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THE VIEW OF LOCAL PEOPLE REGARDS TO EFFECTS OF TOURISM IN TOURISTIC DESTINATIONS: CASE OF ÇEŞME

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EXTENSIVE SUMMARY

Tourism, which became an important sector for all countries today, has gained momentum especially with the industrial revolution. Thanks to the industrial revolution, the improvement of travelling brought the opportunity to travel more quickly and comfortably. With the opening of the factories, people working in the agricultural sector migrated from village to city and started to work in regular jobs. They also had more free time with paid vacation and weekend permits. These consequences of the industrial revolution have increased the number of people participating in tourism, and have made tourism become a sector, which is growing day by day and is now called as “service industry”. A foreign exchange inflow occurs in the countries where tourism is realized, direct and indirect employment opportunities increase, and other sectors are mobilized economically. Social, cultural and environmental positive developments also occur with economic developments. However, the effects of tourism are not only positive. It has been observed that negative effects have also occurred with the rapid development of tourism after the industrial revolution. Scientists have also seen the need to research this issue. Research done by Butler (1980) and Doxey (1975) are the most important ones among these research.

Butler (1980) states in his research on the life cycle of tourism that in the period when tourism activities started to be developed in a region, the locals supported tourism positively, especially due to the positive economic effects of tourism. However, with the development of concerns about social, cultural and environmental problems later on, the support given to tourism will begin to decline. It is also stated that in the first stage of tourism development, tourists are treated as friends, while at the last stage hostile attitudes can be shown to tourists. In the regions where tourism develops, economic benefit is the main purpose of the locals. However, problems such as crowding, traffic and parking problems, and infrastructure inadequacies that occur as tourism develops start to disturb locals. These problems become very evident, especially as a result of unplanned tourism development. It is inevitable for the local people to be disturbed. Just as Butler stated in his research, it is possible for local people to start to show an attitude against tourism. In the region where tourism is developed, public's support to tourism is undoubtedly important and necessary.

One of the most important studies examining the behavior of the locals with respect to tourists in accordance with the tourism development is the tolerance model prepared by Doxey. Doxey (1975) argues that there is a link between the development of tourism in a region and the attitude of local people. It is stated in the model that as the number of tourists in the region increases and tourism develops, the attitude of local people changes in a negative way in general and the socio-cultural and psychological effects of tourism are taken as basis. Doxey's (1975) model is one of the most common models used to explain the changes in attitudes of the locals in stages based on the development of tourism with reference to the social effects of tourism.

As stated in Butler (1980) and Doxey (1975), tourism is an important sector, which has positive effects, but also has negative impacts if it is not planned well. It is very significant to evaluate the tourism perception of the people living in the region where tourism develops. The development of negative attitude towards tourism by the

locals as a result of the negative effects of tourism causes failure. The aim of this study is to reveal the tourism perception of the locals living in Çeşme. Tourism movements in the district of Çeşme goes back a long way. However, no research has been conducted on the tourism perception of the locals. Therefore, this research is significant. The research area is determined as the University Neighborhood of Çeşme District. The interview technique from the qualitative research methods is used as the data collection method. As a result of the research, participants state that tourism causes traffic density, parking problems, irregular urbanization, crowding, noise and environmental pollution and that it negatively affects nature, cause inequality in economic income among the locals and that tourism increases the price level more than other tourism regions. Although these statements express the discomfort experienced by tourism, they also state that tourism sector needs to be improved more, because it improves the quality of life and increases job opportunities, and that they are satisfied with living in the tourism region. The necessity for the tourism sector in the economic sense causes the locals to ignore its negative effects. As a result; despite the negative effects of tourism, it is possible to say that the participants have a positive perspective on tourism.