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The Expectations of the Local Community and Visitors From Tourism in Rural Areas: Case of Safranbolu-Yörükköyü Village

¹Tuğba Kiper and ²Mükerrem Arslan

¹Department of Landscape Architecture, Faculty of Agriculture,
University of Namik Kemal, Tekirdağ, Turkey

²Department of Landscape Architecture, Faculty of Agriculture,
University of Ankara, Ankara, Turkey

Abstract: The formation and development of tourism in a specific rural area is bound to the natural and cultural landscape assets, which alters that area from others. In fact, many components such as the local culture, agricultural pattern and natural resources are the features that form rural areas. For this reason determining the expectations and inclinations of the local community who are the center of the target group and those participators that are to use these resources is an important subject. In this study, the topics were questioned with a research based on questionnaires, observations and related literature are (1) What is the visitors' land use and satisfaction level? (2) What are the expectations of the local community from tourism and what are they able to do? With this aim, different questionnaires were applied to the visitors and the local community in the case of the Safranbolu-Yörükköyü Village. These questionnaires were applied to a total of randomly selected 194 people. One hundred and forty four of them were composed of visitors and 50 of them were from the local community. Questionnaires have been applied to people having different socio-economic structures in June and July of 2004. The research shows that Safranbolu-Yörükköyü has a suitable potential for rural tourism with its historical, cultural and natural resources. These resources can contribute to the diversification and distribution of tourism to different seasons and the local people can have active roles during this process.

Key words: Tourism, participator features, recreation and tourism inclination, Safranbolu -Yörükköyü village

INTRODUCTION

The aim of this study to emphasize the importance touristic activities with respect to local population, to evaluate the touristic preferences of the visitors population and the socio-economic needs of the rural population within the same context and to discuss rural tourism in the Yörükköyü district as a mean of rural development.

Rural areas are places where humankind gets into various interactions with themselves and with the nature. In these areas, besides agriculture and forestry, economic activities such as tourism, small- middle scaled industry and handicrafts are important. Also these areas are ecologically valuable and they are places where there is an interaction with people from cities (Anonymous, 2004). In this point of view, they form spaces for many tourism types such as cultural tourism, rural tourism, ecotourism, green tourism, cave tourism, stream tourism, plateau tourism, mountain tourism, hunting tourism etc.

When the supply components of rural tourism are examined, the products to meet the consumer needs should first of all have the below features (Anonymous, 1999).

- Natural, environmental and historical attractions,
- A community that conserves its authentic features,
- The harmony of the local cultural assets with tourism and tourism knowledge,
- Interest of the national, regional and local management towards the subject,
- Services such as transportation, accommodation and eating/drinking over the international and national standards.

The expectations of the participators and the power, role and effect of the local community towards these activities form the basis of the tourism features that have been mentioned above. Studies on determining the

inclination of the local community towards tourism should be made separately for each area where tourism activities take place or planned, because the approaches of people towards tourism that live in the various parts of the world is different. In this context, many studies that examine and support the impacts of tourism on the expectations of the local community and visitors have been made. These are:

According to Yağcı (2003), among the rural tourism demand, there is a consumer group that desires to explore the local culture and the natural - cultural assets. Getting acquainted with the local habits, attitudes, behavior and relations is the basic expectation of this consumer group.

According to Thrane (2002), the main goal of developing the local tourism industry in rural areas is to attract visitors to the region and to provide them to contribute to the regional economy. From this point of view, it is important determine the expectations of the visitors. The positive-negative impacts of tourism are given in Table 1. Thus, tourism is an effective factor for bringing out and developing the present natural and cultural heritage resources. It also puts forward the local identity. But on the other hand, corrosive effects may occur by disappearance of unique values if tourism is perceived just as a commercial product.

In his study, Yagüe-Perales (2002) determined the variables that directly define and characterize the modern rural tourists. The study was run in the El Alto Palancia region of Spain. A questionnaire was applied to determine the tourists demographic profile (age, gender, income

etc.), their travel organization (accommodation period, accommodation preference, transportation etc.), their ideas about the region's natural and cultural assets and their preference in activity types. In the study, 600 questionnaires that have a 95% accuracy and 4% error rate were applied. However, 500 of them were evaluated.

In the study, the Logit Binomial Model was used. Related with the definition of modern or traditional tourists, the answer given to the variable determined as The reason of selecting the region for vacation was effective. The traditional tourists selected the region because of their relatives and their connections that lived in the region, which meant that they had places to stay. Not having a specific local origin in the region determined the modern tourists. At the end of the analysis it was observed that those under the age of 34 that have no origin in the Alto Palancia region, that have an interest in natural resources, nature walks, bicycle rides and jeep tours but those that dislike fishing or hunting are the modern rural tourists. According to statistical analysis, most of the tourists that visit the region (331 of 500 people) have a connection with the region. This shows that the traditional rural tourists who visit the area are at majority.

According to Soykan (1999) when it is thought to develop rural tourism in any rural area the local community in that region should seize tourism, make this voluntarily, be pleased of tourists and be educated for this type of tourism.

Table 1: Positive and negative impacts of tourism (Mc Donnel *et al.*, 1998; Gannon, 1994)

Impact area	Positive impacts	Negative impacts
Socio-cultural	Shared common experience Strengthening the traditions Enhancing the social pride Enhancing the social contribution Presentation of the new and creative ideas Providing the innovation and creativity opportunity Formation of local pride and feeling Revitalization of the local cultural traditions and handicrafts Providing opportunities for social and cultural exchange	Enlarging the cultural point of view Estrangement of the community Manipulation of the community Formation of a negative community image Negative behavior Misuse of the materials Change of the social structure Loss of the comfort Spreading of new cultural ideas
Physical and environmental	Presentation of the best applicable models Enhancement of environmental awareness Development of the transportation and communication system Urban transformation and renovation	Pollution Damage of the cultural heritage Discomfort caused by noise Traffic jam
Politic	International prestige Developed profile Presentation of the investments Mutual social support Development of management skills	Risk of the activities to fail False dispersal of the funds No responsibility for control Legalization of the ideologies
Economic	Presentation of the tourism region and the increase of tourists Increase of the accommodation period Increase of income Increase of tax income Providing employment	Resistance of the community towards tourism Loss of the originality Damage of the image Opportunity cost Part-time, seasonal or small scaled employment areas

According to Mansuroğlu (2006) after planning the impacts of tourism on the local economy, tourism can be more effective with the conservation of the environmental factors that support tourism and the detailed knowledge of these factors. For this reason, before planning a region for tourism, the socio-economic structure of the local community should be examined. Their approaches about the development of tourism and opinions about the environmental assets should be considered. In this context, a total of 90 questionnaires were applied to the local community that live in the Akseki district within the Antalya Province.

MATERIALS AND METHODS

The study area, Yörükköyü Village, is in Safranbolu which is a World Heritage City in Turkey. In the selection of the Yörükköyü region the local architecture, nomad culture, variety of the agricultural production, the saffron plant, natural potential, closeness to Safranbolu (13 km), gastronomic features and water assets were considered (Kiper, 2006).

Questionnaires have been applied in Yörükköyü of Safranbolu. In determining the opinions of the local community and visitors about the tourism development, questionnaires using standard forms were applied as a method. Between the dates June 2004-July 2004, a total of 194 questionnaires were performed to the subjects whose 50 of them are from the local community and 144 of them are visitors. The questionnaires were applied to two different groups composed of the local community that live in the region and the visitors that came to the region for the purpose of a tourism activity.

In the questionnaires applied to the visitors, it was aimed to determine the tourism activities and the expectations of those who take part in recreational activities and to evaluate the ideas of them about the Safranbolu-Yörükköyü Village. A random sample of 144 was selected for the questionnaires because information on the visitor number was not registered statistically.

The other questionnaire was developed considering the local community as an effective group that will provide the application of the results obtained from the rural tourism studies carried out in the region. In this context not only the expectations of the local community from tourism were determined, but also the inclination and socio-economic features of the community was tried to be ascertained. In the questionnaire concerning the local community the complete count method was taken

into account. However, the questionnaire number was limited with 50 as a result of the health problems and the negative approaches of some people. The obtained data was evaluated using the Microsoft Excel and Minitab 13 package programs.

RESULTS AND DISCUSSION

Under the heading of research findings, the results obtained from the questionnaires applied to the local community and visitors have been given.

Findings obtained from the visitor questionnaires: The results of the questionnaires applied to 144 voluntary individuals were evaluated from 16 questions and under 3 different groups related with the findings about the socio-demographic structure, recreational activities and the attitudes towards the study area with recreational inclinations. Besides, when it is asked to tick more than one option if necessary, some options were evaluated as a different question.

In the tables where the questionnaires of the Safranbolu-Yörükköyü Village are evaluated, the following symbols were expressed as:

- N: Total of the column related with the table or the 144 individual responding to the questionnaire
- n: The individual number that responded to the questionnaire

Findings related with the socio-demographic structure: Now the information about the gender, age, occupation and education of the visitors has been given.

59.03% (58 people) of the respondents are composed of women and 41.4% (59 people) of men. 68.75% (99 people) of the 144 individuals are married and 31.25% (45 people) of them are single. Forty one percent (59 people) of the married respondents have no children.

Forty three percent of the individuals, classified under five age groups that participate to recreational activities are between the 30-39 age group. When their education is examined, it is observed that with 62.50% (90 people) the undergraduates and graduates compose the largest part. When the occupations of the respondents that participate to recreational activities are examined, it is seen that most of them are occupied with a professional job with a 27.08% (39 people) rate. Service and salesperson follow this group with a 20.14% (29 people) rate (Kiper, 2006).

As shown in Table 2, it is challenging that educated people between the ages of 30-39 and having professional accumulation prefer participation to recreational activities more than the others.

Findings related with the expectations from recreational activities: It was possible to determine the visitors preference of destinations and recreational activities from the questionnaires. According to the obtained results; with the highest rate, 76.39% (110 people) responded affordability to the question What do you take into account while you select a destination for vacation?.

The preferred places of individuals that participate to recreational activities are villages with the highest rate of 57.55%. The preferred activities of those who participate to recreational activities are historical areas with 57.55% (80 people).

While questioning the places where the visitors came from, İstanbul was the highest with 32.64% (47 people), followed by other places with 25% (36 people).

The preferred places of individuals that participate to recreational activities are villages with the highest rate of 57.55%. The preferred activities of those who participate to recreational activities are historical areas with 57.55% (80 people).

As shown in Table 3, respondents prefer recreation activities that take place at villages and also prefer seeing historical places. This shows that respondents' expectations are intended for rural tourism.

Findings related with the tourism and recreation inclination of the study area: The first question towards the study area was to determine if they had come to the region before or not. According to this, 61.11% of them came for the first time and among the ones that came before 50% (29 people) of them come annually.

When the respondents that participate to recreational activities were questioned for what reason they come to the study area for, the traditional architectural texture was the highest answered with a 40.97% (59 people) rate. When the best feature of the study area that attracted the attention of the ones that participate to recreational activities were questioned, the 75% (108 people) expressed that it was the traditional architecture. In the question related with the negative features of the region; 33.33% said that the accommodation was insufficient, followed by the electric poles and the narrow roads that the buses drive in with a rate of 32.64 and 31.94%, respectively. Visitors point of view towards accommodation including Sundays were positive with a rate of 86.11%. Considering the assets of the study area, the opinion of the respondents that participate to recreational activities about the tourism activities that can be developed were cultural tourism with an 89.58% (124) rate, followed by other tourism types within similar percentages (Table 4).

Table 2: Distribution of the participators to recreational activities according to their gender (N = 144)

Parameters	Observation No. (n)	Percentage
Gender		
Man	85	59.03
Woman	59	40.97
Age groups		
30-39	62	43.06
18-29	32	22.22
40-49	29	20.14
60 and over	11	7.64
50-59	10	6.94
Education		
University and over	90	62.50
High school	42	29.17
Primary school	12	8.33
Occupation		
Professional occupation	39	27.08
Service and salesperson	29	20.14
Assistant professional occupation	25	17.36
Student	19	13.19
Legislator manager, director	12	8.33
Retired	12	8.33
Housewife	8	5.56

Table 3: Preferred places of the participators for recreational activities

Parameters	Observation No. (n)	Percentage
Preferred places		
Villages	80	57.55
Historical and archeological areas	70	50.36
Coasts and places that view the sea	65	46.76
Forests	62	44.60
Parks and resting places at the near surroundings of the cities	36	25.90
Preferred activities		
Observing historical areas	80	57.55
Nature observation	75	53.96
Picnicking	68	48.92
Swimming	65	46.76
Learning the traditional life culture	58	41.73
Long distance nature walks	49	35.25
Participating to carnivals and festivals	42	30.22

To the question What could be done to revitalize tourism in the region? 65.97% (95 people) stated that a good presentation-advertisement could be made. With a percentage of 31.94 (46 people), others said that the local community should have an active role in tourism and that a good organization which comprehends a planning and application process should be made equally (Table 4). To the question Would you recommend the region to your close relatives? 99.31% (143 people) gave an affirmative reply.

Findings obtained from the questionnaires related with the local community: In the questions directed to individuals when they were asked to tick more than one option if necessary, some options were evaluated as a different question (as in the visitor questionnaires). In the tables where the questionnaires applied to the local community of the Safranbolu-Yörükköyü Village is evaluated, the following symbols were expressed as:

Table 4: Distribution of the inclination towards tourism and recreation in the study area

Questions		Percentage	Observation number (n)
Reason for coming	Traditional architectural texture	40.97	59
	The region's beauty	31.94	46
	Natural village life	20.14	29
	Tour organization	19.44	28
	Family's desire	10.42	15
	Local food	2.93	13
	Has a house here	6.94	10
	To visit relatives	4.86	7
Assets that attract attention	Traditional architecture	75.00	108
	Local culture and food	28.47	41
	The Araç Stream, lake, caryon	16.67	24
	Natural vegetation and the saffron plant	12.50	18
	Agricultural lands	7.64	11
Negative assets	Insufficient accommodation	33.33	48
	Electric poles	32.64	47
	Tour buses driving in narrow roads	31.94	46
	Insufficient toilets	29.86	43
	Insufficient places for eating-drinking	15.97	23
Desire in participating to activities	Yes	86.11	124
	No	13.89	20
Tourism activities that can be developed	Culture tourism	89.58	124
	Rural tourism	56.25	81
	Nature tourism	56.25	81
	Agricultural tourism	54.76	79
	Gastronomy tourism	54.76	79

N: Total of the column related with the table or the 50 individual responding to the questionnaire

n: The individual number that responded to the questionnaire

Findings related with the socio-demographic and economic structure: Fifty eight percent of the 50 individuals that responded to the questionnaire are men and 42% are women. When their marital status is considered, 82% of them are married and 18% are single. While the 44% (22 people) of the married respondents have three or more children, 18% (9 people) have no children. The gender and marital status of the individuals are given in Table 5.

It is observed that 56 % of the respondents are between the ages of 40-59, 28% are 18-39 and 16% of them are over the age of 60. According to this, the middle-aged group is at majority. When the education of the local community is examined, 48% of them have graduated from primary schools, 30% from high schools or higher and 22% have completed secondary schools. Considering the occupation of the individuals, 38% are housewives, 20% are retired and 16% are qualified agricultural or stockbreeding workers. When the social securities of the individuals are examined, 68% of them are insured by SSK (Social Insurance Institution) and 24% have no social security (Table 5).

Findings related with agricultural production: To the question related with the area of agricultural field they own; while 34.09% gave the answer of 1-9 da, 65.91% of them owned a field at an area of 10 da or more. Those that

Table 5: Local community of the individuals' socio-demographic structure

Parameters	Observation No. (n)	Percentage
Gender		
Man	29	58.00
Woman	21	42.00
Marital status		
Married	41	82.00
Single	9	18.00
Age group		
40-59	28	56.00
18-39	14	28.00
60 and over	8	16.00
Education		
Primary school	24	48.00
High school or higher	15	30.00
Secondary school	11	22.00
Occupation		
Housewife	19	38.00
Retired	10	20.00
Qualified agricultural or stockbreeding worker	7	14.00
Service and salesperson	5	10.00
Student	5	10.00
Government staff	4	8.00
Social security		
SSK	34	68.00
No social security	12	24.00
Bağkur	4	8.00

own a vineyard-garden, which has an area of 1-4 da, are 43.18% and those that own 1 or 2 cattle have a percentage of 60.87 (Table 6).

Findings related with the awareness and knowledge towards the study area: When the specific features of the study area, related with the natural and cultural assets, are examined; 97.92% (47 people) of the respondents preferred the traditional architecture and rural texture. Agricultural structure-local products, natural vegetation and the

saffron plant followed this with a rate of 80%. While the 72% of the individuals preferred the Araç Stream, lake and canyon; 62% preferred the nomad culture and traditional handcrafts. When the distribution of the most important problems seen in the village by the local community is considered, 82% (41 people) stated it as migration from the village to towns, followed by the absence of young work forces with 80% (40 people) rate.

When the reasons of the migrants' return back to the village were asked, 50% of the respondents stated that it was to prepare and take winter provisions. To the question regarding their return if a tourism opportunity is to be created, 58% gave a negative respond.

Findings related with the desire for a tourism-recreation supply at the study area: When the responds to the question, regarding the benefits of the tourism applications to be made in the region, is considered; the choice of the village's improvement-modernization was the highest with a 78% (39 people) rate (Table 8).

When the opinions of those that are to come to the Safranbolu-Yörükköyü Village for the purpose of tourism and recreation were taken, 96% gave a positive reply. According to the individual's opinions about the distribution of different tourism types, 94% preferred

culture tourism, followed by agricultural tourism, gastronomy tourism, rural tourism and nature tourism with a rate of 88, 86, 82 and 74%, respectively. Eighty two percent preferred the presentation of food types and the sales of agricultural products. Guidance services, services such as opening the specific parts of a field for the benefits of tourists and accommodation services were chosen with a rate of 74, 54 and 46%, respectively. Thirty four percent said economic support was necessary with the highest rate and 30% (15 people) preferred a good organization and planning for the condition of success in the tourism studies to be made in the village.

The interesting results obtained at the end of the study are stated under the following items:

- Although most of the visitors (61.11%) came to the study area for the first time, it is interesting that the majority (50%) of those that came before visit the area annually.
- When the important features of the study area were asked to those participators in recreational activities and to the local community, both the visitors (75%) and the local community (97.92%) chose the traditional architecture. It was interesting to see that both groups gave the same answer.
- Among the most important negative factors, the visitors chose insufficient accommodation with a 33.33% rate and the local community chose migration from the village to towns with an 82% rate.

Table 6: Distribution of the individuals' agricultural production

Types	Observation No. (n)	Percentage
Area of owned agricultural field (da)		
1-9	15	34.09
10-19	11	25.00
20-39	11	25.00
40 and over	10	15.91
Area of owned vineyard-garden (da)		
1-4	19	43.18
5-9	10	22.73
10 and over	9	20.45
Animal (cow) wealth		
1-2	14	60.87
2 and over	7	30.43

Table 7: Distribution of the awareness and knowledge towards the study area

Types	Observation No. (n)	Percentage	
Assets specific to the region	Traditional architecture and rural texture	47	97.92
	Agricultural structure and local products	40	80.00
	Natural vegetation and the saffron plant	40	80.00
	Araç Stream, lake, canyon	36	72.00
	Nomad culture, traditional handcrafts	62	31.00
Problems in the village and its close surroundings	Migration from the village to towns	41	82.00
	Almost no young work forces	40	80.00
	Unemployment	31	62.00
	Economic problems	27	54.00
	Insufficient substructure	5	10.00

Table 8: Distribution of the desire for tourism-recreation supply at the study area

Parameters	Observation No. (n)	Percentage	
Point of views	Positive	48	96.00
	Negative	2	4.00
The tourism activities that can be developed in the village	Culture tourism	47	94.00
	Agricultural tourism	44	88.00
	Gastronomy tourism	43	86.00
	Rural tourism	41	82.00
Support types	Nature tourism	37	74.00
	Food variations and agricultural products	82	41.00
Condition for the success of the tourism efforts in the village	Guidance	74	37.00
	Land use	54	27.00
	Possibility for accommodation	46	23.00
	Economic support for the tourism types to be developed	17	34.00
	A good planning comprehending where and how the tourism types are to be made	15	30.00
	A good organization comprehending a planning and application process	15	30.00
	A very good presentation	14	29.00
	Active participation of the local community in the tourism service	11	22.00

- When the tourism activities to be developed in the study area are considered, both user groups (89.58% of the visitors, 94% of the local community) preferred culture tourism.
- The most important support that the local community can give to tourism is presenting food varieties to tourists and selling agricultural products (82%).
- According to the visitors, the condition for success of tourism in the study area is a very good advertisement (65.97%), followed by the participation of the local community and a good organization with an application and planning process (31.94%). According to the local community, economic support was necessary (34%) for the tourism types to be developed, followed by a good organization (30%).
- To the question Would you recommend the region to your close relatives? the visitors gave a positive reply with a 99.31% (143 people) rate. This is an important result, which shows that all visitors except for one got a positive impression about the area.

Deliberative enterprises -not incidental- starts the basis of rural tourism anywhere. Recreational activities have important roles among the facilities offered to tourists by rural tourism. The diversity of these activities increase the tourist number and duration of stays. The type of the activity being offered to tourists and the difference of the site from the neighbouring villages support the success of rural tourism. This shows that rural tourism is a team work. Local population should embrace this issue and should try to convert the area to a center of attraction. From this point, this study exposes the power of the local population as an instrument for acquiring an authentic identity and for recognizing the unknown values of Safranbolu-Yörükköyü for the development of rural tourism. Assigning the expectation and the power of the participants also carry importance for discovering their tendencies towards tourism for the study area.

Turkey is a suitable country for the development of an alternative tourism type with its location and natural-cultural landscape assets. The resources should be determined and used correctly by specifying the priorities for the tourism types to be developed under the framework of the present situation and the expectations. Here, the power and expectations of the local community and participators are important in determining the impacts of tourism on the regional economy, in the conservation of natural resources and in the detailed definition of these factors. For this reason, the participation of the local community should be provided in all the studies about tourism. Results of this study show parallelism with this.

This research carries an applicable feature by putting out the present situation and by giving an opinion about the tourism and recreational development in the future.

The aim of this study to identify the supply potential of rural tourism, which is a new subject to both Safranbolu-Yörükköyü and Turkey, a different survey demand-sided survey was conducted in the area of research. This which are believed to be crucial to make social analyses and to develop applicable model recommendations evaluation. As a result, the knowledge of the local community and of the participators about the tourism impact was determined in this study. The application of rural tourism under the framework of sustainable development in the Safranbolu-Yörükköyü settlement should only be performed with the selection of the effective and correct planning tools. This should be done with priority by determining the opinions, power and expectations of the local community and the participators which are at the center of the target group.

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