

*Co Editors*

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**Dr. Muharrem Tuna**

# MTCON'23 Proceedings



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# **The Role of Food & Beverage Brand Logos on Consumer Perceptions and Preferences**

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## **Abstract**

Businesses providing food and beverage services enter into a serious competition to get a share from the developing market. In addition to the fact that their products are preferable in terms of content and quality in order for businesses to be successful in competition, some elements related to brand and image perception have a decisive role in consumer preferences. Logos of brands are considered as one of the elements that affect consumer preferences and support the content and quality of the product. In the light of this information, it is aimed to determine the role of food and beverage brand logos in consumer perceptions and preferences. In the study, primary data were used and data were collected using qualitative research methods. The data were analyzed with the help of content analysis method using the MAXQDA program. The results of the analysis have determined that an important indicator such as the logo in terms of brand and image perception has a decisive role in consumer perception and preferences. It has been concluded that logos affect consumer decisions in the context of color, form and content themes. The study allows food brands to see their position in market competition.

**Keywords:** food & beverage, brand, logo, consumer perceptions, consumer preferences

## **Determining the Attitudes Towards the Profession and Desire to Make a Career of the Marina and Yacht Management Students**

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### **Abstract**

In some pioneer studies conducted in Turkiye and in various countries (Altman & Brothers, 1995; Kuşluvan & Kuşluvan, 2003; Duman, Tepeci & Unur, 2006; Akış Roney & Öztin, 2007), a significant portion of the students who receive a tourism education do not prefer to work in the tourism sector or they leave the profession shortly after working in the sector. This study was carried out in order to determine the attitudes of marina and yacht management students towards this profession and to reveal the relationships between these attitudes and their desire to make a career in the profession. Determining the opinions of students about the yacht and marina management profession will help to predict whether they will work in the yacht and marina management profession in the future. It is seen that academic studies in the field of marina and yacht management are very limited. In this context, it has been determined that there is a need to reveal the attitudes of the students studying in the field of marina and yacht management towards working in this field. The present study has two aims. The first one is to determine the attitudes of the students studying in Marina and Yacht Management program towards the profession. The second one is to investigate the relationships between their attitudes and their desire to pursue a career in the profession. In the study, it was also aimed to investigate whether there is a significant relationship between students' attitudes towards the profession and their desire to pursue a career in this profession with some demographic characteristics. A questionnaire was used as a data collection tool in the present study. The structure of the questionnaire was created by using the scales found in previous studies (Kuşluvan & Kuşluvan, 2000; Duman et al., 2006) on the similar subject. The body of research consists of first-year and second-year students studying in the Marina and Yacht Management departments of Vocational Schools within the programs of universities affiliated to the Higher Education Institution in the 2020-2021 academic year. The survey form prepared through Google forms was sent to the Marina and Yacht Management department heads of all universities in Turkiye via email. Convenience sampling method was used in the study. 178 students in relevant departments are included who constitute the sample of the study. Exploratory (explanatory) factor analysis was applied to examine the construct validity of the scales used in this study. As a result of the attitude scale factor analysis, four dimensions (factors) were obtained as in the original. These factors are the nature of the job, person-industry fit, wages and benefits, and social status. Within the scope of the study, correlation and multiple regression analyzes were performed to determine the relationships between the attitude scale and the variable of desire to make a career. As a result of the correlation analysis, it was found that there is a relationship between the four dimensions of the attitude scale and the variable of desire to make a career. It has been determined that the highest relationship is between the variables of social status and the desire to make a career. The results of the multiple regression analysis show that the variables in the

attitude scale explain 41% of the change in the desire to pursue a career in the marina and yacht industry. There is a positive relationship between the four factor dimensions of the attitude scale and the variable of desire to make a career, and the highest relationship is with the social status factor. As a result of the Mann-Whitney U test, it was concluded that there is no significant difference between the attitudes of the students towards the profession and their desire to make a career in this profession, according to gender. But there is a difference between the students who did an internship and those who did not, in terms of attitudes towards the nature of the job. As a result of the analysis, it was concluded that after the internship, there was a difference in the attitudes of the students towards the working conditions of the job. It has been determined that there is no difference between students who complete an internship and those who do not, in wages, social status, person-industry harmony, and their desire to pursue a career. In general, this research reveals positive results in terms of students' attitudes towards the profession and their desire to make a career in this profession. Within the scope of the study results, it is suggested that students should be given more practical training and information about wages and social rights. It is important to make the living spaces of the employees more comfortable and to arrange their time-off in a way that takes consideration of their personal lives. It is recommended that sector organizations and marina and yacht management departments stay in touch and meet personnel needs. In future research, gender-based employment policies in the sector should be further investigated, as well as the reasons for the changes in the attitudes of students doing internships.

**Keywords:** marina and yacht management, attitudes towards the profession, desire to make a career, tourism, career

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# Travel in Metaverse: How to Augment the Consumer Journey?

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## Abstract

Despite the increasing interest in metaverse (network of 3D virtual worlds), it is still puzzling the low number of Augmented (AR), Virtual (VR), Extended reality (XR) applications in tourism and hospitality sector. Part of the challenge reflects the technical development, and thus, the consumer experience with such high-tech platforms. From one side there is a caveat on how consumers perceive metaverse, and which factors influence their experience when it comes to virtual hotels, restaurants, events, venues, etc. From other side, the hospitality and tourism industry wants to see the monetization and actual profit by the implementation of such high-tech environments. The current study addresses these challenges in an attempt to provide the much-needed understanding on how to augment the consumer journey when AR/VR/XR are employed. In particular, we explored how various environmental factors might enrich experience, and thus, could enhance the brand-consumer dynamics, to generate sustained consumer engagement with a brand. Engaging customers through active participation is facilitated by interactive relationships via new technologies, as well acknowledged in hospitality and tourism literature (Chen, et al., 2021), especially when it comes to the metaverse context (Bigne & Maturana, 2022; Gursoy, et al., 2022). Therefore, in the present study, translating consumers in the virtual world (a simulated 3D environment) mimicking real city streetscapes, we engaged them providing the opportunity to visit places they have not visited before. Awareness, engagement, and customer experience as a function of the manipulated factors were addressed. We looked closely at how the background information might change the way consumers perceive the naturalness and presence of the (virtual) environment, recognised as crucial parameters influencing the user cognitive (Bialkova, 2022; Bialkova & Ros, 2021) and affective response (Bialkova & Barr, 2022; Bialkova, 2023). Results are clear in showing that environmental factors (e.g., greenness, traffic, other people) modulate the way the (VR) environment is perceived. As a consequence, the attractiveness and enjoyment of the metaverse experience are modified. The outcomes of the empirical research are summarised in a model, and discussed further in the perspectives of how AR/VR/XR could reshape tourism and hospitality industry by creating memorable experience, that could augment the consumer journey and enhance the brand-consumer dynamics.

**Keywords:** Metaverse, virtual reality, augmented reality, extended reality

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## **Mindfulness as a Tool for Hoteliers in Enhancing Well-Being Guest Experience**

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### **Abstract**

A variety of factors within the postmodern society, such as the hectic pace of living and the focus on work, have led to an increased interest in well-being, simplifying, and finding meaning in life. Individuals today expect companies to participate in this quest for well-being, therefore it is not surprising that well-being has become part of the offering of numerous brands, which is especially true for the tourism industry and hospitality actors. Thus, understanding how well-being offers at hotels enhance guests' well-being will provide important insights into the overall guest well-being experiences. One way to do so as proposed by this research is through socio-cognitive mindfulness. Socio-cognitive mindfulness is an individual's ability to actively process information within one's surrounding context, which has been shown to improve the overall experience. The current research proposes that by increasing socio-cognitive mindfulness, luxury hotels could improve perceived guest well-being and thus the overall guest experience. Well-being is a multidimensional concept, covering aspects like health, wealth, freedom, leisure, affection, and self-expression. Well-being goes beyond hedonism and the pursuit of happiness or pleasurable experience, and beyond global life satisfaction: it encompasses how well people are functioning, known as eudemonic, or psychological well-being. According to the Global Wellness Institute, tourism with a focus on well-being will grow significantly the coming years, reaching \$1.1 trillion in 2025. There is a growing number of consumers who are motivated to maintain well-being even while traveling. As a consequence, hotels have adapted their offers with more establishments proposing well-being services such as workout facilities, beauty care, healthy nutrition, spa treatments, in-room yoga mats, and even consultations with psychologists (e.g. EVEN Hotels, MGM Resorts). Such offerings once reserved for luxury hotels are now more widely available, which poses the question of how the luxury segment could differentiate and enhance their well-being offering with the goal of improving guest experience and satisfaction. Looking at the existing body of literature on tourist experiences, the importance of context is evident as experiences are co-created and involve interaction with the surrounding context. Transforming staged experience offers into personal experiences enhances the likelihood of delivering positive and memorable experiences. In tourism literature, mindfulness as concept emerged in two perspectives, socio-cognitive mindfulness and meditative mindfulness. Socio-cognitive mindfulness is a concept rooted in the social cognition field of psychology that has been used in marketing and tourism research. Socio-cognitive mindfulness distinguishes itself from meditative mindfulness by being a dual information processing approach over a single continuum of awareness. It encourages behavioral change over a state of transformation of the mind and enhances effective communication between individuals and contexts (e.g. satisfaction, learning) over refining the cognitive state and overcome emotion disturbance (e.g. relaxation, wellbeing). Above all, socio-cognitive mindfulness tends to

focus on the external, material, and social context of individuals. Socio-cognitive mindfulness has been shown to enhance the tourist experience. Tourists who are mindful were shown to enjoy their tourist site visits more. Mindfulness also shows to be a good predictor of overall satisfaction and loyalty. The goal of this research is to test the effect of socio-cognitive mindfulness cues on guest experience and satisfaction, as well as on their perceived subjective well-being after their stay at the hotel. For this purpose, two experimental studies are planned. With a field experiment run in a luxury hotel in Amsterdam and an online experiment, the effect of socio-cognitive mindfulness on guest satisfaction and experience during the guests' stay, as well as on their perceived well-being will be tested. We will manipulate socio-cognitive mindfulness by using cues from extant literature such as variety (e.g. guides, exhibits), interactivity (e.g. use of questions, sharing stories), and visitor control (e.g. option choice). We will collaborate with a luxury hotel in Amsterdam to test the effect of socio-cognitive mindfulness cues used for the well-being offering of the hotel on guest satisfaction and experience with their stay. Based on the results from Study 1, we plan to run an online study to test the effects in a controlled setting. Participants will be given two scenarios to read – one describing a hotel and its well-being services and one describing the hotel and its well-being services using socio-cognitive mindfulness cues from extant academic literature. The findings of the current research will provide valuable implications for hospitality actors by highlighting one way of improving their well-being offerings. Considering the fact that the interest in well-being has been on the rise and consumers request brands to contribute to individuals' well-being, it is important for companies to know the best way to do so. This is especially true for luxury hospitality brands that strive to differentiate their offerings from other companies on the market and enhance their guests' well-being further. In addition, our findings will contribute to the growing literature on tourism well-being as we investigate the effects of well-being offerings on guest experience and satisfaction. More importantly, we will add to the literature on socio-cognitive mindfulness which up until now has focused on tourist sites in general. The current research will shed light on ways of using socio-cognitive mindfulness to improve hotels' well-being offers, which in turn will enhance the overall guest experience and satisfaction. Future comparative studies could investigate the effect of using socio-cognitive mindfulness cues on guests' loyalty intentions. The current research argues that socio-cognitive mindfulness could be used by hospitality actors to develop and promote their well-being services, which in turn provides insights into the well-being of their guests. By improving their well-being, the overall guest experience will be enhanced which in turn will lead to more satisfied visitors willing to come back again.

**Keywords:** tourist experience, well-being hotel offering, socio-cognitive mindfulness

## **What Hotel Concierges Does? From the Insight of Les Clefs d'or Members and Other Head Concierges by Using Interview Method**

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### **Abstract**

The purpose of this article is to clarify any confusion regarding the duties of the concierge department in the hotel industry. For this purpose, first of all, the few numbers of study existing in the literature were examined and gaps were determined. Interviews were then conducted with head concierges, both members of les clefs d'or and non-members. Descriptive analysis was made with the information obtained through the interview and the results were revealed. As a result of the study, evidence has been presented of what the concierge's work area is, how it differs from other departments, and what it should actually be.

**Keywords:** concierge, tourism management, descriptive analysis, Les Clefs D'or

## **Crisis Management in Tourism and Its Application in Different Cultures – Case of COVID-19 Across Continents**

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### **Abstract**

Image, reputation and competitiveness could be seriously damaged by the safety-endangering situation, any kind of threat, and risk. The risks could be rooted in the global health situation and security and in many cases could influence not only economic performance but also human existence and survival. Reactions of countries are based on the cultural background, governance model, and strengths of the economy, level and readiness of crisis management in the particular country. Decisive is also the response of the community as well as the international community reaction, the role of mass media and their involvement and also their ability to manage the risk situation. Additionally, also a business culture has an impact on crisis management. To measure the response of the countries Canada and Slovakia with different cultural backgrounds to the outbreak of the pandemic situation of COVID- 19 and especially the role of the public sector in the studied countries, the case studies methodological approach has been applied in this study. The application of models of crisis management has been used. There have been thoroughly explained the role of mass media in the crisis and their positive or negative role in crisis management. Countries with different cultural backgrounds and business cultures tend to respond to crises differently. As an example of health risk, COVID-19 influenced the whole society in the world and revealed the importance of cooperation and support. One of the sectors of the economy, which suffered during this health crisis, was also tourism, which was evident in the tremendous need for help and support to overcome the economic problems and to survive. The study discusses the managerial approach to the crisis in both studied countries and specifically deals with the steps of the governments of Canada and Slovakia, which were crucial for the improvement of economic stability of tourism businesses and decreasing tourism demand.

**Keywords:** crisis management in tourism, pandemic situation COVID-19, cultural differences in the response of countries to crisis



## **What Is Behind the Tourist Arrivals: A Comparative Analysis of a Selection of Western Balkan Countries**

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### **Abstract**

In this paper we use a time series for the period 2005 to 2021 for a selection of Western Balkan countries to investigate the factors affecting the changes in tourist arrivals during the same period. The selected countries are Albania, Croatia, Montenegro, and Greece. These countries have different characteristics regarding their socio-economic development trends, nevertheless they have similarities regarding the coastal relief and cultural heritage influences. Empirical literature suggests that income and price factors are determinant in the demand for tourism arrivals. According to the theory tourism is mostly considered to be a luxury commodity or service. In our study we will use two different autoregressive distributed lag (ARDL) models for both number of tourist arrivals and international tourism receipts, where the independent variables are GDP growth rate, consumer price index, exchange rate, transportation costs, other specific factors related to tourism infrastructure. From our estimation results with slight differences among countries we noticed that there is a low-price elasticity level. However, income level and exchange rates tend to be more important in the case of Balkan countries.

**Keywords:** tourism, price level, ARDL models

# **The Complexity of Social Media in Relation to Corporate Social Responsibility, ESG, Under a Systemic Perspective of Tourism Companies in the Amazon Biome**

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## **Abstract**

The world is witnessing relevant transformations derived from digital changes due to the advancement of technologies. This can be felt in the years 2020 and 2021 when, due to the COVID19 pandemic, many companies began to have their employees in their home office, as well as schools and universities having synchronous classes. Allied with these changes, Corporate Social Responsibility, which is derived from the acronym ESG in English, also needed to adapt to these paradigm shifts. Thus, this research refers to a reflection on how social media can help and contribute to tourism companies in the dissemination of environmental and social responsibility practices in a systemic way. The ethical analysis of the relationships, both in the external and internal environment of the companies, allows an approach with modified acting, potentiated by technique and able to interfere in the conditions of several ecosystems. There are studies that analyze the use of social media as a tool that organizations use to publicize their CSR practices (Cao et al., 2018) and other research that investigates the CSR practiced by the company and its value in the capital market. It is perceived that there is a gap regarding studies that seek to ascertain the use of social media as a form of information disclosure regarding CSR (Manetti & Belluci, 2016; Miller & Skinner, 2015; Lodhia & Stone, 2017). The research problem guides the search for the complex relations of social media in the face of socio-environmental responsibility actions by tourism enterprises, as well as to recognize the contribution that a responsible business enterprise, or also called a citizen enterprise, can provide to the construction of a sustainable development model, but especially of sustainable tourism in a systemic way in the Amazon. Thus, the research will have as a general objective to analyze the relationship of social media in the actions of corporate social responsibility in a broad way, not only in the citizens and localities of the implementation of the tourism enterprise but a systemic social responsibility that has as its scope the citizen, the infrastructure of the locality, the means of work the leisure of the community, the stakeholders, the investors, the shareholders, the suppliers and the clients in an ethical way, aiming to benefit the whole society, as well as to recognize the contribution that a responsible business enterprise can provide to the construction of a sustainable development model, especially sustainable tourism in the Amazon. The specific objectives are to contextualize the Amazon Biome, conduct a survey of actions that are part of corporate social responsibility (ESG), analyze the flow of information from social media, and discuss the systemic vision in relation to the Amazon Biome, ESG, and social media. The methodology adopted is a bibliographic and descriptive study with a qualitative approach.

**Keywords:** sustainable tourism, social media, corporate social responsibility, responsible tourism

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# The Importance of Leadership in Developing Innovation Capability for Small and Medium-Sized Enterprises

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## Abstract

Small and medium-sized enterprises (SMEs) serve as the main drivers of economic growth in various countries across the world. These enterprises play a significant part in generating employment, which is an average of 50% of the total workforce in the OECD countries (OECD, 2021). The employees active in SMEs are mainly under the direct influence of their leaders due to the lean shape of the hierarchical pyramid. More specifically, SMEs' leaders not only control the association with employees, clients, and suppliers but also develop long-term plans through a centralised decision-making process (Mihai et al., 2017b; Chaganti, Cook, & Smeltz 2002). Given that leaders of SMEs are generally the owners (Bass, 1981), their leadership style may influence their employees to engender business innovation and opportunity recognition, which can consequently enhance their firm's growth (Mihai et al., 2017). Organisations are generally engaged in seeking competitive advantages and remaining competitive in the market with the help of their employees' innovative behaviors (Amabile, 1988). This means that when the organization provides an appropriate work environment in which employees can propose ideas and solutions, they are more willing to demonstrate innovative behavior. According to Knezovic and Drkic (2020), psychological empowerment, organizational justice, and employees' participation in decision-making are the primary factors influencing innovative work behaviour among employees in SMEs. Having this in mind, an effective leadership style can be vital in motivating employees to act more innovatively and foster business innovation. Thus, this research aims to answer the following question: To what extent can small and medium-sized enterprises (SMEs) enhance their growth through innovative capabilities and employees' opportunity recognition by adopting entrepreneurial and transformational leadership? Transformational leadership involves leaders inspiring their subordinates to enhance the vision of the organisation and work collaboratively to achieve collective goals (Moriano et al., 2011). with a beyond-expectation performance (Bass & Riggio 2006). According to Cortes and Herrmann (2019), transformational leadership styles could significantly promote SMEs' innovation by increasing employees' participation and social capital. This statement is valid because leaders generally communicate their expectations personally to their subordinates and followers during which the leaders' inspirational attitude could significantly increase the level of employees' motivation. As Rasheed et al. (2021) suggested, transformational leadership positively influence both process and product innovation in SMEs. Having said that, the literature suggests that in comparison to other conventional leadership styles, such as transformation and servant leadership, entrepreneurial leadership may have a greater impact on fostering innovative behaviour (Newman et al., 2018a; 2018b; Bagheri & Akbari, 2017). Entrepreneurial leadership is the capacity of leaders to formulate a vision for their business and inspire their followers to pursue it by encouraging innovation (Renko et al., 2015).

Transformational and entrepreneurial leadership share some similarities, but they also have notable differences. Both styles emphasise the importance of leaders serving as role models within their organisations and fostering a culture of creative thinking among their staff (Newman et al., 2018a). While transformational leaders tend to offer more individualised attention and support to their subordinates, entrepreneurial leaders tend to prioritise opportunity-oriented behaviours and actions (Renko, 2018). Moreover, entrepreneurial leaders foster innovation by recognizing the potential capabilities of their employees and influencing them to generate new ideas and implement them innovatively (Fontana & Musa, 2017; Leitch et al., 2013; Renko et al., 2015). AS Bagheri and Akbari (2017) suggested, entrepreneurial leadership has a direct and positive influence on the innovative work behavior of employees in SMEs. Firms' capability to produce innovation is a vital factor in undertaking successful operations in different sectors and industries. In fact, innovation capability has been conceptualised into two different streams, innovation as a process and innovation as an outcome (Saunila, 2020). The first line suggests that innovation capability as a one-dimensional construct refers to the firms' ability to implement new ideas into new products, processes, and systems in order to provide the firm with benefits (Lawson & Samson, 2001). Moreover, as Castela, Ferreira, Ferreira and Marques, (2018) argued, innovation capability encompasses the measures that could be adopted in order to improve SMEs' performance. The second stream suggests that firms with innovation capability have the potential to produce innovative outputs. Moreover, the literature suggests that various types of innovation capabilities, which establish the overall innovation capability can be categorised into product innovation capability, process innovation capability, entrepreneurial capability, and market innovation capability (Wang & Ahmed, 2004; Forsman, 2009). This study utilizes structural equation modeling to investigate the effects of entrepreneurial and transformational leadership on the innovative capabilities and growth of firms, thus potentially expanding our understanding of SMEs.

**Keywords:** entrepreneurial leadership, transformational leadership, innovative capabilities, small and medium businesses

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## **Investigating the Impact of Customer Equity Drivers on Customer Value Co-Creation With the Moderating Effect of Environmental CSR**

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### **Abstract**

This study examines the impact of customer equity drivers on customer value co-creation by considering environmental CSR as a moderator. Our data were collected in an Iranian international airport in which a large number of passengers travel daily. Adapting the stimulus-organism-response (S-O-R) framework, customer equity as the stimulus influences the passengers' attitudes and behaviours toward the environmental CSR activities that could consequently lead to responses, such as customer participation and customer citizenship behaviour. Customer equity drivers consist of value, relationship, and brand equity while customer value co-creation includes customer participation and customer citizenship behaviour. The result of structural equation modelling revealed that customer equity drivers jointly improve value co-creation in terms of passenger participation and citizenship behaviour. In addition, environmental CSR as an external stimulus moderated this relationship such that the joint impact of customer equity drivers on passenger participation and citizenship behaviour was stronger with the positive perception of CSR initiatives. The findings of the current research can potentially contribute to the service marketing literature and widen our knowledge of how environmental CSR practices can significantly affect customers' outcomes.

**Keywords:** customer equity, environmental CSR, customer value co-creation, airline industry

## The Impact of Airbnb on Overtourism: The Cittaslow Case

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### Abstract

Under the sharing economy, AIRBNB is defined as the internet platform, which has become widespread especially after COVID 19, as people rent their own homes at more affordable prices than hotels (Guttentag D. , Smith, Potwarka, & Havitz, 2018). Since AIRBNB has become more affordable than hotels, where people can get to know the culture of the region closely and are preferred by people for an authentic experience, local people in the region have started to rent their own houses or rooms (Guttentag, D., 2019). As a result, this crowdedness exceeds the region's tourist capacity, raises rents, creates traffic jams, and increases environmental pollution (Genç, 2021; Álvarez-Herranz & Macedo-Ruiz, 2021). This reflects the main conflict with sustainability, which is one of the main principles of Cittaslow (Presenza, Abbate, & Micera, 2015). Cittaslow movement is an organization against fast food, fast-moving life, and globalization. At the same time, Cittaslow adopts sustainability, which is the controlled use of our scarce resources, both socially, economically and environmentally, by taking into account future generations. It helps regions reveal their cultural, historical and environmental potentials, to be recognized and to protect their tangible and intangible values (Presenza, Abbate, & Micera, 2015; Coşar, 2019). However, the regions that receive the Cittaslow label enhance their reputation and increase the number of visitors by being featured both in social media and in the local media. Such a large number of visitors creates destruction in the region, damages cultural assets over time, raises rents and transforms local restaurants to touristic over time. In the long term, as the city reaches more audiences with the Cittaslow label (Aygün, Kalonya, & Gülhan, 2021) and AIRBNB opportunities in the region increase, the region loses its authentic feature, contradicting the principles it advocates. It is clearly to be seen that the negative reflections of Airbnb on the region are that the local people living in the city are disturbed by this increase in rent and noise, so moving from their homes to the outside of the city, touristic businesses replacing local businesses (Guttentag, 2015). Creating competitive advantage and making marketing promotions by using Cittaslow label can damage the region with over-tourism. In this paper, the number of AirBNB in 6 Akyaka, Köyceğiz, Seferihisar, Foça, Gökçeada and İznik Cittaslow regions in Türkiye will be examined and their effects on the region will be revealed. In this context, it is aimed to determine room and the bed capacities of the accommodation facilities with operation or investment certificates in the Cittaslow and room and the bed capacities of the facilities that offer accommodation through AIRBNB. Secondary data obtained from www.airbnb.com, 1159 user advertisements used to determine bed and room capacities. Through document analysis all the data gathered from www.airbnb.com became more meaningful. The most striking findings of the study are in Akyaka. While AIRBNB increased the number of rooms by %66 in Akyaka, it increased the number of beds by %106. As a result uncontrolled increase of bed capacity increases the load carried by Cittaslow and if it is not under controlled, it will cause irreparable problems.

**Keywords:** overtourism, sustainability, cittaslow, Airbnb, sharing economy

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## A Strategic Framework to Confront Socialization Crisis in Tourism

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### Abstract

Social shaping of technology, as well as the impacts of technological advancements on people's ability to socialize, has been a consideration since decades ago (Pinch & Bijker, 1984; Thüning & Mahlke, 2007; Williams & Edge, 1996). Technological advances are impacting society as a whole, both positively and negatively. The process can certainly be disruptive of certain spheres of people's lives despite its obvious advantages in terms of improving living standards. On the one hand, rapid technological progress is resulting in higher levels of productivity, increased accuracy, better access to education, enhanced lifestyles, and a host of other benefits. On the other hand, as new technologies reshape the world, they may generate unintended consequences and unpredictable challenges. Yet, today's organizations are increasingly developing digital business models to increase their profits. They do not seize to convince people of their need for what is being offered—instead of defining a true added value. What is lost here is consumers' real needs. This is likely to leave society unprepared to face ascending social challenges such as the unprecedented transformation of work, life, and balance thereof. Human interaction is the main requirement for the survival of society, yet recent technological developments such as artificial intelligence are causing a socialization crisis. The current study posits that, since socialization is at the core of tourism, socialization crisis threatens the traditional form of tourism as we know it, on one hand; innovative tourism can be a solution to confront the crisis, on the other hand. Specifically, the study is aimed at developing a strategic framework for human capital empowerment in tourism-centered entities. Insofar as such a framework is critical for addressing the socialization crisis, distinctive soft skills need to be identified in such entities to accommodate organizational attitudes in the tech era. Using the symbolic interactionism (SI) concept as a theoretical foundation, this research examines Stryker's (1987) three axioms of SI to detect the distinctive attitudinal components (soft skills) most essential to improve social interactions. The three axioms include meaning, thinking, and language. SI is chosen as it is perceived to be the most fundamental theoretical basis for human relations in social psychology (Carter & Fuller, 2016; Cikara et al., 2022), since it involves interpretations of actions in addition to actions and reactions within social interactions and accordingly, human relations. Delphi method is utilized to detect the attitudinal components related to each axiom and further define a core strategy for each. A total of 14 individuals from the tourism industry and academia participated in this study, each in 3-5 rounds of interviews depending on their level of involvement. The results show that tourism leaders can prevent socialization crisis in tourism by focusing on the following three human capital empowerment strategies, related to the axioms meaning, thinking, and language respectively. (a) To convey respect and reinforce a sense of accountability, "Courtesy (C)". (b) To uplift cognition of the human capital involved in tourism so that they are consciously willing to show empathy to each other, "Compassion (C)", and (c) To facilitate socializing and enhance sustainable relationships amongst people with different national or cultural backgrounds,

“Collectivity (C)”. The triple-C framework promotes a coalition of social interactions among their employees in tourism organizations and among residents in destination communities. More importantly, it enables social interactions between hosts/employees and guests/visitors. The framework provides a process of communication, through which society is continuously being created and recreated. In contemporary language, social interaction is constructed (Stryker, 2017). While technology and humane relations are both essential to fulfill guests’ expectations (Davari et al., 2022), the socialization crisis caused by the former must and can be offset and confronted by the latter through the triple-C framework at the organization and community levels.

**Keywords:** socialization crisis, tech era, innovative tourism, human capital empowerment, symbolic interactionism

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# Variables That Influence the Degree to Which Individuals Are Willing to Pay Tourist Taxes

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## Abstract

Tourism has adversely affected the environment, socio-culture, and economic life. Many tourist countries adopted special taxes on tourism to finance these costs (Cetin et al., 2017). Chea (2019) notes that tourist taxes have become increasingly common worldwide to generate additional funds for investing in tourism, infrastructure, and social services while ensuring a fair distribution of costs among users. However, after reviewing the literature, it became evident that there is a need for further research on the perspectives of tourists who are required to pay these taxes. To encourage compliance with tourist tax policies, it is vital to consider the factors that influence tourists' willingness to pay. As such, this study seeks to identify the factors affecting tourists' willingness to pay taxes across two different scenarios. Literature was reviewed on factors that affect willingness to pay tourist taxes. According to the literature, several scenarios were prepared (unpredictable expenses, cultural events, cultural legacy, ecosystem, tourism amenities, and community development). According to these scenarios, two hypotheses were recommended. Cultural activities, along with cultural heritage scenarios, were adapted from Rotaris and Carrozzo (2019) and Chea (2019). The environmental scenario was adapted from Rotaris and Danielis (2019) and Dalir et al. (2021). Community services were adapted from Cetin et al. (2017), Joa et al. (2022).

- H1: Travel satisfaction significantly impacts willingness to pay tourist taxes.
- H2: Perceived travel quality significantly impacts willingness to pay tourist taxes.

These scenarios were converted into surveys. The surveys were completed by tourists who stayed in Istanbul for more than one night in the old town of Istanbul (Fatih, Beyoglu, Besiktas). Convenient sampling was used, and 428 relevant surveys were obtained. STATA V14 program was used for econometric (Tobit) analysis. A Tobit analysis determined whether travel satisfaction and perceived travel quality significantly impact willingness to pay tourist taxes. Under all scenarios, travel satisfaction and perceived travel quality significantly impact willingness to pay tourist taxes ( $P \leq 0.01$ ). Tourism countries use tourist tax to increase their tax revenues. For instance, some European Union countries use this way to improve their tourism activities. In many European cities, these tourist taxes have been used for cultural activities, infrastructure, and social services (Joa et al., 2022). This study showed that tourists are willing to pay taxes if travel quality (service) satisfies them tourists. Hence, tourists are more motivated to pay taxes if they experience desired service levels. In addition, they are more motivated to pay taxes if they are informed about tourist tax purposes.

**Keywords:** tourist tax, willingness to pay, accommodation tax

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# Facing the Era of Smartness: A Systematic Review of the Internet of Things in Tourism & Hospitality

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## Abstract

Following the revolution of Industry 4.0, the T & H industry began to involve in the trend of smartness and integrated virtual and physical environments (Frank et al., 2019). One of the required parts of becoming smart is to adopt and integrate the Internet of Things (IoT), as Buhalis and Moldavska (2022) mentioned that the IoT is the networking layer in smart technology that can collect data and exchange information within various technologies and address further actions, such as big data analytics or algorithm trainings. Previous researchers and practitioners in the T & H field have not paid less attention to the integration of IoT and services. That is, the transmission rate of the internet, data computing, and devices have not acted in accordance with customers' needs and demands. The adoption of IoT is becoming popular because of efficient data collection and faster data transmission, such as 5G, Wi-Fi 6, and Bluetooth 5.0. In particular, due to the changes in COVID-19, the demand for the smartness is triggered because technology can assist hospitality employees in creating smart services and innovative experiences within minimum contacts (Alvarez-Risco et al., 2022; Pillai et al., 2021). According to the discussion above, we can aware that a comprehensive overview of the IoT in the T & H academia is vital for relevant topic development for future research. Moreover, because the systematic literature review (SLR) method can provide reliable progress to seek and identify previous empirical research (Patole, 2021), this research employs a SLR to synthesize IoT-related research in tourism or hospitality. The research questions of this SLR research are as follows: (1) What is the current IoT-related research and distribution in tourism/hospitality management? (2) What are the theoretical perspectives in the IoT literature? (3) What are IoT's developing trends and future research agendas of smartness in tourism/hospitality management? The research protocol followed the PRISMA statement (Moher et al., 2015). First, we clarified the eligibility criteria that and proposed strategies including keywords ["hospitality" or "tourism"] and ["Internet of Things" or "IoT"]. Afterward, using those keywords on various academic databases or search engines in this decade (2012-2022); the total number of articles was 1,104. There were some planned limitations in the search conditions. For example, (1) we merely searched for empirical studies, (2) language in English, (3) peer review articles, and (4) set SSCI and SCI as other conditions when searching for WoS. Additionally, this research did not set any date limitations. The next step was identification. First, Endnote deleted duplicates and manually checked the remaining studies to determine whether there were any undeleted duplicates. Then, we double-checked those articles to see whether they were SSCI and SCI to reduce the number of articles and enhance the quality of those collections. Third, we screened retrieved records' titles, keywords, and abstracts to exclude unrelated T & H studies. Finally, the number of included records in the reviews was 48 articles. The highest amount of included research was in the domain of computer science (n=30; 62.5%),



followed by business research, including hospitality/tourism management (n=8, 16.7%) and environmental science (n=5, 10.4%) respectively. Furthermore, the distribution of journal quality is located in the ranking of Q1 and Q2. In this review research, we found that the first empirical research was published in 2016, and IoT research has become a trend recently in academia. As the result, most research in the domain of computer science had adopted scientific experiments to enhance IoT devices (Belka et al., 2021), such as the 4G and 5G revolution (Byun et al., 2017) and 3D laser scanning to create a virtual scenario and experience (Cai et al., 2021). Furthermore, numerous studies have focused on the upgrades or development of IoT systems, applications, and integration within other technologies (Chang et al., 2019; Guo et al., 2019); that research aims to optimize and combine IoT and other devices. More recently, computer scientists have been involved in integrating augmented reality (AR), virtual reality (VR), and extended reality (XR), blockchain, cloud computing, and deep learning to improve IoT automation and create a customer flow experience (Baralla et al., 2021). The current adoption of the IoT mainly involves monitoring environments, such as forests, coastal destinations, and cultural heritage sites, to receive the benefits that include preventing overcrowding and environmental disruption (Girau et al., 2020; Lin et al., 2019; Zubiaga et al., 2019). Based on the discussion of adoptions, future research can apply the Technology Acceptance Model 3 (TAM3), the Unified Theory of Acceptance and Use of Technology (UTAUT) (Nadkarni et al., 2020), and the Task-Technology Fit Model (TTF), which are valuable theoretical backgrounds for analyzing customers, and employees' interactions and competencies. In the development and progress of IoTs, we can find that the integration of artificial intelligence and other domain data will have the potential to be an indispensable part of future research. For example, AI and cloud computing can improve automation and detect facial emotions, thereby rapidly tailoring a personalized service (Hsu et al., 2022). Furthermore, Due to the technological progress in AI, a growing number of inventions in IoT devices, such as chatbots and voice assistants, play a crucial role in the next edge. This research demonstrated the main trends of IoT research in T & H and has provided several future directions of smartness for potential future research. Yet, according to the finding in our research, it is noteworthy that IoT-related research rarely shows what threats and problems the IoT will bring, such as cybersecurity, privacy considerations, and data discrimination in T & H filed, and is waiting for further discussion in academia.

**Keywords:** smart tourism, smart hospitality, internet of things (IoT), systematic literature review (SLR)

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## **Impact of Air Traffic Controllers' Mental Workload to the Flight Operations**

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### **Abstract**

Recently, the meaning of workload has shifted from a general term to encompass two distinct categories: physical workload and mental workload. Despite the potential overlap between these categories for various occupational clusters, since the 1960s, numerous studies have identified the primary factors of mental workload, with human-machine interaction being the most significant. Mental workload-induced stress has been linked to negative effects on worker performance. Given the direct impact on aviation safety, the importance of mental workload cannot be understated for air traffic controllers. This study aimed to highlight the effects and significance of mental workload among air traffic controllers, using subjective measurement via the NASA-TLX scale on 229 controllers from Air Traffic Control Center, Ankara. The findings, analyzed using a suitable statistical program, indicate a positive correlation between mental workload and air traffic control occupation.

**Keywords:** mental workload, subjective measurement, air traffic controller, NASA-TLX

# **The Perception of Turkish Tourists for Sustainable Hotels and Its Impact on Their Hotel Selection**

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## **Abstract**

The United Nations defined sustainability in 1987 as meeting the needs of the present without compromising the ability of future generations to meet their own needs. Due to reasons such as climate changes, drought, depletion of the ozone layer, and reduction of natural resources, the concept of sustainability has started to invade in our lives incrementally since late 1980s. The three main dimensions of sustainability are defined as environment, economy and society. Goals for sustainable development have been determined and countries have been making plans on how they can develop in line with these goals. In addition, tourism sector has also been discussed in terms of sustainability and concepts such as sustainable destination, sustainable city, sustainable tourism have emerged. Among these, one concept that should be handled carefully is the concept of sustainable hotel. Hotels aim to provide the highest level of customer satisfaction with 24-hour customer service. However, issues such as high energy and water consumption and waste generation are among the functions that need to be meticulously managed for hotels, as in other service businesses. The concept of sustainability in Turkish tourism attracts increasing attention. The Ministry of Culture and Tourism has been pioneering and guiding in this field. Hotel businesses, on the other hand, are taking steps to obtain the necessary certificates in terms of sustainability, to develop measures and to become green and sustainable hotels. This research examines the perceptions of Turkish visitors on the concept of sustainable hotel; its impact on their hotel selection and questions whether the demographic differences may impact their perception. For this purpose, a scale is developed. In the first part of the developed scale, perception for the sustainable hotel concept is questioned; in the second part, their hotel selection preferences are asked. The data obtained are evaluated according to demographics like age, occupation, income level, education etc. to find out the impact of demographic differences on their perception and preferences. The results of this research may contribute to understand the perception level of Turkish visitors for sustainable hotels and how this perception may be further developed. Further studies may be performed to compare the perceptions of different countries with different variables. Sustainability has become an important driver for our future. However, its future depends on the level of peoples' understanding and consciousness. Therefore, the findings of this research may contribute to the sustainability progress and development by providing important information for the society's understanding for sustainable hotel concept. The findings will help tourism stakeholders to develop further strategies to implement better sustainability applications for hotels and tourism.

**Keywords:** sustainability, sustainable hotel, demographic differences, tourist perception, Türkiye

## **Boosting Employee Loyalty in the Hospitality Industry via Corporate Social Responsibility**

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### **Abstract**

Nowadays, organizations in both developed and developing countries are facing a huge challenge in securing and retaining employees, particularly in the hospitality industry. To address this challenge, hospitality organizations are constantly trying to improve their strategies to become employers of choice, and to retain their employees. Based on previous studies suggesting that corporate social responsibility (CSR) can influence employee loyalty, companies have started to develop and implement internal communication strategies to actively disseminate their CSR efforts among employees, with the goal of maximizing employee retention. However, such endeavors have been based on intuition, as research on the relationship between CSR and employee loyalty is still scarce and inconclusive, particularly in the hospitality industry. Our research investigates the impact of hotel CSR on employee loyalty, considering organizational identification and job satisfaction as mediators. To empirically test the posited research hypotheses and our research model, an anonymous online survey was conducted among hotel employees in Romania. Data collection was facilitated by various hotel managers in Romania who were willing to support our study, and disseminate the participation invitation among their staff. In our study, CSR was conceptualized within a stakeholder-based framework, as hotels' responsibility towards their employees, customers, investors, the environment, and the society, respectively. All constructs employed in our research were measured using previously established and validated scales in the literature. Our preliminary results indicate that there is a significant total effect of each hotel CSR dimension on employee loyalty, and that organizational identification and job satisfaction play a mediating role in these relationships. Among the five CSR dimensions, as expected, hotel responsibility towards employees has the highest effect. However, the perceived level of hotels' responsibility towards their customers, investors, the environment, and the society play a relevant role in the whole mechanism which boosts employee loyalty. To the best of our knowledge, our study is the first to investigate the impact of CSR on employee loyalty, considering a holistic stakeholder-based approach, and taking into account both organizational identification and job satisfaction as relevant mediators. Additionally, our findings have important practical implications for hotel managers, who should consequently understand the importance of conducting a responsible business in relation to all their stakeholders, and communicate it appropriately among their staff, as it boosts employee loyalty.

**Keywords:** corporate social responsibility, organizational identification, job satisfaction, employee loyalty, hotel industry

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## Social Media Engagement, Brand Attitude and Booking Intention in Premium Hotels: The Moderating Role of COVID-19 Risk Perception

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### Abstract

The purpose of this study is to analyze how tourists react to messages issued by premium hotels on social media, focusing on how the crisis caused by the coronavirus pandemic has affected their online engagement behavior and brand attitude and, consequently, their booking intention. We explore the influence of the pandemic as an exogenous factor that affects the potential tourist's response. Considering that assessing how perceived risk is linked to engagement behaviors is crucial (Wise et al., 2020), we propose a model that integrates the concept of consumer brand engagement developed by Brodie et al. (2011) and Hollebeek et al. (2014), according to which brand usage intent (booking intention) is a consequence of engagement. Data were obtained from a survey conducted in January 2021, with a total of 1279 valid responses. The hypothesized relationships were tested using structural equation modeling with the AMOS program and the mediation-moderation model obtained with the PROCESS macro for SPSS. The results show that brand attitude mediated the positive relationship between online engagement and booking intention. Furthermore, the indirect effect of engagement on booking intention through attitude was more robust when the COVID-19 risk perception was high. Thus, the power of the customer-hotel interaction on social media is mitigated by the coronavirus effect. Our study expands on prevailing views regarding consumers' engagement on social media by showing that, in the context of premium hotels, customer-company interaction not only directly improves the intention to book but also improves consumer attitude toward the hotel brand. The moderating role of the effect of COVID-19 on the relationship between engagement and booking intention found in this study indicates that the lower the perceived risk is, the greater the intention to make a reservation in the hotel. The key implication of this research is that premium hotels have considerable scope to improve their communication on social media, especially regarding the perception of risk cues. As a main recommendation, hotels should use social media in a way that actively encourages visitor participation before, during, and after hotel visits, either in person and/or virtually through the networks.

**Keywords:** online engagement, social media, brand attitude, hospitality, COVID-19

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## Perceptions and Motivations of Serious Leisure Cyclists on Smart City Technologies

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### Abstract

Smart technologies and applications, such as IoT, big data, ubiquitous connections via Wi-Fi, sensors, smartphones, thermal cameras, digital panels, mobile applications, integrated payment methods and wearable technologies (Oliveira et al., 2021; Nikolaeva et al., 2019) play an important role in the transformation of smart cities and provide a unique experience to consumers (Neuhofer et al., 2015). The technologies that the cycling industry provides a safer and richer experience for cyclists with the development of intelligent transportation systems are also gaining importance in literature and practice. Thus, a city can examine its current state through smart mobility and in turn identify the areas that require further development to meet the necessary conditions of a smart city (Savastano et al., 2023). Although there are studies on e-bike use (Zhang et al., 2019), mobile applications use of cyclists (Rivers, 2022; Meireles & Ribeiro, 2020), perceptions of bike sharing system (Dudycz & Piatkowski, 2018) a similar approach is not followed for the serious leisure cyclists (SLC). SLC have a considerable presence in cities (O'Connor & Brown, 2007) and invest heavily in the sport through time and money (Brown, 2009). Therefore, understanding the motivations of SLC, which closely follows and uses technological developments, will provide a deeper understanding and benefit cities that want to be bicycle-friendly smart destination. This research aims to investigate SLC motivation, experience and preferences of technology 4.0 applications both individually and offered by smart cities. To this aim, 33 in-depth semi-structured interviews were conducted with cyclists in three metropolitan cities (İstanbul, Ankara and İzmir) in Türkiye between September and December 2022. The interviews were conducted face-to-face in İzmir and via Zoom outside the city. The interviews were audio-recorded, and 126 pages were investigated using content analysis and ended with theme analysis. %67 of the respondents were male, while %33 were female, whose ages ranged from 20 to 75. They have been practicing cycling for at least 6 to 10 years. According to findings, motivations for use and expectations of smart technologies differ for SLC from users who ride for sports or transportation. Additionally, participants defined the main characteristics of smart cyclists as young, environmentally friendly, playful, social, open to innovations, sporty, technology-savvy, brave, competitive and time efficient. In addition, it is possible to list cyclists' expectations from smart cities in seven thematic groups: integrated public systems, environmental applications, specific recommendation systems, applications encouraging the use of bicycles, information platforms, smart security applications and smart tourism management. Thus, it is found that smart technologies enrich their cycling experience and have a multiplier effect on the spread of bicycle tourism in terms of obtaining digital experience, being a part of the global ecosystem, offering new opportunities, providing the opportunity to focus on the moment and creating a digital information pool. Such an approach is considered to shed light onto cities' existing digital and physical cycling infrastructures and evaluate the SLC expectations from smart cities. Although smart cycling innovations can be universally applicable, the preferences and experiences of smart cyclists should be evaluated in



the specific geographical context and within the framework of local policies (Nikolaeva et al., 2019). Therefore, this study contributes by offering suggestions both to smart mobility scholars and developing bicycle-friendly destinations. Future research can be supported by quantitative studies, including personality traits by comparing different urban environments. In this regard, the research will provide output regarding smart city expectations and possible improvements to cities that aim to be bicycle-friendly destinations.

**Keywords:** serious leisure activity, smart city, smart city technologies, smart cyclists

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The authors of this study consist of a Ph.D. candidate working on thesis research and her supervisor. Therefore, this study covers a part of the thesis. Thus, the authors plan to present the first findings of the research at the conference and to continue the study by developing in line with the precious suggestions of the participants.

# Impacts of Sporting Event and Local Residents' Awareness and Support

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## Abstract

Sporting events cannot survive if there is no support from local residents who live near the venue and are directly affected by the event. According to the Social Exchange Theory and Theory of Reasoned Action, the support of local residents depends largely on how they perceive the benefits and costs of the event. The more benefits and the fewer costs they perceive, the greater their support. Not only is local resident awareness (i.e., whether or not residents know the event is taking place at a location) a rarely studied variable that influences support, but the results are inconclusive. Based on 1,191 valid questionnaires collected during the CRO Race cycling event, which took place in Croatia for the sixth time from September 27 to October 2021, this study examines how local residents perceive the impact of the event and how that impact influences their support for the event. It also examines whether local residents' awareness influences the relationship between their perceptions of the impact and their support for the event. First, exploratory factor analysis (EFA) reduced the number of impacts of the event to seven factors. Structural equation modeling (SEM) revealed that residents' perceived benefits related to increased destination visibility and image and knowledge and entertainment opportunities positively influenced their support for the event. In contrast, perceived traffic and parking problems and perceived environmental threats negatively influenced their support. Multi-group analysis (MGA) revealed no statistically significant differences between the two groups of "aware" residents and their perceptions of the relationship between event impacts and support. However, bivariate statistical tests showed statistically significant differences in six of seven perceived impacts between two groups of local residents. By examining residents' awareness as a factor in determining how they perceive sporting event impacts and support the event, this study brings novelty to event management studies and offers important practical implications for event organizers.

**Keywords:** sporting event, event impacts, awareness, residents' support, CRO race

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## The Power of Social Media in Destination Marketing: The Example of TikTok

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### Abstract

With the developments in the field of information and communication technologies, the importance of social media has also increased. Social media; It allows to create content for all kinds of information, thoughts, interests and various forms of expression. The TikTok application is also starting to take its place among these social media platforms with its increasing number of users. In the literature on the subject, it is seen that many studies have been carried out based on popular social media platforms such as Facebook and Instagram (Stankov et al., 2017; Önder et al., 2020; Kumar et al., 2022). However, as a result of the literature review, no study specific to TikTok has been found. The main purpose of this study is to reveal the potential of TikTok, which is a platform predominantly used by young generations, to be an important destination marketing tool. On this platform, which has approximately 38 million active users in Türkiye; users could share by tagging the names of destinations (Yetkiner and Öztürk, 2020; TikTok, 2022). Since this study is limited to the shares of Turkish users, only 407 videos shared with the hashtags #turizm, #seyahat and #konaklama until 20.01.2023 have been examined. The same videos have not been evaluated. The shared contents have been analyzed using an analysis program with the content analysis method. Then the themes and sub-themes have been determined. It is thought that the results and suggestions obtained within the scope of the research will contribute to Turkish tourism and its people.

**Keywords:** tourism, destination marketing, social media, TikTok

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## Do Turkish Tourism Players Show Interest for Metaverse?

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### Abstract

The evolution of Web 3.0 has brought many new technological transitions to our lives. Although, it is not a very recent application, metaverse has become widely known after Marc Zuckerberg's investment and interest. Meta is a Greek word meaning after, beyond. Metaverse, which is derived from the combination of the word meta and the words "universe" in English, meaning beyond the universe (THY Terminal). The metaverse is a collective, persistent, and interactive parallel reality created by synthesizing all virtual worlds to form a universe that individuals can seamlessly traverse (Gursoy et al., 2022). Metaverse effectively creates a bridge to facilitate the integration of real and virtual presence and experience (Buhalis et al., 2022). Tourism and hospitality industry has been showing attention and interest to metaverse. Both researchers and practitioners have been thinking and searching ways to understand and use metaverse. According to Gursoy et al. (2022), the metaverse is a world where individuals can travel without restrictions whenever and wherever they wish. Metaverse can be used by a tourist before, during and after travelling. Metaverse can be used for various recreational and sportive activities like visiting a museum, concert, theater, kayaking, jumping or even joining a wedding ceremony etc. Tourists may previsit their holiday destination or hotel and decide what to do or where to stay. The facilities to be done in metaverse is almost endless. However, there is a current debate whether metaverse could be the next disruptor for hospitality and tourism, as well (Gursoy et al., 2022). Recently, metaverse has been becoming popular in Türkiye. As an example, Pegasus airlines opened an area called PegasusPort on the Decentraland platform. Visitors to PegasusPort Decentraland, were offered surprise games, and the chance to win international flight tickets. Turkish Airlines created THY Terminal to focus on all new technologies and support creative projects. This research aims to find out whether Turkish Tourism and Hospitality stakeholders have any interest, plan and assessment for metaverse. For this purpose, qualitative research has been preferred to gain a broad perspective about the topic. 5 semi-structured interviews were done with professionals. The results of the interviews point out that professionals have a growing interest in metaverse and current applications are still at the beginning stage being mostly experimental. As soon as the legal problems for cryptocurrencies and some others are solved, it is expected that there will be a high interest for metaverse and many projects will be realised.

**Keywords:** metaverse, tourism, Türkiye

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# Understanding Data Commodification From Theory of Planned Behavior and Surveillance Capitalism

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## Abstract

*Based on Commissioner Brill's (2013) words, "there is no reason that data brokers and firms that use consumer data cannot coexist with a system that empowers consumers to make real choices about how our private information is used" (Crain, 2018, p.89).*

This is possible in the digital age. The commodification of personal data has become a global trend in recent years (Bridge et al., 2021). It is a novel concept that gives you cash and incentives when companies can collect and use your online data, such as internet browsing and shopping habits. This concept enables an individual to earn money from his/her online data (e.g., social media behavior such as likes, shares, the accounts followed, etc.) by allowing companies to purchase this data. Using this process, users are empowered to monetize their data in the same way that businesses do. In other words, the commodification of personal data involves monetizing data for the users' benefit. Even though data commodification is highly important and recently gaining more popularity, there is not enough knowledge about it. To fill this gap in the extant literature, this study examines and reveals the antecedents of the intention to commodify personal data, drawing on privacy concerns and security risks, surveillance capitalism, and the theory of planned behavior. In July 2020 FBI reported a case about selling customers' personal information from a grocery delivery company on the dark web (Wagenseil, 2022). Thus, we chose food delivery applications as context to test our theoretical model. Analysis of data gathered from 395 actual food delivery application users in the USA via mTurk has been analyzed through the partial least square structural equation modeling (PLS-SEM) approach. Except for the construct of the intention to commodify personal data, all constructs were adopted from well-established studies and modified to our context (e.g., Dinev and Hart, 2006; Jensen and Raver, 2012; Salisbury et al., 2001; Van Dolen et al., 2007; Wen et al., 2021). Moreover, after testing the reliability and validity, the items for the construct of the intention to commodify personal data are transformed into a single factor to be used in the construct of the intention to data commodification. All items are measured by a seven-point Likert-type scale where 1 = strongly disagree to 7 = strongly agree. The findings show that, as expected, privacy concerns, security concerns, and surveillance have a significant and positive impact on risk perceptions, which in turn positively impact perceived behavioral control and attitude toward data commodification. Furthermore, subjective norms and attitudes toward data commodification have a positive impact on the intention to commodify the data. The findings showed that trust has a negative moderating effect on the relationship between attitudes toward the commodification of the data and the intention to commodify the data. This study contributes to the theoretical knowledge in several areas and has implications for practice and business management.

**Keywords:** data commodification, surveillance, food delivery apps, privacy concern and theory planned behavior

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## The Whys and How Influencers Are Shaping Destination Marketing

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### Abstract

The ongoing digitalization and the constant growth of social networking sites causes changes in consumer behavior leading to the raise of new opportunities and challenges (Santiago & Castelo, 2020). In similarity with other industries, the sector of tourism and hospitality embraces those challenges and adapts to the new forms of digital communication (Borges-Tiago et al., 2021). Recent studies indicate that endorsers can be an effective promotion tool, mostly while aiming to achieve the customer–brand engagement portrayed by so many brands (e.g., Borges-Tiago et al., 2023). Many studies explore the connections between social media and their usage, digital influencers, and their impact on customer journey (e.g., Guerreiro et al., 2019). Indeed, social media has not only impacted the diffusion of information but also have changed the way we perceive the opinion leaders, while giving the users the opportunity to become the influencers (Walter & Brüggemann, 2020). This causes the shift between the importance of content generated by companies and the user generated content which creates space for user participation, branding co-creation and nurtures customer engagement (Santiago et al., 2022). Through social media individuals can explicit their own opinions, judgements, and feelings, in this way creating information and electronic word of mouth (eWOM) (Buhalis & Law, 2008). The prominent members of social media are perceived by many as a reliable source of advice and impact the choices of their followers (Jacobsen & Munar, 2012). Digital influencers are creators of content related to their daily lives (this content can include they opinions relative to selected products, services, or experiences) and followed by a loyal group of followers (De Veirnam et al., 2017). The created content can be shared via blogs or vlogs, but the most popular currently is sharing on social media. Consequently, influencer marketing has become one of the most popular marketing tools and companies seek partnerships with digital influencers whose opinions are valued by their targeted consumers (Childers et al., 2019). Indeed, consumers tend to feel closeness and intimacy with digital influencers who share content about their personal life, and seem credible (Childers et al., 2019). In the area of tourism travel bloggers are a type of digital influencers who share their travel experiences and have the supremacy to impact their judgements (Gholamhosseinzadeh et al., 2021). Bloggers can significantly influence tourism destinations by sharing their experiences and recommendations with their readers. Through their blog posts, social media updates, and other online content, they can showcase the attractions and activities that a destination has to offer, as well as the local culture and cuisine. This can help to promote a destination and attract more visitors. Bloggers may also influence the types of tourism a destination is known for and can sway people's decisions on where to travel. Despite the growing interest, academic literature still needs reliable empirical evidence regarding the influence of social media and travel bloggers on tourists' behavior. This study seeks to gain deeper knowledge about the role that digital influencers play in consumers' decision making as it comes to the choice of travel destinations. Additionally, this it explores which characteristics of digital influencers are most valued by followers and impact their

credibility and the followers' attitude towards the shared content. Drawing upon source credibility constructs, we propose an integrated model linking the role of credibility (both influencer and information credibility), followers' attitude towards the shared content and their perception of tourism destination attractiveness. Results from a survey of Portuguese consumers show that some characteristics of digital influencers such as credibility, quality of arguments and engagement have a positive effect on the followers' perception of information credibility, which, in turn, positively influences attitude towards shared content. It was also found that followers' attitude towards shared content has a positive effect on the intention to visit an advertised tourist destination, WOM, evaluation of alternatives, and satisfaction with the digital influencer. The study contributes to knowledge about the relationship between the blogger credibility, the credibility of shared information, followers' attitude towards the shared content and the impact of shared information on followers' intentions (to visit, to recommend or to search for alternatives) in the context of digital influencers. This contribution is relevant to the development of further digital strategies using influencer marketing.

**Keywords:** digital influencer, influencer credibility, information credibility

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## Conceptualizing Tourists' Spirits Tasting Experiences

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### Abstract

Spirits tasting is typically seen as an on-site sensory experience of tasting wine, beer, or other spirits by professionals, aficionados, and general consumers. Traditional views on spirit tasting, makes it a limited spatial and temporal activity. From a user perspective it is formed by sensory experiences, but from a tourism point of view spirit tasting is a form of tourism experience. The conventional notion of spirit tasting has become more constrained as it has evolved into an integral part many tourists' experience. By acknowledging the value of the spirit tasting component as a crucial part of beverage tourism, and a significant part of tourist activities in general, this paper sets the conceptual foundation of spirits tasting experiences grounded on the theory and practice of tourism experience design. To this end, on-site spirit tasting is conceptualized from a co-creation design paradigm. Apart from the on-site tasting experience, this paper introduces and elaborates on the pre-tasting and post-tasting experience phases from a tourist experience design perspective. In order to place spirits tasting design in a broader tourism ecosystem, both drivers and potential outcomes of this seminal approach are outlined, together with further research questions.

**Keywords:** spirits tasting, tourist experiences, beverage tourism, co-creation

## Assessment the Motivation of Tourists to Visit in Terms of UNESCO World Cultural Heritage: The Case of the Hagia Sophia Mosque

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### Abstract

Buildings have been holly built around the world according to cultural, religious and sectarian diversity. Architectural structures, motifs, and embroideries have created the distinctiveness of these structures from each other, and today they have assumed the witness of these civilizations (Fakhrulddin et.al., 2022). Anatolian geography has been coming to the fore with its rich cultural structure since recorded history (Mosler, 2009). The Eastern Roman Empire, the Anatolian Seljuk State and reached their final stages with the religious and architectural monuments of the Ottoman Empire (Alvarez, 2011). The Hagia Sophia Mosque or Museum, which is a sample of this study, was included in the UNESCO World Heritage List in 1985. It is the common denominator among people of Muslim-Christian faith. The aim of the research is to examine the potential of faith tourism by Christian people after the conversion of the Hagia Sophia Museum into a mosque in 2020. In the study, 20 were interviewed using a semi-structured interview form, one of the qualitative research methods. The findings obtained show that the conversion of Hagia Sophia into a mosque will not prevent the participants from visiting with intrinsic motivation. According to the results of the research, it has been determined that the separation of religion or temple, does not prevent the motivation of faith tourism to travel; the participants will to visit Hagia Sophia again.

**Keywords:** religious tourism, Istanbul, Hagia Sophia

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## Food Heritage as a Tourism Experience Enhancer

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### Abstract

Food plays a significant role in the realm of tourism, not only as a fundamental component of the overall experience but sometimes even as the central experience itself (Everett, 2019). Initially, food was primarily regarded as a necessity. However, as Boniface (2017) points out, our eating and drinking habits are influenced by a variety of factors, including context, environment, beliefs, conventions, aspirations, and the desire to showcase ourselves (p.1). In essence, they reflect our culture and way of life. Timothy and Ron (2013) share this viewpoint, stating that local gastronomic expressions such as cuisine, gastronomy, delicacies, and food processing techniques are all part of a broader cultural heritage system. Consequently, culinary heritage can serve as a source of opportunities for local businesses and as a differentiating factor for destinations (Boniface, 2017; Montanari, 2006). Thus, food has assumed a relevant role in what concerns tourism offers, also being recognized as a vehicle of cultural heritage transmission. Various reasons motivate travel consumption; accomplishing a destination's authenticity and quality through memorable experiences is transversal to many of those motivations. Destination Marketing Organizations (DMOs) are concerned with designing unique and differentiated experiences, but are restaurants exploring and offering this culture-food experience? This study was designed to answer this question. For this purpose, Terceira Island (in the Azores archipelago - Portugal) was chosen due to its uniqueness and rich food heritage. The TripAdvisor platform was used in the first phase to understand better customers' restaurant experience in their free expression. A qualitative and quantitative analysis of the content retrieved using the WordStat software was conducted at this phase. In the second phase, a survey was conducted on 1.036 tourists three times to cross-validate these findings. Applying a partial least square structural equation model was possible to identify the value of local gastronomy on tourists' experience. Results show that newcomers valued the local culture printed in food less than predicted. While those repeating the destination experience show high congruence between their comments and survey answers, listing hospitality and local gastronomy as vital points to their authentic experience. Evidence shows that the most important factor for gastronomic tourists is the food quality, followed by authenticity and variety of dishes. Therefore, the foodies' niche is more likely to spend money on food during their travels than other tourist activities, valuing the experience of eating at local restaurants, markets, and food fairs (Andersson & Mossberg, 2017; Su, Johnson, et al., 2020). Similarly, senior gastronomic tourism can positively impact the local economy as senior tourists tend to spend more on restaurants, food stores, and other local businesses (Balderas-Cejudo et al., 2019). This study effectively proved that the quality of food and authenticity of products is essential for the satisfaction of senior tourists with gastronomic experiences. However, it is also emphasized that limited knowledge of local gastronomy and its historical context can negatively impact satisfaction. In this domain, the need to increase communication and dissemination of this intangible cultural heritage became evident to enhance the overall experience. The important role played by the internet and social media in researching information about local restaurants and food

products is undeniable. Therefore, promoting authentic gastronomic experiences and involving tourists, for example, in culinary activities, can be effective strategies in promoting and disseminating local culture, thus enhancing what is known as gastronomic tourism (Björk & Kauppinen-Räsänen, 2014). The evidence found in online comments points to the appreciation of certain dishes, particularly when associated with superior service experiences. Therefore, the increasingly important role of collaboration between various sectors and actors, such as local producers, chefs, tour operators, local governments, and tourism promotion organizations, is emphasized for the development of effective strategies to promote and enhance gastronomy in tourism, revealing the dynamics of this relationship (Richards, 2021) and facilitating richer experiences for tourists. This study recognizes the important contribution of local gastronomy as a symbol of a place's identity, authenticity, and cultural heritage, alongside its significant role in the tourist experience of the destination. The research results, which are part of the TASTE project, provide insights into future research directions that seek to address one of its limitations: the analysis of this heritage by island. Further research is needed to understand if local culture has been shared with tourists and if it can be recreated at the table. Moreover, future studies should aim to assess the differences in valuation among other audience segments and in different contexts to validate the conclusions reached.

**Keywords:** restaurant, culture heritage, tourist experience, food tourism

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## **Attitudes and Awareness Towards Low-Carbon Travel: Aviation Students Gaze**

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### **Abstract**

The study aims to reveal the attitudes and awareness toward low-carbon travel among aviation students' gazes. Besides, it examines the relationship between attitude, subjective norm, environmental concern, perceived moral obligation, and behavioral intention for low-carbon travel. Low-carbon travel is known as travel made through transportation where fossil fuel vehicles are used at a minimum level and fuels with lower carbon emissions (biofuels, hydrogen, and electrical energy obtained from renewable sources). These tricks can be given for a better understanding of low-carbon travel: walking or biking for close distances, taking the bus or train for short distances, using airplanes for long distances, preferring non-stop flights, closing the window blinds when on the plane, boarding the plane with light luggage, and preferring economy class flights. The study described the components as that attitude refers to students' perceptions and tendencies toward low-carbon travel. The study components were described as that: attitude (ATT) refers to students' perceptions and tendencies toward low-carbon travel; subjective norm (SN) means external social pressure to choose low-carbon travel; environmental concern (EC) includes students' care about the environment; perceived moral obligations (PMO) refer to the moral judgment of an individual on responsibility and obligation to choose low-carbon travel modes; and behavioral intention (BI) defines behavioral intentions toward low-carbon travel. The research was carried out at three universities in Istanbul between December 26, 2022, and January 06, 2023. Data were collected from Turkish and foreign aviation students who studied in the pilotage, civil aviation, and cabin services departments. The questionnaire was administered online but face-to-face through the convenience sampling method. Participants were first informed about the research by the researcher, and then an online questionnaire was shared. E-questionnaires were filled in an environment where the researcher and the participant were present simultaneously. The questionnaire was designed as seven parts. The first part includes demographic information. The second part traveling background of the participants. The third part measures attitudes toward low-carbon travel (ATT). The fourth and fifth parts contain subjective norms (SN) and environmental concerns (EC) for low-carbon travel. The sixth part measures perceived moral obligation (PMO) regarding low-carbon travel. In the final part, behavioral intention (BI) is measured. Low-carbon travel scale was used in data collection. The scales include 22 measurement items. A five-point Likert scale was preferred as the questionnaire measurement method, rather than the seven-point Likert scale used in the original study. The reason is that a five-point Likert scale is enunciative for Turkish participants. Therefore, the items were scaled from 1 for strongly disagree to 5 for strongly agree as an indication degree. The questionnaire was designed in Turkish

and English. A total of 500 questionnaires were distributed, but only 317 were returned, with the data included in the analyses. Data were analyzed by structural equation modeling. Item total correlation and structural validity revealed the validity and reliability. The low-carbon travel scale exhibited a five-dimensional structure. Unlike the original, the measurement items were distributed: nine items on attitude, three on subjective norms, four on environmental concern, three on perceived moral obligations, and three on behavioral intention. Data analysis was made using the Partial Least Squares Structural Equation Modeling (PLS-SEM), which can be used successfully in small-volume samples and does not require the assumption of multivariate normality. It was determined because of PLS-SEM fit criteria that the suggested model is suitable for explaining low carbon travel attitudes and intentions. The participants are primarily male, 18–22 years old, with associate and bachelor's degrees. Most go on holiday at least once a year and travel for entertainment. While usually airplanes for long-distance are used, public transport and automobiles for short distances are preferred. It is noteworthy that the participants do not prefer bicycles, e-scooters, and shared vehicles, which are seen as sustainable for short-distance travel in the city. Students were asked five questions about carbon footprint awareness for airway transportation. It was determined that they had a positive attitude toward the carbon footprint. Correlation results showed that attitude, subjective norm, environmental concern, and perceived moral obligation for low-carbon travel are related to behavioral intention. As a result of the PLS-SEM analysis, it was revealed that attitude, and perceived moral obligation positively and significantly affect low-carbon travel intentions. Environmental concerns and subject norms have no effect on intentions. Therefore, attitude toward low-carbon travel, and perceived moral obligation, explained 75.6 % of intentions. It is known that the carbon emission of air transport is higher than other transportation types (highway, railway). Air transport plays a significant role in providing low-carbon travel. The study provides a few contributions to aviation and tourism literature regarding examining the attitudes and awareness of aviation students, who will take part in the airline business as a profession in the future, towards low-carbon travel.

**Keywords:** low-carbon travel, carbon footprint, sustainable travel, sustainable tourism

## **Creating Positive and Memorable Dining Experiences Before and After COVID-19**

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### **Abstract**

The COVID-19 pandemic has presented numerous challenges to the restaurant industry (Song et al., 2021). Many restaurants have had to close their doors temporarily or permanently due to lockdowns and restrictions on indoor dining. Those that have remained open have had to implement social distancing measures, such as reducing capacity, increasing the spacing between tables, and increasing their focus on takeout and delivery options (Zibarzani et al., 2022). Additionally, restaurants have had to contend with supply chain disruptions (Hobbs, 2020), rising food costs, and the challenges of keeping their employees safe and maintaining a safe environment for their customers. The variables can affect the overall customer experience (Zibarzani et al., 2022). The COVID-19 pandemic has profoundly impacted individuals' decision-making, perceptions, and experience (Harba et al., 2021). In response to evolving consumer behavior, scholars have recognized the need for adaptation and witnessed a transformation in the hospitality marketing and management field, increasing the space for creating memorable experiences. To create memorable dining experiences, evidence shows that firms need to focus on exceptional customer service, paying attention to detail, and culinary excellence (Stone et al., 2018). Thus, personalizing the experience for each guest, offering unique features or signature dishes, and providing engaging experiences. By combining these elements, restaurants can leave a lasting impression on their guests and foster restaurant loyalty. However, as Hosani et al. (2022) noted, current measurement scales fall short in capturing the essence of a truly memorable tourism experience. Over the last decade, customer reviews have been used to assess consumers' perceptions and emotions (Amaral et al., 2014; Nilashi et al., 2021). Positive reviews often highlight exceptional aspects of the dining experience that leave a lasting impression on the customers. For example, they may mention outstanding service, delectable food, unique ambiance, personalized touches, or other factors contributing to a memorable visit (Amaral et al., 2014). On the other hand, negative reviews also reveal improvement dimensions. Therefore, customers' comments can provide valuable insights into different aspects of the restaurant experience (Fernandes & Fernandes, 2018; Bilgihan et al., 2018). Thus, the present study attempts to unveil which variables suffered more changes from a customer perspective by comparing the comments made on TripAdvisor by tourists visiting restaurants before and after the COVID-19 pandemic, using an adaption of the Dineserv model (Stevens et al., 1995). By analyzing positive reviews, restaurant owners can gain valuable insights into what aspects of their establishment create memorable customer experiences and further enhance those elements. Thus, data gathered from TripAdvisor comprehended 1.235 comments made to the restaurant in two different tourism destinations – Azores and Madeira Island. A mixed methods research approach was used (Bilgihan et al., 2018; Tian et al., 2021). This approach combines the ranking data with text mining to retrieve the weight of the variables on overall customer satisfaction. The findings show that after COVID-19, tourists tend to value and rank better all restaurant efforts. The role of food taste and quality maintained its impact level on the ratings. The most significant change occurred regarding service

quality, which after COVID-19 assumed a leading position. The outcomes allow perceiving that from a customer point-of-view, good service can include attentive and knowledgeable waitstaff, prompt service, and a pleasant, safe, and welcoming atmosphere. All these variables are considered key elements of memorable experiences. Despite the two tourism destinations having quite different restaurant offers and tourism maturity levels, the outcomes were quite similar. Thus, restaurant managers that aim to please customers must consider and invest in the elements found in the service quality construct. Moreover, the elements found within the service quality construct led to the question of the application of traditional service quality models and highlighted the need to consider new dimensions and more emotional-based elements that emerge from tourists' comments.

**Keywords:** restaurant, service quality, dineserv, reviews, destination maturity

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## Corporate Social Responsibility in the Pandemic: A Study on Hospitality Businesses

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### Abstract

Corporate social responsibility can be described as a business performing beneficial work for society and the environment rather than focusing solely on profit. This idea has been a popular topic of debate due to the rise in sensitive consumers who place importance on how businesses generate profits and distribute them to stakeholders and society. The study focuses on the importance of the concept of corporate social responsibility and what kinds of activities tourism businesses carry out, and it aims to contribute to the literature by addressing the issue of corporate social responsibility, which has received relatively limited study, especially in developing countries, in the context of the tourism sector through the pandemic. The main purpose of this research is to examine the corporate social responsibility actions of accommodation businesses during the COVID-19 pandemic and reveal what kinds of activities they have been engaged in while explaining the field's most known models and terminologies to point out differences between various approaches in corporate social responsibility literature. In this context, both domestic and foreign accommodation businesses were targeted in Turkey and the data is obtained from hundreds of different sources including online reports, business websites, online news sources, and social media. These sources were reviewed and categorized to demonstrate what has been done for CSR and to distinguish the differences between local and international hospitality businesses. The findings show that international chain hospitality businesses have a broader corporate social responsibility inventory, such as support for healthcare workers and helping their own employees and the public. Some businesses have even expanded their operations to address issues such as gender equality and immigration in pandemic. On the other hand, the activities of domestic hotel businesses were limited to only providing accommodation for healthcare workers. The results suggest that corporate social responsibility activities may be related to financial resources and power as well as business awareness of these practices. Furthermore, considering that there are more than four thousand accommodation businesses in our country, it may be concluded that the corporate social responsibility efforts that done by accommodation businesses are severely insufficient. Even while it can be challenging to act during situations like pandemic, it should not be forgotten that even tiny actions can make a difference for society and employees. As a result, the hospitality industry should be more aware of social responsibility initiatives in order to improve company image and contribute to the development of a better society.

**Keywords:** corporate social responsibility, social responsibility, hospitality management, COVID-19

## **Transnational Solidarity and Peace-Making Exertions: A Conceptual Approach of the Role of Heritage Within the Context of Tourism**

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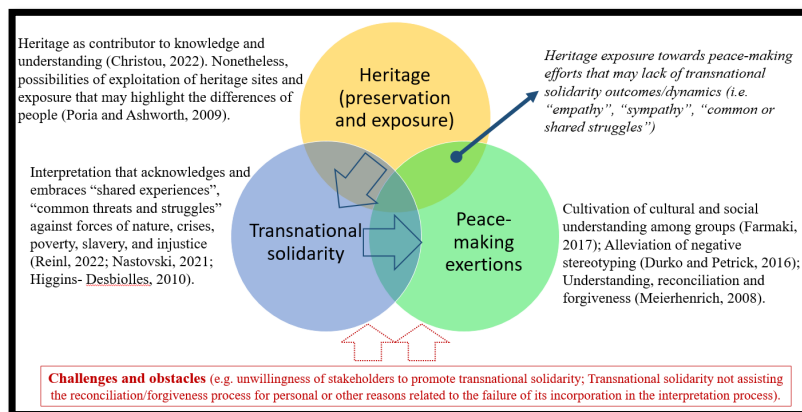
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### **Abstract**

Based on conceptual research principles this paper introduces the concept of transnational solidarity and how it may contribute in peace-making exertions within the context of tourism. The paper uses as a fitting context heritage experiential sites which are regarded as important ambassadors of a destination's history and identity, popular attraction points for domestic and international visitors, and significant contributors towards peoples' perceptions and understandings of the other stranger. Heritage may be perceived as the cultural legacy that people receive from the past, which they live in the present and which will then pass to future generations (UNESCO, 2023). There is a strong association of heritage with tourism, since there is strong demand for tourists to experience and engage with a destination's heritage (Jimura, 2018; Timothy, 2011). Also, destinations take pride in their heritage. The tourism and hospitality industry and stakeholders conserve their heritage and promote it to their visitors with examples embracing heritage hotels (Henderson, 2001), cultural villages (Boonzaaier and Wels, 2018), heritage sites (Canale et al., 2019) and legend heritage-informed experiential tourism settings (Christou et al., 2023). Museums and experiential visitor centers also have a pivotal role in the exposure of a destination's heritage through their material objects, demonstrations of craftsmanship, storytelling and the use of technological means (Jin et al., 2020). Even so, their role as peace-making contributors may be argued since the exposure and interpretation of historical facts, narratives and objects may be in certain cases informed by political purposes, toxic ideologies, and the rhetoric of supremacy, ethnocentrism and hate (Sicola, 2020; Patterson, 2011). The primary aim of this conceptual paper is to explore how heritage-informed experiential sites as important visitor points may avoid such malpractices and contribute towards peace-making via fostering transnational solidarity. Conceptualization refers to the action or process of forming a concept or idea of something, a phenomenon under investigation or the linkage/nexus of certain constructs. Conceptual research relies on the researcher analysing available information on a given topic rather than engaging in practical experimentation. It may result in a detailed explanation of a phenomenon, develop and express novel ideas (Harvard Business Essentials, 2003), and contribute to theory building (Meredith, 1993). Conceptual research has been positioned by Xin et al. (2013) to be a particular research strategy sitting mainly in the subjectivist/interpretivist paradigm with possibilities for critical engagement. Furthermore, conceptual research may make conceptual bridges to neighbouring disciplines (Leuzinger-Bohleber and Fischmann, 2006), provide creative and innovative leaps that give research its life (Gray et al., 2007) and perhaps most importantly "*discover what might be*" (Tribe, 2002, p. 340). Transnational solidarity as a concept links movement across wide spans of space and time. Such social movements have been sources of "solidarity" amongst distant strangers. This solidarity is derived from the shared experience of oppression, rather than from abstract political principles. Though the concept is strongly associated with activist movements and the construct of "justice" (De Witte, 2015) and solidarity at times of crises (Katsanidou et al., 2022) it has nonetheless being associated with peace-making efforts by

helping people overcoming ethnic, class, ideological and cultural differences (Nepstad, 2001). By embracing qualities of transnational solidarity within experiential sites of heritage exposure, such sites may eliminate toxic ideologies and rhetoric of hate, while fostering qualities that are built on mutual understanding, empathy and solidarity. There is an urgent need of empathy and social impact in museum settings (Murawski, 2016) while it has been argued that “interpretation” is a key component in ensuring the tourism experience at heritage sites (Moscardo, 1996). Museums and visitor centers through interpretation tactics, specific actions and display of objects, may provide opportunities of how collective memories of tragic events of the past may intersect in creative ways. After such memories have been transformed and depoliticised, they have the potential according to Janes (2010) to create new meanings that re-orient memories of the past and most importantly impact social action in the present and the future. Figure 1 that follows presents the dynamics, challenges and possible outcomes of transnational solidarity towards peace-making exertions, when merged with the construct of heritage. This is presented as three merging circles, with the first circle indicating heritage as contributor to knowledge and understanding (Christou, 2020). Nonetheless, this circle may involve certain possibilities and risks of exploitation of heritage sites and such exposure that may highlight the difference of people (Poria and Ashworth, 2009). The transnational solidarity circle may embrace interpretation that acknowledges and includes shared experiences, common threats and struggles of communities against forces of nature, crises, poverty, slavery, and injustice (Reinl, 2022; Nastovski, 2021; Higgins- Desbiolles, 2010). While using transnational solidarity principles in heritage sites and attractions, then we may possibly be led towards peace-making exertions. This may include the cultivation of cultural and social understanding among differing groups (Farmaki, 2017), the alleviation of negative stereotyping (Durko and Petrick, 2016), notions of understanding, reconciliation and forgiveness (Meierhenrich, 2008). Conceivably, there are tremendous challenges and obstacles that need to be addressed, including amongst others the unwillingness of stakeholders to promote transnational solidarity, and the notion not necessarily leading towards the reconciliation/forgiveness process, and/or failure of its incorporation in the interpretation process (of the heritage site/setting).

**Figure 1.** Transnational Solidarity: Dynamics, Challenges, And Possible Outcomes



This study has embraced a conceptual standpoint to explore and explain how heritage-informed experiential sites as important visitor points may avoid contribute towards peace-making, via fostering transnational solidarity. In more practical terms, museums, exhibition and heritage-informed experiential settings may deliver such physical cues, historical narratives, storytelling and interpretation that present practices and shared values of two or more differing cultural groups

in building support for human rights principles such as against slavery (Gouge, 2016), and common struggles against past/historical exogenous threats, such as pandemics, natural disasters, and other crises. They may also foster qualities of solidarity based on common transnational solidarity practices resting on foundations of philanthropic and agape-unconditional love principles (Christou et al., 2019; Christou, 2018). Furthermore, building on shared social notions of “empathy/sympathy”, “hope” and “a better future for our children”, museums (i.e. national/bio-communal) and experiential (heritage) parks may incorporate transnational solidarity to compliment their other narratives and displays. By doing so, they may bring to the surface feelings of understanding, empathy and solidarity, rather than underpinning negative emotions and undermining any peace-making exertions. Conceivably the challenges and obstacles to transnational solidarity are immense (not least in heritage-informed settings) since most people are preoccupied with their own struggles and know little of the lives of others. Hence understanding of and identification with others (i.e. “the stranger”) must be constructed (US/Africa bridge building project, 2023). Overall, there are certain challenges and obstacles that need to be addressed in the incorporation of “transnational solidarity” notion in heritage sites. These may be grouped into:

- Apathy (i.e., lack of interest by authorities/stakeholders),
- Deliberate avoidance (i.e., political reasons, such as an avoidance to expose a “common/shared” challenging past between two or more parties/communities),
- Interest, yet with obstacles (i.e., lack of financial and other physical constraints),
- Interest yet with fear/risks (i.e., the risk of touching sensitive topics or triggering negative emotions),
- Commitment and engagement with negative results (i.e., failure to incorporate successfully transnational solidarity in the museum/heritage setting, such as not linking directly the notion with the nature or scope of the museum, or underpinning negative emotions such as anger).

Despite the above, this conceptual study has introduced and emphasized the notion of “transnational solidarity” and its importance at a societal level, particularly when combined with the dynamics of tourism. Obviously, this paper does not suggest or imply that transnational solidarity within the context of tourism can secure peace. Further research is nonetheless suggested to appreciate further the role of transnational solidarity in peace-making efforts, and its connection with tourism. For instance, future exploratory studies may gain further insights for the notion within contemporary society. Additionally, qualitative and quantitative approaches may assist the development of specific constructs and measures of transnational solidarity. Finally, additional empirical studies may use the notion as a theoretical framework to understand or delve deeper into various social notions/phenomena within the context of tourism, such as volunteerism, empathy/sympathy, reconciliation, and peace. This conceptual paper has offered some initial thoughts and understandings towards this direction.

**Keywords:** transnational solidarity, peace, tourism, conceptual research

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## Analysis of Websites of Hotels With Sustainable Tourism Certificate

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### Abstract

With the rapid increase in the importance given to the concept of sustainability in the tourism sector, the concept of sustainable hotels has started to be included in the literature (Vatan & Poyraz, 2006; Yılmaz & Oğuz, 2019). Sustainable hotels, also called green hotels, are defined as hotels that minimize energy and water consumption to protect the environment, offer innovative practices to reduce carbon emissions, prefer environmentally friendly and recyclable materials from local suppliers in the construction of the hotel and the services it offers to guests, and show that hotel owners have a high social responsibility. Due to the importance attached to the concept of sustainability by tourism businesses in recent years, both boutique and chain hotels around the world and in Turkey have started to organize their designs according to the sustainability principles determined by various organizations (Ekoyapıdergisi, 2014). Whether hotels are sustainable or not is determined by various certification and evaluation programs determined by international and national organizations. In this context, in addition to green building certification systems such as ‘Breeam, Leed and DGNB’ (Ürük & İslamoğlu, 2014), there are programs that evaluate the sustainability of hotels such as ‘Green Globe, Green Key, Eu Eco Label, GTBS’ (Griffin & DeLacey, 2012; Greenkeyglobal, 2022; Eu Eco Label, 2023; Jarvis et al., 2010). In Turkey, the ‘Green Star’ given by the Ministry of Culture and Tourism, the ‘White Star’ developed by the Turkish Hoteliers Federation (TÜROFED) and the ‘Greening Hotels’ certificate developed under the leadership of the Association of Touristic Hoteliers, Operators, and Investors (TÜROB) have started to be used to evaluate the sustainability of hotels (Ceylan, 2019). In addition, under the leadership of the Turkish Tourism Promotion and Development Agency (TGA) and the Ministry of Culture and Tourism, the TR-I ‘Turkey Sustainable Tourism Industry Criteria’ was put forward in cooperation with national and international organizations. Accommodation facilities and tour operators in Turkey can be certified as sustainable tourism if they meet the specified criteria. The TR-I criteria cover four main criteria: ‘sustainable management, socio-economic impacts, cultural impacts and environmental impacts’ (TGA, 2019). It is important for hotels with sustainable tourism certificates to reveal which practices they have implemented to obtain this certificate on their websites. Because it will be important for both tourism researchers and tourism investors to examine the practices of exemplary hotels with sustainable tourism certificates in order to spread sustainability criteria to large masses. When the related literature is examined, although there are studies on analyzing the content of hotel websites, there is no research on determining the content of the websites of hotels with sustainable tourism certificates. Therefore, this research aims to fill this gap in the literature. The aim of the research is to examine the sustainability practices of hotels with sustainable tourism certificates. For this goal, between the dates of 06.01.2023 and 11.03.2023, a content analysis was conducted on the websites of 119 accommodation

establishments that hold a Tourism Operation Certificate from the Ministry of Culture and Tourism of the Republic of Türkiye, which are listed on the website of the Türkiye Tourism Promotion and Development Agency. As a result of the content analysis, a total of 4 main categories and 32 subcategories were identified, which are sustainable management, support for social and economic benefits of the local community, cultural heritage, and environmental policies. It was determined that the accommodation establishments with sustainable tourism certification are mainly located in Antalya (73), Istanbul (17), and Muğla (14). As a result of the research, it was determined that most of the hotels with sustainable tourism certification did not provide any information on their websites regarding being a sustainable hotel. In addition, it was found that the hotels' websites mostly emphasized equal opportunities for employees, involvement of staff in the implementation and development of sustainability policies, providing various training to personnel regarding their responsibilities, energy conservation, preservation of biodiversity and resources, water conservation, reduction of greenhouse gas emissions, and implementation of social service activities.

**Keywords:** sustainability, sustainable tourism certification, hotel businesses, websites

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# **Determinants of Residents' Involvement in Tourism and Support for Tourism: An Application of the Knowledge, Attitudes, and Practices Theory (KAP)**

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## **Abstract**

This manuscript examined the knowledge-attitude-practices (KAP) theory to determine residents' involvement in tourism and their support for tourism development after the COVID-19 pandemic. The research model represents how residents' knowledge about the impact of pandemic on tourism and their perceived positive impacts of tourism influence their attitudes (towards tourism and tourists), and ultimately how those attitudes explain their involvement and improve their support for tourism development. The sample of this study was Manavgat residents (n=545). Data were collected by using cluster sampling. All 10 hypotheses were supported and indicated that both residents' subjective knowledge and their perceived positive impacts are significant predictors of both residents' attitudes toward tourism ( $R^2\text{SMC}$ : 0.34) and tourist ( $R^2\text{SMC}$ : 0.48). Finally, residents' involvement ( $R^2\text{SMC}$ : 0.30) and their support for tourism ( $R^2\text{SMC}$ : 0.45) were significantly explained by their attitudes. Results also showed that residents who are tied to tourism have more positive attitudes toward tourism and tourist and are more involved in tourism developments than residents who didn't tie to tourism. Similarly, males were more supportive attitudes and involved in tourism than female residents. Our findings were supported by previous studies and confirmed by KAP theory. Limitations and future research recommendations will be discussed later.

**Keywords:** residents' involvement in tourism, subjective knowledge, positive impacts of tourism, residents' attitudes, knowledge-attitude-practices (KAP) theory



## **Would You Like Your Online Bid for a Premium Room to Be Accepted? Advancing the Understanding of Online Upselling of Hotel Rooms to Improve Revenue Management**

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### **Abstract**

Upselling is an age-long selling technique that has been used in many industries, especially the service industries, including airlines, car rentals, hotels, restaurants, real estate, insurance, banking, etc., to increase sales or revenue (Yilmaz et al., 2022; Li et al., 2022; Guillet, 2020; Aydin & Ziya, 2008; Kubiak, 1970). From the sales and marketing literature, upselling is a suggestive or persuasive technique to get customers to buy more of what they have already purchased or a superior option than they originally chose (Kamakura, 2008; Schiffman, 2005). In the hotel industry, examples of upselling include selling higher room categories, such as club and suite or rooms with a premium view. In practice, upselling hotel rooms can be done anytime, from the booking stage to the check-in stage and even during the stay period (Guillet, 2020). However, traditionally, most hotel room upsells have taken place at the front desk during the check-in process, where the front-desk executive persuades the guest to upgrade at an additional fee (Adriana et al., 2020). In recent years, however, the evolution of technology and advancement in revenue management systems have led to the widespread adoption of online upselling as a complementary strategy to conventional offline upselling to maximize revenue from premium rooms (Yilmaz et al., 2022; Guillet, 2020). Compared to traditional offline upselling, which is done at the front desk during check-in, online upselling has some unique advantages because it can be offered to guests several days before arrival, which then decreases the last-minute surprise factor associated with offline upsells and increases the likelihood of the guest considering the offer and making advance plans toward it. For the hotel implementing an online upselling technique, demand is somewhat smoothened-out and made more predictable to avoid forced upgrades and increase the revenue per customer (Guillet, 2020). As online upselling becomes popular and widespread due to its advantages, research interest in this area is growing but still limited due to restricted access to available data. Particularly online data for a special type of upselling strategy, where the guests put in bid prices for hotels to accept or reject, as opposed to the ordinary upselling strategy, where the hotels offer premium rooms at discounted rates for guests to accept or reject, is rare. This scarcity of data limits the understanding of guests' bidding behaviour (i.e., number of bids, average bid amount, and timing of bid) and factors influencing hotels' decision to accept or reject an upsell bid. This limitation notwithstanding, the studies conducted so far on online upselling of hotel rooms have demonstrated its strategic importance to revenue performance (Yilmaz et al., 2022; Guillet, 2020), albeit other studies have cautioned about the darker side of upselling in different contexts (Park & Yoon, 2022). In this paper, we are opportune to four-year data on online upselling that is analysed to fill the identified lacuna in the literature. We analysed the data using descriptive statistics and propensity score matching (PSM) techniques to advance the understanding of guests' bidding behaviour and the factors influencing the likelihood of an upsell bid being accepted or rejected. The descriptive results showed that when guests are invited to bid for premium rooms three days before arrival, they can bid as many times as 6 to increase

their chances of winning. The logistic regression from the PSM revealed that upsell bids with Saturday-night stay(s) included and longer lengths of stay are less likely to be accepted. In contrast, bids placed by repeated and long-haul guests have a higher probability of acceptance. The bidding time, the number of bids and the average amount of bids were also associated with higher probabilities of acceptance. The PSM results indicate a significant positive impact of online upselling on room and total revenue, suggesting that the accepted upsell bids are revenue maximizing. These findings enrich the broader literature on behavioural economics in hospitality and, specifically, the understanding and practice of revenue management regarding online upselling.

**Keywords:** online upselling, premium rooms, standby upgrades, bid-for-upgrade, online bidding

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## **Residents' Intentions to Oppose Tourism Based on Their Political Ideology, COVID-19 Perspectives, and Theory of Planned Behaviour Antecedents**

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### **Abstract**

Though the COVID-19 pandemic has become an afterthought for many, we are nowhere near being ‘out of the woods’ just yet. This is especially true given recent reports of new mutations and some countries (e.g., China) relaxing protective measures against the spread of the virus and its variants. As some destinations wrestle with returning to ‘business as usual’ in relaxing mitigation measures against the spread of the virus, perspectives of residents should be considered, especially those living in densely populated cities (Erul et al., 2022). Of course, what can complicate residents’ perceptions of COVID-19 and acceptance levels of incoming tourists are political ideologies. These constructs should be assessed in determining to what degree they may affect both cognitive and conative opposition of tourism. The present paper examines how political ideology (both conservative and liberal) contributes to perceptions of COVID-19, which in turn, explains theory of planned behavior antecedents (e.g., oppositional attitudes about tourism, subjective norms about opposing tourism, and perceived behavioral control regarding opposition)—all of which have the potential to explain residents’ intentions to oppose. Overall, oppositional attitudes about tourism were the strongest predictors of both residents’ passive and active opposition. Managerial implications will be discussed further.

**Keywords:** political ideology, perceived risk of COVID-19, theory of planned behaviour, passive opposition to tourism, active opposition to tourism

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## Test of a Mediated Moderation Model of Workplace Incivility Among Hotel Employees

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### Abstract

In today's hospitality work environment, employees in boundary-spanning positions do emotional labor and suffer from stressors and burnout, which can negatively impact their attitudinal and behavioral outcomes (Karatepe, Hassannia, Karatepe, Constanta, & Rezapouragdam, 2023; Shani, Uriely, Reichel, & Ginsburg, 2014). Such employees are also faced with uncivil behaviors provoked by supervisors, coworkers, and customers (Karatepe, Kim, & Lee, 2019). Many factors such as stressors, dispositional variables, and even experienced incivility may cause uncivil behaviors (Sharma & Mishra, 2021). A study by Haldorai, Kim, Chang, and Li (2020) disclosed that deviant workplace behaviors could be deterred through workplace spirituality and by engaging hospitality employees in more civil behaviors. Leaders who emphasize humanistic ideals could promote the spiritual workplace. Spiritual leadership is associated with the values, attitudes, and behaviors that lead to an intrinsic sense of self-motivation through membership and calling. Based on the above information, we surmise that the presence of a spiritual atmosphere in a workplace would help individuals to control their uncivil behaviors. In addition, a personal resource can enable individuals to reduce job pressures and demands at work. Mindfulness is one these important personal resources that can help individuals to manage pressures in the workplace (Weick & Putnam, 2006). To fill in several critical voids in the workplace incivility literature (Agarwal et al., 2023) and provide useful implications for the minimization of uncivil behaviors instigated by supervisors, coworkers, and customers in the hospitality industry, our paper develops and tests a research model that explores several significant mediating and moderating effects. Specifically, the objectives of our paper are to assess: (a) the effect of spiritual leadership on workplace incivility; (b) workplace spirituality as a mediator between spiritual leadership and workplace incivility; and (c) workplace spirituality as a mediator of the effect of the interaction of spiritual leadership and mindfulness on workplace incivility. Two key theories used to develop said linkages are the conservation of resources (Hobfoll, 1989) and cognitive appraisal theories (Lazarus & Folkman, 1984). Data will be gathered from customer-contact employees in the hotel industry in Northern Cyprus. We will collect data through a time-lagged design and utilize the market variable technique to control the risk of common method variance (Karatepe, Hsieh, & Aboramadan, 2022).

**Keywords:** hotel employees, mindfulness, spiritual leadership, workplace incivility, workplace spirituality

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## A Research on the Mediating Role of Gastronomic Elements in Travel Motivation

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### Abstract

Travel motivation in gastronomic tourism, which is a combination of gastronomic experiences with travel and discovery is affected by physical, behavioral and cultural factors (Dixit, 2019; Saleh et al., 2021). The purpose of the research is to determine the mediating role of gastronomic elements that are effective in the travel motivation of individuals. Primarily, the literature on travel motivation and gastronomic elements was examined in detail for the research. In line with the data obtained, a questionnaire was prepared based on the travel motivation of the individuals, the gastronomic elements that are effective in the destination visit and the fear (neophobia) of the individuals against new tastes. With the help of the questionnaire prepared in accordance with its purpose, the necessary data for the research were obtained from 391 participants by using the convenience sampling method. The data evaluated in the electronic environment were interpreted by tabulating. According to the findings, both travel motivation and thoughts about gastronomic elements differ according to the demographic characteristics of individuals. It has also been determined that there is a significant relationship between travel motivation and gastronomic elements. Within the scope of the research, the effect of neophobia on travel motivation was also investigated.

**Keywords:** tourism, gastronomy, travel, motivation, neophobia

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## The Effects of Sustainable Restaurant Practices on Diner Behavior

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### Abstract

The purpose of this study is to investigate the effects of sustainable restaurant practices on green brand image and sustainability-related diner loyalty by providing a comparative analysis between two major types of restaurants (i.e., full-service and quick-service restaurants). Additionally, the present study examines the moderating role of restaurant type (full-service vs. quick-service restaurants) on the relationships between sustainable restaurant practices, green brand image, and sustainability-related diner loyalty. An online self-administered questionnaire was used to collect the study data. The sustainable restaurant practices were measured using four dimensions, namely (1) food-focused sustainability practices, (2) waste-reduction practices, (3) water- and energy-efficiency practices, and (4) administration-focused sustainability practices. A convenience sample of 656 Turkish restaurant customers were surveyed and a total of 623 useable questionnaires (316 full service and 307 quick service restaurant customers) were analyzed. To analyze the data, partial least squares structural equation modeling (PLS-SEM) was performed. The results indicate that food-focused sustainability practices and administration-focused sustainability practices positively influence green brand image for both full-service and quick-service restaurant customers. It was also found that food-focused sustainability practices, waste-reduction practices, and administration-focused sustainability practices positively influence sustainability-related diner loyalty for full-service restaurant customers. On the other hand, water- and energy-efficiency practices as well as administration-focused sustainability practices were found to have positive effects on sustainability-related diner loyalty for quick-service restaurant customers. The study also reveals two significant results regarding the moderating role of restaurant type. While the positive effect of waste-reduction practices on sustainability-related diner loyalty was found to be stronger for full-service restaurant customers, the positive effect of water- and energy-efficiency practices on sustainability-related diner loyalty was found to be stronger for quick-service restaurant customers.

**Keywords:** sustainable restaurant practices, green brand image, sustainability-related diner loyalty

## **Assessing Performance in Applied Sciences via Machine Learning: Comparing Information Systems and Tourism Students During Educational Disruption**

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### **Abstract**

Educational attainment is one of the main indicators of social sustainability. After two decades of steady increase, there was a significant setback in higher education graduation rates in 2020; the global average fell by %5 when the COVID-19 pandemic enveloped the world. Educational mobility further manifested the pandemic's impact on top educational destinations, such as the US where new international enrolments decreased by 15% for 2020-21 academic year. A major concern for higher education institutions around the globe was the continuity of the quality education during the disruption caused by the pandemic. This concern resulted in rapid changes in instruction and evaluation formats employed by most universities, which mainly comprised of transferring classes to online platforms, as well as utilizing a variety of online assistive tools such as video-calling apps (e.g., Zoom) or test-proctoring software (e.g., Respondus). Even though studies have been accumulating regarding what instructional and evaluative changes transpired around the globe following the pandemic, knowledge is still limited in terms of the scope or details of these changes. Regardless of which types of learning platforms or assistive tools were chosen as anti-COVID measures, the rapid online transition as well as other restrictions imposed on education due to social distancing mandates inarguably created a vexing experience for most, if not all, university courses. Hence, an even more salient gap in current studies is the effectual evaluation of anti-COVID measures universities took to combat pandemic's adverse effects on education. In this regard, this paper presents a unique study conducted to assess the effectiveness of anti-COVID measures using statistical learning that is machine learning. By analyzing data from two practice-oriented departments – Tourism & Hotel Management and Information Systems & Technologies – this study also makes a case for the utility of machine learning techniques in applied education.

**Keywords:** machine learning, applied education, tourism, information systems



# The Emergence of Metaverse in Tourism Literature: A Mixed Content Analysis

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## Abstract

Metaverse was coined by Neal Stephenson in his sci-fi novel *Snow Crash* in 1992 (Akour et al., 2022; Bayram, 2022; Bibri, 2022; Damar, 2021; Diaz et al., 2020; Buhalis et al., 2022) but it was not until 2021 that gained broad popularity, following Marc Zuckerberg's announcement about the rebranding of Facebook to Meta (Allam et al., 2022; Dhelim et al., 2022; Gursoy et al., 2022). Although the definition of the term remains unclear up to date (Oh et al., 2023; Bibri, 2022; Kim, 2021), the concept of metaverse is expected to significantly benefit the tourism industry (Gursoy et al., 2022). The current study aims to shed light in the definition and the anticipated usefulness of metaverse for the tourism industry, since the phenomenon is still in its infancy (Buhalis & Karatay, 2022; Dwivedi et al., 2022a). To this end, mixed content analysis was selected as an appropriate method (Schram, 2014; Mehmetoglu, 2004). Web of Science, Google Scholar and Research Gate were scanned using the keywords combinations: tourism AND metaverse, hospitality AND metaverse and travel AND metaverse, which resulted in an initial volume of 202 articles. 4 inclusion criteria were set by the authors: articles should i) be written in English, ii) be peer-reviewed, iii) be relevant to tourism industry and iv) provide a definition of metaverse. After several screenings from the authors, a critical sum of 41 articles were inserted into NVivo 14 (release 1.7.1) for analysis. The study took place from September to December 2022 and the results strongly indicate the characterization of metaverse as a virtual world parallel to the physical one, confirming the research of Chen et al. (2022) and Weinberger (2022). The term virtual dominates the tourism literature with 7.949 counts, along with the term 3D, in line with Narin (2021) research. The terms reality, real and physical are included in the 15 most frequent words, with 6.852 counts accumulatively, highlighting scholars' belief that interconnection of metaverse with the real world is the key to enhanced trust regarding accommodation or destination selection and value co-creation, consistent to Buhalis et al. (2022) and Koo et al. (2022) viewpoints. This, also, enhances tourists experience, consistent to Suanpang et al. (2022). Metaverse cannot exist without the support of particular technologies, such as AR (Dwivedi et al., 2022a), VR (Koo et al., 2022), MR (Bibri, 2022), AI (Bibri & Allam, 2022), AmI (Buhalis & Karatay, 2022), IoT (Ning et al., 2021), Blockchain (Al-Ghaili et al., 2022; Yang et al., 2022), 5G-6G (Bibri, 2022; Chen et al., 2022) and Digital Twins (Allam et al., 2022). Nevertheless, mass adoption is yet to come (Fattal, 2022; Akour et al., 2022), mainly due to technology lacking behind and privacy concerns (Allam et al., 2022; Dwivedi et al., 2022a). From a more technical perspective, metaverse is characterized as the evolution of the internet from 46% of the articles (n=19). Finally, the current study leans toward Filimonau et al., (2022) and Dwivedi et al. (2022b) viewpoints about radical changes in consumer patterns and behaviors within the metaverse.

**Keywords:** Metaverse, NVivo, content analysis, tourism

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## Personality Types and Travel Risk Perceptions During a Health Crisis: The COVID-19 Case

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### Abstract

Psychological literature emphasizes that people with different personalities develop different perceptions, attitudes, intentions, and behaviors. However, little research has investigated the relationship between personality types and travel intention during a major global health crisis. The intention to travel or cancel trips during the COVID-19 pandemic can be related to the perception of the health risks of traveling, which may vary from one personality type to another. Different individuals may be willing to take risks to travel after a global sanitary crisis that is not over yet. Drawing upon the NEO revised inventory scale (NEO-AC), this study has measured the impact of different personality types on travel intention. The study has adopted a survey with 419 respondents collected after the first lockdown and two weeks before the EU countries re-open to travel and tourism in 2020. The results reveal that conscientiousness, neuroticism, and normlessness have a significant relationship with perceived susceptibility to risk, which mediates the effect of personality types and impacts travel risk perceptions. Extraversion has a direct and significant negative effect on perceived risk. This is the first study that assesses the implications of personality types on susceptibility to risk and travel risk perception.

**Keywords:** personality types, travel intention, COVID-19

## **Analysis of Reviews of Michelin Star Fine Dining Restaurants in TripAdvisor in Terms of Sustainability of Quality: The Case of Turkiye**

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### **Abstract**

Online reviews, which are the foundation of electronic word-of-mouth marketing, allow consumers to share their restaurant experiences with large audiences anonymously, and instantly, making the purchasing decision more effective. Furthermore, another benefit provided by online reviews to businesses is the identification of criteria for maintaining satisfaction-related quality. This aspect is particularly important for fine-dining restaurants that differentiate themselves from other establishments in terms of the services and quality they offer. The fact that fine-dining restaurants in Turkey received Michelin stars in 2022 according to Michelin evaluation criteria, along with limited research in this area, has influenced the research idea. Accordingly, the aim of the research is to evaluate the TripAdvisor reviews of fine-dining restaurants in Turkey that have Michelin stars in terms of maintaining quality. Within the scope of this research, a total of 2,219 online reviews in Turkish and English from TripAdvisor for four one-star and one two-star fine-dining restaurants in Istanbul as of 2022 were analyzed using the netnography approach and content analysis method as part of a qualitative research methodology. The analyzed reviews, which were examined in terms of the sustainability of quality, were categorized under eight themes and forty six sub-themes, including sensory value, social value, economic value, food and beverage quality, service quality, ambiance quality, menu quality, and unique value. The research findings indicate that customers of Michelin-starred restaurants prioritize service quality, food and beverage, and ambiance. Within these three themes, taste, attentiveness of the service staff, and the appearance of the restaurants were emphasized the most, suggesting that businesses should attach importance to these criteria. Additionally, it was noted that the inclusion of elements such as modernized Turkish cuisine, creativity, and boutique Turkish wines in the menus of Michelin-starred restaurants was positively received by customers, who described their visits to these restaurants as unforgettable experiences. Considering the findings, it was determined that these elements are important factors that businesses should consider in order to maintain and strive for a Michelin star. The research results contribute to determining the criteria that should be considered for satisfaction and the sustainability of quality in Michelin-starred or Michelin-eligible restaurants.

**Keywords:** Michelin Star, fine dining, TripAdvisor, quality, netnography, Turkiye

## **A Natural Observation Technique Investigation of Over-Tourism in Topkapı Palace**

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### **Abstract**

The excessive density that occurs in historical places, which are part of cultural richness and where artifacts belonging to ancient cultures are exhibited, poses a danger in terms of transferring the structures to future generations. Topkapı Palace, a favorite structure of Istanbul's attractiveness elements, is also subjected to intense demands from local and foreign visitors at all times. In this context, the aim of the study is to determine the effects and possible problems of the excessive density experienced in Topkapı Palace. For this purpose, the natural (non-participant) observation method was used in the collection of research data. In order to observe the problems experienced in the region in the research, an observation form consisting of 3 items was created with the opinions of experts and the evaluations of the authors, and it was applied as a pilot study in Topkapı Palace between 06-12 June 2022. After the pilot study, 4 items were added to the observation form. Observations were made between 08-15 July 2022, taking into account the time when the density could be highest. According to the findings of the research, it has been determined that while it is seen that the density has some positive effects as well as negative effects on the visitors, it mostly has negative effects on the professional tourist guides. However, it was observed that tour groups mixed with each other at the entrance of the museum, there were illegal entries and the workload of the employees increased. In addition, it is among the findings that the visitors cannot examine the works in detail due to the density in the Sacred Relics section of the museum, foreign visitors pay more attention to the museum rules than local visitors and guide narrations are cut short or interrupted due to the crowd.

**Keywords:** Topkapı Palace, over tourism, qualitative research, natural observation

## **The Mediating Effect of Event Experiences on the Relationship Between Involvement and Life Satisfaction**

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### **Abstract**

Festivals are cultural events that positively contribute to individuals' life satisfaction. Film festivals are among the events that have attracted the attention of researchers in the field of event management in recent years. According to the literature, participants in film festivals gain benefits that will increase life satisfaction or well-being. Especially for individuals interested in cinema and film, film festivals are essential attractions that increase subjective well-being. Based on the experiential approach, experience is the core product of an event organization. Thus, the experience can be considered the determining factor in obtaining the desired outputs from the event. In this regard, the film festival experiences can increase the life satisfaction of individuals involved in cinema. Thus, this study aimed to test the mediating role of the film festival experience in the relationship between film involvement and life satisfaction within the scope of the Festival on Wheels (Gezici Festival). The Festival on Wheels, organized by the Ankara Film Association, is a film festival held throughout Anatolia to showcase films of international cinema in various Turkish locations since 1995. The study collected data from face-to-face and online survey techniques in Ankara, Sinop, and Kastamonu cities during the 26th Festival on Wheels in 2021. Besides the face-to-face survey by applying one of the researchers, the festival organizers shared the survey link on the festival's official Facebook and Instagram pages. Online questionnaires constitute 72% of the total number of surveys. Participants are locals, and the total number of participants is unknown. 130 questionnaires were obtained using 37 face-to-face (Sinop) and 93 online (Kastamonu and Ankara) questionnaire techniques. According to the findings, event experiences have a full mediating role in the relationship between involvement and life satisfaction. Moreover, the study supports the literature that explains the experience in education, escape, and entertainment dimensions. Also, the findings indicate that small-scale local events increase the life satisfaction of the audience which are both participants and residents. The study results provide theoretical and practical implications for the effects of festivals on participants' life satisfaction. Also, it offers a case study of a local and small-scale film festival. In this vein, the study contributes to the literature on local event management in the context of social sustainability.

**Keywords:** life satisfaction, subjective well-being, involvement, experience, film festivals

# The Impact of Outbound Tourism Demand and Macroeconomic Indicators on Life Satisfaction in Türkiye

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## Abstract

The concept of life satisfaction refers to the assessment of an individual's general degree of pleasure in their life. Tourist behavior literature indicates that participating in tourism positively affects individuals' life satisfaction. However, the effects of participation in tourism on life satisfaction on a macro scale have been relatively less studied. Thus, this study aims to investigate the effects of outbound tourism demand and macroeconomic indicators on life satisfaction in Türkiye. For this purpose, life satisfaction, outbound tourism demand, per capita national income and real exchange rate data for 1995-2019 are used. The life satisfaction dataset was obtained from the World Happiness Report published by the Sustainable Development Solutions Network. This data set was created according to the subjective well-being approach, frequently used in the tourism literature. In addition, World Bank Statistics was used for data on outbound tourism demand, and per capita national and real exchange rates were obtained from the Central Bank of the Republic of Türkiye. In the analysis, relationships between variables were examined using the Autoregressive Distributed Lag Bound Test method. This method helps to explore the long- and short-run effects of explanatory variables on life satisfaction. The analysis results revealed that outbound tourism demand and macroeconomic indicators have a significant effect on life satisfaction in the long run. In the long run, a 1% increase in outbound tourism demand, per capita national income and real exchange rate increases life satisfaction by 0.11%, 0.28% and 0.58%, respectively. In the short run, outbound tourism demand and reel exchange rate have positive effect, while per capita reel income has a negative effect. The study's results provide new insights by offering a macroeconomic perspective on the relationship between tourism and life satisfaction.

**Keywords:** life satisfaction, outbound tourism demand, per capita national income, real exchange rate



## Gastronomy and Music: A Bibliometric Analysis

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### Abstract

In this research, published works (articles etc.) related to gastronomy and music were examined within the scope of bibliometric analysis method. In the international literature, 630 studies published between 1984 and 2022, in which gastronomy and music are used together, were included in the review. The data used in the bibliometric analysis were examined on 24.01.2023 to present a summary view to the Web of Science database by using the limitation of title, abstract and keywords. The data of the study were obtained from Web of Science, one of the biographical databases belonging to Elsevier. The Web of Science database is among the most important platforms in the world in terms of citation and analytical information presentation. Bibliometric analysis of data; publication year, authors, institutions, countries, and keywords parameters. The terms music and gastronomy or music and food or music and beverage were chosen as keywords of search in the study. The selected keywords were searched in the database using the limitation of title, abstract, and keywords. As a result of the screening, 630 studies published between 1984-2022 were included in the evaluation. The population of the study consists of published studies that use gastronomy, food, beverage, and music topics in databases covering international literature. The sample consists of the studies that are accessed by typing the keywords music, food, gastronomy and beverage into the title, summary, and keywords field in the Web of Science database. The data were transferred to the VOSviewer bibliographic analysis program and co-authorship, and co-existence analyzes were performed. The program can be used to create a network of scientific journals, scientific publication networks, researchers, countries, research institutions, keywords, or terms. In addition, while the United States and England are seen as prominent countries, it has been determined that Turkey is in the 13th place with 17 studies. In studies, music, food, and culture are the most used keywords. In the context of publication and citation relationship, the author with the highest link strength is Spence C. From the findings obtained as a result of the bibliographic analysis carried out, the development of studies in international literature on gastronomy and music was evaluated, and it was tried to shed light on future studies.

**Keywords:** gastronomy, music, food, beverage, bibliometric analysis

## Reducing Job Stress and Turnover in Hospitality

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### Abstract

The problem of turnover in hospitality is costly to industry. The purpose of this pilot program: to reduce job stress and turnover. The key theories examined were self-determination theory and symbolic frame organizational culture theory. The study purpose was to evaluate if a pilot program introducing mindful micro-practices would reduce job stress and turnover. Seven restaurants participated; general managers were trained on mindful micro-practices they introduced to their teams during pre-shifts/post-shifts. This mixed methods study included general manager interviews plus a team member pre-survey/post-survey. Two findings: item means were calculated for each survey item; and every item moved in a positive direction for the company, and increased observations of employees working to reduce stress at work were reported. Implementation and evaluation plan for all locations was recommended. Implications: mindful micro-practices may serve to retain existing team members by reducing job stress.

**Keywords:** job stress, turnover, mindfulness

## **Investigation of Intention to Adventure Behavior Towards Wingsuit Activities Using Extended Reasoned Action Theory: Moderated Effect of Ambiguity of Death**

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### **Abstract**

One of the main drivers of the growing demand for adventure tourism is the tourist turn to natural and cultural experiences. Therefore, adventure tourism provides destinations with ecological, cultural, and economic benefits. Adventure tourism includes professional skiing, wave surfing, kiteboarding, Wingsuit, etc. It includes activities evaluated according to skill and courage. Adventure tourism and recreation include high-risk and high-skill extreme activities such as wingsuits. Adventure tourism is tourism that includes any activity or adventure. It is hazardous or requires extensive planning. In some cases, it can cause loss of health and life. Activities such as base jumping and Wingsuit can be given as examples of such activities and are considered one of the most dangerous sports/adventure tourism activities worldwide. Wingsuit, which is one of the adventure tourism activities, is also an extreme sports activity. The expertise required to use a Wingsuit effectively is much higher than in other types of extreme sports. Participation in extreme sports has developed rapidly in recent years. As a result, research on extreme sports has also increased. However, when the literature is examined, no research on adventure behavior intention based on the theory of reasoned action (TRA) was found. In addition, studies examining the moderator effect of variables such as death anxiety in the context of extreme sports samples were not found in the literature review. Therefore, it can be said that the research is original. This research aims to examine the adventure behavior intention towards wingsuit activity of individuals who have done activities expressed as airborne adventure tourism or adventure recreation (e.g., hang gliding, paragliding, Wingsuit, base jumping, etc.) with extended reasoned action theory. First, the effect of belief in luck and fatalism views on the participants' attitudes toward the wingsuit activity was examined. In addition, the effects of individuals' attitudes and subjective norms on their intention to perform adventure behavior were examined. In addition, the moderator effect of the ambiguity of the episode between fatalism, belief in luck, and attitude was evaluated. The research population consists of people over the age of 18 who perform at least one of the airborne adventure recreation activities (Paragliding, balloon, bungee jumping, skydiving, Wingsuit, base jumping, zipline, hang gliding, gliding (sailplaning) and grasshopper plane). There is no statistical data in the literature regarding the people who perform these activities. In addition, since it was impossible to reach the whole population in terms of time and cost, the data collection process was carried out using sampling methods. Since there are criteria, such as participating in

an air-based adventure recreation activity and being over the age of 18 (Marshall & Rossman, 2014) for the people who will participate in the research, the criterion sampling method, which is one of the non-probability-based purposeful sampling methods, was preferred. In this context, 235 online participants were reached through the Amazon MTurk database. A questionnaire form was used as a data collection tool. Three items to measure subjective norm (Ajzen, 2002), six items to measure risk-taking attitude (Lee & Tseng, 2015), three items to measure fatalism, and eleven items to measure belief in luck (Dağ, 2002) to measure the ambiguity of death ten items (Sarıkaya & Baloglu, 2016) and three items (Han, Hsu, & Lee, 2019) were adapted to measure intention to adventure behavior. The scales were directed to the participants as a 5-point Likert type (strongly disagree-strongly agree). Because the research model can be analyzed in two stages, measurement and structural model, it gives an idea about the structure of the scales (reflective-formative) (Gudergan et al., 2008). Finally, it explains the method (partial least squares-covariance based) that should be used in the analysis phase (Wong, 2013) SmartPLS program was used. PLS-SEM was used because the scales were reflective. Measurement model assessment ( $\alpha$ ,  $\rho_a$ ,  $\rho_c$ , AVE, cross-loadings), structural model assessment ( $R^2$ ,  $f^2$ , PLSPredict, IPMA), and structural equation model were performed. Path analysis results indicate that BLuck, and fatalism have a positive effect on risk-taking attitude. Thus, H1a ve H1b hypotheses are supported. RTAtt has a positive effect on the intention to adventure behavior. So, the H2a hypothesis is supported. However, SNorm has not a positive effect on the intention to adventure behavior. So, the H2b hypothesis is not supported. The ambiguity of death moderates the relationship between belief in luck and a risk-taking attitude. This relationship is weaker for people with a firm belief in luck than for people with a common belief in luck. In this context, the H3a hypothesis was supported. On the other hand, the ambiguity of death hasn't moderated the relationship between fatalism and risk-taking attitude. So, the H3b hypothesis was not supported.

**Keywords:** wingsuit, theory of reasoned action, belief in luck, fatalism, ambiguity of death

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## **The Effects of the Motivation of Seeking Diversity in Street Foods on Satisfaction: The Case of İstanbul**

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### **Abstract**

In present study, the impact of hedonic (Kim vd., 2021; Hiamey vd., 2015; Mathye ve Maliwichi, 2015; Yusuf, 2017), utilitarian (Crowley vd., 1992; Lin vd., 2012; Yoshida vd., 2013; Hill vd., 2016), social (de Charms ve Muir, 1978; Tauber, 1972; Santich, 2004; Tikkanen, 2007) and diversity-seeking motivations (Kim vd., 2021; Zifferblatt vd., 1980; Pliner, 1982; Quan ve Wang, 2004) on satisfaction with street food products, which are one of the gastronomic tourism products, was investigated. Data was collected through purposive sampling technique, which is one of the non-probability sampling techniques, using a survey method. The sample consisted of individuals who visited Istanbul and stayed at least one night and consumed Istanbul street food. A total of 439 people participated in the study, and 416 usable data were analyzed. The collected data was obtained through face-to-face interviews and electronically generated surveys. In line with the aim of the study, a measurement tool was created by adapting scales from various sources such as Kargiglioğlu (2019), Di Matteo (2020), Hani (2019), Van Trijp and Steenkamp (1992), Gupta and Duggal (2020) and Ab Karim et al. (2011). To determine the appropriate analysis methods for the data obtained from the survey, kurtosis and skewness values were first examined. Frequency tables were created to obtain the frequency distributions of the variables being studied. Factor analysis was applied to combine related variables and to create a smaller number of meaningful new variables or to explain the relationships between factors and indicators. Validity and reliability test were conducted. Following the factor analysis tests of the scales, independent sample t-tests and One Way Anova were performed to determine if there were significant differences in the responses provided by the participants. In addition, correlation and regression analyses were conducted to test the relationships between the variables included in the study. As a result of the conducted analysis, it was observed that the ratio of male and female participants was very close to each other, with married and 41-50 age group participants being the most frequent, while participants aged 51 and above had the lowest frequency. Additionally, it was found that single participants were more inclined to seek variety compared to married participants. There was also a significant difference in terms of food authenticity seeking and adapting to food changes between participants with monthly individual income between 0-4253 TL and 4254-5000 TL and participants with monthly individual income between 6001-7000 TL. This result indicates that as income level increases, individuals' need for food variety and change also increases, and they try to meet these needs through street flavors. The participants made a total of 1818 markings regarding their preference for Istanbul street flavors that they frequently consume, and it was found that the majority of these markings (%17.5) were related to snacks, which is supportive of Aşık Akşit's (2019) study. Following snacks, the options were seafood (%16.6), "main dishes" (%13), garnishes (%11.2), offal (%10.8), "pastries" (%10), desserts (%9.9), beverages (%6.6), and unprocessed fruits and vegetables (%4.4). Regarding the participants' motivations for consuming Istanbul street flavors, a total of 922 markings were made, and the majority of these markings were related to flavor (%24.5), which is supportive of Perez-Villarreal et al.'s (2020) study. Flavor was followed

by the motivation of getting together with friends and having fun (%20.3), which is supportive of Bayram's (2020) study. The motivation for diversity (%19.8), which ranked third, was supported by Lenglet and Giannelloni's (2016) study, while the motivations for saving time (%18.9) and price (%15.5) were supported by İrigüler and Öztürk's (2016) study. Furthermore, it was observed that the participants' satisfaction with Istanbul street flavors was relatively high (3.50), and there was a weak positive relationship ( $r=.451$ ;  $p<0.01$ ) between satisfaction and the variable of diversity-seeking. This suggests that the variety of Istanbul street flavors may not be entirely sufficient in ensuring consumer satisfaction. For researchers planning similar studies, it can be suggested to conduct studies on diversity-seeking motivation and satisfaction related to street food in rural areas outside of densely populated metropolises such as Ankara and Istanbul, to compare two or more destinations in terms of diversity-seeking motivation and satisfaction related to street food, to conduct studies on diversity of unique street food varieties in regions and cities and their place and importance in gastronomy tourism movement, to determine the impact of diversity-seeking motivation on sustainable tourism, and to conduct studies on the effects of diversity-seeking motivation on visitation or repeat visitation. It is also recommended to conduct studies targeting foreign consumers in addition to local consumers.

**Keywords:** diversity seeking motivation, satisfaction, street delicacies

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## **A Recommendation for a Rubric to Be Used in Evaluating Student Performance in Gastronomy and Culinary Arts Practical Courses**

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### **Abstract**

In this study, a proposal for a rubric that can be utilized in applied courses in departments of gastronomy and culinary arts in Turkey where the structure is more practice-oriented is offered. Rubric, which is a performance-based measurement approach, provides a scoring system that allows for a succession of evaluations as opposed to a single score. It provides a chance for continuous observation that can assist assessment methods such as midterm and final exams, which measure the academic performance of students using a results-oriented methodology. In Turkey, gastronomy and culinary arts departments are relatively new. Similar to Turkey, there is virtually no higher education academic structure in this discipline around the globe. Students in the gastronomy and culinary arts departments of Turkey require a one-of-a-kind weekly evaluation system for their individual and group work. No rubric model previously employed in the realm of gastronomy and culinary arts was discovered during the document analysis conducted as part of this study. In the study, it is advised that students' weekly, monthly, and semester-long performance evaluations should be reviewed objectively using a rubric. The purpose of this strategy, which is believed to increase pupils' academic success, is to enhance their learning processes.

**Keywords:** rubric in gastronomy education, gastronomy and rubric, rubric, gastronomy



## A Recreation Restriction: Being a Woman

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### Abstract

Unlike biological sex, which refers to the anatomical features that individuals are born with, gender is a cultural construction dominated by the roles that society imposes on men and women. In summary, gender refers to a social structure, while biological sex refers to a physical structure. Gender can change according to culture, time, and family structure, while biological sex remains constant (Else-Quest & Hyde, 2018). Gender roles are generally learned and transmitted through social learning in the cultural system in which the individual is born. In addition, individuals who do not comply with gender roles may be reacted to by society, which can lead to classical and operant conditioning, resulting in the adoption of gender roles (Ormrod, 2012). Individuals born as male or female, along with the socialization process, learn to be a girl or a boy within the scope of the roles expected by the society regarding genders, and group various activities, games, objects, personality traits, and occupations as “masculine” or “feminine” (Dökmen, 2004). The phenomenon of gender inequality, which appears as a factor causing inequality in individuals’ social lives, is also considered a limiting factor in the context of recreation (Culp, 1998; Giuliano et al., 2000; Shinew et al., 2004; Burdette & Whitaker, 2005; Akkaya & Kaplan, 2014; Ron & Nimrod, 2018). These limitations are based on gender roles and stereotypes. Gender roles are one of the factors that affect women’s and men’s ideas and attitudes towards participating in recreational activities. Therefore, especially women may benefit less from recreational opportunities and may perceive their performance as inadequate (Çavdar & Yıldız, 2020). Similarly, women can encounter many obstacles when participating in tourism activities. Despite articles concluding that women make most of the tourist purchasing decisions (Fodness, 1992; Mottiar & Quinn, 2004), it is known that women face challenges when participating in tourism activities due to factors such as gender role expectations, sociocultural norms, economic factors, and concerns about physical safety (Wilson & Little, 2008; Korkmaz et al., 2019). Moreover, women have less leisure time compared to men due to society’s expectations that they take care of home and childcare responsibilities and be less visible in social life (Thrane, 2000). The fact that the society generally welcomes women’s participation in domestic recreational activities is effective in directing their leisure habits. Furthermore, attributing a masculine quality to many recreational activities, such as adventure sports, strength training, football, and billiards, and a feminine quality to activities such as pilates, yoga, knitting, and hospitality may also limit women’s freedom of choice in leisure activities. Because the internalization of gender roles by girls, which cause inequality between the sexes from childhood, causes them to exhibit similar behavior patterns in adulthood. Therefore, gender roles appear as a constraint that affects the level of participation in recreational activities and activity preference, regardless of age. In this regard, the reflections of women’s gender roles on their level of participation and activity preference in recreational activities will be examined through a basic qualitative research design in the conducted study. A semi-structured interview form will be used as the data collection tool. Descriptive analysis will be used as the data analysis method. As the study is designed qualitatively, possible outcomes of the study will be obtained at the end of the study.

**Keywords:** gender, women, recreation, recreation restrictors

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## The Effect of Tourist Guides Gastronomy Knowledge on Local Food Consumption of South Korean Tourists

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### Abstract

Local food consumption can have two different effects on tourists. One of these effects; while local food is seen as a different taste and tourist attraction for tourists (Cohen, 1972; Cohen & Avieli, 2004; Kim & Eves, 2012; Lin et al., 2020), the other effect is; It is the situation where people do not prefer local food consumption in countries with a different food culture (Cohen & Avieli, 2004; Lin et al., 2020). The gastronomic knowledge of the tourist guide has often been an important factor that ensures the tourist's local food consumption (Kivela & Crotts, 2006; Park et al., 2021). Therefore, this research was prepared to determine the effect of tourist guides' gastronomic knowledge on the local food consumption of South Korean tourists. The research will be applied to South Korean tourists visiting the Cappadocia Region with tour guide. Since it is difficult to reach every member of the universe, the sampling method will be used. Simple random sampling method will be used in the research. Questionnaire technique, one of the quantitative research methods, will be used in the research. The gastronomic knowledge of tourist guides will be measured with 5 items, adapted from the study of İrigüler and Güler (2018). The local food consumption scale, on the other hand, consists of 6 items and was adapted from the study of Shi et al (2022) in accordance with the purpose of the research. After descriptive analysis of the data, the structural equating model will be used to determine the relationship pattern. The research will draw attention to the importance of specialization in tourist guiding and gastronomy guiding activities. It is thought that this research will contribute to the importance of gastronomy knowledge in the tourist guiding profession and to bring the regional cuisine to tourism.

**Keywords:** tour guide, gastronomy knowledge, local food consumption

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## Is Tourism Demand Spatially Related to Economic Growth in Türkiye?

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### Abstract

Tourism has been considered a driver for local economies, as well as national economies. With the support of tourism revenues and tourist flows, the multiplier effects and the externalities generated by tourism spill across neighboring areas. The previous studies on the impacts of tourism development on economic growth mostly used traditional linear methods, in which the dependent variable is assumed to be a linear function of location and state. However, ignoring spatial autocorrelation or heterogeneity may mislead results. Thus, analysis with spatial references, provincial comparisons in our case, necessitates employing spatial methods. This study aims to analyze the spatial contribution of tourism demand on economic growth in Türkiye's 81 provinces to reveal the geographical relations. The research covers the 2004-2021 period, using natural logarithms of annual data on domestic and foreign tourist overnights in accommodation establishments and the gross value-added index. The Moran's I coefficient approved a spatial correlation. Therefore, geographically weighted regression (GWR) analysis, a local form of classical regression used to model spatially dependent data, was used. This method estimates separate regression equations for each area according to the coordinates of the data so that the effects in the model for each region are determined. The maps of periodic GWR results indicate tourism has limited economic contribution to well-known tourist destinations, and seasonality reduces coastal provinces' economic benefits. The highest economic contribution of domestic visitors concentrates in the Marmara region, followed by the Aegean and Mediterranean regions. Foreign visitors' contribution is less than that of domestic visitors and has a medium concentration in the Aegean and Mediterranean regions. The study findings and the maps can be used as a guide for planners and decision-makers, investors, tourism enterprises, and local administrations.

**Keywords:** tourism demand, gross value added, spatial analysis, geographically weighted regression, Moran's I, Türkiye, economic growth

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## **Exploring Social Responsibility in the Context of Culinary Arts and Gastronomy Education: The Views of Lecturers**

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### **Abstract**

In today's hospitality industry, especially focusing on the industries catering part, such as restaurants, hotels and contact catering, it is possible to observe a lot of sustainability issues, especially food waste. Today's hospitality literature can be evidence that this topic has been actively worked on by many scholars. However, there is a lack of evidence and literature when observing educational facilities that are grooming future employees for hospitality companies and establishments such as catering schools, universities and colleges. The reason why this research is deemed necessary is the gaps in the international literature on Social Responsibility (SR). One of these gaps is the shortcomings in terms of who the stakeholders that universities consider themselves responsible are and what kind of SR activities they carry out with this sense of responsibility. What kind of expectations universities have due to SR activities is another area that remains unclear. Food waste in universities, especially in tourism faculties, is an important issue. One of the issues that need to be investigated is to reveal the SR activities of these faculties. These deficiencies, noticed by the researcher, were found worthy of research and it was decided to investigate these deficiencies. This research has focused on identifying the amount of food waste created in the kitchen environment of universities and also observing the level of attention the administrative body takes account into these issues. The study used a qualitative approach (e.g., Alipour et al., 2020; Rezapouraghdam et al., 2018) to identify and evaluate the industries SR activities. The authors interviewed 11 lecturers in North Cyprus. The outcomes stated that there is a need for more emphasis on SR and food waste in the education industry of hospitality. The findings have significant results, the interviews showcased that there is a lack of communication between staff regarding information sharing and many participants stated that the lack of availability of goods and also lack of stability of the currency the country using is an issue on their SR strategies. There were also good recommendations from lecturers regarding tackling food waste such as creating a separate garden to grow certain products for the lectures and selling some of the food made by students to students in the faculty for reasonable prices which can be less than market standard.

**Keywords:** CSR, food waste, chef lecturer, gastronomy, sustainability, university

# Muslim Women's Border Learning Experience in the Tourism Sector: A Case Study of Tourism Management Programs

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## Abstract

Gender equality is an important part of United Nations's 2030 Sustainable Development Goals. Increasing the women participant in tourism sector is to great extent related to the quality of the gendered experiences of female students in learning spaces. Although the oppressions of women employees and entrepreneurs in the tourism sector have garnered much attention in the literature, the gendered experience of women interns has received less consideration. Therefore, this study employs the border learning theory to understand the Muslim women's internship experience and extends the border learning spaces to internship space in tourism sector. Blurring or demolishing of the borders between the university and the tourism industry foster the student's motivation towards the job in the sector. Our paper is designed to provide added value by critically examining the female students' reflections about their experience in the vocational settings (in this case, tourism ventures) from the perspectives of the country's cultural (patriarchality, agency, and structure) and socio-economic (governance and social policy). Therefore, we conducted 18 semi-structured interviews with the alumni (who recently graduated) and the students who are still studying tourism-related degree programs at Van Yuzuncu Yil University. Ten of them are scarf-wearing students. In total, we interviewed 18 women who were either graduates or final-year students. We performed a thematic analysis of the interviews. The participant observation data were used to verify some of the themes. The following part has briefly addressed both the conceptual framework and the contextual framework. This section has been followed by the preliminary findings of the research and has been finalized with a conclusion. The findings revealed that the scarf-wearing students were subjected to some oppressions (e.g. segregation, job diversification, disempowerment) and were preoccupied with forced-diversification in the work-placement experience. Although their agency was enhanced by formal educational possibilities, their wellbeing and motivations towards the tourism career was diminished by their daily practices. As for the practical implications, raised concerns need to be addressed by the university, Non-Governmental Organisations and the sector.

**Keywords:** internship, Muslim women, border learning, critical pedagogy, tourism education

## Evaluation of Regional Ethnocentrism and Local Cuisine Awareness in Point of Sustainable Tourism

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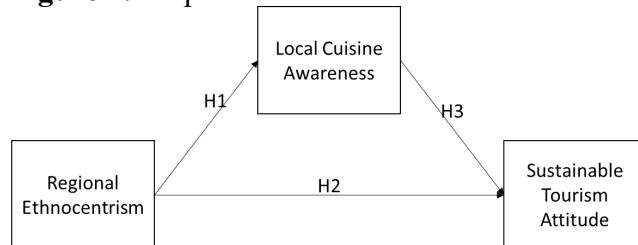
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### Abstract

There are many socio-cultural, psychological, economic, demographic and personal factors that affect consumer behavior. In recent years, research on the effect of ethnocentrism on consumer behavior has become increasingly widespread. The concept of ethnocentrism, which is discussed in many ways, is discussed with consumer ethnocentrism in the field of marketing, it is expressed as a concept that provides individuals with a sense of identity, belonging to a group, and understanding of what kind of buying behavior is acceptable for the group. Consumers show an ethnocentric consumption behavior by choosing the products and brands of the country they belong to in their product preferences. It is noteworthy that ethnocentrism is effective not only in domestic and foreign product preference, but also in regional products, and the concept of regional ethnocentrism has emerged (Fernandez-Ferrin & Bande-Vilela, 2013). On the other hand, it is very important for consumers to be aware of whether a product is domestic or regional. It is known that product/brand awareness is effective on factors such as consumers' product or brand preferences, formation of brand value, brand loyalty and brand image (Aaker, 1991). From this point of view, local products, which has been one of the main subjects of sustainable cultural studies in recent years, are thought to be one of the important subjects worth investigating in the field of regional ethnocentrism. It can be said that one of the product categories within the scope of local products is local foods. In particular, attitudes towards local foods, which are of great importance in terms of sustainable culture, differ in terms of generations (Işık & Bilgili, 2021). It has been determined that the attitudes of the individuals in the previous generation towards local foods are more positive than the next generation. One of the reasons for this situation is the high level of awareness of the previous generation towards local foods. Based on all these, it is of critical importance to ensure the sustainability of local foods when they are considered as a cultural product. On the other hand, it is possible to consider local foods, which are also considered as a tourism product, within the scope of sustainable tourism (Avcıkurt, 2003). Therefore, it has been predicted that awareness of local foods and regional ethnocentrism may have an impact on consumer attitudes towards the sustainability of local foods in the future. Based on the literature, hypotheses have been developed that regional ethnocentrism is effective on awareness of local cuisine and that regional ethnocentrism has a mediating effect on attitudes towards the sustainability of local cuisine in point of sustainable tourism. From this point of view, the following research model (Figure 1) was created within the scope of the research. In this study were used both qualitative and quantitative research techniques. In-depth interview method was used to determine the local foods to be included in the research survey. 5 of the prominent local foods were determined. Consumer Ethnocentric Tendencies Scale (CETSCALE) (Sharma, Shimp & Shin, 1995); brand awareness scale (Aaker, 1991); scale of attitude towards sustainable tourism (Lee & Aaker 2004; Vida, Dmitrovic & Obadia, 2008) were created using questionnaires. The population of the research consists of consumers over the age of 18 living in Kocaeli and Kocaeli's local foods. The research sample was determined as five local foods and 400 consumers. The data obtained from the research

questionnaire were analyzed and interpreted in order to determine the effects between the research variables. In line with the results obtained from the analyzes, strategy suggestions were presented within the framework of regional ethnocentrism and local cuisine awareness to be used in the development of local cuisine as a sustainable tourism tool.

**Figure 1. Proposed Model**



- H1: Regional ethnocentrism has an impact on sustainable local cuisine awareness.
- H2: Regional ethnocentrism is effective on sustainable tourism attitude.
- H3: Local cuisine awareness has a mediating effect on the impact of regional ethnocentrism on sustainable tourism attitude.

**Keywords:** local cuisine awareness, sustainable tourism, regional ethnocentrism

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## Using Social Network Analysis to Identify Food Influencers: A Case Study of Alsancak, Izmir

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### Abstract

In labor-intensive tourism industry, tourism products are intangible and these products cannot be evaluated before consumption when compared to other retail products. In that context, the consumer purchasing process contain a high degree of uncertainty and tourism products are perceived as high risk products by consumers. Because of these reasons, online platforms are seen as an important tool for helping to reduce uncertainty and perceived risk in the consumer purchasing decision process. Blog is a part of online platform, it enables connecting businesses and consumers in the same electronic environment. It has a significant impact on customers' purchase intention and is generally considered as more reliable than other offline or online sources (Mainolfi et al., 2022) and this makes blog a global phenomenon in information sharing (Litvin et al., 2008). Bloggers have the potential to become social media influencers by building a sense of trust on their followers. Social media influencers are opinion leaders who are popular in a digital community. Social media influencers play an important role in influencing public perception, attitude and behavior through blogs and other social media platforms (Freberg et al., 2011). Influencer marketing is defined by Carter (2016) as *“rapidly growing industry that attempts to promote products or increase brand awareness through content spread by social media users who are considered to be influential”*. The content created by social media influencers related with brands and products is perceived as having more authentic and attractive to potential customers than traditional marketing communication efforts of companies. Influencer marketing strategies have the ability to generate 11 times more return on investment than traditional marketing strategies (Xie and Feng, 2022). The critical point in successful influencer marketing efforts is identifying the right social media influencers (Chopra et al., 2021). In this context, social network analysis is an effective method to find out the appropriate social media influencer. Social network analysis (SNA) helps to examine social structures with the help of network and graph theories. In a social network, nodes represent social actors or entities such as individuals, groups or organizations, while edges represent the relationships between social actors or entities. With the help of social network analysis, it is possible to process large irregular data obtained from online social networks to reveal the social structure of individuals specific to a group, and to model social relations between individuals. Revealing the most effective nodes in a social network is the key problem of SNA. Centrality measurement is used for measuring the power, effectiveness and ease of communication of these nodes (social actors). The centrality includes information about which node in the entire network is in a critical position. In the literature, the most common centrality metrics are Degree Centrality, Betweenness Centrality, Closeness Centrality and Eigenvector Centrality. These metrics help to determine the relative importance of a social actor in the network, to show how relationships are concentrated among several social actors and, as a result, to give an

idea about the social strength of social actors. The number of connections a node has with other nodes gives the degree centrality. Generally, nodes with high degree or nodes with many connections are at the center of the network structure and have the capacity to affect other nodes more. It is an effective metric for assessing the influence and importance of an actor in a social network. The number of shortest paths passing through a node gives the betweenness centrality. If a node is on the only path that other nodes must traverse, that node has a significant and high between-value. Nodes with high betweenness have critical roles in the network structure. These nodes are the connectors to bring together other nodes in the network and have the ability to control the flow of information between other nodes. Closeness Centrality emphasizes the distance of a node to all nodes in the network by focusing on the geodesic distance from each node in the social network to the others. It is about measuring how long it takes for information to spread from one node to the other nodes in the social network. If the length of the shortest paths of a node to other nodes in the network is small, we can say that the node has a high centrality of closeness. Eigenvector Centrality is used for determining the most influential node in a social network (Maharani et al., 2014). According to Eigenvector Centrality, not all neighboring nodes of a given node are equivalent to each other. A node is important if its linked nodes are also important. In a node with a high eigenvector centrality, the node has either too many neighbors, important neighbors, or both. In the social networking literature, it is assumed that not every relationship and connection in a network is equal. Social actors have different positions in the network and they are in a hierarchy. A social actor in a central position has structural advantages in its network where they have a number of features such as high popularity, high leadership, high prestige. The higher the centrality of the social actor, the closer they are to the center of the network and they can quickly and easily access other social actors in the social network and have the ability to control the flow between other actors. In recent years, food blogs become the most popular blog topic in tourism (Mainolfi et al., 2022). Studies in the literature show that eating behavior is influenced by behaviors adopted by popular and relatable social models (Coates et al., 2019). In this context, this study focused on identifying appropriate social media influencers with the right characteristics to promote food businesses. The Zomato web site provide millions of restaurants with their descriptive information in 19 countries around the world. It is possible to find out valuable information from huge amount of data that are about locations, food categories, service facilities and prices in the market. In this study, we used BeautifulSoup library of Python programming language for scraping and filtering data. The Zomato web site is used for generating our data repository as follows; (1) we obtained bloggers that write comment to 299 restaurants located in Alsancak district of İzmir province on December 2022, (2) we obtained followers and following bloggers of them, (3) we eliminated bloggers that do not write any comment to any restaurant in Alsancak within 299 restaurants. In step (3), we performed elimination because bloggers that do not write comment have no contribution on approving, replying to, or disseminating content created by other bloggers. While creating the data repository at the step (2) there were 121,189 people obtained and after the step (3) these people are reduced to 1,755. After the data repository is created these data is converted to a directed graph by using Python programming language. The nodes in the graph represents bloggers and restaurants. In the graph if a node represents a blogger then the outgoing edges of that node represent followings and ingoing edges of that node represents followers. If a node represents a restaurant then this node can only have ingoing edges representing bloggers who write comment for this restaurant. After the directed social graph is created there is at total 1,755 nodes and 9,483 edges. We visualized and calculated the centrality of nodes by using Gephi software. In this study, we used Degree Centrality, Betweenness Centrality and Eigenvector

Centrality for finding the most influential/important node among the other nodes in the social network. The results indicate that the user with nickname “Pisbogaz” has the highest Eigenvector Centrality degree with 1.5K comments on restaurants, 6,574 followers, 51 following and 13K photographs uploaded to the Zomato. Although “Pisbogaz” has fewer followers than the celebrities, this user is the most effective influencer on the social network. In addition, we compared the features of top-5 high Eigenvector Centrality value of influencers to observe if these features have an effect on node to be considered as influencer. It is seen that the number of photographs uploaded by user and the number of following a user has dominates the Eigenvector Centrality measurement value. As influencers perceived as more reliable than celebrities, (Boerman and Müller, 2022) it is important to find out effective and right characteristics of food influencers for restaurants to improve their marketing efforts. Restaurants can build a relationship with these food influencers for promoting their products and increasing brand awareness of their businesses. Especially, small restaurants can take advantage by using influencer marketing as this marketing strategy is more cheaper and more effective (Anjos et al., 2022) than traditional marketing strategies.

**Keywords:** influencer marketing, graph mining, social network analysis, eigenvector centrality

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## **A Research on Touristic Attractions of Uşak Province Within the Scope of Destination Planning**

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### **Abstract**

Touristic attractions are the most important attraction factor in planning a destination as a touristic place. In order for a source of attraction to be a tourist destination visited by tourists, it must be properly planned for it to become a touristic destination. Although Usak is a small city, it has a very rich historical and archaeological structure and has advantageous features in terms of its geographical structure and location. The tourist attractions of the province have been newly discovered in recent years. In this sense, the aim of this study is to examine the relevant academic studies and what the touristic attractions of the Usak province are, what features the province has in terms of tourism, the obstacles in front of its planning and how to plan. It is thought that determining and planning the touristic attractions of Usak, which is adjacent to cities such as Manisa, Afyon, Denizli and Kutahya, which are famous for their unique touristic attractions, will be beneficial in ensuring a unity in the region, in the production and branding of package tours.

**Keywords:** touristic attraction, destination planning, Uşak province

## Six Things We Know in 2022 About Trader Harassment of Visitors at Destinations

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### Abstract

Harassment of visitors by micro-business operators at destinations has been a feature of world tourism for decades. The goal of the present study was to determine what is known about the phenomenon after 20 years of research. To achieve this, the research team conducted a systematic review of 55 studies on the topic. The thematic content analysis revealed six broad findings. What we know thus far are one, ways micro-entrepreneurs harass visitors; two, common perpetrators of the phenomenon; three, hotspots for the phenomenon; four, a few causes of the practice; five, the profile of visitors most affected by the practice; and six, ways the phenomenon impacts visitors and ultimately destinations. The present study filled an important gap in the scholarly literature on tourism. It is the first known study to look at trader harassment of visitor research globally. Also, the analysis of the studies revealed that while advances have been made in this area, there are still unknowns. For example, the full multiplicity of factors fueling the phenomenon is yet to be determined. The present study ends with recommendations for tourism practitioners and the way forward for tourism scholars. One such recommendation is that sustained attention be given to the behavioral issue by tourism leaders across political parties as the phenomenon is likely hurting the success of their countries' tourism efforts. Why? Repeated studies found the phenomenon leads to visitor dissatisfaction and negative loyalty intention toward destinations (Arachchi, 2020; Henthorne et al., 2013; Howard, 2009; Khairat, 2016; Kozak, 2007; Millar et al., 2017; Milman, 2015; Pathirana & Gnanapala, 2015; Sorokina et al., 2018).

**Keywords:** trader harassment, visitor harassment, tourist harassment

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## Rethinking Post-Pandemic Customer Value Proposition: A Cross-National Hybrid Study

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### Abstract

Although the pandemic has come to an end, the value proposition for customers has significantly changed due to the transformation of services within the hospitality industry. During the pandemic, the industry adopted transformative services such as enhanced hygiene practices, contactless technologies, and health-related precautions to maintain operations and ensure customer satisfaction. As we move into the post-pandemic era, it is crucial to revisit the impact of these service changes on customer value proposition to guide future service innovation. This study aims to understand the changes in customer value proposition and value co-creation mechanisms in the post-pandemic era. Chesbrough (2010) posits that over half of innovation ideas originate from customers. As the ultimate evaluators of service quality, customer input serves as a critical driver for service advancement. This study considers customers not merely as service recipients, but as co-creators, making their value proposition a vital element in the post-pandemic service ecosystem. Consequently, this research will focus on key concepts such as customer value proposition, participation, and co-creation experience to reveal a successful value co-creation mechanism in the post-pandemic tourism and hospitality industry. Grounded in service-dominant logic and value co-creation theories, this study will employ a qualitative constructivist research approach to explore new dimensions of customer value proposition. Subsequently, quantitative research will be conducted to determine the potential influence of new customer value propositions on value co-creation performance. Qualitative data will be collected from the United States, Turkey, and China to obtain a comprehensive understanding of the value proposition dimensions that contemporary hotel customers appreciate. A cross-national survey will then be conducted across multiple destinations in Asia-Pacific and Europe. This hybrid study is anticipated to enrich existing knowledge by providing detailed insights into the value co-creation process through the lens of customer value proposition. First, the updated customer value propositions are expected to extend the theoretical scope of service-dominant logic application within hospitality and tourism literature. Second, this study will enhance the industry's understanding of post-pandemic recovery by advancing customer value proposition and value co-creation theories. Practically, it is expected that tourism and hospitality policymakers and practitioners will gain deeper insights into the new customer value proposition. Hotel marketers can then translate these new value propositions into tangible benefits by treating customers as value co-creators rather than mere service recipients. Finally, limitations and recommendations for future research will be presented.

**Keywords:** service innovation, post pandemic, customer value proposition, value co-creation, customer participation

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## **The Knowledge Level of Tourism Students Towards Sustainable Development Goals**

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### **Abstract**

As the importance of sustainable development in a global context rises, numerous issues and concepts are discussed. The Sustainable Development Goals (SDGs) are a set of objectives that all nations must strive toward achieving by the year 2030, according to this global call to action. Tourism, which closely ties to the natural, social environment, and economy, contribute significantly to sustainability. As tourism is the world's fastest-growing industry, linking tourism and the SDGs is crucial. Understanding the perspectives of all relevant and essential stakeholders is necessary if the SDGs are to be achieved through tourism. So, the role of students in a sustainable future is vital. Although research on SDGs and tourism has increased, the knowledge level of university students still needs to be adequately addressed. The purpose of this research is to evaluate the SDGs knowledge of university students in tourism-related departments. Descriptive statistics (percentage and frequency) calculations were made on the data obtained to determine how familiar the students were with the concepts related to SDGs. The study group of the research consists of 51 students studying at the Faculty of Tourism of Bolu Abant İzzet Baysal University in the spring semester of the 2022-2023 academic year and voluntarily participated in the research. Data was obtained online between the 26th and 29th of February 2023. Students were asked to rate their familiarity with SDGs concepts. This was assessed through a 5-item scale from not familiar at all (1) to very familiar (5). According to the results, concepts of SDGs varied according to gender.

**Keywords:** sustainability, sustainable tourism, sustainable development goals, university students

## Just Being There Matters: Customer Responses to Robot's Physical Presence After Service Failure

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### Abstract

In the hospitality and tourism industries, robots are gradually replacing human workers in various service positions (Wirtz et al., 2018). The hotel industry is utilizing these robots to perform both transactional services, such as check-in and check-out, and relational services, like entertaining and having conversations with guests (Lu et al., 2019). Robotics engineers sought to design robots to have a more human-like appearance, enabling customers to interact with them in a more natural and intuitive way (Letheren et al., 2021). While the trend towards making robots more anthropomorphic is prevalent, another crucial dimension of robot typology, the physical presence of the robot is often overlooked. Different from physically present robots (see Fig. 1.), most robots in service today are still presented through screens for cost-effectiveness and are referred to as “telepresent” or “virtually present” robots (see Fig. 2.) (Tung & Law, 2017). This research thus experimentally verifies the impact of physical presence by effectively manipulating the robot's physical presence and service types. The research model is illustrated in Fig. 3. Through three studies, this research demonstrates the positive effect of the robot's physical presence on customer response and further reveals the mediating role of the parasocial relationship between humans and robots as well as the boundary (i.e., service types) of the physical presence effect. The findings indicated that customer responses were influenced by the physical presence of the robot. The results indicate that the effect is significant when customers face transactional service failure, yet the presence effect is not significant when confronting relational service failure. This study further reveals the mechanism of the mediating effect, that is, the parasocial relationship as a mediator between physical presence and customer satisfaction when transactional service failed. In contrast, parasocial relationships were unable to operate as a mediator between physical presence and customer satisfaction following service success or failure in relational service. The study makes three notable contributions. First, it expands upon prior research on customer responses to various robot design features, including tele-present robots and co-present robots, which are indistinguishable by robot embodiment. Second, the massive application of robots gives rise to complexity and diversity in robotic services (Chuah et al., 2021). As a result, predictions cannot be made accurately for a single service scenario. This research thus explores the boundary condition of robot presence effects. Third, the positive impact of physical robots following a transactional service failure is mediated by the parasocial relationship. This implies that customers are less satisfied with virtual robots following a transactional failure, as the high level of parasocial connection cannot be recognized.

**Keywords:** robotic service, physical presence, experiment, parasocial relationship, service failure

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## Local People's Views on Tourists' Housing Purchasing Behaviors

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### Abstract

Tourism flows have been increasing in recent years. As a result of this, tourists traveling for touristic purposes acquire property in the destinations they visit. Here, convincing economic, geographical, demographic, legal or socio-cultural conditions must be provided for both parties (seller/local community-buyer/tourist). This situation causes reactions especially in people who have difficulties in acquiring a house. In this context, the study aims to determine the reactions of the locals of Antalya to the housing purchase behavior of the tourists in the city. Since in-depth information was requested in the research, interview was used as a data collection tool. The data were subjected to content analysis with the help of the MAXQDA qualitative analysis program. As a result of the study, it was determined that the people of Antalya reacted to the housing purchase of the tourists. In addition to the economic consequences of the problem, the people living in the city are concerned about the effects it will have on the demographic and socio-cultural structure of the society in the future.

**Keywords:** local people, tourist behaviors, housing purchase, Antalya

## **Nutritional Problems Faced by Vegan Tour Guides in Anatolian Tours**

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### **Abstract**

Veganism, a lifestyle and diet that adopts the avoidance of the consumption of animal origin food products, has become quite popular in recent years. Vegan nutrition culture is preferred for many different reasons such as health problems, sensitivity to animal rights, feminism, environmental sustainability and ethical concerns. As the trends towards this preference increase, a new field has emerged for gastronomic tourism, which is an important type of alternative tourism. In this context, since Anatolia is a geography where group tours are made very frequently, it is aimed to determine the problems that vegan tour guides face in Anatolia tours about nutrition. Qualitative research methods were used in the study and the data collected from 6 people through interviews were analyzed by content analysis method. MAXQDA qualitative data analysis program was used in the analysis process. According to the results of the research, it was determined that vegan tour guides participating in group tours organized in Anatolia faced serious problems in nutrition. The lack of vegan menus, the difficulty of obtaining food, the point of view of local people or businesses are the most common problems faced by vegans.

**Keywords:** vegan nutrition, Anatolia, tour guide

## The 3-M Framework of Circular Entrepreneurship in the Tourism and Hospitality Sector

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### Abstract

The circular economy (CE) has emerged as an alternative to the predominant linear economy model. The CE model implies rethinking how materials and products are designed, produced, distributed, and consumed to maximize their value and decrease the overall environmental and societal impacts of economic activities (Kirchherr et al., 2017). Inevitably, the CE is gaining increasing attention in tourism research and practices (e.g., Zorpas et al., 2021; del Vecchio et al., 2022; Chan et al., 2022) as a promising approach to decouple tourism activities from environmental degradation and maximize the sector's environmental and societal benefits (Girard & Nocca, 2017; Khan et al., 2021). Whilst the adoption of CE practices can help build the needed resilient, regenerative, and future-proof tourism sector (Cave & Dredge, 2020; Day et al., 2021; Traskevich & Fontanari, 2021) the factors that support, facilitate, and ultimately accelerate tourism entrepreneurs' adoption of CE solutions are still largely unexplored. To this extent, existing literature lacks an entrepreneurs-based tourism guiding framework that depicts the enabling pillars for a CE. Scholars have empirically uncovered several barriers faced by tourism entrepreneurs to a CE (e.g., Manniche et al., 2018; Martínez-Cabrera and López-del-Pino, 2021), their motivation to adopt CE in business practices (Sorin & Sivarajah, 2021; Khan et al., 2021) and the beneficial role of collaborative frameworks in facilitating the business transition to a CE (Chan et al., 2022; Weijs & Coles, 2022). However, the literature is still limited in providing a specific and novel transition framework for tourism entrepreneurs. This framework should aggregate the lesson learned from past CE tourism-related research and new empirical evidence, and it is necessary as businesses often face significant changes when adopting CE solutions, which pose financial, social, technical, and institutional challenges (Carrillo-Hermosilla et al., 2010; Rizos et al., 2016). Considering this gap, in this study, an online survey and semi-structured interviews were conducted with tourism entrepreneurs in European coastal destinations of France, the United Kingdom, Belgium, and the Netherlands. A total of 92 survey responses were collected. Regression analyses were conducted to identify factors stimulating entrepreneurs' intention to adopt a CE and the enabling conditions to implement CE practices. Semi-structured interviews were also conducted with five tourism SMEs investigating their motivation to adopt circular initiatives and the challenges and enablers they tend to face. As a result, from this mixed-method research approach, this paper advances an entrepreneurs framework consisting of key accelerating transition pillars to be considered by tourism entrepreneurs and destination stakeholders working with them. The findings show that, to accelerate the adoption of CE solutions, tourism entrepreneurs should foster the meanings and purposes of transition into CE and thereby consolidate their intention to do so. To materialise the intention to successful adoption CE

practices, the SMEs should master the skills related to CE and build their social capital, becoming an active part of CE transition communities in their region. Based on these findings and the existing literature, we develop a conceptual framework for accelerating CE entrepreneurship in the tourism and hospitality sector, called the 3-M Framework:

- Fostering the Meanings and purposes of being a circular entrepreneur and enterprise.
- Mastering the skills and leading the organisation towards circularity.
- Engaging and learning within the Membership of the circular communities

From a socio-psychological perspective, the entrepreneurs' intention to adopt circular practices is influenced by their cognitive and affective faculties (Lins de Holanda Coelho et al., 2020; Diamantopoulos et al., 2020). Cognitive refers to memory, attention, and reasoning, which develop perceptions of external stimuli (Wójcik & Ciszewska-Mlinarič, 2020). A higher level of cognition helps in developing a more positive attitude towards new circumstances and responding more significantly to new approaches or practices (See et al., 2009). In addition, cognitive reasoning helps entrepreneurs to weigh the benefits vs costs of implementing circular solutions as predicted by Social Exchange Theory (Ap, 1992), considering the full range of factors (financial, social-environment, technical, and institutional) as well as both short- and long-term perspectives. Affection is defined as a state of mind which relates to emotions and contributes to developing perception and persuasion. The affection factors include the desire of the people to experience something new and their emotions, which help shape judgements and behaviour (Diamantopoulos et al., 2020). We found that entrepreneurs, who are determined to take (CE) action, articulate their drive on their love of nature, the welfare of the next generations, and their empathy toward people suffering from the effects of climate change and environmental degradation. Second, tourism entrepreneurs, as they tend to face a wide range of barriers to a CE, should master their skills to lead the organization towards circularity. According to the findings, technical, financial, and marketing skills should be mastered by tourism entrepreneurs to facilitate their transition to a CE. Third, the findings show that being a member of communities can enable tourism entrepreneurs to create the necessary synergies throughout the value chain and overcome some of the challenges. CE enabling communities include, but are not limited to, value chain, joint purchase, and quadruple helix communities. The paper's novelty is both theoretical and practical. Theoretically, the paper enriches the current discussion on CE-related enablers with a particular focus on the tourism sector. Practically, the paper informs tourism entrepreneurs, and other tourism stakeholders supporting their transition to a CE, on key factors needed by the entrepreneurs to facilitate their transition from a linear to a CE, from fostering their motivation to joining collaborative communities.

**Keywords:** circular economy, entrepreneurship, motivation, affective, cognitive, social exchange theory

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## **A Research on the Relationship and Effect of Country Personality With Destination Selection and Satisfaction Level**

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### **Abstract**

Many factors, including economic, socio-cultural and demographic characteristics, play a role in the destination choice and purchasing decision of consumers in tourism. In this research, the effect of perceived country personality towards Turkey on destination choice and tourist satisfaction was investigated. It is known that a positive perception of country personality has a significant effect on consumers' destination choice and, accordingly, their satisfaction with the destination. In this context, first a conceptual framework was created, and then data were collected through face-to-face and online surveys with tourists. Descriptive and inferential statistical data were analyzed and the variables were examined with their dimensions. As a result of the analysis, it has been determined that there is a significant relationship between the country personality's destination choice and satisfaction. In addition, with the regression analysis, it was seen that the personality of the country positively affects both the destination choice decisions and satisfaction perceptions of the tourists.

**Keywords:** tourism, country personality, destination selection, satisfaction

## Autogenous Image: As a Preference Modifier

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### Abstract

The image of each destination has a past. This image has been formed by feeding from many sources from the past to the present. Commercial or non-commercial, these sources always more or less contain the perspectives of the creators of these sources. When the image formation consists of books or similar sources, it is called organic image. It is called induced image when it consists of commercial sources while when it consists of after experience it is called complex or modified image (Gunn, 1972; Fakeye & Crompton, 1991). Image is also named primary and secondary. When the image depends on experience it is called primary image while when it is obtained by communication it is called secondary image (Phelps, 1986). This study suggests that the formation of destination image occurs actively and passively depending on experience and external sources. The active formation of the image is the autogenous image that is formed after the person experiences the destination himself. The passive formation of the image is considered as a cultural and commercial image. Cultural image takes place as the counterpart of organic image. When the organic image is examined, it is seen that these image types are created by elements such as books, movies, individuals in the society, stories and the like, which are part of the culture. Commercial image corresponds to induced image. Induced image means that the existing image is formed as a result of stimulation by commercial sources. This study suggests that the pure image is formed autogenously after the experience and differentiates the holiday preference. In order to test the study hypothesis, it is investigated whether holiday experiences would affect people's choices for Greece and Turkey. In this context, the data are collected from 200 non-Greek and non-Turkish people. The obtained data are tested with chi-square analysis. The result of the research shows that the autogenous image modifies destination preference.

**Keywords:** destination image, autogenous image, cultural image, commercial image

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## **An Alternative Approach to Support Tourism SMEs' Circular Practice Financing: An Activity Theory**

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### **Abstract**

Inter-organizational collaboration is recognized as a key competency for implementing a circular design (Sumter et al., 2020). The collaborative business model normally includes various companies in supply chains who share knowledge on how to co-create products or services that align with the circular principle. However, financial stakeholders are often missing from such business models. Research shows that access to finance is the most significant obstacle which hinders SMEs' growth (Beck et al., 2005). Not only are they small in size, which is not attractive to commercial banks, but they are also high-risk borrowers, often without collateral and unable to generate stable cash inflows. The invisible role of financial stakeholders in a circular business model is even more harmful to SMEs who are keen to switch to a circular business model. This research takes an activity theory approach and identifies the role of financial stakeholders in a large project supporting SMEs' adaption of a circular economy in the tourism sector. This research was funded by the FACET Project—Interreg 2Seas Programme under the European Regional Development Fund. The project involves various institutions from four countries in Europe and has reached out to many SMEs. Sourced data from a large online survey of SMEs in tourism and hospitality and their relevant stakeholders regarding financial supports and barriers, we investigated the challenges SMEs face and the support they required. We adapted the activity theory generation II framework (Engeström, 1987) to the context of SMEs' financing. We analysed the activity system of financial stakeholders (fund providers) and its interactions with the activity system of a group of fund seekers (Circular SMEs in the tourism sector). We considered tools (existing funding mechanisms) and also identified all other key components, including rules, community, and division of labour which facilitates the success of obtaining needed funds. After proposing key principles which will better bridge the interactions between fund providers and fund seekers, we concluded that financial stakeholders play a prominent role, especially in designing sources of funding and business planning for SMEs seeking funds for circular practices. More importantly, they ensure the project captures financial benefits for SMEs and the co-created environmental and social benefits and guides on sustainable financing.

**Keywords:** activity theory, SME finance, circular economy

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## **Sustainability and Digitalization Interaction in the Tourism Sector: A Dilemma**

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### **Abstract**

In previous studies, the relationship between sustainability and digitalization in the tourism sector has been examined and the necessity of maintaining this relationship in a balance has been emphasized. This research explores the critical points that determine the direction of interaction in the management of the digital transformation process in businesses with an approach where sustainability is at the center and digitalization is built on this core. This study was conducted with an exploratory qualitative case study (Creswell, 2007) methodology. Multiple case study design (Yin, 2003) was preferred as the research method. The mixed data collection technique was preferred in the research. The data obtained by using the semi-structured interview technique were used as the primary source. In addition, the data obtained by the literature review, the documents related to the businesses and the online applications were used as the secondary source. Criterion sampling method (Patton, 2002; Patton, 2015; Yin 2003) was applied to collect data from eight participants through in-depth, semi-structured individual interview. The key criteria for selecting interview participants were that informants were up to date on sustainability practices and digital technology, and they had a comprehensive understanding of digital technology is being used in their organizations. A thematic approach that based on the priori themes was used to analyze the data (Creswell, 2007). In this study, the studies of Nielsen (2015), Rogers (2012, 2016), Moodie (2016), Glenn (2007), Salvatore and Carmine (2014), Hilali et al. (2020), Andrea (2017) were taken as references in preparing interview questions. The research questions are organized on the basis of the strategy areas changed by digitalization determined by Rogers (2016):h customer, competition, data and innovation. In addition, three open-ended questions were created to determine the relation of digitalization to sustainability. As a result of the evaluation of the perspectives and experiences of the participants, it was found that the dynamic and interactive nature of digital networks strengthened the stakeholder roles of customers in the digital transformation process and sustainability awareness increased with the support of these digital networks. In addition, it has been determined that digitalization provides advantages in terms of profit, competition, market share, quality of goods and services and corporate reputation. It has been observed that managers tend to use big data to solve sustainability problems and digitalization contributes to the production of new sustainability policies through innovation. In addition, digitalization provides the opportunity to test and implement new ideas, ensuring sustainability. The interaction between digitalization and sustainability has both positive and negative aspects. A digital transformation process where sustainability is the core; in particular, big data provided by digitalization, innovative approaches, the opportunity to test ideas and the opportunities offered by digital networks will raise the positive aspects of sustainability and digitalization interaction in businesses.

**Keywords:** digitalization, sustainability, tourism, hospitality management

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## Value Creation and Employee Branding Through Employees: A Model Proposal for Hotel Businesses

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### Abstract

Employees hold a great responsibility in conveying the brand equity elements of the business and the brand equity as a whole to consumers. In an intense and destructive competitive environment, it is a necessity for businesses that differ from their competitors with their brand strategy to reflect it with their employees in order to set an entire brand value proposition. Hotel businesses can achieve differentiation primarily through employee branding as pivotal. This paper explains the situation and significance of the labor factor, whose importance has increased much more in the brand equity of hotel businesses. It explains how hotel businesses create employee branding and which elements create employee branding in hotel businesses. The study was created as a literature review and was prepared in a theoretical framework. In this context, the literature was examined and the elements that make up the employee branding in hotel businesses were determined depending on the literature, and an exemplary model that can be applied in practice by hotel businesses has been developed.

**Keywords:** employee branding, human resources, hotel businesses, internal marketing, brand equity

## **The Effects of Globally Streamed Turkish Series on Marketing Turkiye as a Destination**

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### **Abstract**

The purpose of this study is to investigate the effects of globally streamed Turkish original content (series, movies, docuseries, etc.) via Subscription-Video-on-Demand platforms, on marketing Turkey as a destination. Following the first commercial movie screening more than a century ago to a select audience at a café in Paris, France; today, in 2023, thanks to the advent of the TV and the development of Internet, the big screen came into households. This enables even the new movie screenings to be streamed 24/7 in living rooms throughout the world; with a plethora of series, movies and documentaries through streaming platforms like Netflix, Disney+ and HBOMax. Entertainment products are experiential goods and service offerings that include different genres and forms in performing and visual arts and the media (e.g., publishing, broadcasting, movies, recording) whose production, circulation and consumption comprise a major component of global economy in different ways. Despite the COVID-19 pandemic which adversely impacted the growth of the market due to the guidelines imposed in various countries such as the closure of the movie theaters, the market went through a paradigm shift which led to the growth of Subscription-Video-on-Demand service consumption. Having access to such a service provided by different platforms in the comfort of their living rooms at affordable rates, people indulged in discovering different genres, productions depicting a vast global culture. Mostly through the consumption of local language original movies, series and docuseries, people are brought closer at a global level, which leads to strengthened relationships between different countries and communities alongside formation of cultural affinity. The global streaming of local-language original content not only contributes to the promotion of local languages but also serves as a showcasing platform for specific destinations, landscapes, and all the components comprising destinations' overall heritage, such as gastronomy, local customs, and traditions. This led to the revival of the trend amongst travelers to visit locations where famous series or movies were filmed. The prevalent trend of visiting locations where famous series or movies were filmed is considered as a specific tourism pattern called film-induced tourism, attracting visitors to visit places where films or TV productions were shot (Roesch, 2009). Film-induced tourism has been observed as a growing worldwide phenomenon and emerged as an attractive market for several destination marketing organizations (Pratt, 2015). Turkish TV series have reached more than 400 million audiences in over 75 countries (Bilbassy, 2010; Kantarci et al., 2017). Turkish TV series play a key role in marketing Turkiye globally with its vast historical heritage along with its cultural and natural attractions (Kantarci et al., 2017). To understand the impact of Turkish movies and series on the destination selection of international travelers in favor of Turkiye, a survey will be developed to collect data from respondents in the USA who watched Turkish movies and series. The study will have specific theoretical and practical implications.

**Keywords:** destination marketing, film-induced tourism, entertainment industry

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## Factors Affecting House or Room Sharing: A Qualitative Study in Erzurum Province

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### Abstract

The sharing economy business model is one of the most innovative business models (Kişi, 2018) and its applications has also influenced other accommodation types (Demirdelen, Dinçer, & Dinçer, 2020). However, these applications are not much used in some regions. Thus, in this research, the causes of miscarriage of renting house or room through sharing apps/websites such as AirBNB or Sahibinden.com, which are mostly used in Erzurum province, have been tried to be discovered with a qualitative approach. The data was obtained from interviews conducted with 11 participants and was subjected to content analysis. As a result of the analysis, 19 categories and 4 themes were reached from 142 codes. According to the findings, house or room sharing decision of the people in Erzurum province changes due to security, service, socio-culture and economy issues. In addition, sharing house or room provides economic benefits and cultural interaction between local people and tourists although it is perceived as a threat to its sociocultural structure and may not be considered safe. It can be said that the biggest reason is that house or room sharing is contrary to traditional family life style and therefore, is not acceptable also by the neighbors.

**Keywords:** sharing, house, room, Airbnb, sahibinden.com, Erzurum

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## Innovation Trends and Developments in Tourism: Web Content Analysis

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### Abstract

Tourism is one of the biggest industries in the world as well as fostering wealth. The tourism industry makes a substantial contribution to economic prosperity by maintaining jobs and bringing in foreign currency (Alsos, Edie & Madsen, 2014). Innovation is the strategic tool to assure growth and sustainability (Peters & Pikkemaat, 2006). Also, novelty is considered as the light to economic recessions in both developing countries and industrialized. To survive, and develop in the future, in modern industries operating in competitive global market, innovation has virtually become a requirement (Divisekera & Nguyen, 2018). In tourism industry innovation supports sustainability and innovation in tourism is a facility to diversify tourism product for competitiveness (Carlisle et al, 2013). Because innovation entails modifying tourism-related goods and services to improve the visitor experience, also it calls for more sophisticated knowledge and abilities than traditional tourism (Stamboulis & Skayannis, 2003). To provide all of these current topics and issues, it is required to catch the agenda in tourism developments. For this, United Nations World Tourism Organization (UNWTO) is the best source of information to feel the pulse of tourism. In this paper news of UNWTO about innovation is investigated via web content analysis. The aim of this research is to determine innovation-related developments, events, issues, and current topics all around the world. To classify and explain new improvements in innovation in tourism industry, it is used qualitative research methods. Qualitative research examines the interactions of individuals with their social worlds in terms of the content and direction of the interaction (Merriam, 2009). Case study was chosen as qualitative research patterns. The case study is the pattern that makes it necessary to investigate a situation in real life, current context, or environment (Yin, 2003). As a data collection method, news about the innovation was reached by scanning according to the word “innovation” on UNWTO website. As a result of scanning, total of 82 news gathered related to innovation in tourism news until today. For the processing of data content analysis was used. Content analysis is flexible to be applied to audio, visual, and textual data (Stemler, 2015). The content analysis is associated with the systematic, quantitative description and objective of the text of communication. In the communication environment, web pages and websites are among the data sources that contribute to content analysis (Herring, 2010). Total 82 news was gathered as a document and uploaded to MAXQDA software. All of the news was read one by one and the themes were created, categorized, and compared by researchers. After that, all themes were described to the code system of software, and qualitative data were coded according to themes. The themes are tourism types, destination management, and marketing, events and announcements, competitiveness, sustainability, digitalization. After the content analysis is carried out, descriptive results will be given primarily for the frequency and percentages of words and themes. Then, the overall view of the research is visualized with the word cloud. The most frequented theme is events and announcements. The digitalization theme was the second most popular theme according to code frequency. The results of the research explain that technology

and digital transformation are important in cultural tourism, rural development, and sustainability. In the innovation about news, it is seen that the number of events related to “innovation” in tourism is high. It is noteworthy that wine tourism and mountain tourism has grown in popularity. Green investment, innovation and, entrepreneurship notions, movements for a green world, and local community empowerment are the focus of tourism development.

**Keywords:** innovation, UNWTO, web content analysis

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## **Stakeholders' Perspective on the Problems Related to the Caravanning Industry in Turkiye**

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### **Abstract**

The global caravanning industry faces several problems including infrastructure, regulations, safety and security, competition, and customer satisfaction. It's essential to understand the concerns of all stakeholders to identify potential solutions and improve the overall industry. In this context, this paper analyses the problems for the development of caravan tourism in Turkiye from the perspective of 10 member associations of the National Camping and Caravanning Federation, a non-governmental organization founded in 2008. A phenomenology pattern was preferred in the study, dealt with from a qualitative point of view cause the members of the association's board of directors focus on the problems they perceive based on their own experiences. The associations were selected using the purposive sampling technique. Data collected through semi-structured interviews were analyzed with inductive content analysis. According to the findings, the existence of gaps in the legal regulations and the lack of statistics determining the boundaries of the industry are the main obstacles to the development of this industry. With the improvements to be made on these issues, the participants expect a domino effect to occur and help create a roadmap for the future development of Turkiye's caravanning industry and caravan tourism.

**Keywords:** caravanning industry, caravan tourism, National Camping and Caravanning Federation, Turkiye

## **Five Trader Harassment-Related Thoughts and Their Effect on Visitors' Loyalty Intention Toward a Destination**

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### **Abstract**

The harassment of visitors by micro-traders, such as by craft traders, street performers, and taxicab drivers, is a bothersome issue for many tourism leaders globally (McCartney, 2020; Yucatan Times, 2017). There are three broad approaches to tackling the problem. They are: 1] reduce the phenomenon; 2] minimize the negative impact of the phenomenon on the destination; or 3] a combination of both. The present study focused on #2. Specifically, the research team wanted to know the thoughts about trader harassment (TH) that are likely to strengthen visitors' loyalty intention toward a destination. To accomplish this, the team examined five TH-related thoughts and two types of loyalty intentions. For the former, the team looked at visitors believing: 1] the good exceeded the bad (GOOD>BAD); 2] they could avoid TH (AVOID); 3] they could handle TH (HANDLE); 4] the practice was normal (NORMAL); and 5] the phenomenon was rare (RARE) at the destination. While for the latter, the research team examined visitors' intention to return (RETURN) and recommend the location to others (RECOMMEND) after their TH episode at the destination. In 2023, there is no confirmed theoretical model for reducing the negative effect of TH on the success of destinations, hence the need for the present and similar studies. In fact, tourism leaders from affected territories need effective solutions to the problem. The foundation theory which guided the study was the theory of planned behavior which states broadly that thoughts influence intention and intention behavior (Fishbein & Ajzen, 1975). In particular, the more persons believe a behavior will be good and the alternative bad (attitude) and the behavior will be easy and the alternative difficult (perceived behavioral control), the greater the likelihood they would have positive intentions toward the behavior (Fishbein & Ajzen, 1975). The TH-related thoughts examined in the present study came from a qualitative inquiry earlier (Nicely & Morrison, 2019). The earlier study investigated reasons visitors would return to and recommend a destination after experiencing intense harassment from its micro-traders. In the study, 130 respondents reflected on their TH experience in 54 cities in 24 countries (Nicely & Morrison, 2019). The target population for the present predictive survey research was persons 18 years or older and personally experienced TH while on vacation at a destination in Mexico. Why Mexico? Mexico is one of many countries where TH of visitor is an issue (Barbezat, 2019; Yucatan Times, 2017). Mexico is also a popular travel destination. Prior to the pandemic over 39 million international travelers visited Mexico (World Tourism Organization, 2018). The team used the crowdsourcing platform, Amazon Mechanical Turk, to administer the survey. The survey was distributed in 2019 and the respondents reflected on their most recent experience with TH while at a destination in Mexico during the period 2016 to 2019. The study's data were then collated, and the dataset cleaned. For example, the team removed persons from the dataset who did not indicate the location of the TH incident in Mexico or describe the TH incident experienced. The research team then analyzed the data using backward stepwise regression analysis. The team analyzed data from 473 completed surveys. The preliminary analysis revealed the following. Four of the five TH-related thoughts were significant predictors (GOOD>BAD, HANDLE, NORMAL, and RARE) of RETURN.

When GOOD>BAD, HANDLE, and NORMAL strengthened, RETURN strengthened. However, when RARE strengthened, RETURN moderately weakened. And the TH-related thought that had the greatest positive effect on RETURN was GOOD>BAD. Meanwhile, AVOID did not emerge a significant predictor of RETURN. While, only three of the five TH-related thoughts were found to be significant predictors (GOOD>BAD, HANDLE, and NORMAL) of RECOMMEND. When all three predictors strengthened, RECOMMEND strengthened. However, AVOID and RARE did not emerge significant predictors of RECOMMEND. Like RETURN, GOOD>BAD emerged the TH-related thought with the greatest positive effect on RECOMMEND. To summarize, when it comes to visitors' loyalty intention toward a destination after experiencing TH, three TH-related thoughts are important GOOD>BAD, HANDLE, and NORMAL, especially the first. The more visitors believe the good exceeds the bad at the destination, they can handle TH while at the destination, and TH is normal (i.e., it occurs everywhere around the world), the greater the likelihood they would return to the destination and recommend the location to others whether in person or via social media. The findings are noteworthy as they also aligned with the theory of planned behavior, in particular the importance of visitor attitude (i.e., GOOD>BAD and NORMAL) and perceived behavioral control (i.e., HANDLE) to their loyalty intentions toward a destination. The study's findings have implications for future tourism research and practice. It revealed possible predictors of visitors' loyalty intentions toward a destination, for locations grappling with the problem of TH of visitors. This takes the field a step closer toward a theoretical model for preventing the negative impact of TH on destinations. It also provides broad guidelines tourism leaders can apply to prevent the negative impact of TH. One limitation of the present study is only a single country was studied. Hence, the next logical step would be studies looking at the relationship between the constructs in other jurisdictions.

**Keywords:** loyalty intention, trader harassment, visitor harassment

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# Understanding the Potentiality of the Metaverse in the Redesign of the Tourist Experience: An Explorative Analysis in Italy

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## Abstract

This explorative paper aims to understand the opportunity provided by the Metaverse in re-designing the tourism experience. Namely, it adopts a customer journey (CJ) perspective to explore the Metaverse's potential role in different steps of the tourist's experience. Hence, the present study provides a pivotal empirical study on the emerging topic of the Metaverse as a driver for value innovation in experience-driven businesses helping clarify conceptually and practically the application domains of this set of new digital technologies. Metaverse is still a conceptual development rather than a business reality, and its definition is still vague and not unanimous. Indeed, from a theoretical point of view, research on the metaverse has intensified in recent months by trying primarily to codify a definition. Despite not having a unified view, the term "Metaverse" indicates a world parallel to the real one, that is, an immersive space within which individuals can move, share and interact through personalized avatars (Barrera and Shah, 2023). Buhalis et al. (2023) reinforce this definition by specifying that the dimension of the Metaverse will converge the physical with the digital in a new seamless experience that will offer many new opportunities to attract, engage and retain consumers. The tourism literature mostly agrees with this view by defining the metaverse (Buhalis et al., 2023) as a confluence of virtual and physical universes. In this paper, the concept of Metaverse is considered following the suggestion by Dwivedi et al. (2022) and Barrera and Shah (2023), who affirm that "the Metaverse has the potential to extend the physical world using augmented and virtual reality technologies allowing users to seamlessly interact within real and simulated environments using avatars and holograms". In other words, the Metaverse leverages the convergence between reality and VR/AR technologies, enabling multisensory interactions with virtual environments, digital objects, and people. This convergence opens opportunities for quite any market to use the Metaverse efficiently. The World Economic Forum (2022) acknowledged that tourism is one of the critical areas that can benefit from Metaverse. The use of Metaverse in the tourist market could strongly impact its related customer journey, having relevance during every step of the tourist experience: from the pre-departure to the after-traveling (Buhalis et al., 2023). This journey is hedonic and involves several dimensions and activities (Godovykh and Tasci, 2020: provision of imagination, search for information, transportation, accommodation, recreation and entertainment, food, and related services. Accordingly, the Metaverse could significantly impact the tourist's emotional, sensory, and cognitive responses during these activities (Buhalis et al., 2023). To understand the application domains of Metaverse in the tourism experience, we used an initial qualitative analysis using a systematic combining approach (Dubois and Gadde, 2014). Following the theoretical framework of CJ, 35 five players operating in the three main stages of the tourist experience (pre, during, and post-experience) were interviewed to identify the main opportunities to enhance the tourism experience through the Metaverse. In an attempt to cover as much as possible all the players of the tourist experience in the different phases of the CJ, the 35 interviewed were distributed as follows: 5 were players from online travel agencies, 5 were tour operators, 10 were hotel managers, 5 were

restaurant managers, 5 were museum managers and 5 were tourist guides. The semi-structured interviews have been used to elicit in-depth information about their knowledge of Metaverse and its technologies, as well as their perception of the usage of these technologies in the tourism market in terms of prospects and practical applications (Bellenger et al., 2011). Preliminary results confirm the still vague meaning of metaverse, having found a general lack of definition of the theme by the players of the tourism industry. However, the biggest problem encountered is that it is difficult for people to understand the concept of the metaverse if they keep thinking in an analog way. The metaverse would appear to be an extended reality of the physical dimension with a high potential for the tourist experience. The metaverse is a way to move beyond the limitations of the current web and create a new, decentralized, and democratic space for users to interact and create. Along the tourist journey, the metaverse could encourage the intention to purchase by reconstructing destinations and places that can be visited before departure, making the choice of places to visit effective and reliving once at home to return to wanting to leave again. There are limited scientific publications about Metaverse across disciplines. This study advances the current state of knowledge by presenting an empirical study on the opportunity of the Metaverse for the tourist experience from the perception of market players. It enriches the existing literature by offering an in-depth qualitative analysis in a context where scholars have to date, mainly provided theoretical speculations. Moreover, it provides implications for managers who want to take advantage of the opportunities the Metaverse offers to create new touristic touchpoints, reshape their businesses, or enhance the tourist experience they are offering. However, the qualitative analysis has limitations in terms of statistical generalisability, which make room for more systematic and extended research on this topic.

**Keywords:** Metaverse, tourist journey, explorative analysis

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## **The Examination and Application of Green Marketing Orientation in Small Medium Enterprises (SMEs)**

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### **Abstract**

Green marketing has become an important subject in the business environment, particularly in recent literature and its use within SMEs for their benefit and competitiveness (Chahal et al., 2014; Kumar, 2015; Vatamanescu et al., 2017; Adawiyah, 2018; Mishra, 2019; Maziriri, 2020; Masocha, 2021). According to the OECD (2015) a green transformation opportunity is arising for SMEs to contribute to environmental protection and the adoption by businesses of green practices. However, existing literature has been limited in its examination and understanding of SME engagement with both their social and ecological practices (Brammer et al., 2012; Lee, 2009). Furthermore, research identifies marketing to be an area of development within SMEs, with further expertise, financial and human resources required in implementing effective change to support implementation of green marketing (Sudhakar et al, 2017; Lee, 2008), particularly as green marketing is identified as an inherent advantage, and benefit to an organisation's activities (Lash & Wellington, 2011). However, increasing pressure has been placed upon SMEs by stakeholders to develop their green practices, as they struggle with insufficient knowledge on the development of green processes to support their growth and performance (Cordano et al., 2009). Implementation of SME strategy and innovation targeted at green issues is regarded as unplanned and unstructured in the development of green activities (Lee, 2008). SME managers have also recognised their lack of marketing expertise and understanding of application, particularly with SME managers being those predominantly in control of marketing activities, rather than appointed marketers, due to resource constraints (Cheng et al, 2016; Taiminen & Karjaluo, 2015). The green marketing orientation considers the direction and purpose of an organisation's marketing activities to the environment, with its implementation seen as a valuable tool to bring transparency to actions, and honesty with stakeholders (Varadarajan, 1992). Its value to SMEs, cannot be underestimated in enhancing business performance (Rajadurai et al., 2021). It is also regarded as a proven business strategy to support the decision-making process, whilst enhancing operations and performance levels (Masocha, 2021). SMEs must expect and prepare for a green marketing orientation, with repeated evaluation of their eco-activities to encourage customer interest (Duffet et al., 2018). However, enhanced understanding and support for SMEs is still needed to effectively appreciate the value of green marketing orientation, and its contribution to enhanced SME environmental performance (Mishra, 2019). With concerns for environmental issues combined with societal pressures, opportunities exist for green market development through environmental and green marketing initiatives (Lee, 2008).

**Keywords:** green marketing orientation, small and medium enterprise, sustainability, environment

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## **The Effects of Entrepreneurship Education, Digital Literacy and Personal Innovativeness on Digital Entrepreneurship Intention of Tourism Students**

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### **Abstract**

Raising digital entrepreneurs in tourism and encouraging digital entrepreneurship are extremely important in terms of creating new business areas and ensuring economic development. This study aims to examine open education tourism students' digital entrepreneurship intention, within the scope of entrepreneurship education, digital literacy skills and personal innovativeness. In the research, online survey data was collected via convenience sampling method and 382 valid questionnaires were obtained. Firstly, validity and reliability analysis were carried out on the survey data and, the structural model was tested with partial least squares structural equation modelling (PLS-SEM). The results revealed that tourism students' digital literacy skills and entrepreneurship education have a direct positive effect on personal innovativeness and digital entrepreneurship intention, and that personal innovativeness has a partial mediation effect in these relations. In addition, it was concluded that personal innovativeness has a direct effect on students' digital entrepreneurship intention. Entrepreneurship training, which will be provided with technology support in education programs, is predicted to increase both students' digital literacy and personal innovativeness levels, as well as their digital entrepreneurship intention.

**Keywords:** digital literacy, entrepreneurship education, personal innovativeness, digital entrepreneurship, digital entrepreneurship intention

## **Comparing Consumer Purchasing Preferences in Yacht Charter Market Before and During COVID-19: The Case of Marmaris**

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### **Abstract**

In this study, it was aimed to compare consumer purchasing preferences in the yacht charter market before the COVID-19 pandemic (BCP) and during the COVID-19 pandemic (DCP). The sample of the research consists of 404 tourists who have rented a yacht in Marmaris district of Muğla/Turkey. As a result of the research, it has been concluded that the participants prioritize the quality, cleanliness, and hygiene factors more in their yacht charter purchasing preferences during the COVID-19 pandemic process compared to the pre-COVID-19 pandemic, they care less about social appreciation and economic factors, and they spend more time on research to rent a yacht. In addition, female participants started to pay more attention to quality, cleanliness and hygiene in their yacht charter purchasing preferences with the COVID-19 pandemic process; married participants began to attach less importance to social liking and more importance to cleanliness and hygiene. Also, as the vacation time increases, the importance given to cleaning and hygiene decreases, and it has been concluded that individuals who have been diagnosed with COVID-19 or who have been contacted pay more attention to cleanliness and hygiene.

**Keywords:** yacht charter market, consumer purchasing preferences, COVID-19 pandemic

## **The Metaverse as a Virtual Way of Sustainable Tourism: Opportunities, Challenges, Regenerative Practices for Sustainability in Future Hospitality & Tourism Industry**

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### **Abstract**

In recent years, the concept of sustainable tourism has emerged after many negative issues, such as the ecological environment being damaged, loss of cultural heritage, and exceeding the carrying capacity in destinations, have begun to harm sustainability in tourism. With the adaptation of tourism to the digital world, many applications such as virtual tours, virtual guides, and virtual reality are thought to play an essential role in ensuring sustainability in tourism. It is known that the innovations provided by the virtual reality environment have a positive effect on revisiting a destination. Metaverse can change the way tourists make reservations with new updates. It can also be applied to compare hotel businesses and transportation alternatives. XR and VR experiences can help potential tourists understand what facilities and features the hotel, restaurant, or destination offers or how long that journey will take. Tourists can also use virtual tours of two different hotels in the virtual world to find a better choice for their vacation. The concept of the Metaverse can create a strange paradox in the travel industry, as it can be perceived as the opposite of travel understanding, as it carries a real experience to the virtual universe. Metaverse's presence in the tourism industry enables it to offer digital marketing and guest experience to hotels, resorts, restaurants, and destination locations. It can allow tourists to access information about the destination, including restaurants, shops, and transportation options around their hotel (Monaco & Sacchi, 2023). Metaverse can leverage cutting-edge technology like blockchain and NFTs to create a society that is less carbon-intensive than the traditional businesses and activities that it now supports. The notion of sustainability may benefit greatly from the metaverse, which provides a new platform to solve planetary environmental problems and build a more sustainable future. Metaverse can provide significant opportunities for the tourism and hospitality industry if integrated into sustainable design and development. Technologies such as Digital Twins allow generating hypothetical scenarios to predict major destinations, new buildings, or specific impacts of land use decisions. Thanks to these technologies, measures can be taken to minimize future emissions and other environmental impacts of tourism activities and to manage resources more efficiently. The metaverse universe aims to change the relationship between businesses and tourists by bridging physical distances and offering new experiences to the tourism industry. In this context, the metaverse universe will create an important opportunity for the sustainability of the tourism sector. As a result of the tourism sector entering a new era in the metaverse universe, it is

aimed to ensure future sustainability with smart cities that are compatible with the environment, where visitors can participate in virtual tours where they can interact in this virtual universe, business owners can gain economic gain with virtual applications. This article aims to highlight Metaverse's potential impact and sustainability on the tourism and hospitality industry (Go & Kang, 2023). It provides data on various opportunities, challenges, social cohesion and acceptance, viability, and environmental sustainability of technology. In the years to come, Metaverse has the potential to become a vehicle for advancing tourism research through virtual collaboration and interdisciplinary projects. The many services and activities that the Metaverse world provides can aid in increasing tourist resources and promoting sustainable tourism. By defining metaverse tourism, we can provide readers with a view on its possible applications in the travel and hospitality sectors. The key aspects of the Metaverse that should be taken into account while creating tourism-related goods and experiences are specified as part of a novel approach to sustainable tourism. The findings of this paper are intended to spark additional inquiry and debate regarding the future metaverse and environmentally friendly travel. Within the scope of this study, the harmony between sustainability in the tourism sector and the metaverse universe and the future of tourism in the virtual universe, opportunities, and risks were tried to be determined.

**Keywords:** Metaverse tourism, sustainable tourism, extensible Metaverse, smart tourism

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## **Bibliometric Analysis of Sustainability in Gastronomy Research**

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### **Abstract**

Sustainability can be called the ability to be permanent. The economic, social and ecological dimensions of sustainability are important in terms of gastronomy. The rapid development of gastronomy in recent years has led many studies in literature to discuss gastronomy from different perspectives. The aim of this study is to reveal the development of national and international research on sustainability in gastronomy over the years with bibliometric analysis. In this context, Web of Science (WOS) and ULAKBIM TR-Dizin databases were examined in the analysis of the data until February 2023. For this purpose, articles were selected from the relevant sources only. Results of this study show that there are 30 articles in the Web of Science (WOS) database 30 articles, 22 articles in the ULAKBIM-TR Index database on sustainability in gastronomy research. Then the articles were examined by year, published in which journal, number of author/authors, the institution, frequency of keywords and were determined themes. This study will be a research gap for future research on how sustainability studies are carried out in gastronomy research.

**Keywords:** bibliometric analysis, sustainability, gastronomy research, Web of Science (WOS), ULAKBIM-TR Index

## **Who Is the Human Resources Manager? Metaphorical Perceptions of Human Resources Managers Towards Their Profession**

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### **Abstract**

The purpose of this study is to determine the perceptions of HR managers about the concept of HR Manager. The participants of this study consisted of 53 HR managers working in tourism industry enterprises operating in Antalya in 2023. This study was designed as phenomenology research in a qualitative research approach. The expression like was used to determine the relationship between the source and the subject of the metaphor. In order to determine the basis of the meaning intended to be expressed with metaphors the expression “because” was used. Content analysis method and word query were used in the analysis of the data obtained within the scope of the study. The NVIVO12 program was used for the analysis. Frequency analysis was used to determine the most repeated words. After the analysis, word diagrams of the most repeated words were obtained. In total, 36 metaphors were developed in the study. The metaphors obtained were collected in 9 categories. Metaphors developed by human resources managers for their own professions are mostly mother, mediator, building foundation, bridge, psychologist, scales, family, father, chameleon, superhero and volcano.

**Keywords:** human resources manager, metaphor, content analysis



## **Reflection of COVID-19 Pandemic on Organizational Trust Perception of Hotel Employees: An Intergenerational Comparison**

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### **Abstract**

In this study, organizational trust perception of X and Y generation hotel employees during the COVID-19 pandemic is examined. For this purpose, a total of 442 valid data were collected from the employees of 5-star hotels in Bodrum, by survey technique. Considering the limited interaction issue during the COVID 19 pandemic, convenience sampling, one of the non-random sampling methods, was applied in the study. Within the study, the three-dimensional structure of the organizational trust scale was confirmed by factor analysis. The results showed that managerial trust perception of both X and Y generation hotel employees is the highest among the organizational trust sub-dimensions, while the dimension of trust to their organization is the lowest. Findings indicated that the level of organizational trust and its subdimensions is higher than the mean value which is 3. However, according to the independent sample t-test results, there is no statistically significant difference between X and Y generation hotel employees in terms of organizational trust perception. The study, which is one of the limited studies on the organizational trust perception of hotel employees during the COVID 19 process, is concluded with the discussion of the results in the context of the relevant literature.

**Keywords:** organizational trust, X, Y generation, hotel employees

## **The Impact of Environmental Knowledge and Environmental Behavior of Hotel Employees on Environmental Performance: A Model Proposal**

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### **Abstract**

The increasing environmental problems have been among the main problems that need immediate worldwide solutions. The emerging developments after the industrial revolution caused irreversible negative changes in the environment. In general, it is claimed that the main reason lying under the environmental problems which the world is facing is human behaviors. These facts have generated a discussion about the questions related to which factors are effective in the emergence and development of behavior that support sustainable living. As a part of the tourism sector, the effects of human behavior are witnessed the most in hotels. The aim of this study is to develop a model in which the impact of environmental knowledge, leader behavior, pro-environmental behavior of hotel employees on environmental performance is tested. It's expected to obtain findings that will contribute to development of pro-environmental behavior of hotel employees as well as the increase in the environmental performance of hotels. The sample of the study consists of the employees working in 4-and 5-star hotels in Muğla, Turkey. The data is gathered through pre/pro-developed scales. Before the model proposal is tested through structural equation modelling, factor analyses are applied to ensure construct validity. This study discusses the preliminary findings of comprehensive research.

**Keywords:** environmental behavior, environmental knowledge, environmental performance, hotels

## **Disabled Rooms in Hotel Industry: A Research on Perception for Disabled Rooms**

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### **Abstract**

Hotel businesses are required by law to have a certain proportion of disabled rooms according to the number of rooms they have. In addition to these legal obligations, the participation of disabled people in tourism activities is supported by the businesses and people in empathetic way. Although the hotel rooms built for disabled people are designed to be more spacious and facilitate the movements of the disabled, these rooms do not only serve the disabled people. It is offered to non-disabled guests especially during peak seasons when the room occupancy rate is high. In this study, the facilities provided by the hotel operators for disabled guests and the attitudes of non-disabled guests staying in disabled rooms were investigated. The research was carried out with the hotel department's managers of 4- and 5-star hotel enterprises operating in Kuşadası region with a semi-structured interview. According to the findings obtained from the research, it was seen that the occupancy rates of the disabled rooms were generally low, that the hotel enterprises showed the necessary importance to the disabled guests, and that they provided the necessary facilities and facilities for the disabled guests to spend their holidays comfortably. However, it revealed that non-disabled guests refused to stay in disabled rooms or were not willing to do so and were uncomfortable with the situation.

**Keywords:** disabled room, disabled guest, accessible tourism, perception, occupancy

## **Leisure Activity and Place Requirement for a Better Life in Slow City Ahlat**

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### **Abstract**

In this study, the types of activities and places that contribute to the improvement of the living conditions analysed within the example of the residents living in a slow city. The population of the study consists of the local people living in Ahlat (Bitlis, Türkiye), which was declared as a slow city in 2019. The data of the research were collected between 30 May and 15 June 2022. Three questions were asked to the participants about the kinds of activities the residents were engaged in, the activities they dreamed of doing and the kind of recreational places they needed to. The answers given provide an understanding of leisure needs of residents living in Ahlat to relax, renew and revive their daily lives. The results of the study showed that the residents need cultural, social, educational, collective and sportive activities with facilities and places related to those activities. In this context, various suggestions have been developed for local administrators, managers and marketers.

**Keywords:** leisure, leisure activities, leisure places, slow city, Ahlat

## **Online Gastronomy Image: Content Analysis of TripAdvisor Reviews of Restaurants in Istanbul**

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### **Abstract**

Nowadays, where technology forms a large part of our lives, with the increase of comment sites, consumers benefit from these comment pages at the stage of purchasing decision. In this way, they get information about the destination region by reading more reviews or sharing their experiences in the social environment. Evaluations on social networking sites affect individuals' decision-making and purchasing behaviors, as well as positively or negatively in the mentioned restaurants. Based on this situation, user comments on restaurants in Istanbul on TripAdvisor.com were analyzed in this study. For this purpose, 17921 user comments made in various languages between 01.10.2022 and 30.01.2023 for the first twenty restaurants in Istanbul with the highest score on the TripAdvisor site were examined. The obtained data were analyzed by content analysis and the variables that affect the restaurants positively or negatively were classified. As a result of the research, it was determined that the comments concentrated on 17918 positive comments, respectively. In addition, it has been observed that the words amazing, delicious, beautiful, fast service, excellent, perfect service, super place, satisfaction are frequently emphasized in the comments.

**Keywords:** gastronomy image, TripAdvisor, restaurant, content analysis

## **The Effect of Entrepreneurial Traits on Career Planning in Food Processing Enterprises**

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### **Abstract**

Economic, social, and technological changes create new demands and opportunities for people's jobs. Entrepreneurship is one way to deal with these demands and take advantage of new opportunities. Career planning assists an individual in becoming aware of various career options, including entrepreneurial intent. Even if they have all of the necessary resources, not everyone wants to start a new business. Some people have specific entrepreneurial characteristics that motivate them to pursue a career investing in new businesses. The purpose of this study was to determine the impact of individuals' entrepreneurial traits on their career planning. The survey technique was used to collect data from 305 randomly selected employees of food processing enterprises operating in Konya, in Turkey. Descriptive statistics, exploratory factor analysis, and linear regression techniques were used to analyze the data. The findings revealed that entrepreneurial traits influence individuals' career planning. This result suggests that both individuals' entrepreneurial traits should be enhanced, and they should be encouraged to pursue a career in starting a new business.

**Keywords:** entrepreneurial traits, career planning, food processing enterprises

## **Impact of Management Polyphony in Family Business: A Review**

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### **Abstract**

The link between family and family-owned enterprise has persisted for generations within the framework of family, ownership, management, and business. Family-owned companies are created in order to generate revenue and preserve the family's tradition. With the proper management strategy, family businesses can survive and be passed down to future generations. In family businesses, the founders and family member managers are the only ones who carry out main management tasks including planning, organizing, coordinating, leading, supervising, and controlling. Management polyphony can happen in a family-owned firm when more than one family member is designated as the manager. Although managerial polyphony may be viewed as a source of organizational transformation in well-managed circumstances, it may also be one of the primary causes of conflict in a family-owned business. This paper discussed theoretically the concept of management polyphony in family-owned firms.

**Keywords:** family business, management, polyphony

## **User-Generated Content, Satisfaction, and WOM in the Context of Cultural/Heritage Site**

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### **Abstract**

Research remains scant and ambiguous despite the need to understand better user-generated content (UGC) and its relationship with behavioral outcomes. In this regard, the influence of UGC on two types of visitors' word of mouth (WOM) was examined. In addition, satisfaction as a mediator was tested to gain more insight into the UGC and WOM relationships. Using a sample of 260 visitors (tourists & excursionists) who visited the historical site in China, SmartPLS was used to evaluate the study model and hypotheses. Findings demonstrate that UGC directly and positively affects two types of WOM. The results also show the full mediating of satisfaction impact on the UGC and WOM relationship. Significant theoretical and managerial implications flow from our findings.

**Keywords:** UGC, satisfaction, WOM, historical site, visitors



## **COVID-19 and the “Most Magical Place on Earth”: Applying the IDEA Model to Theme Park Crisis Messaging**

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### **Abstract**

The global tourism reaches of Orlando, Florida, and the world’s most visited theme park complex, Walt Disney World, provide a unique context for studying global communication in a tourism setting through the crisis messaging efforts. This study explores the reopening of Walt Disney World and subsequent messaging, specifically from a risk and crisis perspective, using the IDEA model to categorize Disney COVID-19 messages. Using a qualitative, etic approach via a codebook based on the IDEA model, the study results determined whether pandemic messages and mentions (the study’s unit of analysis) addressed internalization, explanation, or action.

**Keywords:** Disney, COVID-19, risk and crisis communication, crisis management, IDEA model

## Tax in Tourism Research: A Bibliometric Analysis

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### Abstract

Tourism industry is one of the important sources in terms of tourism economy. For this reason, tourism and tax are two important variables. Tax in the field of tourism research and the usage areas of these taxes are other remarkable issues. In recent years, countries and many tourism businesses have been taking taxes from tourists for various expenditure items. The increasing importance of tax in terms of both supply and demand side, and the lack of a holistic comprehension of the knowledge domain in the literature are the motivation of the study. In this context, this study aimed to present a comprehensive evaluation by examining the scientific articles published about tax in tourism literature. Articles published between the years 2010 and 2022 in the tourism journals cited in the SSCI, SCI & ESCI indexes in the Web of Science (WOS), were examined with bibliometric analysis. It was concluded that the studies carried out in the determined area increased quantitatively in 2021. As keywords, tax and carbon & tourist tax come to the fore the most. Dynamic Computable General Equilibrium Model is the most used model. The results of the study suggest future research directions.

**Keywords:** tourism, tax, bibliometric analysis, taxation, tourist tax

## **Do Isomorphic Pressures Impede Greenwashing in Hospitality Industry? A Theoretical Framework**

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### **Abstract**

Green practices gradually increase in the hospitality industry. However, concerns have grown that there is an inconsistency between the environmental practices announced by the organizations and the practices they actually implement. Therefore, the phenomenon of greenwashing has become a common concern in the hospitality industry. This study aims to develop a theoretical framework to be used in explaining the mechanisms to prevent greenwashing. For this purpose, the role of isomorphic pressures in preventing greenwashing and the role of environmental legitimacy motivation in the effect of isomorphic pressures on greenwashing are theorized. The neo-institutional theory was used in the development of the theoretical framework. The theoretical framework can serve as a theoretical lens for future research on greenwashing prevention. Considering that previous studies generally focused on customer perceptions of greenwashing and neglected mechanisms to prevent greenwashing, this study is expected to contribute to the literature.

**Keywords:** neo-institutional theory, greenwashing, hospitality industry, environmental legitimacy motivation

## **Investigation of Tourism Vocational School Students' Perceptions on the Concept of Alternative Tourism Using Metaphor Method**

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### **Abstract**

Tourism faculties and Tourism Vocational Schools are educational institutions where qualified personnel corresponding to the needs in the tourism sector are trained. The correct use and teaching of concepts and terms in tourism education is very important for the quality of education. The detection of preliminary information and correction of incorrect information will improve the quality of tourism education. Metaphor is one of the most preferred methods for detecting preliminary information and correcting incorrect information. This study aims to determine the metaphors of students who are receiving education for the tourism sector for the concept of Alternative tourism. The study was conducted with 83 associate degree students studying in two different departments and three different programmes at Erzincan Binali Yıldırım University Vocational School of Tourism and Hotel Management. Those who have taken the General Tourism course from the students in the Culinary, Tourist Guidance and Tourism and Hotel Management program have been selected as a sample. A semi-structured questionnaire was applied within the scope of the study. Students filled the questionnaire in the format of Alternative tourism is similar to ..... Because ..... format questionnaire by writing the metaphor in the first blank and the explanation of the metaphor in the second blank. The data obtained were analysed and interpreted by content analysis. According to the findings of the research, 37 different metaphors were produced. The metaphors produced were grouped into six different conceptual categories. The metaphors produced by the students about the concept of alternative tourism were evaluated.

**Keywords:** Erzincan, alternative tourism, metaphor, student

## **The Role of Recreation in Preventing Delinquency and Misdemeanor in Children**

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### **Abstract**

The active role of recreation should be considered in the solution of social problems. In the elimination of the psychological and environmental causes of juvenile delinquency, the prevention of crime before it is committed must be taken as the basis rather than post-criminal rehabilitation (with recreational rehabilitation). For this purpose, researches showing that the tendency of crime and violence decrease with recreational activities were compiled by document analysis method. A wide literature search was made with appropriate keywords and these studies were interpreted with published statistical data. As a result of the research, it was found that the relationship between juvenile delinquency and leisure is examined after the criminal element has appeared. According to the results of the study, it was determined that the participation of young offenders in recreational activities is extremely important in terms of physical, mental and emotional development. As a result, organized recreational activities for the rehabilitation of convicts after the crime has been committed; however, if it is organized to encourage young people to protect their mental and physical health before the crime occurs, the benefit of society will be considered.

**Keywords:** delinquency, child, recreation

## **Evaluation of COVID-19 Crisis Management Practices in the Context of City Hotels: The Case of Aksaray**

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### **Abstract**

This study examines the extent to which city hotels operating in Aksaray are affected by the COVID-19 crisis, what strategy the managers follow in the face of this situation, and what are the advantages and disadvantages of operating as a city hotel and being located in Aksaray. Since no similar study was found in the region as a result of the literature review, it is thought that the study will contribute to the literature. The research data were obtained by semi-structured interview technique from 14 managers who worked as general manager, department manager and department chief in city hotels operating in Aksaray between December 1 2022 and December, 30 2022. The study of Türkay, Şengül and Genç (2017) was used in the creation of the interview form prepared within the scope of the research. The findings indicate that city hotels operating in Aksaray province were adversely affected by the crisis and that they had deficiencies in crisis management and planning. In order to reduce the effects of the crisis, it has been stated that work is generally carried out to reduce costs and increase service quality. It has been found that city hotels managers perceive operating in Aksaray as an advantage in terms of location and a disadvantage in terms of lack of social opportunities.

**Keywords:** Aksaray, COVID-19, crisis, crisis management, city hotels

## **Social Tourism in National Policy Documents in Turkey**

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### **Abstract**

This research aims to investigate the significance and function of social tourism within Turkey's national policy documents. Since the conceptual emergence of social tourism in the 1950s, there have been several cyclical developments, such as the rapid spread of mass tourism worldwide, changes in the approach of the social state, neoliberal economic transformations, and the emergence of sustainability perspectives. For countries that have established Social Tourism as a part of public policy, its benefits are strongly asserted, and social tourism is included in the scope of public planning. These developments have been influential in the preparation and implementation of Turkey's national policy documents. In this study, the evolution of social tourism is discussed by examining its development through national policy documents in Turkey. It utilizes the document analysis method to gather data from past studies and government publications and, in this respect, carries out an in-depth review of academic literature and national policy documents regarding social tourism, including The Development Plans, The Tourism Strategy of Turkey 2023, and The Action Plan covering 2007-2013.

**Keywords:** social tourism, tourism planning, development plans, policy documents

## The Effects of Local Food Culture on Eating Desire in Invitations

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### Abstract

Food, which is a part of people's ability to continue their lives, has become a concept that has social functions beyond meeting a physiological need in modern times. Food, which is the most natural tool of human interaction, has taken on different missions for hundreds of years and has managed to take place at every stage of history. Food and culinary culture helps to influence a wide audience and regional development. Gastronomy is a powerful tool with which we can improve the dynamics and functioning of culinary cultures with our cultural assets. In this study, the effects of local gastronomic culture, which is a cultural heritage, on the desire of a different society to eat will be examined. By investigating the attitudes of local and foreign tourists towards tastes different from their own cultures, and to what extent the host emphasizes gastronomic assets in their presentations, does the regional identity have a significant effect on knowing and exhibiting these assets? The answer to the question has been sought. In the study, the interview technique, one of the qualitative research methods, was used with thirteen people who own a restaurant and organization company in the province of Elazig, and the findings obtained in the research were interpreted. In the research, it has been determined that people are connected to their own culture, gain prestige by promoting the dishes of the region they belong to in the invitations, the continuity of this culture with silent communication, and this continuity has a positive effect on the desire to eat. In terms of the development of gastronomic tourism, it is recommended to include local food menus in restaurants and accommodation establishments, and to train kitchen chefs and employees about the special dishes of each region.

**Keywords:** local food culture, cultural assets, desire to eat



## **Bibliometric Analysis of Graduate Theses Written in the Field of Gastronomy in 2021**

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### **Abstract**

In this research, it is aimed to analyze the researches of the postgraduate theses written between January and December in the field of gastronomy in 2021, and to analyze the changes in the research based on which arguments and which data. In this study, in which postgraduate theses are examined, it is aimed to examine the method, sample, and the department in which they are published in the theses on Gastronomy. Descriptive survey model was used in the study. The sample of the study, among the theses registered to YÖK Thesis Center, was reached as a result of scanning with the relevant keywords, and a total of 74 graduate theses, 61 of which were master's and 13 doctorate, were reached as of December 5th. Theses; method, model design, study group, sampling technique and information about the written department were examined in detail. The frequencies and percentages of the available data were analyzed. As a result of the examinations, it was determined that the most postgraduate theses were prepared in Ankara Hacı Bayram Veli University among universities, and the highest number of theses (17) in the field of gastronomy were prepared in June.

**Keywords:** gastronomy, bibliometrics, master thesis review

## **The Effect of Local Food Consumption Motivation on Behavioral Intention After COVID-19**

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### **Abstract**

This study aims to determine the effect of local food consumption motivations on consumers' behavioral intentions after the covid19 epidemic. For this purpose, data were obtained by using the survey technique in order to determine the relationship between the local food consumption behaviors and behavioral intentions of 371 visitors visiting the Edremit Körfez region. The findings of the research were created with frequency distributions by applying difference and relationship tests on the data obtained. As a result of the research; It was determined that there was no difference between age variable and sensory appeal and behavioral intentions. In addition, as a result of the correlation analysis, it was determined that there was no significant difference between excitement seeking and repeat purchasing behavior.

**Keywords:** local food, consumption motivation, behavioral intention

## Motivations of Participants in Charity Run

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### Abstract

Running for sport has become more popular over the years as part of participatory sporting events. Running events are held in many parts of the world and at different distances including charity runs. The aim of this research is to examine the motivations of charity run participants from the perspectives of physical activity and benevolence. The sample of the research consists of the participants who have taken part as a charity runner of Adım Adım, an organization promoting charity runs in Turkey. In order to reveal the motivations of participants charity runs, online interviews were conducted with 22 charity runners. Content analysis was applied to the collected primary data. The findings indicate that motivations of charity run participants are participation in sports, socialization, the desire to have a healthy life (physical and mental), escape, sufficiency, have fun and enjoy, reference group and benevolence.

**Keywords:** charity run, charity sport events, charity runners, motivations of charity runners

## **Landscapes With Cultural Heritage Tourism: Adramytteion Ancient City and Its Surroundings**

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### **Abstract**

Culture and heritage is an increasing focus of attention of people, while cultural heritage tourism is a process that accelerates the development of all destinations. Cultural, artistic, historical people, events and spaces, archaeological fields, civilian, religious, military and industrial structures, cultural heritage attractions such as nature and landscapes, which contain many phenomena, are subject to tourism. Cultural Heritage Tourism; it is the way to visit the historical buildings and monuments of a place, art and handicraft products, archives and libraries, old and ongoing cultural practices and landscapes. The natural and cultural landscapes in this tourism type offer knowledge and experience to feel the nature, history and culture of a place. In this context, Castle-Police Station settlements and surveillance positions within the borders of the districts (Ayvalık, Burhaniye and Gömeç) in the southern area of Edremit Bay of Balıkesir province are the best landscape points of the city as well as cultural resource values. In the study, it is aimed to examine the potential of these landscape points in the ancient city of Adramytteion based in Burhaniye/Ören centered within the framework of cultural heritage tourism. For this purpose, various suggestions have been presented to ensure that rural and urban landscapes with Adramyttion become important centers for tourism and bring tourists different perspectives.

**Keywords:** cultural heritage, landscapes, tourism, Adramytteion Ancient City, Edremit Bay

## Smart Destination From the Perspective of Tourism Academics: A Model Proposal for Ayvalık

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### Abstract

In addition to the changes in human life with technological developments, there are new developments in many sectors in terms of conducting business and experiencing it by the consumer. In the tourism sector, the concepts of smart tourism and smart destinations have emerged with the effect of technological developments. In this context, policies are produced and tried to be implemented in order to realize smart tourism applications by providing a smart development in destinations. Thus, it becomes possible to identify the needs, wishes and expectations of tourists and local people in order to improve the living conditions of tourists and local people and to enrich their experiences by eliminating the problems experienced at critical points of the destination. In this study, the smart destination potential of Ayvalık, which is an important destination of Balıkesir province, was investigated. The main purpose of the research is to create a model for smart applications that will increase the quality of life of the local people and the satisfaction levels of tourists coming to the destination and make their lives easier by making Ayvalık suitable for technology. In the research, face-to-face interviews were conducted with 9 tourism academicians who participated in the Ayvalık Vision Workshop held at the Cunda Practice Hotel on 13-15 January 2023, using the interview technique, one of the qualitative research methods. The findings are presented directly to the reader. With the study, the perspective of tourism academics; The current status of smart tourism applications in Ayvalık destination, the strategies to be followed in order to become a smart destination, the organizational structure that needs to be created, the current status of being a smart destination (SWOT Analysis), financing resources for become a smart destination and responsibilities of stakeholders in this way have been tried to be determined. It has been determined that the current situation of Ayvalık as a smart destination is not adequate, and there are only a few applications carried out by Ayvalık Municipality and Ayvalık Tourism Development Association for this process. In addition, the strategies that come to the fore in smart destination development of Ayvalık; It has been determined that it should be established in a way to include smart destination components such as smart management, smart environment, smart economy and smart people. Another remarkable finding obtained from the research is that the Smart Destination Management Model should be created with a participatory management approach. Ayvalık Smart Destination Model (ASDM) has been presented in line with the findings obtained in the study.

**Keywords:** Ayvalık, tourism, destination, smart tourism, smart destination, smart applications, SWOT analysis, ASDM (Ayvalık smart destination model)

## **The Effect of Sound Atmosphere on Emotion From a Travel Motivation Perspective**

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### **Abstract**

Travel constitutes the dynamic structure of tourism. It is not possible to speak of tourism without travel activity. Since travel motivation is known as a psychological driver of a certain tourism behavior, it is extensively studied in tourism research. The travel motivations of people have changed in the historical course. Accordingly, a change is observed in the quality of the tourism market. It is important to know the changing travel motivations in order to survive in the tourism market where there is intense competition between businesses and destinations and to get more shares from the market. In this study, the effect of the soundscape of Fethiye city of Muğla, which is a medium-sized tourism destination in Turkey, on the mood of the tourists was examined within the framework of the travel motivation of the tourists. Within the scope of the study, a questionnaire was applied to 1320 tourists. The Positive and Negative Affect Schedule (PANAS) was used to measure the tourist' moods. Moreover, there are also questions prepared to determine the travel motivations of tourists. It is known that the soundscape affects the relations of the tourists with the environment they are in and overall tourist satisfaction. From this point of view, in this study, it is suggested that the soundscape of tourism destinations should be kept under control and well-designed in order to ensure tourist satisfaction. In addition, determining the tourists' travel motivation will be effective in the strategic decisions of the tourism stakeholders. In this direction, it is aimed to increase the quality of tourism service by offering suggestions to stakeholders, as well as to contribute to regional development and the national economy.

**Keywords:** soundscape, tourism, travel motivation, sustainable tourism

## Indonesian Street Tastes in Terms of Gastronomy Tourism

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### Abstract

The type of tourism made to taste new tastes is called gastronomic tourism. Products and dishes grown mostly in the same region add attraction to the region and contribute to the preference of the region. Food, which is eaten with the aim of sustaining life, has become a cultural part of societies by changing its shape with the importance given to it. Due to the increase in the time spent in business life in the last century, it has become difficult to reach local and various products, and the increase in product costs has made it difficult to recognize local products and culture in the region. Local culture and related elements are being forgotten day by day. Consumption of local products and produced food on site is important in terms of gastronomy tourism. The number of gastro-tourists who want to have different experiences from classical dishes is increasing day by day, this increase in the number of visitors increases the economic inputs in the visited regions and strengthens the cultural interaction between people. Food is seen as the visible face of the region they live in. Studies conducted in recent years have revealed that tourists spend at least 25% of their budget on food in the region they visit. Money spent on food increases tourism revenues. Asian street delicacies are very rich in terms of street delicacies. Indonesia differs from other Asian countries in terms of population and tourism revenues. The purpose of our research on Indonesian street food is to select the fastest growing tourism sector in Southeast Asia. This study is a conceptual study In the study, the document analysis method was chosen to collect data. As a result of the research, the most important street foods; Bakwan, mutton satay pork satay emerged, It was seen that street foods were important in promoting the culture of the region and contributed to social interaction.

**Keywords:** gastronomy, tourism, street food, Indonesia

## An Investigation of Pro-Customer Deviance in the Hospitality Industry

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### Abstract

Customer-contact employees are expected to meet customer needs and provide high quality services by following organizational rules and norms (Eddleston, Kidder, & Litzky, 2002). When such employees experience elevated levels of role/service ambiguity, they may violate corporate policies and standards for the benefit of customers (Hu, Xiong, Zhang, & Chen, 2022b). Under these circumstances, they are likely to display pro-customer deviance. Customer-contact employees' deliberate deviations from organizational rules and guidelines throughout the service delivery process to meet customer expectations denote their pro-customer deviant behaviors (Hu, Ma, Xu, & Liu, 2022a). They do this with the main goal of maintaining customer interests and promoting customer well-being (Hu et al., 2022a). Hospitality firms can motivate employees to engage in pro-customer deviant behaviors by providing necessary job resources. Empowerment is one of these crucial job resources, which refers to the delegation of the authority to employees to handle customer requests and make decisions on the spot without a long chain of command (Babakus, Yavas, Karatepe, & Avci, 2003). High degrees of empowerment may activate employees' self-efficacy, which refers to an individual's self-confidence in completing given tasks (Bandura, 1977). Consequently, employees' self-efficacy may bolster their work engagement (WE), which refers to "a positive, fulfilling, work-related state of mind" (Schaufeli & Bakker, 2004, p. 295). WE is a critical motivating factor that directly predicts various work-related performance consequences (Sumaneeva, Karadas, & Avci, 2021). That is, self-efficacious employees are more likely to feel more energetic and enthusiastic and have a strong connection with the organization. Customer-contact employees who are delegated the autonomy to handle work-related responsibilities would have greater levels of self-confidence and WE (Karatepe, & Olugbade, 2009), which would in turn result in extra-role performance (Orlowski, Bufquin, & Nalley, 2021). Despite this realization, the predictors of pro-customer deviance among hotel employees have been subjected to limited inquiry so far (e.g., Hu et al., 2022b). In light of the above information, this research aims to propose and test a conceptual model that examines the predictors of pro-customer deviance among customer-contact employees. Specifically, this paper tests: (a) the effect of empowerment on pro-customer deviance; (b) self-efficacy as a mediator of the impact of empowerment on pro-customer deviance; (c) WE as a mediator of the influence of empowerment on pro-customer deviance; and (d) self-efficacy and work engagement as the serial mediators of the effect of empowerment on pro-customer deviance. The motivational path in job demands-resources theory will be used to develop the hypotheses regarding the relationships between empowerment, self-efficacy, WE, and pro-customer deviance (Bakker & Demerouti, 2017). Data will be collected from customer-contact employees in the five-star hotels in Northern Cyprus. Data will be obtained only from hotels where such employees are empowered (to some extent) to make decisions in service delivery and customer-complaint handling processes. Common method variance is controlled using procedural (time-lagged design) and statistical remedies (the marker variable technique).

**Keywords:** customer-contact employees, empowerment, hotel industry, self-efficacy, pro-customer deviance, work engagement



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## A Scale Adaptation Study to Determine Quality Perceptions in Tourism Education

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### Abstract

As a result of the literature review on tourism education, it is seen that the subjects of curriculum, teaching, learning and evaluation, student development and success or learning resources are frequently investigated. On the other hand, it is noteworthy that the subject of quality management and improvement in tourism education has not been adequately researched and there is a gap in the literature on this subject. The measurement tool developed by Lee et al. (2016) and Lee et al. (2019) on educational quality is well accepted in the literature. However, no scale has been found that measures the quality of tourism education at the higher education level with proven Turkish validity and reliability. Within the scope of the study, the Quality Dimensions of Hospitality Higher Education Scale (Lee et al., 2016; Lee et al., 2019), which reveals the dimensions of quality education, is adapted to Turkish and Turkish culture. Thus, students' opinions on the education quality of the Department of Tourism Management in Turkey can be obtained, changes in students' perceptions of quality can be monitored, and improvements will be made on the basis of relevant feedback. In this context, the scale adaptation method will be used in the study. In order to ensure intercultural equivalence, the structural equivalence and cultural-linguistic equivalence stages of the scale have been completed. To ensure the measurement equivalence of the scale, first a pilot study was carried out. Within the scope of this study, a study will be carried out with 250 students from Anadolu University, Department of Tourism Management. Currently, data was collected from 150 people and the data collection phase is still ongoing.

**Keywords:** scale adaptation, tourism management, quality of education

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## Reflections About Metaverse in Tourism Internet Press in Turkey

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### Abstract

The metaverse world, which will have an impact on many industries, will also require certain adjustments in the tourism industry. The purpose of this study was to shed light on how the printed tourism press in Turkey approaches the “metaverse” phenomenon. Qualitative data were gathered and assessed in the research for this reason. In the study, the written materials were thoroughly scanned using the document/text analysis method. The secondary sources for the research’s data came from printed publications in the field of tourism. These secondary data were obtained from 13 newspapers. Out of a total of 54 news about tourism and the metaverse that were published in these newspapers, 10 of them were discussed in different newspapers on the same topic, and 44 news texts were included in the study and subjected to content analysis using a qualitative analysis program. The tourism sector and metaverse and tourism management and metaverse were the two main subjects under which the news texts included in the study’s scope were investigated. The main theme of the tourism sector and metaverse is classified under eight sub-themes.

**Keywords:** Metaverse, tourism industry, virtual reality, augmented reality, print media

## Examination of Studies on Smart Tourism Technologies With Systematic Review Method

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### Abstract

Smart tourism technologies are all kinds of information technologies that tourists interact with for information search, communication and content production. The roots of these technologies are based on sensors and computing devices. Examples of smart tourism technologies include smart phone applications and online travel agency websites. In our study, it was aimed to examine the studies published on smart tourism technologies according to certain criteria. It is important in terms of revealing the trends in the literature related to the subject and providing a wider perspective on the subject. For these purposes, it was deemed appropriate to use the systematic review method. Six criteria were determined in accordance with the selected method. The first of these criteria was the determination of four international databases, namely Springer (springerlink.com), ScienceDirect (sciencedirect.com), IEE Explore (ieeexplore.ieee.org) and Emerald (emeraldinsight.com). Then, as the second criterion, “smart tourism technology” and “smart tourism technologies” keywords were determined to scan in these four databases. Then, tourism was selected as the third criterion to be investigated, journal publications as the fourth criterion, and English as the fifth criterion for publication language. The sixth criterion, publication year, was determined as 2017-2023. Studies that met all these criteria were included in the analysis. The scanning process was carried out in December and January. As a result of the scanning process, six studies that met all the criteria were included in the research. When we look at the years in which the studies included in the research were published, it is seen that there were two studies in 2016, one study in 2020, one study in 2021, and two studies in 2022. When we look at the research objectives of these studies, the impact of smart tourism technologies on destination image, the impact of smart tourism technologies on creating unforgettable experiences, the impact of smart tourism technologies on destination loyalty, the impact of smart tourism technologies on travel decision-making, and finally the relationship between smart tourism technologies and travel satisfaction were investigated. In light of the research findings, we have noticed that there are few studies on smart tourism technologies according to the criteria determined. Another issue that caught our attention was that the research focus was examined from the perspective of service recipients. Our recommendation is to increase the focus on smart tourism technologies in these four databases in the future. Another recommendation is to include different databases in future review studies related to the subject. In addition, it is recommended that service providers be included in future studies related to the subject.

**Keywords:** smart tourism technologies, systematic review

## **Motivation of Tourists Experiencing Cosmetic Surgery in the Framework of Health Tourism With the Effect of Social Media**

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### **Abstract**

Health tourism has become one of the fastest growing sectors in the world and its growing potential has reached the level of affecting the world economy. One of the most discussed issues in the field of health tourism is the transparency of social media sharing and whether the institutions that implement the application have authorization documents. Social media, which facilitates the transfer of knowledge and experience, is an effective platform for health tourism. Clinics and hospitals serving in the health sector attract attention with their before and after posts on their social media accounts. Organizations that provide services within the framework of legal regulations with the privilege of the Ministry of Health, besides improving the health of tourists, also create a dynamic for the destination to gain loyal customers. Countries that have infrastructure and physician shortage problems lag behind in health tourism due to the inadequacy of supply-demand balance. Health institutions, which are preferred for reasons such as geographical location, technical equipment, economical price, quality standards and transportation facilities, provide information with social media shares to give confidence to customers. In the advanced technology and globalizing world, social media has become a serious tool for information and communication, and even turned into a lifestyle. The comments made by tourists after the service they received for treatment, protection, rehabilitation or development purposes, their recommendations and the before/after sharing of health institutions have been the motivation function. Sharing about many operations, especially in vitro fertilization, teeth, eye, botox, aesthetics and hair transplantation, attracts people and accelerates the decision-making process. Today, the difference in the prices of medical services creates a serious competitive environment and this becomes a marketing strategy for health institutions. Recently, increased fake aesthetic operation scandals, service of institutions without authorization certificate, inexperienced personnel interventions, infections after unconscious application, etc. Negative results create anxiety for tourists who plan to receive these services through social media and create a trust problem. Thanks to technology and rich applications, the body, which is the dynamic of modern society, is being reconstructed. While the search for individual identity and the need to shape the external appearance is a cultural and social situation, it has become a highly interactive trend. The modernization process and the approach to keeping up with the times have provided a serious movement in the beauty and aesthetic surgery sector. Treatments applied to improve congenital defects or subsequent damage have been replaced by aesthetic procedures with serious costs. Radical feminist approaches, gender inequality in society, the need for women to act independently, and the anxiety created by the mentality that women should look beautiful in society have increased the interest in aesthetics in the century. The perfect body image is spreading rapidly in the society, and the efforts to appear as a famous person with good appearance on social media platforms such as Instagram and Facebook are increasing not only for women but also for men. Individuals who prefer to have arbitrary aesthetic applications for reasons such as individual preference, power and self-care have made it a way of life to use the social media accounts that digitalization has paved the way for and to receive likes by sharing on these accounts. Social media is one of the motivations that add another dimension to the understanding of beauty and lead to cosmetic surgery. Being visible, known and appreciated with social media contents and opportunities affects the values of individuals and society. In this context, the effect of the effective and widespread use of social media on encouraging plastic surgery cannot be ignored.

**Keywords:** social media, health tourism, plastic surgery, motivation, experience

## **Analysis of Government Budget Allocated to Tourism: Comparison of Türkiye – Italy**

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### **Abstract**

Many countries consider tourism as a leading and economically contributing sector for their development strategies. For these reasons, many countries consider tourism as a strategic sector, make plans for the development of this sector and allocate large resources. In recent years, tourism targets in Türkiye have been enlarged, and the Ministry of Culture and Tourism has planned a tourism income target of 100 billion US dollars for 2028. Achieving this target is possible by perceiving tourism as a strategic sector at all levels of public administration in Türkiye and by making necessary resource allocations. In this direction, the aim of the study is to deal with the budget allocated to the sector in the country in a comparative way and to discuss its adequacy by using secondary data. In the research, the budget allocated by Italy, which is among the important competitors of Türkiye in tourism and the budget allocated by Türkiye for this area were compared and the findings were interpreted. As a result of the examination of the secondary data on the subject, it was concluded that the budget resources allocated to the tourism sector in Türkiye are insufficient. Therefore, necessary recommendations have been given.

**Keywords:** tourism, tourism budget, budget comparison, government budget

## **How Sustainable Are Sustainable Tourism Indicators? Efficiency Comparison of European Tourism Indicator System (ETIS) and Global Sustainable Tourism Council (GSTC) Long-Term Case Studies: The Green Scheme of Slovenian Tourism (GSST)**

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### **Abstract**

Touristic destinations strive to address social, cultural, economic and environmental challenges. To support the destinations, measure the fundamental sustainability progress, the European Commission has created the European Tourism Indicator System (ETIS), which is a set of indicators that may be used by all destinations to help them organize their tourism planning more intelligently. ETIS is also a management, information and monitoring tool specifically designed for tourism destinations. The tourism board has been carrying out ETIS as part of the green program since 2015 and employs the standards of the Global Council for Sustainable Tourism (GSTC) to develop a comprehensive certification scheme that takes into consideration Slovenia's unique national characteristics. Slovenia was the first green country declared in the world at the Global Green Destinations Day in 2016. Accordingly, the Green Scheme of Slovenian Tourism (GSST) is a nationally developed tool and certification program. It is designed as a locally owned and managed process for collecting and analyzing data to assess tourism's impact on a destination. The initiative was created and launched in 2015, when the project's initial pilot sites and tourism firms joined. Since then, the country's network of sustainable-focused locations and service providers has expanded positively. It now has about 130 locations, lodgings, natural parks, tourism agencies, attractions, restaurants, and beaches. While the program is based on global criteria, it also covers national characteristics and requirements. It is intended to assist destinations and stakeholders in assessing their sustainability management procedures and tracking their performance and advancement over time. The purpose of the present research is to examine the efficiency of all sustainable practices made in Slovenian destinations by ETIS and the GSTC since 2016. A mixed analysis method was preferred in the study. The effects of sustainable tourism indicators based on ETIS and GSTC principles will be investigated by both document analysis and survey method. In this context, the contents and current results of The Green Scheme of Slovenian Tourism (GSST) program carried out by the Slovenian destination will be displayed regarding sustainability indicators. Examining the long-term economic, social and environmental impact of the highly accepted indicator systems related to sustainability in the tourism industry and their applicability through a good destination example will also lay the groundwork for other potential destinations.

**Keywords:** sustainable tourism indicators, destination management organizations, policy making, Global Sustainable Tourism Council (GSTC)