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### **INVESTIGATION OF ENVIRONMENTAL ATTITUDE FROM DEMOGRAPHIC PROPERTIES: THE CASE OF BINGÖL FLOATING ISLANDS**

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#### **EXTENSIVE SUMMARY**

Social marketing has emerged in recent years and has been formed by important conditions in the purchasing behavior of consumer groups. Therefore, nature-based tourism and recreational activities have become the focus of people. The Bingöl Floating Islands destination is also a destination that can be evaluated within the scope of ecological sustainability.

In this study, it was aimed to determine the ecological attitudes of the individuals who visited Bingöl Floating Islands and to show the differences according to their demographic characteristics. The universe of the research is the individuals who visit the Floating Islands. However, the number of individuals visiting Bingöl Floating Islands destination is not known statistically. Due to the lack of data on the number of visitors representing the universe, 410 visits were reached by easily sampling method.

Questions created for the purpose of researching visitors were directed through questionnaires from data collection tools. The questionnaires were filled in face-to-face with the participants, between April-July 2017. The questions of the ecological attitude scale (9) in the questionnaire used as a data collection tool were adapted from the work of Kil, Holland and Stein (2014). The questions about the scales were arranged so that there was no change in the meaning of the purpose of the research.

According to the confirmatory factor analysis results, it is observed that the model shows acceptable adaptability ( $\chi^2/df; 1,189$ , RMSEA:0.074, NFI: 0.927, CFI:0.948, IFI: 0.949, GFI; 0,948) (Şimşek, 2007; Kline, 1998; Bryne, 2001; Stevens, 2012). When the normality test results are examined, it has been found that Shao (2002) has a normal distribution in the direction of the study (-3, + 3). KMO and Barlett tests were performed to determine the need to group the ecological attitude scale used in the research by explanatory factor analysis. The Barlett test was significant ( $p < 0.001$ ) and the KMO test result was 0.88. It is seen that the factor load of each question on the scale is over 0,50. When the Cronbach Alpha value of the scale is examined, it is found that the reliability coefficient is over 0.70.

The integrated reliability of the research scale (0.88), so that the expressions are reliable (Bagozzive Yi, 1988, s. 82) and has composite reliability (Dursun et al., 2013, p. 300). In addition, the discriminant validity of the scale (Average Variance Extracted), mean variance (0.58), so that it can be said that the expressions are related to the relevant factor at a significant level (Fornell, Larcker, 1981, p. 46).

According to the results of the research, it was concluded that there is a significant difference ( $p: 0.011$ ) between married and single participants' ecological attitudes. Therefore, it was found that the bachelors ( $\chi^2:3,63$ ) were more sensitive to the environment than the married ones ( $\chi^2:3,34$ ). But; there is no significant difference between the ecological attitudes and the gender of the participants.

According to the results of the research, Anova test was conducted to determine whether there is a significant difference between attitude and age, education and income status. According to the obtained results, there is a significant difference between ecological attitude and education and it is determined that this difference is between primary school and high school, undergraduate, primary school and high school and master and primary and high school education levels with master. In other words, higher ecological attitudes were found to have higher educational level than visitors with lower educational level. However, the result of the analysis that there is no significant difference between ecological attitude and age and income situation is determined as the end result.

The research was limited to the floating islands in the province of Bingöl. In future studies, this research data taking into account the investigations carried out for the other floating island located in Turkey. In addition, considering the study results, it is possible to investigate what other factors are under the result of the bachelor's having higher ecological retention than the married ones.