

Murat Nazlı

Second home owner's tourism perspectives: A case study in the Aegean region

Abstract

The main purpose of the research is to analyze the perception of second homeowners in Cesme, Turkey about opening up their second homes to the visitors, through first-hand data. Stakeholder approach is considered to understand several actors' positions and roles within a tourist setting which is exposed to international and real estate interests. The study is one of the preliminary attempts in this specific destination to understand second homeowners' attitudes towards tourism. The semi-structured questions are asked to 102 second homeowners in three specific locations within this tourism destination. Findings mainly revealed that most of the second homeowners are not willing to rent out their homes to visitors due to several reasons such as; longtime bond with the property, usage of property in peak season, and high level of income. More than half of the respondents prefer families or couples without children in renting out their second homes. The study not only provides a starting point for further research in this neglected field of tourism but also presents a clear perspective about these homes as a latent lodging treasure in the region.

Key words: second home tourism; tourism perception; second home ownership; Turkey

Introduction

Despite a long history of research on the second home (SH) concept (Ragatz, 1970; Shucksmith, 1983), there was little written on the matter of SH ownership until the late 1990s. The interest in this topic increased due to growth in retirement migration, recognition of tourism, and the use of SH as a financial tool (Hay, 2018; Miletić, Žmuk & Mišetić, 2018; Coppock, 1977). There has been an increase in the scale of SH ownership in most Western countries in the last twenty years (Larsson & Müller, 2017; Back & Marjavaara, 2017). As Hall and Müller (2018) pointed out that in several parts of the globe, SHs are the destination of a significant proportion of domestic and international travelers and the number of available bed nights in an SH often rivals that available in the accommodation industry.

Since the 1980s, based on a system of a family house, and collective settlements, in order to stimulate domestic tourism, there has been a significant increase in the number of SHs in Turkey. This increase is in coastal areas primarily in Black Sea, Marmara, Aegean and Mediterranean regions (Kilicarlan, 2006) and the discussions take place about SHs which have a huge bed capacity and what they can actually bring to the tourism industry as an economic resource (Hay, 2018). The first regular secondary home settlement in Turkey is established in the 1950s in Izmir, Cesme coast but the biggest development in this matter started from the 1960s (Sari, 1981). Today, in Turkey more than three million SHs are utilized as vacation homes especially during summer seasons (Kozak & Duman, 2011). Cesme is one of the top tourism destinations in Aegean region and in Turkey. In consideration of the number of SHs in Aegean region which is emphasized in Table 1, it will be a valuable source to find out the current thoughts of SH owners whether to open up their properties to visitors or not. However, the issue of second homes remains relatively untouched in the case of Turkey. According to the latest numbers of

Murat Nazlı, PhD, Adjunct Lecturer, Faculty of Business, Yasar University, Izmir, Turkey;
E-mail: nazli.murat@gmail.com

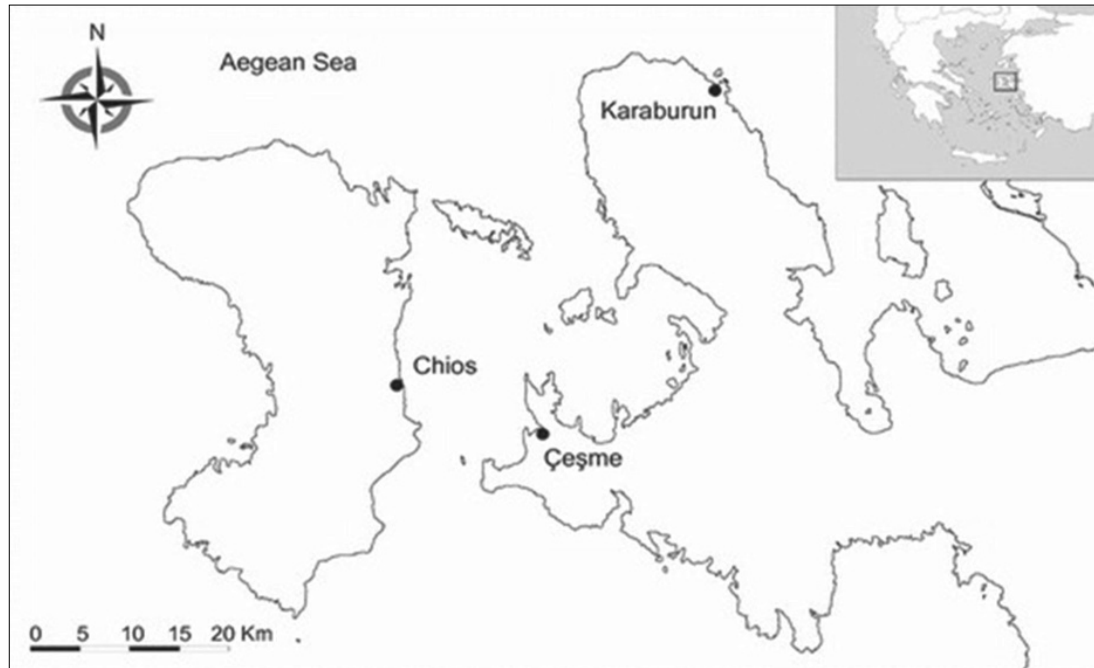
the General Directorate of Population and Citizenship Affairs, there are 546,454 summer-seasonal housings in 2008 and 559,934 in 2013 in Turkey (NVI, 2014).

Table 1
The number of SHs in Turkey by region in 2008

Number	Region	Number of SH
1	Black Sea	169,282
2	Marmara	110,495
3	Aegean	87,106
4	Mediterranean	79,480
5	Central Anatolia	71,708
6	East Anatolia	22,643
7	Southeast Anatolia	5,740

One of the continuing debates about SHs is their seasonality and excess capacity during low seasons (Kauppila, 2018; Hall & Müller, 2018). In this sense, along with the first-hand data, the primary purpose of this research is to analyze the SH owners of Cesme (Figure 1) who prefer to/not prefer to rent their SHs, especially as summer or seasonal housings to visitors who would like to visit the region for a short or long period of time and to be able to understand the property related characteristics. What makes this research original is that this kind of study has been neglected in this destination, specifically in the local area of Ilıca, Boyalık, and Yıldızburnu, which are popular tourist destinations along with their coastline and tourist attractions. Therefore, we contribute to the literature of SHs by exploring the attitudes of second homeowners towards tourism in a unique location, by contacting the owners in person and uncovering the potentials of SH tourism.

Figure 1
Location of Cesme



In the first part, the concept of SH, country perspectives of SH and theoretical background will be studied. Furthermore, the methodology, findings, and evaluation of the indications will be addressed shortly. In the last part, the conclusion, implications of research analysis, research constraints, and future research suggestions are presented.

Literature review

In the international environment, the most widely used term to describe the phenomenon of people owning or using some kind of dwelling for secondary and recreational aims is an SH (Gallent & Tewdwr-Jones, 2018; Soto & Clavé, 2018). According to McIntyre (2006), it is difficult to explain the concept of SH. The author debates that SHs do not constitute a distinct type of accommodation. The term spans a range of accommodation types with different ownership and function (Hall & Müller, 2018). Several notions describe an SH throughout the globe such as summer homes, vacation homes, cabins, lodges, apartments, flats, and villas. Other types of dwellings used in the same way are sometimes called SHs include caravans, tents, and boats. The wide flora of terms and definitions used worldwide causes some problems for researchers who aim to make comparisons. However, even if differences in defining the concept occur, Marjavaara (2008) stated that similarities between the terms and definitions are clear; an SH is a dwelling used temporarily by the owner or someone and is not the user's permanent place of residence.

As stressed by Adamiak et al. (2017), many SHs that are defined as being for temporary and secondary use, are today increasingly used on a year-round. In the research of Chaplin (1999), it is argued for many British SH owners in rural France, the permanent home had become a dwelling place with no other importance except as a shelter. The good life was experienced in the SH in France where they could escape all the pressures of modern life. This example points out the importance of SH for the owner and indicates it is not necessarily located on a lower level than the first home. Nouza, Ólafsdóttir and Sæþórsdóttir (2018) point out in a society with a mobile lifestyle, there is a need among people to attach to home or having a place to return to from time to time and an SH serves this function. Many of today's modern houses that are built as SHs can be used as a permanent home, which is common in the surroundings of metropolitan areas (Paris, 2018). Gallent and Tewdwr-Jones (2018) stated that SHs can have multiple purposes. These purposes can be related to other issues than recreational use and leisure, such as income generation. Hence, it is questionable whether the SH is for secondary use or not. For the owner, the SH is significant for various reasons and Kaltenborn (1998) even suggested it should be considered as our first home. According to Müller (2011), SH ownership occurs rarely in urban environments but is frequently concentrated on ecologically sensitive rural and coastal regions (Kondo, Rivera & Rulman, 2012). During certain seasons, rural and peripheral places with significant numbers of SHs become the destination for major traffic and commodity flows, which are seasonal points. This seasonal movement can create some problems. Conflicts may arise between permanent residents and SH owners on issues regarding the political influence in the host community, the environmental impact of SHs (Hall, 2014), planning for future development, and infrastructure management (Svels & Åkerlund, 2018; Kozak & Duman, 2011).

Second home perspectives around the world

There have been various examples of the SH phenomenon in literature. What is happening in recent decades is the increase in the scale of SH ownership in most Western countries (Hall & Müller, 2018; Di, 2009; Breda, Accinelli & Carrer, 2007; Dijst, Lanzendorf & Barendregt, 2005). In several regions of the world, SHs are the destination of a substantial proportion of domestic and international visitors

and the number of bed nights in an SH competes with that present in the lodging sector (Hall & Müller, 2004). However, nowhere in the globe is SH ownership as prevalent as in the Nordic countries (Adamiak, 2018; Nouza et al., 2018; Müller, 2007).

SH ownership is common in Swedish society (Marjavaara, 2008). As early as the 1930s, Ljungdahl (1938) addressed the issue of the local economic impact of SH tourism in the area surrounding Stockholm, Sweden. Here, he demonstrated an early observation of the effects of restructuring the rural economy, where he stated the locals were becoming dependent on the income generated by the summer tourists. Compared to the country's low population numbers, over 10 million in 2017 (Statistics Sweden, 2018), this means a high SH density. According to Back and Marjavaara (2017), more than half of the inhabitants in Sweden have access to and can use an SH. In Denmark, there are 220,448 summer cottages in 2012, of which approximately 98 percent are privately owned and these homes are essential for the Danish tourism industry (Bloze & Skak, 2014). In Switzerland, despite the supply of 250 thousand hotel beds, one million SH exist (Stettler & Danielli, 2008). According to the study of Bieger, Beritelli and Weinert (2007), 97 percent of families having SHs in the Alps stated they have a negative tendency in renting out their SHs. With almost 1.6 million people owning an SH in England and Wales according to the 2011 census (Christie, 2013). SH ownership is an essential subject, which has caught limited academic attention within the tourism industry. However, SH ownership is a large and growing facet of tourism in the U.K. (Hoogendoorn & Marjavaara, 2018). For instance, the growth in the number of SHs and the transformation of areas close to cities and coastlines are among the most amazing demo-geographic processes in progress in Spain today and one in seven families living here has an SH (Cabrerizo & Colás, 2007). Guisan and Aguayo (2010) presented statistics on the development of SHs and tourism in Spanish provinces, and Perles-Ribes, Ramón-Rodríguez and Such-Devesa (2018) in their research on "residential tourism" have expanded to integrate second home ownership and the rental of holiday homes to tourists. Hoogendoorn and Visser (2010) studied the influence of second housing on the local economic progress based on five case studies in South Africa. Huang and Yi (2011) explained the case of China, where primary and SH ownership has increased in a society that has altered into a market-oriented economy. In the city of Kitzbühel in Austria, Austrians took the first spot, Germans and Italians were in the second place in terms of SH ownership (Zehrer, Siler & Stickdorn, 2008).

Starting from the 1980s, the evaluation of the rising number of SHs in the tourism industry has been one of the hot topics in Turkey (Ozsoy, 2015). The increase in the number of SHs and the transformation of places close to coastlines and cities in Turkey, as it is happening in Spain, Sweden and U.K. recently, are valuable processes for the tourism development. Based on the existing data prepared by General Directorate of Population and Citizenship Affairs, the number of second homes keeps increasing in Turkey (NVI, 2014). According to Onal, Kandır and Karadeniz (2007), along with traditional accommodation alternatives, an opportunity and a possibility to use the inactive capacity is formed, and these Turkish authors emphasized the significant points in Table 2 influencing the demand of SHs which relates to the increase in tourism demand.

Table 2
Factors affecting the demand of SH

More spare time	After the industrial revolution, regeneration of human rights, reduction of working hours, improving tourism.
Paid vacation rights	Due to the increase in the free time of people, paid vacations occurred, people spend money which helps the tourism industry.
Technological development	Increasing speed of vehicles, affordability, comfort, public transportation with technology are presented to humanity.

Table 2 Continued

Level of income	After the industrial revolution, due to income increase, there is an increase in tourism activities.
Human lifespan	Life conditions are getting better, people live longer. <i>Third age tourism</i> arouse for retired who have sufficient income, spend time by traveling.
Urbanization	Due to urbanization and closeness of industrial areas to residential areas, people want to get rid of hectic city life.
Social security	Social security rights securing the future of a person in terms of income and health, lead the person to move towards traveling, relaxation.
Freedom of travel	Visa applications among countries influence the freedom of travel.
Education and culture	Travel to see cultural values and travel related to education have a significant impact on tourism.

Theoretical view

There are several theories that can be used to investigate tourism development. Social exchange theory is often used, as it presents a conceptual basis for comprehending the exchange of resources between people and groups (Waller & Sharpley, 2018). This may be related to understanding SH owner's attitudes towards sustainable development if their relation to the tourism sector can be determined. Though social exchange theory has been used in past studies (Brida, Disegna & Osti, 2014; Ward & Berno, 2011) to examine resident attitudes, a theoretical framework that would help to explain why SH owners held different attitudes toward sustainable actions in tourism was covetable.

Thus, stakeholder theory was used to shape the instrument and analysis of data from this research. Stakeholder theory developed by Freeman (1984) explains how an organization is made up of individuals and various groups who are all affected by the organization or can influence the organization. This can be translated into a community where tourism development may occur. Stakeholders may be seen as SH owners, residents, business owners, activist groups, tourists, local authorities, and media (Gallent & Tewdwr-Jones, 2018). As Harrison and Freeman (1999) expressed the aim of stakeholder approach is managing the relation of shareholders, employees, customers, suppliers, communities and managing their interests in long-term for the success of the organization. This translates into a community, perceiving and managing their interests in the long-run in a tourism destination. This study will mainly focus on SH owners due to evidence that suggests understanding residents' attitudes towards tourism and allows tourism to be progressed in a more sustainable path. Those residents may also be more deeply involved in the community as business owners, members of environmental groups or other organizations or may serve as a tourism professional. It is essential to gain an understanding of their attitudes towards a potential change such as sustainable SH tourism.

Homeowners all have different relationships with tourism and their community so it is possible that they will hold various attitudes towards tourism. Because stakeholder theory suggests it is critical to identify and engage all stakeholders in the planning phase of tourism development (Hall & Müller, 2018; Deng, McGill, D., Arbogast & Maumbe, 2016; Knollenberg, 2011), this research will attempt to understand SH owner's point of views of whether to rent out their SHs to visitors considering the tourism development of a specific coastal region. At the same time, the planners can identify the demographic characteristics of these pivotal stakeholders who have SHs within a popular tourist destination.

Methodology

Method and sample

An interviewing technique involving semi-structured open-ended questions are preferred in this research. Randomly selected and available respondents at the time form the sample. Snowball sampling ensured that there were 102 responses in total after the clear examination of answers. Although this method might adversely influence the quality of data and lack intellectual credibility (Marshall, 1996), the sample represents the population of SH owners in this specific location. The number of properties in Cesme is 55,733 (Cesme, 2016), but the number of second homes is not published for the researched areas. Based on the interviews and collection of data from the locals where the research takes place, it is estimated that in Ilıca 800 SHs, Boyalık 700 SHs, and Yıldızburnu 450 SHs exist. During one-on-one conversations with SH owners, it took 30 minutes to collect each response. At least 3,180 minutes are spent to gather the necessary data from local respondents during the interview period. Although we felt that respondents opened themselves up to us during the interviews, as researchers attached by ethical considerations, we didn't see it as our role to redundantly challenge the SH owners.

The semi-structured questions are asked to the SH owners who have their properties in one of the top destinations in Turkey, existing within the Aegean region. The homeowners have their SHs mainly in Ilıca, Yıldızburnu and Boyalık locations within Cesme. These locations are top three areas in the popular coastline of this destination. Data collection period is between June 2016 and late September 2016 which is the peak season. The research questions are prepared and adapted along with the inspiration of these studies; Kozak and Duman (2011), Müller (2007) and Aronsson (2004), in which these studies significantly pay attention to place attachment or long-time affiliation with SHs. The questions are related with; length of owning the property, the frequency of home use, month preference of renting out the property, number of people who can stay in the property, size of the property, thoughts about opening up the property to the tourism industry and preference of tourist group for rental. Table 3 represents the sample characteristics of 102 second homeowners in terms of gender, age, education background, monthly income distribution, number of core family members and occupation. Percentages with bold represent the dominant characteristics of the sample.

Table 3
Sample characteristics

	Percent (%)
Gender	
Female	27.45
Male	72.55
Age group	
20-27	14.85
28-35	18.81
36-43	19.80
44-51	3.96
52 >	42.57
Education background	
High school	9.80
Undergraduate	64.71
Master/PhD	25.49
Monthly income	
Lower middle income	7.92
Middle income	10.89
Upper middle income	21.78
High income	59.41

Table 3 Continued

Number of core family members	
2 members	14.71
3 members	26.47
4 members	40.20
5 members	16.67
6 >	1.96
Occupation	
Retired	25.49
Business manager	5.88
Each	3.92
(civil engineer, finance, student)	Total= 11.7
Each (firm owner, housewife, lawyer, mechanical engineer, engineer, industrialist, manager, free trade)	2.94
	Total= 23.5
Each (doctor, tourism professional, entrepreneur, academician, marketing)	1.96
	Total= 9.8
Each (jeweler, clinical psychologist, industrial engineer, professor, pressman, contractor, media and communication, self-employed, advertising, web-designer, banker, dance instructor, human resource specialist, physical education teacher, real estate broker, chef, investment specialist, manager in communications, textile, economist, fashion designer, musician, architect, military officer)	0.98
	Total= 24.5

Results and discussion

The respondents were in some respects quite diverse due to demographic characteristics. The vast majority of respondents is male and over 40 percent is above 52 years old. More than half of the respondents have an income at least three times more than minimum wage level. When compared to net minimum wage level (Trading Economics, 2017) in Turkey, the income of respondents is pretty high. Plus, more than half of respondents have at least an undergraduate degree. Due to the number of core family members and retirees in the families, the respondents might have not considered to open up their SHs to neither locals nor international visitors easily. In parallel with the study of Matteucci, Lund-Durlacher and Beyer (2008), SHs have an essential role in the life of elderly and retired in terms of having more spare time, financial strength and needing more rest.

Property related factors

In terms of property related attributes, a little more than half of the respondents own their SHs at least 21 years in the popular destination. However, there might be a strong place attachment with the SHs. One-third of the respondents use their property between two to three months. Surprisingly, close to 70 percent of respondents do not prefer to rent out their SHs easily, probably due to their habits, lifestyles and long attachment to the properties that motivate them to stay there. They did not give a specific month option to rent out their SHs. Most respondents use their SHs in the peak season of the region which is July and August. Accordingly, Aronsson (2004) found the length of stay of SH owners to be very essential in the development of their attachment to the region. In considering the size of properties, 92 percent of respondents stay in their SHs having no less than 91m² interior space and the vast majority of respondents stated the maximum number of people who can stay in their property is more than five. This opportunity may comfort SH owners and give them the flexibility to host family members easily within the peak season. Table 4 specifically stresses six main questions about the second home related characteristics in terms of time period of home usage, day usage frequency of home within

a year for a vacation, date preferences to rent out property, usage time of second home, maximum number of individuals who can stay in the second home and size of the property in square meters.

Table 4
Property related factors and responses

Factors	%					
	1-5 years	5-10	11-15	16-20	21> years	
1. Time period of property usage	6.8	10.7	3.9	19.6	58.8	
2. Usage frequency of property within a year for vacation	Until 30 days 9.8	31-60 11.7	61-90 36.2	91-120 27.4	121> days 14.7	
3. Preference of months to rent out SH	Nov. - Feb. 9.8	March - April 7.8	May - June 0.9	July - August 4.9	Sept. - October 7.8	None 68.6
4. Usage time of SH	March - April 0.9	May - June 0.9	July - August 76.4	12 months 21.5		
5. Maximum number of people who can stay in the property	4 member 20.7	5> 79.3				
6. Size of the property in m ²	<75m ² 2.9	76-90 4.9	91-105 28.4	106-120 26.4	121>m ² 37.2	

Opening up second homes to tourism

More than half of the respondents agreed with the statement *'It is true to evaluate SHs in the manner they generate income'* but oppositely they are not willing to rent out their properties easily. 47 percent of the respondents disagreed SHs lead to being idle of economic sources. A little more than half of the respondents agreed renting out SHs influences the tourism industry positively. Half of the respondents agreed they can think of renting out their property apart from their need. Although respondents stressed the essentiality of SHs which can have a significant impact on the tourism industry, they are unwilling to rent out their homes. Half of the respondents disagreed there will be problems in communal areas along with opening up SHs to tourism and 48 percent of respondents disagreed it makes it difficult to sell a property to a tourist when owners would like to accommodate in peak season. In other words, when selling a home is the issue or a need for SH owners, living in that place in peak season does not really matter. Half of the respondents also disagreed besides opening up SHs to tourism, social adaptation between residents and tourists will not be provided, in a way contradicts with the research of Eusébio, Vieira and Lima (2018) and 55 percent of respondents disagreed opening up SHs to tourism industry leads to a decrease in occupancy rates of hotels. According to this view, hotels in the region will be packed even if these SHs exist. Furthermore, 38 percent of respondents disagreed the target market should be local tourists in case of opening up SHs to tourism industry but 36 percent of respondents neither agreed nor disagreed about this issue. Due to a variety of responses, the target group might be based on conditions and level of need during the rental period or time of the season. Half of the respondents agreed it is not possible to provide safety of tourists who will accommodate in the vast majority of SHs and 36 percent of respondents disagreed they prefer to rent out their SHs to local tourists instead of foreigners but one-third of the respondents neither agreed nor disagreed with the statement. We got the feeling that SH owners make their preferences depending on the type of benefits provided either by local tenants or international visitors.

Table 5 emphasizes eleven expressions related with opening up the SHs of 102 owners to the tourism industry in three specific locations and a five-point Likert-type scale (1- indicates Absolutely Disagree,

and 5- indicates Absolutely Agree) is used to evaluate the given expressions and the highest percentages of the expressions in each response are expressed in bold numbers.

Table 5
To open up SHs to tourism

Expressions	%					Mean
	1	2	3	4	5	
1. It is true to evaluate SH in the manner that they generate income.	3.9	6.8	20.5	59.8	8.8	3.63
2. SHs lead to being idle of economic resources.	6.8	47	20.5	18.6	6.8	2.72
3. Renting out SH affects tourism industry positively.	2.9	21.5	12.7	51.9	10.7	3.46
4. I can think of renting out my SH apart from my need.	7.8	14.7	19.6	50.0	7.8	3.35
5. There will be problems in communal areas along with opening up SH to tourism.	2.9	50.9	24.5	19.6	1.9	2.67
6. It is hard to sell a property to a tourist when property owners would like to accommodate in peak season.	5.8	48.0	18.6	22.5	4.9	2.73
7. Besides opening up SH to tourism, social adaptation between residents and tourists will not be provided.	4.9	50.0	23.5	18.6	2.9	2.65
8. Opening up SH to tourism leads to a decrease in occupancy rates of hotels.	1.9	55.8	16.6	22.5	2.9	2.69
9. Target market should be local tourists in case of opening up SH to the tourism industry.	3.9	38.6	36.6	14.8	5.9	2.80
10. It is not possible to provide safety of tourists who will accommodate in the vast majority of SHs.	6.8	27.4	14.7	50.9	0.0	3.10
11. I prefer to rent out my SH to local tourists instead of foreigners.	6.8	36.2	32.3	17.6	6.8	2.81

Type of tourist group for renting out the second home

More than half of the respondents prefer to rent out their SH to families or couples but without having any children, probably due to the reason that families with children might depreciate their homes physically and increase the level of noise which might eventually influence the neighbors and catch their attention negatively. Almost one-fourth of the respondents preferred families with children, contradicting with ones who preferred families or couples with no kids. Not surprisingly, no one preferred student groups in their SHs who take place in summer camps and summer schools, etc.

Table 6 mainly addresses five types of tourist categories mentioned by the residents of the destination for renting out their SHs. Respondents typically have the tendency to rent out their SHs to families or couples with children with 52 percent and secondly to families with children with 22.5 percent.

Table 6
Type of tourist group suitable for renting out SH

Type of tourist group	Frequency	Percent (%)
1. Family/couple without children	53	52
2. Family with children	23	22.5
3. Retired/elderly	15	14.7
4. Education, seminar, meeting, conference or congress participants	10	9.8
5. Student groups (summer camps, summer schools)	1	1

In overall research findings, the destination owns a latent accommodation treasure in terms of secondary homes. The essentiality of SH concept should be taken into account carefully by homeowners as critical

stakeholders. It is seen that SH held a position of great importance in respondents' lives. They have a strong place attachment related to childhood affiliations within that specific region. Considering the time period of second home usage and the size of homes, the bond with the homes create a relaxation to host other members of the family during the high season, which leads to not preferring to search for financial gains from the tourists. However, the respondents are quite conservative in the sense that they prefer not to rent out their SHs easily to either locals or foreign visitors. The categorization of type of tourists is also essential for understanding the respondents' attitudes and future tendencies in renting out the properties to which tourist group in the destination. Fundamentally, the subject of second home ownership in three different locations is enlightened by several respondent perspectives and the location is presented as a hidden treasure not only for reviving domestic tourism but also for international tourism.

Conclusions and implications

The expansion of the tourism market in the world and the occurrence of alternative tourism possibilities influence the accommodation industry strategically more than ever. For decades, there have been various applications in the world bringing in secondary housings to the tourism industry. Turkey owns a latent lodging treasure in terms of secondary properties. However, the importance of this potential and taking benefits from it is not very well understood. Thus, the primary purpose of this research was to analyze the perception of SH owners as critical stakeholders in three unique locations about opening up their SHs to visitors in the tourism industry. For the purpose of adding these SHs to national and international tourism in Turkey, opinions of secondary homeowners are gathered and evaluated clearly. In this context, careful examination of previous publications about SHs is actualized and along with a questionnaire, the thoughts and opinions of owners in renting out their SHs to visitors in the tourism industry are examined. This exploratory study mainly sought to lend a voice to SH owners, providing first-hand data for the development of an emergent typology that future studies may develop further within their own contexts. Although a research foundation is now developing in relation to SHs, voices of SH owners themselves as essential stakeholders within the tourism industry are rarely heard in academic discussions of this concept.

It was surprising how similar participants' views were on many of the issues discussed. The SH held a position of great importance in participants' lives. Place or home attachment was readily discernible and related to childhood place affiliations, thus confirming an SH ownership emphasized by Hall and Müller (2018) and Aronsson (2004). Contrary to the study of Komppula, Reijonen and Timonen (2008), 58 percent of SH owners in Finland use their homes less than 20 days and 18 percent of SH owners do not even use their properties. Although, SH owners agreed it will be wise to consider SHs in the manner that they generate revenue, due to the strong bond with homes, their main purpose is not the financial gain from SHs, unlike the study outcomes of Miletic et al. (2018), Dykes and Walmsley (2015), Hall and Müller (2004) and similar study outcomes of Perles-Ribes et al. (2018), and Bieger et al. (2007) in the literature.

Implications

Today, modern societies are increasingly characterized by mobility and multiple place attachments. Individuals increasingly tend to spend their time in multiple locations and this is clearly seen in increasing numbers of SHs (Williams, King & Warnes, 2004). Considering this view of modern societies, surprisingly, respondents are conservative in the sense that they are unwilling to rent out their SHs

easily to either locals or foreign visitors, as in the study of (Bieger et al., 2007) due to various reasons such as strong bonds with the destination, habits or past experiences in their SHs. However, as Dykes and Walmsley (2015) mentioned the voices of stakeholders are critical if tourism development matters. In this regard, SH owners, locals and their thoughts should not be overlooked. Besides, SH tourism offers viable future possibilities, especially for local communities (Miletić et al., 2018; Hall & Müller, 2018) and this great opportunity should not be underestimated within the hidden treasures of Cesme.

In comprehending various perspectives of SH owners in this popular tourist destination, research mainly triggers different point of views in three specific locations and sheds a light on the matter of SH ownership within the tourism and hospitality industry for future studies, industry professionals, planners, and practitioners. As stated by Tomljenović and Ateljević (2017), from the strategic planning perspective, it is essential to understand the tourism planning framework and analyze how travelers shape tourism development in the regions.

Limitations and further research

A specific tourism destination is chosen for this research and a limited number of homeowners responded to research questions. A comparative analysis with other regions with different samples can be analyzed. The underlying meaning of why SH owners prefer or not to rent their homes can be analyzed meticulously and various dimensions of research can also be presented. Time-series analysis within the same region or different locations can be performed a couple years later to see various tendencies and differences among the responses in renting out second homes and viewing different types of tourists. This is an avenue for further exploration of the dynamics of this expanding concept through a regional or international comparison.

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