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### **OPINIONS OF MARMARIS COMMUNITY ABOUT TOURISM IN MARMARIS**

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#### **EXTENSIVE SUMMARY**

The aim of this study is to determine the place and importance of local people in tourism and to examine the potential of Marmaris in terms of local people. In line with the national and international studies, it has emerged that such studies of different destinations should be examined in terms of Marmaris destinations. Because the destination of Marmaris is one of Turkey's most important tourism centers.

Within the scope of the study, a total of 354 individuals were selected for easy sampling. The data of the study was obtained by choosing a questionnaire which is one of the quantitative research methods. The questionnaire was adapted from the study of Doğan and Üngüren. Face to face research was conducted. Preliminary application was made and after the reliability test, the research was continued.

From the data obtained, demographic characteristics were analyzed first. According to this study, the participants were generally male, married, born out of Marmaris, high school and university graduates between the ages of 28-37 and 38-47. In addition, the occupations of the participants were found to be high.

When you ask what is the first word that comes to mind when you talk about tourism in Marmaris, which is another question, it is seen that the words money, tourists and sea are used too much. Parallel to the fact that the tourism sector is one of the main sources of livelihood in the destination of Marmaris, the word money can be interpreted as the word dolaylı turist Marmaris and olmadan sea kum because of the idea that the tourism sector will not work without tourists, and the sea kum sand il sun il popular in Marmaris destination. Many of the participants answered the same question as entertainment, and it was an expected answer for Marmaris which is famous for its nightlife. It was seen that a similar question was asked in the studies conducted by Bostan et al. The study was made to Russian tourists and Marmaris was tried to determine what the name means. According to the answers given, the word Marmaris Marmaris Rus is associated with holiday, sea, entertainment and nature words in terms of Russian tourists (Bostan et al., 2013). In terms of this result, when the nationality difference is taken into consideration, similar results were obtained.

According to factor analysis, 3 statements were applied by subtracting 3 statements from a total of 16 statements and 3 factor groups were obtained. These groups were named as being able to use tourism facilities, public properties and Marmaris touristic features. Factor groups and demographic data were compared and it was determined whether there was a significant relationship. As a result of t test and anova analysis, only significant differences were found between birth place expression and age group and factor groups. According to this, there are significant differences in factor dimensions of Marmaris, which is the factor 3 dimension, and the ability to use tourism facilities, birth place, age and tourism features. In this context, age and place of birth became a determinant variable among factor groups.

The research conducted by Doğan and Üngüren in 2012 revealed that the opinions of the local people on tourism differ due to the fact that they were made in different destinations with basically similar results. The participants stated that they are aware of the main tourism resources of Marmaris. In this respect, there was a difference between studies.

This study provides important clues for Marmaris destination. For example, through face-to-face data collection, some interviews were conducted with local people. As a result of these negotiations, one of the main livelihoods of Marmaris local people is tourism. Local people in tourism have been informed about the tourism problems of Marmaris. They also stated that Marmaris should develop with different types of tourism. It is possible to realize higher quality tourism activities thanks to the tourism attractiveness of various gastronomy items such as honey. Local people are aware of the natural and cultural values of Marmaris and advocate the necessity to be used more in tourism.

For future studies, the same questions can be adapted to make a separate study with tourists and make comparisons. In addition, it is possible to make a general assessment of the situation by determining the opinions of local people about tourism in different destinations.