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## Araştırma Makalesi • Research Article

### Positive Factors Affecting Tourism and The Impact of Individualistic and Social Benefits on the Development of Tourism Activities: The Case of Turkey's Giresun Province

*Bireysel ve Toplumsal Faydanın Turizmi Etkileyen Olumlu Faktörler ve Turizm Faaliyetlerinin Gelişimi Üzerinde Etkisi: Giresun İli Örneği*

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#### ÖZ

Araştırmanın amacı, turizmi etkileyen faktörlerin olumlu algılanması ve turizm faaliyetlerinin gelişmesine yönelik tutum üzerinde bireysel ve toplumsal faydanın etkisini ortaya koymaktır. Araştırmanın verileri, 8 Ekim-14 Kasım 2019 tarihleri arasında, Giresun il sınırlarında gerçekleştirilen saha araştırmasından elde edilmiştir. Katılımcıların yanıtlaması için 30'u beşli likert derecelendirme ve 7'si demografik olmak üzere toplam 37 soru yöneltilmiştir. Hipotezlerin test edilmesinde istatistik programı, IBM SPSS 25 kullanılmıştır. Bu araştırmanın sonuçları göstermiştir ki; bireysel ve toplumsal fayda, turizmin faaliyetlerinin gelişmesi, turizmi etkileyen olumlu faktörlerin (ekonomik, sosyal ve kültürel, çevresel) arasında ( $p<0,01$ ) düzeyinde, anlamlı ve pozitif ilişki vardır. Bireysel ve toplumsal faydanın, algılanan olumlu turizm faktörleri ve turizm faaliyetlerinin gelişmesi üzerinde etkisinin olduğu sonucuna ulaşılmıştır. Ayrıca, algılanan olumlu turizm faktörleri, turizm faaliyetlerinin gelişmesini etkilemektedir.

#### ABSTRACT

This study aims to reveal the effect of individual and social benefits on the positive perception of factors affecting tourism and attitude towards the development of tourism activities. The data of the research was obtained from the field research conducted in Giresun province borders between October 8 and November 14, 2019. A total of 37 questions, 30 of which were five-point Likert ratings and 7 were demographic, were asked to answer the participants. The statistics program, IBM SPSS 25, was used to test the hypotheses. The results of this research show that; there is a significant and positive relationship among themselves (economic, social and cultural, environmental) at the level of ( $p<0,01$ ) among them, personal and social benefit, development of tourism activities, positive factors affecting tourism. It is concluded that individual and social benefits affect the perceived positive effects of tourism and the development of tourism activities. In addition, perceived positive tourism factors affect the development of tourism activities.

## 1. Introduction

The factors, besides economic ones like concretion because of urbanization, the increase in the number of motor vehicles, population density and others affect the preference of recreational areas or tourism areas. Especially, in recent years, it has become a tourism choice to visit historical

buildings, natural beauties, clean air and clean water, or silent and calm places. These tourism preferences also provided economic, environmental, social or cultural changes, in an individual or societal level, to the lives of people living these tourism locations, or potential tourism locations. This change can lead to new formations in tourism

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perspectives or perceptions. It can also affect the attitudes or behaviors of the locals in a positive or negative way. In addition, the individual or collective benefit that the tourism region residents will gain from the tourism activities can determine both the perception about the factors affecting tourism and the attitude to develop tourism activities. For example, the social satisfaction can affect the positive or negative perception about tourism. Thus, achieving the results related to the relationship between the individual and social benefit perception and the attitude to advance tourism can support the efficient strategic planning of tourism development.

This study emphasizes that the development of tourism is not a goal; but tourism has positive impacts on society, the environment, and the country. In this framework, the identification of individual perceptions on tourism development, and to put forward the relationship of these perceptions with the positive factors of tourism became a requirement.

## 2. Conceptual Framework

### 2.1 Individual and Social Benefit

The economic, social, and environmental sustainability of tourism is a multidimensional activity related with its components (Muresan et al., 2016). The individual and social benefits from the tourism are among the basic factors that affect the perspectives of people to tourism (Shariff, 2005). The social development, the increase in income, advanced agricultural markets (Lepp, 2007), advances in transportation and infrastructure, increase in public services and life standards, job opportunities, accommodation, new probabilities in trade or shopping, increase in the number of entertainment places, and any other elements that contributes to the individual or social interests, and the development of a country can be seen as the benefits of tourism (Shariff, 2005). The related literature includes the findings that, there is a statistically significant and positive relationship between the individual benefits of people who located in touristic regions, and perception of the positive impacts of tourism (Ko and Stewart, 2002: 522). Tourism is a sector that provides job and income opportunities in the future. Accordingly, there is a public support for this sector (Cooke, 1982).

### 2.2 The Basic Factors of Tourism

There are basic factors of tourism that have positive and negative characteristics. These are economic, social-cultural, and environmental factors that affect the society. Tourism, economic, social and cultural factors shape the relationship between visitors and local societies at touristic destinations (Soares et al., 2021). The economic impact factor of tourism is the set of economic activities to develop local economies (Ko and Stewart, 2002: 521). Accordingly, tourism is an economic factor that creates a new employment source, additional tax and income, foreign currency flow, and the development of infrastructure in the tourism region. It is clear that, the economic benefits are

traditionally related with tourism development (Cooke, 1982: 22). Therefore, tourism is generally perceived as a tool for economic development. This sector provides capabilities as, employment and investment opportunities, tax income, restaurants, accommodation services, natural and cultural attraction centres, festivals and open air entertainment opportunities, which can increase the life quality (Andereck et al., 2005).

The social and cultural impact factor can also stimulate some additional positive and negative developments at the tourism region. Accordingly, the social and cultural dimension of tourism has impacts that contribute the changes in values system of tourism, individual behaviours, family relations, collective life styles, ethical behaviours, creative solutions, traditional ceremonies, and social organizations (Pizam and Milman, 1984). Also, there are some other situations which are socially and culturally affected by tourism. These are the re-stimulation of traditional handicrafts, ceremonies, festivals, the increase in intercultural communication and tolerance, and changes in the traditional culture (Andereck et al., 2005), the increase of population, the problems of traffic and parking area, the increase in the rate of crime and the cost of life, the relationships between the residents of touristic region, and the changes in the life style of local people (McCool and Martin, 1994).

The social impacts of tourism include the rapid development in society, which are related to the target economy, and industry. The cultural impacts consist of the interactions in the social relationships, and art, which focus on long term changes in social norms and standards (Haralambopoulos and Pizam, 1996). The development of tourism results in as changes in the internal or external relationships of the regional residents (Huang and Stewart, 1996: 26). Especially, the close and individual communication atmosphere, that local tourism creates, can change the lifestyles of people living in the tourism region. Accordingly, the social and cultural impact of tourism can change the communication behaviours of tourists and local people, and increase the quality of touristic experiences of local people (Cooke, 1982).

The environmental impact factor of tourism: tourism is generally seen as a clean industry. Yet, tourism activities can result in important environmental damages in fragile conditions. The negative environmental impact of tourism is generally seen in the touristic regions where the environmental conditions are unconsidered in the implementation of local development policies. In these situations, the main focus is on the needs of tourists (Andereck et al., 2005).

The people living in the cities can less feel the physical, environmental or ecologic impacts of tourism, than the people living in rural areas (Gilbert and Clark, 1997).

### 2.3 The Development of Tourism Activities

The development and sustainability of tourism requires

some important tactics related with local people as to know the thoughts and feelings of the local residents, to interchange information with local residents, to make local people participate the tourism activities, to participate local people to the decisions for tourism, and to make local people feel that they are a party in the tourism related decisions (Özdemir and Kervankıran, 2011). Thus, providing the balance of payments; new activities increasing the income and currency inflow; the stimulation of sectorial activities as entertainment, construction, food & beverage, accommodation; the creation of new employment areas; decreasing the unemployment rates; the investments in infrastructure and transportation sectors (Yıldız, 2011); economic, environmental, social and cultural positive developments demonstrate that the tourism sector is developing. In addition, when the outcomes and costs of tourism sector are compared, it is seen that, the social-economic activities benefit to tourism development (Soares et al, 2021). Accordingly, Soares and colleagues (2021) achieved the result that, the tourism activities economically and positively affect the sector related regions in Spain.

### 3. Theoretical Background and the Hypothesis

#### 3.1 The Relationships between Individual and Social Benefit and the Positive Impact of Factors Affecting Tourism

The factors as the socio-cultural mind set of tourism region, the historical and natural value of tourism resources, and the economic opportunities affect the tourism perception and thought of people; and this, result in variety in research findings. For example, the developments that the society benefits, the development level of society, the increase in the area of entertainment facilities and green parks are the positive externalities of tourism sector (McCool and Martin, 1994). In connection with this, Platania and Santisi (2016) found that, the awareness of people about the economic benefits has positive impacts on tourism perception and tourism attitude and there is a statistically significant and positive relationship between the general perception on tourism and tourism impact.

The tourism activity is seen as an opportunity for the tourism region (Platania and Santisi, 2016). Again, Liu and Var (1986) identified that tourism activities provide greener park areas and entertainment facilities, and increase the quality of the roads and public facilities, according to the participants of the related survey. Similarly, at a research conducted by Ko and Stewart (2002) in South Korea, the datum about a large and important tourism destination were gathered from the local people, and analysed. Ko and Stewart (2002: 523) achieved the result that, there is a statistically significant and positive relationship between the individual-collective benefit from the tourism, and the perception of positive tourism impacts.

Platania and Santisi (2016) found that, the life satisfaction of town residents is positively associated with their attitude to tourism. Accordingly, life satisfaction of people affects

their individual and economic attitude to tourism. Then, the life satisfaction of individuals living in tourism region is linked with the economic, social, and environmental factors (Platania and Santisi, 2016). In other words, the individual and collective benefit and tourism perspective are statistically significantly and positively associated. The individual economic acquisitions or achievements affect the social and economic perception related with tourism. On the other hand, Jurowsky et al. (1997) identified in their research that, the economic gains do not statistically significantly affect the environmental perception of tourism. A study that was made in Uganda demonstrated that, the society has a positive perspective to tourism activities. The reason for this is, tourism activities provide an income for people by consuming food & beverage, accommodation services, or local handcrafts. Tourism activities increase the agricultural outcome or related income (Lepp, 2007). Besides, employment and education are the strong factors that affect the perceptions of local residents (Bankov et al., 2019). Consequently, many researchers achieved the results that support the social change theory. Accordingly, the local residents are dependent the tourism sector, get high levels of economic gain, and achieved personal benefits make think that, tourism have very positive impacts or outcomes (Andereck et al., 2005). However, the pandemia conditions negatively affected the individual and collective benefit from the tourism sector (Soares et al., 2021).

Then, based on the literature above, it is assumed that, the impacts of tourism will be perceived positively at the regions in which the individual and social benefits originated from the tourism activities will be high. Thus, the following hypotheses are developed:

Hypothesis 1: There is a significant relationship between the individual and social benefit and perceived tourism factors.

Hypothesis 1a: The individual and collective benefits have statistically significant and positive impacts on the perceived economic factors of tourism.

Hypothesis 1b: The individual and collective benefits have statistically significant and positive impacts on the perceived social and cultural impacts of tourism.

Hypothesis 1c: The individual and collective benefits have statistically significant and positive impacts on the perceived environmental impacts of tourism.

#### 3.2 The Relationship between Individual and Collective Benefit and the Development of Tourism Activities

According to the findings of a research that was conducted in an Italian region, the local residents' perceptions on the economic, environmental and socio-cultural impacts, affect the support to the local tourism policies. So, the regional residents who think that tourism has positive impacts or outcomes, are more eager to support tourism development policies (Brida et al., 2014). Moreover, it was found that, the tourism originated income significantly affects the support

to tourism (Jurowski et al., 1997). Besides, the results of a research that was conducted in North Carolina U.S.A demonstrated that, the perception related with the personal gain that regional residents get from tourism is statistically significantly associated with their positive attitude to tourism. There is a strong relationship between the support to tourism activities and the personal gains from it. On the whole, two main reasons result in as the desire to support tourism activities. The cultural dimension that represent women population, art, crafts and the development of art are the positive events that youngsters perceive about social life and services (Wang and Pfister, 2008).

The results of a research revealed that, the unemployed people more strongly support the developments in the tourism regions' infrastructure and attraction sides than the people who are employed. On the whole, the regional residents who think that they have personal gain from tourism activities, support the development of tourism (Sarikaya et al., 2002). Depending on the findings given in the related literature, the following hypothesis, about the relationship between personal and collective benefit and the development of tourism activities, is formed.

Hypothesis 2: There is a statistically significant and positive relationship between individual and collective benefit and the development of tourism activities. The individual and collective benefits have positive impact on the development of tourism activities.

### 3.3 The Relationship between the Perception that Tourism has Positive Impacts and the Development of Tourism Activities

It is thought that, when society accepts the positive impacts of tourism and embraces it, then the social and institutional support to enlarge tourism activities, will increase. For example, according to the results of a research, the positive perception about the economic outcomes of tourism affects the positive attitude to develop tourism (Haralambopoulos and Pizam, 1996). Also, there are other studies that support the findings of this research. Jurowski and colleagues (1997) stated that, the economic gain related with tourism, is among the reasons for the change in views about tourism. Then, this opinion affects the direct or indirect support to develop tourism (Jurowski et al., 1997). Again, the similar results are achieved in another research. Accordingly, the perceptions about tourism and tourists, the employment in tourism, the aimed awareness about tourism development projects would significantly affect the supports of local residents to tourism (Sarikaya et al., 2002). Ko and Stewart (2002) identified that, there is a statistically significant and positive relationship between the perception about the positive results of tourism and the attitude to develop tourism (Ko and Stewart, 2002). Moreover, there are other researches which reveal the positive relationship between the social and cultural impacts of tourism and the development of tourism. In relation to this, Brunt and Courtney (1999) argued that, the social and cultural impacts of tourism are statistically significantly associated with the development of tourism

(Brunt and Courtney, 1999). Also, Gilbert and Clark (1997) pointed out that, tourism encourages cultural activities and contributes to the restoration of cultural heritage (Gilbert and Clark, 1997).

The culture is at the centre of tourism sector attractions (Zhou & Sotiriadis, 2021). Again, the support of tourism to cultural and creative activities depends on the interaction between culture and tourism (Henche et al., 2020; Zhou & Sotiriadis, 2021). The expenses made for tourism result in as an increase in tourism sector revenues; also, it increases the rate of growth (Cannonier and Burke, 2019).

The relationship between culture and tourism accelerated the researchs in cultural tourism area. It is known that, factors as cultural consumption, the protection of cultural heritage, cultural tourism economy, and creative economy have impacts on the development of cultural tourism (Richards, 2018). Thus, tourism is closely associated with economic development. In the same way, tourism encourages local economic development (Liu et al., 2021).

Consequently, the individuals of different cultures or societies have a general idea on tourism that: tourism has positive impacts. On the other hand, there are some concerns about the impacts of tourism. These concerns differ across the areas. However, tourism is generally an embraced and a well evaluated industry (Andereck et al., 2005). In connection with this, there are some situations that relate regional actors' perceptions with economic, social and cultural benefit. So, it is possible to relate this perceived benefit or gain with the achieved positive perceptions about tourism, and the maintenance of the support to tourism. Then, the individual benefits depending on the positive developments about tourism, and the benefits of local residents support the development of tourism. Again, special policies about tourism should also be supported (Alp, 1992).

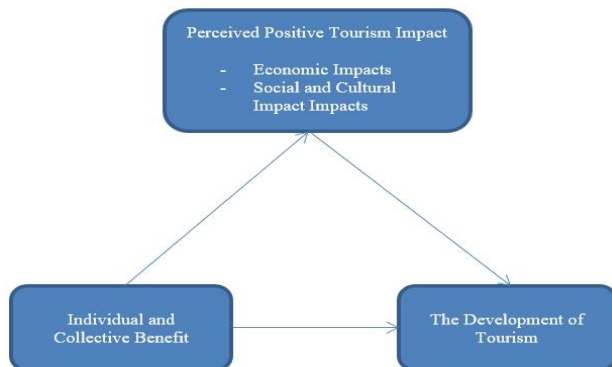
The results of a research demonstrated that, the perceived economic and social impacts of tourism statistically significantly and positively affect the support for natural tourism. By contrast, the perceived environmental impact of tourism does not statistically significantly affect the support to natural tourism (Jurowski et al., 1997). Similarly, at a research conducted in Romania, the perceptions of rural people on the development of tourism was searched; and the factors affecting the development of tourism were analyzed. Accordingly, it was shown that, the local residents see tourism as a factor of development. It was also achieved that, factors as infrastructure, age, gender and education affect the sustainable development of tourism, besides the natural, economic or socio-cultural variables (Muresan et al., 2016). In the same way, the support that is given by local residents to the touristic activities is also linked to their perceptions about economic, environmental, or socio-cultural factors. The positive impacts of these factors increase the level of support given by local residents to tourism (Mohammadi et al., 2010).

Depending on the literature given above, it is assumed

that, when the regional resident perceive the impacts of tourism positive, they will display behaviors and attitudes that support tourism. Therefore, the following hypotheses are proposed:

Hypothesis 3: There is a statistically significant and positive relationship between the perceived tourism factors, and the development of tourism activities.

Hypothesis 3a: The perceived positive economic factor of



tourism has a positive impact on the development of tourism activities.

Hypothesis 3b: The perceived positive social and cultural factor of tourism has a positive impact on the development of tourism activities.

Hypothesis 3c: The perceived positive environmental factor of tourism has a positive impact on the development of tourism factors.

## 4. Methodology

### 4.1 The Problem

There are many valuable tourism sources at Giresun province of Turkey which can affect the tourism activities economically, socially, and culturally. These attraction points are historical castles, festivals, streams, rivers, lakes, plateaus, waterfalls, mosques, and the Island of Giresun. These tourist attractions provide both individualistic and collective benefits for the local people. So, this individualistic and collective benefit can directly or indirectly positively affect the positive perception of tourism activities, and the development of tourism activities. Therefore, it is a necessity to identify the local people's perceptions about the tourism activities, and the development of tourism at Giresun province. At this context, the answers of two questions are required:

- Are there the impacts of individualistic and collective gain on the perceptions of tourism activities have positive impact, and the development of tourism activities?
- Does the perception of tourism activities have positive impacts; affect the development of tourism activities?

### 4.2 The Goal of the Research

The goal of the research is to identify the impacts of individualistic and collective benefit on the positive perception of the factors affecting tourism, and the attitude about the development of tourism activities.

### 4.3 The Importance of the Research

The natural touristic characteristics of the provinces of Eastern Black Sea, increased the interests to the tourist attractions (The Environmental Situation Report of Giresun Province in 2015, 2016). The change in the tourism perspective of Giresun increased the demand for entertainment tourism, and plateau tourism. These developments required the increase of tourism investments (Başer, 2019). The Giresun province, which has valuable tourism related resources, is affected by positively by the tourism activities in recent years (Akgün, 2016). The plateaus, historical buildings and heritage; natural beauties; lakes, waterfalls, green bushy forests are the main resources for the development of tourism in Giresun province. Some natural beauties (the plateaus, waterfalls, and lakes etc.) are the following: Kümbet Plateau, Paşakonağı Plateau, Gölyanı Plateau, Görele Sıdağı Plateau, Karagöl Mountains and Plateau, Kulakkaya Plateau, Bektaş Plateau, Kuzualan Waterfall, the Blue Lake, Giresun Island, the Seven Mills Nature Park, and the Tepesidelik Ponor. Furthermore, these are the examples of some historical buildings (castles, churches, monasteries, museums, mosques, masjids, shrines, khans) located in Giresun province: Giresun Castle, Tirebolu Castle, Espiye Andoz Castle, Giresun Museum (Gogora Church), Bedrama Castle, Şebinkarahisar Castle, Kuşluhan Castle, Tirebolu Saint Jean Castle, Çakrak Church, Licese Church, Asarcık Church, Göynük Church, Kaledere Church, Şadı Church, Acısu Kaya Church, Giresun Meryem Ana Monastery, Atatürk House and Museum, Hacı Mikat Mosque, Hacı Hüseyin Mosque, Fahrettin Behramşah Mosque, Kurşunlu Mosque, Sarayburnu Mosque, Taş Masjit, Seyyid Vakkas Shrine, Hacı Hasan Shrine, and Taş Khans. In addition, these are some of the local festivals of Giresun province: Aksu Festival, Görele Kemancha and Horom Festival, Kuşdili/Whistle Festival, Çamoluk Honey Festival, Dried Beans Festival, Ören (Corn) Graham Flour Halvah Festival, Otu Migration Festival, And Tamzara Weaving Defiling. Consequently, it is important to know; how the tourism related resources are perceived by the residents of Giresun province; and the impact of this perception on the development of tourism activities.

### 4.4 The Conceptual Model

**Figure 1.** The Conceptual Model

### 4.5 Data Collection Tool

The data of the research was obtained with the survey forms "Individualistic and Collective Benefit; Perceived Positive Tourism Factors; and The Development of Tourism". The

scale of ‘individualistic and collective benefit was taken from the study of Shariff (2005); the scale of ‘the perceived positive tourism impacts’ was taken from the study of Ko and Stewart (2002), and ‘the development of tourism’ scale was taken from the study of McGehee and Andereck (2004). In relation to this, the survey was conducted with face-to-face meetings. Accordingly, the data was collected between the dates of October 8<sup>th</sup>, 2019 and November 14<sup>th</sup>, 2019. The data was obtained especially the intensely populated areas of Giresun province.

#### 4.6 The Universe and the Sample

The universe of this research is the residents of Giresun province. Accordingly, the 449 individuals that accept to answer the questions formed the sample. Moreover, because of the factors of time and financial costs, the simple sampling was used in the research. Again, the size of the sample was determined due to the designed multivariate analyses. For example, when the conditions of; 0.50 factor loads (Gürbüz and Şahin, 2018), the rate of the sample when compared with the observed variables (Şimşek, 2007), the size of this sample is above the minimum level that a research requires ( $n=449$ ). The demographic characteristics of respondents are given below (Table 1).

#### 4.7 Reliability and Validity

The reliability Cronbach Alpha coefficient of the data collection tool before the factor analyses is  $\alpha = .887$ . So, this value is very high, and adequate for internal reliability (Kalaycı, 2010: 405). Furthermore, the commentary factor analyses simultaneously. The variables those have Eigenvalues over 1 (one) are accepted as the factors. Then, a five-factor model was identified with the Eigenvalue statistics method that explains 53% of the total variance. Again, after the factor analyses, the six items (6, 8, 9, 10, 23, and 24) that have variances below 50% were excluded from the process of hypothesis testing. Besides, the Cronbach Alpha ( $\alpha$ ) reliability coefficients of five factors were calculated separately, and shown at Table 2:

**Table 1.** Demographic Characteristics ( $n=449$ )

<i>Gender</i>	<i>f</i>	<i>%</i>	<i>Occupation</i>	<i>f</i>	<i>%</i>
Women	188	41.9	Worker	96	21.4
Men	261	58.1	Officer	99	22.0
<b>Total</b>	<b>449</b>	<b>100</b>	Self-employment	91	20.3
<i>Marital Status</i>	<i>f</i>	<i>%</i>	Retired	47	10.5
Married	192	42.8	Student	78	17.4
Single	257	57.2	Housewife	38	8.5
<b>Total</b>	<b>449</b>	<b>100</b>	<b>Total</b>	<b>449</b>	<b>100</b>
<i>Income Level</i>	<i>f</i>	<i>%</i>	<i>Age Range</i>	<i>f</i>	<i>%</i>
2100 ₺ below	132	29.4	18-25	114	25.4
2100-3000 ₺	121	26.9	26-33	126	28.1
3001-4000 ₺	90	20.0	34-41	102	22.7
4001-5000 ₺	60	13.4	42-49	58	12.9
5000 ₺ above	46	10.2	50 and above	49	10.9
<b>Total</b>	<b>449</b>	<b>100</b>	<b>Total</b>	<b>449</b>	<b>100</b>
<i>Basic Factor that Attracts Tourists</i>	<i>f</i>	<i>%</i>	<i>Level of Education</i>	<i>f</i>	<i>%</i>
Plateaus	185	41.2	Primary education	48	10.7
Historical buildings	142	31.6	Secondary education	181	40.3
Lakes and waterfalls	83	18.5	College	113	25.2
Natural beauties	33	7.3	Bachelor's	93	20.7
Other	6	1.3	Post graduate	14	3.1
<b>Total</b>	<b>449</b>	<b>100</b>	<b>Total</b>	<b>449</b>	<b>100</b>

**Table 2.** The Results of the Factor Analyses



Social and Cultural Factors (F1)	Factor Loads	Eigenvalue	Explained Variance (%)	Cronbach Alpha (α)
17	0.634	6.476	26.985	.73
16	0.599			
18	0.594			
7	0.567			
15	0.554			
<b>The Development of Cultural Activities (F2)</b>				
27	0.735	1.693	7.053	.75
30	0.653			
29	0.639			
26	0.623			
25	0.601			
28	0.582			
<b>Individualistic and Collective Benefit (F3)</b>				
1	0.733	1.643	6.844	.75
2	0.653			
4	0.632			
3	0.606			
5	0.573			
<b>Environmental Factors (F4)</b>				
21	0.740	1.388	5.783	.72
24	0.718			
19	0.645			
20	0.617			
<b>Economic Factors (F5)</b>				
12	0.756	1.345	5.603	.68
13	0.704			
14	0.570			
11	0.528			
Explained Total Variance (%): 53				
Kaiser-Meyer-Olkin Value (KMO): .870				
Cronbach Alpha (α) Value: .877				
Bartlett test: 3138.072 p=0.00<0,05				

### 5. The Findings of the Research

The correlation and regression analyses were realized, respectively, to test the conceptual model and the hypothesis.

#### 5.1 The Results of the Correlation Analyses

The relationships between the factors were analysed with Pearson Correlation, and the results are given at Table 3.

As it is shown at Table 3, it was found that, there are statistically significant relationships between all of the factors (p<0.01). Moreover, the strongest relationship is between the positive social and cultural factors of tourism, and the social benefit.

**Table 3.** The Results of the Correlation Analyses

	Mean	Standard Deviation	F1	F2	F3	F4	F5
<b>F1:</b> Social and Cultural Factors	4.2272	0.56305	1				
<b>F2:</b> The Development of Tourism Activities	4.1656	0.58487	.442**	1			
<b>F3:</b> Individualistic and Collective Benefit	4.2704	0.59284	.481**	.399**	1		
<b>F4:</b> Environmental Factors	4.0323	0.69119	.416**	.432**	.411**	1	
<b>F5:</b> Economic Factors	4.1019	0.62124	.460**	.429**	.374**	.360**	1

Note: \*\* shows p<0.01

#### 5.2 The Results of the Regression Analyses

The simple and multiple regression analyses methods were used to test the hypotheses. Besides, the enter method was used in the regression analyses. Also, the multiple linear regression analyses method was chosen to identify the impact levels of ‘individualistic and collective benefit’, and ‘the positive economic, social, cultural, and environmental’ factors on the attitude about the development of tourism activities. In relation to this, the following values are used: (R<sup>2</sup>), shows the proportion of explained change by the independent variable or variables, that occurs in the dependent variable; F test, demonstrates whether the regression model is significant or not; B, indicates the coefficients of regression equation; and β: Beta, shows the relationship between the dependent and independent variables (Gürbüz and Şahin, 2018).

**Table 4.** Findings of Simple Linear Regression Analyses on the Positive Factors Affecting Tourism

Dependent Variable	B	Standard Error	Beta (β)	t	p	
Economic Factors	Constant	2.426	0.198	12.246	0.000	
	Individualistic and Collective Benefit	0.392	0.046	0.374	8.537	0.000
	R <sup>2</sup> value: 0.14		F test value= 72.887			
	Durbin-Watson value: 1.944		Model p=0.000<0.05			
Social and Cultural Values	Constant	2.277	0.170	13.410	0.000	
	Individualistic and Collective Benefit	0.457	0.039	0.481	11.593	0.000
	R <sup>2</sup> value: 0.231		F test value= 134.406			
	Durbin-Watson value: 1.838		Model p=0.000<0.05			
Environmental values	Constant	1.984	0.217	9.155	0.000	
	Individualistic and Collective Benefit	0.480	0.050	0.411	9.544	0.000

$R^2$ value: 0.17	F test value= 91.085
Durbin-Watson value: 1.720	Model
$p=0.000<0.05$	

The results of simple linear regression analyses on the dependent and independent variables are shown at Table 4. It can be seen from the table that, the individualistic and collective benefit variable has significant impact on the economic, social and cultural factors that are affected by tourism. These are the main factors that are affected by tourism. According to the results of three independent regression models, one unit increase in the individualistic and collective benefit creates significant changes or variation on the following factors are affected by tourism,

respectively: economic factor, ( $\beta=.374$ ;  $p<0.001$ ); social and cultural factor, ( $\beta=.48$ ;  $p<0.001$ ); environmental factor, ( $\beta=.411$ ;  $p<0.001$ ). Thus, Hypothesis 1, Hypothesis 1<sub>a</sub>, Hypothesis 1<sub>b</sub>, and Hypothesis 1<sub>c</sub> are accepted.

The results of multiple regression analyses on the development of tourism are given at Table 5. Accordingly, one unit increase or decrease in all of the independent variables, or in individualistic and collective benefit ( $\beta=.139$ ;  $p<0.05$ ), economic factors ( $\beta=.212$ ;  $p<0.001$ ), social and cultural factors ( $\beta=.186$ ;  $p<0.001$ ), environmental factors ( $\beta=.221$ ;  $p<0.001$ ) result in a significant change in the development of tourism activities. Hence, Hypothesis 2, Hypothesis 3, Hypothesis 3<sub>a</sub>, Hypothesis 3<sub>b</sub>, and Hypothesis 3<sub>c</sub> are accepted.

**Table 5.** The Findings of Multiple Linear Regression Analyses on the Development of Tourism Activities

	<i>B</i>	<i>Standard Error</i>	<i>Beta (β)</i>	<i>t</i>	<i>p</i>
Constant	1.192	0.210		5.687	0.000
Individualistic and Collective Benefit	0.137	0.046	0.139	2.980	0.003
Economic Factors	0.199	0.043	0.212	4.653	0.000
Social and Cultural Factors	0.193	0.050	0.186	3.834	0.000
Environmental Factors	0.187	0.038	0.221	4.905	0.000
$R^2= .324$	F test value= 53.188				
Durbin-Watson value: 1.720	Model $p=0.000<0.05$				

## 6. Discussion and Conclusion

The sample of the research includes women (41.9%) and men (58.1%), who are married (42.8%), and single (57.2%). Again, the range of income level changes mostly between low and middle level (76.3%). Accordingly, this situation can be explained on the number of participants living in rural areas with the proportion of occupational groups. For example, the groups of students, housewife, workers, and retirees represent 58% of the total sample. Moreover, the highest age group proportion is 28.1%, which represents the age group between 33 and 36. Again, the highest proportion of the group according to the education criteria is the secondary school – high school graduates (40.3%). Furthermore, the basic factor that makes Giresun province attractive for tourists are found to be the existence of plateaus (41.2%), and the historical buildings (31.6%).

The data set of the research was analysed with methods of correlation, and regression. Depending on the results of data set analyses, there is a statistically significant and positive relationship between the benefits of local resident from the tourism activities, and the three factors (economic, social, and cultural) that the tourism activities have positive impacts on ( $p<0.01$ ). In other words, the individualistic and collective benefit affects these three factors statistically significantly.

In the frame of the research, some factors that can have possible relationships with the development of tourism activities are analyzed. Accordingly, the data analyses showed that, there is a statistically significant and positive relationship between the development of tourism activities; and individual and collective benefit and the three dimensions (economic, social, and cultural) of tourism's positive impact. Moreover, the relationship between the development of tourism activities and cultural factors is the strongest significant relationship. The multi regression analyses results those are at table 5 indicate that, one unit increase or decrease in individualistic and collective benefit ( $\beta=.139$ ;  $p<0.05$ ), economic factors ( $\beta=.212$ ;  $p<0.001$ ), social and cultural factors ( $\beta=.186$ ;  $p<0.001$ ), and environmental factors ( $\beta=.221$ ;  $p<0.001$ ) results in a significant change (increase or decrease) in the development of tourism activities. Consequently, as a basic result of this research, the individualistic and collective benefits of local residents from tourism activities have statistically significant and positive impacts on the positive impacts of tourism, and the development of tourism activities. In addition, the factors that affect tourism positively, also affect the attitude for the development of tourism. The findings of this research are supported by some researches in the literature (For example: Brunt and Courtney, 1999; Haralambopoulos and Pizam, 1996; Henche et al., 2020;



Jurowski et al., 1997; Ko and Stewart, 2002; Muresan et al., 2016 Soares et al., 2021).

The basic mission of tourism policies and strategies should focus on increasing the economic, social, and cultural impacts of tourism to a more positive level, and also increasing the individualistic and collective benefit to the maximum level. Thus, the development of tourism activities can achieve more individual or collective support. So, new opportunities should be created to increase the level of public participation to the tourism activities. As a result, local residents can feel themselves more economically secure.

The public institutions and the private sector investors should set up strong communication with local residents to increase the social and cultural impacts of tourism and decreasing the negative consequences of tourism. Besides, the tourism related perspectives, and awareness of local people should also be understood. More than that, the collaborative approaches of regional parties might benefit to all of the stakeholders socially, culturally, environmentally, and more important than all, economically, too. In addition, informing people about tourism; especially, increasing the perception that tourism has negative environmental, social, and cultural impacts, would make it possible to provide increased public support for tourism. Again, increasing the volume of sustainable tourism activities for the liveliness of tourism regions might prevent the seasonal migration to the cities from these areas. Also, these developments can support the SME's financially by increasing the number of customers. Finally, setting up detailed awareness campaigns, informing the local residents periodically, and measuring the perception of tourism might provide the sustainability of tourism industry.

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**Appendix 1. Survey Form**

1	The tourism activities contribute the development of highways.
2	Tourism develops the public services.
3	Tourism increases revenues.
4	Tourism increases life standards.
5	Tourism activities develop social life.
6	Tourism activities create attractive jobs.
7	Tourism activities increase the shopping probabilities.
8	Increasing the tax would develop the tourism related infrastructure.
9	Tourism activities would have an important role in the development of economy.
10	Tourism activities would fasten economic development; increase investments, and strengthen the infrastructure.
11	Tourism increases job opportunities.
12	Tourism activities increase the income, and life standards.
13	Tourism activities increase the general tax revenues of a town or a city.
14	Tourism activities increase the life quality.
15	Tourism activities increase the number of entertainment facilities; and facilitate to get the entertainment services.
16	Tourism activities increase the tolerance level to other cultures or societies.
17	Tourism activities increase the demand level to historical elements and cultural activities.
18	Tourism activities encourage and support the diversity of cultural activities.
19	Tourism activities increase the service level of security, and precautions against fire.
20	Tourism activities provide environmental protection, and better views for related areas.
21	Tourism activities increase the basic life infrastructure (For example, the protection of health water resources; the development of electricity, and telephone services; and access to these services).
22	Tourism activities contribute the development of public service facilities (For example: The development of pedestrian roads; regular traffic flow; increased qualities of urban areas).
23	Tourism can be one of the most important sectors for social wealth.
24	The development of tourism sector might contribute to the social development.
25	Tourism activities can have an key role on the development of society, or the economy.
26	I proud of tourists' visit to my country, and my town, to learn my culture.
27	It makes me happy that the tourism sector will have a vital role for this society.
28	Tourism sector presents a guarantee and hope for the future of this society.
29	The Tourism Ministry or local tourism authority should work more to develop tourism in this area.
30	I support the construction of new tourism facilities that will attract new tourists.