

Aydın Çevirgen and Muhammet Kesgin

Local authorities' and NGOs' perceptions of tourism development and urbanization in Alanya

Abstract

Tourism development and urbanization have economic, socio-cultural and environmental impacts on host destinations. With the recognition of the importance of these impacts on host perceptions and attitudes, numerous studies have been conducted towards tourism development. However, resident's perceptions studies of tourism development are superfluous; there are a few empirical studies on local authorities' and non-governmental organizations' (NGOs) perceptions of tourism development. In this regard, this study aims to determine the local authorities' and NGOs' perceptions of tourism development and urbanization in Alanya with an empirical study. The major findings have shown that both local authorities and NGOs strongly agree that tourism certainly improves the quality of life in the region, the establishment of an integrated management approach is essential and that the tourism development should be promoted in qualitative perspective. The findings indicated that the planning of further tourism development and urbanization should be encouraged within the aim to offer a higher quality of life for hosts and guests.

Keywords:

tourism development; urbanization; local authorities; NGOs; host perceptions; integrated management, Turkey

Introduction

International tourist arrivals reached to 842 million in 2006 and it is expected 1.6 billion by the year 2020 (UNWTO, 2006, 2007). The Mediterranean, as most frequently visited destination of all times, hosts over 30 percent of tourist arrivals. In addition, four Mediterranean countries; France, Spain, Italy and Turkey were ranked at top ten tourism destinations in 2005 in terms of international tourist arrivals and receipts. The foregoing statistics and governmental policies of Mediterranean countries prove increasing importance of tourism. Tourism holds an important place in Turkish economy as well and it grows faster than other economic sectors in spite of global and

Aydın Çevirgen, PhD, Alanya Faculty of Business, Department of Tourism Management, Akdeniz University, Alanya, Turkey
E-mail: acevirgen@akdeniz.edu.tr

Muhammet Kesgin, Alanya Faculty of Business, Department of Tourism Management, Akdeniz University, Alanya, Turkey
E-mail: mkesgin@akdeniz.edu.tr

national threats and the decrease in the numbers of the arrivals in particular years. Tourism industry generates substantial economic benefits to host countries, but on the other hand Burns & Holden (1995, p. 160) emphasized that “the development pressures lead to careless consumption of the environment through inappropriate strategies and plans, targeting financial and economic gains at the expense of environmental and cultural factors for many destinations”. In the light of these facts, many tourism destinations in Mediterranean have given rise to major tourism investments and encouraged mass tourism without planning. These destinations have paid the social and environmental consequences of unplanned tourism development since then and they regret not having taken the planned and controlled management approaches for tourism. Some of those unplanned tourism destinations now have to take remedial actions to upgrade their environments and development patterns (Inskeep, 1991, p. 15).

Since tourism planning is a complex activity requiring an integrated approach, private-public sector partnership, interagency and inter-sectoral coordination, as well as community involvement (Teye, 1999). Besides, participation by host communities in tourism planning and development is vital for the process; therefore the importance of incorporating with the perceptions of host communities when evaluating the effects of tourism development is crucial for planning purposes (Dowling, 2003, p. 205). Finally, an integrated management approach is a mandatory among local authorities who are in a position of decision making, and furthermore the involvement of NGOs and all other stakeholders are essential for management processes.

As tourism spurs tourist flows and migrations, tourism development accelerates the urbanization process. Tourism development ineluctably generates significant urbanization growth in any destination. This leads to the transformation of former coastal-rural areas to coastal-urban areas. In line with tourism development and urbanization, the quality and the variety of urban services are important. In this respect, the sustainable development of urbanization is also important as tourism, and a long term vision is required to meet host and guest expectations.

This study focuses on local authorities' and NGOs' perceptions of tourism development and urbanization, and underlines the importance of planned and sustainable development of tourism and urbanization within an integrated management approach.

TOURISM DEVELOPMENT AND URBANIZATION

Tourism creates new employment opportunities in the host area and hence influences migration, thus in mature tourist areas, tourism spurs urbanization (Cohen, 1984). Valenzuela, (1998, p. 55) stated that “tourism has contributed urbanization ever since the middle of nineteenth century, when summer holidays became fashionable among the middle and upper classes. Nonetheless, migration in recent years has become increasingly influenced by personal preferences or destination rather than economic or job-related requirements (Diaz, 1999). However, these new types of mobility [to Sunbelt states], particularly the international migration movements of elderly people, have led to new ways of residence and leisure that are not easily classified under any of the traditional definitions of tourism (Mazón, 2006). As a result, the construction of second homes in order to meet the increasing demand is encouraging urbanization in many tourism destinations.

Urbanization is a major force contributing to the development of towns and cities, where people live, work and shop (Hall, 2001, p. 160). However, Mullins noted that “tourism [destinations] represents a new and extraordinary form of urbanization,

[which] are built solely for consumption” (1991, p. 326), much attention has been given to quality of life for host population in the development of tourism urbanization. Since urbanization expands more in tourism areas, their population tend to grow rapidly than other areas. Accordingly, tourism destinations like Alanya undergo a rapid transformation from natural resources towards a more diversified urban environment.

Urbanization as a universal phenomenon of our modern society brings both opportunities and challenges. Population growth leading to urbanization and decreasing environmental quality is the mega-trend of the 21st century (Gartner & Lime, 2000, p. 4). Under the huge demand for recreation and tourism, overcrowding has been a major problem at almost all popular tourism destinations. As a result, western Mediterranean seaside resorts have faced with rapid infrastructure problems and then similar problems have been experienced in other parts of Mediterranean. Although, tourism investments compared to western Mediterranean have been late in Turkey, Turkey has not taken into consideration the undesirable experiences of western Mediterranean. Turkish Mediterranean, Aegean and Marmara coastal tourism destinations have [also] suffered from the unplanned ribbon development of hotels and second homes (Tosun, Fletcher & Fyall, 2006, p. 270). Naturally, these undesirable impacts have been discouraging many potential visitors for a long time.

In the light of these facts, development of tourism is closely linked to urbanization, and must be managed in a planned way. Despite the negative impacts of tourism in urban development, planned tourism development may improve the destination in terms of economic, socio-cultural and environmental aspects. Urbanization is considered itself as a way of improvement of the quality of life and the improvement of the quality of life is seen as an ultimate objective of local authorities. Therefore, the practices of local authorities are vital for shaping the route of further tourism development, urbanization and quality of life improvement as well.

LOCAL AUTHORITIES AND NGOs IN TOURISM DEVELOPMENT

Local authorities have crucial roles to reduce tourism’s negative impacts and to increase the positive contribution of tourism business and consumption activity to local sustainable development. Many of their decisions shape the future of their community and it is a challenge for them to determine which tourism development scenarios or directions are most important to the community (Richins, 2000). With the increasing attention given to communication in tourism planning, the involvement of collaboration between the public and private sectors is a central concern of tourism management to enhance the destination’s attractiveness. Therefore, the contribution of various stakeholders such as NGOs to this collaboration is a requirement for a sustainable tourism development.

NGOs play an increasingly important role in many spheres of life and they have been involved with tourism related issues for a long time (Holden & Mason, 2005). Accordingly, together with underlined roles of local authorities, NGOs can seek local support for appropriate sustainable tourism development and oppose inappropriate tourism development. NGOs monitor impacts of tourism on the local culture and environment, equity participation in local tourism development, impacts of other sectors of the economy on sustainable tourism, government and industry commitments to sustainable tourism (McIntyre, 1993, pp. 146-147). NGOs traditionally have been critical and their motives in these circumstances appear to have been ‘to boldly go’ where government or private commercial organizations would find political or economic resistance (Holden & Mason, 2005). In this respect, there are many cases which can be given as samples from various countries and from Turkey as well. In line with the given importance to

communication and collaboration in tourism planning, the local perceptions in host destinations are vital for the management and further tourism development.

PERCEPTIONS OF TOURISM DEVELOPMENT

There is a relationship between attitudes and support for development, although the nature of relationship is different for each community (Andereck & Vogt, 2000). The further tourism development is no longer approvable without considering stakeholder's perceptions of tourism development. A commonly cited objective for understanding residents' opinions is that without community support, it is difficult to develop a sustainable tourism industry in a community (Andereck & Vogt, 2000).

Research on residents' reactions to tourism can help tourism planners understand why residents support or oppose tourism. Such information can help planners select those developments that can minimize the negative impacts and maximize support for tourism development amongst certain members of the local population (Ritchie & Inkari, 2006; Gursoy, Jurowski & Uysal, 2002). However, the community perceptions of tourism are not homogenous. The diversity in attitudes, and in perceptions and evaluations of impacts, present challenges to decision makers, who must determine whether the gains to some within the community outweigh the losses to others (Lindberg, Andersson, & Dellaert, 2001).

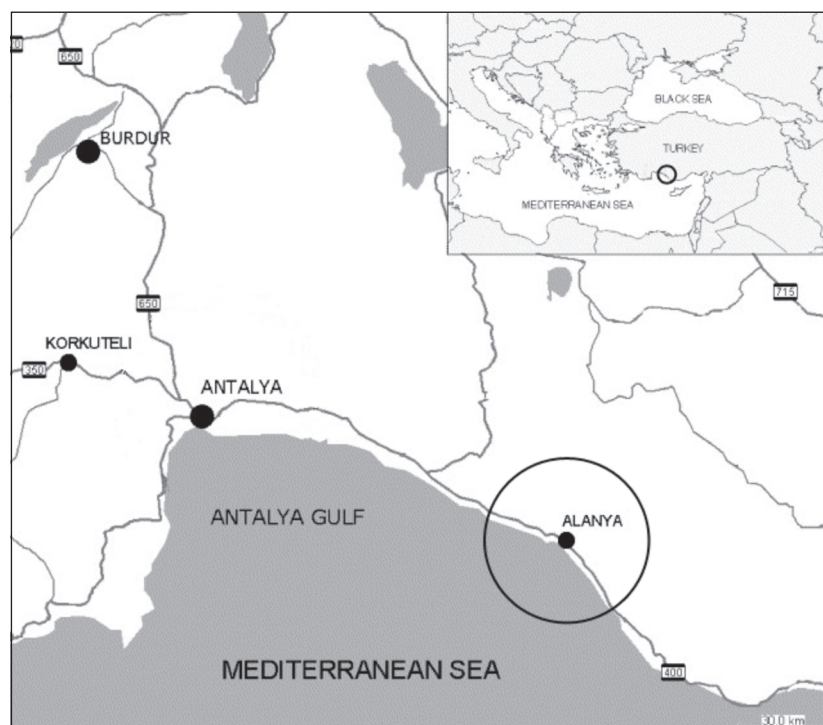
Many impacts associated with tourism development, economic impacts being perceived generally as positive and social and environmental impacts being perceived generally as negative (Lindberg & Johnson, 1997). Tourism researchers have assumed that the closer a resident lives to concentrations of tourism activity; the more negative his or her perception will be of tourism development (Harrill, 2004). Furthermore, residents may have more positive perceptions of tourism if they perceive that their tourism exchanges bring benefits, but will have negative perceptions of tourism if they perceive these benefits to be outweighed by costs (Ritchie & Inkari, 2006).

Hence, to sustain such a contributing industry, it needs the strong patronization of host community and their positive attitude towards its growth and development wherever it is required. Despite, a large number of studies concerned with residents' perceptions of tourism, there is limited research on local authorities' and NGOs' perceptions of tourism development. Madrigal (1995) conducted a research in York Shire (UK) and Sedona (USA), and studied the residents' perceptions of the local governments' roles in tourism development. Andriotis (2002a), studied the residents' satisfaction or dissatisfaction of local authorities' roles in Crete. Andriotis (2002b), studied the perceptions of tourism development with 25 local authorities' officials in 1997 in Crete. Ishikawa & Fukushige (2007) have very recently studied the residents' expectations from local municipality in the development of tourism in Amami Oshima Island. However, the given studies in the literature dealt with the residents' perceptions of the role of local authorities, this research is somewhat similar to the Andriotis' (2002b) research in terms of sample. This study, held by local mayors' and NGOs' chairs in Alanya, indicated the perceptions of the present level of tourism and future tourism development.

THE STUDY AREA: ALANYA

The Mediterranean coast Antalya, constitutes one of the main destinations in Turkish tourism. Alanya is a resort in Antalya, a major district and has the highest population level among districts on the coasts of Turkey. Alanya is situated in the 135 km east coast of Antalya Gulf on the Anatolian Peninsula (Figure 1).

Figure 1
THE LOCATION OF ALANYA



Following the arrivals of Germans in the late 1950s, Alanya met with tourism. In 1970s locals started to offer their residences to tourists. The east and the west of Alanya was declared as a 'tourist center' with the 'Tourism Incentive Act' in 1982. The declaration helped to increase investments demands. The total bed capacity in Alanya was 8.708 in 1988 (Soyak, 2003, p. 137). Since Alanya had 67,168 beds in 631 establishments in 1996, along with the growth of tourism, the number of establishments increased to 790 in 2005 with a percentage of 20%, but, the total bed capacity increased to 146,302 with a percentage of 120% in the same period. In comparison with establishment numbers in 1996, the total bed capacity in 2005 characterizes the mass tourism oriented nature of establishments. Table 1 shows the growth of tourism in Alanya.

Table 1
THE SCOPE OF TOURISM IN ALANYA

Years	Number of establishments	Total bed capacity	Number of foreign tourists	Number of bed-nights	Total tourism receipts (US\$)
1996	631	67,168	592,870	5,731,600	481,410,440
1997	691	88,024	698,628	6,678,880	529,560,024
1998	715	97,453	617,312	5,778,041	448,785,824
1999	768	106,355	418,537	4,009,585	310,972,991
2000	745	104,711	677,340	6,658,252	557,450,820
2001	747	112,957	866,130	8,540,012	807,233,160
2002	768	122,663	1,029,350	9,844,710	961,412,900
2003	722	127,663	988,785	9,479,480	932,424,255
2004	748	133,361	1,133,616	11,030,084	1,098,473,904
2005	790	146,302	1,464,686	13,459,784	1,379,734,210

Source: ACCI, Alanya Chamber of Commerce and Industry, 2006, p. 65-68.

Alanya, as one of the most important tourism destinations in Turkey received 7% of total tourists and provided 7.6% total receipts in 2005. The foregoing statistical data underlines the importance of tourism in Alanya. As tourism spurs migration, a significant increase has been realized in the last 20 years. In the mid-80s, before the tourism development started, less than 30,000 people were living in the centre of Alanya. Today, there are almost 150,000 people living in the city centre. Table 2 presents the changes of population in Alanya from 1985 to 2005. The population of Alanya had a growth of 33% from 87,080 in 1985 to 264,240 in 2000. The population is expected to reach to 456,763 in 2010.

Table 2

POPULATION AND URBANIZATION TRENDS IN ALANYA

Years	Population	Growth rate (%)
1985	87,080	---
1990	129,936	49.2
1997	222,028	70.9
2000	264,240	19.0
2005*	341,268	29.2
2010*	456,763	33.8

Source: Alanya Municipality, 2006, p. 12; *Forecast

Tourism in Alanya is highly seasonal like in other Mediterranean destinations. Therefore, during the summer months the population of Alanya goes over a million with international tourist flows and seasonal migrations. Furthermore, Alanya has a warm weather year-round and thus it attracts tourists and retirees more over the year. Moreover, international migrations have been added to domestic migrations agenda since the last decade. According to 2005 statistics, a total of 6,087 properties have been owned by foreigners, and the number of foreigners who reside at these properties reached to 9,586 (ACCI, 2006, p. 98). These migration flows have still been ongoing in Alanya.

Alanya was a small fishing town surrounded by orange groves and banana plantations until late 1950s. Considerable investment in tourism and second homes since 1980s shaped the structure of Alanya, and today the agricultural appearance of Alanya has progressively been transformed into a region of tourist interest. The tourism facilities and infrastructure is clustered within near the coast, as in other coastal mass tourism destinations. Tourism development and urbanization have significantly improved the economic prospects and quality of life for a large and increasing proportion of the people in Alanya. However, apart from the economic benefits, urbanization has important effects in the urban-social organization as well as in the natural environment.

Methodology

THE AIM OF THE STUDY

The practices of local authorities, who are in a position of decision making and implementing, have a vital role in sustainable tourism development. The study area gets round a 70 km of coastline where there are 17 municipalities by the Mediterranean. Therefore, the area reflects a good sample of divided authority. So, this sample can be considered to be useful in order to determine whether there is cooperation among the local authorities within an integrated management approach. Furthermore, involvement of NGOs in tourism development is crucial. In this regard, this study aimed to determine the local authorities' and NGOs' perceptions of tourism development and urbanization in Alanya to direct future tourism development and urbanization.

THE SCOPE AND THE METHOD OF THE STUDY

17 mayors of municipalities and 24 chairs of NGOs in Alanya participated in the study. The survey was conducted between December 2006 and January 2007. Questionnaire survey method was used in the study. In most studies, perceptions of impacts or attitudes were measured using agreement scales (McGehee & Andereck, 2004) which were mostly consisted of common statements. After the revision of empirical and theoretical research of the related literature, a set of questions which consisted of residents' perceptions and attitudes of tourism development were adapted to this study (Andriotis, 2005; Andriotis & Vaughan, 2003; Chen, 2000; Andereck & Vogt, 2000; Ritchie & Inkari, 2006). The questionnaire was divided into two sections. The first part consisted of 5 questions related to the demographic characteristics of the participants. The second part included 5 questions that ask for urbanization, 5 questions for quality of life, 7 questions for the impacts of tourism development, 11 questions for the management and further development of tourism. A total of 28 questions were asked to participants, and they were asked to respond to the statements using a 5 point Likert scale, 1 indicated "strongly disagree" and 5 indicated "strongly agree".

The majority of questionnaires were evaluated by face to face interviews and some were evaluated by telephone interviews. Open ended questions were also asked to participants in the interviews. The data obtained through the questionnaire analyzed via descriptive statistics by using Statistical Package for the Social Sciences (SPSS) version 10.0. The alpha was computed in order to measure the reliability of the scale, and it was found .695. The ratio which was found out in this research accepted to be reliable and it was recommended over .60 for the explanatory studies by Sencan (2005, p. 170).

Findings

The demographic profiles of participants are shown in Table 3. 95.1% of participants were male, 4.9% were female. In this study, all mayors were male and only two NGOs' chairs were female. 46% of participants were between 41-50 years of age, 27% were 51-60, 75.4% were in middle and old age groups. 42% of the participants had a bachelor degree and 37% of the participants had a high school degree. The majority of the participants (78%) have been living in Alanya more than 20 years.

The participants' perceptions of quality of life and urbanization are shown at Table 4. The responses of urbanization statements are in a decreasing order 'dense and disorganized urbanization cause losing the competitive advantage in the Mediterranean' (4.56), 'rapid urbanization lessens agricultural land' (4.29), 'tourism related migration density affects the quality of life negatively' (4.22), 'tourism causes rapid and uncontrolled urbanization' (4.02). The least mean within this group was 'rapid increase of second-home supply affects the development of tourism negatively' (3.41).

The participants are strongly worried about 'the rapid and disorganized urbanization which causes losing the competitive advantage', 'the lessening of agricultural land' and 'the negative impacts of intense migrations'. On the other hand, the participants have not shown unanimity about the statement 'rapid increase of second-home supply affects the development of tourism negatively'. In the face to face interviews, the participants expressed that "the qualified migration would contribute to urban life in a positive way, on the contrary unqualified migration would affect negatively". Furthermore, participants stated that "as long as the second homes are constructed in a planned manner and appropriated to local architect they would enhance the city's appearance.

Table 3
DEMOGRAPHIC PROFILES OF PARTICIPANTS

Demographic variables	General		Mayors		Chairs of NGOs	
	n	%	N	%	n	%
TITLE						
Mayor	17	42	17	100	-	-
Chairman of NGO	24	59	-	-	24	100
SEKS						
Male	39	95	17	100	22	92
Female	2	4.9	-	-	2	8.3
AGE						
20-30	1	2.4	1	5.9	-	-
31-40	9	22	4	24	5	21
41-50	19	46	6	35	13	54
51-60	11	27	5	29	6	25
over 61	1	2.4	1	5.9	-	-
EDUCATION						
Elementary	5	12	4	24	1	4.2
Secondary	3	7.3	2	12	1	4.2
High school	15	37	7	41	8	33
Bachelor degree	17	42	4	24	13	54
Postgraduate degree	1	2.4	-	-	1	4.2
LENGTH OF RESIDENCY						
1-5 years	-	-	-	-	-	-
6-10 years	4	9.8	1	5.9	3	12.5
11-15 years	1	2.4	-	-	1	4.2
16-20 years	4	9.8	-	-	4	16.7
Over 21 years	32	78	16	94	16	66.7

Table 4 presents the participants' perceptions of quality of life are in a decreasing order; 'tourism improves the infrastructure and the environment' (4.48), 'tourism improves the appearance of Alanya' (4.39), 'tourism improves quality of life' (4.36), 'tourism improves the socio-cultural facilities for local residents' (4.12), 'tourism improves the quality of public services' (4.09). Since the participants strongly agree about these statements, tourism is perceived positive for quality of life in Alanya. In the comparison of the perceptions of two groups, there is no significant difference. However, the NGOs have a stronger agreement for the statement of 'rapid increase of second-home supply affects the development of tourism negatively'. Both groups strongly agree with the urbanization statements. These findings underline that NGOs are more conservative against the negative impacts in the process of sustainable tourism development and urbanization. Participants strongly agree with quality of life statements and the unanimity exists within and between groups.

Table 4

PERCEPTIONS OF URBANIZATION AND QUALITY OF LIFE

Items	(n=41)		Frequencies					Mayors		NGOs	
	μ	S.D.	1	2	3	4	5	μ	S.D.	μ	S.D.
URBANIZATION											
Dense and disorganized urbanization causes losing the competitive advantage in the Mediterranean	4.56	0.94	1	2	1	6	31	4.41	1.2	4.67	0.7
Rapid urbanization lessens agricultural land	4.29	1.30	4	1	3	4	29	4.00	1.5	4.50	1.1
Tourism related migration density affects the quality of life negatively	4.22	1.10	1	3	6	7	24	4.05	1.3	4.33	0.9
Tourism causes rapid and uncontrolled urbanization	4.02	1.12	2	1	10	9	19	3.88	1.4	4.13	1.0
Rapid increase of second-home supply affects the development of tourism negatively	3.41	1.30	5	3	14	8	11	3.00	1.3	3.71	1.2
QUALITY OF LIFE											
Tourism improves the infrastructure and the environment	4.48	0.77	-	1	4	10	26	4.58	0.7	4.42	0.8
Tourism improves the appearance of Alanya	4.39	0.97	-	4	2	9	26	4.41	0.9	4.38	1.1
Tourism improves quality of life	4.36	0.82	-	-	9	8	24	4.35	0.9	4.38	0.8
Tourism improves the socio-cultural facilities for local residents	4.12	0.89	-	2	8	14	17	4.11	1.1	4.13	0.8
Tourism improves the quality of public services	4.09	0.99	-	3	9	10	19	4.05	1.1	4.13	1.0

The participants' perceptions of the impacts of tourism, the management and further development of tourism are shown at Table 5. The participants strongly agree with the statements, 'tourism is the main driver of Alanya economy' (4.39), 'tourism increases the cost of life in the region' (4.19), 'local people have a positive attitude towards tourists' (4.02). These findings prove that tourism is the leading industry of Alanya economy, but tourism increases the cost of living. On the other hand, most importantly participants perceive that 'local people have a positive attitude towards tourists'. The participants more likely to be unanimous about the following statements; 'tourism creates favorable employment opportunities' (3.36), 'tourism causes environmental problems' (3.22) and 'only a certain group of people benefit from the tourism income' (3.12). Nevertheless, the participants are not likely to disagree with the statement 'tourism has positive impacts on cultural identity' (2.82).

The participants' perceptions of further development and management of tourism are in sequence, 'qualitative further tourism development should be encouraged rather than quantitative development' (4.97), 'an integrated management approach is required for further tourism development' (4.75), 'uncontrolled tourism growth causes difficulties to manage' (4.17). The findings point out that both groups agree about the qualitative development of further tourism rather than quantitative. The same tendency can also be seen for the requirement of integrated management approach in tourism (Table 5).

Table 5

PERCEPTIONS OF TOURISM DEVELOPMENT AND MANAGEMENT

Items	(n=41)		Frequencies					Mayors		NGOs	
	μ	S.D.	1	2	3	4	5	μ	S.D.	μ	S.D.
IMPACTS											
Tourism is the main driver of Alanya economy	4.39	0.89	1	-	5	11	24	4.41	1.06	4.38	0.77
Tourism increases the cost of life in the region	4.19	1.03	2	-	6	13	20	4.35	1.05	4.08	1.02
Local people have a positive attitude towards tourists	4.02	0.96		3	9	13	16	4.47	0.71	3.71	1.00
Tourism creates favorable employment opportunities	3.36	1.13	3	5	14	12	7	3.52	1.17	3.25	1.11
Tourism causes environmental problems (pollution, traffic, ecological)	3.22	1.45	8	5	8	10	10	2.94	1.51	3.42	1.41
Only a certain group of people benefit from the tourism income	3.12	1.26	7	4	12	13	5	3.17	1.33	3.08	1.25
Tourism has positive impacts on cultural identity	2.82	1.26	6	14	6	11	4	3.05	1.43	2.67	1.13
MANAGEMENT & FURTHER DEVELOPMENT OF TOURISM											
Qualitative further tourism development should be encouraged rather than quantitative development	4.97	0.15	-	-	-	1	40	5.00	0.00	4.96	0.20
An integrated management approach is required for further tourism development	4.75	0.75	1	-	1	4	35	4.94	0.24	4.63	0.92
Uncontrolled tourism growth causes difficulties to manage	4.17	0.83	-	2	5	18	16	4.29	0.68	4.08	0.93
The health conditions are sufficient	3.19	1.24	5	7	10	13	6	3.05	1.30	3.29	1.20
Alanya offers a competitive tourist product	3.14	1.27	3	12	11	6	9	3.47	1.37	2.92	1.18
Proper hygienic conditions exist in tourism establishments	3.09	1.01	3	9	11	17	1	3.11	1.21	3.08	0.88
The recreational facilities in the region are sufficient	3.07	1.12	4	8	14	11	4	2.82	1.28	3.25	0.99
The expectations of local people are taken into consideration for further tourism development	3.07	1.10	4	7	16	10	4	3.29	1.16	2.92	1.06
NGOs play an active role in the tourism development	3.04	1.28	5	10	11	8	7	3.29	1.31	2.88	1.26
The security conditions are sufficient	2.61	1.11	8	10	15	6	2	2.82	1.00	2.46	1.20
The level of cooperation among local authorities is sufficient	2.48	1.20	11	10	11	7	2	2.64	1.32	2.38	1.13

The participants do not show a strong unanimity about the following statements, 'the health conditions are sufficient' (3.19), 'Alanya offers a competitive tourist product' (3.14), 'proper hygienic conditions exist in tourism establishments' (3.09), 'the recreational facilities in the region are sufficient' (3.07), 'the expectations of local people are taken into consideration for further tourism development' (3.07), 'NGOs play an active role in the tourism development' (3.04). Neither mayors and nor NGOs' chair agree with 'the sufficiency of security' (2.61) and 'the level of cooperation among local authorities is sufficient' (2.48). In the face to face interviews participants expressed that the insufficiency of health and security conditions only exist for the peak tourism months from May to October (Table 5).

Table 5 presents that both participants strongly agree that 'local people have a positive attitude towards tourists'. However, the mayors' are not unanimous about 'tourism causes environmental problems' and 'tourism has positive impacts on cultural identity' statements, the chairs of NGOs agree with these statements. The groups are more likely to agree with other statements and the groups have not shown a significant difference. However, the mayors agree with the statements 'Alanya offers a competitive tourist product', 'the recreational facilities in the region are sufficient', 'NGOs play an active role in the development of tourism', 'the expectations of local people are taken into consideration for further tourism development', the chairs of NGOs disagree. On the other hand, NGOs agree with 'the recreational facilities in the region are sufficient', the mayors disagree. Lastly, both groups have presented the same tendency for the rest of statements.

Conclusion

The last two decades in Alanya were crucial to encourage tourism development dominated with lodging investments. Since tourism is the major economic activity in the region, its economic benefits are perceived as the most important impacts provided by tourism. However, the considerable impacts of tourism have led to changes in spatial areas. In line with tourism development, investments and migrations have expanded the construction sector. These developments lead to accelerate urbanization and generate morphological changes on physical appearance of Alanya. The recognition of the importance of host perceptions and the need to their positive attitude require studying host expectations. Furthermore, the vital importance of tourism in Alanya necessitates the active involvement of local authorities, NGOs and residents.

With the given importance to host perceptions and collaboration in local tourism management and planning, the study points out the following results;

- The local authorities and NGOs perceive that tourism improves the quality of life in the area. Since the success of a tourism destination requires the presence of a significant quality of life level both for hosts and guests, the positive perceptions of tourism development on quality of life is favorable for further tourism development.
- Residents' positive attitude towards tourists is an advantage and this facilitates the sustainability of further tourism development. Bearing in mind that tourists go to places where they feel welcomed, the positive attitudes of residents to tourism and tourists in Alanya will enhance the competitive advantage.
- As tourism employment is vital for the host communities to benefit from tourism, the current level tourism employment is considered to be improved in order to offer a better welfare.
- Since local authorities and NGOs perceive that rapid tourism growth brings along challenges for management; they perceive the establishment of an integrated tourism management approach as mandatory. Furthermore, they perceive the level of cooperation among local authorities as insufficient and they underline the importance of its improvement.

- The NGOs are demanding more active involvement in tourism development process; furthermore they underline the necessity of local residents' expectations to be undertaken in tourism planning,
- Although, tourism is seen as the dominant driver of the local economy, agriculture is also important as tourism.
- Since agriculture is another major sector in Alanya, lessening of agricultural land is perceived as negative. NGOs strongly refuse the rapid, dense and distorted expansion of second homes constructions. Furthermore, NGOs perceive that this causes losing valuable agricultural land and attractiveness as well.
- Participants perceive that tourism development and construction of real estates accelerate the rate of urbanization. Participants strongly agree that this process requires appropriated planning and management. Otherwise, unplanned construction may lead to a dense and distorted urbanization. In this respect, participants agree that further growth of urbanization must be controlled and well planned, and participants underline; "the insistence of following the common regulations among municipalities is essential" in order to avoid from disorganized urbanization.
- Most importantly, local authorities and NGOs totally agree that the qualitative further tourism development should be encouraged rather than quantitative development. Participants strongly recommend the improvement of the current quality of establishments, and NGOs point out the enhancement of tourist services in destination level to increase the competitiveness.

Even though participants perceive negative impacts of tourism, they strongly support the further development and they do not tend to blame tourists and tourism development for the negative impacts. The participants' perceptions of negative impacts support the quote of Singh, Timothy & Dowling (2003, p.4), "tourism, unlikely itself is bad; it is simply badly planned and managed". Since inappropriate planning of tourism development and urbanization may have extensive ramification, appropriate planning is crucial. Due to insufficient planning and coordination, there are signs of inappropriate and dense urbanization related to constructions of real estates rather than tourism investments in Alanya. Therefore, a careful planning should be designed to modify the consequences of tourism in favorable ways to lessen the negative impacts of tourism and urbanization. Furthermore, NGOs seem more conservative than local authorities in terms of negative impacts and they look forward to controlling the growth of constructions. On the other hand, as also noted by Mazon (2006) that while "the [local municipalities] receive extraordinary income from the urbanization process", their economic led growth perspective may tend to encourage this type of development, despite its negative impacts in long term. Thus, the long term vision rather than short term will lead to remain competitive before the destination comes across with inexorable consequences of unsustainable tourism and urbanization.

Alanya to become a superior tourism destination will need to keep its previous satisfying position to continuously meet the expectations. Since, the mass tourism oriented developments in the Mediterranean's market shares accelerate the decline; further mass oriented tourism growth will not be appropriated. However, tourism policy now looks for locally integrated qualitative-led development mode and putting the perspective from words to actions is vital. Since, NGOs willing to participate in planning, their perceptions and involvement will offer an appropriated development route for tourism and urbanization. Thus, as long as the management approach of Alanya is participated and integrated, tourism development and urbanization processes will be sustainable and Alanya will be able to enhance the quality of life for hosts and guests.

References

- ACCI (2006). *Alanya Economic Report 2005*, No: 2006/1.
- Alanya Municipality (2006). *Alanya Municipality Strategic Plan 2006-2010*.
- Andereck, K. L. & Vogt, C. A. (2000). The Relationship between Residents' Attitudes toward Tourism and Tourism Development Options. *Journal of Travel Research*, 39, 27-36.
- Andriotis, K. (2002a). Residents' satisfaction or dissatisfaction with public sector governance: The Cretan case. *Tourism and Hospitality Research*, 4(1), 53-68.
- Andriotis, K. (2002b). Local authorities in Crete and the development of tourism. *The Journal of Tourism Studies*, 13(2), 53-62.
- Andriotis, K. & Vaughan, R. D. (2003). Urban Residents' Attitudes toward Tourism Development: The Case of Crete. *Journal of Travel Research*, 42, 172-185.
- Andriotis, K. (2005). Community Groups' Perceptions of and Preferences for Tourism Development: Evidence from Crete. *Journal of Hospitality & Tourism Research*, 29(1), 67-90.
- Burns, P. M. & Holden, A. (1995). *Tourism a new perspective*. Great Britain: Prentice Hall.
- Chen, J. S. (2000). An Investigation of Urban Residents' Loyalty to Tourism. *Journal of Hospitality and Tourism Research*, 24(1), 5-19.
- Cohen, E. (1984). The Sociology of Tourism: Approaches, Issues, and Findings. *Annual Review of Sociology*, 10, 373-392.
- Diaz, M. A. (1999). Socio-demographic Impacts of Residential Tourism: a Case Study of Torrevieja, Spain. *International Journal of Tourism Research*, 1, 223-237.
- Dowling, R. K. (2003). Community Attitudes: Tourism Development in Natural Environments. In S. Singh (Ed.), *Tourism and Host Communities* (pp. 205-228). USA: CABI Publishing.
- Gartner, W. C. & Lime, D. W. (2000). The Big Picture: a Synopsis of Contributions. In W. C. Gartner, (Ed.), *Trends in Outdoor Recreation, Leisure and Tourism* (pp. 1-13). USA: CABI Publishing.
- Gursoy, D., Jurowski, C. & Uysal, M. (2002). Resident attitudes: a structural modelling approach. *Annals of Tourism Research*, 29(1), 79-105.
- Hall, C. M. (2001). *Geography of Tourism & Recreation: Environment, Place & Space* (2nd ed.). USA: Routledge.
- Harrill, R. (2004). Residents' Attitudes toward Tourism Development: A Literature Review with Implications for Tourism Planning. *Journal of Planning Literature*, 18(3), 251-266.
- Holden, A. & Mason, P. (2005). Editorial. *Journal of Sustainable Tourism*, 13(5), 421-423.
- Inskeep, E. (1991). *Tourism planning: An integrated and sustainable development approach*. New York: Van Nostrandreinhold.
- Ishikawa, N. & Fukushige, M. (2007). Who expects the municipalities to take the initiative in tourism development? Residents' attitudes of Amami Oshima Island in Japan. *Tourism Management*, 28(2), 461-475.
- Lindberg, K. & Johnson, R. L. (1997). The economic values of tourism's social impacts. *Annals of Tourism Research*, 24(1), 90-116.
- Lindberg, K.; Andersson, T. D. & Dellaert, B. G. C. (2001). Tourism Development Assessing Social Gains and Losses. *Annals of Tourism Research* 28(4), 1010-1030.
- Madrigal, R. (1995). Residents' perceptions and the role of government. *Annals of Tourism Research*, 22(1), 86-102.
- Mazón, T. (2006). 'Inquiring into residential tourism: The Costa. Blanca case'. *Tourism and Hospitality Planning & Development*, 3(2), 89-97.
- McGehee, N. & Andereck, K. A. (2004). Factors Predicting Rural Residents' Support of Tourism. *Journal of Travel Research*, 43, 131-140.
- McIntyre, G. (1993). *Sustainable Tourism Development: Guide for Local Planners*. Madrid: World Tourism Organization.
- Mullins, P. (1991). Tourism Urbanization. *International Journal of Urban & Regional Research*, 15(3), 326-342.
- Richins, H. (2000). Influences on Local Government Tourism Decision-Making: A study of authoritative opinion. *The Journal of Tourism Studies*, 11(2), 1-14.
- Ritchie, B. W. & Inkari, M. (2006). Host community attitudes toward tourism and cultural tourism development: the case of the Lewes District, southern England. *International Journal of Tourism Research*, 8(1), 27- 44.
- Şencan, H. (2005). *Sosyal Davranışsal Ölçümlerde Güvenilirlik ve Geçerlilik*. Ankara: Seçkin Yayıncılık.

- Singh, S., Timothy, D. J. & Dowling, R. K. (2003). Tourism and Destination Communities. In S. Singh, , D. J. Timothy & R. K. Dowling (eds.), *Tourism in Destination Communities* (pp. 3-18). UK: Cabi Publishing.
- Soyak, C. (2003). *Alanya'da Turizm ve Kentsel Mekanlar*. Istanbul: Akdeniz Kùltürleri Arastırma Derneđi..
- Teye, V. B. (1999). Commentary: tourism plans and planning challenges in Ghana. *Tourism Geographies*, 1(3), 283-292.
- Tosun, C., Fletcher, J. & Fyall, A. (2006). Turkey: EU Membership Implications for Sustainable Tourism Development. In D. R. Hall, (ed.), *Tourism in the New Europe: The Challenges and Opportunities of EU Enlargement* (pp. 270-287). UK: CABI Publishing.
- UNWTO (2006). *Tourism Highlights 2006 Edition*, 1-12. Retrieved January 10, 2007, from http://www.unwto.org/facts/eng/pdf/highlights/highlights_eng_hr.pdf
- UNWTO (2007). Barometer February. Retrieved June 3, 2007, from http://www.unwto.org/facts/eng/pdf/barometer/barometer_february_07_e.pdf
- Valenzuela, M. (1998). Spain: from the phenomenon of mass tourism to the research for a more diversified model. In A. M. Williams, & G. Shaw (eds.), *Tourism and Economic Development: European Experiences* (3rd ed.), (pp. 43-74). England: John Wiley.

Submitted: 02/10/2007

Accepted: 09/01/2007