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A MODEL SUGGESTION ON THE INFLUENCE OF PUBLIC AWARENESS AND SUPPORT OF TOURISM SECTOR

ABSTRACT

For the tourism to come into existence and continue; the integration of many variables with each other and that they support one another is a must. The social, economical, cultural and environmental effects of tourism and the attitude of local people towards tourism are other important factors that should be taken into consideration. This study has been carried out in the town of Ürgüp Mustafapaşa (Sinasos). Sinasos is a very rare settling area that has protected its historical and natural fabric in the periphery of Nevşehir. Due to its very special location within Cappadocia system and its touristic feature, it has been the object of invesment and public support. The discussion of local people's awareness of the tourism event, support and expectations with the help of "Structural Equation Model" has been aimed in this study. The model used in this study is a qualitative technique that tests the hypothesis defining the relation between the meaningful variables that make up the structure and is the foundation of the speculative structure. 6 hypotheses have been produced for the model test and the questionnaire prepared has been applied to 300 people living in Mustafapaşa. Package programmes AMOS4 and SPSS13 have been used for the model test. The model's adaptation rate has been on the average and all of the hypotheses put forward have been accepted.

Keywords: Mustafapaşa "Sinasos", Tourism, Local Awareness, Local Support for Tourism, Structural Equation Model

1. INTRODUCTION

Tourism has a large place and great importance in the regional development and effective use of the touristic resources within the district. For the tourism to come into existence and to continue, the integration of many variables and that they support one another is a must. Because of its social, economical, cultural and enviromental effects, the attitude of local people towards tourism is an important factor that should be taken into consideration. In case of ignorance of this main factor, any development in tourism or any increase in touristic income or in other words the realization of a continuous tourism development model is impossible. Tourism is a comprehensive social happening that has economical, social, cultural and environmental outcomes. It is not only an economical activity that increases fast by creating positive economical effects, but also accepted as a practice area that may arise social and cultural problems that may cause damage on artificial and natural environments [1]. For an ideal research in order to understand the social, cultural and economical effects of tourism; it is necessary to observe either the former or the later condition of the district. These kind of studies are really rare in literature, because touristic districts are

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not easily predictable. For this reason, it is quite hard, almost impossible to understand how much tourism has improved and how it has affected the district and the people living in it [2].

The literature emphasizes that two important aspects of tourism that expand fast in the second half of the 20th century are social and cultural perspectives. The first factor is that it causes the social structure in the touristic district or country to change. Some of these influences are that it may lead to improvement of income, education, job opportunities, service quality and local enterprise, change in social and family values, formation of a new economical power and adaptation of cultural structure according to the needs of tourists. The second factor is that tourism is the only kind of exportation where the consumers consume by travelling to the place product is born [3]. Expanding international tourism causes different social and cultural structures to come into close contact with each other. This increasing contact removes some threats, makes traditional, social and cultural structures closer to one another, puts forward new opportunities for peace, helps different communities and nations come together. The social influence of tourism affects either tourists or the local people. Moreover, the social effects of tourism lead to step-by-step changes in social values, faith and cultural practice in long terms. How much and which socio-cultural features shall be affected depends on factors such as the number of tourists and the development level of tourism in the district [4].

According to the points of view of the people who direct tourism, social and cultural effects of tourism should be taken into consideration for the planning period, evaluation procedure of environmental effects, and also for the optimization of benefits and minimization of problems. In case local people are made aware of tourism with an important general planning policy and convinced to join tourism, positive effects shall be stronger and negative effects may be minimized. For a successful development in tourism, local people's perception of and manner towards tourism should be well-planned [4]. The changes that take place in the manner of local people due to the development of tourism, have recently attracted more attention of the managers in tourism industry, the ones who direct the policy and academicians. Managers are interested in taking the necessary precautions that shall not disturb local people and tourist in places available for tourism development. Politicians are interested in the economical side of tourism such as costs or benefits for the sake of social structure of public. And academicians relate it to various disciplines in order to understand the manner of local people and set up a frame [2].

During tourism planning, the opinion of local people should be taken into consideration and their support should be provided. By this way, feelings and behaviours that may rise between tourists and local people such as anger, irritability, indifference, distrust can be prevented [5]. Tourism mostly depends on good intentions of local people, their support is essential for a successful, continuous tourism development. If local people's perception of tourism is positive, they will not only be willing to exchange with tourists but also contribute to the development of tourism [3]. Most of the research about understanding the manner of local people towards tourism are after the tourism development phase. For this reason, it has not been possible to evaluate the effects of tourism on local people exactly. That's why different results have been obtained at the studies made in different districts. Tourism activity in cities that are rich in historical and natural characteristics is increasing day

by day in Turkey due to the tendency of tourism industry, just like in the world and Europe.

2. RESEARCH SIGNIFICANCE

The development of tourism is important as it may influence the customs and habits, personal behaviours, moral values and social manners. The aim of this study is to develop a structural model showing the influence of tourism's economical, social, cultural and environmental effects on the support of local people on tourism, by using intermediate variable of comprehended total tourism effect. By this way conditions necessary for local people to support tourism and the importance level of these conditions shall be defined. The contribution expected from the findings and results is to present to whom it may concern the necessary information and data that may help carrying Turkish tourism to a better place. Both the state and the private tourism enterprises shall be able to go into action that will make local people support tourism under the light of these data.

3. AIM

Societies may go through some changes in economical, social and cultural aspects in time. Besides the technological improvement, the effect of tourism on this condition should also be taken into consideration. The people involved in tourism event may lead to cultural interaction by revealing the relations between societies because of the contact they make either with each other or with the local people of the place they visit. That's why while examining the effects of tourism, not only the profitability but also the social, cultural and environmental effects should be evaluated.

The assembly of this study is based on questionnaires and analytical – descriptive and "Structural Equation Model". "Structural Equation Model" is a model that has not been used much in the academical research made in Turkey. By the help of the improved model, the influence of the elements composing this structure on the whole system through the relations between social structure and functions and also the operation of the system shall be tested. So the conditions necessary for local people to support tourism and their rate of importance will be able to be defined. According to the conclusions obtained from this study, it is thought that the necessity of scale-development efforts for the sake of definition of sensory characteristics of the individuals about tourism has been put forward with a model, taking the role of "local individuals" in positive and creative approach about tourism into consideration. And also the avaliability of the model used for the favour of "tourism industry" makes it clear that the aims and topic of this study are correct and important as a result of this research. Another contribution expected from the study is that it may be used in the meta-analytical and descriptive studies of other researchers on different sampling districts and the fitness of the factoral structure of model and the findings obtained to the existing fabric may be tested.

3.1. The Importance and Scope of The Study

Mustafapaşa (Sinasos) town that has been selected as the study area, has a very special location in the Cappadocian system of Central Anatolia District in Turkey. It is a very rare settling area that has protected its historical and natural fabric in the periphery of Nevşehir. Due to its touristic feature, it has been the object of investment and public support. When the fact that almost the whole district's importance for the Christian world has been evaluated for the sake of "Tourism Industry" is taken into consideration, it is

clear that the subject and aims of the study are correct and important. Cappadocia is a large geographical basin, the natural properties of which are hard to find around the whole world. The basin that is also full of historical, artistic and cultural elements has protected its high-level-attractiveness for all kinds of people as much as scientists.

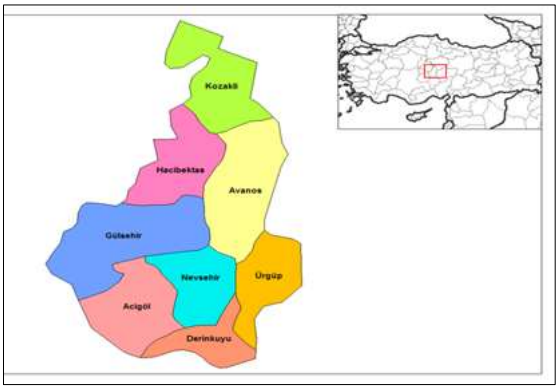


Figure 1. Nevşehir location

Figure 2. Ürgüp-Mustafapaşa churches built in rocks

Figure 3. Cappadocia-Ürgüp, Mustafapaşa Church

The town of Mustafapaşa (Sinasos) that is a member of Historical Cities Association (TKB) has sometimes managed to find place in public policies because of its properties that have reached universality at some levels. In spite of touristic approach of the government, academicians have shown interest in the basin because of its extraordinary cultural properties and produced many books, articles, plans and projects. That's why it is possible to find either local or foreign documents about Cappadocia. There is also a "Private Draft Law" amongst these documents prepared for Cappadocia. Cappadocia is a cultural district where indulgence and humanism philosophy have penetrated daily life for hundreds of years. People from different religions have managed to live here in peace and form a common culture that has created magnificent settlings. Even these facts should be accepted as the evidence that Mustafapaşa – Sinasos example deserves to be carefully examined (Figure 1, Figure 2, Figure 3).

3.2. Sampling Period

The sampling has been done on the local people living in the district in different times and by going to the district in person

during May and June in 2009. Face-to-face questionnaire method has been used to obtain data and information in the survey. 67.6% of the questionnaires that were copied and delivered has been returned. 192 of the 203 questionnaires that were returned have been taken into evaluation. The point of view of the questionnaire forms that were prepared for application in inquiry has been enriched by the opinions obtained at the interviews with institutions and various profession groups. The essence of the study performed has consisted of these opinions and the evaluations obtained from the analysis of the inquiry data.

3.3. The Restrictions of the Survey

Due to the restrictions in time and cost, the universe of the survey has not been handled to cover whole Turkey. A sample mass amongst the local people living in the study district has been chosen by using purposive sampling method that is one of the non-coincidental sampling methods. So the results of this survey are only valid for the local people that were questioned under scope and cannot be generalized. As the questions have been asked by investigators, there is an effect of indirectness and also the representation capability and the size of the sample mass negatively affect the reliability and generalization of the survey. Also the use of one of non-coincidental sampling methods shall reveal the selection effect.

4. THEORY

The aim of this survey is to express the influence of tourism's economical, social, cultural and environmental effects on the support of local people on tourism by using intermediate variable of comprehended total tourism effect with a structural equation model. By the help of the model improved, the influence of the elements composing the structure on the whole system thtough the relations between social structure and functions and also the operation of the system shall be tested. So the conditions necessery for the local people to support tourism and the importance level of these conditions will be able to defined. Hypotheses have been formed so that meaningful and consistent outcomes of a positive relation between the perception and support of local people about tourism could be presented in spite of the effects that mediate between the findings and variables to be revealed in accordance with the aims of the study.

- H1: The social effect of tourism influences tourism's total effect positively. While some of the local people claim that they perceive tourism's social effects negatively (opinion that it causes moral and cultural degeneration, etc.), the others claim that they perceive them positively (cultural enrichment, moral improvement, etc) [6].
- H2: The cultural effect of tourism influences tourism's total effect positively. In some of the research made about the cultural effect of tourism, it is found out that while some of the local people claim that they perceive tourism's cultural effects negatively (opinion that it causes moral and cultural degeneration, etc.), the others claim that they perceive them positively (cultural enrichment, moral improvement, etc) [5 and 7].
- H3. The economical effect of tourism influences tourism's total effect positively. The most important effect of tourism as perceived by the local people is economical benefits. The most important of these economical effects are job opportunities and

the increase in income as a result of touristic activities, as perceived by the local people. [8, 9 and 10].

- H.4 The environmental effect of tourism influences tourism's total effect positively.
- H.5 The economical, social, cultural and environmental effects of tourism perceived by the local people infuence tourism's perceived total effect positively.
- H.0 The total effect of tourism influences local people's support for tourism positively.

The structures that will compose the model of the study are economical effects, social effects, cultural effects. Environmental effects and the objective results of all these effects make the continuity of the system as a whole easier, and also are the predictor functions of the tourism's total effect factor. Effect factors (A, B, C, D, E, F and S) form the hypothesis structure of the hypothesis structure of the relation between the awareness of tourism and tourism support in the study (Figure 4).

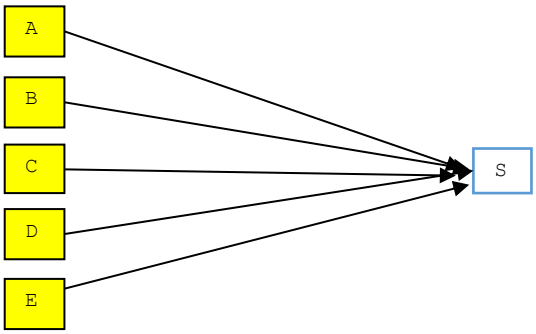


Figure 4. The relation between hypothesis factors (A, B, C, D, E, F and S) and tourism support

The contributions of Economical, Cultural and Social and Environmental effects are determined not one by one, but with the influence, the sum of all effects make in the consciousness of local people [11].

5. STUDIES THAT SUPPORT THE THEORY

Tourism researchers share the opinion that local people's support to tourism shall be formed according to the results of economical [7], social [12], cultural [13] and environmental [14] effects. The sum of all effects caused by tourism have been described as "total tourism effect perceived". According to "the social change theory" that supports the idea that total tourism effect shall form the support to tourism, local people shall set up social, economical, cultural relationships in case they believe that there will not be any undesired and unacceptable costs [6 and 15]. In what direction "the job opportunities" that are seen as an important factor in the perception of tourism's economical benefits by local people have been affected has been a focus of interest for researchers [16]. On the other hand, some researchers dwell upon local people's evaluation of tourism's socail and cultural effects and some defend that tourism is a means of cultural change and different conceptions of the world may be shared and even affect entertainment kinds and preferences [6].

Contrary to this thesis, some researchers have put forward the idea that it causes cultural and moral degeneration and erosion and others have stated that tourism causes pollution and destruction in the natural and historical environment [7 and 17]. All these studies

show that tourism is an activity and affects people within the space it is active in a positive or negative way, and its continuity and development may be possible and will be contributed by people's support [11]. Based on the improved literature, the conclusions aimed in this study can be summarized as in case local people are convinced that positive sides in tourism's different effect area results shall be more than negative sides, they will be involved in the development period of tourism and also make a contribution to tourism. As mentioned above, these effect areas may be economical, social, cultural and environmental. These effects determine local people's approach to tourism in the direction of perceived total tourism effect. In order to learn how a system works, it is necessary to determine what kinds of objective outcomes the system has as a whole in comparison to the all parts or some other parts.

This study that aims to put forward the tourism awareness and support of the local people in Nevşehir – Ürgüp Mustafapaşa (Sinasos) town shows that this model should be used in the research about defining the sensory characteristics of individuals about tourism, in scale development, in structural equation model studies and research, when "the role of local individuals" is taken into consideration in structural approach. SEM that is frequently used in the researches of different areas in the world literature is not well-known in Turkey and only used in some limited areas.

6. MODEL

In this study, it is aimed to put forward the influence of economical, cultural, environmental and social effects of tourism on tourism and local people's tourism awareness and support. "The Structural Equation Model" is used for testing and discussing the results. The model used in this study is a qualitative technique testing the hypotheses that describe the relations between the meaningful variables that compose the structure and serves as the foundation of speculative structure [6 and 18].

6.1. Structural Equation Models

SEM is a statistical method that combines or represents several approaches. SEM is known with the matrix equation frame below that has been made popular by Karl Joreskog from Uppsala University and used most [19] (Figure 5). Structural Equation Model is a comprehensive statistical technique used in testing the casual relations between observed and unobserved (latent-latent) variables. It is a systematical means used for the evaluation of the relations between the variables and testing the theoretical models, especially in econometry, psycology, sociology, marketing and education. SEM supposes that there is a causality structure between latent variables set and latent variables may be measured by observed variables. It is possible to relate the importance of the approach to a few reasons. The first one is that it shows a very important relationship between the variables and the theoretical structure. The second one is that it acts as a bridge between two disciplines as econometrics ans psychometry. Econometrics is interested in the modelling of economy theory with equations and reflecting cause-effect relations. And psychometry is interested in measuring the latent or unobserved variables for measuring the observed variables. With the connection of the subjects that two disciplines are interested in, a very great approach development opportunity that helps to get the reasonal relations or the model between the latent and/or observed variables has been provided for the researcher [20].

$$\eta_{(m\,x\,1)} = B_{(m\,x\,m)} * \eta_{(m\,x\,1)} + \Gamma_{(m\,x\,n)} * \xi_{(n\,x\,1)} + \zeta_{(m\,x\,1)}$$
$$y_{(p\,x\,1)} = \Lambda_{y(p\,x\,m)} * \eta_{(m\,x\,1)} + \varepsilon_{(p\,x\,1)}$$
$$x_{(q\,x\,1)} = \Lambda_{x(q\,x\,n)} * \xi_{(n\,x\,1)} + \delta_{(q\,x\,1)}$$

Figure 5. SEM model equation

Structural Equation Model consists of "Measurement" and "Structural Model" and is very alike regression analysis. It is a very strong statistical technique that models interactions, can handle non-linear situations, allows corelations between independent variables, includes measurement errors to the model, takes measurement errors that have corelations between into consideration and puts forward and tests relations between variables, each of which are observed more than once and several measured independent and dependent hidden variables. Structural Equation Model is an extension of general regression analysis that makes the analysis of several regressions together and can be used in the testing of the traditional models. But it is also a useful method in the situations where more complicated relations (confirmatory factor analysis, time series, etc.) take place [21]. It is interested in theoretical structures represented by hidden variables. It is basically a combination of factor analysis and regression analysis. It deals with the fitness for the estimated co-variance matrix formed according to the theoretical structure.

While the other multi-variant statistical methods are exploratory and descriptive, "Structural Equation Model" is confirmatory. This shows the superior side of the "Structural Equation Model" in the hypothesis test. Also while the other kinds of multi-variant statistics cannot determine and correct measurement errors, Structural Equation Model includes almost all measurement parameters to the operation and finds the result according to it [22]. In the analysis of the research data, SPSS13 (Statistics Package for Social Science 13) and AMOS 4.0 (Analysis of Moment Structure) package programmes have been used. The structures that compose the model of the study are economical, cultural, environmental and social effects. The objective results of all these effects make the continuity of the system as a whole easier [11] (Figure 6).

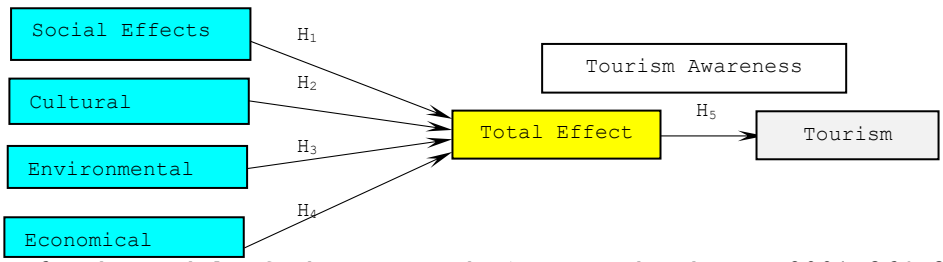


Figure 6. The model of the research (Yoon and others, 2001:364-372)

7. METHOD

7.1. Data Obtaining Method and Means

Questionnaire application procedure is an important method for academical research. For this research, by using experimental research methodology including field research for obtaining the necessary information, questionnaire forms have been prepared, applied and the results have been evaluated. Each question in the questionnaire form aims at obtaining the necessary data for measuring the influence of the mentioned elements. The first part of the questionnaire form consists of personal information that serves to increase the willingness to join, remove the doubts about answering the

questionnaire and inform the participants about the aim and the scope of the research. Questions that define the theoretical structure are placed in the second part. 29 questions from the research have been chosen to be asked in the questionnaire application as a result of literature research [11].

While preparing the questionnaire form, the questions have been tried to be listed in a row so that a former question would not manipulate the latter one. The questions have focused on how people's manner, behaviour and awareness influence turism in general according to tourism's social, cultural, environmental and economical effects and how tourism support is shaped. 10 pilot applications have been made before the application of the questionnaire. The aim of this application is to obtain correct and useful data by testing and analysing the hypotheses through questions. The aim of the questionnaire structure is basically to remove the typical misunderstandings of the participants and to obtain consistent data in order to reach better conclusions in the analysis. Questinonnaire method is quite useful especially for the analysis of the obtained data through statistical methods and the generalization of the results through quantitative ways. Questions that are in the questionnaire and have been formed in 1-5 (likert) scale, aim at getting the qualitative information about people's tourism awareness and support based on four effective factors.

7.2. Explanatory and Confirmatory Factor Analysis

Before the adaptation of the SEM, the variables that exist in this scale and phase should be determined and their validity and reliability should be measured. For this reason, based on the data obtained from the preliminary test, the variables witihn the scale have been tried to be defined by the help of explanatory factor analysis (EFA) that is very sensitive about the number of examples. The use of CFA (Confirmatory Factor Analysis) together with EFA (Explanatory Factor Analysis) shall increase the reliability of the results obtained. Moreover, CFA slowly increases its popularity in social sciences due to its hypothesis test more than an explanatory approach in data analysis. In the next step of the study, the reliability of the variables in the scale is tested with Cronbach's Alfa method, then confirmatory factor (CFA) is applied in order to determine the validity of the scale. Kaiser-Mayer-Olkin (KMO) sampling efficiency test is checking the efficiency of the examples for factor analysis application. When anti-image matrix has been examined, KMO (Kaiser-Mayer-Olkin) value, also known as sampling efficiency value of the all entries has been found as 0.876 and x^2=785.897, df=124, p=.000<.05 at the end of Bartlett test. The findings have provided to reduce the factors by using main components analysis, Varimax vertical analysis and rotating technique. For the first time in factor analysis, main components analysis has been used together with different rotating methods and corelation matrices have been made use of. The most clear results about the entry in the factors have been got through Varimax vertical rotating technique and primary analyses have been made on this technique. During the reduction of the factors by the help of main components analysis, when modification indices and residuals are examined, factors that ruin the harmony between the data and the model, affect normal distribution negatively and may nullify the model as a whole can be determined [23]. When rotated factor loads have been examined, it has been observed that some entrys in the scale do not make up a meaningful integration. The variables that are job opportunity (0.234), the rise in the cost of living (0.384), expensiveness (0.322), activity investment expenses (0.265) have been

removed as their factor load is less than 0.50. As it's thought that these mentioned entries do not make any sense, the total variance value of these factors is found as 72.344%.

Table 1. Variables regarding the structural research and the total ımpact of tourism

Social Effects	Happiness	We are happy for living in a tourism district
	Discomfort	Touristic activities and tourists do not make a negative influence on our people
	Conception of the World	Tourism does not make a negative influence on our people's conception of the world
	Living Standards	Tourism does not make a negative influence in our daily life
Cultural Effects	Cultural Identitiy	Tourism provides positive influences in our perception of cultural identity
	Understanding	Tourism increases our self respect about ourselves and traditional culture
	Cultural Activity	Cultural activities increase by means of tourism. We have the opportunity to know different cultures better
Environmental Effects	Natural Environment	Tourism does not make a negative influence on natural environment
	Pollution	Tourism does not cause noise-visual pollution in the environment and traffic jam
	Recreation Areas	Tourism increases recreation areas and provides environment to be protected and cared for
	Historical Fabric	Tourism conserves historical fabric
Economic Effects	Investment	Tourism provides more investment for our district
	Employment	Tourism increases the variety in employment and job opportunities
	Economical Benefit	Tourism provides economical benefits for the local people and small business
	Variety	In our district, the variety in tourism enterprise attracts more interest than other sectors
Awareness	Social Development	I think that it leads to the increase in social variables and the improvement of courtesy, manner and behaviour
	Plus	The benefits of tourism are more than the damages
Tourism Support	Cultural tourism	I support cultural based tourism
	Animation programmes	I support entertainment programmes for tourist groups
	Historical activities	I support historical and cultural activities for tourists
	Municipality works	Our municipality works for the arrangement of touristic activities

*All p values belonging to t values have been found as <0.05

As local people's awareness and support in tourism event is a structurally an integrated system, in case a critical or/and complementary component is incomplete or unsuccessful, this situation may slow down and even prevent all tourism effect factors' influence on the local people's tourism awareness and support phase. So tourism support determinants have important roles and effects in the emergence of novelties that provide successful results in tourism awareness and support. According to the results of EFA (explanatory factor analysis) and CFA (confirmatory factor analysis), 6 effect factors and 21 variables have been determined to be the dynamo of the model and

naturally tourism awareness and support are results of these effect factors and variables. According to the properties of the expressions in the scale such as correctness, understandability, scope, length and fluency, necessary modifications have been made in the questionnaire form due to research results (Table 1 Variables about the research structure and tourism's total effect).

8. ANALYSIS OF THE RESEARCH DATA

8.1. The Evaluation of the Model's Fitness

There are different goodness-of-fit indeces and statistical functions that belong to these indeces used in the evaluation of model's fitness. The similarity rate that is used most among the suggested indeces is x^2 statistics, (x^2), {x^2/s.d}, RMSEA (Root-mean-square error approximation) and GFI (Goodness-of-fit index). If {x2/sd} rate is less than 3, it shows that the fitness is at an acceptable level. If RMSEA is equal to or less than .05, it is a perfect-match. If it is .08 or less, it is an acceptable match. If it is .10, it's perfect and if it is greater than .10, it means a bad match. GFI takes values varying between 0 and 1. Values equal to or more than 0.95 show a perfect match and values between 0.90 and 0.94 show that the match is acceptable [20]. What's more, there are various indeces reffered to for measuring the fitness of the model in confirmatory factor analysis. Confirmatory factor analysis is used for evaluating and confirming the measurement properties of exploratory factor analysis results. The fitness indeces used (x2, df, p, CMIN/df, RMR, GFI, NFI, RFI, IFI, CFI, RMSEA) are fixed as reference values [24].

8.2. Measurement Model

The model should be able to explain the data obtained at the end of analysis. Index values that define this are "Goodness-of-fit İndeces". These index values are the stage when model's fitness is accepted or refused. At this phase, the whole model should internally be adapted to the goodness-of-fit indeces. In case it is refused at the end of goodness-of-fit indeces, the parameters and coefficients within the model lose their importance and should be left out of evaluation. What is expected from the model is that the whole should be accepted so that the meaningfulness of the coefficients will be able to be discussed afterwards. But each goodness-of-fit index has a critical step acceptance value. It should be tolerated when the goodness-of-fit values of a model that finds an opportunity to be used in new practice areas are below the critical threshold values. (Garson, 2004:3) Although there is a variety of goodness-of-fit index applications, the most popular indeces have been used in this study. It is accepted that the variable, the factor loads of which are high (≤ 0.45) and meaningful ($p \leq 0.05$) is an element of the upper variable it is connected to. On this point, the validity of the structure should be tested. So by the help of CFA (Confirmatory Factor Analysis), the correctness rates of the latent variables within the model are examined.

For confirming the factor structure, eventually reliability analyses are made in order to observe internal consistency, in other words common life of the variables composing factors. Cronbach α value is used for this test (Cronbach and Shavelson, 2004). When α value is greater than 0.70, scale is accepted as reliable; however there are also discussions that this value may be smaller in technical literature (Streiner, 2003). In this study, a factor that has an α value greater than 0.60 shall be accepted as reliable. After the reliability of all factors has been confirmed, corelation analysis is

applied in order to examine the one-to-one relation between the factors. Results, the average of factors and standard deviations are shown together. The findings of this analysis show the simple, linear regression analysis between two variables. So, this gives an opinion about whether there is a meaningful relation between variables or not and the power of this relation.

The corelation coefficient is the measurement of the linear unity between two variables. The absolute value of this value varying between –1 and 1 informs the strength of the relation. If the sign is positive, this means that the values of two variables increase together. If the sign is negative, it means that there is an opposite relation between them, in other words while one value increases, the other shall decrease. The corelation analysis reflects the relation between the formed factors. However, this analysis does not give a clue about the direction of the relation or in other words, causality. On the other hand, multiple linear regression analysis may be more helpful about causality. Multiple linear regression method is used for testing the possible influences of independent variables on dependent variables. While simple linear regression (corelation analysis) informs about one-to-one relation's direction and strength, multiple linear regression analysis makes the examination of the influence of two or more independent variables on a dependent variable. In other words, this analysis measures how successful a (dependent) variable is expressed by other (independent) variables [25].

After regression analysis has been directed by SPSS v.13, it is performed by using AMOS v.4.0 for revealing casuality. The p value obtained in regression analysis shows whether the models make sense or not on α=99% ($p<0.01$) or α=95% ($p<0.05$) level. The R_2 value shows how much of the dependent variables may be explained by independent variables. Moreover, the standard beta value (regression coefficient) for each independent variable shows the influence of that variable on dependent variable, and p value shows how meaningful that variable is on other independent variables. For this reason, although the regression model is meaningful and each independent variable has a one-to-one meaningful relation (corelation of simple linear regression) with dependent variable, the p value of some independent variables may be meaningless in multiple regression analysis.

This situation takes place when a latent variable type that has a dominant effect on the dependent variable reduces or sometimes destroy the effects ofother independent variables. There are mediating effects between the factors in this case. The mediating effects have been discussed in academic literature by Barron and Kenny (1986). The mediating effects appear when the relation between the variables reduces or disappears after the enterance of a mediating variable into the model. On such terms, the mediating effects should be determined and the direction of their relation should be found out. The validity and reliability of the model's scales should be measured before it goes into the structural equation model. This period when the structure between the latent variables and the other variables related to them is evaluated is called the measurement model. First of all, goodness-of-fit indeces that show the fitness of the whole measurement model should be studied. In other words, how much contribution that variable makes to the variable it is related to, should be found out. Under the scope of this study, analyses similar to the mentioned analysis shall be made for each factoral structure within the suggested model. During this phase, confirmatory factor analysis (CFA) are used for validity of the structure and variance estimates and reliability coefficients of the factors are used for reliability. In confirmatory factor analysis, the reliability rate of the hidden

variables to be used within the model is searched. In other words, it has been measured whether the related variables belonging to each hidden variable explain the hidden variable it is related to or not [24].

9. FINDINGS

9.1. Demographic Data

In order to define the total influence of tourism's effects perceived by local people on tourism, the questionnaire results and the replies of the participants have been analysed due to percentage, frequency, arithmetical avarage and standard deviation values. Findings obtained about the personal characteristics of the local people of the district (sex, age, educational status, the residence term in Mustafapaşa town, income level), frequency, percentage distribution have been used here. 52.37% of the individuals who attended the questionnaire in Mustafapaşa (Sinasos) town with a population of approximately 1200 is men and 47.63% is women. 7% of the participants have graduated from elementary school, 8% from secondary school, 81% from high school, 5% from university and 1% is postgraduate. According to income level, 54% has an income between 500-1000 TL, 30% between 1000-1500 TL, 13% between 1500-2000 TL, 3% more than 2000 TL. According to marital status, 67% is married, 31% is single and 2% is widow or divorced. The age of 13.55% of the participants (n=26) is 18-25, 27.60% (n=53) is 24-29, 25,52% (n=49) is 30-35, 14.58% (n=28) is 36-41, 18,75% (n=37) is over 41.

9.2. The Evaluation of the Model

Before applying "Structural Equation Model" in the study, goodness-of-fit indeces have been calculated for evaluating the fitness of the model. Goodness-of-fit indeces obtained as a result have shown that the measurement model's fitness is at a low level. AGFI (Adjusted Goodness of Fit Index), NFI (Normed Fit Index) and RFI (Relative Fit Index) have been calculated and found as .877, .899 and .791 in a row. It has generally been accepted that these indeces' values are between .80-.90 and the values obtained point out a good fitness. x^2=2419,414; df=105; p=.000; CMIN/df=23.042; RM=.587; GFI=.311; NFI=.615; RFI=.560; IFI=.621; CFI=.621; RMSEA=.496 (Table 2 Measurement Model Results)

Table 2. Measurement model results

Hidden Variables (Factors)	Observed Variables	Maximum Likelihood Estimation (MLE)	SE	T	Open Variations	Factor Reliability Coefficient
Social Effects	Happiness	.675	.098	6.887	.876	*.893*
	Discomfort	.867	.031	27.967		
	Conception of the World	.905	.023	39.347		
	Living Standards	.912	-	-		
Cultural Effects	Cultural Identitiy	.644	.087	7.390	.845	*.834*
	Understanding-Selfrespect	.889	.023	35.560		
	Cultural Activity	.904	.032	28.250		
	Change İn Beleif and Faith	.799	-	-		
Environmental Effects	Traffic	.789	.015	53.266	.835	*.851*
	Pollution	.598	.023	34.304		
	Recreation Areas	.903	-	-		
	Historical Fabric	.899	-	82.272		
Economic Effects	Investment	.903	.011	35.960	.901	*.913*
	Employment	.945	.025	47.526		
	Economical Benefit	.934	.019	-		
	Variety	.953	-	-		
Awareness	Benefit-Development	.894	-	45.380	.962	*.965*
	Positive Development	.901	.021	-		
Tourism Support	Cultural Tourism	.894	-	39.173	.789	*.774*
	Natural Tourism	.901	.023	7.224		
	Historical Activity	.643	.092	7.539		
	Activities and Entertainment Programmes	*.671*	*.089*	*7.631*		

* All p values belonging to t values have been found <.05

Although factoral analyses reduce the problem to a level that can easily be handled, there may still be difficulties in understanding the meanings of factors. For explaining the data, deviating and oblateness values of the variables that shall be analyzed should be examined in order to evaluate their fitness for normal distribution. So if unnecessary axes are removed, it is possible to rotate factoral axes more and bring them to a better location. In other words, it can be explained as "Factoral rotation is the rotation of axes with an optimal angle so that factoral loads shall be orthogonal and factors shall be in a more vertical position with each other."

In this case, the value (loads) of factoral coefficients' belonging to the variables effective in each factor shall increase. CFA has been applied to the measurement model changed again and this time it has been observed that the measurement model fits data at a level between medium and high degree (X^2=396,959; df=96; p=.000; CMIN/df=4.134; RMR=.028; GFI=.881; NFI=.970; RFI=.937; IFI=.974; CFI=.974; RMSEA=.046). When adjustment indeces and residual values are examined, factors that ruin the fitness between the model and the data, affect normal distribution negatively and make the model invalid as a whole have been observed. Investment, satisfaction, cultural activity, historical activity, activity programme variables that cause results with high level errors have been removed out of model analysis. The variables removed are shown with dashed lines in Figure 7.

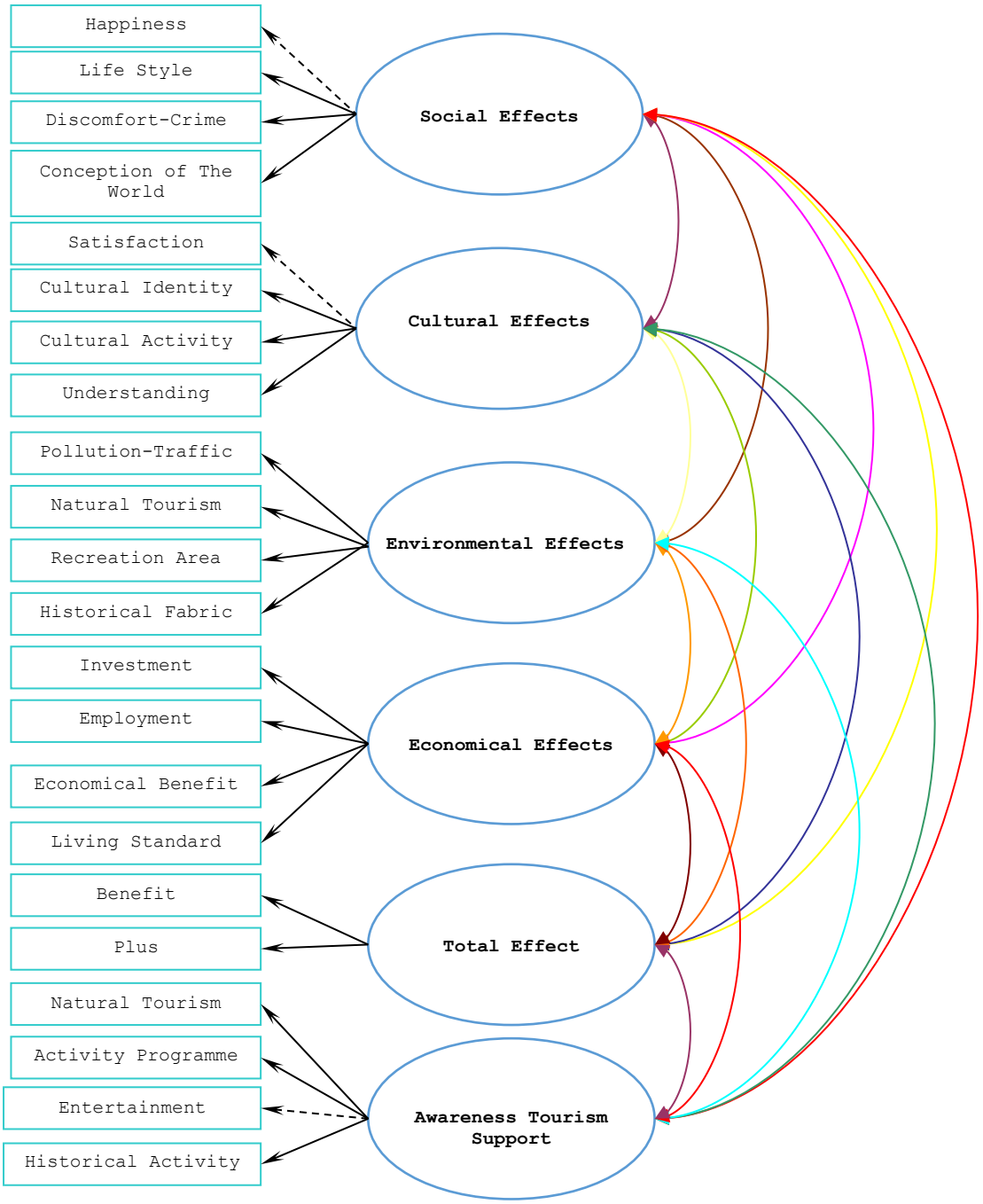


Figure 7. Measurement models

Also co-variances have been formed between some variables. CFA has been applied to the changed measurement model again and this time it has been observed that the measurement model has fitted data in a degree between medium and high level. Maximum Likelihood Estimation (MLE), standard errors (SE), t values and reliability levels of the variables within the measurement model are seen. When (MLE) "Maximum Likelihood Estimation" of the variables are taken into consideration, it is seen that they vary between .991 and .923. It means that all Maximum Likelihood Estimations (they may also be called factoral loads) are above the critical level .70. Also t value found is 40.501 and all p values are 0.000) (Table 3 The Result of the Changed Measurement Model).

Table 3. The result of the changed measurement model

Hidden Variables (Factors)	Observed Variables	Max. Likelihood Estimate (MLE)	Standard Error (SE)	t	Declared Variance	Factor Reliability Coefficient
Social Effects	Happiness	.923	.021	83.916	.984	.994
	Discomfort	.969	.032	67.235		
	Conception of the World	.965	-	-		
Cultural Effects	Cultural identity	.954	.021	84.061	.993	.996
	Self-respect - understanding	.956	.032	-	.992	.996
Environmental Effects	Natural Environment	.991	.016	82.462	.989	.997
	Pollution	.984	.015	60.087		
	Recreation Areas	.984	.014	-		
	Historical Fabric	.993	.017	70.533		
Economical Effects	Investment	.985 .923	.029 .029	32.794	.978	.995
	Employment	.980	.032	41.526		
	Economical Benefit	.990	-	-		
Awareness (Total Effect)	Benefit-Development	.952	-	-	.991	.995
	Plus	.978	.017	64.285		
Tourism Support	Cultural-Natural Tourism	.980	-	-	.984	.993
	Activities and Entertainment Programmes	.976	.026	40.501		

*All p values belonging to t values have been found <.05

These values are strong in confirming the internal consistency and structure ıf the model. Factors' declared variance and reliability coefficients, factors' declared variance estimates all show the total variance value declared in the observed variables of each factor. As it is clear in Table 3, declared variance rates of the factors found are much more than the required bottom limit (0.50%). The reliability coefficients of the factors as shown in the table inform about the internal reliability of the factors. When values are taken into consideration, it is seen that the reliability coefficients of the factors' values are higher than the bottom limit .70. So it may be commented as the measurement model is reliable. The model should be able to explain the data obtained at the end of analysis. The index values defining it are "Goodness-of-fit Indeces." These index values are the stage of accepting or refusing the fitness ıf the suggested model. During this stage, the whole model should internally have fitted to goodness-of-fit indeces. In case it is refused at the end of goodness-of-fit indeces, the parameters and coefficients within the model lose their importance and should be left out of evaluation.

What is expected from the model is that it is accepted as a whole so that the meaningfulness of the coefficients can be examined. But critical level acceptance values have been found for each goodness-of-fit index. In case the goodness-of-fit indeces of the model that has found opportunity to be used in new application fields get values below the critical threshold values, it should be tolerated.

In spite of a variety of Goodness-of-fit Index applications, the most popular goodness-of-fit indeces have been used in this study (Table 4 The goodness-of-fit Index Results of the Research Model).

Table 4. The goodness-of-fit ındex results of the research model

Model Fitness Indeces	Our Model
x^2 (Chi Square value)i	466.391
Freedom Degree	99
P (Meaningfulness Level)	.000
Number of Parameters	21
CMIN/df	4.71
Goodness of fit index, GFI	.782
Incremental fit index, IFI	.882
Comparative fit index, CFI	.882
Normed fit index, NFI	.877
Relative fit index, RFI	.792

10. ANALYSIS OF THE OBSERVED DATA AND THE THEORETICAL DATA

Although multi-variable-methods that include multi regression path analysis of the Structural Equation Model (SEM) used for estimating multiple and dependent relations, are strong in testing the only relation between dependent and independent variables, structural equation model can confirm relations and even help to comprehend the strength of relations and the coincidental structure. Chi-square test is based on whether the difference between the observed frequency (G) and the expected frequency (B) is statistically meaningful or not. In chi-square test, qualitative data mentioned are used. However, x^2 tests may be applied to continuous variables determined by measurement as being qualified as less or more than a degree. If the data are expressed in rates or percentage, the application of the test is not possible. This test looks at the sign and meaningfulness level of the regression coefficients and gives information about the different parts of the model. The correctness of the whole model can also be measured by this test and the chi-square value is desired to be as low as possible. In standard use, chi-square test is for testing the difference between the observed data and the estimated data. In other statistical tests: H0 hypothesis says that there is not a relation between the observed data and the estimated data. In these tests, H1 hypothesis, in other words the conclusion saying that there is a relation is looked for. It is desired that chi-square value would be meaningful and have a great value so that H1 hypothesis can be accepted.

On the other side, while looking for a difference between the observed data and the theoretical data in the Structural Equation Model, there should not be any differences so that the model would be appropriate to the data and might be confirmed. So H0 hypothesis is desired to be accepted in Structure Equation Model. For this reason, chi-square value has to be meaningless and low. However, chi square value's meaninglessness does not mean that the model is accepted, some other goodness-of-fit tests should also be applied. Also chi-square value's being meaningful and high does not mean that the model is rejected either. Because the most important reason of this situation is probably that the scale of the example is small. In application example's scale is preferred to be between 200-500. Any value lower shall influence chi-square value negatively [26]. In this study chi-square value has been found as meaningful and high (x^2=416.427, p=.000) The probable reason is that the scale of the example is low as mentioned above. (n=192) In this case, the results of other indeces should be referred to and then the decision should be made. In many studies, this disadvantage of chi-square has been observed. GFI (Goodness of Fit Index) shows the general covariance value between the observed variables that are measured by the model. It may be explained as R2 in regression analysis. While the difference between them – R2 (the determination coefficient) is about the error variance, GFI is

about the observed covariance percentage. The highness of sample volume may increase GFI value and prevent obtaining right results. GFI takes values between (0-1). In case GFI exceeds 0.90, it is the display of a perfect model. This situation means that sufficient covariance has been calculated. As seen in Table 2, this value is 0.775 for the research model.

CFI (Comparative Fit index) is also known as "Bentler Comparative Fit Index". It compares the fitness of the existing model with the H0 hypothesis model that ignores the corelation and covariance between the latent variables. In other words, it compares the covariance matrix estimated by the model with H0's covariance matrix. CFI takes values between (0-1). Getting near to 1 shows that goodness of fit is increasing or emphasizes that the model with the higher CFI is in a stronger harmony. CFI is similar to NFI, but the difference between them is that CFI is affected by the size of the example. For CFI to be accepted; it needs to get a higher value than 0.90. It expresses the rate 90% of the covariance and corelation matrix in the model may be formed again by the observed data [27]. CFI value has been found 0.861 in the research.

IFI (Incremental Fit Index) is also known as DELTA 2. In some conditions it may get values higher than 1 and is equalized to 1. It is required to be over 0.90. As it can be seen in Table 2, IFI value in the research model is 0.861. NFI (Normed Fit Index) is a series of tests developed by Bentler and Bonett and named as comparative fit index. This index searches the fitness of the assumed model with the main or H0 hypothesis. The aim is to determine the fitness amount improved by use of the assumed model. In other words, it shows the increase in the fitness obtained by using the assumed model when compared to the fitness of H0 hypothesis and gets values between 0-1. The value found needs to be over 0.90 and the nearer it gets to 1, the more goodness-of-fit it has. The disadvantage of NFI is that it increases directly proportional to the number of parameters in the model and this may result in the acceptance of a incorrect model. (It is also called as DELTA1). The NFI value in the research is 0.879.

RFI (Relative Fit Index) is also known as RH01. It gets values between 0-1 (and may sometimes exceed these values.) It is required to get a higher value than 0.90 [28]. As seen in Table 4, this value is 0.792. For the model to be fit, RMSEA (Root Meansquare Error of Approximation) should be 0.05 or lower. The fitness of a model, the RMSEA value of which is between 0.05 and 0.08 is sufficient, but in case it is 0.10 and higher, the fitness of the model is weak [29]. RMSEA is found 0.089 in the research model. When goodness of fit indeces are examined, it may be said that the model has a middle degree fitness as a whole. The latent variables that act as independent variable in the structural model are called exogenous latent variables and that act as dependent variables are called endogenous latent variables [28]. Moreover, it is seen to be represented by each hidden variable and observed variable in the high degree. (all factor loads >.90). The result of the research model test in AMOS programme (Figure 8, 9, 10, 11, 12 and 13). The Total Effect, Awareness and Tourism Support Relation in Structural Equation Model.

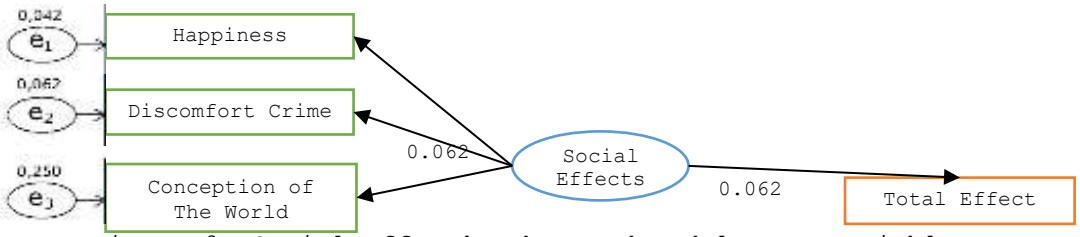


Figure 8. Social effect's observed and latent variables

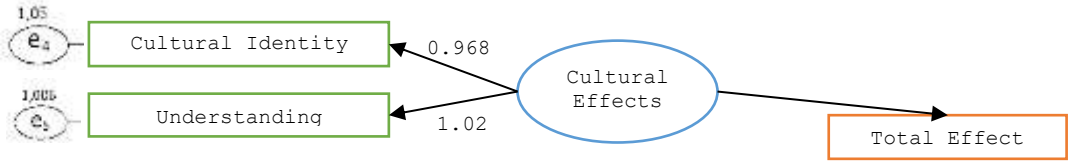


Figure 9. Cultural effect's observed and latent variables

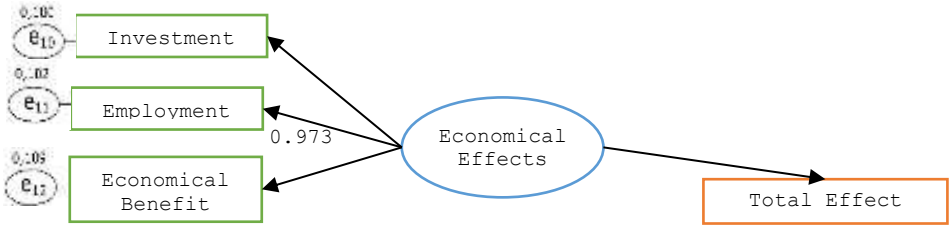


Figure 10. Economical effect's observed and latent variables

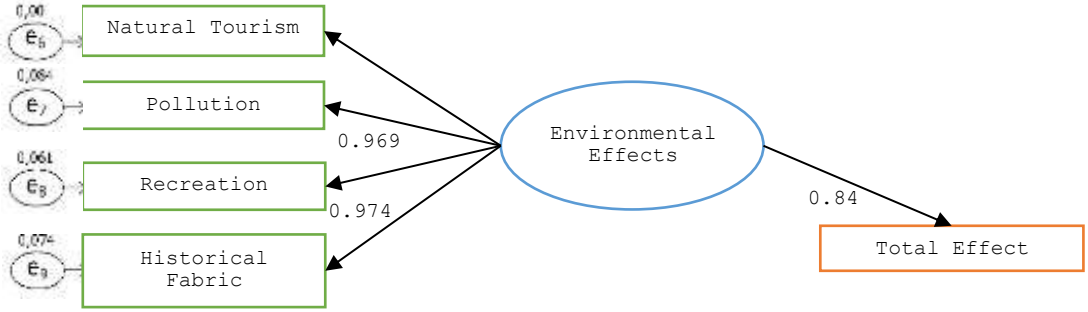


Figure 11. Environmental effect's observed and latent variables

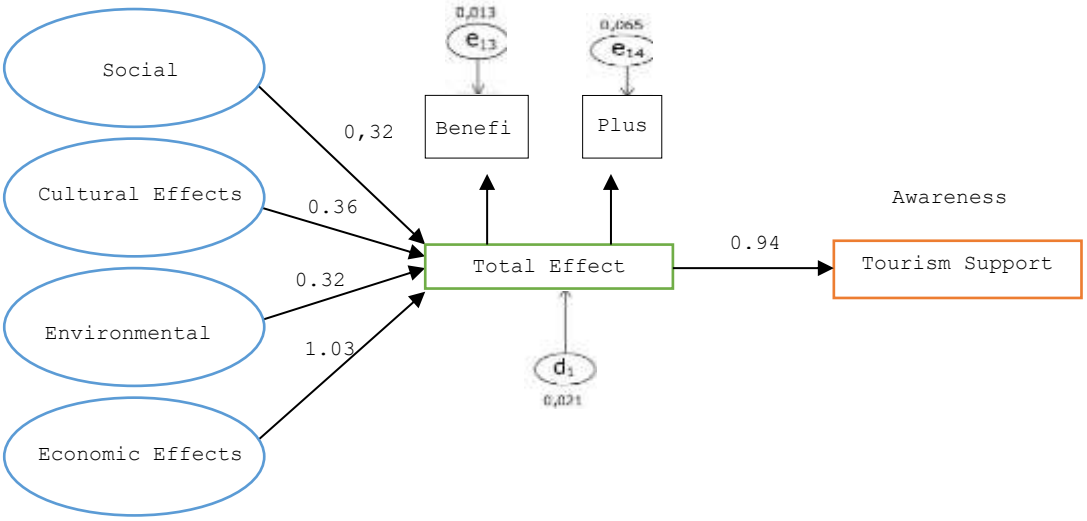
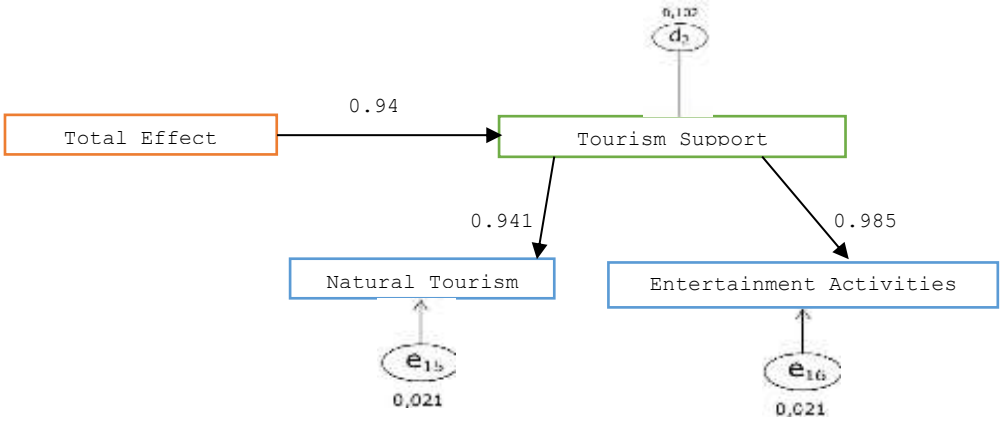


Figure 12. The influence of total variables



(All factoral loads>0.90 ("e"symbol shows standard errors, "d"symbol shows structural errors)

Figure 13. Total effect factors and tourism awareness

The findings obtained in this study present meaningful and consistent results in spite of the mediating effects between variables. "H0, H1, H2, H3, H4, H5" all support and "the Structural Equation Model Approach" displays the Total Effect, Awareness and Tourism Support and superior factoral structure of the both relations. Inferior factors are connected and transformed to superior factors by the help of confirmatory factor analysis so that the tourism effect, tourism awareness and total tourism factors can be obtained. This method has been used in several studies. In Table 5, all standardized regression coefficients are seen and they are at the same time the foreseen hypothesis in this research Standard Errors (SE), statistical and analytic levels (t) are given (Table 5 Test Results of the Hypothesis in the Research Model).

Table 5. Test results of the hypothesis in the research model

			Estimate	SE	t	Result
H1:Total Effect	+ ⇦	Economical Effects	0.450	0.048	9.375	Accepted
H2:Total Effect	+ ⇦	Social Effects	0.186	0.042	4.428	Accepted
H3:Total Effect	+ ⇦	Cultural Effects	0.623	0.059	10.559	Accepted
H4:Total Effect	+ ⇦	Environmental Effects	1.05	0.038	27.631	Accepted
H5:Tourism Support	+ ⇦	Total Effe ct	0.435	0.012	36.250	Accepted
Note:H1, H2, H3, H4, H5 hypothesis have been found meaningful at the importance level p=.05						

11. DISCUSSION

In this research, a model showing the relations between all these mentioned variables has been tested. Structural equation model is reliable in case the parameter values can be estimated. It requires a model supported. The necessary criterion for the model to be supported is that the model has a positive freedom degree. Although varios goodness-to-fit indeces have been suggested, one test or index cannot describe the model correctly. For this reason, (x^2/df) showing the sufficiency of the sample's size has been used with fit and competition indeces RMSEA, GFI, IFI, NFI, CFI, RFI, X (chi-square) value, p (freedom degree) and meaningfulness level parameter number CMIN/df. In Structural Equation Model, H0 hypothesis should be

accepted. When goodness-to-fit indeces are checked, it is seen that the model, as a whole, has adapted the data obtained with a medium degree and all of the 5 hypotheses suggested have been accepted. When the research model suggested in the study is checked, it is seen that path arrows (regression coefficients) from the variables the economical effects (H1) ($r=0.32$, $p<0.05$, social effects (H2) ($r=0.76$; $p<0.05$), cultural effects (H3) ($r=0.39$), environmental effects (H4) ($r=1.03$, $p<0.05$) are going towards tourism's total effect variable. This shows that factor structure watching fitness indeces is valid and consistent. All regression coefficients represented by sign arrows have been found meaningful at 0.05 importance level. When it is looked from the participant's side, environmental effects have been found as the most important influence of tourism under the scope of this research and social, cultural and economical effects, respectively, have followed. These effects may be in either positive or negative directions. This result complies with the findings in the study of Aref and friends [30].

Tourism's total effect in the study has put forward that tourism awareness of local people influences tourism support positively. (H5) ($r=0.94$; $p<0.05$) The results obtained do not totally comply with the findings in the research of (Yoon and others, 2002, p.366). Yoon and others have reached the conclusion that social and environmental effects are negatively affecting tourism support by the total effect intermediate hidden variables. They also put forward that economical and cultural effects are positively affecting tourism support by the total effect intermediate hidden variables. In the research that puts forward that environmental effect influence tourism support directly, negatively on tourism total effect, the hidden variable that affects tourism support most positively is the total effect variable.

The results of this study are highly appropriate to the findings and results of the studies above. It may be outstanding in some changes in the touristic districts mentioned with the development of tourism. What is important here is to provide the positive progress of these changes caused by tourism. So, economical and socio-cultural benefits shall be ensured from the movements of tourism. First of all, there is an obligation of creating a tourism consciousness in the people of the country, region or district opened to tourism. It is possible to make society conscious with a preparatory and complementary education. The study shall act as the foundation for deeper research about local people's contribution to the development of the country by tourism awareness and support in macro level. And in micro level, it will make it possible for the local people of Ürgüp Mustafapaşa town to discuss their places in this area, seeing tourism awareness and local people relation network as a whole.

12. CONCLUSION

For a deep examination of events, the model of the event is often built. Building a model is making the subject smaller in definite scales so that it may be more easily examined. Building a model helps to understand the subject or the event in a more correct and easier way. Probably nobody completely knows how the model is born, but everybody can accept that problems shall reach solutions better by the help of the model. Because the model not only shows the variables and the relations about the subject, but also plays an important role in scientific thinking. Testing the model after it has been formed is the subject of another specialization. The popular use of SEM by the researchers all around the world goes back to last sixteen years. The reason of this is that SEM is scientifically connected to the developed computer programmes. SEM includes

regression factor, variance, path analysis and some other statistical analysis techniques. In this research, the aim is to develop a model showing the influence of tourism's economical, social, cultural and environmental effects on the local people's support to tourism by means of the intermediate variable of total tourism effect comprehended. In other words, the aim is to put forward and test the influence of the components of the structure on the whole system and also operation of the system through the relations between the social structure and functions. By this way, conditions necessary for the local people to support tourism and the importance level of these conditions have been determined. The model suggested in the study applied is different from the models applied in the studies about tourism carried out by other reserachers. "Structural Equation Model" is a model that is rarely used in the academical research made in Turkey. When matters such as its evaluation for the sake of tourism sector and the operating of the model are taken into consideration, it is clear that the aims of this study are correct and important. And;

- That the model can be used in experimental and descriptive researches with different factor structures.
- That meta-analytical studies about the testing of factor structure and its fitness to the existing structure obtained and use in different examples may be brought about..
- In this study, SEM's feasibility in the scale development studies about determining individuals' sensory features when the role of "local individuals" in the structural approach is taken into consideration and a contribution is made to literature on this subject.

CONFLICT OF INTEREST

The author declared no conflict of interest.

FINANCIAL DISCLOSURE

The author declare that this study has received no financial support.

DECLARATION OF ETHICAL STANDARDS

The author of this article declare that the materials and methods used in this study do not require ethical committee permission and/or legal-special permission.

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