SUSTAINABLE DESTINATION DEVELOPMENT THROUGH AIR SPORTS FROM THE POINT OF STAKEHOLDERS: UŞAK DESTINATION CASE

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EXTENSIVE SUMMARY

INTRODUCTION

Although there are differences of opinion among the researchers in the historical development of tourism, there is a consensus that there are various motivations (religion, sports, entertainment, food, spouses, friendly relatives visit, culture, etc.) in the motive of traveling. Sport has been one of the sources of motivation that has been the motivation of people to travel since ancient times and causes people to travel to distant places to attend or watch a sporting event. In this context, the necessity of the factual evaluation of the sport that has caused people to move since ancient times and the necessity of an in-depth study of sport tourism emerges (Şahin Ören, 2018, p.4).

RESEARCH METHOD

Descriptive research model was designed in this study which has descriptive feature (Ural and Kılıç, 2006, p.19) in order to determine the truth and to make sense of the present situation.

The universe of the study, which is designed using qualitative research methods, is composed of air sports experts. The maximum diversity strategy is determined as the sampling method. The data were obtained through semi-structured interview form using interview technique. Frequency analysis and descriptive analysis were used for the analysis of the data. As a result of the study, the strengths, weaknesses, opportunities and threats of a destination which is air sports were evaluated separately.

Interview technique, which is frequently used in qualitative research methods, was used as data collection technique. Data were collected from five participants using the semi-structured interview form. Five different questions including sub-problems that lead to the basic problem were directed to the participants with the data collection tool. Since the places where the participants live are the same as the place where the researcher lives, the interviews were recorded in accordance with the requests of the participants and within the time and place determined by the participants. Interviews with the participants lasted an average of 27-45 minutes. The interviews were held on April 1 - November 1, 2017, on the dates and hours determined by the participants. During the interviews, the semi-structured interview form was adhered to in order not to distract the participants and attention was paid to the purpose of the interview. Content analysis methods, frequency analysis and descriptive analysis were used for data analysis.

CONCLUSION
The main method of preserving the socio-cultural structure and environmental values while generating income from tourism is to ensure that the stakeholders in the relevant destination act jointly. The Uşak destination where the research was conducted is under threat from an environmental perspective. The most important reason for this is the existence of a strong industrial infrastructure in the destination. The industrial infrastructure poses an environmental threat in the region in terms of solid, liquid and gas wastes. However, formations such as canyons, mountains and valleys in the destination create value in terms of tourism. The promotion of these touristic products and promotion and marketing activities will make the region sustainable. Moreover, these formations are the strengths of the Uşak destination.

The reasons such as lack of infrastructure and meteorological researches about air sports of Uşak destination are serious threats. When the Uşak destination is evaluated from an environmental point of view, the opening of the mine sites to operation and consequently polluting the air and fresh water resources cause serious damages to the destination and its sustainability.

As a result of renewable energy sources, the use of chemicals that are soluble in nature, taking measures to reduce greenhouse gas, raising the environmental awareness of the society and teaching the recycling policy permanently, Uşak destination can become sustainable.

Uşak destination was evaluated in this study, which aims to identify the issues that need to be carefully considered while developing sustainable destinations through air sports and making marketing decisions. In the future studies, a different destination can be evaluated and compared. In addition, destination development can be evaluated through other types of tourism suitable for the destination to be evaluated.