

A RESEARCH ON THE LOCAL COMMUNITY'S ASSESSMENTS ON THE FESTIVALS ORGANIZED IN THEIR OWN DESTINATIONS

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Abstract

The study aims to determine the assessments of the locals living in the destination of 23rd Manavgat Peace Water Festival organized on 22-28 July 2019, which is a festival organized regularly every year in Manavgat district of Antalya province. 550 questionnaire forms prepared within this framework were delivered to the local people living in the relevant destination through face-to-face communication during the festival. The data obtained from the returned questionnaire forms and found eligible for analysis (502 questionnaires) were analyzed via the SPSS 22.0 statistical data program. The results of study suggest that the local people consider the festivals useful for their destinations (89%) and have a positive perspective (91%) on the tourists who visit their destinations. Furthermore, the dimensions of the evaluation scale of the locals for festivals on the destinations they live were identified as the positive support for the development of the festivals, negative socio-cultural effects of the festivals, positive economic effects of the festivals, satisfaction for development of the festivals, and positive personal effects of the festivals. It was also determined that the local community consider the following four dimensions of study as high and positive: positive support for the development of the festivals, positive personal effects of the festivals, positive economic effects of the festivals and satisfaction for development of the festivals, consider the following dimension of the study as low and negative: socio-cultural effects of the festivals.

Keywords: Destination Marketing, Festivals, Local Community, Manavgat, Turkey.

JEL Classification: L80, L83, L89.

1. Introduction

Tourism is a highly comprehensive phenomenon and industry that includes economic, social, environmental, cultural, technological and many more variables, functions and components. Moreover, tourism and the touristic activities it involves are mostly universal attracting attention and arousing demand on both national and international scales (Alaeddinoglu, 2007). Festivals are included among touristic activities where the aforementioned effects are seen most obviously. Festivals, which are organized regularly at certain destinations in certain periods of the year, attract considerable demand from national and international tourism markets to the relevant destinations. Festivals provide a high level of economic contribution both to the destinations where they are organized in and the local people living in those destinations, and allow visitors to enjoy their time and engage in cultural exchange. Achievements are also important indicators showing that tourism and festivals, as a touristic activity, support the interaction, productivity and economic development in terms of destinations (Liu and Wu, 2019).

This study aims to determine the assessments of the locals living in the destination of 23rd Peace Water Festival organized on 22-28 July 2019, which is a festival organized regularly every year in Manavgat district of Antalya province. Manavgat Peace Water Festival is a culture-, art-, tourism- and youth-themed festival organized annually since 1996 in Manavgat district of Antalya province. The

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festival is held every year in the summer (July-August), only it was not held in 2016 but postponed to the next year. The festival starts with a cortege consisting of speed boats, water jets (such as flyboards) and various vessels on the Manavgat River and usually lasts for 6 or 7 days. Many entertainments, competitions and activities such as concerts given by famous artists, various exhibitions, workshops, circus and dance shows, marching band shows, children's plays, water sports, various tournaments and sumo wrestling are organized as part of the festival, which welcomes nearly 150 thousand domestic and foreign tourists. Furthermore, a "Festival Village" is set up in Manavgat in order to carry out all activities on different days during the festival (Manavgat Chamber of Commerce and Industry, 2020). It is thought that the study will provide important contributions to the literature through its theoretical and practice-based results. In fact, studies carried out specific to touristic activities and festivals in the field of tourism are mostly focused on measurement of economic, social, cultural and similar contributions of the event and assessments made by tourists. Studies measuring the level of assessment on or perceptions of touristic activities and events in the eye of the local community are quite limited.

The type, size and assessment levels of touristic activities in destinations can vary depending on various variables. The possible types of tourism in a destination, the types of tourists who visit that destination and their socio-economic characteristics, the visiting frequency of the tourists, the purposes of visit and the seasonal visiting intensities, the average stay of the tourists, the touristic activity preferences, the tourist carrying capacity of the destination and the image of the destination are major determinants of the effects of tourism on the destination and local community (Avcıkurt, 2015). Local community's opinions and assessments on the economic, environmental, cultural and social effects of tourism and touristic activities can be extremely effective on the development and success of touristic activities and studies in their destination. At this point, it becomes highly important to identify and assess the opinions and wishes of the local people who live in the destinations about tourism and touristic activities (Celikkanat and Gucer, 2014). In this context, the results to be obtained from the study are considered to be important in order to analyse the current state of tourism and touristic activities in Manavgat destination and to make predictions about its future.

2. Literature Review

Tourists often desire to experience an unusual atmosphere, meet people who have similar or different interests, and travel to learn more about the world (Quinn, 2010, p.266). Touristic festivals organized in the destinations visited by the tourists perform an important function meeting their aforementioned demands. Many researchers also draw attention to this aspect of touristic festivals (De Bres and Davis, 2001, p.327; Kowalczyk, 2001, p.110; Gotham, 2005, p.227; Markwell and Waitt, 2009, p.144; Cudny, 2011, p.133; Cudny and Rouba, 2011, p.4; Markova and Boruta, 2012, p.47). Moreover, festivals represent a common form of cultural celebration for communities (Getz, 2005, p.236) and aim to provide a sense of celebration and pleasure to tourists or the local people living in the places where they are organized in. Festivals are highly attractive events that bring together the local characteristics of a destination and are organized regularly, at least once a year (Noordman, 2004, p.215). Festivals usually differ from other events because they benefit from the cultural identity of a community and add a sense of destination to the places where they are organized in (Schöllman, et al., 2001, p.303; Getz, 2004, p.415). Festivals are defined as elements that can make an area a centre of attraction by itself with the cultural events and local gastronomic riches that tourists enjoy consuming (Liang, et al., 2013, p.379). Festival tourism, on the other hand, is defined as the sum of activities and events that include increase and improvement of awareness, attraction and recognition of a tourist destination with limited and continuous events (Coban and Süer, 2018, p.59). Festivals are often organized to introduce and highlight the unique features of the destinations. Festivals are sometimes organized for an artistic event, public celebration, a special idea for political and commercial purposes, or for a specific purpose. Events involving adventure, entertainment, culture and arts, which are organized as part of the festivals, increase the attractiveness of the destinations and encourage tourists from different parts of the world to visit the destination. Furthermore, the festivals play an important role in the travel preferences and purchasing decisions of tourists (Uguz Celik and Gacnik; 2015, p.280). Festivals are generally classified under four main titles in the relevant literature (Ma and Lew, 2012, p. 21).

Table no. 1: Types of Festivals

Local Heritage Festivals	Local Modern Festivals	National Heritage Festivals	Global Modern Festivals
<ul style="list-style-type: none"> - Typically focused on local market. - Regional. - Tourism is not a priority. - Organized at the local level to celebrate historical events, figures and/or cultural traditions. 	<ul style="list-style-type: none"> - Typically focused on local market. - Aim to improve tourism and image in the places where they are organized. - Aim to celebrate local food products and other local features. 	<ul style="list-style-type: none"> - Focused on local and national market. - Regional. - Mostly historical and have non-tourism targets. - Organized to celebrate national events, figures and/or shared traditions. 	<ul style="list-style-type: none"> - Focused on local and international markets. - Aim to improve tourism and image. - Aim to celebrate international commercial activities as well as international films, food and art activities.

Source: Ma & Lew (2012:21)

Opinions of the tourists are prerequisite for survival of a festival (Getz, 2008, p.405). However, a festival should not only satisfy tourists, but also create a sense of loyalty to the festival (Lee, et al., 2012, p.756; Lee and Kyle, 2014, p.658). The primary purpose of tourists visiting a festival is to make cultural discoveries and social interactions with local people or other tourists (Chang, 2006, p.785; Yolal, et al., 2009, p.280). The participation of tourists in local consumption is very important to support economic gains in destinations, and this also increases social interactions in human relations (Lee and Kyle, 2012, p.181; Liang, et al., 2013, p.385; Chang, et al., 2014, p.788). The locals are the stakeholders who are most familiar with the destination they live in, and most knowledgeable about the festival organized in their destination and most affected by the festivals (Fredline and Faulkner, 2000, p.780). Therefore, the local community's perspectives on improvement of tourism in their destinations are especially important (Zamani-Farahani and Musa, 2008, p.1236).

Tourism and touristic activities reveal a social and cultural communication and interaction process for the participants and the local people living in the places of such activities. People who visit destinations acting for touristic purposes are called tourists; and people or communities that provide direct or indirect services in tourist destinations, create tourist alternatives or are affected by this process are called local community (Ersoy, 2017). Local people can be directly or indirectly, willingly or unwillingly affected positively or negatively, at different levels, by touristic activities carried on and touristic events organized in their destinations. Besides, since touristic products and activities are often associated with local rituals, traditions, cultural values and meanings, local people can better understand the nature and characteristics of tourism products. Therefore, it should be noted that the local community is an important stakeholder in terms of determining what will be suitable for the local situation during the touristic planning and development process in the destinations (Park and Kim, 2015). At this point, it is important to measure the implications of the touristic activities carried out in touristic destinations for the local community. If the local community positively perceives and assesses the results and contributions of the touristic activities and events, they would provide more support to tourism-related practices. However, any opposite situation will cause the local people to negatively assess the touristic activities in their destinations and exclude or even feel hostile and act negatively towards tourists. For this reason, bearing in mind that local community's opinions and assessments about touristic activities and events may change over time; surveying the opinions and assessments of the local community at certain intervals and finding out their current opinions and future assessments will positively contribute the sustainability of the success of tourism activities or events carried out or organized in the destinations as well as solution of the problems that may be faced (Akpulat and Uzumcu Polat, 2019). In this context, the current studies, which are conducted to determine local community's attitudes and assessments towards the tourism and touristic activities carried out in their destinations, and the prominent results of the said studies are as follows.

The results of the surveys conducted by Celikkanat and Gücer (2014) with 386 participants to evaluate the local community's perspective on tourism in Bodrum destination suggest that the local community has a positive attitude towards tourism, but they believe that the practices that could harm the natural and cultural environment of their destination should not be realized within the scope of tourism. The results of the survey conducted by Giritlioglu and Bulut (2015) with 424 participants in order to

determine the local community's assessments on the tourism activities in the Gaziantep destination suggest that the local community's attitude towards tourism is positive, they can maintain and protect the destination's cultural structure and natural beauties and food culture, and the historical structures should be restored, and advertising and promotion activities should be focused on to ensure sustainability.

The results of the survey conducted by Dilek, et al. (2017) with 347 participants in order to determine the local community's attitude towards tourism in Hasankeyf suggest that the local community supports tourism activities in the destination and they are satisfied with the socio-cultural and economic contributions of tourism. The results of the study conducted by Dündar and Sert (2018) through the interview technique in order to determine the perception of local community living in Seferihisar about the slow city concept suggest that the local community is pleased with the philosophy of cittaslow and involvement in this system invigorated the economy and contributed to a significant increase in the number of visitors to the destination, and the destination made an environmental, social and cultural progress. Furthermore, their study also suggests that the local community considers the start of unplanned urbanization in the destination, occurrence of regional inflation, the increase in vehicle traffic, environmental pollution and crowding as problems that come with the cittaslow. The results of the surveys conducted by Olcay and Araboga (2018) with 984 participants in order to determine the local community's perspectives on the tourism potential in Bitlis destination suggest that the local community leans towards the tourism, while they believe that the tourism resources of the destination could not be adequately engaged in tourism. The results of the survey conducted by Akpulat and Uzumcu Polat (2019) with 209 participants living in Çeşme destination to determine the local community's perspective on the effects of tourism on the destinations show that the locals draw attention to negative effects thought to be tourism-related such as parking problem, traffic density, crowding, unplanned urbanization, environmental and noise pollution.

3. Methodology

3.1 Purpose of the Research

The study aims to determine the assessments of the locals living in Manavgat district of Antalya province on 23rd Peace Water Festival organized in their destination on 22-28 July 2019. The relevant literature includes studies that constitute the scope of the research and evaluate the tourism mobility and activities in the destinations where the locals live (Alaeddinoglu, 2008; Caliskan and Tutuncu, 2008; Solmaz, 2014; Turker Ozaltın and Turker, 2014; Celikkanat and Gucer, 2014; Giritlioglu and Bulut, 2015; Dilek, et al., 2017; Ersoy, 2017; Oguzbalaban, 2017; Hancer and Mancı, 2017; Günes and Alagöz, 2018; Olcay and Araboga, 2018; Akpulat and Uzumcu Polat, 2019). However, there is no study addressing the issue from this aspect for Manavgat destination selected as the research area.

3.2 Selection Process of the Research Area

Manavgat destination was selected as the research area because it is the largest district of Antalya in terms of physical and tourist capacity with a bed capacity of approximately 250 thousand, and it has a history dating back to the 6th century BC (Side and Selge Ancient Village) and it hosts ancient settlements such as Side, Ilica and Selge, natural attractions such as Oymapınar, Manavgat Waterfall and Titreyengöl, many gastronomic riches, Rafting, Bicycle Festival, International Motorcycle Festival, Oil Wrestling as well as nationally and internationally recognized events such as the Peace Water Festival (Manavgat Chamber of Commerce and Industry, 2020), and it entertains numerous domestic and foreign tourists every year and no study was conducted before on the subject of the research.

3.3 Creating the Scale of the Study

A questionnaire consisting of two parts was used in the data collection process of the study. The first part of the survey consists of seven questions to determine the demographic characteristics of the local community and the statements that the participants can choose regarding the questions. The second part of the survey form includes 24 Likert-type expressions (5-Strongly Agree-1-Strongly Disagree) to determine the local community's assessments on the effects of festivals on the destination they live in.

The study of Dilek, et al. (2017) was used to form the statements in the survey. In this study, experts and competent people were consulted to ensure the content validity of the survey. Regarding structural validity, criteria such as content validity, Cronbach's Alpha coefficient and factor analysis should be fulfilled. Within the framework of the feedback obtained as a result of the relevant validity tests, the survey was finalized and applied to the local community.

3.4 The Population and Sample of the Study

The population of the study consists of the whole local community living in Manavgat district of Antalya province, who are directly or indirectly involved in touristic activities. The sample of the study consists of local people living in the relevant destination, who were accessible during the data collection process of the study. Population statistics of the Turkish Statistics Institute (TUIK, 2020) were used to determine the exact number of local people living in Manavgat destination for determination of the number of samples that can represent the population of the study. According to TUIK data, it was found that totally 230,597 people lived in Manavgat destination as of the end of 2018. However, the exact number of people living in the relevant destination during the data collection period (22-28 July 2019) of this study could not be determined. For this reason, considering the number of individuals in the target group is unknown to calculate the study sample; the formula $n = t^2 pq / d^2$ (Yazıcıoğlu and Erdogan, 2007) was used. In the formula; n: the volume of the sample, i.e. the number of individuals to be included in the sample, p: the incidence of the incident under examination, i.e. its probability, q: the frequency or probability of non-occurrence of the incident under examination, t: the theoretical value in the t table at a certain level of significance (the value t is 1.96 at the degree of freedom ∞ for $\alpha = 0.05$.), d: acceptable \pm sampling error according to the incidence of the incident. If we replace the values within the framework of the formula; $n = (1.96)^2 \cdot (0.5) \cdot (0.5) / (0.05)^2$; $n = 384$ was determined as the number of study samples. It is important for the reliability of a study that every element in a certain population has equal chance of being selected and equal chance of being included in the sample (Ural and Kılıç, 2005). For this reason, the study used the convenience sampling method, which is among the sampling methods that are not based on probability because of its time and cost advantages in determination of the local community, ease of access, and applicability to available or voluntary individuals (Erkus, 2011). In order to provide the sample size (384 participants) that can represent the population size, totally 550 surveys were delivered to the local community living in the destination between 22-28 July 2019 through face-to-face communication. However, 26 of the returned surveys were excluded from the evaluation because the same answer option was coded for each question and 22 surveys were excluded since 50% of the answer codes were left blank. 502 surveys were included in the evaluation part of the study and the rate of return was 91%.

3.5 Analysis of the Study

As a result of the study, the data obtained from the survey forms were analyzed via SPSS 22.0 statistical data program. The data on the demographic characteristics of the local community obtained from the survey in the study were analyzed with percentage and frequency values. After the frequency analysis, the reliability of the scale was analyzed. The scale was subjected to normality testing before proceeding with other tests related to the scale. During the normality test, it was determined that the significance level of Shapiro-Wilks values of the data was $p > 0.05$. This result shows that the scale is suitable for parametric tests. Following the reliability and normality analysis, exploratory factor analysis was applied in order to test the construct validity of the scale regarding the local community's assessment on the effects of the festivals in the destination where they live.

4. Results

4.1 Findings Regarding the Participants

According to the results of the frequency analysis applied in the study (table no. 2), the majority of the study participants were male (54.6%); married (60.4%), 25-60 years old (42.6%), with bachelor's degree (28.5%), self-employed or operating their own business (41.4%), with monthly income of TRY 5001 or above (56.2%), who consider festivals as useful for their destinations (88.9%), and who have a positive perspective for tourists visiting their destinations (91.4%).

Table no. 2: Findings Regarding the Participants (n=502)

Demographic Characteristics		Number (n)	Percent (%)
Gender	Female	228	45,4
	Male	274	54,6
Marital Status	Single	199	39,6
	Married	303	60,4
Age	15-24 Age Range	168	33,5
	25-60 Age Range	214	42,6
	61 Years and Above	120	23,9
Education	High School and Below	138	27,5
	Vocational School	126	25,1
	Bachelor's	143	28,5
	Graduate	95	18,9
Profession	Student	112	22,3
	Operating Their Own Business	208	41,4
	Private Sector Employee	66	13,2
	Public Employee	34	6,8
	Retired	82	16,3
Monthly Income	2020 TRY and Below	78	15,5
	2021 TRY-5000 TRY	142	28,3
	5001 TRY and Above	282	56,2
Assessing the Effects of Festival on Destination	Useful	446	88,9
	Harmful	56	11,1
Perspective to Destination Visitors	Positive Perspective	459	91,4
	Negative Perspective	43	8,6
	Total	502	100

Source: author's research

4.2 Findings of Reliability Analysis

Reliability analysis in a study is carried out to test whether the expressions created to collect data from the units forming the sample on any subject are consistent among themselves (Ural and Kılıç, 2005, p.258). As a result of the reliability analysis (Table no. 3), the Cronbach's Alpha coefficient of the scale used in the study was found to be 0,921. The coefficient ratios obtained indicate that the scale is reliable.

Table no. 3: Findings of Reliability Analysis

N of Items	Cronbach's Alpha	Number of Samples	Percent (%)
24	,921	502	100

Source: author's research

4.3 Findings of the Factor Analysis

According to the results of the normality test applied in this study, Skewness value varies between -0,568 and 0,247 and Kurtosis value varies between 0,879 and -0,391. It can be said that the scale has a normal distribution since the relevant Skewness and Kurtosis values are in the range of -1.5 to +1.5 in the normality test (Tabachnick and Fidell, 2013). Exploratory factor analysis was applied after the normal distribution test. As a result of the explanatory factor analysis (Table no. 4), KMO value was determined as 0,882 (p=0.000). This value is considered as perfect within the framework of the value ranges accepted in the literature (Durmus, et al., 2010). Furthermore, the result of the Barlett's Test of Sphericity was determined as 3481.186. The level of this ratio also indicates that the sample size is sufficient and suitable for factor analysis. The study also aimed to increase the validity of the exploratory factor analysis by excluding the expressions with the factor loads below 0.30 and with the communalities below 0.50. As a result of these two operations, it was decided to exclude two of the 24 expressions included in the scale (festivals increase the prices of their products and services in the destination and festivals cause a high cost of living in the destination). As a result of the factor

analysis, five dimensions consisting of 22 expressions with eigenvalues greater than one were determined. These dimensions explain 75.634% of the total variance. The variance rate obtained in the study is at an acceptable level compared to the literature (Altunısık, et al., 2007, p.347). The dimensions related to factor analysis in the study include Positive Support for the Development of Festivals (PSDF), Negative Socio-Cultural Effects of the Festivals (NSCEF), Positive Economic Effects of the Festivals (PEEF), Satisfaction with the Development of the Festivals (SDF) and the Positive Personal Effects of the Festivals (PPEF). It was determined that the participants consider the positive support for the development of festivals ($\bar{x}= 4.41$) positive personal effects of festivals ($\bar{x}= 4.36$), positive economic effects of festivals ($\bar{x}= 4.32$) and satisfaction with the development of festivals ($\bar{x}= 4.28$) as high and positive, and consider the negative socio-cultural effects of the festivals ($\bar{x}= 2.89$) as low and negative.

Table no. 4: Study Scale Factor Analysis Results (n=502)

Expressions	PSDF	NSCEF	PEEF	SDF	PPEF	Mean
Efforts should be made for further development of touristic festivals in the destination.	.778					4.41
Investments in festivals should increasingly continue in the destination.	.771					
Festivals should continue as an important part of the destination.	.763					
I support development of festivals in the destination.	.745					
Festivals negatively affect the environmental quality of the destination.		.704				2.89
Festivals negatively affect the behaviour of local people in the destination.		.697				
Festivals cause the cultural values of the local community in the destination to disappear.		.678				
Festivals lead to increased crime and social problems in the destination.		.659				
Festivals cause overcrowding and traffic in the destination.		.652				
Festivals cause environmental pollution in the destination.		.636				
Along with the festivals, locals in the destination gain more economic profits.			.788			4.32
Festivals support the local economy in the destination.			.780			
Festivals increase the quality of life of the local community in the destination.			.769			
Festivals contribute to protection of the natural environment in the destination.			.754			
Without festivals, my business can become more difficult economically.			.747			
Festivals contribute to the cultural development of local people in the destination.			.725			
I am satisfied with the environmental development created by the festivals at the destination.				.766		4.28
I am satisfied with the development of public services in the destination along with the festivals.				.752		
I am satisfied with the economic development in the destination with the festivals.				.731		
I am satisfied with the social development in the destination with the festivals.				.719		

Expressions	PSDF	NSCEF	PEEF	SDF	PPEF	Mean
The development of festivals in the destination affects my business positively.					.780	
I also benefit from development of festivals in the destination.					.774	4.36
Eigenvalues	6.541	5.434	3.238	2.187	2.431	
Alpha Values of Factors	.884	.876	.848	.869	.822	
Variance Values of Factors (%)	19.668	16.754	18.244	13.156	7.812	
Total Explained Variance (%)			75.634			
KMO Sampling Measurement Adequacy			.882			
Value of Barlett's Test of Sphericity			3481.186			
Sig. p value-Probability Value			0.000			

Source: author's research

5. Conclusions

The study aims to determine the assessments of the locals living in Manavgat district of Antalya province on 23rd Peace Water Festival organized in their destination on 22-28 July 2019. According to the results of the frequency analysis applied in the study, the majority of the participants consist of males, married, 25-60 years old, with bachelor's degree, self-employer or business owner, with monthly income of TRY 5001 or above. Furthermore, almost all participants consider the festivals useful for their destinations (89%) and their perspective on tourists visiting their destinations is positive (91%). As a result of the exploratory factor analysis applied to the study scale; it was determined that the scale expressions related to the local community's assessments on the effects of the festivals on their destinations are grouped under five dimensions. The said dimensions include positive support for development of the festivals, negative socio-cultural effects of the festivals, positive economic effects of the festivals, satisfaction with the development of the festivals, and positive personal effects of the festivals. The results obtained are consistent with the relevant literature (Dilek, et al., 2017). According to the results of the analysis on the local community's assessment on the scale dimensions; it was determined that they consider the dimensions of positive support for development of the festivals, positive personal effects of the festivals, positive economic effects of the festivals and satisfaction with development of the festivals as high and positive, but the dimension of negative socio-cultural effects of the festivals as low and negative.

Although the phenomenon of tourism is generally universal and evaluated, the approaches of local people living in destinations towards the subject and their perceptions on tourism may differ. In the study, it was determined that the locals believe that the festivals organized in their destinations should be improved and more investments should be made in the festivals and the festivals became a part of their respective destinations. It was concluded that the locals regard the festivals as an economic profit tool and believe that the festivals positively affect their local economies and increase their quality of life. Furthermore, it was determined that the locals are pleased with the environmental, cultural, economic and social contributions of the festivals to their destinations and their encouraging impact on public services, and they believe that they individually benefit from development of the festivals especially economically. It was also determined that the locals believe that the festivals do not cause deterioration of the environmental quality, their behaviours, cultural values, general crime rates, crowd, noise and excessive traffic, environmental pollution, etc. in their respective destinations.

Within the framework of the relevant results, it is possible to say that the local people living in Manavgat destination considers the festival events in their destinations as positive in general. In the cases where tourism and touristic activities are planned and managed incorrectly in destinations, such destinations may encounter problems such as inflation, increase in foreign purchases, increase in abuse of harmful substances, traffic-parking problems and unplanned urbanization. However, it has been determined that the local people have not yet perceived such negativities in Manavgat destination. The result obtained is similar to the relevant literature (Cakıcı, et al., 2014; Celikkanat and Gücer, 2014; Giritlioglu and Bulut, 2015; Park and Kim, 2015; Dilek, et al., 2017; Olcay and Araboga, 2018; Akpulat and Uzumcu Polat, 2019).

It is thought that this study will contribute to the relevant destination, literature and future studies. However, due to the limited financial resources and time, the study could not be applied to a large sample size, while it was within the limits accepted in the literature. For this reason, increasing the diversity and sample size of the local community included in the study in future studies would make a positive contribution in terms of the generalization of the study results.

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