



LOCALS' PERSPECTIVES ON TOURISM DEVELOPMENT AT RURAL AND URBAN LEVEL

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Abstract

The perception of the locals respecting the impacts of tourism can be determined by the factors such as how the community, which they are member of is, affected by tourism; how tourism affects social activities and the attitudes of political and administrative authorities towards tourism. The main purpose of this study is to estimate whether locals' negative perceptions (NP) and positive perceptions (PP), locals' support for tourism development (STD) and community participation (CP) differ at rural and urban levels. The sub-aims are to figure out whether there is any mediation effect and correlations among NP, PP, STD and CP. Data were obtained from Muğla (urban) and Fethiye (rural) through face-to-face surveys with a total number of 400 participants. Confirmatory factor analysis (CFA), validity and reliability analysis and path analysis for Fethiye and Muğla have performed. No statistically significant effect of CP, PP and NP on STD was found in Muğla and Fethiye. In Fethiye locals' PP have a significant and positive effect on STD. Locals' PP and NP have a significant and positive effect on CP. Consequently, a difference has found between Fethiye and Muğla concerning the impact of positive and negative perceptions on the participation in the tourism processes.

Keywords: locals, tourism, community participation, perception of tourism, support for tourism development.

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Introduction

The principles used to define and differentiate the concepts of urban and rural are substantially ambiguous (Tilt et al., 2007). Especially in rural and urban classification related debates arising on the basis of population density, migration, and rural or urban-oriented land use status (Weaver & Lawton, 2001), community quality (Tilt et al., 2007), horizontal and vertical expansion are widely discussed in the literature, as well as policy applications and designs are in a divergence (Beynon, Crawley and Munday, 2015) which has important practical consequences on the perceptions of rural or urban residents (Fan et al., 2019). Studies on rural urban segregation and residents' perceptions are concentrated on wilderness (e.g., Lutz, Simpson-Housley and Deman, 1999; Thornton and Quinn, 2009; Triguera-Mas, 2009), governance (Saich, 2007; Brinkerhoff et al., 2018), health sciences (Logan et al., 2003; Harzif et al., 2019; De Marco et al., 2009), environmental and land usage basis (Lange et al., 2008; Bogner and Wiseman, 1997; Bento-Silva et al., 2015). Perceptions of residents as an active stakeholder are also of great importance for the development of tourism. Although perceptions towards the development of tourism are widely covered by conceptual and empirical studies (Fan et al., 2019), measuring tourism perceptions via rural-urban classification has been relatively neglected issue (Weaver and Lawton, 2001; Tilt et al., 2007). It can be said that the studies on whether the perceptions of tourism differ in rural and urban areas are comparatively inadequate (e.g., Rasoolimanesh et al., 2017; Cui and Ryan, 2011).

In studies that focus on perceptions towards tourism based upon rural-urban segregation, it is denoted that belonging to a rural or urban place in general affects one's self-identification as well as one's perspective on the world, emotions and attitudes (Cui and Ryan, 2011). For instance, it is emphasized that those who reside in rural destinations for a long time are more cautious towards the development of tourism and act with more negative emotions. In addition, it is stated that they develop negative perceptions towards permanent settlements and mass tourists who come later with internal migration (Beynon et al., 2015). From a different point of view, Cui and Ryan (2011) proposed that on the one hand the perceptions of residents may not differ from rural and urban perspectives in destinations where tourism is developing because of creating employment, influencing economic development, opening up to the world and creating modernity; on the other hand, the negative environmental effects of tourism may differ depending on the socio-demographic characteristics of the residents, such as age and income level, on issues such as congestion and pollution. According to Fan et al. (2019), the support of the local people for tourism in rural villages is comparatively more because of creating pride and happiness in the residents and shaped by within the framework of the authenticity and hospitality concepts.

The judgment of the locals concerning the impacts of tourism is mainly determined by the factors such as how their society is affected by tourism, how tourism affects social activities, the attitudes of political and administrative authorities towards tourism, and the extent to which the impacts of tourism on the ecological environment can be eliminated in the short and long term (Eusebio, Vieira & Lima, 2018; Lee, 2013). Therefore, local people's exhibiting a supporting behavior for the tourism development in the region where they live rely on the fact that the multidimensional individual life can benefit from tourism tangibly and intangibly. In the absence of support for tourism development by residents, it is unrealistic to target tourism development in a region. Therefore, the support of locals for development is indispensable. Only in this way, the problems that arise for those visiting the region can be resolved in a permanent way (Zou, Huang & Ding, 2014).

The types of tourism taking place in large-scale and medium or small-scale destinations are different in terms of their social, environmental and economic dimensions. While the tourism activities carried out in urban areas are integrated with other tourism activities in the cities (Ashworth and Page, 2011), the tourism activities carried out in rural areas differ from urban tourism due to the greater supply and availability of local resources. For this reason, it is expected that the development style of tourism, accordingly the perception of locals concerning the tourism impacts to destination and community, residents' support for tourism development (STD) and their right to speak about tourism development will be different in urban and rural areas (Rasoolimanesh et al., 2017). Namely, in terms of urban tourism, the administrative structure is different or all the infrastructure and superstructure services used by the people living in the city are offered as a subsidiary product to the tourists (Ben-Dalia, Collins-Kreiner & Churchman, 2013). In rural areas with sea-sand-sun facilities such as Fethiye, the formation of tourism becomes dependent on this trio. Therefore, it is thought that it will create perceptual and behavioral differences for the local people living in Muğla.

In the present study, it has been intended to find out the positive perceptions (PP) and negative perceptions (NP) of the Fethiye's and Muğla's residents towards tourism, locals' support for tourism (STD) development

and whether they engage in the tourism development process or not. In this sense, Fethiye district which is administratively connected to Muğla, located in the southwest of Turkey and one of the prominent tourism centers in sun-sand-sea tourism as a rural destination, and Mugla province as an urban destination, which has a rich potential in terms of thermal, cave, yacht, river, mountain and cultural tourism (Bahar, 2008) were selected for the research area. The main contribution of the paper to the tourism field is to measure the perception of the local people of a geographically diverse region, but politically interdependent province and district towards the development of tourism and thus to use the relationship between them in the field of tourism.

Conceptual Framework

Can opposites coexist? Urbanity vs. Rurality

Although the factors used in the decoupling of geographically rural urban areas are generally determined by administrative and political criteria, any agreed common element has not been accepted (Hall and Page, 2014; Doernberg and Weith, 2021). Notably, with the wave of globalization and urbanization, the weakening of agricultural production representing the countryside and migrations from rural to urban areas, the increase in population density in cities have caused a corrosion in the definition of the concept of “rural” (Davoudi and Stead, 2002). Therefore, new concepts have emerged in some studies namely “rurban” or “metropolitan-medium city, small city-village” (Arelló and Roca, 2017), in the others, the “hybrid geographies” (Doernberg and Weith, 2021) for areas that cannot be clearly classified in urban-rural segregation. However, it is asserted that rural life does not depend only on space, but also expresses a lifestyle with production and consumption relationships (Yaş and Güler, 2016). For example, although the development of social capital is difficult in rural areas, there are developed communication networks that lead community development due to geographical contiguity (Brouder, 2012).

Then, the blurred criteria used in rural-urban separation are considered in terms of tourism, the definition of a rural area with sharp boundaries completely dependent on agriculture creates a dichotomy about the services that tourism will need and the ability to be a destination at least. Tourism will only be able to develop in places that have potential in terms of accessibility and accommodation. In addition, the localization of the economy, the facilitation of free movement of people, the increase in temporary settlements in rural areas, and the use of rural areas for recreation and tourism purposes make it difficult to identify rural-urban areas (Hall and Page, 2014). In addition, in the regions that are considered as an urban destination, the main services used by tourists are not focused on tourists solely (Novy, 2019), and tourism activities are carried out through an urban environmental relationship (Ashworth and Page, 2011; Hall and Page, 2014). Whether the consumption patterns differ in terms of space and time in the rural and urban segregation, and whether a special tourism product diversification is created or not constitutes a more critical dimension than the land use situation (Ashworth and Page, 2011).

Negative (NP) and Positive Perceptions (PP) Concerning Tourism Development

The tourism development in a place may cause a series of positive or negative economic, environmental, and socio-cultural effects on the host community. Positive economic impacts may be in the form of increase in household incomes and living standards and may create new job opportunities and employment. The development of tourism can provide the advancement of recreational and entertainment facilities, the protection of monumental structures and archaeological sites, the amendment of the landscape of the touristic area besides raising the awareness of cultural belongings (Almeida-García et al., 2016; Cardoso and Silva, 2018). While the interaction between local people and tourists is influential in ensuring social peace and integrating different cultures, it can also take the lead for local people to contact interesting people, develop fellowships, discover more regarding the world and acquire new prospects (Eshliki and Kaboudi, 2012). Within this context, on the locals’ perception regarding the impacts of tourism, the factors such as caring for the community, trust in the country's administration, power, the role of tourism for local people or place attachment (Gürsoy et al., 2018) may be effective.

As for the negative impacts of tourism, increase in life costs, rise in the prices of products and services, increase in property taxes, excessive number of facilities, traffic congestion, increase in crime rates, environmental pollution (Almeida-García et al., 2016), high inflation, rising cost of infrastructure investments, changes in local people's customs and traditions, discrediting of landscape, historical sites or monuments (Cardoso and Silva, 2018) may be considered among the negative impacts of tourism. The perception of local people in terms of such impacts of tourism has been affected by several factors such as personal benefit from tourism,

commitment to the community in which they live, the level of power they possess, being economically dependent on tourism, having eco-centered attitudes, demographic variables of local people, socio-cultural factors. (Gürsoy et al., 2018; Ogorelc, 2009). What's more, various perceptions of local people towards tourism development may positively affect locals' life satisfaction and general happiness levels (Kafashpor et al., 2018).

According to Johnson, Snepenger and Akis (1994), when tourism develops in a society, the perception of local people is shaped by general economic activities. If the overall level of economic activity continues to be low, the PP of local people towards tourism development will be on the decline. On the other hand, there is also an eco-centric view (Liu et al, 1987), which disputes that the perception of locals regarding tourism relies on the carrying capacity of the tourist-receiving area, as well (Liu et al., 1987).

In the research performed about the subject, it has been revealed that local people are exposed to the social and cultural impacts of tourism instead of its environmental and economic impacts (Peters, Chan and Legeger, 2018). Therefore, the perception of locals regarding tourism varies in line with their socio-demographic characteristics (Long and Kayat, 2011) and tourist visits to a destination above the carrying capacity of the destination cause local people to develop a NP towards tourism (Wang, 2016).

Support For Tourism Development (STD)

The local community is among the shareholders of tourism. In some studies, the locals' STD has been examined based on attitude (Gursoy and Rutherford, 2004), while in others, the issue has been discussed on the basis of behavioral intention (Yen and Kerstetter, 2008). The local people's attitude towards tourism has been studied by three general approaches adapted from psychology and sociology. The first of these approaches is the "community commitment" approach. This approach presents patterns of social attendance and unification with community life with sensitivity and respect for the community (McCool and Martin, 1994). In the systematic model created, it is revealed that loyalty increases in direct proportion to the length of time spent at the place of residence, family ties and social progress. In the tourism framework, it has been argued that a local people with a highly valued commitment develops a more positive view towards tourism development (Adongo et al., 2017). The second approach is the "growth mechanism" approach, and according to this approach, it is accepted that a local people who cannot obtain sufficient economic interest from tourism will not support tourism development. The last approach is based on the "social exchange theory" and is grounded that individual will develop exchange and tourism support behavior if the benefit to be obtained as a result of a process is worth this process and this benefit is higher than the costs (Jurowski and Gursoy, 2004; Ganji et al., 2020). Exchanged values can be material, social or psychological values (Oviedo-Garcia et al., 2008). Other theories that deal with the attitudes of locals towards the effects of tourism are social representation theory, destination life cycle, and emotional solidarity. However, studies carried out about social exchange theory constitute a large part of the literature on the subject (Adongo et al., 2017; Jurowski and Gursoy, 2004; Latkova and Vogt, 2011; Styliadis and Terzidou, 2014). As a result of related research, a positive relationship has been determined between the social benefit obtained from tourism and the STD (Gursoy and Rutherford, 2004; Rasoolimanesh and Jaafar, 2016). In addition, it has been revealed that there is a positive relationship between the environmental advantages obtained from tourism and STD (Amuquandoh, 2010; Latip et al., 2018). On the other hand, Olva and Galivyan (2017) have led to the emergence of "complexity theory" by arguing that social exchange theory is insufficient to explain the complex attitudes of local people. In the literature, there have been studies showing that place attachment is also related to the tourism support behavior of local people (Choi & Murray, 2010; Eusébio et al., 2018). The types of tourists visiting the destination, the step of tourism development in the destination, the level of seasonality, the level of exchange between the tourist and the local people are also determinative in the support of the local people for tourism (Moghavvemi, Woosnam, Hamzah and Hassani, 2020).

Since the local people have directly participated in the tourism development process, community support is very important for the development of tourism in a region. However, the level of this participation may vary. The high level of participation of the local people in the tourism development process ensures that the STD is stronger (Hanafiah, Jamaluddin and Riyadi, 2020). In line with the growth mechanism approach, the following hypotheses have been developed, taking into account that the positive benefits of local people from tourism will directly affect tourism support behaviors and considering that this support will be separate in rural and urban areas:

H1_a: The positive perceptions affect the support for tourism development in Muğla.

H1_b: The positive perceptions affect the support for tourism development in Fethiye.

H2_a: The negative perceptions affect the support for tourism development in Muğla.

H2_b: The negative perceptions affect the support for tourism development in Fethiye.

Community Participation (CP) in Tourism

Community participation (CP) in decision-making processes related to tourism, addresses informing community members about the potential opportunities, advantages and disadvantages of participation in the tourism development process (Su and Wall, 2012). With this participation process, the benefits of tourism for the community are increased and its costs are reduced (Moghavvem et al., 2020).

The fact that local people are better decision makers on matters that concern their own interests, results in a more balanced product that includes more stakeholders' views at the end of the decision process and enables decisions to be taken from a broader perspective (Simao and Muss, 2013). Such reasons reveal the necessity of ensuring the participation of local people in tourism processes.

The local people's participation can also be through empowerment. Empowerment can take place at the individual and community level, with economic, political, social and psychological perspectives (Timothy, 2007: 213). On the other hand, both in participation in the planning process and in empowerment practices, local people should feel such a need and have a motivation for this, and the economic, social or cultural context in which they take place should be suitable for such an implementation process.

Researchers have tended to consider sustainable tourism development together with CP. Major studies have focused on the necessity of participation in the tourism development process of the local people, levels of participation and approaches to participation or factors that affect participation (Zou et al., 2014). For example, Cornwall (2008) has included seven basic forms of participation, ranging from manipulative participation to personal mobilization. It has been argued that what determines the level of these forms of participation is shaped by the power relations between the local people and external actors. Arnstein (1969) has stated that there are eight forms of participation under three categories. Other studies have focused on community-based tourism (Ernawati, Sanders and Dowling, 2017; Raftopoulos, 2018; Taşçı, Croes & Villanueva, 2014) and the relationships between rural tourism and CP (Jones, 1993; Reid, Mair and Taylor 2000; Senyao and Ha, 2020). At the same time, considering the theories included, in line with the community commitment approach, it is thought that CP is important in developing PP of the local people towards tourism in both urban and rural tourism areas, and the following hypotheses have been developed in this direction:

H3_a: Positive perceptions affect the community participation in Muğla.

H3_b: Positive perceptions affect the community participation in Fethiye.

H4_a: Negative perceptions affect the community participation in Muğla.

H4_b: Negative perceptions affect the community participation in Fethiye.

H5: Community participation affect the support for tourism development.

Method

Research Area: Muğla and Fethiye

Muğla province is an important tourism and trade center located in the southwest of Turkey, in the south of the Aegean Sea, which has been inhabited by more than ten civilizations, from the Romans to the Persians, from the Byzantines to the Scythians and Egyptians, from the Persians to the Carians (Bahar, 2008). As of 2021, the population has exceeded 1 million (TUIK, 2022), there are 195 ancient cities and 21 ruins in the metropolitan city, which has a coastal length of 1484 km with its counties (GEKA, 2022). Especially health, sports, nature, entertainment, congress and meeting, shopping, faith, gastronomy, cultural tourism can be carried out in Muğla province (Muğla Governorship, 2010). As stated by Muğla Metropolitan Municipality's data, it is evident that services provided in the province include the identification of bus service hours, the issuance of inter-county road distance and fare information, identification of road costs between provinces and districts, animal care home information, company information with letter permission certificate, state prices and improved project services for districts (Muğla Municipality, 2022).

Fethiye district, which was selected as a rural tourism study area in the study, is an ancient port area located in the southeast of Muğla in the west of the Mediterranean Region (Muğla Provincial Directorate of Culture

and Tourism, 2022). Marine tourism and cultural tourism are at the forefront in the district, and adventure sports such as paragliding and motocross are also carried out. There are 57 municipal certified accommodation facilities and 45 ministry certified hotels in the district (TGA, 2022). Although tourism activities are prominent in the district, greenhouse, livestock, beekeeping and fishing activities with fruits and vegetables are important in the first place (Kartal, 2018). In addition, it can be said that the culture of transhumance continues as a reflection of ruralism (Artun, 2015; Çeken et al., 2012; Güner and Ertürk, 2005). Furthermore, due to the realization of development in Fethiye district and ensuring fair distribution of resources, rural neighborhoods such as Çenger, Koruköy, Incirköy have been identified by the Muğla Metropolitan Municipality (Muğla Municipality, 2022). Some projects for rural areas are also being carried out in Fethiye:

- Ölüdeniz Wastewater Treatment Plant has been established,
- Hisarönü-Ovacik Sewerage Project was developed,
- Fethiye Wastewater Treatment Plant installation has started,
- Fethiye Drinking Water Project was developed,
- Assisted by hair goats,
- Where the fruit-vegetable drying plant and the gum tree trial garden were established,
- Where the development of the local grape collection vineyard is planned,
- Supports feed plant seeds, fruit seedlings and potato seeds,
- Initiated agricultural practices,
- Launching Clean Honeycomb Project,
- Development of the Sensory Analysis Laboratory and the Center for Continuous Education,
- where the soil, plant and irrigation water analysis laboratory was established;
- Development of Muğla Province Soil Map Project.

Ensuring cooperative support; where beekeeping work takes place; the local seed was sustained; where electricity is generated from garbage; where waste is recycled and disposed of; disposal of earthquake waste; where the medical waste facility was established; operating waste reception boats; Muğla Province Climate Adaptation Action Plan developed; Membership in International Networks; that road infrastructure services and other infrastructure services are supported by environmentalism; health care investments, including "Barrier-Free Beach"; outreach is supported and transport arrangements are seen to be in place. Within the framework of these events, Muğla province was positioned as a city of culture and held interviews, visits, concerts, sports competitions; construction of sports facilities has begun (2021 Fethiye Hizmetleri, 2021).

Given the municipal data; in the province of Muğla in the Aegean Region and in Fethiye in the Mediterranean Region, the district services are supported and complemented by each other. However, this geographical position is also considered decisive for provinces and districts.

Based on tourism data, the total number of visitors to Muğla province has increased by 56% in 2021 (Tourism Statistics Center, 2022). Based on the moon, the most tourists to Muğla in the first 6 months of 2021 were Russians, Britons, Ukrainians, Poles; In the last 6 months, the most tourists have been Ukrainians and Russians by far (Muğla Provincial Directorate of Culture and Tourism, 2022). Separate tourism data for Fethiye district have not been accessed, but only Fethiye District Governor has made a statement regarding district tourism (emlakkulisi.com).

When all this data is combined, it appears that Fethiye exhibits a structure that is highly connected to Muğla. Looking at the geographical neighbours, Dalaman has an airport in the part of Fethiye towards the Aegean, while Kas is the neighbor on the Mediterranean side. Muğla province is an Aegean province neighboring Aydın and Denizli. The Muğla center, which opens to Milas, Bodrum, Datça and Marmaris, is administratively managed by each district, which contributes to the tourism of the city. Fethiye is a district on the coastal route between Dalaman and Kaş, home to sea-sand-sun, nature and water sports and camp-caravan tourism, safari tourism, history and cultural tourism and boat tourism (Muğla Provincial Directorate of Culture and Tourism, 2022).

Data Collection

This study has been aimed to reach causal relationships by using the quantitative research method. Questionnaire technique has been used to obtain primary data in the study. The questionnaire that created to test the research model consists of 24 questions. The questionnaire including questions used to measure PP, questions used to measure NP, questions used to measure CP and finally, questions used to test STD that adapted from previous study (Rasoolimanesh, Ringle, Jaafar & Ramayah, 2017) has been applied and adapted to Turkish by the researchers. 16 of these questions measure the variables in the model and 8 of them measures the demographics. In these questions, a 5-point Likert scale (1- “strongly disagree”; 5- “strongly agree”) has been used. For the questionnaire, data have been collected through 300 people from Fethiye and 100 people from Muğla. The reason for collecting the data separately from Fethiye, which is a district of Muğla, and from Muğla is because the activities for urban tourism are carried out in the center of Muğla, Fethiye is the rural area of Muğla and the difference in approach between both is determined. It may be difficult or even impossible to use sampling methods in studies where the volume of the universe is large, the distance between the universe units is far, and the universe consists of clusters with close characteristics. If there is difficulty in forming the boundaries/frames of the units that make up the universe; if the cost of investigating large sample units is high and there are difficulties in executing the sampling plan, the sample can be selected by the cluster sampling method.

In the aforementioned sampling method, not the units that make up the universe, but the clusters to which these units are connected (Muğla & Fethiye clusters). Here, clusters (50%-50%) but not units have an equal chance of being selected. These clusters, which are within the scope of the research; forming the study universe can be selected by simple random sampling method or systematic random sampling method in a certain number of clusters (100 questionnaires Muğla, 300 questionnaires Fethiye) in terms of the same variables to be examined (using the same data collection tool). Units (100 people Muğla, 300 people Fethiye) constitute the sample of the research (Ural and Kılıç, 2006: 42).

Survey has been applied in July 2019 period from the researchers. Although it has become mandatory to obtain the TR Index Ethics Committee Report, which was accepted by TÜBİTAK in 2020, the ethics committee report was not received since the data for the study were collected in 2019. Participants consisted of local people who can be reached in Muğla city center and Fethiye, and the convenience sampling method was adopted. It is of some comfort that SEM models can perform well, even with small samples (e.g., 50 to 100) (Iacobucci, 2010), 400 questionnaires were collected in response to 16 statements.

Data Analysis

The collected data in the study were analyzed using the SPSS (Statistical Package for Social Sciences) for Windows 25.0 and the AMOS (Analysis of Moment Structures) 23.0 program. "Confirmatory Factor Analysis (CFA) was applied to test the relationships between the participants' locations and their socio-demographic" was conducted to test structure validity using the "Reliability Analysis" and AMOS program to test the reliability of scales. Path analyses have been run in line with the established model. In order for the SEM to be made, the dataset must provide a multi-variable normal distribution (Byrne, 2001). In this context, multi-variable edge values have been studied by Mahalanobis distance values. The Mahalanobis benchmark is proposed for detection of outliers in multivariable and high-volume data sets with observations of near-zero or negative value (Johnson and Wichern, 2002). Outliers also have an effect on the powers of statistical tests as they increase the value of the error variance. Outliers were therefore examined before statistical tests and looked at whether they were available in data sets. The existence of the outlier value was determined by the Mahalanobis method and these values were removed from the dataset, providing multiple normality criteria.

The data used has been tested to comply with normal distribution. Normal distribution suitability can be checked by the Q-Q Plot (Chan, 2003: 280-285). Furthermore, the normal distribution of the data used depends on the distortion and distortion values being between $3 \pm$ (Shao, 2002). To test the relationship between the participants' locations and their socio-demographics, a square analysis was correlated with Pearson to test the relationship between numeric variables.

Findings

The socio-demographic profile of the participants in the study summarized in Table 1.

Table 1. Distribution of participants in the study by socio-demographics

Variables	Fethiye		Muğla		Total			
	n	%	n	%	n	%		
Age ($\bar{X} \pm SS$, 40.10± 13.35)	25 and under	50	16.7	11	11.0	61	15.3	
	26-35	63	21.0	23	23.0	86	21.5	
	36-45	89	29.7	29	29.0	118	29.5	
	46-55	60	20.0	25	25.0	85	21.2	
	56 and above	38	12.6	12	12.0	50	12.5	
Gender	Woman	138	46.0	40	40.0	178	44.5	
	Man	162	54.0	60	60.0	222	55.5	
Education	Primary school and under	71	23.7	54	54.0	125	31.3	
	Highschool	130	43.3	34	34.0	164	41.0	
	Undergraduate	87	29.0	11	11.0	98	24.5	
	Postgraduate	12	4.0	1	1.0	13	3.2	
Occupation	Housewife	49	16.3	23	23.0	72	18.0	
	Officer	38	12.7	7	7.0	45	11.3	
	Private sector	96	32.0	37	37.0	133	33.3	
	Manager	3	1.0	0	0.0	3	0.8	
	Shopkeeper	26	8.7	15	15.0	41	10.3	
	Retired	37	12.3	10	10.0	47	11.8	
	Student	39	13.0	7	7.0	46	11.5	
	Non-working	12	4.0	1	1.0	13	3.3	
	Monthly Income	0	28	9.3	14	14.0	42	10.4
		3500 TL and under	92	30.7	36	36.0	128	32.0
3501-6000 TL		89	29.7	43	43.0	132	33.0	
6001-7500 TL		72	24.0	7	7.0	79	19.8	
7501 TL and above		19	6.3	0	0.0	19	4.8	
Duration of Residency	1 year and under	13	4.3	2	2.0	15	3.8	
	1-5 years	34	11.3	5	5.0	39	9.8	
	6-10 years	69	23.0	16	16.0	85	21.2	
	11 years and above	184	61.3	77	77.0	261	65.2	
Working Status in Tourism	Yes	102	34.0	17	17.0	119	29.8	
	No	198	66.0	83	83.0	281	70.2	
Total		300	100.0	100	100.0	400	100.0	

Figure 1. Model On Single-Factor Confirmatory Factor Analysis Of STD Scale

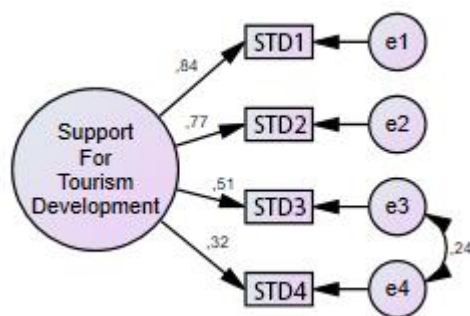


Table 2. Results On Measurement Model Of STD Scale

Factors	Statements	Factor Loadings	Standard Error	t Value	p Value
Support for Tourism Development	STD1	0.836	-	-	-
	STD2	0.771	0.090	10.066	***
	STD3	0.510	0.070	8.611	***
	STD4	0.321	0.073	5.590	***
Total reliability $\alpha=0.715$					

***p<0.05

When examining interchangeable correlations, it appears that the items' factor loadings are above 0.30, and whole correlation relationships are meaningful (see also Table 2, Figure 1). Reliability of scale was detected to be 0.715 (as indicated Table 2) and have a good degree of reliability. Cronbach Alpha values greater than 0.60 indicate that the scale is acceptable and reliable (Hair et al., 2014). This in turn suggests that the internal consistencies of the scale used in the study are good.

Table 3. The Goodness Of Fit Values Of The Structural Model Of The Scale Of SUP

	Structural Model Values	Values Recommended
χ^2/df	2.523	≤ 5
RMSEA	0.062	≤ 0.08
GFI	0.997	≥ 0.80
AGFI	0.969	≥ 0.80
CFI	0.996	≥ 0.80
TLI	0.975	≥ 0.80
IFI	0.996	≥ 0.80
SRMR	0.012	≤ 0.10
$\chi^2: 2.523, df: 1, p:0.000$		

The SEM results of scale based on Confirmatory Factor Analysis is displayed in Table 3, $p = 0.000$ level meaningful. The four items that composed the scale were determined to be related to the single-dimensional scale structure. Amendments are made to the model. Variables that decreased goodness of fit have been identified while improving, creating the new covariance for those who are now high in covariance among values. Later, renewed goodness of fit index calculations show the table in which accepted values for compliance indices are provided.

Figure 2. Model On Single-Factor Confirmatory Factor Analysis Of The Scale Of CP

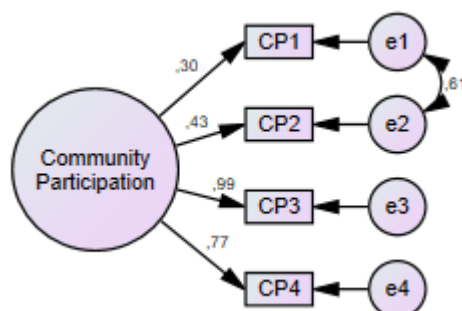


Table 4. Results On The Measurement Model Of The Scale Of CP

Factors	Statements	Factor Loadings	Standard Error	t Value	p Value
Community Participation	CP1	0.302	-	-	-
	CP2	0.431	0.174	7.901	***
	CP3	0.941	0.443	5.534	***
	CP4	0.774	0.318	6.067	***
Total Reliability $\alpha=0.758$					

*** $p < 0.05$

When examining interchangeable correlations, it appears that the items' factor loadings are above 0.30, and whole correlation relationships are meaningful. Assessing the reliability of CP scale, it was detected to be 0.758 for the scale at large (as indicated Table 4) and to have a good degree of reliability.

Table 5. The Goodness Of Fit Values Of The Structural Model Of The Scale Of CP

	Structural Model Values	Recommended Values
χ^2/df	0.016	≤ 5
RMSEA	0.000	≤ 0.08

GFI	1.000	≥0.80
AGFI	1.000	≥0.80
CFI	1.000	≥0.80
TLI	1.000	≥0.80
IFI	1.000	≥0.80
SRMR	0.000	≤ 0.10
χ²: 0.016, df: 1, p:0.000		

The SEM results of scale based on Confirmatory Factor Analysis is displayed in Table 5, p = 0.000 level meaningful. The four items that include the scale were determined to be related to the single-dimensional scale structure. Amendments are being made to the model. It is shown in the table that the accepted values for the fit indices are provided in the later renewed fit index calculations.

Figure 3. Model On Single-Factor Confirmatory Factor Analysis Of PP Scale

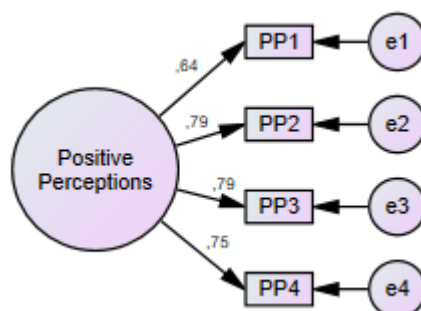


Table 6. Results On Measurement Model Of PP Scale

Factors	Statements	Factor Loadings	Standard Error	t Value	p Value
Positive Perceptions	PP1	0.643	-	-	-
	PP2	0.786	0.073	12.194	***
	PP3	0.790	0.089	12.228	***
	PP4	0.754	0.093	11.893	***
Total Reliability α=0.822					

***p<0.05

When examining interchangeable correlations, it appears that items’ factor loadings are above 0.30, and whole correlation relationships are meaningful. Assessing the reliability of PP scale, it was detected to be 0.822 for the scale at large (as displayed Table 6) and have a good degree of reliability.

Table 7. The Goodness Of Fit Values Of The Structural Model Of The Scale Of PP

	Structural Model Values	Recommended Values
χ ² /df	0.794	≤ 5
RMSEA	0.000	≤ 0.08
GFI	0.998	≥0.80
AGFI	0.990	≥0.80
CFI	1.000	≥0.80
TLI	1.000	≥0.80
IFI	1.000	≥0.80
SRMR	0.009	≤ 0.10
χ²: 1.587, df: 2, p:0.000		

The SEM results of scale based on Confirmatory Factor Analysis is given in Table 7, p = 0.000 level meaningful. The four items’ that constitute the scale were determined to be related to the single-dimensional scale structure. Goodness of fit index calculations are displayed the table in which accepted goodness of fit indices are provided.

Figure 4. Model On Single-Factor Confirmatory Factor Analysis Of NP Scale

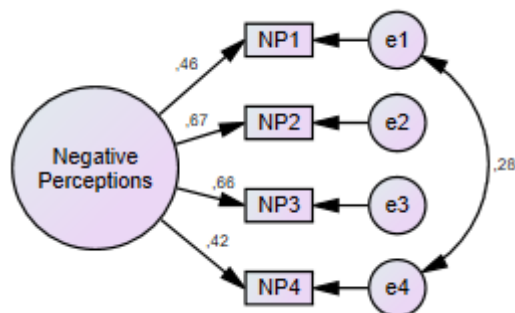


Table 8. Results On Measurement Model Of NP Scale

Factors	Statements	Factor Loadings	Standard Errors	t Value	p Value
Negative Perceptions	NP1	0.465	-	-	-
	NP2	0.694	0.218	6.781	***
	NP3	0.662	0.196	6.535	***
	NP4	0.412	0.124	6.760	***
Total Reliability $\alpha=0.674$					

***p<0.05

When examining interchangeable correlations, it appears that items' factor loadings are above 0.30, every correlation relationships are meaningful. Assessing the reliability of NP scale, it was detected to be 0.674 for the scale at large and have a acceptable degree of reliability.

Table 9.The Goodness Of Fit Values Of The Structural Model Of The Scale Of NP

	Structural Model Values	Recommended Values
χ^2/df	3.376	≤ 5
RMSEA	0.066	≤ 0.08
GFI	0.995	≥ 0.80
AGFI	0.949	≥ 0.80
CFI	0.976	≥ 0.80
TLI	0.856	≥ 0.80
IFI	0.977	≥ 0.80
SRMR	0.021	≤ 0.10
$\chi^2: 3.376, df: 1, p:0.000$		

The SEM results of scale based on Confirmatory Factor Analysis is presented in Table 9, p = 0.000 level meaningful. The four substances that involve the scale were determined to be related to the single-dimensional scale structure. Amendments are made to the model. Later, renewed goodness of fit index calculations are shown the table in which accepted goodness of fit indices are provided.

Figure 5. Research Model for Fethiye

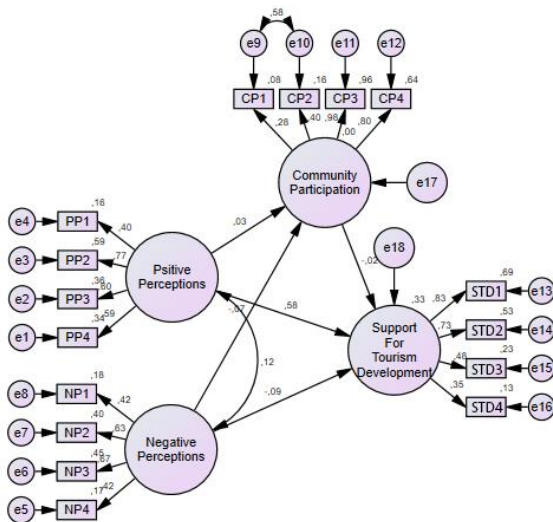


Figure 6. Research Model for Muğla

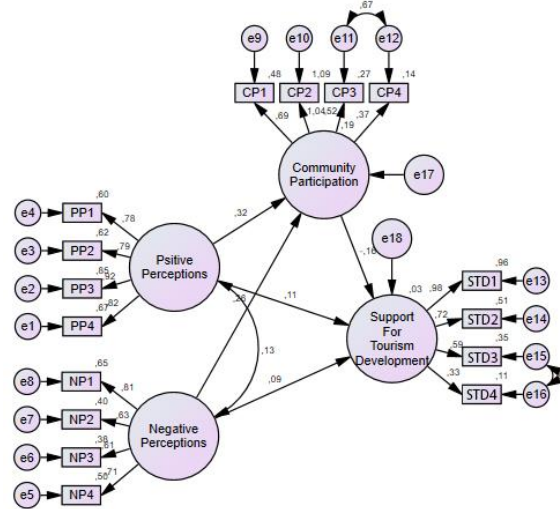


Table 10. Results for Research Models

	Effect	Prediction	Standard Error	t	p	Result
Fethiye	PP→CP	0.030	0.057	0.429	0.668	Rejected
	NP→CP	-0.067	0.060	-0.881	0.378	Rejected
	PP→STD	0.580	0.115	6.377	***	Accepted
	NP→STD	-0.093	0.095	-1.221	0.222	Rejected
	CP→STD	-0.018	0.096	-0.286	0.775	Rejected

Goodness of Fit Indexes:

χ^2/df : 2.330, RMSEA: 0.067, GFI: 0.913, AGFI: 0.878, CFI: 0.892, TLI: 0.866, IFI: 0.894, SRMR: 0.074

	Effect	Prediction	Standard Error	t	p	Result
Muğla	PP→CP	0.315	0.092	2.897	***	Accepted
	NP→CP	0.261	0.105	2.340	***	Accepted
	PP→STD	0.113	0.093	0.995	0.320	Rejected
	NP→STD	0.092	0.110	0.768	0.442	Rejected
	CP→STD	-0.165	0.106	-1.510	0.131	Rejected

Goodness of Fit Indexes:

χ^2/df : 1.326, RMSEA: 0.057, GFI: 0.863, AGFI: 0.807, CFI: 0.955, TLI: 0.944, IFI: 0.956, SRMR: 0.087

***p<0.05

Results for the research model are provided in the Table 10. When examining the results of participants living in Fethiye, it appears that the variable PP has a statistically significant and positive effect on STD ($\beta = 0.580$, $p < 0.05$). When examining the results of participants living in Mugla, the PP variable ($\beta = 0.315$, $p < 0.05$) and NP ($\beta = 0.261$, $p < 0.05$) are statistically significant and positive impact on CP. With the results, H1a is rejected, but H1b is accepted. H2a and H2b are rejected. H3a is accepted but H3b is rejected. H4a is accepted, but H4b is rejected. Finally, H5 is rejected.

Table 11. Results For Fethiye Mediation Models

Effect	Prediction	Standard Error	T Value	P Value	Result
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Fethiye	PP→STD		0.570	0.114	6.334	***	Accepted
	PP→CP→STD	Direct Effect	0.115	0.096	0.962	0.336	Rejected
		Indirect Effect	-0.053	Confidence interval (-0.157, 0.052)			Non-significant
Goodness of Fit Indexes:							
χ^2/df : 1.480, RMSEA: 0.070, GFI: 0.891, AGFI: 0.830, CFI: 0.958, TLI: 0.944, IFI: 0.959, SRMR: 0.071							
	NP→STD		-0.056	0.088	-0.679	0.497	Rejected

***p<0.05

Before looking at the role of intermediary in the model that was created, it was examined whether the independent variable had an effect on the dependent variable. PP appeared to have a statistically significant and positive effect on STD ($\beta = 0.570, p < 0.05$). While the effect of the independent variable on the dependent variable is meaningful, it has been looked at whether there is an intermediary role in this effect. The fact that the resulting model contains 0% of the 95% trust range (-0,157, 0.052). NP did not appear to have a statistically significant effect on STD ($\beta = -0.056, p > 0.05$).

Table 12. Results For Muğla Mediation Models

	Effect	Prediction	Standard Error	T Value	P Value	Result
Muğla	PP→STD	0.058	0.086	0.523	0.601	Rejected
	NP→STD	0.088	0.102	0.743	0.457	Rejected

***p<0.05

Before looking at the role of intermediary in the model that was created, it was examined whether the independent variable had an effect on the dependent variable. PP and NP did not appear to have a statistically significant effect on STD ($p > 0.05$).

Table 12. Relationship Between Reserach Variables

	1	2	3	4
1- Support for Tourism Development	1.000	0.050	0.228	0.000
p	-	0.321	0.000*	0.998
2- Community Participation		1.000	0.190	0.067
p		-	0.000*	0.181
3- Positive Perceptions			1.000	0.010
p			-	0.836
4- Negative Perceptions				1.000
p				-

*p<0.05

Pearson correlation has been applied to test interchangeability. As a result, there appears to be a statistically significant and positive relationship between PP and STD ($r = 0.228, p < 0.05$) and CP ($r = 0.190, p < 0.05$).

Discussion

The findings of the study showed that PP of tourism promotes CP in Muğla, while the same conclusion was not reached in Fethiye. Furthermore, the NP of tourism in Muğla has been recognised as decisive for CP, while no such findings have been made in Fethiye. In the study conducted by Karamustafa et al. (2020), the perception of the local people towards tourism was gathered under five factors. These are socio-ecological negative, socio-economic positive, socio-ecological development, NP towards tourism and the tendency to be a visitor. All factors except the "socio-economic positive" factor differed between destinations in relation to the level of tourism development and the type of tourism offered.

While NP, PP or CP in Muğla has not affected STD, to the contrary previous research of Jaafar et al. (2015) and Cui and Ryan (2011); PP of tourism in Fethiye turned out to be decisive in STD. The study findings are consistent with the findings of the studies have been conducted by Latip (2018), Rasoolimanesh et al. (2017) and Stylidis (2017). In these studies, it has been revealed that CP has a significant positive effect on the

perception of the social effects of tourism. In the study of Nunkoo and So (2016), it has been concluded that local people's support for tourism is affected by their positive perceptions (PP). The reason for this is that as the personal benefit from tourism increases, residents tend to perceive the positive effects of tourism more, while they tend to perceive less and ignore the negative effects of tourism. In addition, positive perceptions towards tourism are developed in places that are more dependent on tourism. (McGehee and Andereck, 2004; Andereck et al., 2005). It has been revealed that economic benefits, economic costs, social costs, environmental benefits, political trust and the status of the local economy are effective on supporting tourism development (Bhat, Majumdar and Mishra, 2020). It has been proven by Su and Swanson (2019) that quality of life is effective in supporting tourism development. Since the quality of life is expected to have an impact on PP or NP towards tourism, the fact that there is no direct significant relationship between these dimensions and supporting tourism in the study indicates that the relationships between different variables should be examined. On the other hand, the NP of local people towards tourism and their participation in tourism planning processes increase in parallel. It can be thought that this situation is related to the desire to be represented, the need to express complaints and the importance of being a subject in decision processes.

The study concluded that Muğla as a province is decisive in its support for tourism, and this perception may be expected to spread in Fethiye. In Muğla, both positive and negative perceptions, while decisive on public participation in tourism; positive perception, negative perception and participation in the tourism process are not decisive in support for tourism; while tourism exhibits a gradual trajectory and support for tourism directly through the province is not detected. The fact that the direct positive perception in Fethiye foresees support for tourism indicates that the tourism event in the region is highly resource dependent and the detection of tourism through Fethiye can be determined. When the studies conducted in Fethiye, which has a high dependence on tourism in terms of livelihoods, are examined (e.g. Güneş, Alagöz, & Uslu, 2020), it has been found that positive economic effects make negative socio-cultural effects insignificant. Considering the tourism cluster in Muğla, it is stated that while the tourism demand is concentrated in the Fethiye-Bodrum-Marmaris destinations, the profitability level is low due to the lower level of commercialization (Muğla Governorship, 2010).

Conclusion

Key findings of the study are:

- In Muğla province, which exhibits a more global relationship route, positive and negative perception predicts participation in the tourism process,
- Positive perception, negative perception and participation in the tourism process do not foresee support for tourism in Muğla province,
- In Fethiye district, the positive perception predicts support for tourism.

Since Muğla and Fethiye are tourism destinations and Fethiye is a district of Muğla, they show similar characteristics in the structure. But they also have different geographical locations; both globality and locality are differentiated in terms of the tourist services they provide.

The current study sets the relationship between Muğla and Fethiye apart from other studies, with asking from the perspective of local people to establish a participatory mechanism for tourism, offering a detailed insight into what direction the administrative structure might go.

It is thought that the current study is one of the few studies that deals with the PP and NP of tourism, STD and CP in a holistic manner in rural and urban areas in Turkey. In this context, the study can function as auxiliary research when it comes to carrying out tourism planning at various levels. The study has a limiting nature in terms of choosing only one city and the countryside of this city as the research sample. For future studies, a comparative study can be carried out in destinations that are located in different regions and stand out as city tourism and rural tourism centers.

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