

Local People's Perception of Halal Tourism and Arab Tourists: The Case of Sapanca

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Yerel Halkın Arap Turistlere ve Helal Turizme Yönelik Algısı: Sapanca Örneği

Öz

Bir yerin turistik destinasyon olabilmesinde, yerel halkın turizme ve turistlere bakış açısı önemli bir faktördür. Bu çalışmanın amacı, yerel halkın Arap turistlere yönelik algısını Sapanca örneği üzerinde incelemek ve Sapanca'nın helal turizm destinasyonu olabilmesi noktasında yerel halkın tutum ve algılarının olası etkilerinin araştırılmasıdır. Bu amaçla Sapanca sınırları içinde ikamet eden ya da çalışmakta olan farklı demografik özelliklere sahip 380 kişi ile yüz yüze görüşme yöntemi kullanılarak anket uygulaması ile veri toplanmıştır. Sonuç olarak yerel halk, turizmin ilçenin ekonomik ve sosyal yönden gelişimi için önemli olduğuna inanmakta, alınacak önlemler ve doğru politikalarla Sapanca'nın iyi bir helal turizm merkezi olabileceği düşünülmektedir.

Anahtar Kelimeler: Turizm, Yerel Halk, Arap Turist, Helal Turizm, Sapanca

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Abstract

The local people's perspective on tourism and tourists is an important factor in making a place a touristic destination. The objective of this study is to examine local people's perceptions on Arab tourists in the case of the district of Sapanca in the province of Sakarya in Turkey, and analyze the possible effects of local people's attitudes and perceptions on the possibility of the Sapanca district to become a Halal tourism destination. To this end, data were collected through application of a survey by meeting face to face with 380 people living or working inside the borders of the Sapanca district and who had different demographic characteristics. In conclusion, the local people believed that tourism is important for the economic and social development of the district and thought that Sapanca could be a decent Halal tourism destination with actions to be taken and proper policies.

Keywords: Tourism, Local People, Arab Tourist, Halal Tourism, Sapanca

1. Introduction

In the last few years, Sapanca has experienced an interesting demand, primarily from Arab tourists, with its location and natural beauty. Accommodation, food and beverage and entertainment facilities have seen a quantitative progress with new investments. Lake Sapanca is by itself regarded as an attraction point. While the interest from Arab tourists in this area makes tourism traders very happy, it also brings along a few problems.

The objective of this study was to examine the local people's perception on Arab tourists through the case of the district of Sapanca and reveal the possible effects of local people's

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attitudes and perceptions on the possibility of the Sapanca district to be a Halal tourism destination. To this end, it was aimed to measure the local people's perception on tourism and Arab tourists. An abstract literature review specific to Arab tourists regarding Halal tourism was performed, and afterwards, field research findings were presented.

2. Literature Review

As a result of the literature review regarding "the perception of Halal tourism by the local people and Arab tourists: the case of Sapanca" detailed studies were found. These studies included those by Tieman (2015: 2-21), Ab Talib et al. (2016: 987-997), Tieman and Ghazali (2013: 281-293), Prabowo et al. (2015: 268-291), Tieman et al. (2012: 217-243), Abdul Rahman et al. (2018: 462-483), Ab Talib et al. (2016: 461-475), Boğan and Sarıışık (2018), Soon et al. (2017: 39-51), Dilek and Çakmak (2017: 314-339), Ab Talib (2017: 605-624), Jaelani (2017: 25-34), Gohary (2016: 124-130), Kingır and Kardeş (2017: 22-35), Dinçer and Erkol (2017: 26-42), Akbaba and Ahmed (2018: 13-22), Akyol and Kılınç (2014: 171-186), Olcay et al. (2018: 389-408), Özdemir and Yaylı (2014: 183-202), Pamukçu and Sarıışık (2017: 82-98), Akkuş (2017: 99-119) and Mohsin et al. (2016: 137-143). These studies are briefly summarized below.

According to Tieman (2015: 2-21), food production and trade in the Halal value chain is defined as a weak link. In order to ensure that Halal food is present, it is emphasized that a new paradigm is needed to better organize the production and trade of Halal foods through Halal clusters. For Muslim consumers, a Halal cluster model based on five elements is proposed, and this model includes education, research, Halal network, Halal supply chain and enabling. It is stated that more experimental research should be carried out on Halal food production, Halal networking, Halal trade and Halal parks in the world.

Ab Talib et al. (2016: 987-997) stated that the emergence of the Halal food market as one of the largest consumer food markets encouraged companies to obtain Halal food certificates, and studies Halal food certification studies are due to the lack of theoretical development and understanding in the field. Government regulations, Halal food demands from Muslims, the highly institutionalized Halal industry and intensive competition in the sector have highlighted the need for creative practices to initiate Halal food certification. The importance of strong motivation behind corporate Halal food certification is emphasized.

Tieman and Ghazali (2013: 281-293) argued that, in the traditional product categories in some industries, various allocations may be made to result in different product and supplier strategies. The tactical and operational aspects of Halal requirements may have an impact on the purchasing process. There is a need for effective adaptation between purchasing strategies and process of purchasing in Halal food policies.

According to Prabowo et al. (2015: 268-291), along with global Halal enterprises, awareness on consumption of Halal products and services has been increasing rapidly in recent years. However, many industry players have not understood this great potential of the concepts of Halal trade yet. Halal certification is not among the priorities of food and drink businesses that appeal to the catering sector.

In the study by Tieman et al. (2012: 217-243), the authors defined basic logistic business processes as the determinants of the performance of the Halal supply chain. To further improve the Halal Supply Chain Model for different product and market combinations, there is a need for more experimental research. Halal supply chain requires different parameters that cover strategies derived from conventional supply chain management practices such as Halal

food policy, logistical control, supply chain network structure, supply chain operation processes, supply chain resources and supply chain performance.

Abdul Rahman et al. (2018: 462-483) emphasized the importance complying with logistics standards without compromising the standard processes for the import and export purposes of the Halal product. The main purpose of Halal logistics is to prevent cross-contamination between the Halal and the non-Halal products during their transportation or handling in the warehouse.

Ab Talib et al. (2016: 461-475) highlighted the need to establish a relationship between Halal certification and logistics performance by forming a theoretical model. While there is a lack of studies on the relationship between Halal certification and logistic performance, they suggested that correct implementation of resources may affect the performance of Halal certification positively. They argued that governments may directly affect logistics as supervisors of the relationship between Halal logistics and performance.

Boğan and Sarıuşık (2018) stated that Muslim tourists who participate in Halal tourism activities represent a valuable niche market for the global tourism industry. There is a need for consistent use of terms related to Islamic tourism in the industry. Hotel companies need to have Halal certificates for providing assurance for their customers. The importance of informing the hotel's guests about the hotel's location before they arrive at the hotel was emphasized. Dilek and Çakmak (2017: 314), to investigated consumer trends in halal tourism; they investigated whether these trends change according to demographic factors, income level, etc.

Soon et al. (2017: 39-51), while defending the idea that the integrity of Halal may be compromised at the conventional stages of the food chain, stated that there is a need for regulating the definition of Halal by using field-to-fork, global supply chain models. The integrity of Halal food should clearly show the details of the Halal status of the product and ensure that halal conditions are met.

Ab Talib (2017: 605-624) aimed to examine the motivation and benefits of Halal food safety certification (HFSC) from different perspectives. Food safety certification (FSC) has long been a commonly discussed topic in research on food safety. The study examined the internal and external motivations and benefits of HFSC and discussed these in more detail. While intrinsic motivations concern a company's internal processes, people and existing resources, external motivations concern a company's external involvements such as state intervention and market pressure. A company may benefit from internal opportunities such as product quality or external opportunities such as better marketing and larger market shares.

According to Jaelani (2017: 25-31), despite the world's slowing economy, Halal tourism in Indonesia is a tourism industry that contributes to economic growth. The study emphasized that, in Indonesia, Halal tourism has been developed for a long time as an activity with high religious motivation. It was stated that, with the development of the global Islamic economy, Halal tourism has undergone a transformation which requires modern change from destinations to hotels and tourism marketing. It was emphasized that the Halal tourism industry combined descriptive and Islamic legal practices in Indonesia. The author stated that the Halal tourism industry could not be separated from the religious practices of the majority of Muslims in Indonesia, but it may financially contribute to the local community and the tourist areas showing beauty and hospitality for non-Muslims. It was concluded that Indonesia has

become a part of the international tourism industry towards becoming a Halal tourism center in the future.

Gohary (2016: 124-130) asserted that studies on religions such as Islam have focused on the interest and attention of researchers in the desire to know more. However, regardless of the importance and value of religious studies, religious tourism is still very rarely represented in the literature. In fact, it is saddening that little is known about religious tourism in many developed and developing economies. Moreover, Islamic tourism (or Halal tourism) is deeply rooted in the sharia. This is because, while most Muslims travel for education, some travels are directly related to sharia itself (e.g. Hajj and Umrah). Gohary's work discussed the concept of Halal tourism (as a sub-category of religious tourism), its origins, principles and most importantly, answers to the following questions: Is Halal tourism really Halal? Is Halal tourism only for Muslim families who obey the Islamic rules? Halal tourism or Islamic tourism? Is Halal tourism only relevant for Islamic countries or is it important for other countries? What are the impacts of incompliance with Halal principles on the performance of hotels (and other tourism organizations)?

Kingır and Kardeş (2017: 22) stated that developments in technology, communication, and education and the increase in the overall welfare level has increased the material expectations of Muslim tourists and this led the Muslims to look for alternative vacation options that meet requirements set by the religion. Intensive competition in the tourism sector has led to diversification of tourism. Depending on those developments, a variety of tourism products emerged as "Halal Tourism" which has increasingly importance day by day and becomes a hot topic in academic literature. Halal tourism includes all touristic businesses that satisfy the needs of all tourism activities such as recreation, accommodation, travel, transportation based on the Islamic rules and regulations.

According to Dinçer and Erkol (2017: 26), Halal tourism is briefly defined that actions or objects related to tourism are realized according to Islamic teachings. Most Muslims in the world travels with aims as education, jobs, health, culture, relaxing, worship and they realize to their travels according to Islamic Principles and teaching. In the course of the presentation of these products, it is of great importance whether these products take advantage of the Qur'an and Hadith from which they received their source or not. For the concept and principles of halal tourism in the study, they emphasized the practices of the Koran and Hadith.

Akbaba and Ahmed (2018: 13-22) examined the previous to literature studies about Halal Tourism in detail. Both opportunities and challenges that Ethiopia will be facing while implementing halal tourism have also been inventoried and analyzed. Accordingly, the applicability of Halal tourism in Ethiopian context has been well appraised. The finding of this study reveals that there are misconception and misunderstandings among stakeholders and scholars on the concept of Halal tourism. Neither a clear definition is given for Halal tourism. Moreover, the study also approved that Ethiopia has both potentials, opportunities and challenges to develop Halal tourism.

Akyol and Kiliç (2014: 171-186) stated that concept of "halal" in the context of Islam shows its reflections in the field of marketing. The "halal industry", which covers many sectors such as food, textile, transportation, finance and tourism, has grown rapidly. Muslims make up 23% of the global population. The expectations of Muslim consumers for "halal food, halal finance, halal transportation and halal holiday" is one of the most important factors leading to the growth of the halal market. Therefore, companies in the halal market segment pay special

attention to corporate identity, corporate culture, spatial design, marketing policies, marketing tools and media, religious indicators and sensitivity. Islamic lifestyle, hygiene, safety, and only because expectations as services for women, "halal tourism" concept began to see greater demand in the world and Turkey. The main purpose of this study is to examine and define the concept of "halal tourism" with the elements such as "halal hotels, halal transportation (halal airlines), halal food, halal tour packages and halal finance". In this study, various examples of hotels, websites and differentiating aspects of tourism marketing in the "halal tourism" sector were examined visually and in writing.

In their study, Olcay et al. (2018: 462) examined the studies on halal tourism published in national and international fields in order to create the bibliometric profile of the halal tourism area and to study the general trends. In this context, as a result of the research, it was determined that Likert-type scales are frequently used in quantitative methods and documents are used in the literature method.

Özdemir and Yaylı (2014: 183-202) investigated whether the demographic characteristics have a significant relationship on halal product preferences in the research conducted on the halal certified product preferences of consumers in Istanbul. While there is a significant difference between demographic variables, gender and income level and religious lifestyle, there is a weak relationship between demographic factors and religious lifestyle and halal food attitude, a very weak relationship between religious lifestyle and halal-certified product preference, and a weak relationship between halal-certified attitude and halal-certified product preference.

In their study, Pamukçu and Sarıışık (2017: 82-98) have examined global status of halal tourism, as being a touristic product that can be given priority with respect to existing culture of Turkey and its religious dimension and they have examined strategies of countries where there are halal tourism applications and relevant strong aspects. As a result of literature review it was reached to the conclusion that strategies of Turkey in relation to this market were not determined yet.

Akkuş (2017: 99-119) aimed to determine the perspectives and thoughts of the tourism faculty students on the issue of hotel with halal concept. 60% of the students participating in the research stated that they have a conservative opinion and stated that it is important to offer halal foods in the hotels and stated that the hotels with halal concept do not meet the demand in terms of quantity.

Mohsin et al. (2016: 137-143), regarding raising awareness about the increasing Halal tourism market sector and identifying the basic needs of this sector in connection, asked the question what is Halal tourism? The authors tried to answer this question and provided information about Halal tourism. They discussed the potential of Halal tourism and the impact of people on this potential.

The relationship between the local people of a tourist-accepting region and tourists has been the main subject of numerous studies in the field of sociology. The tourist-local people interactions may emerge in different environments; these interactions may take place in different forms such as traveling, accommodation at hotels, eating at restaurants, visiting tourist attractions, and shopping (Reisenger, 1994: 743). The effects of tourism or tourists on a region are generally assessed in terms of economic, social and physical environments. The way these effects may be reflected on the local people is somehow related to their perceptions of

notions such as the concepts of tourist, foreign and guest. Even though the word foreign is used for a person from outside of a tourist-accepting country in tourism terminology, socio-logically speaking, tourists from the same country may be regarded as foreign as much as those from other countries are.

Until recently, the word “tourist” had brought European citizens to mind in Turkey. However, in the last few years, a new tourist flow, coming from Middle Eastern and Gulf countries with an increasing intensity especially influenced by the Arab Spring, has started to draw attention. Again, in the last few years, the Halal tourism market has attracted attention as a new market that needs to be considered carefully. Although not every market created by Muslim tourists may be assessed within the scope of Halal tourism, the main target audience of Halal tourism comprises tourists coming from Islamic countries. The demand from Arab tourists for the Sapanca district was aimed to be assessed within the context of Halal tourism, by evaluating two concepts discussed in this study. Additionally, it was planned to develop recommendations by detecting the local people’s perceptions on and attitudes towards their new guests.

Halal tourism means options of alternative holidays from tourism companies that provide services and arrangements in accordance with the Islamic tenets. Growing by each passing day in the world, Halal tourism, or Islamic tourism, also attracts attention in Turkey as a new service industry. The context of the concept of “religious tourism” may be utilized to generally assess people’s behaviors of visiting holy places to perform their religious practices or making themselves feel better in terms of their beliefs. This act constitutes a type of relationship between tourism and religion. In another form of this relationship, the issue of abiding by the orders and prohibitions of different religions that people practice comes to the forefront during their participation in travel and tourism (Tekin, 2014: 751). Halal tourism has become more demandable both throughout the world and in Turkey due to expectations of an Islamic lifestyle, hygiene, security and service regarding only women (Akyol and Kılınç, 2014: 172).

According to the report on the Global Muslim Travel Index prepared by MasterCard and Crescentrating in 2015, the Muslim tourism segment created an economy worth 145 billion dollars in 2014. 108 million Muslim travelers represented this amount, which corresponds to 10% of the global traveling economy. According to data from the report, the number of Muslim travelers will be 150 million in 2020 with the current growth rate. Muslims will constitute 11% of the market by creating a tourism economy worth 200 billion dollars. In light of these data, it is estimated that the services directed towards Muslims will be among the fastest-growing segments in the tourism sector (Turizm Dünyası [Tourism World] Magazine, 2016). According to the same report, Turkey ranked second on the list of the most-preferred countries by Muslims. Actually, besides the fact that traveling activities have a long-standing tradition in the Islamic world, their contemporary dimension, along with the growth of Muslim population and its progress towards becoming a global power, has enabled these travels to earn a significant commercial magnitude (Henderson, 2009, 207). Even though the interest of the Middle East and Arab tourism markets, which have increased their growth rate, in Turkey has diminished due to the Arab Spring in 2010.; the tourism sector in Turkey, which entered into a different process than its normal growth rate, has started to return to its normal growth inclinations since the stability in the region was partly provided (Turkish Hoteliers Federation Tourism Report, 2012: 6). Furthermore, the increasing popularity of Turkish soap operas in this region and the convergence policies of the Turkish government towards this

region are believed to have been fueling the curiosity and interest of Arab tourists regarding the natural, historical, cultural modern city life in Turkey, and especially Istanbul.

Mutual religious connection, cultural resemblances and climatic similarities may be counted among the reasons for Muslim tourists for preferring Turkey. That said, it is thought that the interaction of Arab tourists coming from Middle Eastern or Gulf countries with the local people in the destination they visit is an issue worth examining within the context of Halal tourism. The act of opening the living spaces of local people for the use of foreign people is sometimes regarded as an occupation, and it is sometimes perceived in the context of hospitality. The attitudes of local people play a role as significant as that of natural cultural resources in constituting a maintainable policy for a tourism destination. Programs designed for tourism development may fail or be ineffective in practice if local people's perceptions and preferences do not support tourism development policies and programs (Akova, 2006: 3).

Numerous studies may be found in the literature of this field about the effects of tourism on local people and their perceptions on and attitudes towards tourism. Özdemir and Kervankıran (2011) concluded that the people of the province of Afyonkarahisar in Turkey had positive opinions about tourism and tourists, and approached tourism mainly in an economic sense. A study carried out by Gümüş and Özüpekçe (2009), examined the views of the local people about economic, social, cultural and environmental effects of tourism in the Foça district of the province of İzmir in Turkey, they generally obtained positive results, and an especially positive picture was found about the effects of tourism on the economic environment. Türker and Türker (2014) reached the conclusion that tourism employees and tourism traders in the town of Dalyan in the province of Muğla in Turkey perceived the effects of tourism more positively than other groups of profession. Doğan and Üngüren (2012) stated in their study, where they examined the views of the local people about tourism in the province of Isparta in Turkey, that the local people supported tourism. Examining the attitudes of the local people towards maintainable tourism development through the example of the Bozcaada district, Duran (2013) concluded that the local people were affected by the factors related to long-term planning aimed to benefit from tourism and provide its maintainability. Çetin (2009) concluded in his study, in which they assessed the interaction between tourists and the local people of Beypazarı within the context of the social, cultural and economic effects of tourism, that rich tourists visiting Beypazarı affected the lifestyles of the local people negatively.

It is also possible to find various studies on the same subject in the literature in English. Gürsoy and Rutherford (2004) assessed the hosting attitudes of local people regarding tourism within the context of a structural model building, and examined the local people's perceptions of tourism through the factors of cost and benefit. A study carried out by Teye et al. (2002), measured the attitudes of the people settled in Ghana towards tourism and tourists for the development of tourism, and the presence of an interaction formed by various factors was emphasized. In a study carried out by Mason and Cheyne in New Zealand (2000), the attitudes of the local settlers towards suggested tourism development were found, and negative and positive aspects that tourism would bring were put forward. In a study they carried out in the island of Crete, Andriotis and Vaughan (2003) examined the attitudes of the town settlers towards tourism development, and concluded that the local people were strongly in favor of tourism. Dyer et al. (2007), Liu and Var (1986), and Ryan and Montgomery (1994)

measured how developments related to tourism and tourists were perceived by the local people in their studies carried out with large samples.

Studies about Halal tourism are seen to be relatively scarce in number in the literature since this concept does not go back a long way. In a study carried out by Battour, Ismail and Battor (2010), the Halal tourism market was assessed in accordance with the Islamic tenets, and predictions were made about the possible inclinations in this form of tourism in the future. In their study about model building for Islamic hotels, Razalli et al. (2012) emphasized shortcomings and opportunities. In yet another study carried out by Battour and Ismail (2016), Halal tourism was assessed in terms of concepts, applications, problems and predictions. Farahani and Henderson (2009) examined the development and management of Islamic tourism in Islamic societies through the cases of Iran and Saudi Arabia. In another study carried out by Zulkifli et al. (2011), a theoretical framework was proposed for the development of Halal tourism in Malaysia.

In domestic sources, studies carried out with the concepts of Halal tourism or Islamic tourism draw attention. In his study about the state of Islamic tourism in the world and in Turkey, Tekin (2014) stated that while Turkey did not have the sufficient infrastructure for this form of tourism, it did have significant advantages that could obtain more shares in the future. In his study where that examined the development of Islamic tourism in Turkey between the years 2002 and 2009, Doğan (2011) concluded that this tourism inclination may be assessed within the scope of maritime tourism, but the determining factor is Islamic belief and values as per supply and demand, and it is a new tourism type. In their study where they assessed Halal tourism in terms of its theoretical framework and practices in Turkey, Boğan et al. (2016) reached the conclusion that Halal tourism and religious tourism do not have the same meaning, and Halal tourism is not a type of tourism but the application of all tourism types with a Halal understanding.

3. Method

The target population of the study consisted of people who are 18 years old or above living or working within the borders of the district of Sapanca. Since it was difficult to reach the whole population, the sample size was determined to be 380 people with a 5% error margin, and the simple random sampling method was used. The survey form that was used in the study was developed based on the scales used previously by Bertan (2009) and Gümüş and Özüpekçe (2009). The data were subjected to analysis by the use of SPSS 18. The reliability coefficient of the study was found to be 0.78. The findings were interpreted and tabulated.

In the study, frequency analysis was used as the statistical analysis method, and percentage distributions are presented through tables. Besides, Chi-squared tests were used to test the differences and relationships among dependent and independent variables.

4. Findings and Discussions

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.783	0.777	40

The study was tested for reliability, and it was found to be reliable with a rate of 78% since it had a significance value of $0 < p\text{-value} (0.05)$.

After examining the demographic characteristics of the participants in the study, the following conclusions were obtained: 59.7% of the participants were male, while 39.5% were female. 41.6%, 27.9% and 20.3% of the participants were in the age groups of 18-27, 28-37, and 38-47 respectively. In the light of these findings, the majority of the participants consisted of young and middle-aged individuals. 46.6% of the participants were married, while 51.8% were single. As per educational background distribution, 40.5% held a university degree, while 35.5% were high school graduates. Consequently, the majority of the participants' educational levels were found to be high. 54.2% of the participants lived inside the town of Sapanca, while 43.7% lived outside the town.

25% of the participants consisted of students, while 19.5% were tourism employees, 14.7% were workers, 13.4% were traders, 7.4% were housewives, 6.8% were public personnel, 4.7% were tourism traders, 4.5% had other kinds of profession, and 2.4% were retired. 43.2% of the participants had an income level of less than 1500 TRY, 34.5% had an income level between 1501 and 3000 TRY, and 10.5% had an income level of higher than 3001 TRY.

Table 2: Demographic Characteristics of the Participants

		Frequency	Percentage (%)
Gender	Male	227	59.7
	Female	150	39.5
	Missing Data	3	0.8
	Total	380	100.0
		Frequency	Percentage (%)
Age	18-27	158	41.6
	28-37	106	27.9
	38-47	77	20.3
	48-57	27	7.1
	58 or older	7	1.8
	Missing Data	5	1.3
Total	380	100.0	
		Frequency	Percentage (%)
Marital Status	Married	177	46.6
	Single	197	51.8
	Total	374	98.4
	Missing Data	6	1.6
	Total	380	100.0
		Frequency	Percentage (%)
Education	Primary School	25	6.6
	Secondary School	46	12.1
	High School	135	35.5
	University	154	40.5
	Post-graduate	7	1.8
	Missing Data	13	3.4
Total	380	100.0	
		Frequency	Percentage (%)
Place of Residence	The town of Sapanca	206	54.2
	Outside the Town	166	43.7
	Missing Data	8	2.1
	Total	380	100.0

		Frequency	Percentage (%)
Profession	Tourism Trader	18	4.7
	Tourism Employee	74	19.5
	Trader	51	13.4
	Worker	56	14.7
	Public Personnel	26	6.8
	Student	95	25.0
	Retired	9	2.4
	Housewife	28	7.4
	Other (barber, freelancer, farmer)	17	4.5
	Missing Data	6	1.6
	Total	380	100.0
		Frequency	Percentage (%)
Income Status	Less than 1500 TRY	164	43.2
	1501-3000 TRY	131	34.5
	3001 TRY or more	40	10.5
	Missing Data	45	11.8
	Total	380	100.0

Table 3: Local People's Satisfaction Levels with Arab Tourists

		Frequency	Percentage (%)
Satisfaction	Not Satisfied	100	26.3
	Partly Satisfied	149	39.2
	Satisfied	127	33.4
	Missing Data	4	1.1
	Total	380	100.0

As it may be seen in Table 3, while 33.4% of the local people in Sapanca were satisfied with Arab tourists, 39.2% stated that they were partly satisfied. In the light of these results, it may be stated that the local people of Sapanca were pleased with Arab tourists in general terms.

Table 4: Local People's Affinity Levels with Arab Tourists

		Frequency	Percentage (%)
Cultural Affinity	No	140	36.8
	Partly	143	37.6
	Yes	92	24.2
	Missing Data	5	1.3
	Total	380	100.0

36.8% of the local people of Sapanca did not feel any affinity with Arab tourists. On the other hand, 37.6% partly felt a cultural affinity with Arab tourists, and 24.2% completely felt a cultural affinity. It is therefore possible to say that the majority of the local people felt culturally close to Arab tourists.

Table 5: Local People's Communication Levels with Arab Tourists

	Frequency	Percentage (%)
I do not communicate.	148	38.9
I have communications in the form of coincidental dialogues.	90	23.7
Chatting in haste	32	8.4
Hosting them as guests	58	15.3
In the form of professional connection	39	10.3
Other	4	1.1
Missing Data	9	2.4
Total	380	100.0

It may be seen in Table 5 that the people of Sapanca generally communicated with Arab tourists to a certain extent. According to these measurements, 38.9% of public has stated that they do not communicate. 23.7% of the people communicated in the form of random dialogues, 8.4% chatted fast, 15.3% hosted as guests, 10.3% communicated as business connections, 1.1% other They stated that they communicated due to situations other than the options stated in the questions under the heading. 58.8% of the public (23.7%-8.4% -15.3% -10.3% and 1.1%) somehow communicate with Arab tourists.

Table 6: Local People's Views About the Effects of Arab Tourists on the Economic, Cultural, Social and Physical Environment

	1		2		3		4		5	
	n	%	n	%	n	%	n	%	n	%
Arab tourists provide the greatest economic contribution to Sapanca.	66	17.4	62	16.4	92	24.3	83	21.9	76	20.1
Arab tourists play a very important role in the development of the housing industry in Sapanca.	34	9	68	17.9	93	24.5	108	28.5	76	20.1
Arab tourists contribute to the development of the souvenir sector in Sapanca.	47	12.4	82	21.7	104	27.5	87	23	57	15.1
Arab tourists contribute to the development of the food and beverage sector in Sapanca.	31	8.2	74	19.5	108	28.4	113	29.7	54	14.2
Arab tourists' intense interest in Sapanca leads to shrinkage of agricultural land.	30	7.9	89	23.5	98	25.9	90	23.8	71	18.8
Arab tourists' intense interest in Sapanca accelerates the destruction of green areas.	33	8.8	63	16.8	90	23.9	100	26.6	90	23.9
Arab tourists' intense interest in Sapanca causes the prices in the district to increase extremely.	36	9.5	40	10.6	84	22.3	124	32.9	93	24.7
Due to the intensity of Arab tourists in Sapanca, the population structure has undergone a change.	25	6.7	59	15.7	119	31.7	103	27.5	69	18.4

The arrival of Arab tourists to Sapanca diminishes the modern image of the district.	53	14.1	93	24.7	96	25.5	78	20.7	56	14.9
Arab tourists' intense interest in Sapanca affects the district negatively in cultural terms.	57	15.2	80	21.4	109	29.1	91	24.3	37	9.9
Arab tourists' intense interest in Sapanca increases the investments in the district.	46	12.2	48	12.7	79	21	139	36.9	65	17.2
Arab tourists' intense interest in Sapanca causes real estate prices to increase extremely.	33	8.7	50	13.2	84	22.2	87	23	125	33
The development of Arab tourism in Sapanca corrupts the moral and ethical values of the local people.	59	15.6	73	19.3	132	34.8	67	17.7	48	12.7
Arab tourists' interest in Sapanca draws domestic tourists away from the district.	94	24.9	82	21.7	94	24.9	57	15.1	51	13.5
Arab tourists' interest in Sapanca draws other foreign tourists away from the district	60	15.9	76	20.1	110	29.1	81	21.4	51	13.5
Dramatic Arab migration has started towards our district in relation to the development of tourism.	49	13.1	54	14.5	91	24.4	99	26.5	80	21.4
The use of Arabic boards and directions/signs throughout the district irritates me.	68	18.1	52	13.8	93	24.7	86	22.9	77	20.5
Arab tourism causes a change in the religious approaches in Sapanca.	71	18.9	76	20.2	115	3.6	65	17.3	49	13
The intensity of Arab tourists negatively affects the development of other types of tourism in Sapanca.	58	15.5	89	23.7	111	29.6	79	21.1	37	9.9
Arab tourists increase noise and visual pollution.	64	17	92	24.4	91	24.1	78	20.7	52	13.8
The prevalence of Arab tourists in the places that I frequent irritates me.	55	14.7	77	20.5	85	22.7	93	24.8	65	17.3
I find it positive that summer villas are rented out to Arab tourists daily or weekly.	58	15.3	52	13.8	112	29.6	96	25.4	60	15.9
In order to earn more from Arab tourists, the traders in Sapanca are violating ethical values.	62	16.4	59	15.6	101	26.7	100	26.5	56	14.8

The views of the local people of Sapanca about the effects of Arab tourists on the economic, cultural, social and physical environment are presented in Table 6. According to the data that were obtained, nearly half of the local people thought that Arab tourists provided the greatest economic contribution to the economy of the district. Likewise, nearly half of the local people thought that the housing sector was developing thanks to Arab tourists. The local people were indecisive about the effects of Arab tourists on the development of the souvenir sector, while the percentage of those who disagreed was approximately 34% and the percentage of those who agreed was approximately 38%. The percentage of those who thought that Arab tourists contributed to the development of the food and beverage sector in Sapanca was found to be approximately 43%. The percentage of those who thought that Arab tour-

ists' interest caused shrinkage in agricultural land in the district was approximately 42%. 25.9% of the people were seen to be indecisive about this issue. Similarly, the percentage of those who thought that Arab tourists' interest destroys the green areas in the district was approximately 50%. Approximately 57% of the local people thought that Arab tourists caused prices in the district to increased extremely. While the percentage of those who thought that the population structure underwent a change due to the prevalence of Arab tourists in Sapanca was approximately 46%, while 31.7% of the people were indecisive about this issue. While 35% of the local people thought that Arab tourists damaged the modern image of the district, 25.25% stated to be indecisive about this issue. The percentage of those who thought that Arab tourists negatively affected the district in cultural terms was approximately 35%. The percentage of those who thought that investments increased in the district thanks to Arab tourists was approximately 54%. The percentage of those who thought that real estate prices increased extremely because of Arab tourists' interest was approximately 56%. 34.8% of the local people expressed indecisive views about the issue of whether the development of Arab tourism corrupted the moral values of the local people. Approximately 46% of the local people disagreed with the idea that Arab tourists' interest in the district drew domestic tourists away. In addition, while approximately 36% of the local people disagreed with the view that Arab tourists' interest in the district drew other foreign tourists away, 34.9% agreed with this view. The percentage of those who thought that a dramatic Arab migration started towards the district in relation to the development of tourism is approximately 47.9%. Approximately 43% of the local people stated that they were irritated by Arabic boards and directions/signs in the district. 37.9% of the local people in Sapanca thought that Arab tourism caused a change in the religious approaches in the district. While the percentage of those who thought that Arab tourism hindered the development of other types of tourism in the district was 30%, the percentage of those who were indecisive about this issue was 29.9%. 41.1% of the local people disagreed with the statement that Arab tourists created noise and visual pollution in the district. The prevalence of Arab tourists in places that the local people tended to frequent irritated 42%. The percentage of those who gave a favorable opinion to the fact that summer villas are rented out to Arab tourists daily or weekly was 41%. 41% of the people thought that the high pricing by the traders in Sapanca in order to earn more from Arab tourists was not ethical.

Table 7: Local People's Views on the Connection between Arab Tourists and Halal Tourism

	1		2		3		4		5	
	n	%	n	%	n	%	n	%	n	%
Arab tourists visiting Sapanca are very sensitive about the Islamic tenets.	81	21.5	63	16.7	86	22.8	98	26	49	13
Businesses based on Halal concepts are needed for Arab tourists visiting Sapanca.	53	14.1	59	15.6	106	28.1	114	30.2	45	11.9
Sapanca should mainly develop within the market of Halal tourism.	48	12.8	77	20.5	87	23.1	111	29.5	53	14.1
As Halal tourism develops in Sapanca, the society will be positively influenced in terms of moral and ethical values.	61	16.3	53	14.1	113	30.1	103	27.5	45	12

Arab tourists visiting Sapanca are not in the expectation or search of Halal concepts.	47	12.5	105	27.9	116	30.9	59	15.7	49	13
Arab tourists enable the tourism businesses in Sapanca to be more attentive to Islamic sensitivities.	64	17	74	19.7	111	29.5	92	24.5	35	9.3

The local people's views on Halal tourism and whether there were any connections between Arab tourists and Halal tourism are presented in Table 7. Accordingly, 39% of the people thought that Arab tourists visiting the district were very sensitive about the Islamic tenets. 42% thought that there was a need for businesses based on Halal concepts in Sapanca. 43.6% of the local people thought that Sapanca should mainly develop in the field of Halal tourism. While the percentage of those who thought that as Halal tourism develops, the society will be positively influenced in moral and ethical terms was 39.5%, 30.1% of the people were indecisive about this issue. Approximately 40% of the local people did not agree with the view that Arab tourists visiting the district were not in the expectation of Halal concepts. Lastly, 33.8% of the people thought that Islamic sensitivities of the tourism businesses in the district were improved thanks to Arab tourists.

Table 8: Pearson Correlation Analysis

		g-total	h-total
g-total	Pearson Correlation	1	.526**
	Sig. (2-tailed)		.000
	N	339	334
h-total	Pearson Correlation	.526**	1
	Sig. (2-tailed)	.000	
	N	334	371

** . Correlation is significant on the 0.01 level (2-tailed).

Correlation analysis is a statistical method used to determine whether there is a linear relationship between two numerical measurements and if there is a relationship, it is used to determine the direction and severity of this relationship. In order to interpret a correlation coefficient, it is important that the p value is less than 0.05. If the correlation coefficient value is negative; there is an inverse relationship between the two variables. In other words, one of the variables is increasing while the other is decreasing. If the correlation coefficient is positive, it can be said that one of the variables increased while the other one also increased. For example, if p value is found less than 0.05, it can be said that there is a significant relationship between the two variables. With the correlation values given in table 8 which we obtained through correlation analysis, meaningfulness of this value (p-value) has been obtained with cross products and sample size (N) values. According to the data in Table 8, the relationship between the variables was statistically significant ($p = 0.000$) at the level of $p < 0.05$. Correlation value is calculated as 0.526 according to Table 8.

In the study conducted by Özdemir and Yaylı (2014), it is understood that there is a significant relationship between the religious lifestyles of consumers and halal food attitudes, and the halal food attitude score of consumers increases as the religious lifestyle score of consumers increases. It has been determined that there is a significant relationship between the religious lifestyles of consumers and halal certified product preferences. The existence of a positive relationship between the dimensions revealed that the religious lifestyles of those

participating in the study were positively reflected in the attitudes of consumers towards halal foods and halal certified product preferences.

The following conclusions were obtained when the results were subjected to different tests:

- There was a significant difference based on gender regarding the responses to the statement that Arab tourists play a very important role in the development of the housing sector in Sapanca. ($p=0.0007$)
- There was a significant difference based on gender in the responses given to the question of whether Sapanca should mainly develop within the market of Halal tourism. ($p=0.0003$)
- Results with differences based on place of residence were as follows;
- Arab tourists increase noise and visual pollution. ($p=0.002$)
- The prevalence of Arab tourists in the places that I frequent irritates me. (0.0004)
- Sapanca should mainly develop within the market of Halal tourism. (0.0001)

Table 9: Factor Analysis of the Socio-Economic Effects of Arab Tourists in Sapanca

Factors	Mean	Factor Load	Cronbach's Alpha	Variance Explained %
Factor 1: Negative Socio-Economic Effects	2.95		0.853	25.53
S19 The prevalence of tourists negatively affects the development of other types of tourism in Sapanca.	2.88	0.729		
S20 Arab tourists increase noise and visual pollution.	2.90	0.717		
S14 Arab tourists' interest in Sapanca draws domestic tourists away from the district.	2.73	0.705		
S15 Arab tourists' interest in Sapanca draws other foreign tourists away from the district.	2.97	0.694		
S21 The prevalence of Arab tourists in the places that I frequent irritates me.	3.10	0.667		
S17 The use of Arabic boards and directions/signs in the district irritates me.	3.15	0.646		
S13 The development of Arab tourism in Sapanca corrupts the moral and ethical values of the local people.	2.93	0.602		
S9 The arrival of Arab tourists to Sapanca diminishes the modern image of the district.	2.96	0.587		
S18 Arab tourism causes a change in the religious approaches in Sapanca.	2.85	0.580		
S10 Arab tourists' intense interest in Sapanca affects the district negatively in cultural terms.	2.93	0.566		
S23 In order to earn more from Arab tourists, the traders in Sapanca are violating ethical values.	3.08	0.482		
Factor 2: Positive Socio-Economic Effects	3,23		0.806	19.27
S3 Arab tourists contribute to the development of the souvenir sector in Sapanca.	3.08	0.789		
S2 Arab tourists play a very important role in the development of the housing industry in Sapanca.	3.34	0.778		
S1 Arab tourists provide the greatest economic contribution to Sapanca.	3.13	0.745		
S4 Arab tourists contribute to the development of the food and beverage sector in Sapanca.	3.21	0.722		
S11 Arab tourists' intense interest in Sapanca	3.36	0.628		

increases the tourism investments in the district.

S22 I find it positive that summer villas are rented out to Arab tourists daily or weekly. 3.13 0.563

S8 Due to the prevalence of Arab tourists in Sapanca, the population structure has undergone a change. 3.35 0.475

Total Variance Explained: 44.811%; Cronbach's Alpha: 0.806; KMO: 0.852; Bartlett's Test of: 2147; Sig.: 0.000

Table 10: Factor Analysis of the Views on Halal Tourism

<i>Factors</i>	Mean	Factor Load	Cronbach's Alpha	Variance Explained %
Factor 1: Views on Halal Tourism		3.02	0.841	61.46
H2 Businesses based on Halal concepts are needed for Arab tourists visiting Sapanca.	3.14	0.832		
H3 Sapanca should mainly develop within the market of Halal tourism.	3.14	0.812		
H4 As Halal tourism develops in Sapanca, the society will be positively influenced in terms of moral and ethical values.	3.09	0.811		
H1 Arab tourists visiting Sapanca are very sensitive about the Islamic tenets.	2.95	0.763		
H6 Arab tourists enable the tourism businesses in Sapanca to be more attentive to Islamic sensitivities.	2.92	0.694		

Total Variance Explained: 61.461%; Cronbach's Alpha: 0.806; KMO: 0.851; Bartlett's Test of: 673; Sig.: 0.000

The 29 statements in the scale created to measure the socio-economic views of Arab tourists and the local people's perception on Halal tourism were subjected to factor analysis, and the results are presented in Tables 9 and 10. Upon the application of factor analysis, the results from KMO analysis (0.852) and Bartlett's test (0.00) were referenced to assess the adequacy of the sample size and the suitability of the data for factor analysis. The data were determined to be suitable based on the values that were obtained. In the confirmatory factor analysis performed on the statements, those that had a factor load of more than 40% in more than one factor were used, while those which could not reach a factor load of 40% in any of the factors were removed from the analysis. As a result of the factor analysis repeated with the respective removal of such statements from the analysis, 6 statements were deemed necessary to be removed. The statements removed in order from the analysis were as follows: "Arab tourists' intense interest in Sapanca leads to shrinkage of agricultural land", "Arab tourists' intense interest in Sapanca accelerates the destruction of green areas", "Arab tourists' intense interest in Sapanca causes the prices in the district to increase extremely", "Arab tourists' intense interest in Sapanca causes real estate prices to increase extremely", "A dramatic Arab migration has started towards our district in relation to the development of tourism", and "Arab tourists visiting Sapanca are not in the expectation or search of Halal concepts". Consequently, three factors were obtained, as "Negative Socio-Economic Effects", "Positive Socio-Economic Effects" and "Views on Halal Tourism". Additionally, every statement constituting each factor was subjected to a reliability test, and it was concluded that all the factors provided the necessary reliability levels based on the finding that the lowest Cronbach's Alpha level was 80%.

Table 11: Results of the t-test on the Assessment of the Participants' Approaches towards the Factors Based on Their Gender

Factor Dimensions	Gender	N	Mean	Standard Deviation	t value	Sig.
Negative Socio-Economic Effects	Male	217	2.925	0.846	-0.949	0.343
	Female	141	3.007	0.739		
Positive Socio-Economic Effects	Male	217	3.254	0.883	0.344	0.731
	Female	141	3.223	0.736		
Views on Halal Tourism	Male	217	3.006	0.890	-0.883	0.378
	Female	141	3.087	0.785		

Sig. (2-tailed) value is the value that indicates whether there is a difference between the groups. If this value is less than 0.05, it is decided that there is a difference between the groups. If this value is greater than 0.05, it is concluded that there is no significant difference between the compared groups. In Table 11, two independent t-tests were used to measure whether there are significant differences in the participants' approach to factors according to their gender. When p values are analyzed according to Table 11 showing the results of the analysis, it is observed that there are no significant differences in terms of the gender of the participants for "negative socio-economic effects", "positive socio-economic effects" and "halal tourism" factors. ($P < 0,05$) According to Table 11 data, it can be said that there is no significant difference between the groups since negative socio-economic impacts have a value higher than Sig $0.343 > 0.05$, positive socio-economic impacts have a value higher than sig $0.731 > 0.05$ and halal tourism views have a value higher than sig $0.3378 > 0.05$.

Table 12: Results of the t-test on the Assessment of the Participants' Approaches towards the Factors Based on Their Marital Status

Factor Dimensions	Marital Status	N	Mean	Standard Deviation	t value	Sig.
Negative Socio-Economic Effects	Married	166	2.896	0.803	-1.762	0.900
	Single	188	3.045	0.785		
Positive Socio-Economic Effects	Married	166	3.382	0.875	2.654	0.161
	Single	188	3.154	0.739		
Views on Halal Tourism	Married	166	3.011	0.845	-0.943	0.707
	Single	188	3.095	0.831		

According to the data that may be seen in Tables 11, two independent t-tests were utilized to measure whether there were significant differences in the participants' approaches to the factors based on their gender and marital status. The results of the analysis may be seen in Table 11. Upon examining the p values, it may be observed that there were no significant differences based on the participants' genders in terms of the factors "Negative Socio-Economic Effects", "Positive Socio-Economic Effects" and "Views on Halal Tourism" ($p < 0.05$).

In Table 12, two independent t-tests were used to measure whether there are significant differences in the participants' approach to factors according to their marital status. When p values are analyzed according to Table 12, which shows the results of the analysis, it is observed that there are no significant differences in terms of the marital status of the participants for "negative socio-economic effects", "positive socio-economic effects" and "halal tourism" factors ($P < 0,05$). According to Table 12 data, it can be said that there is no significant diffe-

rence between the groups since negative socio-economic effects have a value greater than Sig 0,90 > 0,05, positive socio-economic effects have a value higher than sig 0,161 > 0,05 and halal tourism views have a value greater than sig 0,707 > 0,05.

Table 13: Regression Analysis Values

Dependent Variable	Independent Variables	(β)	t	p	Tolerance	V.I.F
Views on Halal Tourism	Negative Effects	0.346	7.665	0.000**	0.998	1.002
	Positive Effects	0.379	8.393	0.000**	0.998	1.002

** (p<0.01) F: 67.888; R²: 0.276; p: 0.000; DW: 1.464

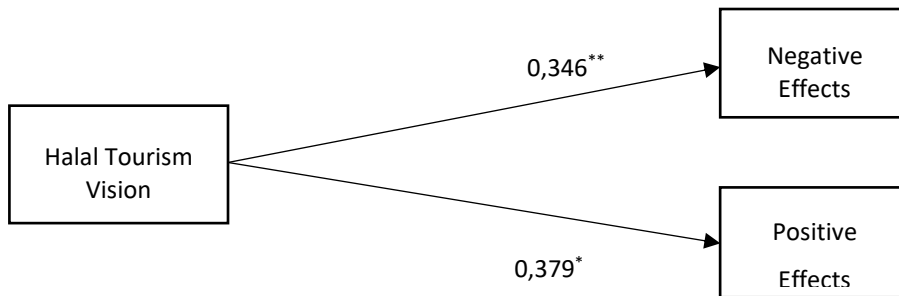


Figure 1: Regression Analysis

Regression analysis is an analysis method that mainly aims to determine the quality of the connection between variables. It is possible to refer to basic regression analysis is used if an independent variable is used, and multiple regression analysis in the case of more than one independent variable. The objective is to determine the contribution of independent variables to total variation, and therefore estimate the criteria values based on the linear combination values of predictor variables. As it may be seen in Table 13 and Figure 1, there was a significant correlation among the effects of the dependent variable, in which Arab tourists' views on Halal tourism were expressed, on the independent variables. The fact that the values were lower than $p < 0.05$ supports this.

According to Table 13 and Figure 1 showing the regression analysis values, the value (β) between the halal tourism view and the negative effects was 0,346, while the value (β) between the positive views was 0,379. According to Table 13, p value between dependent variable halal tourism view and independent variable negative effects was 0,000. Similarly, p value was 0,000 between dependent variable halal tourism view and independent variable positive effects. According to this result, the p value ($p < 0,000$) being 0,000 supports the conclusion that there is a significant relationship between the halal tourism view and the negative and positive effects.

Table 14: Results of the Analysis of Variance (t-test and ANOVA) on the Assessment of the Participants' Approaches towards the Factor of Halal Tourism Based on Their Educational Background

Factor	Educational Background	N	Mean	Standard Deviation	F	Sig.
Views on Halal Tourism	Primary school	21	2.420	0.7916	4.332	0.002*
	Secondary school	44	2.969	0.9511		
	High school	131	3.161	0.8206		
	University	145	3.135	0.7336		
	Post-graduate	6	2.833	1.2202		

Based on the data in Table 14, there was a significant difference between primary school graduates and high school/university graduates according to Scheffe's test. High school and university graduates showed more participation than primary school graduates. When the data in Table 14 are analyzed, there is a significant difference of $p < 0.002$ according to the sig (2-tailed value) result in evaluating the approaches of the participants to the halal tourism factor in terms of their educational status.

Table 15: Results of the Analysis of Variance (t-test and ANOVA) on the Assessment of the Participants' Approaches towards the Factor of Halal Tourism Based on Their Age

Factor	Age	Number	Mean	Standard Deviation	F	Sig.
Views on Halal Tourism	18-24	148	3.084	0.8026	1.423	0.226
	28-37	100	3.026	0.8891		
	38-47	74	3.045	0.8948		
	48-57	26	3.141	0.7221		
	58 >	6	2.277	0.6965		

According to the data in Table 15, the results of the analysis of variance (t-test and ANOVA) on the assessment of the participants' approaches towards the factor of Halal tourism based on their age showed that there was no significant difference, since the sig. value of 0.226 was greater than 0.05. As a result of the variance analysis in which the approaches of the participants to the halal tourism factor are evaluated according to their age status, since Sig value is $0,226 > p$, it can be said that there is no significant difference and the age groups' approaches to halal tourism factor have close values.

Table 16: Results of the Analysis of Variance (t-test and ANOVA) on the Assessment of the Participants' Approaches towards the Factor of Halal Tourism Based on Their Place of Residence

Factor	Place of Residence	N	Mean	Standard Deviation	t value	Sig.
Views on Halal Tourism	The town of Sapanca	195	3.210	0.7839	3.701	0.000
	Outside the town	156	2.882	0.8555		

According to the data in Table 16, the results of the analysis of variance (t-test and ANOVA) on the assessment of the participants' approaches towards the factor of Halal tourism based on their place of residence showed that there was a significant difference, since the sig.

value of 0.000 was lower than 0.05. It may be understood from the table that those who resided within the town of Sapanca showed higher participation.

Table 17: Results of the Analysis of Variance (t-test and ANOVA) on the Assessment of the Participants' Approaches towards the Factor of Halal Tourism Based on Their Profession

Factor Dimensions	Profession	N	Mean	Standard Deviation	F	Sig.
Views on Halal Tourism	Tourism trader	15	2.611	0.8945	3.039	0.003
	Tourism employee	73	3.050	0.8582		
	Trader	50	3.226	0.8958		
	Public Personnel	52	2.724	0.9363		
	Student	24	3.006	0.7947		
	Retired	88	3.126	0.7466		
	Housewife	8	2.604	0.5265		
	Other	26	3.384	0.7360		

Significant differences as seen in Table 17 were as follows: according to the LSD test, traders, the retired and those belonging to the "other" group showed higher participation than tourism traders. Based on the data, a significant difference could be observed between the groups of profession in terms of their views on Halal tourism. The sig. value of 0.003 indicated the existence of a significant difference.

Table 18: Results of the Analysis of Variance (t-test and ANOVA) on the Assessment of the Participants' Approaches towards the Factor of Halal Tourism Based on Their Income Status

Factor Dimensions	Income	N	Mean	Standard Deviation	F	Sig.
Views on Halal Tourism	< 1500 TRY	151	3.087	0.8460	0.641	0.527
	1500-3000 TRY	128	3.000	0.8464		
	3001 TRY >	37	2.941	0.7341		

Based on the data in Table 18 which presents the t test results on the assessment of the participants' approaches towards the factor of Halal tourism based on their income status, it was seen that there was no significant difference between the income statuses of the participants based on their views on Halal tourism, since the sig. value of 0.527 was lower than 0.05.

Table 19: Correlation Analysis Values

	Negative	Positive	Halal
Negative	1		
Positive	0.053	1	
Halal	0.364**	0.396**	1

Correlation is significant on the 0.01 level (2-tailed)

According to the correlation analysis values shown in Table 19, there was a positive correlation between the negative and positive socio-economic factors and views on Halal tourism. There was also a positive correlation between negative and positive socio-economic effects, and views on Halal tourism. Based on the values shown, the sig. value of 0.000 and positive significance values of 0.053, 0.364 and 0.396 supported this.

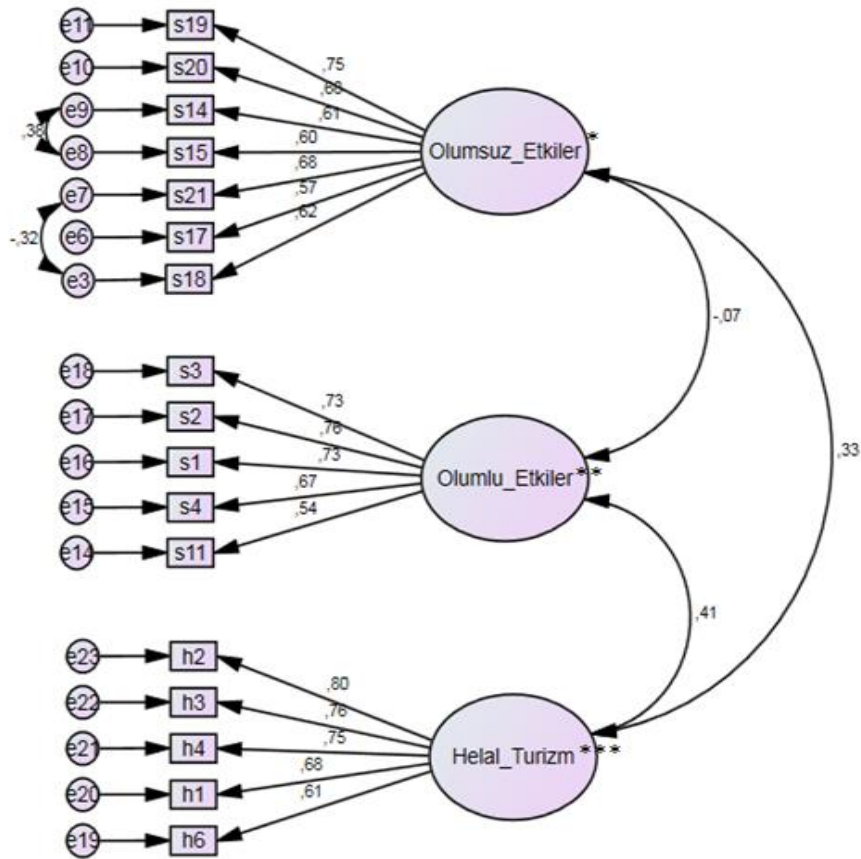


Figure 2: CFA (Confirmatory Factor Analysis) Correlation Presentation

*Olumsuz Etkiler: Negative Effects, **Olumlu Etkiler: Positive Effect, ***Helal Turizm: Halal Tourism, CMIN/DF: 1.931; GFI: 0.935; CFI: 0.952; IFI: 0.952; RMSEA: 0.051

5. Conclusion and Commendations

Sapanca is a district that has recently maintained its development to be one of the most popular day-trip or weekend holiday destinations. In parallel with this development, with each passing day, it increases its share of tourist flow coming from Middle Eastern and Arab countries into Turkey. Arab tourists' interest in the region in nearly every period of the year, mainly in spring and summer months, is drawing attention. This intense interest has enabled the reality of Arab tourism in Sapanca to be recognized by every dweller in the district. The visiting Arab tourists have become important customers for not only accommodation facilities, but also the owners of summer villas and houses for longer stays. This intense interest on the part of Arab tourists also raises the question of where the district of Sapanca will be situated in the market of Halal tourism, one of the most rapidly developing tourism markets in the last years. In our study carried out based on this question, besides the current tourism

supply of Sapanca, the local people's attitudes towards and perceptions of concepts of Arab tourism and Halal tourism were also aimed to be examined.

Especially Arab Tourists' interest in our country has increased rapidly in recent years due to various demand reasons. Sapanca gets its share from the interest shown by Arab tourists to various regions of our country due to tourism supply factors. The problem of study was established to measure the perspective of Sapanca community against Halal Tourism and Arab tourists with respect to number of tourists arising from intense interest being shown. According to the findings of study;

It is possible to the obtained results with the main lines as follows: In general terms, the people of Sapanca were satisfied with the presence of Arab tourists; however, they also thought that Arab tourists' interest extremely increased the real estate and service prices in the district. In accordance with this, new housing projects aimed at Arab tourists caused a decrease in the green areas in the district. Besides, agricultural lands were also negatively affected by this issue. While the people of Sapanca did not feel culturally distant from Arab tourists, they also thought that the modern image of the district was negatively affected by these guests.

The development of Arab tourism did not have a negative effect on other tourists' interest in the district. The fact that Arab tourists cause noise and visual pollution in the district and crowd in a lot of hangout places during the periods in which they intensely visit the region irritated the local people. Arab tourists' demands brought along overcharging by traders, just like in any other touristic region. It was thought that there was a need for tourism businesses that could observe the Islamic sensitivities of Arab tourists in Sapanca. Nevertheless, it is true that not every Arab tourist visiting the district was in the expectation of Halal concepts. A substantial part of the local people thought that Sapanca needed to develop within the market of Halal tourism. It is estimated that this will positively affect the moral and ethical values of the society.

In the light of these findings, the following recommendations may Sapanca to be a Halal tourism destination, get more shares from this market, and practice proper plans and policies to this end:

- Every tourism sharer in Sapanca should raise their awareness on Halal tourism.
- The local government and non-governmental organizations should inform traders, house and landowners and local people on tourism and Halal tourism.
- While Sapanca is being situated within the market of Halal tourism, other types of tourism and tourists with different expectations in the district should never be neglected.
- Possible destructions created by tourism on natural and social environments should be minimized by establishing active inspection mechanisms.
- High prices demanded from Arab tourists should be prevented from increasing the local inflation rate in the district.
- The expectations of Arab tourists with Islamic sensitivities should be properly distinguished from the expectations of those without any such sensitivity.

Recommendations to institutions and associations

- Studies can be done on domestic and international halal tourism marketing,
- Employees who will work in tourism businesses with a halal tourism concept can be given importance and practical training can be provided in these facilities if students want,

- Incentive measures and legislative infrastructure can be created to ensure entrepreneurs are directed to halal tourism,
- In Sapanca, certification can be made by establishing standards for hotels to have halal certification.
- Effective communication, solidarity, cooperation and coordination can be provided between public institutions and non-governmental organizations in terms of developing halal tourism in Sapanca,
- It should be believed that joint efforts and support of all segments are mandatory for success in the development of halal tourism in Sapanca,
- Projects suitable for halal tourism concept can be encouraged in tourism investments,
- The employment contribution of the tourism movements existing in Sapanca can be increased to higher levels with the participation of halal tourism movements,

Recommendations for researchers

- Due to the reason that study was applied in Sapanca as a result of time and financial constraints, it is not possible to generalize the results to all of Turkey. Researchers' conducting research on different target groups in their studies later on may contribute to the development of the results obtained.
- Researchers' conducting research at different destinations later on can be beneficial for developing the results being obtained and to have comparable results.
- Similar studies may be carried out in different destinations with different samples. It is recommended that the perceptions and expectations of Arab tourists visiting Turkey regarding Halal tourism are examined.

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