination has a unique characteristic. Therefore, in each destination sustainable development is different."²⁰¹ It was also said that differences between destinations matter.

When considering studies on the impacts of tourism on local spaces, physical changes in the place and shifts in community conditions are important matters for discussion. Quality of life and sense of place are among the most indicators of social sustainability. Some other indicators of social sustainability can also be classified under the sense of place and quality of life. These include concepts such as well-being and happiness.

Sense of place can be defined as an individual's knowledge about and perception of an area, including how a person finds a space meaningful: "Sense of place can be

¹⁹⁹ Karin Schianetz, Lydia Kavanagh, and David Lockington. *The Learning Tourism Destination: The Potential of a Learning Organisation Approach for Improving the Sustainability of Tourism Destinations*, *Tourism Management* 28, no. 6 (December 2007), 1494.

²⁰⁰ *Ibid.*

²⁰¹ Nedim Yüzbaşıoğlu, Yunus Topsakal, and Pınar Çelik, "Roles of Tourism Enterprises on Destination Sustainability: Case of Antalya, Turkey." *Procedia - Social and Behavioral Sciences* 150 (September 2014), 969.

described as a compilation of meanings, knowledge, attachment, commitment, and satisfaction that an individual or group associates with a particular place.”²⁰²

Distinctiveness, continuity, and self-esteem are the features that characterize the sense of place.²⁰³ People who are living in this kind of a place can show more spatial belonging than people living in an ordinary place. “Residents living in a (either physically or culturally) distinctive/unique place, relative to other substitute places that are comparable to the current place, would exhibit more place identifications.”²⁰⁴

Continuity is a defining feature of sense of place. Continuity is defined as a condition where individuals' life stories and memories are connected to a space's physical attributes. The lack of continuity in a space can bring about reason for memory loss. In this respect, the space forms and reinforces memories: “Place can be used by individuals to construct and document their life stories, often via autobiographical memory, because they can act as cues, or memory aids, providing a sense of ‘environmental constancy.’”²⁰⁵ Memory is an element of self-perception, and due to this, spaces are a critical backdrop for the formation and maintenance of personal identities.

Due to this, individuals often draw on spaces to inform their sense of self. According to scholars, strong associations with a well-known space can positively affect a person's self-esteem: “With regard to place identity, Korpela (1989) observed a place's favorite environments can support self-esteem. In other words, the evaluation of place membership impacts upon self-esteem.”²⁰⁶ This can be described as a sense of pride. It is stressed that the impact of a space on self-esteem is different from the impact of a space on one's mood. Living in a historical, symbolic or world-famous place can create self-esteem.

²⁰² Suosheng Wang, and Joseph S. Chen. “The Influence of Place Identity on Perceived Tourism Impacts.” *Annals of Tourism Research* 52 (May 2015), 18.

²⁰³ Ibid.

²⁰⁴ Ibid.

²⁰⁵ Gu & Ryan, 2008 in Suosheng Wang, "Roles of place identity distinctiveness and continuity on resident attitude toward tourism." *European Journal of Tourism Research* 13 (2016).

²⁰⁶ Suosheng Wang and Joseph S. Chen. Ibid., 19.

The opposite effects are also possible. Gu and Ryan (2008) postulate that can either be a source of pride or of dissatisfaction of an individual has negative associations with a place.²⁰⁷

The processes which support tourism can not cause economic or environmental damages but can also change the relationship between a space and its residents, as well as affect residents' quality of life. The effect of tourism planning on residents varies based on how much stakeholders such as investors, governments and tourists take residents needs into account.

Quality of life is an important indicator when discussing social sustainability. Sometimes "well-being" is used as a synonym. This indicator measures satisfaction, perceived quality of life, happiness and fulfillment in life: "Economic measures of societal development (e.g., GNP) cannot be equated with the more important indicators of development that capture subjective well-being (i.e., need satisfaction, life satisfaction, perceived QOL, happiness, or life fulfillment)."²⁰⁸ These indicators are more abstract, lacking economic bases. Some of the factors that affect quality of life are health, type of tourism, community value and welfare: "They found that cultural tourism, health, wealth, safety, and community pride (dimensions of cultural tourism) are positively related to residents' overall life satisfaction."²⁰⁹

²⁰⁷ Ibid.

²⁰⁸ Ibid., 2

²⁰⁹ Ibid.

CHAPTER 4

ANTALYA

4.1 Introduction

Development of tourism activity has an impact on the place where it occurs and the daily lives of locals. In this chapter, tourism development in Antalya is analyzed considering theoretical approaches. Then, the impacts of tourism development on the place and daily life of people are discussed considering the social sustainability concept and its indicators. To understand the impacts, it is necessary to look at tourism incentive law and plan revisions. Therefore, to understand the background, the characteristics of the city before the tourism incentive law was published are explained. Then, developments after the law will be analyzed. The revisions on tourism plans, growth in the tourism sector, changes in the economic activities, the demography of the city, and the image of the city will be analyzed according to the social sustainability concept. City governors' approaches to this issue are also considered.

4.2 Characteristics of the City

4.2.1 Location and Climate

Antalya is a city located in the southwest of Turkey in the Mediterranean region. Its center is surrounded by the Toros Mountains and there is a region of lakes in its north. There are coastal plains along the seaside and plateaus in higher regions. Antalya makes up 2.7% of Turkey's land area.

Antalya is warm and rainy in the winter season; the average winter temperature is 10°C, including nights. It is hot and dry in the summer season; the average summer temperature is 29°C. The average annual temperature is 18.5°C. The highest temperature on average is seen in July and the lowest in February. The seawater does not fall below 15-17°C, which is the lowest required for swimming.²¹⁰ Summer seasons last longer along the coastline. In the inner parts, seasonal transitions are slightly more noticeable.

²¹⁰ Kaan Kapan, and Ayşe Nur Timor. "Turizm Gelişme Modelleri Açısından Antalya Şehri.", *Türk Coğrafya Dergisi*: 53-61 (December 15, 2018), 16-17.

Forests cover 54% of the city's total lands and there are many natural beauties in Antalya, such as waterfalls, other water sources, valleys, and coasts.²¹¹ In Antalya, there are plenty of plant species in addition to Mediterranean vegetation. Changes in altitude have an effect on vegetation, temperature and precipitation.

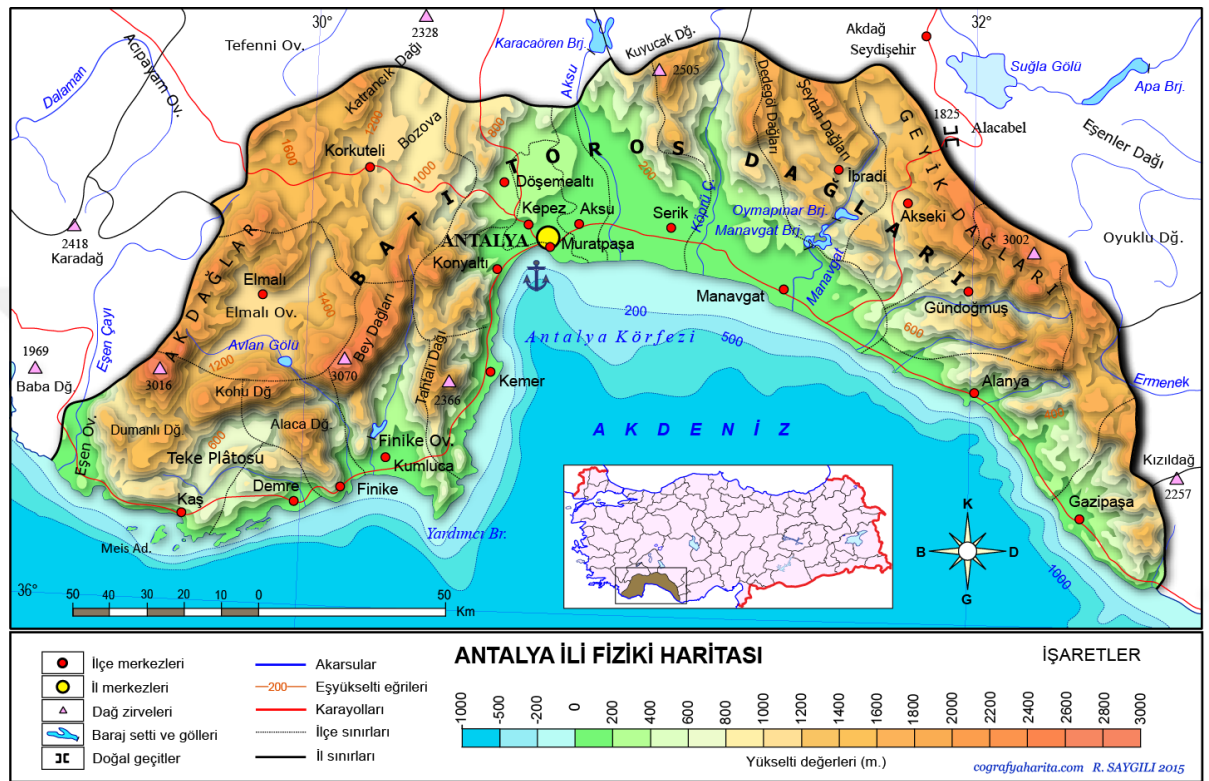


Figure 1: City Map: Antalya²¹²

4.2.2. Settlement and Governance

Human settlement in this area dates back to the ancient period. Among the historical documents which have been found in Anatolia, Antalya has the biggest share. Most of these documents are in Latin and ancient Greek.²¹³ According to the archeological remains, the oldest settlement in the area is Karain Cave. The oldest urban settlement area is Kaleiçi, whose name means 'inside of walls'. It was inhabited 2500 years ago, as its gulf provides a naturally protected harbor.²¹⁴

²¹¹ Ibid., 23

²¹² "Antalya City Map", cografyaharita.com. Accessed May 31, 2019.

²¹³ Kapan and Timor, *ibid.*, 27.

²¹⁴ Ibid.

Throughout early history, states and empires ruled the city. The walls of Kaleiçi were repaired and additions were made over time. One of the most monumental parts of the walls today is Hadrian Gate, which was built in 130 B.C.²¹⁵

The Roman Empire period started in 36 B.C. It continued until the Byzantine period which started in 395 A.D. Byzantines ruled the city until 860 A.D. Later, struggles among different powers for domination lasted until 1206. This period was ended by the seizure of the city by the Seljuk state. While the city image was dominated mostly by more churches and bells in the Byzantine period, mosques and madrasahs became more common later. The Yivli Minaret, which is a symbolic monument today, was built during the Seljuk period. It was originally transformed from the church Hagia Irene in the 6th century.²¹⁶

According to many observations that were carried out in the Seljuk period, Muslim, Jewish and Christian groups were living in distinct separated districts. After deadly events during the struggle for power among Seljuks' leaders, the separated-district structure of the city became more evident and gained importance.²¹⁷ The inner walls of the city which were built in this period are the most obvious sign of these distinctions. The distinction between the districts was most evident on Fridays because the doors of the Muslim districts were closed on this day. The number of madrasahs and mosques increased over time and Sultans started to spend winter seasons here.²¹⁸

The distinctions between the districts lead the city to have a planned settlement. The planned urban structure of the city is mentioned in different sources. Among these, Ibn Battuta says that it is among the most beautiful cities and is superior to its equivalents in terms of its order.²¹⁹

The current image of the city can be examined by considering paths, edges, districts,

²¹⁵ Ibid., 29.

²¹⁶ Ibid., 29-31-33.

²¹⁷ Ibid., 34.

²¹⁸ Ibid., 35.

²¹⁹ Ibid., 36.

nodes, and landmarks.²²⁰ Paths are the areas where there is density, the flow of people and dynamicism in the city such as pedestrian areas, streets, routes of mass transportation.

Edges are seen as parts of continuity of the paths which intersect them. In this regard, “Konyaaltı and Lara Beaches on the western and eastern ends of the city, respectively: the rocky coastal cliffs between these two beaches and Boğaçay and Aksu Streams - again on the western and eastern ends of the city respectively – are significant natural elements acting as edges.”²²¹ Konyaaltı Beaches are the closest beaches to the city center. Variants at the end of the beaches are symbolic areas. Cliffs, which are partly next to the seashore, start from here and extend to Lara district. Lara beach is located in the east of the city. Boğaçayı stream arrives at Konyaaltı beaches and its source traces back to the mountains. Aksu streams are located in the east of the city.

Districts are the places that have a unique character, which evoke common thoughts in people’s minds and defines an area instead of a road. For instance, Kaleiçi, Lara Beaches, Konyaaltı Beaches, Çakırlar, Boğaçayı are wellknown districts. Konyaaltı beaches and Lara Beaches are among the oldest beaches in Antalya. These are two of the biggest, most wellknown and densest beaches in the city. Çakırlar district is located at the shore of the mountain. This is among the top places that people visit in summer because of its cool weather.

Nodes are important places, especially in the city's transportation line. Everything which has a symbolic meaning defines or identifies a place that can be included in this. Cumhuriyet Square, Çallı, and Cliffs are among the nodes.

Landmarks are places that have features like nodes. However, these are not places, but rather historical buildings or artifacts, or a symbolic place such as stores or mountains. Clock Tower, Hadrian Gate, variants, Cumhuriyet Square, Yivli (Grooved) Minaret, Glass Pyramid, State Hospital, Antalyaspor Stadium, AKM, Liman, Tünektepe,

²²⁰ Kevin Lynch. “The image of the city.” Vol. 11. (MIT press, 1960).

²²¹ Jeroen de Vries, Richard Stiles, Veli Ortaçesme, Meryem Atik, Gabriela Maksymiuk, and Elke Mertens. "Urban Landscapes and Peri-urban Sprawl." Antalya’s Landscape (2013), 29.

Governorate, and Muratpaşa Mosque are some of Antalya's notable landmarks.

4.2.3. Population

In 1530, there were 588 houses in the city, 474 of which belonged to Muslims. Approximately 2900 people were living in the city at this time. As this number grew and to 5000, settlements were established outside of the walls as well. In 1831, the population of the city reached 35839, 5% of which was non-Muslim. This percentage of non-Muslims seems very low compared to accounts from previous times because this number includes villages and countryside. Other sources' estimates of the city population vary from 13 to 25 thousand, but it is unclear how inclusive these estimates are. It is stated that 32 thousand people, of whom 25 thousand are Muslims, were living in the city.²²²

4.2.4. Characteristics of the Population

The first census in the Republic period was conducted in 1927. At that time, the population of the city was 17365, which corresponds to 1.51% of Turkey's population at that time. This ratio did not significantly change until it increased after 1955. However, it increased to 2% in 1990, and 2.86% in 2015.²²³

Table 3 Distribution of active population according to economic activity in Antalya (Tüik, 2013) ²²⁴

	Tourism	Trade	Agriculture	Farming	Industry
1987	14,0	24,4	27,7	23,3	10
1990	16,2	28,1	24,9	22,1	7,1
2000	20,3	32,1	20,7	18,6	6,7
2012	30,4	33,5	19,5	16,0	7,0

²²² Kapan and Timor *ibid.*, 40.

²²³ *Ibid.*, 42.

²²⁴ *Ibid.*, 51.

The city has taken in various permanent migratory groups over different periods of time for a number of reasons. The most well-known of these migrations include 1500 migrants from Damietta, Egypt settling in Antalya in 1798; 500 settlers from Peloponnese in 1821; 5 thousand people from Balkans and Caucasus migrated to Antalya after the Turkey-Russia war in 1877-1878; and 8700 people were settled in Antalya between 1921-1932 because of the population exchange between Turkey and Greece.²²⁵ Since then, emigration into Antalya has decreased; but domestic migration, seasonal labor migration, and daily migration have been increasing since the 1970s. The increase in these three types of migration coincides with the period when tourism activities started in the area.

Geographical conditions of Antalya make transportation between the center and the periphery of the city difficult. Because of this, the density in the city's center is much higher than the density in the periphery. Today, many roads connect the center and periphery areas, but the density of the population is still not equally spread because of other factors such as soil productivity, surface shapes, adaptation, historical factors, and social and economic organizations. Kaleiçi and the coastline are the most populated areas, and Muratpaşa Province, which includes Kaleiçi, is the most populated province. In this area, vertical construction of connecting buildings dominant the landscape. In the summertime, the population of the city will increase by approximately 4 or 5 times.²²⁶

4.3 Literature Review

There are many studies on the development of tourism in Antalya. When tourism became the primary industry in the city, its impacts were studied across different fields. The majority of the studies covers the economic impacts of tourism. Effects of political conditions, plannings, support of the government on the tourism industry, growth, different types of tourism, tourism development in new areas, and choices of visitors are also popular issues that the studies handle. The negative impacts of tourism on the

²²⁵ Ibid., 58-59.

²²⁶ Ibid., 51-58.

environment such as green areas, coasts, and agricultural areas are studied by many scholars, followed in study popularity by the cultural impacts of tourism.

Conflict between local governments and the central government on tourism planning are considered to be an important problem for the development of the industry and city. However, common understanding between these dominant powers can also have negative impacts on the city. For example, boosting tourism at the expense of the environment could be an acceptable scenario by both dominant powers' standards. The development of mass tourism in particular harms both the environment and social conditions. It causes a decrease in green areas as well as creates spatial segregation.²²⁷ Tourism planning is identified as the main issue in many conducted studies. Tourism planning and lack of sensitivity to environmental and social issues can cause important problems.²²⁸ In short, in the literature, it is emphasized that the majority of the environmental problems stem from tourism policies and changes in the planning.²²⁹ Impacts of tourism on agricultural areas also take an important place in studies on this issue. In many studies, increases in tourism areas and decreases in agricultural areas are important.²³⁰ Proportional to the development of mass tourism, studies on economic and environmental impacts of mass tourism and problems of the industry are increasing. The most important feature of sea-sand-sun tourism is its seasonality. Therefore, it is economically efficient only in the summer season. There are many studies which focus on the improvement of the industry and spreading tourism to twelve months for the sake of better income. Alternative tourism methods and diversity of tourism activities are shown to be popular strategies in the studies. Hunting tourism, winter, mountain, and cave tourism are among these alternatives.²³¹ The main concern behind these studies is economic benefits. In addition to these, environmental concerns are also important to diversify tourism activities.²³² Most of

²²⁷ Hilal Erkuş-Öztürk, "Planning of Tourism Development: The Case of Antalya." *Anatolia* 21, no. 1 (July 2010).

²²⁸ M. Selçuk Sayan, And Yüksel Öztan. "Antalya kıyı şeridindeki turizm tesislerinin fiziksel planlama sürecinde ortaya çıkan sorunlar ve çözüm önerileri." *Tarım Bilimleri Dergisi* 6, no. 4 (2000).

²²⁹ Oytun Eylem Doğmuş. "Antalya örneğinde ulusal turizm politikalarının sorgulanması." PhD diss., DEÜ Fen Bilimleri Enstitüsü, (2010).

²³⁰ Meryem Atik, Türker Altan, And Mustafa Artar. "Turizm Ve Doğa Koruma "Güney Antalya Bölgesi": Gelişmeler Ve Sonuçları." *Akdeniz Üniversitesi Ziraat Fakültesi Dergisi* 19, no. 2 (2006).

²³¹ Cemali Sarı. "Antalya'nın alternatif turizm kaynakları, planlama yaklaşımları ve öneriler." *Mehmet Akif Ersoy Üniversitesi Eğitim Fakültesi Dergisi* 16 (2008).

²³² Sibel Mansuroğlu. "Turizm gelişmelerine yerel halkın yaklaşımlarının belirlenmesi: Akseki/Antalya örneği." *Akdeniz Üniversitesi Ziraat Fakültesi Dergisi* 19, no. 1 (2006).

the studies are on mass tourism and its impacts on the environment and community. There are many impacts of tourism in the city. Changes in the demography, urban transformation, increasing traffic, and decrease in social areas are often studied.²³³ The concept of all-inclusive tourism is frequently emphasized in the studies. There are different applications of this concept.²³⁴ Comparisons between different kinds of all-inclusive tourism, limitations of all-inclusive and ultra-inclusive concepts are in the literature.²³⁵ Impacts of different kind of tourism concepts on tourism companies and their working conditions are also in the literature.²³⁶

In many of the studies on sustainability, economic and environmental dimensions of sustainability are discussed. People's awareness, tourism investors' attention, and the government's plannings are the main subjects in these studies. Local people are aware of the importance of green areas and sustainable use of natural sources.²³⁷ Tourists' choices and habits are also paid attention to in economic studies.²³⁸ However, there is a gap in the literature on the social dimension of sustainability. Although there are studies on environmental and economic impacts of tourism, and while social and cultural impacts are also discussed to some extent, the development of tourism has not been studied in the context of the concept of social sustainability.

²³³ Ayhan Akış, Akış, Ayhan. "Turizmin kentsel gelişim üzerine etkileri: bir örnek inceleme Antalya-Türkiye." *Doğu Coğrafya Dergisi* 16, no. 25 (2011).

²³⁴ Ayhan Akis. "The effects of mass tourism: A case study from Manavgat (Antalya-Turkey)." *Procedia-Social and Behavioral Sciences* 19 (2011)

²³⁵ M. Mithat Üner, Alptekin Sökmen, and Deniz Güler. "Her şey dahil sisteminde farklı uygulamalar ve Antalya ölçeğinde bir araştırma." *Anatolia: Turizm Araştırmaları Dergisi* 18, no. 1 (2007).

²³⁶ M. Mithat Üner, Alptekin Sökmen, and İbrahim Birkan. "Türkiye'de Her Şey Dahil Uygulamasının Konaklama İşletmeleri Üzerindeki Etkisi: Antalya Örneği." *Anatolia: Turizm Araştırmaları Dergisi* 17, no. 1 (2006).

²³⁷ S. Mansuroğlu., O. Karagüzel, and M. Atik. "Environmental Awareness Level in Antalya City (Turkey) and It's Relations With Socio-Economic Characteristics." *Akdeniz Üniversitesi Ziraat Fakültesi Dergisi* 21, no. 2 (2008).

²³⁸ Betül Garda, and Süleyman Karaçor. Garda, Betül, and Süleyman Karaçor. "Yeni Turistik Eğilimler: Antalya İli Örneği/New Touristic Tendency: A Sample Of Antalya." *Yonetim ve Ekonomi* 23, no. 3 (2016).

4.4 Urban and Tourism Development



Figure 2: City Map: Antalya²³⁹

As in many other cities, spatial development was accelerated after the 1950s in Antalya. This development coincided with when investments in the city began. Firstly, Antbirlük (cotton processing), weaving factory, ferrokrom (ferrochrome), and power plant were established. Industrial investments were made in the agriculture-based industry.²⁴⁰ The mentioned institutions are still used as symbolic areas in the city.

The first urban plan was prepared by the General Directorate of İller Bankası (Provincial Bank) in 1957. This plan included Kaleiçi, Bahçelievler, Şampol, and Yenikapı districts. While the development strategy includes social areas, population growth was not mentioned in this plan.²⁴¹ That gives an idea about the expectations on the development of the city. One of the shortcomings in this planning – probably the most important- is that the unique characteristics of the city and the climate were not considered.²⁴² Therefore, plans and laws for these values have been the forerunners of the growth of unplanned urbanization in following periods.

The mentioned districts, Bahçelievler, Şampol, and Yenikapı, are located near

²³⁹ Antalya City Map, *ibid.*

²⁴⁰ Ebru Manavoğlu, Manavoğlu, E. "Antalya Kenti'nin Geçmişten Günümüze Mekansal Gelişimi ve Planlama Çalışmalarının Değerlendirilmesi." *Şehir Plancıları Odası Dergisi* 46, no. 2 (2009), 20.

²⁴¹ *Ibid.*, 21

²⁴² *Ibid.*

Kaleiçi. City development was focused on Kaleiçi centered until the 1950s development. The multi-party life and the state's resettlement plans to regulate taxes were motivators of these spatial changes. As a matter of fact, the migration from rural to urban areas started and the first shanty settlements emerged in this period.

In the sixties, the population of Antalya increased from 50000 to 95000 (see Appendix A). This situation necessitated a new master plan because the increasing population was not settled in a planned way and was causing the growth of slum neighborhoods.

There were several attempts in the 1960s and the 1970s to introduce various cultural activities. The most important activity was the Antalya Film Festival, which still remains as one of the most important festivals in Turkey. It was organized in 1961 for the first time. In the 1970s, Antalya began to invest and build its current major attractions such as the casino, which was built at the highest point of Bey Mountains; the Saklıkent Skii Center; and the Talya Hotel. Additionally, the facilities, festivals, fairs, and exhibitions, as well as regular flights, created a basis for tourism.²⁴³

By the 1980s, the number of shanties exceeded 10000.²⁴⁴ Shantytowns were expanded to Muratpaşa District, then to the Ahatlı, Kepezaltı, and Göçerler districts. The shanties were illegally built to meet the housing needs of those who migrated from villages to the city. These buildings were then legalized by zoning amnesties and transformed by adding extra floors, among other alterations.²⁴⁵

Another city plan was prepared in 1978, after the city plan in 1969. The new plan was prepared by field investigation. It included some key plans that would affect the future of Antalya, including preserving the agricultural areas in the east and directing the development areas to the west, defining Lara coastline as a natural site, and limiting the settlement between Old Lara Road and the coast by giving limited permission to touristic facilities in certain areas. Additionally, the prohibition of settlement in certain areas was enforced to prevent contamination of water sources. Marketplaces, Organized Industrial Zone, Trade Center Administrative Center, Intercity Bus Station,

²⁴³ Kapan and Timor, *ibid.*, 57

²⁴⁴ Manavoğlu, *Ibid.*, 22

²⁴⁵ *Ibid.*

Slaughterhouse, airport, and port for future needs were included in the plan.²⁴⁶

Antalya was declared a tourism area in 1974 and a plan was prepared in 1977. Changes in the city were visible in by the 1980s. This declaration and related developments caused rapid construction demand. Also, the trend of “having an apartment in the city” affected city construction. Thus, new settlements were allowed in new areas. The population of the city exceeded 170000 by 1980.²⁴⁷

The South Antalya Tourism Plan covered 75 km of the coastline, from the city to Olympos. The center of this plan was the city center and Kemer was determined as a supporting area.²⁴⁸ The roads built in Antalya in the 1970s are still the city’s main roads, today. City planning of Antalya in the 1970s determined the ways in which the city expanded between the port and airport and influenced the city’s current conditions.

By 1985, the expected 2015 population was 1 million people. In 1992, it was re-estimated as 1.5 million for 2010, this increase in population can be reasonably attributed to the spread of tourism in the area. This supports the idea that it is very difficult to examine the development of Antalya apart from its tourism because the ways in which it transformed from an agriculture-based economy to a tourist city greatly influenced its development.

4.5 The 1980s

The primary sector was agriculture in the 1980s. Industrial investments depended on agriculture. The rural population was high. The service industry was the second biggest sector. Social and personal services were prominent. With the introduction of tourism, sectorial diversity increased. Tourism became the third biggest industry in that period. Still, the agriculture and services industries had a share of 81%. By the 1990s, the share of the agricultural sector decreased, while tourism and trade increased by 165%. In addition to these sectors, the construction sector started to develop as the fourth biggest

²⁴⁶ Ibid.

²⁴⁷ Ibid.

²⁴⁸ Hilal Erkuş-Öztürk. Ibid., 112.

sector.²⁴⁹

Antalya was developed by government investments in agriculture-based industry and other areas until the 1980s. With regards to tourism in the 1970s and first half of the 1980s, there was “holistic, comprehensive planning logic, the balance between use and conservation and economy-development”, while it was seen as more related to political and economic dynamics.²⁵⁰ From that time on, private investments for tourism were encouraged and supported. For this purpose, renting of the coasts and other infrastructure supports, discounts in the VAT, facility supply and bureaucratic supports were provided.

Turkey began to prepare a five-year development plan starting from 1963. This plan was intended to strengthen tourism industry, mainly to ensure economic development. In 1963, the Ministry of Tourism and Promotion was established. This ministry set out to promote places with tourism potential. At this time, the coastline was given importance from Çanakkale to Mersin, and the idea of developing these regions was adopted. In the following years, these areas would be transformed into tourism development zones.²⁵¹ In the 1980s, tourism was seen as a reasonable tool to create the import and export balance. In these years, privatization started and money entry and cash flow became more important. Mass tourism and links to tour operators gained importance. Tourism planning aimed to contribute to the economy by state authority and related ministries and to support private initiatives in this context.²⁵²

It can be claimed that there was no tourism in the 1960s in Antalya. If anybody came to the city, he or she had to live with locals. Ninety-seven tourists came in 1954. The number of tourists was 11 in 1955, 246 in 1956, 198 in 1957 and 208 in 1958.²⁵³ There were two beaches in the city at that time: Konyaaltı Beach and Lara Beach. The former is the closest beach to the city center and is easily accessible. To increase the use of the beaches, tents were set up in summer seasons. From the 1950s to the 1980s, the

²⁴⁹ Manavoğlu, *Ibid.*

²⁵⁰ Elçin Barın. “Changing Tourism Planning Framework From Holistic Comprehensive Planning To Market-Led Partial Development: The Case Of South Antalya Tourism Area”, PhD diss., Middle East Technical University, (2014), 108.

²⁵¹ Hilal Erkuş-Öztürk. *Ibid.*, 112.

²⁵² *Ibid.*, 109.

²⁵³ Kapan and Timor. *Ibid.*, 55.

development was more oriented toward the improvement of social life. The investments made were in entertainment, recreational and cultural areas where people could come together. Antalya Museum and Atatürk Park were opened in the 1970s.

The most important development that determined the progress of tourism was the Tourism Incentive Law. Antalya was designated as a tourism development area. There were attempts to increase tourism in the 1970s, but difficulties such as infrastructure problems, and economic deficiencies prevented progress in this area. However, the Tourism Incentive Law had many attractive components such as state-provided solutions to many infrastructure problems, tax deductions, provision of basic needs such as electricity and water, removal of bureaucratic obstacles and land allocation.²⁵⁴

The Tourism Incentive Law was mass tourism-oriented. Its first aim was to increase the number of tourists. (see Appendix C). Spatial planning was developed in this regard. Tourism zones, areas and centers to have planned, inclusive and efficient tourism, were designated.²⁵⁵

In brief, the main aim of the Tourism Incentive law No. 2634 is to accelerate mass tourism development. This Law appropriated State-owned land for tourism development, reduced bureaucratic formalities for tourism investors, relaxed restrictions on the employment of foreigners in the tourism sector, and introduced vocational education and training development projects. These incentives were given to tourism investments that took place in tourism regions, tourism zones and tourism centers as determined by the law. So, the law envisaged tourism investments to be channeled to priority zones that foster spatial concentration in tourism development.²⁵⁶

A significant increase in the number of investments was observed in the 1980s. The number of beds in hotels increased, which is considered a primary indicator of developments in the tourism industry. Infrastructure investments did not only increase the number of hotels or touristic facilities, but also entertainment areas and restaurants. This resulted in privatization in public spaces.

In the 1990s, with the impact of Tourism Incentive law, the role of the private sector rise in tourism development while the public sector left pilot and

²⁵⁴ Erkuş-Öztürk, *ibid.*, 109.

²⁵⁵ Barın, *ibid.*, 66.

²⁵⁶ Tosun, 2001: 291; Göymen, 2000: 1033 in Barın, *ibid.*, 68.

sample tourism investment role. Following this policy, state-owned tourism facilities (TURBAN) were decided to be privatized in this period.²⁵⁷

One of the critical decisions taken in the 1980s was the reduction of protected areas. While there was originally 135 meters of natural protected areas, this later decreased to 35 meters. This situation led to an increase in housing construction rather than tourism. The first tourism plan was important in terms of preserving protected areas. Agricultural areas were also preserved. It could be said that the plan was protectionist. However, lots of changes in planning were observed in the 1980s. The narrowing of protected areas and construction without maximum height limit not only caused an increase in touristic use, but also an expansion of settlements to these areas. The most prominent areas in this regard were the cliffs in the Lara region with the high and side-by-side buildings.²⁵⁸ Therefore, natural sites or protected areas were stuck with the expansion of the city. The changes in the plans that were made during this period later constituted an undesirable image of the city that would not be possible to change later.²⁵⁹ Toward the end of the 1980s, the city's physical changes and environmental degradation began to attract attention. Water resources, green areas and coasts were the most affected areas. Conservation of nature and history, the visual image of the city and equal access to the public areas are important for social sustainability. By decreasing the size of site areas, access to the coast becomes more difficult, natural sources are destroyed for economic concerns, and the landscape of the city changes. Moreover, this increases density in the coastline.

The projected number of population for 2000 was 650.000 according to the plan revision made in 1994. In 1992, the population was projected to reach 1.5 million by 2010 and accordingly, settlement and expansion areas were determined along with new planning for public places. At the same time, it was considered more suitable if the settlements spread toward the northern part of the city, which was less agriculturally efficient.²⁶⁰ As long as investments in tourism continue, population growth increases. This results in revisions in each period. Uncontrolled growth causes unplanned expansion and a decrease in safety in the city. It also brings new regulations

²⁵⁷ Tezcan, 2004: 72 in Tosun, 2001: 291; Göymen, 2000: 1033 in Barın, *ibid.*, 69.

²⁵⁸ Manavoğlu, *ibid.*, 26.

²⁵⁹ *Ibid.*, 25.

²⁶⁰ *Ibid.*

and new working conditions to the labor market. The new investment area attracts more people but also changes demography.

The development of touristic facilities, hotels and other touristic businesses was incompatible with the texture of the city. Reduction in the size of protected areas continued and settlements expanded, especially in coastal areas. All of these occurrences led to unplanned growth. Especially in the Lara district, touristic facilities were intertwined with the shore. This resulted in a decrease in green areas. It also caused an increase in several touristic facilities, residential areas and pressure on the coast. Predictably, green areas and agricultural areas decreased in this process.²⁶¹

There are two reasons behind the changes in tourism plans: political and economic reasons.

In terms of political aspects, respondents claimed that tourism policies have become insufficient to direct and convince tourism investors to apply the plans. That caused demand of tourism investors have become very effective in tourism plans. Moreover, economic aspects are also effective in changing the aims of tourism plans. According to the results, respondents claimed that tourism planning has become a tool of economic rent, thus aims of tourism planning started to prioritize economic aspects by focusing on partial planning logic.²⁶²

The effects of tourism investors' demands would be more influential in the next decades. Already, in the first period of tourism incentive, tourism affected environmental issues and quality of place. Mass tourism was the main type of tourism. While infrastructure developments increased the quality of life at the beginning, it also had negative impacts on other issues in the following periods. Expansion of tourism areas showed that tourism had the potential to impact the continuity of space. The most important indicator of this impact was the decrease in size of site areas.

4.6 The 1990s

Antalya had the highest population growth rate in Turkey in the 1990s. The two most important reasons for this situation were its increase in job opportunities and suitability for investment. Hence, in the 1990s rapid urban growth continued.²⁶³ This period was

²⁶¹ Kapan and Timor, *ibid.*

²⁶² Barın, *ibid.*, 172.

²⁶³ Kapan and Timor, *ibid.*, 59.

also important in terms of new approaches to tourism. Tourism diversity appeared on the agenda, and environmental sensitivity increased. In this period, strategies to go beyond sea-and-sun tourism, provide environmental sustainability and offer tourism opportunities to the locals were developed.²⁶⁴

Due to the rapid development of tourism, it became the main sector. The development plans of the city were made on the axis of this. Agriculture was the primary sector and the service industry was the secondary sector until the 1990s.

The number of tourists also grew rapidly in this period. While it was 4,903 in 1980, it grew to 826,027 in 1990. (see Appendix C). Tourism became the primary sector as a result of its rapid growth. The development plans of the city became tourism-centered. Before the 1980s, agriculture and service industry were the primary and secondary sectors (See Table 4.1).

Factors such as rapid growth in tourism, population growth, increase in employment and housing demand caused urbanization problems. In the 1990s, these problems were visible and discussed. The problems with transportation, the environment and urban issues came into the fore. Automobile usage also became widespread in this period. All of these practices accelerated the development of the city and provided diversity and differentiation.²⁶⁵

The municipality of Antalya became a metropolitan municipality in 1994 due to its growing population. Consequently, it started to get more financial support from the central government and more managerial rights over the city. The districts of Muratpaşa, Kepez and Konyaaltı became the main municipalities under the metropolitan municipality.

The projected population was about 1.6 million for 2015 according to the plan revision in 1995. Accordingly, issues such as infrastructure and population balance, opening agricultural areas to residential buildings and transportation problems came to the fore in planning. However, the plan was canceled by jurisdiction due to various deficiencies

²⁶⁴ Barın, *ibid.*, 69.

²⁶⁵ Kapan and Timor, *ibid.*, 59.

in planning and objections. It was subsequently revised and accepted.²⁶⁶

In this period, tourist numbers increased and the population also increased. The balance between different sectors changed. The 1990s was a period in which the tourism industry gained power, and the demography of the city changed accordingly. Tourism planning was updated considering the growth in the sector, but the impacts of increasing tourist or migration numbers was not analyzed. In the 1990s, sustainability was on the agenda of many countries experiencing mass tourism, such as Spain and Norway. In Turkey, it was not even discussed.

4.7 The 2000s

The majority of tourists coming in the period of tourism development were from Russia. Many studies related to Russian tourists were conducted in this period. The number of foreigners who settled in Antalya increased. Russians were the highest population among them. While the majority of the foreign population consisted of young people and women, the most important reason for the migration was job opportunities. According to studies, migrants usually learned Turkish to adapt to society and establish solidarity with each other through establishing associations. As a result of increasing demand, a Russian school was established in 2000 by a Russian investor. The school, in which most of the teachers were from Russia, gave education in Russian and offered Turkish and English as foreign languages.

The effects of tourism were becoming apparent in the social order. The need for the revival of social life was met by tourism income. At the same time, infrastructure and superstructure were developed. On the other hand, cultural identity started to disappear and the density of the population started to increase. Dependency on tourism increased.²⁶⁷

Tourism was the most important economic activity in the 2000s. It had a strong effect on the sustainability of many sectors. Therefore, the possible effects of problems occurring in the tourism sector on the other sectors created a need to increase the

²⁶⁶ Manavođlu, *ibid.*, 26.

²⁶⁷ *Ibid.*, 198.

diversity of tourism activities.²⁶⁸ However, this was not reflected in the distribution of visitors to different kinds of accommodations, which showed that tourists were not choosing only five-star and all-in-one offers. (see Appendix F). Mass tourism and the dominance of one kind of tourism destroyed the space. While all-inclusive holidays resulted in low tourist satisfaction, they also resulted in more commercialization and social segregation in the space, both of which were against social sustainability.

The primary goal in this regard was to expand the tourism season to the whole year and develop alternative tourism activities. However, the first goal has still not been accomplished. While the average occupancy rate of the hotels was 75% on average in the summer season, it was 40% in the winter season.²⁶⁹ The situation is the same when it comes to diversity in tourism types considering the crisis between Turkey and Russia in 2016. While the number of Russian tourists was 2.800.000 in 2015, it decreased to 486.000 in the following year. It then increased to 3.796.000 in the next year.[8] Diversity of visitors makes tourism activity more reliable as opposed to the dominance of certain tourists. On the other hand, less diversity means that there is also a direct cultural impact of tourism on the destination, because tourism services become more oriented toward certain tourism markets, in this case Russia. This feature of tourism in Antalya has negative impacts on social sustainability from two perspectives. First, it has cultural impacts, and second, economic fluctuations in the industry may have more effects on daily life.

In 2003, there were some important changes in Tourism Law No. 4957. Culture and tourism development regions and tourism centers took the place of hierarchical classifications, which included tourism zones, tourism facilities and tourism centers. In addition to this, the mapping involved 1/5000m plans, which was more detailed than before.

Since the Tourism Incentive Law was published, 270 tourism centers and culture and tourism development areas have been declared. Among these areas and centers, 30 were in Antalya, which had the highest portion. Following Antalya, 19 were in Muğla

²⁶⁸ Ibid., 59.

²⁶⁹ Ibid.

and İstanbul. Considering that the total number was 52 by 1990 and 128 by 2000, one can see that there was a rapid increase in the 2000s.²⁷⁰ The fact that 30 of them were in Antalya makes the city stand out. (See Appendix H).

The most effective tool to develop tourism in Tourism Centers and CTPDRs is the land allocation instrument which is the method for tourism investors to acquire land use rights from the government. Since 1985, 411 publicly owned lands have been allocated to tourism investors and Antalya is again in a leading position with 266 allocations.²⁷¹

The size of the metropolitan municipality was expanded in 2004 by the law, and the surrounding municipalities were connected to it. In this process, sub-municipalities have also taken new responsibilities. During this period, urban transformation activities were increased in the city center and shantytowns. Kaleiçi was taken under protection, and transportation investments were continued without scientific studies. This resulted in acceleration of the expansion of the city.²⁷² It is still the fact that many governmental institutions are effective in planning while there is no coordination among them.²⁷³

In the same period, the tourism development plan was developed for Side, Kemer and Belek. Bed capacity was 12 thousand in the plan; today it exceeds 50 thousand.²⁷⁴ In 2000, Kemer had the biggest area, which was planned for tourism with the establishment of 77 areas. This number was 45 in Side, 41 in Belek, 8 in Alanya, 6 in Demre, and was 16 in the city center.²⁷⁵ (T.C. Turizm Bakanligi 2000). Later on, the whole coastline was included in the tourism plans. Tourist numbers have increased accordingly. (see Appendix G). Unplanned growth decreases the quality of the place because it means that the limits in the plans are exceeded. While the plans are supporting tourism development, exceeding the limits has negative impacts on the quality of place. Also, environmental effects are increasing. (See indicators 3 and 4 in chapter 2).

In addition to expanding tourism by law, in practice, there was more tolerance of

²⁷⁰ Barın, *ibid.*, 75-76

²⁷¹ Tezcan, 2004: 72 in Tosun, 2001: 291; Göymen, 2000: 1033 in Barın, *ibid.*, 77

²⁷² Manavoğlu, *ibid.*, 27.

²⁷³ *Ibid.*, 28.

²⁷⁴ Erkuş-Öztürk, *ibid.*, 114.

²⁷⁵ *Ibid.*, 115.

tourism investors. A bureaucrat who was a project manager in the ministry of Tourism and Promotion said, “If I put one more floor and more beds, I would make the government earn more money: “why do you put a block before me” asks the man. We, indeed, did not achieve to persuade him, we did not give a logical reply to him on behalf of the Ministry.”

A city planner said about the developments in Tekirova that, “The economic concerns are highlighted much. Today, it is a place with no access to the shore. We would have wanted pedestrian axes over there.”²⁷⁶ It became difficult for residents to reach beaches since land allocations started. “As a result of land allocations, there have been sustained pressures on South Antalya coast for development, including tourism facilities. Some of these developments have reduced opportunities for coastal access and enjoyment. In other words, economic uses of the coast have gained priority while social and leisure uses of the coast have lost its importance.” According to a bureaucrat working for the ministry, “In an allocated area, there is no accessibility for the other citizens to the coast. This is arising from the all-inclusive concept.”²⁷⁷ As was previously mentioned, tourism type is critical to the effects of tourism on quality of life. This is the most evident example of this impact. Tourism areas expanded to the extent that the residents do not have any access to the shores. (See indicator quality of life in chapter 2).

In 2006, the economy was dependent on tourism, trade and agriculture. According to ACCI (Antalya Chamber of Commerce and Industry), the distribution of their membership by industry in their branches was as follows: 60% in trade, 17% in construction, 17% in touristic service and 15% in industry or production-oriented sectors. Bed capacity was about 400 thousand, which was the highest number at that time. Forty percent of the tourists in Turkey visited Antalya. The amount of investments in tourism was about 30 billion dollars, and the contribution of the tourism sector in Antalya to Turkey’s economy was about 5 billion dollars per year.²⁷⁸ In addition to tourism, Antalya was also a leading agricultural center with its suitable ecology. It was the most important city in Turkey in terms of greenhouse production.

²⁷⁶ Barın, *ibid.*, 173.

²⁷⁷ *Ibid.*, 178.

²⁷⁸ Stratejik Plan 2007-2011, 27.

Hence, it was a vegetable and fruit supplier for many regions of the country in all four seasons. It also had the highest share of fruit production in Turkey. The export of vegetables and fruits and the export of cut flowers were among the important sources of income for the province. Exports of agricultural products such as fruits, vegetables and flowers in Antalya brought 80 million dollars in 2002.²⁷⁹

In the ninth development plan, one of the most important updates was: “In the social side of the development plan, the government is planning to establish provincial tourism councils including representatives from the central government, local authorities, and NGOs to take decisions and make policies.”²⁸⁰ In addition to this, incentives for health tourism, thermal tourism, winter tourism, ecotourism, golf tourism and sports tourism were mentioned in another update published in 2008. The motivation behind diversifying tourism activities was to make tourism year-round so, it could be more economically sustainable. On the other hand, this sustainability did not address social or environmental issues. For instance, golf courses were built over camping areas that were mostly used by the locals. However, golf tourism would bring more money than camping areas.

There have also been changes in the daily use of the areas. Daily use is defined in two ways. Firstly, it is a leisure and recreation area, and secondly, it is an eating, drinking and entertainment area. The first one refers to planners’ aims, but the plans today transform the daily use areas to economic gains for tourism investors.²⁸¹ The size of camping areas is decreasing because golf courses are replacing them. The biggest reason for the decrease in camping areas is their economic disadvantage, but on the other hand, they are mostly preferred by the locals. It is said that, “In a region in-so-much demanded, it economically benefits more to convert it into a touristic facility.” Besides, “it can be claimed that loss of camping areas from a land-use perspective is based on demands of tourism investors and tourist. Thus, recent plans approved in the 2000s supported considerable tourism facilities as an economic generator activity instead of proposing suitable alternative sites be zoned camping areas.”²⁸² Although

²⁷⁹ Ibid.

²⁸⁰ Kültür ve Turizm Bakanlığı, 2007, 7 in Barın, *ibid.*, 73

²⁸¹ Barın, *ibid.*, 121

²⁸² Ibid.

golf courses were not in tourism planning at first, they were later included. Participants stated that golf tourism was a tool to diversify tourism.²⁸³

In short, progress in tourism policies in the 2000s were as follows:

In the last decade tourism policy focused on economic growth in terms of increasing the number of tourists, increasing the tourism revenues per capita, increasing the quality of services and tourism facilities: diversifying the marketing channels, diversifying tourism facilities based on competitive, sustainable, and protected natural sources.²⁸⁴

However, the developments in this same period did not correspond with the aims of protecting the environment and diversifying tourism.

4.8 Tourism Today

Antalya has various advantages in terms of touristic features. There are plenty of natural and human sources and a wide range of accommodation choices. It can be reached by airlines, seaway, and highway. The city, which is near the Mediterranean, spreads over an area that includes waterfalls, caves, national parks, natural seating areas, a ski resort, a sky observation center, and city parks. Considering the human resources, Kaleiçi houses historical artifacts in the same area. Antique cities and local foods are coming to the fore.²⁸⁵

As in the past, tourism activity is more central government-oriented in terms of planning. While the main concern is to meet the government's objectives and related ministries' such as culture and tourism, municipalities and entrepreneurs also take responsibility for applying the decisions. Hence, conflicts between these stakeholders in the organization emerge. This situation leads to municipalities becoming weak in terms of financial conditions and qualified employees because the government-centered system takes economic benefits more into consideration, while residents cannot be involved in the process of tourism development and there is lack of

²⁸³ Ibid., 127.

²⁸⁴ Ibid., 74.

²⁸⁵ Kapan and Timor, *ibid.*, 121.

flexibility of the political decisions. Local governments' plans to meet residents' demands may conflict with spatial planning in the plans of the central government or may adversely affect the budget.²⁸⁶ Decisions of the central government make it difficult for different stakeholders to enter the decision-making mechanism in tourism. It causes planning problems and lack of representation. The conflict between the central government and local government is one of the most important reasons behind the failure of implementing social sustainability plans.

Antalya is at the top in Turkey in terms of the nights spent, bed capacity, and number of tourism companies. It is very determined that the city is designated as a tourism development zone. Accordingly, 60% of tourism investments were also made here.²⁸⁷

Tourism has various positive and negative effects on the city and residents' lives. The revival of the economy, the increase in basic education level and the increase of the workforce are among the positive effects. On the other hand, the emergence of new settlement areas, deterioration of natural geographic view, decrease of spatial dependence and decrease of village and rural areas are the negative impacts of tourism on the population.²⁸⁸

Tourism opens up new working areas and job opportunities in the labor market, creating the need for knowledgeable, language-qualified people. At the same time, tourism provides economic diversification and enables underdeveloped regions to develop. However, the employment areas can be seasonal or can bring the unskilled labor force forward. It also leads to the reduction of labor in the traditional sense, and economic inequality.²⁸⁹

Today, one of the biggest problems in Antalya is the subject of the development plan. Problems in infrastructure and transportation are also important. Socio-cultural

²⁸⁶ Erkuş-Öztürk, *ibid.*, 110.

²⁸⁷ *Ibid.*, 111.

²⁸⁸ Kapan and Timor, *ibid.*, 196.

²⁸⁹ *Ibid.*, 197.

problems and the physical image of the city are other problems.²⁹⁰

Tourism has an economic impact in many areas. These are as follows:

Through investments:

- Development of infrastructure, accommodation, and service facilities,
- Government and local community earnings,
- Impact on employment outside the sector due to its relationship with agriculture and industry and
- Positive economic impacts due to the impact of competition and inter-sectorial relations.

Also:

- Imports (mostly observed in the early years of tourism),
- The rise in the inflation rate (excessive demand causes inflation),
- Opportunity cost relationship cost (becoming a single sector over time) and
- Seasonal changes.²⁹¹

It was revealed that the tourism type formed in Antalya caused environmental problems over time. Mass tourism and the number of large hotels have increased, and as a result, the tourism industry became dependent on tourism operators. This also has led to over-commercialization, especially in coastal areas. The existence of only economic concerns created a situation where there was no environmental concern.²⁹² Environmental sensitivity is also another indicator of social sustainability. Lack of that concern has a huge impact on daily life. (see indicator 4, in chapter 2).

Environmental impacts of tourism include visual uniformity. This results in the fact that the architecture of the touristic areas is independent of the urban fabric but similar to those of the global examples. The distinctiveness of place is one of the most important features of the sense of place. Visual uniformity removes the distinctiveness and makes the place ordinary. (see indicator sense of place, in chapter 2).

²⁹⁰ Ayhan Akış. "Turizmin kentsel gelişim üzerine etkileri: bir örnek inceleme Antalya-Türkiye." *Doğu Coğrafya Dergisi* 16, no. 25 (2011), 199.

²⁹¹ Kapan and Timor, *ibid.*, 176-183.

²⁹² Erkuş-Öztürk, *ibid.* 119.

Because tourism causes water and sea pollution and environmental pollution, it is seen as the second most remarkable environmental effect. Its effects on employment, prosperity and natural beauty cause population mobility problems. This leads to problems such as traffic jams, noise pollution, and rapid urbanization. Another negative effect is air pollution, which is caused by this process. At the same time, the quality of water declines.²⁹³

As for social and cultural influences, tourism has effects on population, labor force, social order, individual and family relations, cultural and natural resources.

If tourism is happening independent from the social environment, segregation occurs. Hence, it is becoming a holiday or leisure package, which is called the all-inclusive package. The most important examples of this are the hotels in the Kundu region in Muratpaşa and in the Belek region. Hotels in these regions are separated from the city in a social and spatial sense. These regions are particularly appealing to high-income tourists. The development of these regions is already planned for a competitive income.²⁹⁴ The segregation causes a decrease in community pride. Residents stay as second-class people in the area. This segregation also limits their practices and use of space. This kind of development has negative impacts on both senses of place and quality of life. (see indicators sense of place and quality of life, in chapter 2).

4.9 Changes in Tourism Planning and Social Sustainability

There are different stakeholders in tourism in a city. Tourists, workers in the industry, investors, residents, and city governors are the main stakeholders. The latter's decisions are very critical over the others for the progress of tourism. Therefore, city managers' attitudes toward tourism show how much social sustainability considered in the planning. Participation of other stakeholders such as tourism managers and residents in tourism planning depends on city managers. City governors, city mayors, ministers of tourism and culture, and other higher government members are those who make decisions on tourism. Sometimes, aims or privileges of local governors and

²⁹³ Kapan and Timor, *ibid.*, 187-195.

²⁹⁴ Erkuş-Öztürk, *ibid.*, 116..

higher government members may conflict, but usually both parts have more economic concerns and they work together with tourism managers.

There are many studies about tourism in Antalya, but these studies are mostly about the efficiency of tourism activities or development plans. In addition to these, there are also studies that were conducted on a small scale about the residents' happiness, cultural changes in the area, and environmental impacts. The aim of these studies is to look at tourism development in the context of the concept of social sustainability. To understand the existence of social sustainability there are indicators to be considered. At the beginning of these indicators, the participation of different stakeholders such as residents, tourism planners or city managers, tourism investors, and tourists come first. Considering the literature review, people are not aware of social sustainability in the first place. They are more concerned with the opportunities provided by tourism sector. The community gives importance to the development of tourism but they would prefer foreign tourists instead of local tourists, although the number of local tourists is lower than foreign tourists. The reason behind this is that the foreigners seem more conscious and environmentally-sensitive than the locals. People are not satisfied with the local tourists and they benefit more from foreigners. The main reason behind this that is the number of social events such as concerts and festivals, as well as living standards, increase as long as tourists visit the city.²⁹⁵

There is no single NGO that is working on residents' rights or referring to the concept of social sustainability. For instance, while people think that there are environmental impacts of tourism, there is no widespread knowledge of NGO activities on this issue. Anyway, the development of tourism is important for the city according to residents. However, the reactions show differences between different age groups. Especially elderly people usually mention the differences between now and old times.²⁹⁶ Tourism investors and city managers measure tourists' happiness. Two other stakeholders, city governors and tourism investors, are the most effective on decisions about tourism activities. Interviewing is not considered to do this study because, according to the literature review, people are asking more about tourism and elderly people's reactions

²⁹⁵ İsmail Kervankiran, and Erkan Bulut. "Antalya ili turizminin gelişimini ve etkilerini yerel halk nasıl değerlendirmektedir?", *Türk Coğrafya Dergisi* 65 (2015), 40.

²⁹⁶ *Ibid.*, 41

are more about the “old good days”. This study takes planning and residents' participation into consideration. To do that, planning, press releases and the literature are used.

Menderes Türel, the previous city mayor, governed Antalya for two periods, from 2004 to 2009, and from 2014 to 2019. Currently, the city's mayor is Muhittin Böcek, who was elected in March 2019. Former and current city mayors and city governors' concerns about tourism are its development. As it is the biggest sector in the city, sometimes attention to tourism comes before everything else. Even the city can be defined in terms of tourism. Türel once said that, “tourism facilities are five-star facilities but the city was a one-star city when I was head of Antalya Chamber of Commerce and Industry (ACCI). Then we increased it to the three-star city between 2004 and 2009. Now we want to make it a five-star city. At that time in Antalya, the volume of the economy will be bigger”.²⁹⁷ This expression shows how much tourism has an impact on the city. Everything is considered in terms of touristic values.

In 2018, tourism season started in March and, thus, tourism season was increased to eight months in a year, which was five before. Upon that, Türel said in a tourism congress that, “our aim should be to spread tourism to twelve months and host 20 million tourists”. Tourism incomes are not increasing parallel to tourist numbers. This is also emphasized in different speeches. Also, there was a decrease in tourist numbers after 2016. Antalya Metropolitan Municipality supported the sector in different ways in this period. Now, it is the municipality's objective to increase the income along with increasing tourist numbers. While the increase in tourist numbers and income receive much attention, anything related to the concept of social sustainability is not mentioned.²⁹⁸ The number of visitors is an important indicator of social sustainability. If the number of visitors per number of locals is not considered while there are attempts to grow, there will be negative impacts on the happiness of the society (see indicator

²⁹⁷ "Antalya'yı 5 Yıldızlı şehir Yapacağız' Dedi, Projelerini Anlattı." Turizm Güncel - Turizm Haberleri - Turizm Gazetesi. Accessed May 28, 2019. <https://www.turizmguncel.com/haber/antalya-yi-5-yildizli-sehir-yapacagiz'-dedi-projelerini-anlatti-h27760.html>

²⁹⁸ Türel: "Hedefimiz Sezonu 12 Aya Yaymak, 20 Milyon Turist Ağdırlamak Olmalı" Antalya Büyükşehir Belediyesi, Accessed May 28, 2019. <http://antalya.bel.tr/haberler/turel-hedefimiz-sezonu-12-aya-yaymak-20-milyon-turist-agirlamak-olmali>

2, in chapter 2).

Sustainability in tourism is seen as sustainable income and continuity of tourism throughout the whole year. The city mayor, governor and tourism managers emphasize this in their talks. The minister of culture and tourism gave a speech and said that initially the aim was to host 50 million tourists in 2023, but the aim was increased to 70 million. Antalya's portion to reach this number should be 20-25 million. Because Antalya is the capital of tourism in Turkey and one in three tourists first arrive at Antalya, tourism has a strategic position in the government's planning.²⁹⁹ However, there is no explanation about the motivation behind this increase. There are only two points in the speech: an increase in the number of tourists and an increase in income.

The city governor said that, "everybody who lives in Antalya should know that this is a touristic city and the main carrier of this city is tourism. If we cannot have each resident as part of tourism, we cannot succeed in tourism development." By saying this, the governor expressed that tourism should be spread everywhere in the city. The city aims to host 70 million tourists in 2023, an increase from 50 million in the beginning, and at the same time, it also aims to increase the income to 70 billion dollars. In 2018, the growth rate was 30%. This year again it aims to reach a 20-25% increase in tourism growth.³⁰⁰ The city governor's speech was in parallel with that of the minister of culture and tourism. The goal in the tourism sector is clear: increases in the tourist numbers and the income. The city governor also emphasized the importance of the involvement of locals to enhance tourism. Involvement of locals in tourism is seen as an important factor for the reaction of locals to tourism, because locals also can experience economic benefits. However, tourism activities are run by hotels and create segregated spaces. Under this condition, it is not clear what kind of involvement is expected from the society, but the aim should be tourists' satisfaction. (see indicator 3, in chapter 2)

The new city mayor, Böcek, also emphasized the importance of the tourism sector for

²⁹⁹ "'Antalya'da Turist Hedefi 20-25 Milyonlara Doğru Hızla Büyüyecek'." Accessed May 28, 2019. aa.com.tr

³⁰⁰ "2019'da Antalya'ya 16 Milyon Yabancı Turist." T.C. Antalya Valiliği. Accessed May 28, 2019. <http://www.antalya.gov.tr/2019da-antalyaya-16-milyon-yabanci-turist>.

the city. He said that the potential of Antalya is bigger than the number of tourists that were hosted last year. For this year, the industry aims to host 16 million.³⁰¹ When he took over the municipality, the municipality suddenly started to work for tourism. Especially, they paid high attention to the development of infrastructure for the sake of tourism. Moreover, he promised to be at the service of tourism investors.³⁰² The municipality and government have a strong relationship with tourism investors. This relationship sometimes causes neglect of other stakeholders. As is seen in this speech, the municipality is going to do its best to support tourism investors.

Being at the service of the tourism industry is not only the new mayor's approach to tourism. The municipality is always working for the sake of keeping the industry satisfied with the municipality's services. However, when tourism investors are not happy with something, the municipality welcomes their complaints. For instance, if the city is not lit up for Christmas several weeks before the new year, tourism investors can complain about the situation because tourists do not feel at home. When this happens, the municipality suddenly starts to do whatever necessary for tourism without considering the residents of the city.³⁰³

Today, tourism is managed by a market led partial planning, not by a comprehensive tourism plan. In addition to this, entertainment and social concerns are declining in tourism planning. This leads to the decline of its public use and changes public access while it is becoming only an economic tool.³⁰⁴ Tourism planning is a critical instrument to assess social sustainability. Tourism planning should include all of the stakeholders in its development process, and also consider environmental and cultural impacts. When the transformation of the planning is taken into consideration, in addition to lack of participation from different stakeholders, managers are less concerned about the environment and cultural impacts are neglected. Also, in the development of the first plan, there was no participation from residents and other

³⁰¹ "Antalya'da Hedef 16 Milyon Turist." Gerçek Alanya. Accessed May 28, 2019.

<http://www.gercekalanya.com/antalyada-hedef-16-milyon-turist-27472h.htm>.

³⁰² "Başkan Böcek, Bakan Ersoy İle Turizm Alt Yapısını Değerlendirdi." Mynet YurtHaber. Accessed May 28, 2019. <https://www.mynet.com/baskan-bocek-bakan-ersoy-ile-turizm-alt-yapisini-degerlendirdi-180104471246>.

³⁰³ "Antalya'ya Rixos Süsü!" www.haberturk.com, Accessed May 28, 2019.

<https://www.haberturk.com/ekonomi/turizm/haber/1023319-antalyaya-rixos-susu#>

³⁰⁴ Barın, *ibid.*, 86.

stakeholders except the planners. However, in that plan, site areas and agricultural areas were protected. It could be claimed that the lack of participation from different stakeholders now made it difficult to preserve an environment and social sensitive plan.

There have been many changes since the first tourism plan in 1977. The first plan was in 1/25.000 scale and comprehensive. So far, there are eleven comprehensive new plans and modifications on plans: 1977, 1988, 1990, 1996, 2005, 2007, 2008, 2009, 2010, 2012 and 2013. The first plan was the basis for all the other plans.

Beldibi was one of the regions included in the 1977 plan, and it was revised in 1988, 1990, 1996 and 2010. In this process, there were dramatic changes in the residential and agricultural areas, apart from the use of tourist attractions for economic, and social and recreational purposes. As could be predicted, settlement areas have increased while agricultural areas have decreased. Changes in planning took place in a way that supports high, dense urban development.³⁰⁵ From 1988 to 1996, the size of touristic areas in the planning increased to 93 hectares from 63 hectares. In the revision done in 1988, some of the camping areas were transformed into touristic facility areas. In 1996, some of the agricultural areas were transformed into settlement areas.³⁰⁶

In Göynük, the changes in the planning were made in 1988, 1990, 1996 and 2008. In this process, the use of tourism areas for economic purposes came to the fore.³⁰⁷ A city planner explained the situation by saying that, “Demand of an investor...If we allow the coast for construction, you won’t be able to prevent the other demands.”³⁰⁸ Another one from the Ministry of Culture and Tourism said that, “We put the last golf course in Göynük in 2004. The Municipality of Kemer demanded an 18-hole golf course.”³⁰⁹ It is known that while camping areas are used daily and mostly by locals, touristic facilities are used by foreign tourists. The last change was done to increase tourism incomes, but neglected society. Therefore, the space that the locals could use decreased.

³⁰⁵ Ibid.,134.

³⁰⁶ Atik, Altan, and Artar, *ibid.*

³⁰⁷ Barın, *ibid.*, 139.

³⁰⁸ *Ibid.*, 138.

³⁰⁹ *Ibid.*, 13.

In Kemer, the changes in the plan were made in 1988, 1990, 1996, 2008 and 2013. Considering the changing concerns in tourism, it is said that:

The most striking change in last plan modification is that the areas proposed as agricultural land in previous plans have transformed into a tourism facility area. The plan report explains that land ownership problem related to these areas has been overcome and official opinion of Agriculture Department let Kındılçeşme area to open tourism uses (Kemer Plan Report, 2013: 45)³¹⁰

Kemer was a village in the 1950s. The population then was low compared to today. Over time, Kemer was developed because of its several advantages. It was near to the mountain and the coasts but more importantly, it was very close to the city center. It was planned as a service city at the beginning, but developments made it a center in itself. Hence, there was a dramatic increase in economical use of the land and in this period its service city function ended with the latest modifications. In the planning that was done in 1988 and 1990, new settlement areas were added to the area. With the plan revision in 1996, the size of tourism development areas was increased to 247 hectares from 110 hectares in the beginning.³¹¹

When it comes to the public uses that prioritize leisure and other social concerns, there has not been a radical change compared to economic uses. Only famous camping areas are protected by the plan decisions. Additionally, it is observed that the proposal of the first plan about Kemer city has failed with plan modifications and it turned into an ordinary settlement and tourism city rather than being a service city. Respondents explain that the reasons behind the failure of service city concept are related to the rent-oriented tourism policies.³¹²

As a respondent from the Ministry of Culture and Tourism said, “There was a settlement there earlier. There are those who live and make a living there. On the other hand, when an income resource like tourism became obvious, a tourism-based development has taken place.”³¹³

In Çamyuva, the changes in the plan were made in 1988, 1990, 1996 and 2009. In this

³¹⁰ Ibid., 144.

³¹¹ Meryem Atik et al., *ibid.*, 170-171.

³¹² Barın, *ibid.*, 144-145.

³¹³ *Ibid.*, 146.

area, analysis shows that social and leisure use of the space was planned to provide ease of access for residents to the coast. In spite of this idea, modifications were made to reduce public use.³¹⁴ An old coordinator of the South Antalya Project Team said, “Çamyuva was being fully protected. But now it is full of settlements. The investors got this place changed. There is nothing technical behind it. They brought Çamyuva in line with the legislation for construction.”³¹⁵

In Tekirova, changes were made in 1988, 1990 and 2012. These expansionist changes increased the number of tourism facilities in the coastal areas, while it blocked public access to the beaches. One of the city planners, the current project manager, said:

There is a reason why one directs a country and a planner is only a technical person. These are things that I do not accept. How is that it is not on the plan I offered and put things two days before the approval. This is an agricultural field, the institutional view is no more important: a decision of public benefit has been reached. What does public interest mean for God’s sake, who is public? What is public interest from this area of private conditions? That is shameful!³¹⁶

In addition to this, the Phaselis sites area also borders Tekirova. With the revision in 1990, the size of the site areas was decreased. Later on, golf courses were added to the planning.³¹⁷

As for the reasons for the changes in tourism concept, tourism investors are the strongest factor. After that, tourism planning also influences in these changes. Tourists’ effects are seen as the weakest influence on the changes.³¹⁸

“The intervention of state through the demand of tourism investors has shaped and changed the tourism concept in a way prioritizing economic aspects.”³¹⁹ In other words, “the change in tourism concept which prioritizes the economic aspects rather than leisure and social aspects and the main effective factor in this change is the dialectical relationship between tourism investors’ demand and tourism policy.”³²⁰

It is claimed that organized tourism development areas have been transformed into

³¹⁴ Ibid., 152.

³¹⁵ Ibid., 151.

³¹⁶ Ibid., 157.

³¹⁷ Meryem Atik et al., *ibid.*, 171-172.

³¹⁸ Ibid., 110-111.

³¹⁹ Ibid., 111.

³²⁰ Ibid., 112.

tourism facility areas. One of the reasons for this is:

Providing an allocation of public land to tourism investors, encouraging mass tourism by creating gated tourism spaces, limiting public use of coastal areas due to extended and gated use of tourism facilities are the main reasons behind the conceptual change from Organized Tourism Development Area to Tourism Facility Area.

Additionally:

preventing the development of gated tourism spaces, proposing open spaces, public roads etc. in order to ensure publicness and accessibility to the coast, providing an organized development of environment, providing diversification of tourism facilities for all users, providing organized spatial development) which are phrases referring Organized Tourism Development Area are stated as not explanatory reasons for the current use of concept as Tourism Facility Area.³²¹

The Belek region has been filled with hotels in recent years and it is one of the places where there is spatial and social segregation. It is very difficult to come across a resident of the city while walking around. The use of space has been entirely determined according to touristic objectives, and the investors and other sectors that participate in tourism have supported this. For example, there is no public transport, because taxis, which mostly serve tourists, provide transportation. Public transport is blocked because it would have a direct impact on taxi drivers' income. Similarly, other social spaces are also developed in a tourism-oriented manner, while residents are not involved in the development of tourism policies or the development of the city.

One can hardly see a local citizen walking on the streets of Belek and can hardly find local public transport. Local transport is in the hands of taxi groups who resist the development of a public transport system in fear of lesser profits, which at the moment are possibly the highest in the province. As it is confirmed in the report of DHKD for Belek (1996: 33, 15) that states "locals have been neither consulted nor included in any aspect of the development process and its commercial opportunities"³²²

There have been changes also in daily use of the areas. Daily use is defined in two ways. Firstly, it is a leisure and recreation area, secondly, it is eating, drinking and entertainment area. The first one refers to planners aims but the plans today transform the daily use areas to economic sources for tourism investors.³²³ While the size of camping areas is decreasing by this reason: golf courses are replacing them. The

³²¹ Ibid., 119.

³²² Erkuş-Öztürk, *ibid.*, 117.

³²³ Barın, *ibid.*, 121.

biggest reason for the decrease in camping areas is that its economic disadvantage. On the other hand, camping areas is mostly preferred by the locals. “In a region in-so-much demanded, it economically benefits more to convert it into a touristic facility.” Besides “it can be claimed that loss of camping areas from a land-use perspective is based on demands of tourism investors and tourist. Thus, recent plans approved in the 2000s supported considerable tourism facilities as an economic generator activity instead of proposing suitable alternative sites be zoned camping areas.”³²⁴ Although golf courses were not in tourism planning at first, they were later included. It is stated that golf tourism was considered as a tool to diversify tourism. Then, it was said that global trends and to attract the attention of high-income tourists were also among the factors for new developments in tourism rather than only the high demand for tourism investors.³²⁵

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Increase in tourist number and tourism income, increase in bed capacity and assigning public land for tourism development have become important aims in time. However, diversification of tourism facilities for all income groups, assigning land for daily use, camping areas for local people and domestic tourist and ensuring publicness and accessibility to the coast have lost its importance in time.³²⁷

In the 1970s social purposes were also among the aims of developing tourism in addition to economic purposes. Today, it is almost completely about economic purposes while public purposes are almost not considered.³²⁸

There have been many changes in the use of space. Public use areas have decreased and residents’ access to the beautiful parts of the city has become difficult. “There was a goal like the publicity of the shore, but it was not fulfilled. Today, you tell it a touristic facility once you see it.”³²⁹ Although the aims at the beginning were

³²⁴ Ibid.

³²⁵ Ibid., 127.

³²⁶ Ibid., 166.

³²⁷ Ibid., 167.

³²⁸ Ibid., 172.

³²⁹ Ibid., 168.

considering the locals, and even later in press releases sensitivity was shown in these issues, practices were different in the field. These kinds of developments have impacts on different issues such as quality of life, sense of place and other indicators of social sustainability. This is decreasing community pride by making community members second-class people, because while tourists receive much attention, there is no consideration of the community. On the other hand, in the community's feeling of place or perception of changes, there is no more continuity of the place. While the number of visitors and their percentage compared to locals are increasing, the place becomes fully tourism-oriented.

Urbanization depends on tourism. The rate of increase in population by internal migration and external migration, cosmopolitanism of the population, growth in the labor force, structural change, state effectiveness, tourism indicators and changes in the image of the city are the factors that explain this development.³³⁰

As was previously mentioned, there is a positive correlation between the rapid growth of population and increase in tourism investments. At the same time, Antalya is the city with the highest rate of migration compared to other cities. It is true for internal migration and also changes in demographic structure. The population has increased 257% between 1985 and 2015 (see Appendix A). It is more than İstanbul, Ankara, İzmir, Tekirdağ, Kocaeli and Bursa. While in 1985, only 11% of the residents in the city were born in another city, that ratio has increased to 26% in 1990, 35% in 2000 and 48% in 2015. These rapid increases have given Antalya the fastest growth rate of internal migration in terms of birth rate. Between 1980 and 2015, the internal migration rate increased by 37 percentage points, while other provinces fell behind this value. (See Appendix B).

It has been mentioned that the government made the decisions in city planning, tourism investments and incentives on many mechanisms over the city, which sometimes contradict local governments' decisions. Also, this section mentioned the tourism-oriented change in the image of the city. The growth in the labor force between the years 1980-2000 is also among the highest in Turkey. When the rate of increase in the

³³⁰ Şevket Işık and Volkan Zoğal. "Turizm Kentleşmesi Kavramı: Antalya Örneği." *Ege Coğrafya Dergisi* 26, no. 2 (2017), 77.

labor force of selected provinces between 1980 and 2000 is analyzed, one sees that the increase in the labor force in Antalya is close to Istanbul, which is the undisputed leader of the industry and services sector. This rate is 228,5%.³³¹ Again, Antalya has the highest increase in employment in tourism, while other provinces are far behind it.

The number of those employed in tourism-related areas in Antalya increased by 524% between 1980 and 2000. Employment growth in this sector in Turkey's other leading provinces has fallen far behind these rates. Taking into account accommodation numbers in hotels and the number of foreigners entering the country, Antalya has again been ahead of other cities and has shown a rapid increase compared to its own history.³³²

Tourism-dependent urbanization of the city is obvious considering the factors that have been explained. There is a restructuring of the city for the sake of the tourism industry's needs, which transform the existing spatial pattern of the city.³³³

4.10 Analysis and Conclusion

Migration-based population growth, increase in labor force, state effectiveness and transformation of the image of the city are considered as tourism-based developments if they happen during the tourism incentive process. In this case, there is tourism-based development in Antalya.

To achieve sustainable tourism, it is necessary to determine the negative effects of tourism and manage them within the framework of sustainability. As growth includes geographical, economic and cultural effects, the participation of the residents in the decision-making process is important. In other words, city planners, local governments and investors should not be the only decision-makers in this area. Tourism should be economically efficient, but also should not harm the physical and social environment of the society. In short, the effects of tourism matter in social sustainability.

The place is always in the process of reproduction and new conditions are also

³³¹ Ibid.

³³² Ibid., 78- 82.

³³³ Pekpak, 21, 2012 in Işık et al., *ibid.*, 76.

effective in this reproduction period. Place and society affect each other. The balance of power between the community and the planners, managers and investors is critical to creating a sense of place. The main features of the sense of place are distinctiveness, continuity and pride. Distinctiveness, or uniqueness of place, is important to create the character of the space, which is destroyed by globalism. Spatial continuity is important to create a distinctive feature of the place. Lack of continuity prevents it from being memorable, and consequently the place becomes an ordinary place. Pride is measured by the quality of the place. High quality of place also creates a sense of place.

Considering the changes in the land use in Antalya, one of the first important effects of the Tourism Incentive Law was to decrease the size of the site areas to 35 meters from 135 meters. Increases in touristic facility and settlement areas were proportional to the decrease in size of agricultural areas. This has resulted in increasing pressure on coastlines. Even in the 1980s, the increase in spatial use of tourism exceeded the limits and showed an unplanned expansion.

Changes in the plan, which include tourism, agriculture, settlement areas and public places, show the effect of tourism on space. The first plan, which determined the touristic areas, was made in 1977. It was a holistic plan in which social spaces and site areas were protected. The following plans were made in 1988, 1990, 1996, 2005, 2007, 2008, 2009, 2010, 2012 and 2013. The first plan included the whole tourism region, while the subsequent plans were made regionally. These regions are Beldibi, Göynük, Kemer, Camyuva and Tekirova. Apart from these areas, tourism developments in the Beldibi region were also important.

In Beldibi, the plan was renewed for four times: in 1988, 1990, 1996 and 2010. In addition to the increase in touristic facilities, settlement areas also increased and the size of agricultural areas decreased. In Göynük, the changes were made in 1988, 1990, 1996 and 2008. There has been an expansion of tourism areas with the demand of the investors and the municipality. When it comes to the Kemer region, it was first determined to be a service city for the downtown tourism activities. However, over time it was considered a tourism region in itself. Hence, the size of the touristic areas has expanded with the increase in economic values of the place. The majority of the area has been transformed into touristic facilities. As for the public tourism areas, only

the famous campsites were preserved. Because a development model that was based entirely on tourism was adopted, hotels covered almost the entire region. The Camyuva region was slated for social and leisure use in the first plan. However, after the revisions public use spaces decreased, while settlements and tourist facilities occupied most of the region. The areas of tourism in the Tekirova region have expanded considerably. This expansion has been so large that public access to the beaches has disappeared. In addition to all of these regions, the development of the Belek region is entirely tourism-oriented, and social segregation is found. The region is full of hotels, and there is no transportation where there is spatial segregation.

In this period, tourism development contributed to the city in terms of infrastructure and services. At the same time, tourism activities became dependent on tourism operators. Hence, economy-centered development emerged and harmed the environment. Problems such as pollution, rapid urbanization and traffic jams occurred. Visual uniformity became obvious.

The revisions of the first plan resulted in a profit-oriented industry, while it was previously holistic and conservative. In this process the demands of the investors and the central government, and sometimes the local governments, were effective, but the demands of residents were not. Tourism development areas, including public spaces, turned into tourism facilities in the hands of investors. Mass tourism developed and gated spaces were also formed.

Environmental sensitivity was not maintained, social areas in the overall planning decreased and the plans for regional development aimed to maximize profits. While the increase in the number of beds, number of tourists, and consequently, the income became the primary aim, the public spaces, accessibility and diversification of tourism activities as a way to appeal to people in different economic income groups have lost importance over time. Environmental and social sustainability were ignored.

The developments in this period caused suppression on the coasts and the shrinking of natural sites, forests and agricultural areas. Camping areas, which were mostly preferred by the locals, were replaced with golf courses. In other words, the areas that were used by people and that provide less economic benefits were transformed to areas

used by fewer people with high spending. Golf tourism was important to planners for two reasons: first, it was globally trending, and second, it was a tool to spread tourism to the whole year. However, even including golf tourism and other incentives, tourism could not be made year-round. Still, the hotel occupancy rates are around 75% in the summer months and around 40% in the winter months.

The change in the number of tourists is as follows: the number of arrivals was approximately 5 thousand in 1980, 65 thousand in 1985, 610 thousand in 1989, 1.19 million in 1992, 1.94 million in 1995, 2.9 million in 1997, 5.3 million in 2005 and 10.1 million in 2012. (see Appendix C). The number of local tourists reached 2.6 million by 2012. (see Appendix D). The number of accommodations and beds has also increased. In 2018, more than 8 million of the approximately 12 million tourists stayed in five-star hotels.

The negative impacts on the space by tourism developments also affect the quality of life. For tourism sustainability, the social dimension is important and in this context, it is important to ensure the well being of the residents by understanding what they need in the places in which they live and work. To achieve this, it is important to provide a basis for social and cultural life, to provide social facilities and to create public spaces for residents. Changes in work, population and cost of living are also determining factors of quality of life.

While the growth of tourism increased migration, it also caused a shift between the primary sectors. Tourism became the leading industry in a short period, and the economy of the city became dependent on tourism. In 1987, 14% of the working population was in the tourism sector. This increased to 16% in 1990, 20.3% in 2000 and 37.4% in 2012. Meanwhile, the percent of the working population in the agriculture sector decreased from 27.7% to 19.5%, and the percent in the farming sector decreased from 23.3% to 16%. The ratio of the population working in the trade sector increased to 33.5% from 24.4%. In this period, tourism replaced agriculture as the primary sector. The construction sector also rose to the fourth largest sector. In the end, tourism increased the employment rate, but the new conditions that it brought can be criticized in two ways: firstly, because it is still a seasonal industry, the workers are seasonal workers, and secondly, it does not require a skilled labor force, but rather uses

unskilled labor.

Migration to Antalya was not above the average rates in Turkey until the 1970s. However, this rate increased considerably starting from 1970. The rate of net migration was 3.44% between 1970 and 1975, 2.65% between 1975 and 1980 and 3.28% between 1980 and 1985. Following the Tourism Incentive Law, migration increased slightly between 1985 and 1990 and reached 8.97%. (See Appendix B). The population, which was 95 thousand in 1970, exceeded 170 thousand in 1980. It reached 378 thousand in 1990, 603 thousand 2000 and 1 million in 2010 (only in downtown). As the population increased, the number of shanties continued to increase. The migration rate in the 1990s was the highest in Turkey. Urbanization problems became apparent and began to be addressed. In 1994, the city became a metropolitan municipality. In 1985, the metropolitan population was predicted to reach 1 million in the year 2015; in 1992, this estimate was revised to 1.5 million in 2010. Considering that the period between the times that the provisions for the population were done was the period in which incentives for tourism started to bring income, it can be said that the population increased and tourism and urbanization problems occurred accordingly. Hence, this development affected the space and quality of life in a negative way.

According to residents, tourism has some positive effects. There are more social events such as concerts and festivals thanks to tourism. On the other hand, it also has negative effects. As residents report, tourism has negative impacts on social life, the environment and the economy. Unplanned and uncontrolled growth leads to environmental problems. Tourism facilities are not environmentally friendly. This kind of growth harms image of the city. Housing, goods, services and land prices are increasing. As a result, residents do not just want more tourists, but qualified and foreign tourists, because they are considered more responsible.

In short, support to the private sector with the Tourism Incentive Law has resulted in three important changes: expansion of tourism areas, increase in employment and rise of tourism as an economic activity and an increase in migration and population growth. These changes have effects on the space. Tourism areas expanded in parallel with the increase in tourism activities and the potential for development. Global trends were followed in this respect. Site areas were reduced and the economic value of the place

gained importance relative to the place's distinctive features. Along with reducing site areas, spatial continuity was also ignored in order to maximize tourism incomes. The developments increased commercialization and the economic value of the space while the quality decreased. Sustainability was not considered. In other words, developments that negatively impacted the quality of life and distinctiveness, continuity and pride, which are important in terms of the sense of place, were not considered in this period.

Environmental sensitivity and civil society are important factors for maintaining quality of life in a city. In order to increase the volume of tourism and make it sustainable, civil society should receive more attention. The basic needs of residents, social life in the city and ease of access to public areas are important. Environmental sensitivity also should be a primary concern while tourism plans are developed. Using coastal areas in an environmentally friendly manner and preventing decreases in green areas are important in this respect. While these issues should be considered when new projects are developed, the current condition of the tourism sector and use of land should also be revised.

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APPENDIXES

APPENDIX A

Year	Center	Countryside	Total	Year	Center	Countryside	Total
1927	17.365	18.959	36.329	2000	603.190	110.939	714.129
1935	21.659	--	21.659	2007	775.157	--	--
1940	24.957	--	24.957	2009	955.573	44.508	1.000.081
1945	25.037	--	25.037	2010	1.001.318	45.560	1.046.878
1950	27.515	34.946	62.461	2011	1.041.972	46.032	1.088.004
1955	35.283	41.491	76.774	2012	1.073.794	47.428	1.121.222
1960	50.908	47.932	98.840	2013	1.161.148	--	1.161.148
1965	71.833	57.023	128.856	2014	1.203.994	--	1.203.994
1970	95.616	69.334	164.950	2015	1.253.410	--	1.253.410
1975	130.774	81.471	212.245	2016	1.286.943	---	1.286.943
1980	173.501	86.404	259.905	2017	1.311.471	--	1.311.471
1985	261.114	77.703	338.817	2018	1.344.248	---	1.344.248
1990	378.208	70.565	448.773				

Figure A.1. Changes in population from 1927 to 2016 in downtown (Konyaaltı, Kepez, Muratpaşa, Döşemealtı, Aksu)³³⁴

³³⁴ Tüik, 2019

APPENDIX B

Period	Net Migration	Migration rate (‰)
1965 – 1970	2.870	5,4
1970 – 1975	21.459	34,4
1975 – 1980	17.142	26,5
1980 – 1985	25.339	32,8
1985 – 1990	82.737	89,7
1995 – 2000	90.457	64,3
2007-2008	36.225	8,9
2008-2009	17.064	8,9
2009-2010	25.245	12,8
2010-2011	26.856	13,2
2011-2012	20.703	9,9
2012-2013	24.530	11,4
2013-2014	28.426	12,9
2014-2015	28.067	12,3
2015-2016	6.084	2,6
2016-2017	15.054	6,4
2017-2018	15.571	6,4

Figure B.1. Migrations to Antalya.³³⁵



³³⁵ Kapan and Timor, 2018, 44, Tük, 2019

APPENDIX C

Years	Incoming Tourists	Share of total incoming	Years	Incoming Tourists	Share of total
1980	4.903	0,38	1990	826.027	.15,33
1981	6.694	0,48	1991	625.650	11,34
1982	10.151	0,73	1992	1.189.354	.16,81
1983	18.385	1,13	1993	1.215.800	.18,7
1984	45.334	2,14	1994	1.198.238	17,96
1985	65.915	2,52	1995	1.939.477	25,1
1986	101.539	4,25	1996	2.540.965	29,5
1987	214.718	7,52	1997	2.901.788	29,95
1988	379.019	9,08	1998	2.609.150	26,75
1989	609.534	.13,67	1999	1.824.406	24,37

Figure C.1. Tourist Numbers between 1980-1999³³⁶

³³⁶ Ministry of Culture, 2016

APPENDIX D

	Number of arrivals to touristic facilities			Nights spent			Average length of stay (days)			Occupancy rate %		
	Foreigner	Local	Total	Foreigner	Local	Total	Foreigner	Local	Total	Foreigner	Local	Total
2000	2 465 092	1 05 3 00 8	3 51 8 10 0	15 988 047	3 488 736	19 47 6 78 3	6,5	3,3	5,5 4	38,16	8,3 3	46, 49
2001	3 507 343	82 9 76 2	4 33 7 10 5	20 317 171	2 466 288	22 78 3 45 9	5,8	3,0	5,2 5	54,86	6,6 6	61, 52
2002	4 050 824	86 4 60 1	4 91 5 42 5	25 289 860	2 836 846	28 12 6 70 6	6,2	3,3	5,7 2	57,00	6,3 9	63, 39
2003	4 051 378	1 02 1 43 9	5 07 2 81 7	24 150 945	3 203 644	27 35 4 58 9	6,0	3,1	5,3 9	52,66	6,9 9	59, 64
2004	5 027 822	1 22 3 35 6	6 25 1 17 8	30 820 639	3 742 410	34 56 3 04 9	6,1	3,1	5,5 3	57,08	6,9 3	64, 01
2005	5 314 451	1 23 2 48 1	6 54 6 93 2	33 547 895	3 548 997	37 09 6 89 2	6,3	2,9	5,6 7	57,81	6,1 2	63, 92
2006	5 661 890	1 69 7 00 5	7 35 8 89 5	28 248 012	4 676 279	32 92 4 29 1	5,0	2,8	4,4 7	48,95	8,1 0	57, 05
2007	7 070 077	1 68 9 94 9	8 76 0 02 6	35 354 560	4 873 596	40 22 8 15 6	5,0	2,9	4,6 0	54,59	7,5 2	62, 11
2008	6 174 161	1 37	7 54	35 857	3 949	39 80	5,8	2,9	5,3 0	57,08	6,2 9	63, 37

		1 45 9	5 62 0	931	280	7 21 1						
20 09	6 968 975	1 87 1 52 7	8 84 0 50 2	38 418 577	5 408 876	43 82 7 45 3	5,5	2,9	4,9 6	51,63	7,2 7	58, 90
20 10	8 695 231	2 25 7 46 3	10 95 2 69 4	49 264 226	6 626 632	55 89 0 85 8	5,7	2,9	5,1 0	51,60	6,9 4	58, 54
20 11	9 454 362	2 27 2 23 9	11 72 6 60 1	50 978 182	6 836 384	57 81 4 56 6	5,4	3,0	4,9 3	51,50	6,9 1	58, 41
20 12	10 183 562	2 60 3 36 1	12 78 6 92 3	60 373 209	7 664 494	68 03 7 70 3	5,9	2,9	5,3 2	56,10	7,1 2	63, 22
20 13	10 827 654	2 96 6 41 8	13 79 4 07 2	57 691 550	8 685 148	66 37 6 69 8	5,3	2,9	4,8 1	53,13	8,0 0	61, 13
20 14	11 944 480	2 71 2 99 1	14 65 7 47 1	62 739 573	7 606 770	70 34 6 34 3	5,3	2,8	4,8 0	53,26	6,4 6	59, 71
20 15	11 257 311	3 25 6 19 9	14 51 3 51 0	61 418 288	9 108 898	70 52 7 18 6	5,5	2,8	4,8 6	51,86	7,6 9	59, 55
20 16	6 440 920	4 88 7 49 0	11 32 8 41 0	41 621 666	14 978 938	56 60 0 60 4	6,5	3,1	5,0 0	34,39	12, 38	46, 77
20 17	10 039 062	3 81 3 81 1	13 85 2 87 3	44 922 472	111 74 350	56 09 6 82 2	4,5	2,9	4,0 5	49,36	12, 28	61, 64
20 18	12 960	3 65	16 61	62 928	107 60	73 68	4,9	2,9	4,4 3	57,45	9,8 2	67, 27

	549	5 22 4	5 77 3	381	725	9 10 6						
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Figure D.1. Tourist Numbers between 2000-2019³³⁷



³³⁷ Ministry of Culture, 2019

APPENDIX E

Type	C*	Number of arrivals			Overnight			Average Stay Days			Occupancy Ratio (%)
		F*	L*	T*	F	L	T	F	L	T	T
Hotel	5 Stars	8 259 979	2 33 4 87 8	10 59 4 85 7	41 83 3 05 2	7 05 7 28 5	48 89 0 33 7	5,06	3,02	4,61	66,95
	4 Stars	2 599 773	62 8 13 5	3 22 7 90 8	11 93 3 41 9	1 73 5 37 0	13 66 8 78 9	4,59	2,76	4,23	69,78
	3 Stars	629 885	22 1 17 8	85 20 1 06 3	2 8 8 52 1	48 4 00 2	2 69 2 52 3	3,51	2,19	3,16	66,35
	2 Stars	28 882	40 55 3	69 43 5	14 0 23 0	84 93 5	22 5 16 5	4,86	2,09	3,24	45,92
	1 Stars	16 190	5 36 8	21 55 8	67 86 0	12 42 9	80 28 9	4,19	2,32	3,72	63,16
	Total	11 534 709	3 23 0 11 2	14 76 4 82 1	56 18 3 08 2	9 37 4 02 1	65 55 7 10 3	4,87	2,90	4,44	67,38
	Motel	Motel	47	1 81 2	1 85 9	61	3 67 8	3 3 73 9	1,3 0	2,0 3	2,0 1
total		47	1 81 2	1 85 9	61	3 67 8	3 3 73 9	1,3 0	2,0 3	2,0 1	32,46
Holiday Village	1st Class	857 725	22 0 26 0	1 07 7 98 5	4 78 0 09 4	5 86 2 36 0	5 64 2 45 4	5,5 7	3,9 2	5,2 3	69,17

	2nd Class	18 455	2 69 4	21 14 9	14 8 30 5	11 38 6	15 9 69 1	8,0 4	4,2 3	7,5 5	78,88
	Total	876 180	22 2 95 4	1 09 9 13 4	4 92 8 39 9	87 3 74 6	5 80 2 14 5	5,6 2	3,9 2	5,2 8	69,41
Hostel		642	2 47 5	3 11 7	1 04 5	4 49 0	5 53 5	1,6 3	1,8 1	1,7 8	21,30
Campi ng		2 093	57 3	2 66 6	6 27 6	1 71 0	7 98 6	3,0 0	2,9 8	3,0 0	24,65
Apart hotel		124 255	31 70 5	15 5 96 0	47 3 04 3	12 1 53 3	59 4 57 6	3,8 1	3,8 3	3,8 1	56,16
Private Facilit y		136 855	34 11 8	17 0 97 3	34 0 60 1	76 59 4	41 7 19 5	2,4 9	2,2 4	2,4 4	54,45
Golf Facilit y		48 938	30 30 1	79 23 9	39 0 95	10 2 49 1	49 3 44 6	7,9 9	3,3 8	6,2 3	100,51
Touris m Compl ex		236 410	97 01 2	33 3 42 2	60 3 24 7	19 5 00 8	79 8 25 5	2,5 5	2,0 1	2,3 9	54,08
Boutiq ue Hotel		420	4 16 2	4 58 2	1 67 2	7 45 4	9 12 6	3,98	1,79	1,99	33,36
Total Arrival		12 9605 49	3 65 5 22 4	16 61 5 77 3	62 92 8 38 1	10 76 0 72 5	73 68 9 10 6	4,8 6	2,9 4	4,4 3	67,27
* C: Class F: Foreigner L: Local T: Total											

Figure E.1. Tourist arrivals and stay days ³³⁸

³³⁸ Ministry of Culture and Tourism, 2018

APPENDIX F

Statistics in Touristic Facilities (2018)													
City	P	Number of arrivals to touristic facilities			Nights spent			Average length of stay			Occupancy rate %		
		F	L	T	F	L	T	F	L	T	F	L	T
Antalya	Aksu	1	29	1	6	77	6	4,7	2,6	4,3	62,	8,1	70,
		27	6	56	01	8	79	3	3	3	85	3	98
		2	02	8	6	35	5						
		49	1	52	76	4	11						
		9		0	2		6						
	Kemer	1	58	2	9	2	11	5,3	3,4	4,8	60,	12,	73,
		77	6	35	46	02	49	4	6	7	48	95	44
		1	50	7	5	6	2						
		42	5	92	37	95	33						
		4		9	7	4	1						
	Kepez	20	21	41	27	33	60	1,3	1,5	1,4	14,	17,	32,
		15	18	34	15	00	15	5	6	6	62	77	38
		8	3	1	5	1	6						
	Konyaaltı	14	14	29	50	31	82	3,4	2,1	2,8	32,	20,	52,
		5	7	2	5	5	1	9	5	1	14	08	22
		09	15	25	73	92	65						
	Muratpaşa	9	9	8	4	3	7						
		46	35	81	1	72	2	4,1	2,0	3,2	46,	17,	63,
		0	2	2	88	1	60	1	5	1	08	60	68
	Total	01	61	62	8	14	9						
		2	6	8	44	4	59						
				8		2							
12		3	16	62	10	73	4,8	2,9	4,4	57,	9,8	67,	
96		65	61	92	76	68	6	4	3	45	2	27	
	0	5	5	8	0	9							
	54	22	77	38	72	10							
	9	4	3	1	5	6							

P: Province F: Foreigner L: Local T: Total

Figure F.1. Statistics in Touristic Facilities ³³⁹

³³⁹ Ministry of Culture and Tourism, 2018

APPENDIX G

Residential Area	Number of Accommodation Facility	Percentage	Number of Rooms	Percentage	Number of Beds	Percentage
Antalya	755	20.74%	193.506	45.32%	418.395	46.49%
Isparta	16	0.44%	762	0.18%	1.542	0.17%
Burdur	10	0.27%	281	0.07%	495	0.06%
West Mediterranean Region (the three cities)	781	21.45%	194.549	45.56%	420.432	46.72%
Turkey	3.641	100.00%	426.981	100.00%	899.881	100.00%

Figure G.1. Cities' Tourism Facilities Statistics³⁴⁰

³⁴⁰ GYODER, 2017