Pro-Tourism and Anti-Tourism Community Groups at a World Heritage Site in Turkey, Pamukkale

Esmaeil Khaksar Shahmirzadi

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Approval of the Institute of Graduate Studies and Research

_____
Prof. Dr. Mustafa Tümer
Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Doctor of Philosophy in Tourism Management.

_____
Prof. Dr. Hasan Kılıç
Dean, Faculty of Tourism

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Doctor of Philosophy in Tourism Management.

_____   _____
Asst. Prof.Dr.Hossein Ghasemi.T.Olya   Prof. Dr. Habib Alipour
Co-Supervisor   Supervisor

Examining Committee
_____

1. Prof. Dr. Semra Günay Aktaş   _____

2. Prof. Dr. Habib Alipour   _____

3. Prof. Dr. Hüseyn Araslı   _____

4. Prof. Dr. Hasan Kılıç   _____

5. Prof. Dr. Ige Pırnar   _____

ABSTRACT

This empirical study deepens our understating of support for sustainable tourism development (SSTD) from the perspectives of various community groups in Pamukkale, a world natural and cultural heritage inscribed on the UNESCO list. A quota sampling technique was used to survey the views of three communities: business, farmers, and the government. Occurrences of contrarian cases were checking using cross-tabulation analyses. Complexity theory and fuzzy-set qualitative comparative analysis fsQCA, as an innovative approach, were applied to develop and test a configurational model for predicting both high and low SSTD scores for three community groups. The fsQCA results revealed that causal recipes for achieving pro-tourism behaviour are not simply mirror opposites of the conditions leading to anti-tourism behaviour. The complex configurational models indicating high/low SSTD were unique to each community group, indicating that a specified strategy must be developed for community-based tourism management. The evidence-of-fit validity of the measurement model and the predictive validity of the configurational model were provided. Support for the fsQCA results in the key tenets of complexity theory confirms that this theory explained the heterogeneity and complex interactions of SSTD antecedents well. The study outcomes provide a guideline for managing conditions to both increase SSTD and hinder SSTD negation for various community groups. The limitations and implications for further research are discussed.

Keywords: community; tourism support; complexity theory; configuration; Pamukkale.

ÖZ

Bu ampirik çalışma, UNESCO listesinde yer alan dünyadaki doğal ve kültürel mirasın Pamukkale'deki çeşitli topluluk gruplarının bakış açılarından sürdürülebilir turizmin gelişimi (SSTD) konusundaki anlayışımızı ve bakış açımızı derinleştirmemizi sağlamaktadır. Çalışma da,ticaret, çiftçiler ve hükümetten oluşan üç topluluğun görüşlerini anlamak için kota örnekleme tekniği kullanılmıştır. Kontrarian olguların oluşumları çapraz tablolama analizleri kullanılarak kontrol edilmiştir. Karmaşıklık teorisi ve bulanık kümede niteliksel karşılaştırmalı analiz fsQCA, yenilikçi bir yaklaşım olarak, üç topluluk grubunun hem yüksek hem de düşük SSTD puanlarını tahmin etmek için yapılandırma modeli geliştirmek ve test etmek için uygulanmıştır. FsQCA sonuçları, turizm öncesi davranışa erişmek için nedensel tariflerin sadece anti-turizm davranışına yol açan koşulların ayna karşıtları olmadığını ortaya koymuştur. Yüksek / düşük SSTD'yi gösteren karmaşık konfigürasyon modelleri, her topluluk grubuna özgü olup, belirli bir stratejinin topluma dayalı turizm yönetimi için geliştirilmesi gerektiğini göstermektedir. Karmaşıklık teorisinin ana ilkelerindeki fsQCA sonuçlarının desteklenmesi, bu teorinin SSTD öncüllerinin heterojenliğini ve karmaşık etkileşimlerini iyi açıkladığını doğrulamaktadır. Bu çalışmanın sonuçları hem SSTD'yi artırmak hem de çeşitli topluluk grupları için SSTD'nin inkârını engellemek ve koşulları yönetmek için bir kılavuz oluşturmaktadır. Ayrıca, daha sonraki araştırma ve çalışmalar için kısıtlamalar ve sonuçlarda tartışıldı.

Anahtar kelimeler: Toplum; Turizm desteği; Karmaşıklık teorisi; yapılandırma; Pamukkale.

DEDICATION

به نام خداوند بخشنده مهربان

تقدیم به عشق واقعیم مادر

In The Name Of God

To my real love: Mother

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INTRODUCTION

Sustainable tourism development at heritage sites demands community-driven management that promotes social capital and pro-social behaviour (Nguyen and Rieger, 2017). Many scholars have identified indicators of support for sustainable tourism development and proposed practical implications for community-based tourism management (e.g., Choi and Sirakaya, 2006; Kaján, 2013; Lee, 2013; Rasoolimanesh et al., 2017; Su and Wall, 2015; Zapata et al., 2011). The ignorance of communities' roles from decision-making to the implementation process both hinders sustainable tourism development at world heritage sites (Chhabra, 2010; Lee, 2016) and provides conditions leading to anti-tourism attitudes and behaviour (Olya and Gavilyan, 2016).

Gustafson (2002, p. 900) highlights that "in spite of the magnitude of tourist flows and the resulting cultural and economic influences in contemporary society, both tourism and tourists are often accompanied by ambivalence, disparagement, and even hostility." Although the importance of listening to the voices of various communities is clear (Šegota et al., 2016; Van Den Bergh, 2014; Yuksel et al., 1999), there is little knowledge about the conditions (i.e., causal model/recipe) under which communities act as the lovers or haters of tourism. Clearly, some local residents will oppose some kinds of tourism activities (Serra-Cantallops and Ramon-Cardona, 2016; Schofield, 2011).

Modelling the behaviours of communities is a complex issue because different community groups have different expectations, interests and awareness, leading to different attitudes and behaviours regarding sustainable tourism development, and policy makers must thus develop distinct strategies for community-based tourism management (CBT) (Simpson, 2008). Wright and Sharpley (2016, p. 5) argues that "in complex and potentially sensitive contexts, including disaster tourism sites, the whole truth of the local community's perceptions of tourism is likely to be revealed only through a deeper, more nuanced understanding of their social reality."

Šegota et al. (2016) stresses the equal representation of *all voices* in the tourism development process and argues that because lives in all local communities are influenced by tourism, every community's interests must be translated and considered. Otherwise, a conflict could arise in the process of tourism development (Kuvan and Akan, 2012). It is time to explore the recipes that show how indictors of sustainable tourism development support (SSTD) must be combined to model the complex behaviours of various community groups (Olya and Gavilyan, 2016; Ordanini, Parasuraman, and Rubera, 2014).

This study elaborates the following sections. First section describes the purpose and significance of the study. Then, in the theoretical framework section, justification of the relevance and rationality of complex theory with fuzzy-set qualitative comparative analysis (fsQCA), the proposed configural model and a profile of the study area are presented. In the methodology section, scale items measurement, the data and procedure and data analysis are detailed. Following this, the findings obtained from measurement model-testing, configural model-testing, predictive validity, and the assessment of the fsQCA results with key tenets of complexity

theory are explained in the results section. Finally, the discussion and conclusion consists of comparisons of the results with the findings of previous studies, remarks on the findings of present study and its limitations and implications.

1.1 Purpose and significance of study

This study aims to develop and test a configurational model to simulate the conditions for both high and low levels of support for sustainable tourism development (SSTD) from the viewpoints of various community groups in Pamukkale. The study measures the perceptions of three communities, namely, the business, farming and government communities, about indicators of SSTD. Using asymmetric modelling, economic, environmental, social, and cultural impact; quality of life and length of residency are combined as a configuration for predicting both pro-tourism and anti-tourism behaviour. The configurational model is tested for the three communities. The results, which describe conditions leading to high and low for SSTD) scores, are evaluated in light of the tenets of complexity theory. The evidence of predictive validity shows the ability of the proposed configurational model to make predictions based on another sample (i.e., future data/behaviour).

This empirical study contributes to the tourism development literature in several ways. First, this study explores the causal recipes explaining the behaviour of both anti-tourism and pro-tourism communities. Bershidsky (2015) provided a list of anti-tourism actions – such as protests, "not welcome" signs at some clubs and bars, and the illegality of Airbnb – taken against tourists who plan to visits cities such as Berlin, Barcelona, Lisbon and Hong Kong. Even the mayor of Barcelona officially stated that tourists should "go away" (Matlack, 2015).

In academia, there have also been concerns about tourism development under the shadow of the anti-tourism community (Serra-Cantallops and Ramon-Cardona, 2016; Schofield, 2011; Williams and Lawson, 2001). Schofield (2011) reports various attitudes among Salford residents to the impacts of tourism development and advises that Salford City Council should target 'anti-tourism' and 'uncertain' residents and place particular emphasis on tourism's potential to both facilitate the conservation of Worsley's heritage and improve local facilities and services.

Williams and Lawson (2001, p. 288), by clustering the residents of ten New Zealand towns into two groups of lovers and haters/cynics, conclude that "from an entrepreneurial perspective, the importance placed on community issues by the least positive residents is of concern." Williams and Lawson (2001, p. 288) also recommended searching for approaches that "encourage support for tourism and/or forestall or minimize adverse reactions."

Secondly, the causal models predicting for SSTD in three community groups were calculated because each community has its own perceptions of tourism impacts (Šegota et al., 2016; Simpson, 2008). Kuvan and Akan (2012) report an increase in conflicts between residents and hotel managers, which was caused by different perceptions about the economic, social and environmental effects of tourism development in Turkey. Yang et al. (2013) analysed the impact of social conflict on tourism in China, including intra- and inter-group conflict. Kuvan and Akan (2012, p. 582) conclude that "attention is not called for addressing the demands of disparate, yet systematically comprehensible set of entities who may or may not have legitimate claims, but who may nonetheless affect the interests of those who may have legitimate claims." This empirical study addressed these two research gaps via

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the configurational modelling of the *pro-tourism and anti-tourism behaviours* of *three different community groups with different perceptions and interests* regarding tourism development in Pamukkale, a UNESCO world heritage site in Turkey (http://whc.unesco.org/en/list/485).

1.2 Challenges of sustainable tourism

In terms of the study context, Pamukkale is a mix of natural and cultural world heritage and a host of communities. This diversity of perceptions may cause disputes in the sustainable tourism development process (Yuksel et al., 1999). Tosun (2001) lists the challenges to sustainable tourism development in Turkey as follows:

   (1) a lack of flexibility and decentralisation

   (2) some lack of comprehensiveness and integration

   (3) lack of community perspective

   (4) being driven by an industry dominated by international tour operators, multinational companies, major domestic business interests and central government and

   (5) lack of consistency, co-ordination and co-operation (p. 292).

Hence, proposing causal recipes for specific group communities will help us to understand the complex process of SSTD at the study site. Specifically, it is a reply to the call of Kuvan and Akan (2012, p. 582), who recommended that "further studies, which include more stakeholders, are needed for a more comprehensive understanding, and more sustainable outcomes" in tourism development of Turkey.

Finally, this study advances theory and method in the context of CBT by applying a new analytical approach (i.e., complexity theory with fsQCA) to crafting and testing a proposed configurational model. Asymmetrical modelling, as a promising approach that moves beyond the conventional assumptions of symmetrical approaches (e.g., data normality, multicollinearity issues and the ignorance of contrarian cases), calculates more accurate results regarding the causal conditions that describe complex phenomena (Ragin, 2008; Olya and Altinay, 2015; Olya and Gavilyan, 2016; Olya and Mehran, 2017; Wu et al., 2014). Baggio and Sainaghi (2016, 24) justify the importance of non-linear models and methods in tourism studies as follows:

The complexity of a destination is strongly related to its constituent elements, a wide number of 'co-producing' firms, and to the non-linearity of the relationships between these entities that create complex dynamic behaviors with a possibility to exhibit chaotic features. For this reason, there is a need to employ methods that are more consistent with the nature of the object of study and the complexity of a tourism system.

fsQCA and complexity theory allow scientists to explore the causal conditions leading to both high and low study outcome scores (i.e., SSTD). This is significant for modelling the pro-tourism (i.e., high scores for support for sustainable tourism development) and anti-tourism (i.e., low score for support for sustainable tourism development) behaviours of communities that are influenced by various perceptions of the social, cultural, economic and environmental impacts of tourism. The next section elaborates on complexity theory and fsQCA.

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Chapter 2

LITERATURE REVIE

2.1 Community Based Tourism

Tourism is among one of the largest industries nowadays and the international tourism has been supported as a way to develop the world economy and help the modernization process in many countries from 1960 (WTO, 2004). Undoubtedly, tourism is playing a fundamental role in development (De Kadt, 1979). Similar to the other types of industries, tourism is capable of support of the local communities. It is not complete without declaring that tourism had to set up a condition and environment that the residents of host communities are given the opportunity to be involved in tourism development. The "Community Based Tourism" strategy, adopted in 1983, has sought to encourage a tourist industry that is compatible with the culture and aspirations of host communities.

Development is indented to be environmentally sustainable, broadly distributed between communities, (Monteith, 1988; GNWT, 1990a). Such tourism is considered less likely to outperformed all and was designed to yield maximum possible economic benefits for residents, particularly those of small and medium size communities . Adventure, nature and cultural tourism are commonly referred to collectively as 'ecotourism' (Ziffer, 1989). Community participation in tourism has become a key element in many development projects and that the concept has its roots in development studies.

Furthermore, it has underlined that tourism is a well-placed poverty reduction tool that used properly can contribute significantly in efforts towards poverty alleviation, especially in developing countries. While involvement and participation of communities in the tourism industry can be viewed in the decision-making process and in the sharing of tourism benefits, community participation through employment brings more economic benefits directly to the household level which, in turn, can be used to alleviate widespread poverty. To achieve this, the literature has suggested that an 'enabling environment' that encourages and empowers community participation is required community participation is defined as a situation whereby a member of the community who lives in a particular area directly or indirectly participates in tourism decision-making, and/or operates a tourism-related business or works in tourism as an individual or in a group (researcharchive.vuw.ac.nz).

The community inhabitant involvement can guarantee that tourism in a district has fascinated the public support and helped build self-assurance and helpfulness between planners. Sustainable tourism development can give valuable insights for policy makers; therefore, the main targets which are developments may not be achieved without public support (Tosun & Timothy, 2001). Now most of academic research and scholars believe in community participation in tourism development. Nevertheless, the attitudes are varying and different people did not come to a focal point regarding the general sympathetic of fundamental criteria make up the community development. Some believe that the opportunities and facilities offered by tourism introduce it as an equivalent of economic development. For instance, initiative development, the policies to expand the city, enhancing the infrastructure, are comprising this view of community development. Another point of view implies that community development is seen as a case to improve the current public funds

and the relevant infrastructures. In this latest case, some procedures should be followed to instruct the host residents for local planning and decision-making procedure.

The sustainable tourism concept became popular after a report publication by Brundtland discussing about inferences mixed with tourism industry. Consequently, the concept of sustainability of tourism imitates the same discussion (Hunter, 1995) and lacks identical complications by meaning and performance. The tourism planning across the country and in the communities are drastically dependent to set up practical and executable definitions for community development, otherwise, they will not comply with the limit standards of growing the community's well-being. Similarly, the efforts we make will possibly profit only certain parts of our communities. Reliance only on these kind of development procedures cannot guarantee the talents, understanding, proficiency and assets advancement in the communities.

 Community development should afford for increasing the decision making capacity of a community based on the subjects like labor market, assets and their facts and alertness of community development definitions found in the literature. Sustainable tourism or community development is dependent on regulating of local residents and their say in the planning. The community engagement in planning is in correlation with a unique scheme with residents and this is a key point in tourism development. A skeleton of coherent policies will outline both processes accomplishment which consequently they yield to tourism development based on placing emphasis on sustainable communities.

A clear policy to reassure positive corporations of locals and private and NGOs in the local population is also required to ensure political and financial funding for the enterprises maintained by the public (Grybovych & Hafermann, 2010). Sustainability has been attaining great disputes in the tourism area due to the fact that it can fulfill the visitors requirements and expectations, increase the economic growth probability, reserve natural resources, and enhance the quality of life for residents because it will prepare for a potential environment of the future collaboration between tourism development and environmental quality (Eagles, 2002).

The mainstream of literature is gratified with a brief note that tourism is more successful if residents are supportive (Laws, 1995; Stabler, 1997; Jamieson, 1997). By contrast, the CBT literature takes the local community's relationship with tourism as the chief principle for analysis. The CBT model is functional, as it searches for to recognize probable difficulties and overcome these before the tourism industry is spoiled by contrary native replies. The community is co-opted into supporting tourism through an impression of influence distribution but they are not authorized to reject tourism as a development option. Thus, CBT lacks the transformative intent of community development, which starts from a gratitude that current economic, political and social structures must change (Stettner, 1993).

Local control does not automatically lead to decision making, despite the tendency to link the two in the CBT literature. Wyllie (1998) illustrated that the outcome of local decision-making depends on who is in power at the local level. In his case study of tourism development in Hawaii, lobbying of a local pressure group by local economic interests effectively silenced alternative local voices. In short, 'power

relations may alter the outcomes of collaborative efforts or even preclude collaborative action' (Reed, 1997, p. 567).

Tourism business struggles with the decision-making of a community as they distinguish that this trend is going to enhance the probable costs and will definitely result to reduce profits (Chenowneth, 1994; Hawkins, 1993), and public participation is frequently condensed to a reasonable process of authorization (Garlick, 1999; Gilchrist, 2003). However, the CBT literature avoids the walls to local decision-making involvement.

De Kadt (1992) writes "a socially equitable tourism industry is resisted as it challenges the vested interests of capital invested in tourism growth". Ranald, by a research done in 1995 describes the neo-liberal philosophy is clearly on the lookout for enabling capital investment and surge financial motion and this theory is approved by the Australian state. The national tourism policy is premised on endorsing evolution and promising private creativity while decreasing the interference (Moore, 1997; Office of National Tourism, 1998). The basically changes in the outline of the Integrated Planning Act (1997) have resulted from efforts by local government to regulate growth, this is considered to update development claims and eliminate disablements to progress (Moon, 1998; Nolan, 1999). Thus, state policies basically change settings for local control and local empowerment.

Based on the McIntyre, Hetherington and Inskeep (1993) suggestions, it is mandatory to find interconnection between sustainable tourism development and the global context but should prevent from orientation to the limitations to local action in a global arena. The Manilla efforts of the Social Impacts of Tourism (WTO, 1997)

targets to distribute the benefits of tourism development in a justifiably manner, however he fails to make a comment regarding how this is affordable in the situation the world is challenging with the unfair scatter of global properties (Chambers, 1997).

2.2 Social Exchange Theory

The concept of social exchange theory (SET) which is established to evaluate the occupants' participation for the development of tourism. SET was first used in family sciences reported the work of sociologists (Blau, 1964; Homans, 1961) who concentrated on the balanced assessment of the attention in human social relations. Based on SET, the human relations are engaged with the application of aims cost-benefit analysis and the comparison of substitutions. The SET theory consists of different issues like economics, psychology, and sociology. This theory investigates most of the fundamental parameters of rational choice theory. The social behavior is considered as a source of exchange which is eventually leads to some important financial, and economic and social achievements.

The general method of analyzing this theory is introduced as a precise comparison between the bazaar's condition and the activities done by the residents. The people's satisfaction in their daily life is dependent to the level of income against the expenses and to the level of health, education welfare provided in the community and all this satisfaction is the key role of the social exchange. The social and economic exchange have an obvious variance which is coming from the soul of the exchange between the parties. This diversity goes back to the elements of social exchange which unlike the economic exchange are showing huge diversity and are impossible to be condensed to a single exchange rate quantitatively. The underlying law of the SET theory is

referring to the fact that people in social issues tend to follow activities that rise their probability of reaching self-interests in these circumstances (Chibucos, Leite, Weis, 2005).

Local community evaluates different risks involved like social, economic, and cultural risks to start the process of understanding about the benefits and costs of tourism (Nunkoo & Ramkissoon, 2011). On the other hand, if the occupants of a city or a rural environment recognize that by taking part in tourism activity they will be more benefited than the expected costs, they will absolutely welcome tourists and cooperate and debates with them to find practical solutions for amplifying the community tourism. However, if these occupants feel that the benefits will be overpassed expenditures, they will be definitely opposed with this development. Generally, the main factor of gain the prosperity in controlling tourism and make its market sustainable, is upon local residents' involvement in tourism development. In the western countries the growth of sustainable nature-based tourism, ecotourism, and rural tourism and heritage sites is being experienced since several decades ago, whereas, remains this issues are quite new and uncommon in eastern communities (Nicholas et al., 2009).

2.3 Complexity theory and fsQCA

Social exchange theory (SET) is one of the most common theories applied to provide theoretical support for a model indicating the behaviour of a community regarding tourism development (e.g., Nunkoo and Ramkissoon, 2011; Lee et al., 2013; Stylidis et al., 2014). SET states that if the local community perceives the benefits of tourism development, without perceiving unjustified costs, then they will be more likely to support and participate in sustainable tourism development plans (Gursoy et al.,

2002; Jurowski et al., 1997). Several scholars have declared that although SET is necessary for explaining some attitudes and behaviours of the local community, it is insufficient for explaining the multi-interactions of a wide range of factors influencing the complex behaviours of various community groups toward support for sustainable tourism development (SSTD) (e.g., Látková & Vogt, 2012; Sharpley, 2014; Olya and Gavilyan, 2016).

2.4 Community involvement

In fact, community involvement is referring to a condition that citizens of a community participate in allocating resources related to their daily lives with the other citizens.in order to qualify the local community's contribution in tourism development it is vital to dedicate more emphasis on the magnitude of the residents' involvement in tourism" (cited in Nicholas et al., 2009). Community involvement is extremely important for tourism development because it has an evitable influence on sustainable development of tourism. It is obvious that if the residents participate in improving the values of a community by increasing the positive effects and reducing the risks or community concerns the tourism industry will be positively affected.

Community involvement stands for one of the remarkable aspects for developing contemporary tourism industry (Lepp, 2007). The main reason for such a concern goes back to its financial and economic lackluster performance in sustainable development of tourism, because, by involving the community the positive impacts will show an everlasting life and the hazards and the community worries will be mitigated. "Previous research relating to this subject have proven that host local community participation in the preparation and decision-making procedures can certify that the community feels the need to integrate with tourism into the local economy". Eventually, when the community is offered to join with the tourism

relating activities, in this case the residents will be give more opportunity to benefit from tourism development, Sebele (2010). On the one hand, the quantity and quality of the local residents' involvement in their communities is strongly dependent to kind of assistance for tourism they receive. On the other hand, no research until now has been done on the one-to-one relation between community involvement and their provision for tourism development yet.

Nicholas et al. (2009) were allocating two theories of management and decision-making meanwhile doing experiments on the existing funding on tourism development. In their study, they have fund that the community participation will not severely affect the extent of involvement for the development of tourism. The Nicholas and his colleagues' findings alerted that in many cases the host residents were not actively able to participate in decision-making process or management of tourism development. The current study, however, aims to demonstrate the effect of resident participation on the level of support for the development of tourism.

2.5 Quality of life (QoL)

Quality of life (QoL) has been established as a significant measurement/ assessment means of wellbeing by numerous international and academic institutions in various researches domain. It transcends the standards of living which is a criterion and concept based primarily on income in the context of general GDP per person in the context of economic growth. Panagiotakos and Yfantopoulos (2011, p. 517) noted: 'Historically, the concept of quality of life has undergone various interpretations. It involves personal experience, perceptions and beliefs, attitudes concerning philosophical, cultural, spiritual, psychological, political, and financial aspects of everyday living. Quality of life is used to describe not only individuals' general

''well-being,'' but of societies, as well; and it is quite different with the concept of standard of living, which is based primarily on income. Widely adopted indicators of the quality of life include wealth, employment, built environment, physical and mental health, education, recreation, and social belonging. Quality of life has been extensively used both as an outcome and as an explanatory factor in relation to human health, in various clinical trials, epidemiologic studies, and health interview surveys'.

World free of poverty, ie, lack of food, water, shelter, and freedom, access to education, healthcare, and employment are the main purposes announced by the World Bank. This means that poverty will result to substantially negatively affect the quality of life. Especially in the health care sector, quality of life always interpreted as emotional, social, and physical aspects of the individual's life.

The Human Development Index (HDI) is a composite indication famous nowadays, and emphasis on important aspects like life expectancy, education, and standard of living. This index is a composite statistic used by the United Nations Development Program to rank countries by level of ''human development'' and make distinctions between the developed (high development), developing (middle development), and underdeveloped (low development) countries. The HDI consists of 3 proportions: (a) a long and healthy life, (b) access to knowledge (ie, years of schooling), and (c) a decent standard of living (GNI—gross national income per capita). Despite this, still there are a number of scientists which believe that the HDI index suffers from various deficiencies including the lack of supporting ecological concerns, aiming entirely on national performance and grading but not focusing on development from a global viewpoint.

In addition to the HDI There are a lot of quality-of-life indices and the other one that needs to be mentioned here is the EuroQoL-5D (EQ-5D) index.12 The EQ-5D has been established by the EuroQoL; which is a group established in 1987 and became a center for international, multilingual, and multidisciplinary academics. The EQ-5D is useable in the variety of health situations and handlings. The reason goes back to the fact that it is standardized, not disease-specific instrument for the assessment of quality of life. With a small set of questions, it offers a humble expressive outline and a single index value for professed health status. There is now an upward trend for EQ-5D application in both clinical and economic evaluations of health care, as well as in population based health surveys.

The most of these quality-of-life indices are considered as composite, quantitative tools capable of defining and describing many objectively hard to be assessed characteristics or conditions. These scales in statistical science could be categorized to either discrete or continuous random variables that are scored using, often arbitrary rules that they had to progress a full score that designates the persons' general quality. In order to establish a precise scale, the usage of a proper scoring scheme, the application of weights in scale's components, the satisfactory flat of inter correlation amid the components of the scale, and the ideal number of components are vital. Thus, the use of non-monotonic scoring system is considered essential to better assess the role of this particular aspect on the investigated outcome. Moreover, in a typical Likert-type scoring system some of the classes do not comply with the necessary effects in forejudging low from worthy excellence of life. Based on contemporary data, the use of weights in a specific class, will increase the diagnostic aptitude of the scale. This stage of inter correlation among items had to

be considered in order to develop a scale, due to the fact that it will inspire the outcome extent of the scale on different consequences (Woo et al. ,2014).

Small-range scales were the main focus of the previous studies done before and this method has led to lack of significant findings from these researches. This is exactly complying with the above mentioned indications that scale with small range of classes result in low diagnostic accuracy. Besides, lack of reproducibility of a scale is the result of large-range components usage; however, this new hypothesis still needs more time to aim for its investigation for a variety of considerations. In overall, the application of continuous components instead of discrete components to develop a composite scale is the profound method. Alternative subject that merits extra thoughtfulness is the influence of each component on the total score of a composite scale. The mainstream of the scales has been established assigning the same weight (ie, equal to 1) to all components. However, it is strongly believed that the components of an index would not bring the same capacity in recognizing low from good quality of life. Thus, use of weights may recover the unfair capability of a scale and upsurge the implication in the association between the quality-of-life scales with a health condition (Woo et al., 2014). The quality of life was always debatable for researchers and defining its exact meaning is incredibly hard because, it is not that much simple to outline borders between concepts such as ''well-being,'' ''welfare,'' and ''happiness'' (Puczkó & Smith, 2011). Tourism has crucial influence on a community's quality of life by offering more job opportunities, increasing incomes and traffic values and increasing citizens' hostility (Uysal, Perdue, and Sirgy 2012). QOL is more recognized by its fundamental specifications like conditions and resources which are totally dependent to people's perceptions of life. Therefore, QOL has been defined by emotional content related to feelings and perceptions about

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life. QOL is conceptualized either by a uni-dimensional perspective or a multidimensional perspective. The uni-dimensional perspective refers to a single-item question as: ''how do you feel about your life as a whole? Andrews and Withey (1976). Whereas, a multidimensional perspective insists on a bunch of factors affecting the satisfaction of life for instance parameters like: physical health, psychological well-being, and social well-being (Dolnicar, Lazarevski, & Yanamandram, 2012. Bottom-up theory has the ability to describe the variant special aspects of QOL concept with the emphasis of its fundamental notion which indicates that satisfaction is achieved with all life's requirements including social life, material well-being, leisure life, work life, and the like influence life satisfaction (Sirgy & Lee, 2006).

Previous studies relating to QOL all were giving more emphasis on the ways tourism development influences local people's QOL (e.g., Allen, Hafer, Long, & Perdue, 1993; Andereck & Nyaupane, 2011; Andereck & Vogt, 2000; Kim et al., 2012; Perdue et al., 1999). As an example, Perdue et al. (1999), investigated fabulous influence of gaming tourism on a local community's quality of life in various host communities. Their findings obviously declared that hast community's QOL gets a downward trend in the beginning steps however, later inclines positively when the community and locals started to adopt with the new environment and conditions.

The pioneer researcher for the comparison of the quality of life the effects from tourism on quality of life was Kim (2002). He found that people's insight of tourism effects stimulates their well-being in different sectors like material, emotional, community and health and safety well-being. Scholars like Andereck and Nyaupane (2011), Ko & Stewart, '(2002), believe that individual benefits from tourism

development depends seriously to the fact that how much the people are satisfied with their daily lives and the higher level of quality of life means the higher growth of tourism goods.

The later investigations were mainly focusing on quality of life in terms of general conditions fulfillment of community's life (Ko & Stewart, 2002), which are community service, condition, and commitment (Nunkoo & Ramkissoon, 2011) as well as satisfaction with community characteristics (Perdue et al., 1999).

2.6 Tourism effects

2.6.1 Social and cultural

Tourism can be simultaneously a source of peaceful relationship between cultures and various communities, an important factor of tightening different communities together and can devastate those indigenous communities, make serious hazards for local environment and local community's economy and can worsen the traffic problems and negatively affect people's private lives (Mirbabayev & Shagazatova, 2002) therefore tourism socially has a great influence of societies. When the host community makes a social contact with tourists visiting their region, both the group will fill thankfulness, sympathetic, patience, and taking respect to other cultures.

The occupants of a region will contact with other people coming from different countries with different cultures and bringing them information about the outside while they are staying in home without departure in the same time the tourists which are mainly from famous developed countries like European or North American countries will be introduced to the ancient local cultures and folk. Tourism can improve local communities' infrastructures like: colleges, public library, well-being

care organizations, internet cafes, and in the same time in the case that the cultural attractions were planned as the main source of tourism purposes, the old cultures like the traditional music and handicrafts will get a good opportunity to survive (Mirbabayev &Shagazatova, 2002). Base on a study proceeded by Doxey in 1975, a simple set of stages were proposed that local patience edges and the local community's opposition to growing tourism development were the main results of an ongoing fear about losing the community identity, and that these local communities went through a series of stages, not unlike a 'hierarchy'.

2.6.2 Economical

The multiplier analysis (Archer 1977; Milne 1992) recently has measured the impact of tourist outflow into an economy on the economy of a local community and the outworked people rates of that community. Multiplier processes both the direct and secondary impacts of tourism expenditure on host community. When a passenger guest expends money in a hotel, a part of this money can act as a source of daily income for some people, increase the employment rate, and increase the administrative revenue within the business and this is the direct economic impact. The level of direct local income generation (IG) and employment generation (EG) is always obtained by the extent and outline of tourist expenditure and by how much this input is going to be dedicated to people's income and their well-being and health.

The secondary impact of tourist outflow is happening when those businessmen received the direct income, spend it in the local community. To prop up the tourism industry, a big portion of related incomes had to be spent on supplying the necessary equipment, goods, and facilities and this will involve the local industry in the region and will make job opportunities for them. Eventually, these local industries will

benefit a further round of indirect local income and jobs formation (Archer, 1982; Milne, 1987c; Fletcher & Archer 1991). Another influential factor affecting is the structure of the tourist industry. In developed countries Tourist industry is bringing thousands of foreigners into the country annually (ownership, management contracts firms). The structural realisms of the local economy means that attempting for a 'full-blown' multiplier analysis is limited. Policy measures need to be taken into account as they can dramatically enhance the multiplier at the indirect level. The purpose is roughly to strengthen the economic benefits and connectors of the industry and to identify the weak points and how these shortages could be solved (Grekin, 1994).

2.6.3 Environmental

The natural environment and its beauty is strongly linked with the tourism industry and its possibility of growth. Both advantages and disadvantages are involved with the tourism activities that some of these activities can be hostile and result in serious environmental damages. Some of these negative impacts are due to required structural facilities constructions like: access roads and airports, resorts, hotels, restaurants, shops and marinas. Such impacts with contribution in tourism industry should be reduced or stopped totally otherwise they can severely damage the local environment and natural resources. From other hand, tourism has gain the capacity to positively benefit the environment by bringing the ideas of keeping nature intact and clean by the visitors thought to the locals and discuss with them about everybody's obligation to protect the local environment. Such steps will definitely increase the resident's awareness about the environmental protection importance. And consequently, leading to establishment of environmental enterprises as kind of business source and over emphasis on such activities economic importance.

Natural resources over usage, pushes the nature beyond its capacity of regeneration and rebirth and this phenomenon if a main reason of negative impacts of tourism activities. Uncontrolled current tourism events will yield to several serious potential threats to y natural resources worldwide. With these kind of hazardous usages, the nature will be under pressure and several negative impacts such as soil erosion, water pollution, and ejections of chemicals to the surrounding rivers and into the sea, natural territory fatalities, force many wild species to extinction and increasing the potential of forest fires, should be expected in the close future. The water resources will face pollution and because of increasing population, the potable water over usage will threat the water resources. Further problems like: Land degradation, air pollution and increasing sewage are inevitable negative impacts.

Chapter 3

CASE STUDY

3.1 Turkey's Tourism

A variety of parameters like: ancient archaeological diversities, a comprehensive seaside facilities and hotel resorts built in a sunny Mediterranean environment makes the Turkey a desired place for vacations and tourism. After several decades of tourism experience in Turkey, nowadays there became a symbol of cultural, spa and health care tourism.

The annual tourism arrivals consensus has illustrated in Table 1 where the data is proving that the tourism rate is generally taking an upward trend since 2003 despite some minor tolerances. Especially between 2005 and 2011 it was increased from 21.2 million people to 31.4 million and as a result, Turkey now is being categorized among one of 10th most visited places of the world in recent decades.

Table 1: Tourist arrivals

Year	Tourism Arrivals
2003	14,029,558
2004	17,516,908
2005	21,124,886
2006	19,819,83
2007	23,340,911
2008	26,336,667
2009	27,077,114
2010	28,632,204
2011	31,456,076
2012	31,782,832
2013	34,910,098
2014	36, 837, 900

Source: http://www.kultur.gov.tr

Based on the investigations done by the world tourism barometer (UNWTO), Turkey has gained US$17.5 billion in 2011 and because of it Turkey was the 6th target of tourists around the world and was the 4th popular place for tourism in the Europe. Evidently in table 1 from 2003 to 2013 an incredible growth of 140% could be seen in the number of those coming to the country, especially from 2007 to 2012 this rate was reached to 50%. From this advance in the number of tourist arrivals can find out that despite the contemporary economic recessions, tourism is helping the economy growth. Aslan (2014) categorizes Portugal as a bidirectional causal nexus and the Turkey, Israel, Spain, Italy, Tunisia, Cyprus, Croatia, Bulgaria and Greece as unidirectional causal nexus in the field of international tourism receiving and economic development.

3.1 Pamukkale

3.1.1 Geographical position and Climate

Pamukkale with the Turkish meaning of cotton castle is located in Denizli province southwestern Turkey and is one of the most important destinations for tourists in turkey. Pamukkale and the neighboring ancient city of Hierapolis are chosen as a site of heritage by UNESCO. The Pamukkale district consists of 34 zones (district) and some notable ones are: Gözler, Uzunpınar, Akdere, Belenardıç, Haytabey, Kurtluca, Karahayıt, Akköy, Pamukkale, Güzelpınar, Küçükdere, Yeniköy, Kocadere, Kale, Cankurtaran and others. The Hierapolis is situated at 20 kilometers to the north of Denizli and is a very old archaeological place with different temples and religious structures. Pamukkale is reachable by advanced highways, railroads and there is an airport at the city corner. The frequent highway networks connect Denizli to the adjacent cities and in addition to these roads, current railroad from Ankara, Istanbul, and Izmir make the area more accessible. The city's airport is located at 5 kilometers outside the Cardak County and at a distance equal to 60 kilometers from Denizli. The average population of Pamukkale was 311,446 people in 2013 which turned to become 320,142 people in 2014. See also Figure 1.

Figure 1: Regional map of Turkey and location of Pammukkale.
Source: https://www.google.com.cy/search?q=regional+map+of+turkey

Location of Pamukkale.

Denizli's climate differs from that typically found along the Aegean Region. Denizli province is surrounded the mountainous area close to the coast and in winters the winds coming from the sea, make a moderate Mediterranean weather. The peak temperature recorded in hot season was in August with the average temperature on 30 ^{0}C. Pamukkale and respectively all the Denizli province region is located in a Mediterranean Sea coast and the lowest one is happening in the January with the overall average of 4.6 ^{0}C.Pamukkale and respectively all the Denizli province region is located in a Mediterranean Sea coast and because of the impact of mountains which absorb the wet winds surfing from sea toward the valleys, there are comprehensive precipitation during a year. The highest record for precipitation in 2014 was in December with 137.4 mm and lowest was recorded in the 7th month with 2.8 mm of overall rainfall. Generally the wet season happens in December and January whereas the driest season is between 7th-8th and 9th months. (denizlimeteor@mgm.gov.tr)

3.2 Archaeological and Historical Sites of Denizli

3.2.1 Hierapolis

The main historical tourism attraction site in Pamukkale is the ancient Greco-Roman and Byzantine city of Hierapolis which was built in 2nd century BC. This ancient city grew up because of the thermal springs and today provides visitors with a sight of natural gift to the visitors. In roman era city was a religious place and a holly land too and was named the "Sacred City". Hierapolis (Figure 2) is built in a 300×300 meter area with small chambers and crossing streets. This city has undertaken big developments in third century A.D and during the Constantine period became an important city for trade between the East and the West.

Figure 2: Hierapolis
Source: http://www.kultur.gov.tr

3.3 Caravansaries Mosques and other Historical sites

Akhan is among one of famous caravansaries along the Silk Road which its establishment goes back to 13th century. The caravansary did not lose its beauty and therefore is an attractive location for those who are interested in architecture of old ages. There are several historical mosques in the Denizli province make the area

attractive for the religious tourists. Acipayam Yazir mosque (1841), Civril Dedekoy mosque, Cevher Pasa mosque and Balkan Bogazici mosque are some of them.

3.3.1 Hierapolis Archaeology Museum

In 1984 because of the large scale of Hierapolis and the extent of artefacts, statues, and monuments recovered from excavations, the Hierapolis Archaeological Museum was opened at Beycesultan Hoyugu. The museum consists of three halls: Tombs and Statues Gallery, Small Artefacts Gallery, and the Theatre Ruins Gallery. The Tombs and Statues Gallery is for illustrating the unearthed artefacts and statues from Hierapolis area. The small Artefacts Gallery is defined for exhibition of some smaller found artefacts including fascinating idols, water jugs, ceremonial pots, stone artefacts, metal jewelry, necklaces, all belonging to the 4th century B.C civilization of Phrygian and Hellenistic eras. The Theatre Ruins Gallery is a suitable place for magnificent statues of gods and goddesses for ancient mythical cultures.

3.4 The Pamukkale Economy

3.4.1 Tourism

Pamukkale has great tourism potential that can be unified to any kind of tourism and itself can be a tourism destination. In Turkey Pamukkale, holds first position in terms of number of visitors. This city is a tourist attraction area and it is recognized as world heritage site together with Hierapolis. The main source of Pamukkale's economy is based on tourism activities from archaeological places and from good Mediterranean natural beauty and the unique hot springs. Despite the historical landmarks, Pamukkale is famous for its magnificent 17 colorful thermal springs with a temperature range from 35 °C to 100 °C. The underground volcanic activities in the region is the reason of emerging the colorful hot springs. These hot springs also deployed carbon-dioxide into a cave and made a beautiful are which was named the

Plutonium (place of the god Pluto) and now becomes a place for visiting. See also Figure 3.

Figure 3: Site of Pamukkale, Esmaeil khaksar shahmirzadi

The hot waters in the Pamukkale were in use since the antiquity era as a source of therapy. The water coming from these thermal springs contain Calcium Carbonate and when it come out mixes with the oxygen and other surrounding minerals. The thermal water that has created the travertine over the ages also addresses the Pamukkale as an antique destination for visitors who are interested for treatment in spas and hot springs.the geographical location of Pamukkale is improved by hot water springs of the Curuksu (Lycus) valley. These thermal springs (Figure 4) have been used as a treatment source since the Roman Empire where the bathhouses were very common. Now there are a verity of these bathhouses in the locale. The Ministry of Culture and Tourism on December 16th 2006 declared the Pamukkale and the surrounding cities as a trade mark in thermal tourism. Later a variety of thermal facilities were presented in the region and the cure centers and a lot of hotels are planned to be built along these thermal facilities. There are continuous efforts to enhance the existing services quality available in the thermal facilities. kırmızı su

(literally red water), located in Denizli's Karahayıt Town, is a complete source of health with its water temperature from 23 to 57 °C. This water is useful for skin disease.

In addition to these hot springs, there are at least two Solutional caverns in the Pamukkale district. The Kaklik Cave is located in sub district of Honza 45 kilometers to Pamukkale. The cave is famous with the natural designed walls made of stalactite and stalagmite. There are wonderful travertine stairs which make the cave an interesting place to tourism industry. The other cave is the Dodurgalar Keloglan Cave which is about 6 kilometer west of the Pamukkale.

Table 2: Number of Tourists Visited Pamukkale from 2000 to 2014

Years	Number of Visitors	Visitors Nationality
2000	839000	Germany-England-France-Romania-Republic of Check-USA
2006	934000	Netherlands-Bangladesh-France- Germany - England-Japan-USA
2007	1151000	Bangladesh- Germany – England-Far East
2008	1423000	Germany – England-Russia-Netherlands
2009	1324000	Germany – England-Russia-Netherlands
2010	1495000	Germany – England-Russia-Netherlands-France
2011	1713000	Germany – England-Russia-Netherlands-France-Belgium
2012	1612000	Germany – England-Russia-Netherlands-France-Far East
2013	1656000	Germany – England-Russia-Netherlands-France-Far East
2014	1786000	Germany – England-Russia-Netherlands-France-Far East

Source: http://www.kultur.gov.tr

Table 2 is representing the number of visitors came to Pamukkale in 2000 and during the period of 2006 to 2014. In 2000 the number of tourists were in the lowest position with only 839000 people. However from 2006 this number starts to gradually increase to a peak of 1423000 in 2008, which is a result of positive tourism planning obtained in two years. Between 2008 and 2011 there is a fluctuation but in general the trend is upward and reaches to 1713000 tourists in 2011. In 2012 the visitor's number drops a little bit but again starts to increase until reaches a record consensus of 1786000 in 2014.

In addition to the number of tourists visited the Pamukkale, table 2 shows the destination of these visitors. Evidently, Germans, British, and French people were the main tourists coming to the Pamukkale. The Americans were visiting the region during 2000 to 2006 but later seldom arrived to Pamukkale. Contrastingly, Russians did reverse by rushing to Pamukkale since 2008 and were among the main tourists until 2014. Before 2012 Europeans were the most people visiting the area, however, later on people from Far East started to traveling to the region during 2012 to 2014. Based on a report announced by Turkey's Tourism and Culture Ministry, in 2002 a total annual income of 26 million TL was achieved by visitors. This amount has increased to a much bigger value of 345 million TL in 2014 surprisingly. (www.kultur.gov.tr)

Figure 4: Thermal tourism pamukkale, Esmaeil khaksar shahmirzadi

3.5 Hotels and other Recreational Facilities in Pamukkale

Pamukkale Town, at the foot of the travertines below Pamukkale national park, has numerous small hotels and backpackers' pensions which are relatively inexpensive. In Denizli, which is a city about 500000 populations and a distance of 18 km from Pamukkale, there are many business hotels that can serve the guests well on their visit to Pamukkale. These hotels are less expensive than those in the Pamukkale with more transportation facilities. The visitors can be shuttled to the Pamukkale from Denizli by minibuses easily. There are totally 16 different hotels in Pamukkale which the number of 5 star, 4 star and 3 star hotels are 2, 5, 3 repectively. These 16 hotels have added almost 2262 living rooms to the Pamukkale's reception capacity.

3.6 Agriculture

Agriculture is the second major industry in the Pamukkale after tourism and results from good weather condition and the appropriate soil quality in the region. The world's famous Honaz cherry is grown in the Denizli province and its exportation to

the European and Middle East countries stays at the second position of Honaz cherry with amount of seven thousand tons annually. One of the most famous apples (Civril Apple) which helps body to maintain the red blood cells is grown in the Denizli district. Pamukkale is even famous for its gaps and produced wins.

The grapes grown in Cal, after being picked in vineyards will be exported to many countries because of its delicious taste. Since the Roman Empire era, Pamukkale was famous for its big vineyards and its wins. Nowadays, this wine could be found in many shops around the world because of its high quality. The wine making centers have testing stands in the roads to Pamukklae to provide opportunity to involve the costumers in wine making process. Moreover one of Turkey's biggest geothermal greenhouse centers is located in Denizli and the agricultural productions of there are contributed to many countries exportation. In Pamukkale other crops like pomegranate, olive, tomatoes, walnut, corn, wheat, and cotton are produced.

The statistical data shows that Corn was among the most produced cereals in the region with total weight of 38800 tons which cost 26.772.000 TL. The wheat was in second position with total production of 34500 tons and a 20.700.000 TL price. In vegetables sector pomegranate was the first cultivated fruit with 19.000 tons and its cost was 7.600.000 TL. Grapes were in second rank with 13.250 tons and 13.600.000 TL financial worth. Tomatoes, Cotton, Olive and the walnuts were in later positions with 9.840,6050,2200,590 tons respectively. (Chair of Denizli Food, Agriculture and Animal Husbandry Data Department).

3.7 Artefacts and other industries

Bulbul which is glass made pot is only made in the Denizli since 200 years ago and is a symbol of Denizli. This province was a glass artefact center from thousands

years ago, therefore, international glass festival run by Denizli metropolitan municipality is held there each year. Denizli is famous for Yatagan Knifes which are handmade knifes made produced by craftsmen since the Ottoman Empire. Most of these swords are made from stainless steel and are made based on an 800 year old tradition. Another artefact belonging to the Denizli region is the Yesilyuva shoes. These shoes are completely hand made from genuine leather which are exported to all around the world.

3.8 Study area

Pamukkale, which means 'cotton castle' in Turkish, is located in the Denizli province in south western Turkey and is one of the country's most important tourist destinations. UNESCO declared Pamukkale, along with the neighbouring ancient city of Hierapolis, famous for its thermal springs and natural landscape, a world heritage site. Pamukkale is ranked first in Turkey, in terms of the number of visitors. It is located on a Mediterranean, and as a result of the impact of the wet winds being absorbed by the mountains, it enjoys comprehensive precipitation each year. Built in the second century BC, the ancient Greco-Roman and Byzantine city of Hierapolis is the main historical tourist attraction in Pamukkale.

The population of Pamukkale is 320,142, and its three major stockholders are the farming community, with 2,337 members, the business community, with 1,310 members, and the government community with 670 members (http://www.pamukkale.gov.tr). Following tourism, agriculture is the major industry in Pamukkale, as a result of its pleasant weather and soil quality. The world- famous Honaz cherry is grown in Denizli province and it is exported to European and Middle Eastern countries at a rate of 7,000 tons per year. Pamukkale is also known for its Civril Apple, grapes and wine industry, and the wine-making centres have testing

stands along the roads to provide an opportunity for visitors to have a first-hand observation of the wine-making process. As one of the biggest geothermal greenhouse in Turkey, Pamukkale is also the hub of other types of fruits and crops, such as pomegranates, olives, tomatoes, walnuts, corn, wheat and cotton. These conditions mean that farmers are recognised as one of the key stockholders in the study area; they are effectively involved in the decision-making process and contribute to sustainable development.

Chapter 4

RESEARCH METHODOLOGY

4.1 Complexity theory and fsQCA

Social exchange theory (SET) is one of the most common theories applied to provide theoretical support for a model indicating the behaviour of a community regarding tourism development (e.g., Nunkoo and Ramkissoon, 2011; Lee et al., 2013; Stylidis et al., 2014). SET states that if the local community perceives the benefits of tourism development, without perceiving unjustified costs, then they will be more likely to support and participate in sustainable tourism development plans (Gursoy et al., 2002; Jurowski et al., 1997). Several scholars have declared that although SET is necessary for explaining some attitudes and behaviours of the local community, it is insufficient for explaining the multi-interactions of a wide range of factors influencing the complex behaviours of various community groups toward support for sustainable tourism development (SSTD) (e.g., Látková & Vogt, 2012; Sharpley, 2014; Olya and Gavilyan, 2016).

Generally, SET may supports a positive relationship between economic impacts and SSTD, but it may not be able to explain the asymmetric associations between social and environmental impacts and SSTD. In other words, although some communities are less likely to perceive positive social and environmental impacts, they are still likely to support and participate in sustainable community-based tourism development (Table 3). This study provides evidence of contrarian cases regarding

SSTD in Pamukkale. For example, while local people (67 cases) did not perceive positive environmental impacts, they still achieved a high SSTD score (Table3, a). In contrast, some (13 cases) perceived positive environmental impacts, but they were less likely to engage in SSTD (*Cramer's V test =.16, p < .01*). As shown in Table 3 (b), this study presents evidence of 61 negative contrarian cases and ten positive contrarian cases with regard to the association between social impacts and SSTD (*Cramer's V test =.15, p< .05*). The occurrence of such contrarian cases can be explained by the tenets of complexity theory (Hsiao et al., 2015; Olya and Altinay, 2016; Olya and Gavilyan, 2016; Wu et al., 2014).

Because complexity theory postulates that a combinations of antecedents (i.e., recipes), not the net effect of all determinants, however, can be considered the causal recipe for modelling SSTD. This means that instead of investigating the net effect of environmental impact on SSTD, a complex configuration consisting of this factor and other factors (e.g., economic, social and cultural concerns, quality of life) must be explored to explain the conditions leading to high SSTD scores (Rihoux and Ragin, 2009). Recalling the different expectations, perceptions and interests of various community groups, it is essential to apply configurational modelling (i.e., employing a configuration of the antecedent) when exploring the complex behaviours of various community groups regarding SSTD.

Table 3: The evidence of contrarian cases regarding SSTD

Environmental Impacts (a) (*Cramer's V test =.165***)		SSTD					
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Strongly disagree	Count	0	0	2	9	10	21
	% within Env. Imp.	0.0%	0.0%	9.5%	42.9%	47.6%	100.0%
Disagree	Count	3	8	18	32	16	77
	% within Env. Imp.	3.9%	10.4%	23.4%	41.6%	20.8%	100.0%
Neutral	Count	0	14	26	39	13	92
	% within Env. Imp.	0.0%	15.2%	28.3%	42.4%	14.1%	100.0%
Agree	Count	2	8	21	37	17	85
	% within Env. Imp.	2.4%	9.4%	24.7%	43.5%	20.0%	100.0%
Strongly agree	Count	2	1	2	10	12	27
	% within Env. Imp.	7.4%	3.7%	7.4%	37.0%	44.4%	100.0%
Total	Count	7	31	69	127	68	302
	% within Env. Imp.	2.3%	10.3%	22.8%	42.1%	22.5%	100.0%

13 Positive contrarian cases indicating A→ ~ O   67 Negative contrarian cases indicating ~A→

Social Impacts (b) (*Cramer's V test =.150**)		SSTD					
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Strongly disagree	Count	1	2	5	13	9	30
	% within Soc. Imp.	3.3%	6.7%	16.7%	43.3%	30.0%	100.0%
Disagree	Count	4	10	14	26	13	67
	% within Soc. Imp.	6.0%	14.9%	20.9%	38.8%	19.4%	100.0%
Neutral	Count	0	11	29	60	18	118
	% within Soc. Imp.	0.0%	9.3%	24.6%	50.8%	15.3%	100.0%
Agree	Count	1	6	16	25	18	66
	% within Soc. Imp.	1.5%	9.1%	24.2%	37.9%	27.3%	100.0%
Strongly agree	Count	1	2	5	3	10	21
	% within Soc. Imp.	4.8%	9.5%	23.8%	14.3%	47.6%	100.0%
Total	Count	7	31	69	127	68	302
	% within Soc. Imp.	2.3%	10.3%	22.8%	42.1%	22.5%	100.0%

10 Positive contrarian cases indicating A→ ~ O   61 Negative contrarian cases indicating ~A→

According to the tenets of complexity theory, the conditions needed to achieve a high SSTD score are not simply the opposite of the conditions leading to a low SSTD score. fsQCA, which is a set-theoretic method, enables scientists to simulate both high and low scores for certain outcome conditions (Ragin, 2008; Woodside, 2014). In other words, the causal recipes for high SSTD scores show the conditions that are associated with pro-tourism communities, and in contrast, causal models of low SSTD scores explain the complex behaviours of anti-tourism communities.

Another function of complexity theory and fsQCA is the equifinality principle, which posits alternative causal models (i.e., recipes, algorithms), not just one deterministic model, leading to a given outcome (Ragin, 2008; Woodside, 2014). Unlike symmetrical modeling that offers one causal model with which to predict a high SSTD score, asymmetrical modeling explores other potential paths (i.e., causal recipes) indicating high/low SSTD scores (Rihoux and Ragin, 2009). Recent studies have argued that along with supporting the fit validity of the proposed model with empirical data, the predictive validity of the model also requires support. This means that the ability of the model to calculate the same outcome (i.e. future behavior) for separate datasets must be tested (Gigerenzer and Brighton, 2009; Hsiao et al., 2015; Olya and Altinay, 2016; Olya and Gavilyan, 2016; Olya and Mehran, 2017; Wu et al., 2014).

4.2 Research Configural model

Tourism has significant economic, social, cultural, and environmental impacts on both destinations and local communities (Hall and Page, 2014; Mason, 2015). Hence, tourism scholars used these impacts, which are perceived by local communities, as indictors of SSTD (e.g., Almeida-García et al., 2016; Gursoy and Rutherford, 2004; Kim et al., 2013; Rasoolimanesh et al., 2016). Apart from tourism impacts, the quality of life of the local resident is identified as another significant predictor of support for tourism development (Liang and Hui, 2016; Olya and Gavilyan, 2016; Woo et al., 2015).

The relationship between the length of residence in the community and attitudes and behaviors toward SSTD has been reported in several research projects (e.g., Alipour, Olya, and Forouzan, 2017; Mathew and Sreejesh, 2017). Given this realization, a complex configuration that consists of the perceived economic, environment, social, and cultural, impacts, quality of life and length of residency is generated to predict both high (pro-tourism behavior) and low (anti-tourism behavior) SSRD scores. Unlike in symmetrical methods, a Venn diagram is used to depict the proposed configurational model based on complexity theory and fsQCA (Figure 5).

As elaborated in the contributions section, exploring the models of SSTD for a particular WCHS across different community perspectives is important because each community – with its unique needs, perceptions and attitudes – plays a different role in the development of sustainable tourism. Many scholars recommend addressing the following research question: how and under what conditions do various community

groups play positive or negative roles in indicating SSTD (e.g., Hodges and Watson, 2000; Kwon, 2016; Olya and Gavilyan, 2016). This empirical study fills this research gap by testing the proposed configurational model using data obtained from three communities, namely the business (arrow A), farming (arrow B) and government communities (arrow C) (Figure 6).
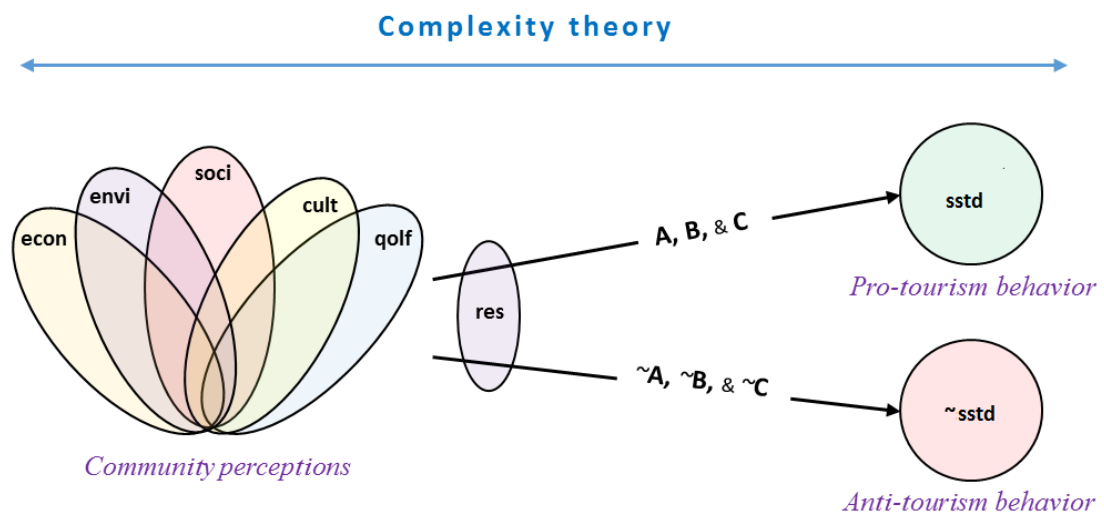
Figure 5: Research configural model

Note: A: Business community; B: Farmer community; C: Government community; Sstd is support for sustainable tourism development; econ is economic impacts; envi is environmental impacts; soci is social impacts; cutl is cultural impacts; qolf is quality of life; res is length of residence.

4.3 Methodology

4.3.1 Instrument measurements

The scale items were prepared and measured based on the Churchill's (1979) guidelines for developing an appropriate measurement instrument. The items were extracted from past research (e.g., Almeida-García et al., 2016; Gursoy and Rutherford, 2004; Kim et al., 2013; Lee, 2013; Stylidis et al., 2014). Three items were extracted from Lee's (2013) work on gauging support for sustainable tourism development (STDS). A sample from the scale is *I participate in sustainable*

tourism-related plans and development. Quality of life is measured using three items extracted from Woo et al. (2015). *So far, I have gotten the important things I want in life* is a sample of this variable.

Six items regarding economic impacts (e.g., tourism increases employment opportunities), eight items regarding environmental impacts (e.g., tourism produces large quintiles of waste products), four items regarding cultural impacts (e.g., tourism improves understandings and appreciations of different cultures) and five items regarding social impacts (e.g., tourism causes the increase of crime) were adapted from the research of Almeida-García et al. (2016), Gursoy and Rutherford (2004), Kim et al. (2013) and Stylidis et al. (2014). All these items were rated based on 5-point Likert scale ranging from 1, strongly disagree, to 5, strongly agree. Length of residence was measured based on the years of residence in Pamukkale. Following Podsakoff et al.'s (2003) recommendations for procedural remedies to reduce the threat of common variance, some items were coded in reverse.

4.4 Data and procedure

Permission for an *in situ* survey was obtained from the local authorities of Pamukkale. A quota sampling technique was applied to collect the views of three community groups: business, farmers, and the government. A local assistant was recruited to identify the community members and administer the survey. A sample of the questionnaire was translated into the Turkish language using the back-translation method (Brislin, 1970). A pilot study with ten cases for each community was conducted to check the clarity of the scale items and other unpredictable problems related to field work (e.g., timing). All items were understandable, and respondents filled out the questionnaires successfully.

The questionnaires were directly distributed to the local communities from the 2ⁿᵈ to the 16ᵗʰ of August 2015. A total of 300 respondents were targeted for the entire sample size, which yields a quota of 100 cases for each community. To reach the expected quota for each community, community members were invited to the survey, and uncompleted questionnaires were discarded. Data collection continued until 100 valid cases were obtained for each community. With a response rate of 83%, 360 cases participated in the survey, though 60 questionnaires were invalid.

Of the respondents, 63% were male, and 36.7% were female; 43% were single, and 57% were married. In terms of age, 31% were 18-27 years old, 35% were from 28 to 37, 25% were aged 38-47, 9% were from 48 to 57 and 1% were older than 57. More than 55% had a bachelor's degree, 28% had completed high school, 10% had a master's degree, 5% had some kind of college degree, and 1% held a doctoral degree. Twenty-eight percent of respondents had been settled in the Pamukkale site for more than 20 years, 22% had been there for 10-20 years, 17% had been there for 5-10 years, 14% had been there for 3-5 years, and 20% had been there for 1-3 years. The monthly income of 77% of the respondents was between 1,000 and 5,000 Turkish Lira (TL), while 19% earned less than 1,000 TL, 3% earned between 5,000 and 10,000 TL, and the remainder had incomes that exceeded 10,000 TL.

Table 4 outlines the demographic characteristics of the respondents.

Table 4: Profile of the respondents

Gender	Frequency	Percent	Marital Status	Frequency	Percent
Male	190	63	Single	130	43
Female	110	37	Married	170	57
Total	300	100	Total	300	100.0
Age (year)			**Education level**		
18-27	92	31	High school	85	28

28-37	104	35	Some college degree	14	5
38-47	74	25	Bachelor	168	56
48-57	28	9	Master	31	10
58-67	2	1	PhD	2	1
Total	300	100	Total	300	100
Length of residency			**Monthly Income** (Turkish Lira[*])		
1-3 years	59	20	<1000	57	19
3-5 years	42	14	1000-5000	232	77
5-10 years	50	17	5000-10000	10	3
10-20 years	66	22	>10000	1	0.5
>20 years	83	28	Total	300	100
Total	300	100			

Note: The exchange rate of Turkish lira to US dollar was 2.8 at the time of data collection.

4.5 Data analysis

The data were digitized and screened to perform a set of preliminary analyses, including reliability, validity, and cross-tabulation tests. Cronbach's alpha and composite reliability (CR) were calculated to test the internal consistency of the study measures. A rigorous set of factor analyses, namely, exploratory factor analysis (EFA) using the principal components method and varimax rotation technique and confirmatory factor analysis (CFA) using maximum likelihood estimation, were performed to check the composition of the scale items. A set of fit statistics, specifically the chi-square over degree of freedom (X^2/df), comparative fit index (CFI), incremental fit index (IFI), Tucker-Lewis index (TLI), and root mean square error of approximation (RMSEA) were estimated to test the fit validity of the measurement model. Convergent and discriminate validity were tested to demonstrate the construct validity of the scale items (Anderson and Gerbing, 1988; Bagozzi and Yi, 1988; Fornell and Larcker, 1981; Hair et al. 1998).

The results of the cross-tabulation analyses showed the occurrence of contrarian cases that demonstrate the asymmetric relationship between support for sustainable

tourism development (SSTD) and its indicators (Table 3). Next, asymmetric modeling using fsQCA was applied to test the proposed configurational model. Following Ragin's (2008) user manual for fsQCA software (www.fsQCA.com), the data were calibrated from a crisp value into a fuzzy form. Then, fuzzy truth table algorithms were generated using the Quine–McCluskey technique, which is a method of minimizing Boolean functions. These tables show all possible conditions leading to the study outcomes (i.e., high and low SSTD scores). A counterfactual analysis of the causal conditions, which is the last step of fsQCA, was conducted to refine all possible conditions listed in the fuzzy truth tables based on coverage and consistency. As Ragin (2008) explains, coverage represents the relative importance of different paths to an outcome, and consistency demonstrates what proportion of observed cases are consistent with the pattern. These can be calculated based on Equations 1 and 2, respectively.

$$\text{Coverage:} (X_i \leq Y_i) = \sum \{min(Xi, Yi)\}/\sum(Yi) \qquad \text{(Equation 1)}$$

Table 5: Results of reliability and validity

Scale items	λ (α)	Eigen value	% of variance	SFL (CR)	AVE	MSV	ASV
Economic Impacts	**(.788)**	*4.548*	*11.154*	**(.723)**	*.503*	*.048*	*.023*
Tourism contributes to income and the standard of living	.784			.798[***]			
Tourism improves the local economy	.719			.707[***]			
Tourism increases employment opportunities	.797			.759[***]			
Tourism improves investment and development	.697			.695[***]			
Tourism improves infrastructural spending in the economy	.548			.687[***]			
Tourism increases revenues.	.595			.593[***]			
Environmental Impacts[*]	**(.893)**	*6.642*	*17.039*	**(.701)**	*.538*	*.073*	*.016*
Tourism increases traffic congestion	.536			.565[***]			
Tourism results in overcrowding	.707			.638[***]			
Tourism results in noise pollution	.790			.752[***]			
Tourism results in air pollution	.768			.733[***]			
Tourism produces large amounts of litter and waste	.752			.792[***]			
Tourism causes the reduction of green space	.762			.804[***]			
Tourism causes the reduction of open space	.699			.773[***]			
Tourism causes water shortages.	.735			.776[***]			
Cultural Impacts	**(.738)**	*1.312*	*7.338*	**(.757)**	*.540*	*.058*	*.027*
Tourism improves cultural activities and opportunities for cultural involvement (i.e., music, theater, cinema, concerts, etc.)	.798			.831[***]			
Tourism improves the sense of community and community activities	.732			.746[***]			
Tourism improves the understanding and appreciation of different cultures.	.672			.684[***]			
Tourism promotes cultural exchange.	.563			.668[***]			
Social Impacts[*]	**(.833)**	*2.153*	*9.911*	**(.714)**	*.547*	*.073*	*.018*
Tourism causes increased crime	.607			.633[***]			
Tourism increases prostitution	.767			.823[***]			
Tourism increases the consumption of illegal substances	.820			.854[***]			
Tourism contributes to smuggling	.751			.786[***]			
Tourism increases tension.	.468			.556[***]			
Quality of Life	**(.699)**	*1.266*	*6.913*	**(.692)**	*.548*	*.058*	*.027*
The conditions of my life are excellent	.821			.786[***]			
So far, I have gotten the important things I want in life	.812			.771[***]			
I am satisfied with my life as a whole.	.799			.658[***]			
Support Sustainable Tourism Development	**(.761)**	*1.465*	*7.597*	**(.788)**	*.545*	*.068*	*.046*
I support the development of sustainable tourism initiatives	.698			.781[***]			
I participate in sustainable tourism-related plans and development	.785			.829[***]			
I cooperate with tourism planning and development initiatives.	.725			.582[***]			

Model fit statistics: X^2=897.966, (df=362, p<.01), X^2/df =2.481, CFI =.854, IFI=.856, TLI=.837; RMSEA=.070

Note: λ is factor loading coefficient. α is Cronbach's alpha representing internal consistency. Kaiser-Meyer-Olkin (KMO) measure with .843 and Bartlett's test of Sphericity of 3940.548 was significant (*p*<.001). SFL: standardized factor loading; AVE: average variance extracted; MSV: maximum shared squared variance; ASV: average shared square variance; CR: composite reliability. CFI: comparative fit index; IFI: incremental fit index; TLI: Tucker–Lewis index; RMSEA: root mean square error of approximation. [***]: SFL is significant at the .001 level. [*] represents reverese coded items. Iteam were gauged using 5-point likert scale.

Consistency: $(X_i \leq Y_i) = \sum\{min(Xi, Yi)\}/\sum(Xi)$ (Equation 2)

where Xi was case i's membership score in set X and Yi was case i's membership score in the outcome condition (Ragin, 2008). The configurational model testing using fsQCA was performed for all three communities. To explore recipes describing the pro-tourism and anti-tourism behaviour of the three community groups, causal algorithms leading to high and low SSTD scores were calculated. The predictive validity was tested (Gigerenzer & Brighton, 2009; Olya and Gavilyan, 2016; Wu et al., 2014). Finally, the results of the fsQCA were evaluated in light of the key tenets of complexity theory (Woodside, 2014).

Chapter 5

RESULT

5.1 Reliability and validity

The magnitude of the Cronbach's alpha and CR values for all constructs met the commonly accepted level (Table 5), which confirmed the internal consistency (i.e., reliability) among the items of each scale (Bagozzi and Yi, 1988; Cortina, 1993). The EFA results showed that all items were loaded under their respective components ($\lambda >$ .45). The eigenvalues of all factors were more than 1. According to the percentage of variance ($< 40\%$), as a criterion of Harman's single factor, no general factor emerged, which demonstrated that common method variance is not a serious threat to the study measures (Podsakoff et al., 2003). The CFA results revealed that scale items were significantly and adequately loaded under the assigned factors (SFL $>.5$, $p<.001$) (Anderson and Gerbing, 1988). As shown in Table 3, the fit validity results (X^2/df = 2.481, CFI =.854, IFI=.856, TLI=.837; RMSEA=.070) revealed that the proposed measurement model was well-fitted with the data (Bentler, 1990; Bentler and Bonett, 1980; Browne and Cudeck, 1993).

To test convergent and discriminate validity, average variance extracted (AVE), CR, maximum shared squared variance (MSV) and average shared square variance (ASV) were estimated for all constructs (Table 3). As Hair et al. (1998) suggested, the AVE of each construct was larger than .5 and was also greater than the corresponding CR value for each factor. Such results provide evidence of

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convergent validity. The AVE values for all constructs were larger than MSV and ASV for the related variables. These statistics proved the discriminant validity of the study measures (Anderson and Gerbing 1988; Fornell and Larcker 1981).

5.2 Results from the fsQCA

The results of the model testing for the three community groups are outlined in Table 4. The causal models describing both the pro-tourism and anti-tourism behaviours of the communities are provided in the left and right sides of Table 4, respectively. According to the fsQCA results, two consistent and sufficient causal recipes explained the pro-tourism behaviour of the business community (coverage: .407, consistency: .863). The first model suggests that those businesses that perceived a high level of economic and cultural impact and quality of life, although they perceived a low level of social and environmental impact on the part of tourism development in Pamukkale, had high levels of support for sustainable tourism development (SSTD) (A. *M1: econ*~envi*~soci*cult*qolf*). There is an alternative model (i.e. A. M2:*~envi*~soci*cult*qolf*~res*) that showed a causal recipe for pro-tourism behaviour among the business community. Model 2 suggests that those business that had been residents of Pamukkale for a short time and perceived high levels of cultural impact and quality of life and low levels of environmental and social impact are likely to support sustainable tourism development (Table 6).

The results of the asymmetric modelling provide three causal recipes describing anti-tourism behaviour among the business community group (coverage: .535, consistency: .866). Those who had been resident of Pamukkale for a long period of time and perceived low levels of economic, environmental, social and cultural impact and quality of life were less likely to engage in SSTD (~A. M1:

~econ*~envi*~soci*~cult*~qolf*res). Alternatively, those business community members who had stayed for only a short term at the study site and perceived high levels of economic and cultural impact and low levels of environmental and social impact and quality of life (~A. M2: *econ*~envi*~soci*cult*~qolf*~res*) had low levels of SSTD. Those businesses who had been residents of Pamukkale for a short time and perceived low levels of economic, environmental and social impact of tourism, yet perceived high levels of cultural impact and quality of life, were less likely to engage in SSTD (~A. *M3: ~econ*~envi*~soci*cult*qolf *~res*).

The fsQCA results for the farming community explored one causal recipe for achieving a high SSTD score (coverage: .174, consistency: .966) and one causal model leading to a low SSTD score (coverage: .276, consistency: .966). Those farmers who had been resident of Pamukkale for a short time and perceived high levels of economic, environmental, social and cultural impact and quality of life (B.*M1*: *econ*envi*soci*cult*qolf*~res*) showed a high level of SSTD. In contrast, those farmers who had been resident of Pamukkale for a short time and perceived a high level of economic impact but low levels of environmental, social and cultural impact and quality of life (~B. *M1*: econ*~envi*~soci*~cult*~qolf*~res) had low SSTD scores.

From the perspective of the government community, one causal recipe explains the conditions leading to pro-tourism behaviour (coverage: .470, consistency: .772), and two causal models describe the conditions leading to anti-tourism behaviour (coverage: .701, consistency: .801). As shown in Table 6, those members of the government community who had been resident of Pamukkale for a long time and perceived high levels of economic and cultural impact, as well as low levels of

environmental and social impact and quality of life (C. *M1: econ*~envi*~soci*cult*~qolf*res*), are likely to engage in SSTD. Importantly, members of the government community who perceived high levels of economic impact but low levels of environmental and social impact and quality of life (~C. *M1: econ*~envi*~soci*~qolf*) were less likely to engage in SSTD. The second condition that makes the government community an anti-tourism group is represented in Model 2 (~C. *M2: ~envi*~soci*~cult*~qolf*~res*), in which members with short residency times and low perceptions of environmental, social and cultural impacts and quality of life scored low levels of SSTD (Table 8).

Table 6: Configural models SSTD and its negation

Models for predicting high score of outcome (*SSTD*)	RC	UC	C	Models for predicting the outcome negation (*~SSTD*)	RC	UC	C
Business community							
A. *sptd = f(econ, envi, soci, cult, qolf, res)*				**~A**. *~sptd = f(econ, envi, soci, cult, qolf, res)*			
M1: econ*~envi*~soci*cult*qolf	.380	.126	.873	*M1*: ~econ*~envi*~soci*~cult*~qolf*res	.281	.108	.971
M2: ~envi*~soci*cult*qolf*~res	.282	.028	.861	*M2:* econ*~envi*~soci*cult*~qolf*~res	.400	.198	.874
Solution coverage: .409				*M3:* ~econ*~envi*~soci*cult*qolf *~res	.153	.022	.821
Solution consistency: .863				*Solution coverage: .535*			
				Solution consistency: .866			
Farmer community							
B. *sptd = f(econ, envi, soci, cult, qolf, res)*				**~B.** *~ sptd = f(econ, envi, soci, cult, qolf, res)*			
M1: econ*envi*soci*cult*qolf*~res	.174	.174	.966	*M1*: econ*~envi*~soci*~cult*~qolf*~res	.276	.111	.966
Solution coverage: .174				*Solution coverage: .276*			
Solution consistency:.966				*Solution consistency: .966*			
Government community							
C. *sptd = f(econ, envi, soci, cult, qolf, res)*				**~C.** *~ sptd = f(econ, envi, soci, cult, qolf, res)*			
M1: econ*~envi*~soci*cult*~qolf*res	.470	.470	.722	*M1*: econ*~envi*~soci*~qolf	.670	.384	.801
Solution coverage: .470				*M2:* ~envi*~soci*~cult*~qolf*~res	.317	.031	.870
Solution consistency: .722				*Solution coverage: .701*			
				Solution consistency: .801			

Note: M stands for Model; RC: Raw Coverage; UC: Unique Coverage; and C: Consistency. SSTD is support for sustainable tourism development; econ is economic impacts; envi is environmental impacts; soci is social impacts; cutl is cultural impacts; qolf is quality of life; res is length of residence.

5.3 Predictive validity results

This study provides evidence of the predictive validity of the proposed model (Table 7). First, the sample was divided into two subsamples. Secondly, the causal models using subsample 1 were calculated (coverage: .417, consistency: .852). Thirdly, the causal models that emerged from subsample 1 were tested using the data of subsample 2. The fuzzy XY plots of the two causal model were sketched, which demonstrated the asymmetric relationships between the causal models and the study outcome (i.e., SSTD). As shown in the XY plots in Table 7, the two causal models sufficiently and consistently predicted high SSTD scores. Therefore, the proposed configurational model has the predictive ability to explore the outcome condition using a separate dataset (Hsiao et al., 2015; Olya and Gavilyan, 2016; Wu et al., 2014).

Table 7: Results of predictive validity

Models from subsample 1	Raw coverage	Unique coverage	Consistency
Subsample 1: *sstd = f(econ, envi, soci, cult, qolf, res)*			
M1. econ*~envi*~soci*cult*qolf	.365	.110	.834
M2. ~envi*~soci*cult*qolf*~res	.307	.051	.889
Solution coverage: .417			
Solution consistency: .852			

Test of M1 with subsample 2
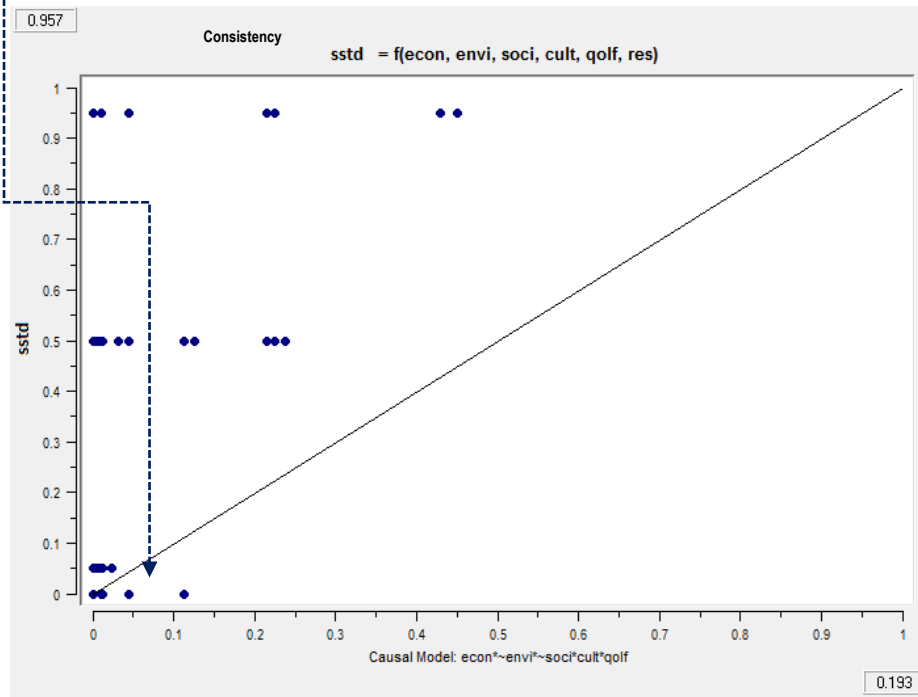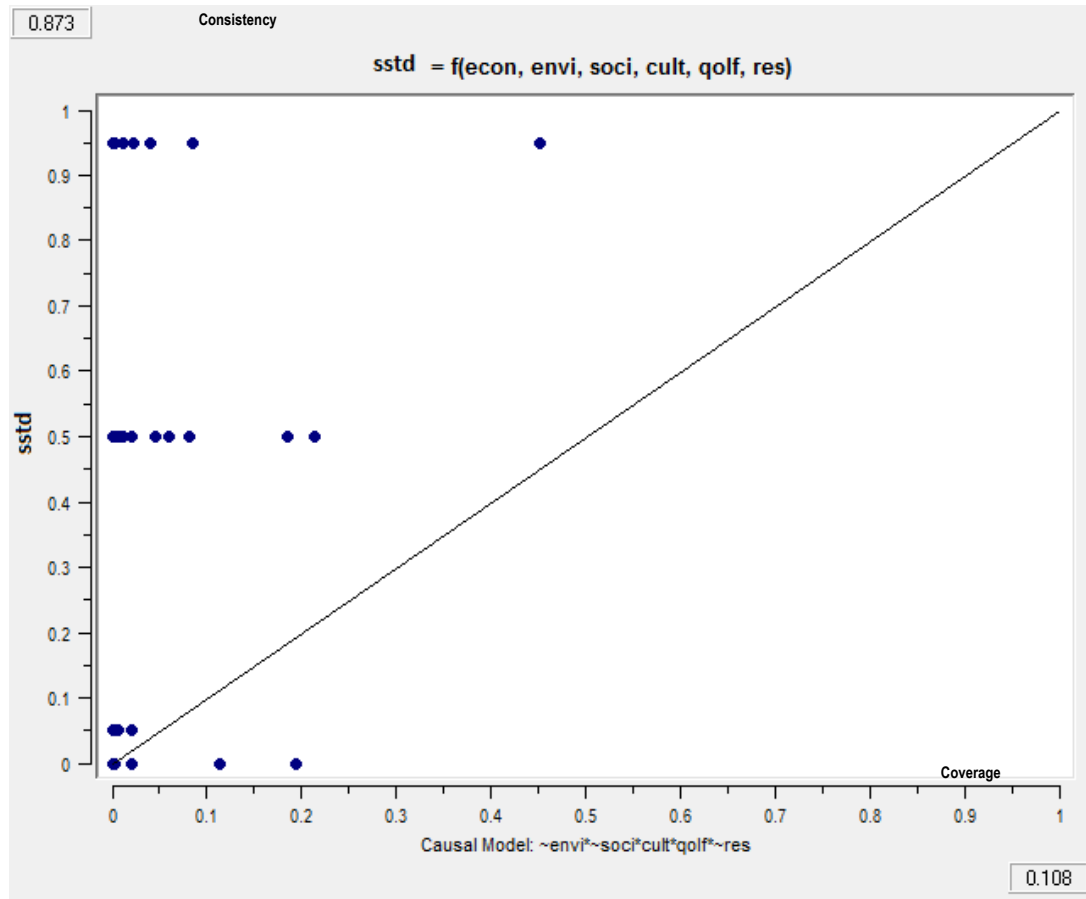
Note: The XY plots revealed an asymmetric relationship between sstd and its causal models.

5.4 Evaluation of complexity theory

The fsQCA results were assessed in the light of six tenets of complexity theory (Woodside, 2014). According to the first tenet, a simple antecedent (i.e., economic impact) may be necessary, but it is rarely sufficient to predict high/low support for sustainable tourism development (SSTD). As illustrated in Figure 8, none of the simple antecedents are sufficient to predict either high or low SSTD scores. Therefore, Tenet 1 is supported. The second tenet is *the recipe principle,* which states that a combination of two or more simple antecedents is sufficient for a consistently high/low SSTD score. Based on the fsQCA results, all causal models for predicting both high and low SSTD scores consist of more than two antecedents (e.g., A. *M1*: econ*~envi*~soci*cult*qolf). Thus, Tenet 2 is supported. The third

tenet posits that a causal model is sufficient but not necessary to predict high/low SSTD scores. The name of this tenet is *The equifinality principle*. As demonstrated in Figure 6, the fsQCA results offer two causal models (i.e., A. M1-2) for high SSTD scores and three models (not just one model) for low SSTD scores for the business community group. Thus, Tenet 3 is supported.

The present study benefited from the fourth tenet, which is called *the causal asymmetry*. This tenet postulates that the causal recipe for a high SSTD score is unique and not the mere opposite of recipes for a low SSTC score. As depicted in Figure 8, the models for predicting high SSTD scores (A, B and C) are not simply the opposites of algorithms (~A, ~B and ~C) for low SSTD scores. The fifth tenet states that the role of each antecedent (e.g., economic impact) in causal recipes depends on the actions of other antecedents (e.g., cultural impacts, quality of life and length of residency).

As shown in Figure 6 (~A), economic impact positively contributes to predicting low SSTD scores in Model 2 (*M2:* econ*~envi*~soci*cult*~qolf*~res), while it plays negative roles in Model 1 (*M1: ~econ*~envi*~soci*~cult*~qolf*res*) and Model 3 (*M3:* ~econ*~envi*~soci*cult*qolf *~res). Therefor, Tenent 5 is supported, which is very helpful in explaining existence of heteroginity in predicting SSTD (Schofield, 2011; Sharply, 2014; Olya and Gavilyan, 2016). According to the sixth tenet, a given recipe is revelvant for some cases, not all memebrs of communty groups. For example, for the business community, Model 1 represents the behaviour of some cases (coverage is less than 1), while the behaviour of some other business community members matched with the recipe of Model 2 (see Table 7. A.). The evaluation of the fsQCA results with the tenets of key complexity theory showed that

it is a promising alternative to SET and explained the asymmetric interactions
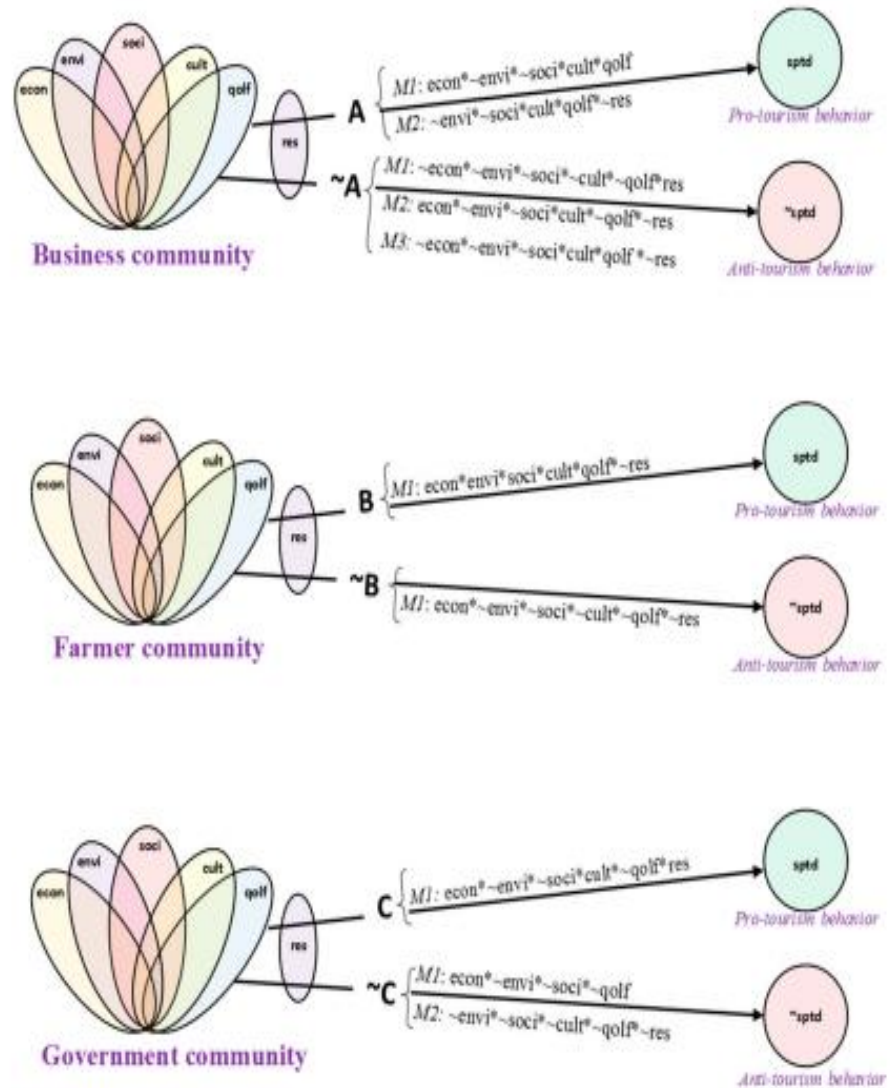between SSTD and its antecedents well.

Figure 6: The results of configural models of three community groups

Note: sstd is support for sustainable tourism development; econ is economic impacts; envi is
environmental impacts; soci is social impacts; cutl is cultural impacts; qolf is quality of life;
res is length of residence.

Chapter 6

CONCLUSION

6.1 Discussions and conclusion

This empirical study tackled the complexity of anti-tourism and pro-tourism behaviors among various community groups in Pamukkale, which is a UNESCO world heritage site in Turkey. Anti-tourism behaviors among local communities are a current issue in tourism and have been observed in many destinations, such as Barcelona, Berlin, Lisbon and Hong Kong (Bershidsky, 2015; Matlack, 2015). Exploring the causal conditions leading to such behaviors is imperative, especially at world heritage sites, which are important to the collective interests of humanity.

In accordance with the findings of the present study, anti-tourism sentiments have been identified and reported in different destinations across the world. For example, Weaver and Lawton (2014) revealed a fair degree of host resentment and opposition to certain tourism and tourism-related projects in Australia. Anti-tourism behavior may not take the form of large-scale protests; however, the concepts of 'slow tourism' (Oh et al. 2014) vs 'mass tourism', or 'mass tourism' vs 'alternative tourism', have obvious ramifications for particular community members who are not reaping the so-called benefits of the tourism. This has the potential to generate resentment and opposition to tourism, particularly mass tourism. In their elaboration of new dynamics in urban tourism in Berlin- Kreuzberg, Füller and Michel (2014) reiterated the fact that anti-gentrification was negatively perceived by some residents

in urban centres, and that it was 'often accompanied by anti-tourism sentiments' (p. 6).

With regard to Turkey, Henderson (2007, p. 74), asserted that '…the rise in Islamic extremism has been a source of new and potentially divisive socio-cultural forces which are evident in more moderate nations'. Kuvan and Akan (2012) exemplified the anti-tourism behaviour of residents in Turkey results via their conflict with hoteliers, who disregarded their benefits and concerns. Tosun found that greater flexibility, decentralisation and the involvement of local communities are required for the development of tourism in Turkey. This study developed and tested a configurational model used to predict the conditions leading to both high and low support for sustainable tourism development (SSTD) scores.

This study also contributed to the current knowledge of community-based tourism management by proposing specific causal recipes for achieving both high and low SSTD scores. In other words, this study complemented the works of Šegota et al. (2016), Schofield (2011) and Van Den Bergh (2014), who identified the voices of different community groups as being triggered by different expectations, perceptions and interests. Specifically, Kuvan and Akan (2012) report evidence of conflict among local communities in Turkey, which was increased due to top-down CBT and miscommunication. The results of this empirical study revealed that the causal models that describe the conditions needed to achieve SSTD are unique and vary based on the views of the three community groups. Applying specific strategies that satisfy the conditions of the various community groups is a step toward shifting from traditional top-down CBT to bottom-up CBT, as highlighted by Zapata, Hall, Lindo and Vanderschaeghe (2011). The results of the study extend our understanding of

CBT, specifically the need to develop different strategies (models A, B and C) for each community group, not a set of holistic plan for all communities that is dictated from the top down.

This study used fsQCA and complexity theory for the asymmetrical modelling of SSTD. The application of this innovative approach advances theory and methods because complexity theory helps to explain the occurrence of heterogeneity (e.g., the negative association between economic impact and SSTD), as well as the asymmetric relationship between SSTD and its indicators (see Table 3), which SET was unable to explain. Complexity theory suggests that a combination of antecedents, not a single antecedent, can describe the conditions leading to the desired level of SSTD. Hence, we can explain occurrences of heterogeneity in indicating SSTD by considering this fact: the positive or negative role of each antecedent in a given recipe depends on the presence or absence of other antecedents. This is in accordance with findings of Schofield (2011, p. 220), who identified the heterogeneity of length of residency in indicating STTD and noted that "…the longer residents stay, the more negative their attitudes become." However, research by Allen et al. (1993) found no correlation between these variables and residents' attitudes toward tourism. With this realization, we were able to explore specific causal recipes for various group communities. Furthermore, the fsQCA results showed that the conditions leading to the anti-tourism behaviour not simply mere opposites of the causal model describing pro-tourism behaviour. In accordance with Olya and Gavilyan (2016), the present study shows the practicality of complexity theory and fsQCA for crafting and testing a configurational model of SSTD based on communities' perspectives.

The outputs of the present study can be used as a guideline for decision-makers in Pamukkale who are attempting to not only avoid anti-tourism behaviours, but also to encourage local communities to effectively contribute to sustainable tourism development programmes. The implementable implications for managing both pro-tourism and anti-tourism sentiments of three community groups are suggested in Table 8. The business community is the most complex group at the study site. Their supportive behaviour is in line with two causal models, and their anti-tourism behaviour matches three causal recipes that policy makers must monitor and manage.

6.2 Managerial Implication

Table 8: Practical implications for managing pro-tourism and anti-tourism community groups

Suggestions for pro-tourism community group	Suggestions for anti-tourism community group
Business community	
M1: econ*~envi*~soci*cult*qolf	*M1*: ~econ*~envi*~soci*~cult*~qolf*res
Managers must improve the economy, culture and quality of life of those business communities who perceive the environmental and social impacts of tourism to be low. The creation of more jobs and opportunities related to tourism can improve the economic impact. The provision of a cultural exchange between the business community and tourists can increase the cultural impact of tourism. Decision-makers can improve the quality of life of the business community by promoting healthcare services, knowledge-sharing and sustainable governance.	This anti-tourism business community, which has been in Pamukkale for a long time, must develop a positive perception of tourism in terms of economic, environmental, social and cultural factors, as well as quality of life. The encouragement of civic involvement and pride regarding tourism activities/resources will increase the social impacts of tourism. Tourism decision-makers can implement conservation projects for the Pamukkale site, and can foster a more positive perception of the environmental impact by informing and involving this community group.
M2: ~envi*~soci*cult*qolf*~res	*M2:* econ*~envi*~soci*cult*~qolf*~res
Policy-makers must encourage this pro-tourism community group to become more involved in cultural activities, such as the preservation and restoration of celebrations, local festivals and cultural events. Improving the quality of life of	This anti-tourism group requires a perception shift towards a more positive attitude. Improving quality of life can be a catalyst in this aim. Implementation of community beautification, revitalisation and improving the community's collective ego, is an

this group will encourage its members to support the development of sustainable tourism.

approach to achieve this.

M3: ~econ*~envi*~soci*cult*qolf *~res

Managers must boost the economic, environmental, and social impacts of tourism in Pamukkale to motivate this anti-tourism community to support the development of sustainable tourism. Upgrading the tourism facilities and infrastructure will provide amenities that can generate a positive perception regarding tourism development in Pamukkale.

Farmer community

M1: econ*envi*soci*cult*qolf*~res

This model states that managers should monitor the impact of tourism and quality of life on the farmer community group who have lived in the area for a shorter time to encourage their continuing support for the development of sustainable tourism in Pamukkale. Authorities can focus on the allocation of tourism-related funds to public facilities and services, such as schools near the settlements of the farming community. Organising festivals and seasonal markets to sell farm produce to the tourists during the peak season may lead to a positive economic impact. The development of agro-tourism projects can also contribute to the local economy.

M1: econ*~envi*~soci*~cult*~qolf*~res

The anti-tourism attitude among this group can be converted into a positive behaviour by providing awareness of the role of tourism in improving sanitation and cleanliness, bringing in hard currency, thereby strengthening the tax base, which will be spent on improving community facilities. Furthermore, this can result in the improvement of housing quality and public transport facilities, and this group can eventually become involved in social and cultural activities. The authorities can establish some eco-friendly campaigns and practices near the farmers' settlements, with the involvement of visitors, to boost the positive impact of the development of tourism in Pamukkale.

Government community

M1: econ*~envi*~soci*cult*~qolf*res

The economic and cultural benefits of the government community must be satisfied, as they have remained in Pamukkale for a long time. Extra tax revenues through accommodation and restaurant taxes, airport taxes, sales taxes, park entrance fees and employee income tax may provide conditions for the government community to perceive the positive economic impacts of tourism. Encouraging this pro-tourism group to learn a new language and skill will

M1: econ*~envi*~soci*~qolf

The environmental and social impacts of tourism, and quality of life on this anti-tourism community must be improved by applying the suggested strategies. For example, managers can invest in human and social capital to change the current condition.

M2: ~envi*~soci*~cult*~qolf*~res

The expectations and concerns of this community with regard to improving environmental, social and cultural factors, as well as their quality of life must be

| increase their communication and cultural exchange with tourists, which is a further cultural impact of tourism. | considered and addressed by the managers to prevent an anti-tourism attitude and behaviour. |

Note: M stands for model. econ is economic impacts; *envi* is environmental impacts; *soci* is social impacts; *cutl* is cultural impacts; *qolf* is quality of life; *res* is length of residence.

6.3 Limitations and Recomodations for future research

The fsQCA results showed that the farmer community is the most demanding community in terms their perceptions about the antecedents of SSTD. If they perceived positive economic, social and cultural impacts and quality of life, then they are likely to engage in SSTD. The anti-tourism members of the farmer community are sensitive to negative environmental, social, cultural and quality-of-life impacts, although they perceived a positive economic impact on the part of tourism. If the government community perceives positive economic and cultural impacts, despite their negative perceptions about environmental, social and quality-of-life impacts, they are likely to SSTD in Pamukkale. The causal models describing anti-tourism behaviour among the government community revealed that the cultural impacts of tourism are very important to them; its absence (Model 1) and its negation (Model 2) lead to low SSTD scores.

Although this study is a reply to study performed by Sinclair-Maragh and Gursoy (2016), who called for the modeling of SSTD in developing countries, we suggest that due to the more accurate results calculated using the innovative approach, further research is needed to apply complexity theory and fsQCA to the development and testing of models for predicting SSTD in both developed and developing countries. In accordance with Ordanini, Parasuraman and Rubera (2014), who believe that a causal recipe is more important than ingredients (i.e., antecedents), the present article explored the conditions (i.e., causal recipes) leading to both high and low SSTD

scores. As Olya and Gavilyan (2016) concluded, most indicators of SSTD have been identified, and it is time to explore how these ingredients must be combined to be attuned to the proposed causal recipes for achieving the desired outcome/s. Hence, we recommended this as a pathway for future studies to develop strategies, programs and practices that create conditions similar to the causal recipes that emerged from the asymmetrical modeling. The calibration of a resilience framework for long-term structural change, as proposed by Bec, McLennan and Moyle (2016), for each different community is another direction for further research. This is a cross-sectional study, which is a limitation of this article that can be addressed in future research by performing longitudinal studies.

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APPENDICES

Appendix A: Questionnaire (English)

EASTERN MEDITERRANEAN UNIVERSITY
FACULTY OF TOURISM
NORTH CYPRUS

Dear respondents

As part of my PhD. thesis at the Eastern Mediterranean University, faculty of tourism in North Cyprus, I am conducting a quantitative survey research to explore the resident's perception of tourism Pamukkale. The findings of this research will be highly beneficial to the destination's managers and planners to minimize the negative impacts of tourism in the Pamukkale and enhance the positive impacts. The aim is to achieve a better quality of life for the residents of Pamukkale area via tourism sector. I will appreciate if you could complete the following questionnaire.

Many thanks for your time,

Sincerely,

Esmaeil Khaksar Shahmirzadi

Part A.

For each of the statements below, please indicate the extent of your agreement or disagreement by placing a tick in the appropriate box.

THE RESPONSE SCALE IS AS FOLLOWS:
 1) Strongly agree
 2) Agree
 3) Do not know/ Neutral
 4) Disagree
 5) Strongly disagree

Items	1	2	3	4	5
	SA	A	N	D	SD
1. Tourism contributes to income and standard of living					
2. Tourism Improves the local economy					
3. Tourism Increases employment opportunities					
4. Tourism Improves investment and development					
5. Tourism improves infrastructural spending in the economy					
6. Tourism increases tax revenues					
7. Tourism improves public utilities infrastructure					
8. Tourism improves transport infrastructure					
9. Tourism increases shopping opportunities.					

10. Tourism increases price and shortage of goods and services					
11. Tourism increases price of land and housing					
12. Tourism increases cost of living and property taxes					
13. Tourism contributes to the conservation of the natural environment/it does not cause ecological decline.					
14. Tourism contributes to the preservation of historic buildings and monuments.					
15. Tourism contributes to the improvement of the areas appearance.					
16. Tourism increases the traffic congestions					
17. Tourism results in overcrowding					
18. Tourism results in noise pollution					
19. Tourism results in air pollution					
20. Tourism results in litter and waste					
21. Tourism causes the reduction of green space					
22. Tourism causes the reduction of open space					
23. Tourism causes water shortage					
24. Tourism causes water pollution					
25. Tourism improves the quality of life					
26. Tourism increases the availability of recreational facilities					
27. Tourism improves the quality of police protection					
28. Tourism improves the cultural activities and opportunities for cultural involvement (i.e., music, theater, cinema, concert…etc.)					
29. Tourism improves the sense of community and community activities.					
30. Tourism improves understandings and appreciations of different cultures and communities.					
31. Tourism promotes cultural exchange.					
32. Tourism causes the increase of crime					
33. Tourism facilitates meeting visitors(an educational experience)					
34. Tourism preserves cultural identity of host population.					
35. Tourism increases prostitution					
36. Tourism increases the consumption of illegal substances.					
37. Tourism contributes to smuggling.					
38. Tourism increases tension					
39. Tourism increases social capital (strengthening civil society)					
40. Tourism increases individualism.					
41. The conditions of my life are excellent					
42. So far I have gotten the important things I want in life					
43. I am satisfied with my life as a whole					
44. I support the development of Community-based sustainable Tourism initiatives					
45. I participate in sustainable Tourism-related plans and development					

46. I participate in cultural exchanges between local residents and visitors				
47. I cooperate with tourism planning and development initiatives				
48. I participate in the promotion of environmental education and conservation				
49. Further tourism development would positively affect my community's quality of life.				

Part B.

DEMOGRAPHIC CHARACTERISTICS.

Age: **Gender:**   **Education Status:**   **Income Per Month:**

18-27 ( )   Male   ( )   High school ( )   1) Less than 1000 Tl   ( )

28-37 ( )   Female ( )   College   ( )   2) 1000 Tl_5000TL   ( )

38-47 ( )   Bachelor   ( )   3) 5000TL_10000 TL   ( )

48-57 ( )   Master   ( )   4) More than 10000TL ( )

8-67   ( )   PHD   ( )

Length of residency

1-3 years ( )   3-5 years ( )   5-10 years ( )   10-20 years ( )   >20 years ( )

Marital Status

Single ( )   Married ( )

Thank You for your contribution.

Appendix B: Questionnaire (Turkish)

DOĞU AKDENİZ ÜNİVERSİTESİ
TURİZM FAKÜLTESİ
KUZEY KIBRIS

Sayın Katılımcılar

Kuzey Kıbrıs Doğu Akdeniz Üniversitesi, Turizm Fakültesi'ndeki doktora tezimin bir parçası olarak, Pamukkale bölgesinde ikamet edenlerin turizm ile ilgili algılarını araştırmak için nicel bir araştırma yürütüyorum. Bu araştırmanın bulguları Pamukkale bölgesindeki destinasyon yöneticileri ve planlayıcıların turizmin etkilerini azaltmaları ve olumlu etkileri geliştirmeleri bakımından son derece faydalı olacaktır. Bu çalışmanın amacı Turizm sektörü aracılığı ile Pamukkale bölgesinde ikamet edenlerin yaşam kalitelerini daha iyi olmalarını sağlamaktır. Aşağıdaki anketi tamamlamanızı rica ediyorum.

Saygılarımla,

Esmaeil Khaksar Shahmirzadi

Bölüm A.

Aşağıdaki ifadelerin her biri için lütfen ilgili kutucuğu işaretleyerek katılıp katılmadığınızı belirtiniz.

CEVAP ÖLÇEĞİ AŞAĞIDAKİ GİBİDİR:
1) Kesinlikle katılıyorum
2) Katılıyorum
3) Bilmiyorum/Nötr
4) Katılmıyorum
5) Kesinlikle katılmıyorum

Konular	1 KK	2 K	3 B	4 KM	5 KKM
1. Turizm gelir ve yaşam standardına katkıda bulunur					
2. Turizm yerel ekonomiyi geliştirir					
3. Turizm istihdam fırsatlarını artırır					
4. Turizm yatırım ve gelişmeyi iyileştirir					
5. Turizm ekonomide altyapı harcamalarını attırır					
6. Turizm vergi gelirlerini artırır					
7. Turizm kamu hizmetleri alt yapısını iyileştirir					
8. Turizm ulaşım alt yapısını iyileştirir					
9. Turizm alışveriş fırsatlarını artırır.					
10. Turizm ürün ve hizmeti azaltır ve fiyatlarını artırır					

11. Turizm arazi ve ev fiyatlarını artırır					
12. Turizm yaşam maliyeti ve emlak vergilerini artırır					
13. Turizm doğal çevrenin korunmasına katkıda bulunur / ekolojik bozulmaya yol açmaz.					
14. Turizm tarihi binaların ve anıtların korunmasına katkıda bulunur					
15. Turizm bölgelerin görünümünün iyileştirilmesine katkıda bulunur.					
16. Turizm trafik yoğunluğunu artırır					
17. Turizm aşırı kalabalıklaşmaya yol açar					
18. Turizm gürültü kirliliğine yol açar					
19. Turizm hava kirliliğine yol açar					
20. Turizm çöp ve atıkların artmasına yol açar					
21. Turizm yeşil alanların azalmasına yol açar					
22. Turizm açık alanların azalmasına sebep olur					
23. Turizm su kıtlığına yol açar					
24. Turizm su kirliliğine yol açar					
25. Turizm yaşam kalitesini artırır					
26. Turizm eğlence ve dinlenme tesislerini artırır					
27. Turizm polis korumasının kalitesini artırır					
28. Turizm kültürel faaliyetleri ve kültürel etkinlik fırsatlarını artırır (örneğin; müzik, tiyatro, sinema, konser v.b)					
29. Turizm toplum bilincini ve toplum faaliyetlerini iyileştirir.					
30. Turizm farklı kültür ve toplumları anlamayı ve kabul etmeyi öğretir					
31. Turizm kültürel alışverişi artırır.					
32. Turizm suç oranının artmasına yol açar					
33. Turizm ziyaretçilerle tanışmayı kolaylaştırır (eğitim deneyimi)					
34. Turizm ev sahibi ülkenin kültürel kimliğini korur.					
35. Turizm fuhuşu artırır					
36. Turizm yasadışı maddelerin tüketimini artırır.					
37. Turizm kaçakçılığa katkıda bulunur.					
38. Turizm gerilimi artırır					
39. Turizm sosyal sermayeyi artırır (sicil toplumu güçlendirir)					
40. Turizm bireyselliği artırır.					
41. Hayat koşullarım mükemmel					
42. Şu ana kadar, hayatımda istediğim önemli şeyleri elde ettim					
43. Hayatımdan genel olarak memnunum					
44. Toplum tabanlı sürdürülebilir turizm inisiyatiflerinin geliştirilmesini destekliyorum					
45. Sürdürülebilir turizmle ilgili plan ve gelişmelere katılıyorum					
46. Yerel nüfus ile ziyaretçiler arasındaki kültürel					

alışverişe katılıyorum				
47. Turizm planlama ve geliştirme inisiyatifleri ile işbirliği yapıyorum				
48. Çevrenin korunması ve çevre eğitiminin artırılmasına katılıyorum				
49. Turizmin daha iyi gelişmesi yaşadığım toplumun hayat kalitesini olumlu olarak etkileyecektir.				

Bölüm B.

DEMOGRAFİK ÖZELLİKLER.

Yaş:	Cinsiyet:	Eğitim Durumu:	Aylık Gelir:
18-27 ( )	Erkek ( )	Lise ( )	1) 1000 TL'den az( )
28-37 ( )	Kadın ( )	Kolej ( ) ( )	2) 1000 TL-5000 TL
38-47 ( )		Lisans ( )	3) 5000 TL-10000 TL ( )
48-57 ( ) çok ( )		Yüksek Lisans ( )	4) 10000 TL'den
8-67 ( )		Doktora ( )	

İkamet süresi

1-3 yıl ( )   3-5 yıl ( )   5-10 yıl ( )   10-20 yıl ( )   >20 yıl ( )

Medeni Durum

Bekar ( )   Evli ( )

Katıldığınız için teşekkür ederiz