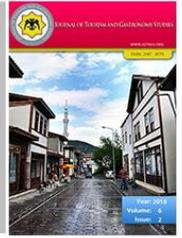




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Perceptions of Residents Towards The Impacts of Rural Tourism in Sinop Province

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Abstract

The importance of local community in rural areas has been gained with much concern by government, researchers. Because of increasing rural tourism in global level, people also has create new job areas, increased their income and living standard. Local people's thoughts to tourism is so important for local community and welcome tourists will be happy if tourism is done correctly. Local community's attitudes to this tourism type has emerged to be investigated and the aim of this study is defined as a mesure of their attitude towards the local community to rural tourism. As a research method, Survey method, being One of the quantitative research method was applied to local community in Sinop province. The survey was conducted between January-April of 2017 and 297 questionnaires were included in the study. Acorrding to results; Local people thought that tourism had both negative and positive effect from the social, economical, environmental perceptives.

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INTRODUCTION

As most researchers describing; Rural tourism is a tourism type which being made in rural areas by small managements and families comes from local communities and mostly related to local production and activities. Although many people know something about rural tourism, It is possible to say that rural tourism is new tourism types especially in developing countries. It is also defined that rural tourism as consisting of certain common attributes such as the areas are of low population densities and only a small proportion of land are used and hence provide the tourists with an impression of space. The term rural tourism has been used interchangeably and synonymously with similar words as ecotourism, green tourism and agro tourism and many others by researchers in the past (Dimitrovski et al., 2012, pp. 288-289).

Because of rural tourism supports to sustainability of socio-cultural, political, economic, cultural in rural and urban areas, It has crucial importance for many shareholder. It also contributes to the development of government via tourism. For decision makers; community attitudes is vital because successful sustainable tourism needs to community perceptions and attitudes mostly and these perceptions forms to tourism developments. Also community effects to tourism development and planning both positively and negatively (Ghaderi, 2012, p. 8; Lane, 1994, p. 8).

Economic, social and cultural effects of tourism is important for a country and this compose positive impact such as increasing in employment and income, reducing infrastructure, creating international personal connections, moving people. Rural tourism contributes to positive effects not only government but also residents income, employment and standards of life. Thus; It isn't necessary to industry, export etc even if small destinations that isn't possible to develop with industry or trade. People can make farm and earn with money by farming in tourism industry. Tourists seek more alternative ways in tourism and one of them is rural tourism and its activities. In rural tourism; there are many activities as taste, see, experience new things that belongs to only that region. Rural tourism increases its popularity in many destinations in Turkey. It is possible to say that tourism helps to increase in development of rural economies and One of the important rural destination is Sinop. Rural tourism is closely linked with community-based tourism. That means to sustainable connections between resident, tourist and destinations which is used to residents home and villages as working area (Muresan, 2016, p. 2).

After the question of what is rural tourism is discussed, Rural tourism has began to be understood to be an important element for social, environmental terms. When being thought economy, culture, history, rural areas in rural tourism, Local community is being arosed to be an essential part of this tourism. In this point; this paper aims to reveal of local peoples' attitudes perceptions to rural tourism and its impact as social, economical, environmental.

LITERATURE REVIEW

There has been many definitions towards rural tourism. Some researches defined to rural tourism as a tourism type made in rural areas by small management belongs to local community (Bernard, 1994, p. 31; Dimitrovski et al., 2012, p. 240; Ghaderi and Henderson, 2012, p. 5). Rural tourism presents to local food, local production and certain recreational activities belongs to local culture. Rural tourism has some special effects to rural areas which

has low marketing, popularity. Rural tourism has also used with eco-tourism, green tourism, agro-tourism, cultural tourism, community-based or responsible tourism (Lo et al., 2012, p. 61). For a destination being a rural tourism or has popularity with rural tourism must have some characteristic features. For example; it has a special attractiveness, cultural dignity, natural beauties, historical atmosphere. These places don't present mass tourism production or aren't situated in developing countries (Edgell and Harbaugh, 1993, s 17). Places having attractiveness for rural tourism are made to some special events. these are (Soykan, 1999);

- On agricultural farms or in villages, activities based on agriculture and animal husbandry (vegetables, Fruit, flowers and so on. Collection of products, pre-processing studies, animal feeding, Obtaining and evaluating animal products cheese-yogurt wool and so on).

- (Tourists are involved in or watching these activities),
- Local handicraft applications (weaving, sewing, embroidery, Ceramic, copper, iron, wood, glass works etc.),
- Visitation to Historical-cultural places such as museum (history of nature, archeology, ethnography, etc.), historical site, monument

- Visitation to National parks, natural monuments, zoos, interesting events, etc.
- Nearby tours (walking, horse, bike, etc.),
- Having a picnic,
- Sports activities (horse riding, hunting, fishing, shooting, golf, trekking, swimming, Sailing, cycling, rowing, volleyball, football, etc.),

- Hobby activities (taking pictures, painting, collection etc.),
- Animation shows (village dusk, folk dances, etc.),
- Various courses (traditional hand courses, food, sports, music, folk dances, local Production techniques, sanitary natural plants, tourism-environment-protection etc.),

- Scientific experimentation, observation and research,
- Contests (sportive, cultural),
- Fairs, festivals, special celebration days, fairs, festivals, entertainments, concerts etc.,
- Reading Books, magazines, newspapers, etc. in reading rooms.
- Chatting and meeting in Tea garden, cafe etc.
- Sunshine,
- Special events for children or elders

Rural tourism has developed little countries as North America, Australia and many countries in Europe. Some countries as Italy, France, Switzerland, China, Romania has just entered to rural tourism market (Mafunzwain and Hugo, 2005). It has also some positive effect to region and country. Rural tourism hasn't only economical gainings. It has also social and cultural interaction. (Gannon, 1994, p. 30; Greffe, 1994, p. 21; Luloff et al., 1994, p. 215). as is known to all; rural community support to rural tourism and its activities for social and socio-cultural, development, economic welfare and sustainable gainings. Community for rural tourism is so important as

government and public enterprises (Hanafiah, 2013, p. 794). Local people manners to tourism is vital position for sustainable tourism because every positive manner to tourism is meant to gain a tourist in next years. Local people can be included to tourism by three ways. They can be part of tourism with implementation; decision-making or benefit sharing level. If local people are in decision making level, tourism Project is seemed as a way of rural community development. In Implementation level; local people is seemed a part of Project (Kunasekaran and Gill, 2012).

Many researches have been pointed that the participation of rural tourism has been crucial effect to the rural tourism achievement (Maestro, vd., 2007; Bjork, 2000; Fleischer & Pizam, 1997; Frochot, 2005; Getz & Carlsen, 2000; Oppermann, 1996; Reichel, Lowengart, & Milman, 2000; Sharpley, 1997; 2002; Snaith & Haley, 1999; Dimitrovski, 2012; Ghaderi & Henderson, 2012; Lane, 1994; Lo et al., 2012; Edgell & Harbaugh, 1993; Page & Getz, 1997; Mafunzwaini, 2005; Sharpley & Roberts, 2004; Gannon, 1994; Greffe, 1994; Luloff et al., 1994; Butler, 1992; Luloff et al., 1994; Jenkins & Kearsley, 1997; Hall&Jenkins, 1998; Hanafiah et al., 2013; Abas & Hanafiah, 2014; Kunasekaran & Gill, 2012; Jafari, 1986; Andreck & McGehee, 2004; Liu, 1986; Ap, 1990; Allen et al., 1994; Sanchez et al., 2015; Chandralal, 2010).

METHODOLOGY

In recent years; Sinop has gained importance with rural tourism and its potential. In rural tourism; One of the main users and producer is local community. For this reason; the attitudes of community in Sinop province has been seen value to be investigated. The aim of this study is defined as a measure of their attitude towards the local community to rural tourism Sinop province. As a research method, Survey method was applied to local community in Sinop province. The universe of the research consists of local people living in Sinop province. According to the information obtained from the population records of 2016, the population of Sinop province was determined as 205000. The minimum sample size was determined as 384 by using the simple random sampling method and from the sample size table by Ural and Kılıç (2006, s 49) to the size of the universe they stated in the Scientific Research Process and SPSS Data Analysis book. The number of samples was 297 because of providing to voluntary participation in the survey. The survey was conducted between October 2016 and May 2017 and 297 questionnaires were included in the study. For survey questions, Chuang, Sun and Liou (2005)'s research scale was used. Survey is composed of 26 questions being included, demographic (4), economic (7), social (9), environmental (10) factors. This 26 expressions was scaled the participation of this expressions with 5-point likert scale. In this context, this likert means to totally disagree (1), disagree (2), partially agree (3), agree (4), totally agree (5). Collected data for the study were analyzed by analysis program. According to the results of the validity and reliability tests (Cronbach's Alpha = 813) applied to all of the scales that want to measure the perceptions of Sinop people's rural tourism effects, it is high. However, when we look at the sub-dimensions, the reliability of the economic effects (Cronbach's Alpha = 595), social effects (Cronbach's Alpha = 564), and environmental impacts (Cronbach's Alpha = 701) were calculated.

FINDINGS

In Table 1, It is given demographic characteristics of participants. As seen, Most of participants (67.7%) were male and the majority (24,6%) were 18-25 age range.51,2 % participants are married and 48,8% is single. The better part of them is married (51,2). When education level was examined, it is seen that the participants of 35,7% is university degree, 46,8 % is senior high school graduates, 11,8% is junior school graduates. When income level was examined, 39,1% participants gained less than 1500 TL, Participants of 25,3 % gained between 1501-2000, 19,2 % participants gained more than 2000 TL and only 8,8% participants gained 3001-4000 TL.

Table 1: Demographic Characteristics of Participants

Gender	Frequency	Percentage
Male	201	67,7
Female	96	32,3
Total	297	100,0
Marital Status	Frequency	Percentage
Married	152	51,2
Single	145	48,8
Total	297	100,0
Age	Frequency	Percentage
18-25	73	24,6
26-30	55	18,5
31-35	64	21,5
36-40	44	14,8
41-46	34	11,4
Older than 46	27	9,1
Total	297	100,0
Education	Frequency	Percentage
No Education	5	1,7
Elementary School	12	4,0
Junior High School	35	11,8
Senior High School	139	46,8
College and Bachelor Degree	106	35,7
Total	297	100,0
Income	Frequency	Percentage
Less than 1500 TL	116	39,1
1501-2000 TL	75	25,3
2001-3000 TL	57	19,2
3001-4000 TL	26	8,8
More than 4000 TL	23	7,7
Total	297	100,0

Table 2: Average of the Participant’s Opinion to Rural Tourism

Statements	Mean	Std. Deviation
Positive Economic Impacts	3,33	,873
Rural Tourism attract more investment and spending	3,29	1,219
Our standard of living is increasing considerably.	3,29	1,249
Rural tourism is helpful to agricultural development	3,36	1,328
Emigrants began returning to rural area.	3,38	1,216
Negative Economic Impacts	3,24	,791
Prices are increasing because of rural tourism	3,42	1,255
Rural tourism gives benefits to a small group of people in the region	3,29	1,188
Rural tourism creates more jobs for foreigners than for local people	3,01	1,262
Positive Social Impacts	3,70	,967
Meeting tourists from all over the world is a valuable experience	3,69	1,258
Rural tourism has led to an increase in the availability of recreational facilities.	3,63	1,189
More people have been heard about our hometown caused of rural tourism	3,79	1,208
Negative Social Impacts	2,73	,725
High-spending tourists have an undesirable effect on our way of life.	2,44	1,253
Rural tourism caused changes in our traditional culture.	3,02	1,267
Rural tourism has lead to an increase in crime events	2,85	1,299
Local customs and traditional cultures are paid less attention after the development of rural tourism.	2,65	1,190
Local residents have a lower quality of life as a result of living in a tourist area.	2,71	1,225
Positive Environmental Impacts	3,52	,896
Rural tourism provides an incentive for the restoration of historical buildings and for the conservation of natural resources	3,57	1,217
Road and other public facilities are kept at a higher standard.	3,50	1,238
Rural tourism provides an incentive for the conservation of country landscape	3,50	1,109
Negative Environmental Impacts	3,22	,841
Tourists greatly add to the traffic congestion, noise and pollution.	3,03	1,313
Rural tourism development increases urbanization	3,40	1,120
Rural tourism development has created more often the local traffic accidents	3,12	1,268
Shopping mall and illegal buildings increased rapidly because of rural tourism.	3,34	1,329

In table 2, It was given the average of the opinion of the participants to rural tourism. According to table, to positive economic factors, participants thought that agricultural tourism would develop, regional migration would decrease and life standard would increase distinguishably, to negative impacts; also, they thought that rural tourism would lead to rise in price and rural tourism gives benefits only a small group people in the region. Rural tourism mostly creates jobs for foreigners than local people. When social impacts was examined, participants thought highly that rural tourism could create to meet tourists from all over the world and rural tourism has also led to an increase recreational activities, they also thought that rural tourism was lead to high rate of crime. changing traditional culture, lead to undesirable effect of local people life. When looking environmental effects, they thought that rural tourism provided to restorate of historical buildings and conservation of natural resources. Roads and other facilities developed by rural tourism. It also caused to construction of high-rise buildings, shopping mall, increasing urbanization, lack of governmental activities about this. Rural tourism led to traffic congestion, noise, pollution.

Table 3: Anova Test Results of Participant’s Opinion to Age Level and Positive Economic and Social Impact

	Age Level	n	Mean	F	p	Tukey
Positive Economic Effects	18-25 years	73	3,02	5,515	,000	18-25 years *26-30 years *41-46 years *46 years
	26-30 years	55	3,60			
	31-35 years	64	3,23			
	36-40 years	44	3,20			
	41-46 years	34	3,58			
	46 years	27	3,77			
	Total	297	3,33			
Positive Negative Effects	18-25 years	73	3,76	2,431	,035	26-30 years *41-46 years
	26-30 years	55	3,37			
	31-35 years	64	3,65			
	36-40 years	44	3,73			
	41-46 years	34	4,01			
	46 years	27	3,92			
	Total	297	3,70			

In table 3, Participants opinion were given according to the age level and positive economic and social impacts with anova tests. As a result of anova tests; it has been determined to significant difference between age and positive economic and social impacts. There hasn’t significant difference between age and other factors. Differences between positive economic effects and age has derived from ($p < 0,00$) 18-25 age ranges with 26-30 age ranges and 46 ages and above. From the results; It can be said that as age ranges increases, positive thoughts about positive economic effects increase. Differences between positive social effects and age results in has derived from ($p < 0,00$) 26-30 5 age ranges with 41-46 age ranges.

Table 4: Anova Test Results of Participant’s Opinion to Income and Positive Economic and Negative Environmental Impact

	Income	n	Mean	F	p	Tukey
Positive Economic Effects	1500 TL and less	116	3,22	2,559	,039	1500 TL and less *3001-4000 TL
	1501-2000 TL	75	3,31			
	2001-3000 TL	57	3,32			
	3001-4000 TL	26	3,79			
	4000 TL above	23	3,48			
	Total	297	3,33			
Negative Environmental Effects	1500 TL and less	116	3,26	2,793	,027	2001-3000 TL *3001-4000 TL
	1501-2000 TL	75	3,15			
	2001-3000 TL	57	3,03			
	3001-4000 TL	26	3,66			
	4000 TL above	23	3,25			
	Total	297	3,22			

In table 4, participants opinion were given according to Their incomes and positive economic and negative environmental impacts with anova tests. As a result of anova tests; It has been determined to significant difference between incomes and positive economic and negative environmental impacts. There hasn’t significant difference between age and other factors. Differences between positive economic effects and incomes has derived from ($p < 0,039$) 1500 TL and less incomes with 3001-4000 TL according to Tukey’s test. From the results; It can be said that as income increases, positive thoughts about positive economic effects increase. Differences between

negative environmental effects and incomes has derived from ($p < 0,027$) 2001-3000 TL with 3001-4000 TL. From this results; It can be interpreted that participants having low incomes don't take in consideration too much to negative environmental effects.

Table 5: T-Test Results Towards Gender

Negative Social Impacts	Gender	n	Mean	t	p
	Male	201	2,80		
	Female	96	2,58		

In table 5, T-Test was done to determined to significant difference between gender and factors. As a T-test result; It was determined to significant difference between gender and negative social effects. There hasn't significant difference between age and other factors. When looking to negative social effects; while male participants' mean is 2,80; female participants mean is 2,58. From this results; male participants thought that tourism had been negative social effects compared to women.

Table 6: T-Test Results Towards Marital Status

Positive Economic Impacts	Marital Status	n	Mean	t	p
	Married	152	3,45		
	Single	145	3,20		

In table 6, T-Test was done to determined to significant difference between married and factors. As a T-test result; It was determined to significant difference between marital status and positive economic effects. There hasn't significant difference between age and other factors. As a result; While married participants' mean is 3,45; single participants mean is 3,20. From This results; Married participants thought that tourism would have positive effects compared to single participants.

CONCLUSIONS

If a region or country wants to develop with rural tourism; the participation of local people is advisory feature by researches. In this point; the important issue is to analyze of rural community perceptions on rural tourism and its social, economic and environmental effects. Because rural tourism is an unique and complex type; the most important part is local people in this circle.

Rural tourism comes into prominence in terms of regional development. But the development of rural tourism in a region can be effected neagatively as well as positively. In this study, which deals with Sinop province as a sample, the perception of the local people regarding the economic, social and environmental effects of the development of rural tourism has been measured.

The results of the study show that local people have the negative perception on economic development as well as positive effects with development of rural tourism. It has been found that the local people's perception on the social effects of rural tourism is positive and the scores for negative effects is low. Local people have the perception on environmental effects positively as well as the negatively. It may be beneficial to educate local

people about tourism in order to remove negative perceptions about economic, social or environmental impacts and active participation to the education process in the development of rural tourism.

In the research single participants has thought negatively about to economic effects of rural tourism. For changing this; rural tourism can be promoted largely and increased to awareness opportunities. When the rural tourism is applied correctly, the economic benefits of the region can be shown through sample applications.

Male participants has thought that rural tourism had negative social effects according to female participants. For changing the ideas of male participants to rural tourism; it is possible to arrange excursions to rural areas where rural tourism activities are carried out and social opportunities arising from rural tourism can be shown here.

In this study it was not to reached to the sample number of 384, because of the inability to interpret data from participants and that the participants are determined on the basis of volunteerism. This result creates a constraint on study.

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