

# **Impacts of Cittaslow Philosophy on Sustainable Tourism Development: Case of North Cyprus**

**Ecem İnce**

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## ABSTRACT

Sustainability concept exists in the soul of the Cittaslow (slow city) philosophy. This protest movement mainly based on the philosophy of sustainability, and also strongly emphasizes to increase residents' awareness about the concept of slowness and ensure sustainable local development. This research aims to analyze the impact of Cittaslow (slow city) philosophy on sustainable tourism development by considering the perception of local people in North Cyprus. In this context, the resident's support for sustainable tourism development has examined in terms of sustainability dimensions (socio-cultural, economic, and environmental). The quantitative research approach has used to observe the significant effects of Cittaslow philosophy and examine the resident's perception regarding tourism development in this study. The dataset has collected by the researcher applying a stratified random sampling method. Self-administered questionnaires were conducted to residents who are living in slow cities (Yeni Boğaziçi, Mehmetçik, Lefke, Geçitkale, and Tatlısu) in North Cyprus. The partial least squares approach to the structural equation model (PLS-SEM) used to analyze the data. The slow city concept is a very significant movement that emphasizes the importance of local differences and sustainability. In this context, there is not enough knowledge regarding the effects of Cittaslow membership and efforts on sustainable tourism development in North Cyprus. In this study, the research results discussed the important issues in the management of slow cities. Some critical factors, regarding the impacts of tourism, have been found to explain the perception of residents on support for sustainable tourism development. The policies of quality of city life and agricultural, touristic and artisan activities have emerged as a positive perception of the residents; infrastructure policies, energy policies, partnerships, and

social cohesion have been found as a negative perception of the residents. Lastly, implications pinpointed for ensuring sustainable tourism development in slow cities.

**Keywords:** Cittaslow (Slow City), Sustainability, Sustainable Tourism Development, North Cyprus, Impacts of Tourism.

## ÖZ

Sürdürülebilirlik kavramı, Cittaslow (yavaş şehir) felsefesinin ruhunda bulunmaktadır. Bu protesto hareketi esas olarak sürdürülebilirlik felsefesine dayanmaktadır ve aynı zamanda yerel halkın yavaşlık kavramı hakkındaki farkındalıklarını arttırmayı ve sürdürülebilir yerel kalkınmayı sağlamayı güçlü bir şekilde vurgulamaktadır. Bu araştırma, Cittaslow (yavaş şehir) felsefesinin sürdürülebilir turizm gelişimi üzerindeki etkisini Kuzey Kıbrıs'ta yaşayan yerel halkın algısını dikkate alarak analiz etmeyi amaçlamaktadır. Bu bağlamda, yerel halkın sürdürülebilir turizm gelişimine verdiği destek sürdürülebilirlik boyutları (sosyo-kültürel, ekonomik ve çevresel) açısından incelenmiştir. Nicel araştırma yaklaşımı, Cittaslow felsefesinin önemli etkilerini gözlemlemek ve bu çalışmada konut sakinlerinin turizm gelişimi ile ilgili algılarını incelemek için kullanılmıştır. Veri seti, araştırmacı tarafından tabakalı rastgele örnekleme yöntemi kullanılarak toplanmıştır. Kuzey Kıbrıs'ta yer alan yavaş şehirlerde (Yeni Boğaziçi, Mehmetçik, Lefke, Geçitkale ve Tatlısu) yaşamakta olan yerel halk ile yüz yüze anket çalışması yapılmıştır. Verilerin analizinde, yapısal eşitlik modeli (PLS-SEM) kısmi en küçük kareler yaklaşımı kullanılmıştır. Yavaş şehir kavramı, yerel farklılıkların ve sürdürülebilirliğin önemini vurgulayan çok önemli bir harekettir. Bu kapsamda, Cittaslow üyeliği ve çalışmalarının, Kuzey Kıbrıs'ta sürdürülebilir turizm gelişimi üzerindeki etkileri hakkında yeterli bilgi bulunmamaktadır. Araştırma sonuçlarında, yavaş şehirler yönetimindeki önemli konular ve sonuçlar tartışılmıştır. Bu çalışmada, turizmin etkilerine ilişkin bazı kritik faktörlerin, bölge sakinlerinin sürdürülebilir turizm gelişimine destek konusundaki algısını açıkladığı görülmüştür. Kentsel yaşam kalitesi ve tarım, turizm ve zanaat faaliyetleri ile ilgili politikalar bölge sakinlerinin olumlu algısı olarak ortaya çıkmıştır;

altyapı politikaları, enerji politikaları, ortaklıklar ve sosyal uyum bölge sakinlerinin olumsuz algısı olarak bulunmuştur. Son olarak, yavaş şehirlerde sürdürülebilir turizm gelişiminin sağlanması için çıkarımlar ortaya konulmuştur.

**Anahtar Kelimeler:** Yavaş Şehir (Sakin Şehir), Sürdürülebilirlik, Sürdürülebilir Turizm Gelişimi, Kuzey Kıbrıs, Turizmin Etkisi.

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# Chapter 1

## INTRODUCTION

### 1.1 Background of the Problem

Globalization is a channel that permits distinctive nations all over the world to exchange and work together without limitations. It encompasses a range of social, political, and economic changes. The world has widely influenced the concept of globalization since the late 18th century. Globalization has started to define a new process in both academic and political areas. It is a complex and multidimensional concept. Thus, the impacts of global institutions and imperialism have emerged in different areas such as technology, economy, media, international relations, public administration, and politics worldwide (Parkins and Craig, 2006; Wheeler, 2004). The wide-ranging impacts of globalization have increasingly changed the social, cultural, ecological, political, and economic dynamics in modern societies (Egresi, 2016).

Especially after the 1980s, global impacts had a profound effect on the development of cities. Cities were the first places to be incredibly affected by globalization's monetary, social, and political conditions. Therefore, the structure of the cities has been significantly damaged and standardized in all aspects. Under the context of globalization, the notions of management and organization have a key role in re-shaping cities' structure. City managers and policymakers have started to change public policies to provide adequate available services and develop appropriate reform programs (Mok, 2000). It understood that sustainable cities' success could achieve by

partnerships of public and private sector and successful public policies. Public policies should be implemented by the authorities to prevent social, cultural, and environmental concerns and to ensure prosperity at destinations.

It is essential to follow new technological developments to achieve sustainable management models for the long term. Adopting the latest technology and efficient use of natural resources and applying the latest projects by policymakers is essential for such sustainable city models. Moreover, the impacts of industrialization on environment, social, and economic conditions can manage with innovative technologies. Technological improvements can change local governments' attitudes and the behaviors of residents in the decision-making process.

## **1.2 Statement of the Problem**

The notion of sustainability has become the most crucial approach since the 20th century; it is also generally defined as a concept that meets the needs, wishes, and desires of present and future generations. Sustainability is a fundamental approach that emerged to provide better social, economic, and ecological conditions (Chen and Dong, 2019; İşçioğlu and İlkan, 2016). Besides, it has great potential in urban areas to eliminate globalization's harmful effects in urban life (Mengi and Keleş, 2017). In this context, this study focuses on creating more livable places by preserving the natural environment and cultural values and by combining fair social and economic conditions and sustainable environmental principles.

## **1.3 Importance of the Study**

Receiving the title of "slow city network" is considered one of the anti-globalist movements that make destinations different from others. The slow city concept has found a significant move that emphasizes the importance of local differences and

sustainability. Cittaslow philosophy is a kind of protest movement that mainly focuses on sustainability and also aims to increase residents' awareness about the concept of slowness and ensure sustainable local development. It is as an alternative movement, has been spreading progressively in North Cyprus since 2013. Thus, it is essential to analyze its contribution to the destination management planning to increase knowledge of the Cittaslow philosophy.

#### **1.4 Purpose of the Study**

This research aims to identify the effects of Cittaslow practices on sustainable tourism development in slow cities. In this line, the relationship between Cittaslow practices and sustainable tourism development examined the dimensions of socio-cultural, economic, and ecological aspects. The research conducted in Yeni Boğaziçi, Mehmetçik, Lefke, Geçitkale, and Tatlısu cities in North Cyprus. The residents' attitudes on sustainable tourism development in slow cities have been measured by considering stakeholder and social exchange theory. In light of this information, the research question has formulated as follows:

- What are the impacts of Cittaslow philosophy on sustainable tourism development?

#### **1.5 Limitations and Delimitations**

This study contains some limitations to guide further studies and make recommendations. The first limitation of this study is that dataset was collected from the host communities who are living in the slow cities (Yeni Boğaziçi, Mehmetçik, Lefke, Geçitkale, and Tatlısu) at North Cyprus by stratified sampling approach. Moreover, Cittaslow philosophy is a new movement that is against fast lifestyle all around the world, was born and rooted in Italian culture. The present study conducted in North Cyprus, and the results were found slightly different from some of the

proposed hypotheses. It understood that the results of the study might give different results from region to region. Besides, factors that affect the residents' perspective and attitudes regarding sustainable tourism development may base on the various research topic and content. The residents' positive and negative perceptions regarding tourism can give different results in different cultures.

## **1.6 Definitions of Key Terms**

**Slow food:** Slow food is an international organization founded in Italy. This philosophy has emerged to protest McDonald's opening and the spread of fast-food culture. It is an alternative approach that aims to protect the heritage of food, local food production and encourages traditional cooking. Since its beginnings, slow food has grown into a global movement involving millions of people in over 160 countries, and working to ensure everyone has access to good, clean and fair food-(Chung et al., 2018).

**Cittaslow (Slow City):** The Cittaslow philosophy was born in 1999 through the Paolo Saturnini's brilliant intuition, past Mayor of Greve in Chianti, a little town of Tuscany (Bartłomiejski and Kowalewski, 2019). It as an international movement primarily aims to protect the uniqueness of urban areas, provide a high quality of city life, preserve historical heritage, ensure security in urban areas, support local networks, and encourage resident's participation within the tourism industry-(Di Gregorio, 2017; Radstrom, 2014; Miele, 2008).

**Sustainability:** The concept of sustainability emerged at the end of the 20th century in line with social, economic, and ecological developments. The concept of sustainability primarily aims to prevent environmental damage, increase the welfare



level of the people, and provide social equality - (Chen and Dong, 2019; Purvis et al., 2019).

**Sustainable Tourism Development:** This approach has become an essential research topic since the 1980s. It primarily requires that manage opportunities and protect all of the natural resources for the next generations. - (Hall, 2019; Liu, 2003).

**Impacts of Tourism:** Tourism is a very essential industry that can affect host community perception and their daily lives. The residents' attitude regarding future tourism development is very complicated and mostly affected by different factors such as social, environmental, cultural, and economic- (Tsai et al., 2016).

## **1.7 Organization of the Study**

The study was organized into five different chapters. The first chapter, presents an introduction to the research and the raised problematic within. Chapter two briefly comprises the literature review, related to the concept of sustainability, dimensions of perceived tourism impacts. Chapter two also illustrates the theoretical background of residents' support for sustainable tourism development, and presents the proposed hypotheses. Chapter three provides detailed information about the research methodology in this study and discusses the population of the study, sampling procedure, instrument development, data collection and methods for data analysis. Chapter four presents the empirical results. Chapter five evaluates the findings of this study. The last chapter gives details about research conclusions, limitations of these studies, and recommendations for future studies.

## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.1 Sustainable Development and Its Three Pillars**

In recent years, the impacts of globalization have caused many climates, social, cultural, and environmental changes worldwide (Ciegis, Ramanauskiene, and Martinkus, 2009). The concept of sustainability emerged at the end of the 20th century in line with social, economic, and ecological developments. The International Conference first discussed this concept in Stockholm, Sweden, in 1972 (Yigitcanlar and Lee, 2014). Then, it presented at different conferences held in 1987, 1992, 1997, and 2012.

Following to Earth Summit 2012, 'Open Working Group' was established by these global communities to recognize new sustainable tourism development perspectives on 25 September 2015. After this period, they have recommended a total of seventeen new sustainable development goals in 2015, aiming to reduce poverty, eliminate inequality, and solve climate change problems in the next 15 years. These international conferences have addressed some critical issues, such as environmental impacts, efficient use of resources, and its future (Ciegis, Ramanauskiene, and Martinkus, 2009).

World Commission on Environment and Development has published Brundtland report in 1987. This report is a critical document that describes the importance of sustainability at the global level (Byrd, 2007).

In the years following the publication of the Brundtland Report, The United Nations has adopted the concept of sustainable development to eliminate economic inequality, protect natural resources and develop environmentally friendly technologies (Hansmann et al., 2012). In 1992, the institutionalization of "sustainable development" has continued with the "Rio Process," known as the Earth Summit, where the world political actors agreed to support the principle of sustainable development. Since the 1990s, sustainable development principles have become a crucial notion of fulfilling the needs and desires of current and future generations, prevent environmental damage, preserve natural and cultural heritage, and provide more secure settlements for sustainable development.

According to UNWTO (World Tourism Organization by the United Nations), sustainable development principles can be explained by environmental, socio-cultural, and economic dimensions (UNWTO, 2013). It also mentioned that balancing three pillars of sustainability is essential and ecological protection, economic development, and social equity, which have priority and fundamental to achieve sustainable development principles (Purvis et al., 2019). It is an essential process that expresses continuity in destinations. Thus, all relevant stakeholders and leader's participation is required to ensure sustainable development socially, environmentally, and economically. Moreover, it requires increasing the awareness of all partners about sustainability to provide social welfare, support economic security, and prevent ecology damage.

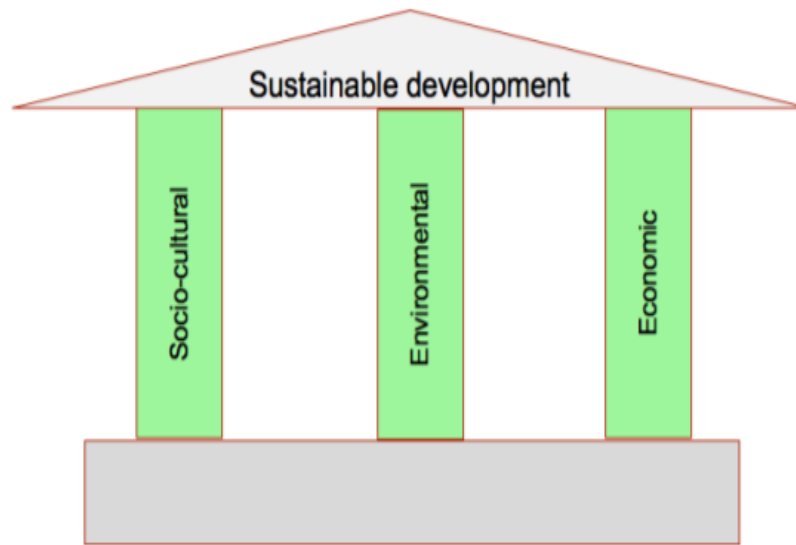


Figure 1: Three Pillars of Sustainable Development  
(Source: Purvis et al., 2019)

### **2.1.1 Economic Sustainability**

Researches on economic sustainability have become an increasingly powerful concept in business and tourism practices. The idea of sustainable development refers that use renewable energy by transferring it to future generations without harming and degrading natural resources. It also means that prevent unnecessary use of non-renewable resources and preclude the excessive consumption of future generations (Moldan et al., 2012). It understood that the consumption rate of non-renewable energy sources should be minimum to provide regular use to natural renewable sources. Physically, sustainable development is often explained by the use of renewable resources. Based on this definition, natural resources and the environment form the basis of all economic activities. Therefore, future economic developments depend on the strong relationship between natural resources and the environment.

Recently, well-being has been considered a significant act of consumption, benefiting from goods and services. For this reason, the sustainable competitiveness of countries is shaped by some critical factors, which means improving the economic welfare of society, environmental protection, and equitable distribution of wealth (Cohen 2000). Sustainable competitiveness is tough to measure; for this reason, it is crucial whether countries' competitiveness concerning social and environmental dimensions.

### **2.1.2 Socio-Cultural Sustainability**

There are many different approaches regarding the social and economic aspects of sustainability. According to Martin (2001), defining sustainable development with a social dimension is much more complicated. It is not very easy to create a sustainable structure by considering all countries' social, economic, and cultural conditions. Moreover, Black (2004) stated that protecting social values, having successful institutions, and establishing strong relationships are very important for future generations in social sustainability. For this reason, society as a whole needs to participate in common goals to ensure sustainability. These shared goals include individual needs such as health, nutrition, housing, education, and cultural activities. As understood from many previous studies, sustainability's social dimension has a vital role in the survival of human civilizations for years (Diamond, 2005). In this context, it should remember that national wealth's main components are human and social capital.

### **2.1.3 Environmental Sustainability**

Environmental sustainability is an ability to protect raw materials from meeting the needs of the future generation, prevent pollution from increasing the quality of life, manage waste not to harm individuals' lives, and ensure people's well-being (Moldan et al., 2012).

At the beginning of the 21st century, the OECD Environmental Strategy has designed relevant environmental sustainability policies to reduce environmental pressures and improve ecological governance (OECD, 2001). According to the OECD, there are four specific criteria to ensure environmental sustainability, are explained by regeneration, substitutability, assimilation, and avoiding irreversibility.

Environmental indicators and common goals have high importance to facilitate the implementation of policies. Residents' public awareness should be increase to achieve proposed targets in the development of a sustainable world (Dong and Hauschild, 2017).

## **2.2 Slow Food Movement and Development**

In the early 1990s, individuals realized that fast (ready) eating habits negatively affected their lives. Fast food (junk food) quickly dominated the world market and caused many adverse effects on individuals' social culture, living standards, and health. The need for transparent information has also been increased considerably because of fast-food consumptions. Regarding this, consuming local, traditional, and organic food has become very difficult, and many health problems such as obesity have started to increase over time (Jones et al., 2003).

A slow food philosophy has emerged to protest McDonald's opening and the spread of fast-food culture. Especially after the 1990s, it has become a fundamental philosophy that affects the whole world. This philosophy was founded in 1986 by Carlo Petrini and his friends and mainly based on the slow movement concept. These protest movements were organized by different groups to increase awareness about organic and local food consumption.

Slow food is a new understanding that continually develops, follows the global changes, and supports a healthy life. There are two essential functions, such as education and protection, explained by slow food philosophy. Also, "Presidia and Ark of Taste" are defined as two main projects under the protection function (Buiatti, 2011). The Presidia function's primary purpose is to save animals and vegetable varieties at the risk of extinction, preserve biodiversity, promote artisanal products, and produce high-quality foods by traditional methods. The second purpose of the Presidia function is to establish a series of technical and production standards. In this way, traditional methods' importance will emphasize that local products' future will be guaranteed. As a second project under protection function, "Ark of Taste" is an international network that aims to conserve our local foods of cultural heritage and transfer them to future generations. This project specifically focuses on protecting local foods that face extinction in different geographies.

The educational function's primary purpose is to provide local food tasting education to individuals at school-age. Due to the spread of slow food philosophy, many activities are organized in universities by collaborating with human resources managers on the subject (Nosi and Zanni, 2004).

This protest movement is mainly based on sustainability, and it also aims to increase residents' awareness about the concept of slowness and ensure sustainable local development (Miele, 2008). The slow food movement is different from other approaches that emphasize the importance of clean, fair, authentic, and quality food conserving the local environment (Petrini, 2013; Van der Meulen, 2008). In this context, the slow food movement has achieved many successes over the years. It has rapidly developed in different geographies. A strong relationship has been established

between individuals' needs and the origins of food in different cultures. Moreover, this philosophy does not only about food style and city life, also includes other development and improvement methods in tourism, travel, education, and trade issues.

### **2.3 Cittaslow Philosophy**

The Cittaslow philosophy was officially born in 1999 in Tuscany (Bartłomiejski and Kowalewski, 2019). As a new movement, the Cittaslow philosophy primarily focuses on the town itself. It has first emerged in the Toscana region of Italy that was inspired by the slow food movement (Di Gregorio, 2017). It as an international movement primarily aims to preserve the unique features of small settlements with low populations, increase the living standards, and ensure sustainable development in the long term. Creating a sense of place in society is possible by protecting the cities' unique assets, cultural values, and identity. Based on this philosophy, people living in the community have the right to eat good and clean food. For this reason, it underlined that everyone should protect traditions and customs to ensure sustainable development in destinations (Radstrom, 2014).

Today, there are more than 100,000 members in the union. Since the beginning of February 2020, there are 264 cities from 30 countries that have joined the Cittaslow union. North Cyprus is an official member of the international Cittaslow movement from 2013 (Cittaslow.org, 2020). Seven central policies have officially mentioned in the Cittaslow charter to achieve the slow city status such as energy and environmental policies, infrastructure policies, quality of city life policies, agricultural, touristic and artisan policies, policies for hospitality, awareness and training, social cohesion and partnerships. Also, city population should be less than 50.000 (Semmens and Freeman, 2012; Hoeschele, 2010).



The Cittaslow philosophy is not only about the basic dimensions of sustainability, also supports the residents' involvement in local governance. According to the Cittaslow charter, slow cities that are accepted by the Cittaslow association needs to officially document their city management plans and actions on sustainable development (Pink, 2009). Municipalities, which join the association, are required to fulfill their projects and activities in line with their objectives once they have received their first certificates. Cities selected as a slow city inspected every three years, and if the Cittaslow contract does not fully comply with, they removed from the association (Cittaslow.org, 2020).

Cittaslow is still a developing concept that strongly emphasized the importance of local economic development and environmentally friendly production systems. Additionally, theoretical foundations of sustainable development have transformed into a powerful and practical action plan with slow city philosophy (Mayer and Knox, 2006).

## **2.4 Theoretical Context of the Study**

### **2.4.1 Stakeholder Theory**

As a service industry, tourism serves many recreation activities, accommodation opportunities, and travel options to visitors. Tourism is one of the essential industries where economic and social events are very intense in the world (Muresan, 2016). Also, the role of tourism and its social, economic, and environmental effects is very significant in the residents' daily life. In this context, the residents' attitudes toward sustainable tourism development in slow cities are structured by the stakeholder theory and social exchange theory in this study. Freeman first defined the stakeholder concept in 1984. According to Freeman (1984), stakeholders are expressed differently as any

person or group that can be influenced by the organization or who can impact an organization's performance and goals in a region. Moreover, three different aspects of stakeholder theory, such as clear, instrumental, and normative directions, are closely interrelated.

First of all, the stakeholder theory is explained as a descriptive approach and demonstrates organizations' association with external organizations and institutions (Donaldson and Preston, 1995). Second, it is defined as an instrumental aspect that explained the predictive value and artistic direction. The last element of the stakeholder theory described as an action of the stakeholders on their interests.

Stakeholder theory is used to describe individuals or groups involved in many different activities. It aims to determine stakeholders' participation and residents' perception of sustainable tourism development (Fons et al., 2011; Byrd, 2007; Easterling, 2005; Manwa, 2003). It is crucial to have successful destination management and establish effective strategies for sustainable tourism development. Besides, (Carmin, Darnall, and Mil-Homens, 2003; Ansari and Phillips, 2001; Donaldson and Preston, 1995) added that all stakeholders should be involved in decision-making processes their wants and interests should consider achieving designated goals.

#### **2.4.2 Social Exchange Theory**

Social exchange theory has been used in many studies, such as economics, sociology, and psychology literature. It is considered one of the most prominent conceptual approaches to explaining social relations (Nunkoo, 2016). Especially emphasizes the dynamic nature of relationships between various stakeholders.

According to social exchange theory, community residents' support for tourism development is determined based on their satisfaction with tourism facilities in the destination (Dyer, Gürsoy, Sharma and Carter, 2007; Lee and Back, 2006).

The findings of these studies suggest that social exchanges also characterized by the economic, socio-cultural, and environmental elements and exchange process impact residents' perceptions toward tourism. This situation causes intense competition between touristic destinations that want to get more share and profit from tourism activities. It is very significant to preserve cultural and physical resources in tourism destinations with tourists' motivations, preferences, and perceptions for the long term (Kang and Lee, 2018; Barber and Deale, 2014; Harrill, 2004). Moreover, it is necessary to protect the attractions of tourist places and make tourist attractions more sustainable (Kang, S. K., and Lee, J., 2018; Farmaki, Altınay, Botterill, and Hilke, 2015).

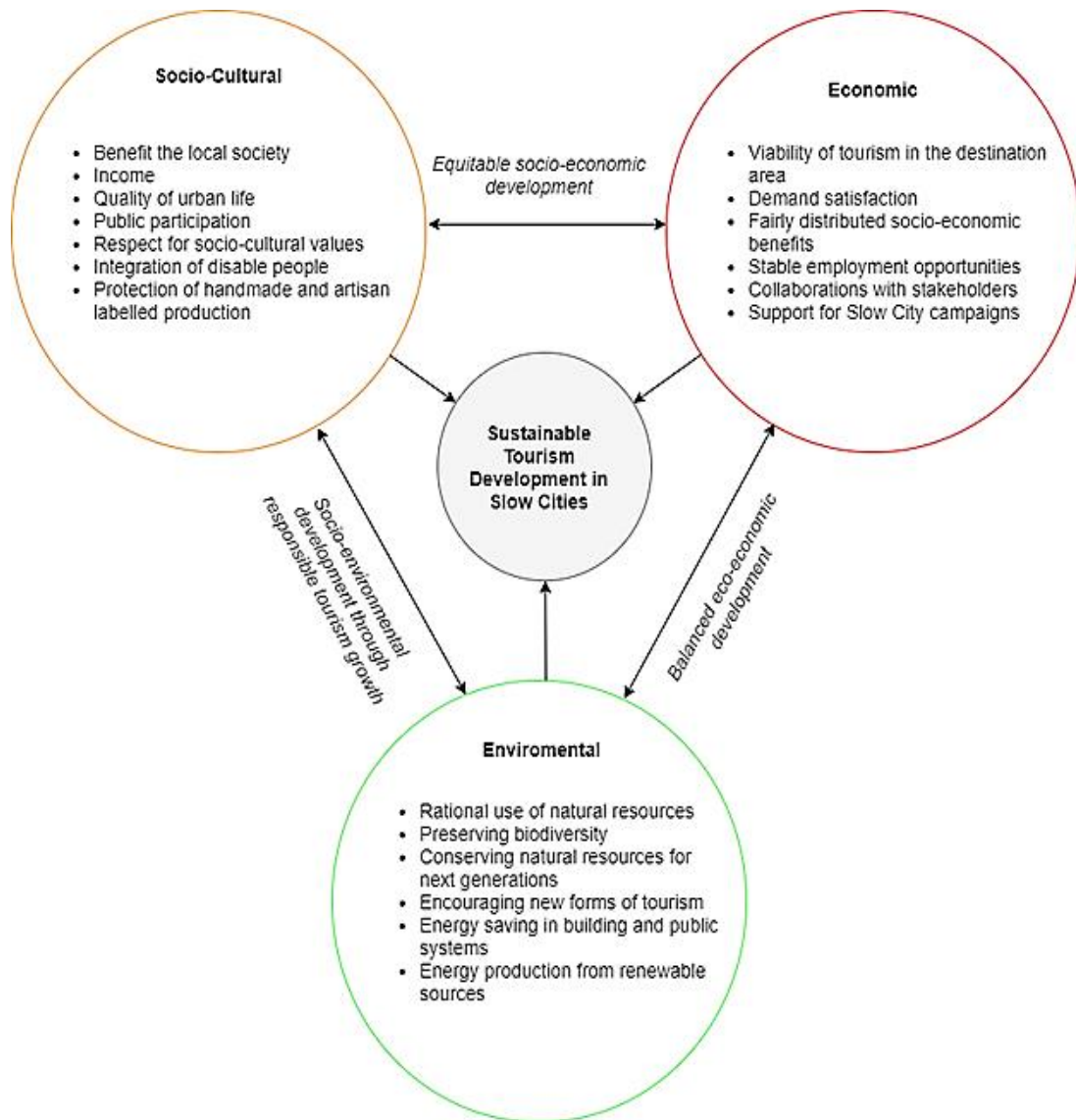


Figure 2: Sustainable Tourism Development in Slow Cities  
(Source: Tekken and Kropp, 2015; Fons et al., 2011)

## 2.5 Dimensions of Perceived Tourism Impacts

### 2.5.1 Economic Impacts of Tourism

Residents' attitudes on sustainable tourism development are generally based on economic foundations (Yoon, Gürsoy, and Chen, 2001). Tourism has great importance in achieving local economic development at a destination (Ko and Stewart, 2002). Economic development is the process that depends on local economic conditions in destinations. For this reason, several factors determine the net benefits of economic

conditions, and those economic activities are considered as an essential indicator for city life (Gürsoy and Rutherford, 2004). The majority of economic facilities have many benefits to societies, are explained with several factors such as local goods and services purchased by tourists during their visits, the relationship between tourism industries and other partnerships, and the contribution of local and foreign visitors (Pratt, 2015).

Several studies on the economic impacts of tourism have shown that tourism as a growing industry has positive effects on economic conditions (Gürsoy, Chi and Dyer, 2009). In many studies, economic activities are also considered an essential indicator of tourism development (Gürsoy et al., 2010), and it provides a variety of job opportunities and alternatives to residents in destinations. The main reason is that tourism is a vital source to strengthen business conditions of cities, improve quality of living, protect monuments, identity and archaeological sites and revenues that drive from tourism activities (Oviedo, Castellanos and Martin, 2008; Andereck, Valentine, Knopf and Vogt, 2005; Yoon, Gürsoy and Chen, 2001). In light of these studies, tourism has many positive contributions to economic development and provides many opportunities and advantages for local economies. In this way, residents can be easily involved in economic facilities within these opportunities and advantages and can get more income from tourism activities. It is clear that residents' local economy and living standards are closely related, and living standards of the local community are positively affected by economic developments and economic revenues derived from tourism activities.

Additionally, tourism is a service industry and cannot complete economic development as a single sector. Therefore, different groups of stakeholders should come together to share their power and achieve their economic goals in destinations.

Tourism is a sector that is closely related to other sectors, such as agriculture. Agricultural tourism is different from other types of tourism in terms of its products and activities. Agricultural tourism is becoming a more traditional, more individualized travel option and creates commercial, ecological, social, and cultural influences on the community through traditional options. Past studies have indicated that there is a direct relationship between economic conditions and cultural activities. It is also understood that cultural heritage is positively affected by economic activities, and cultural heritage gains importance day by day. Also, they have been extensively proposed that cultural heritage and artisan policies are one of the main issues to obtain regional tourism competitiveness of destinations (Alberti and Giusti, 2012; Florida, 2002). For this reason, it is mentioned that there is a close link between tourism and cultural heritage, and this relation positively affects the competitiveness and attractiveness of destinations (Alberti and Giusti, 2012; Bandarin et al., 2011; Cooke and Lazzeretti, 2008).

Moreover, artisan industry products are essential to achieve regional tourism competitiveness and include various products such as textile, crafts, paintings, garments, batik, curtains, and tablecloths (Amin, 2006). The craft products are produced in different ways in each region, and those each product contributes to having greater regional competitiveness and development. (Ramadani et al., 2019; Santamaría and Lecuona, 2016). Innovation in the craft industry is required to achieve sustainable competitiveness and regional development.

On the other hand, stakeholder's involvement should be supported to increase tourist attraction to the region, and also, cultural heritage should be protected to transfer the future generation. Furthermore, infrastructure and superstructure (facilities) have a significant role in determining actual and productive tourism capacity for sustainable tourism development (Liu, 2003). For this reason, having adequate infrastructure and superstructure facilities are closely related to the economic level of the regions.

From a tourism perspective, stakeholders (groups or individuals) have an essential role in achieving better economic consequences (Harrison, 2014). Partnerships are still a need to distribute economic benefits equitably. For this reason, awareness of society should be raised to improve economic cooperation among stakeholders (Damoah et al., 2020).

According to the stakeholder theory, stakeholders are defined as groups and individuals who agree to participate in different projects. Each partnership can influence the tourism industry in the context of economic development. It is not easy to ensure economic stability as a single actor in the long term because tourism is a very dynamic sector affected by different factors. In order to create a successful structure is very crucial to sustain economic growth for the long term.

Previous studies show that tourism stakeholders are divided into four different groups: tourists, public institutions, residents, tourism promoters, or business owners (Sánchez et al., 2016; Morales and Herna'ndez, 2011). Due to potential economic impacts, tourism stakeholders play a crucial role in controlling the economy and maximizing benefits. Therefore, these stakeholders should support entrepreneurship projects and training programs to change the resident's perception of tourism positively.

The relations of the economic sectors explain the economic effects of the tourism sector. Measuring economic impacts is necessary to predict possible changes in economic systems and their effects on the future of tourism activities. In this context, social exchange theory is considered an effective approach that explains various disciplines, defining the relations between mutual concepts. Previous studies indicate that residents prefer to make economic assessments based on their experiences. The experiences gained from different economic activities have great importance in the regional economy, and these economic benefits or costs significantly affect the future of tourism.

For this reason, social exchange theory explains that the attitudes and behaviors of residents are shaped by the benefits and costs of tourism activities in the society (Nunkoo, 2016). Essentially, this theory examines residents' attitudes towards tourism activities to reduce costs and maximize benefits. Based on this theory, the concept of social exchange is defined by two different groups, such as economic and social outcomes (Cropanzano and Mitchell, 2005). While social exchange theory expresses a fairer process in the long term, economic activities are expressed as a more risky variable in the short term. In light of the above discussions, the following hypotheses have been constructed.

H1: Partnership with different groups have a positive effect on the perceived economic impact of tourism.

H2: Quality of city life policies have a positive effect on the perceived economic impact of tourism.

H3: Agricultural, touristic and artisan policies have a positive effect on the perceived economic impact of tourism.



H4: Infrastructure policies have a positive effect on the perceived economic impact of tourism.

H5: The perceived economic impacts of tourism positively influence residents' support for sustainable tourism development.

### **2.5.2 Socio-cultural Impacts of Tourism**

Tourism is a sector composed of different activities that are shaped in the social environment. Many tourism studies evaluated the impacts of tourism in terms of social and cultural dimensions, and it demonstrated that tourism provides many benefits over a social life, cultural values (Yoon et al., 2001), and social values (Andereck and Vogt, 2000). In terms of the social and cultural impacts of tourism, it is essential to increase tourism awareness among the residents, implement intensive training programs, and have good hospitality. Harris et al. (2002) mentioned that residents believed that hospitality, awareness, and training policies positively impact sustainable tourism. Administrators should encourage cultural and social awareness and training programs; it is a way to manage the system and motivate them to involve social and cultural activities (Altınay and Hussain, 2005; Silva and Garcia, 2016). Moreover, Cole (2006) stated that awareness of tourism could positively influence the communities' participation and lead to change perceptions of residents. Ensuring community participation is a way to have community support for tourism development projects.

In this context, social impacts of tourism explain with different factors such as peace and security in the society, the harmony of people from different groups, living standards of the community, local people support, local production, protection of historical heritage, and support and resolution of producer's problems (Nunkoo and Ramkissoon, 2011). It is believed that social cohesion, empowerment, strong policies,

and cooperation are essential dimensions to work together on shared interests for sustainable tourism development (Kay, 2006).

Also, many people from a different age, education, and gender groups participate in different daily life activities, and these activities can easily affect more expansive areas through various groups (Tomic, Gajic and Bugar, 2012). For this reason, social empowerment as a critical concept plays an essential role in working together on shared interests in the host community (Di Castri, 2004). Perkins and Zimmerman (1995) mentioned a close relationship between quality of life, community organizations, and social empowerment. It is emphasized that social empowerment realizes when society comes together. Besides, Boley and McGehee (2014) mentioned that harmony and cooperation are essential issues in community-based research. It is believed that social cohesion and desire for cooperation on specific policies influence sustainable tourism development.

Additionally, it is clear that if residents believe that tourism has positively influenced their social lives, they will willingness to support sustainable tourism development. However, if the loss is higher than the benefit, they will not support this process (Yoon et al., 2001) supported by the social exchange theory and stakeholder theory. Based on these discussions, the following hypotheses have been proposed.

H6: Quality of city life policies have a positive effect on perceived social impacts of tourism.

H7: Policies for hospitality, awareness, and training have a positive effect on perceived social impacts of tourism.

H8: Social cohesion has a positive effect on perceived social impacts of tourism.

Cultural heritage is the most critical richness for residents, and the protection of unique culture is crucial to get more benefits from tourism activities (Stronza and Gordillo, 2008; Andereck, Valentine, Knopf, and Vogt, 2005). Tourism as a service industry provides a multitude of cultural benefits to society. Moreover, it supports many activities such as cultural exchange, prevention of environmental pollution, and archaeological and historical areas (Yoon et al., 2001). It is understood that tourism activities create many opportunities and advantages in the cultural context and play a key role in society.

Moreover, tourism activities ensure interaction between different cultures and support of local products through agricultural activities. Cultural heritage offers many opportunities to make long-term plans about sustainable tourism development in the society. In this context, the impacts of tourism on cultural values can be positively supported in the long term by promoting cultural activities and increasing awareness among younger generations (Besculides, Lee and McCorm, 2002) that is also supported by the social exchange theory and stakeholder theory.

According to social exchange theory, residents' perception regarding the socio-cultural impacts of tourism is affected by various factors. It also plays an essential role in shaping the future of tourism. Perceived socio-cultural impacts cover more extensive areas than economic and environmental effects. For this reason, socio-cultural characteristics have been explained by different groups such as tourists, host communities, individuals' behaviors and attitudes, family relations, social cohesion, traditional organizations and companies, security levels, and quality of life. Social exchange theory states that the socio-cultural impacts of tourism are perceived positively by the host community who have a close relationship with the tourism industry. Primarily,

individuals living in cities state that the interests of tourism (such as employment opportunities, economic benefits from agricultural and touristic facilities, and quality of life) outweigh the costs (Hanafiah et al., 2013). Thus, residents support sustainable tourism development to obtain maximum benefit and minimum value.

Additionally, many social and cultural factors contribute positively to the tourism industry and protect the local culture, such as historical attractions, museums, local crafts, cultural activities. Attracting more tourists to destinations is directly proportional to successful social and cultural policies taken by governments. In light of this, cultural heritage has a significant role in destinations. It changes destinations' mood and offers many unique services such as accommodation, food, music, and dances to tourists (Mbaiwa, 2005).

Besides, the stakeholder theory explains that all partners participating in comprehensive cooperation can create new alternatives in the tourism industry. According to the stakeholder theory, it is imperative to protect stakeholders' interests and involve them in decision-making processes (Theodoulidis et al., 2017). In particular, stakeholders' interests and needs should consider achieving common goals by tourism managers. Generally, the wishes and needs of stakeholders are expressed as maximizing common values in the community. In this context, the planning of social and cultural activities is essential as it creates awareness at the local level and supports sustainable tourism development.

The protection of cultural heritage, organizing various social activities, and providing economic income to the shareholders contribute to tourism development. Partnerships should be built on social and cultural values to maintain social trust and attract more

investment because the necessary decisions do not take on time among stakeholders; problems may occur in performing the activities. Such decisions made by stakeholders will attract more tourists to the region over time and contribute positively to the residents' local economy (Rasoolimanesh and Jaafar, 2017).

Additionally, stakeholder relations need to be keen to sustain a competitive advantage (Nicolaides, 2015), and partners should be more sensitive to the possible damages that may arise from mutual business relations. It is also essential to develop strong relationships to solve problems that are raised because of different expectations among stakeholders. From these perspectives, solving the issues regarding partners' expectations is critical; these policies and strategies effects destinations' competitiveness. It understood that supporting sustainable tourism development is mainly based on minimizing social harm, increasing tourists and the host community's satisfaction, preserving local culture, and improving the quality of life in destinations. Thus, we posit the following hypotheses.

H9: Agricultural, touristic, and artisan policies have a positive effect on the perceived cultural impacts of tourism.

H10: The perceived social-cultural impacts of tourism positively influence the support for sustainable tourism development.

### **2.5.3 Environmental Impacts of Tourism**

Tourism is one of the essential industries that lead to having great importance on the environmental conditions of the countries. Many studies show how local people interpret tourism's physical and ecological impacts (Andereck, Valentine, Knopf, and Vogt, 2005). The local people's view regarding the harmful environmental and physical effects of tourism is defined as the damage of natural resources, increased

pollution, and deterioration of cultural and historical heritage (Yoon, Gürsoy and Chen, 2001). They believed that increasing the number of visitors could adversely affect the quality of the environment, life satisfaction, and living conditions (Kuscer and Mihalic, 2019; Dioko, 2017; Keleş, 2012). Moreover, Stylidis and Terzidou (2014) stated that tourism includes many activities that may lead to adverse environmental impacts, and these negative impacts are mostly related to infrastructural policies such as highways, airports, hotels, restaurants, cafes, shops, golf courses, and marinas. In this context, it is clear that the adverse effects of tourism activities cause significant harm to the natural environment. These negative impacts need to be assessed and discussed by the residents to bring environmental conditions better.

Furthermore, Andereck and Nyaupane (2011) mentioned that tourism has many negative impacts on local people's living standards and negative impacts explained with the increasing population, more traffic, increased security problems and decreased well-fare, communication problems between tourists and residents. Also, Kim et al. (2013) explained that health and public safety are critical factors to assess perceived environmental impacts in local communities. For this reason, sustainable environmental policies and social-economic plans should successfully manage and implemented to solve the negative consequences of tourism (Ghulam Rabbany, Afrin, Rahman, Islam and Hoque, 2013).

On the other hand, protecting historic and cultural resources and organizing more recreation opportunities for visitors and residents reflected as the positive physical impacts of tourism. In this context, art and craft products and artisanal entrepreneurship considered as an integral part of tourism, and economic contributions believe as an opportunity for sustainable tourism development (Abreu et al., 2018;

Ratten and Ferreira, 2017; Benur and Bramwell, 2015; Pansiri, 2014; Kies, 2013). It has the potential to support the regional tourism economy and attract more tourists to regions and preserve the authenticity of the regions and cultural heritage (Teixeira and Ferreira, 2018).

Besides, previous studies have shown that tourism adversely affects the host countries' environmental conditions and harms ecological resources such as the increase of pollution in parks and green spaces, parking problems, and ecological degradation (Pramanik and Ingkadijaya, 2018; Wang and Xu, 2015). Thus, it requires promoting practices on recycling, implementing penalties to minimize environmental damage, and using renewable energy for the long term.

Social exchange theory states that three underlying conditions should be satisfied in the individuals' life. Three main factors express as economic, socio-cultural, and environmental impacts in this social exchange process. In the context of the ecological effects, environmental information is the most critical indicator affecting residents' perception. Therefore, ecological awareness is an essential concept that affects the attitude of the residents. Individuals who are aware of environmental factors will either support or reject to participate in tourism activities. Amuquandoh (2010) stated that the host community's attitudes towards the impacts of tourism express as the damage of natural resources, a decrease in the number of forests, air and water pollution, and the deterioration of the ecological balance.

Moreover, Walpole and Goodwin (2001) mentioned a close relationship between economic income and environmental impacts in the destinations. These economic outcomes which obtain from various tourism activities also perceive as a benefit by

the local people. In these conditions, if residents' benefits are higher than the resulting economic cost, the negative consequences of tourism will be ignored by the local people (Walpole and Goodwin, 2001).

Besides, tourism activities offer some advantages and benefits to society in a cultural, social, and economic context, the environment can be damaged, and environmental problems can increase by attracting more tourists. It is crucial to implement effective environmental policies and programs at destinations to avoid the same environmental issues. Furthermore, tourist destinations that don't have these applications have a high potential to experience the same environmental problems (Amuquandoh, 2010).

It is essential to increase the level of awareness on the environment, as lack of information directly affects residents' perception to evaluate the (positive or negative) effects of tourism (Ling et al., 2011). Besides, it is understood that supporting sustainable tourism development is directly related to the local people's satisfaction with meeting needs and desires.

According to stakeholder theory, stakeholders are defined as groups of people that aim to be successful in the company for the long term (Sharma and Vredenburg 1998). Stakeholders have managerial abilities to influence the strategies of the organizations on social and environmental issues. From stakeholder's perspectives, environmental sustainability is expressed by some critical factors such as implementing strong policies on waste management, providing a high quality of life, protecting the natural resources, and improving residents' welfare. Protecting the natural environment is essential to prevent damages of environmental resources, save the cultural heritage, and build more energy-efficient buildings (Green and Hunter, 1992; Hunter and Green,



1995). Besides, improving the infrastructure and developing successful energy-saving policies will make contributions to environmental sustainability.

Establishing successful collaborations between stakeholders plays a crucial role in increasing environmental performance. Delgado Ceballos et al. (2012) stated that some management strategies and operational programs should be planned by stakeholders to improve ecological engagement and ensure sustainable development. In the process of sustainable tourism management, it is essential to develop an environmental understanding among stakeholders. Also, the low -level of collaboration among stakeholders may cause different problems in the tourism industry, and also they won't be able to contribute to environmental sustainability practices. The main focus of stakeholders' should be to implement environmental policy in the long term rather than providing economic benefits in a short time. If environmental understanding does not consider among stakeholders, the benefits of the economy will be much more focused, and environmental policies will easily ignore.

To achieve the maximum benefit from tourism activities, all of the stakeholders' interests, wishes, and desires should be considered and supported in terms of residents' living standards. Otherwise, it is not possible to reach a sustainable structure in the environmental context. As a result of discussions, the following hypotheses have been constructed.

H11: Quality of city life policies have a negative effect on the perceived environmental impacts of tourism.

H12: Agricultural, touristic and artisan policies have a positive effect on the perceived environmental impacts of tourism.

H13: Infrastructure policies have a negative effect on the perceived environmental impacts of tourism.

H14: Energy and environmental policies have a negative effect on the perceived environmental impacts of tourism.

H15: The perceived environmental impacts of tourism negatively influence the support for sustainable tourism development.

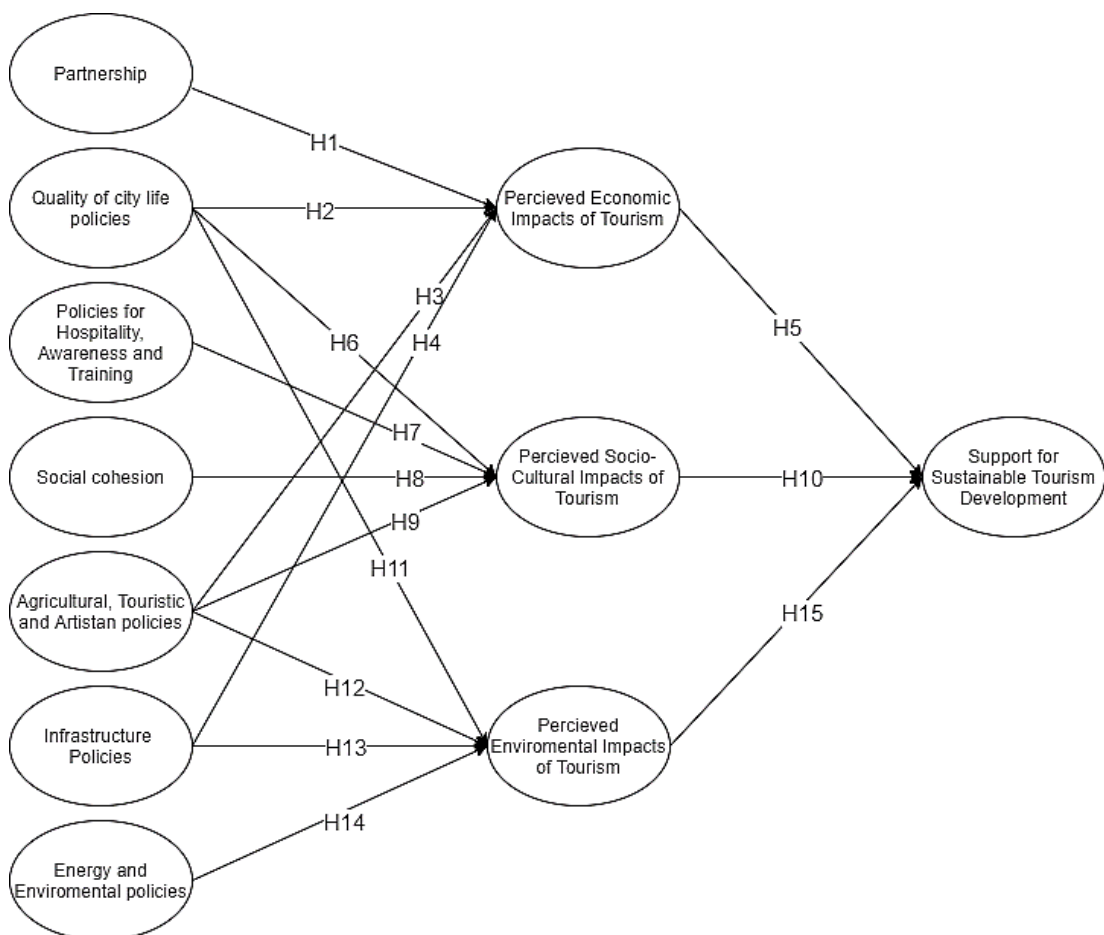


Figure 3: Research Model

## Chapter 3

### METHODOLOGY

This section describes the methodology of this study. Research design, research population, study areas, sampling technique, instrument development, study variables, data collection process were explained with different sub-titles. It also describes the data analysis to give a preliminary insight into the results.

#### 3.1 Study Sites and Population

The study primarily aims to uncover the influences of Cittaslow philosophy on sustainable tourism with sustainability dimensions (socio-cultural, economic, and environmental). The concept of the slow city mainly offers an alternative approach to protect the uniqueness of urban areas, provide a high quality of city life, preserve historical heritage, ensure security in urban areas, support local networks, and encourage resident's participation within the tourism industry. The variety of culture, traditional villages, architectural character, local products, organic agriculture, historical heritages, traditional hand-made handicrafts, alternative tourism potential, and natural resources have high importance to obtain Cittaslow title in North Cyprus.

This movement has been spreading progressively in North Cyprus since 2013. This study population is the residents of Cittaslow cities in North Cyprus. For this reason, the community consists of residents over 18 who live in Yeni Boğaziçi, Lefke, Mehmetçik, Geçitkale and Tatlısu cities. Specially, these cities have chosen to assess residents' perceptions regarding sustainable tourism development in North Cyprus.



Figure 4: Map of Slow Cities in North Cyprus

### 3.1.1 Yeni Boğaziçi

Yeni Boğaziçi Municipality is located within the borders of Famagusta. As a new municipality, it is one of the largest rural communities in the county. The region's proximity to the sea and natural beauties are increasing its geographical value. The municipality of Yeni Boğaziçi aims to protect the resident's prosperity and the protection of local agriculture. Yeni Boğaziçi received the title of Cittaslow in 2013. The municipality strongly emphasizes the importance of slow food philosophy and organizes different activities in the destination (Cittaslow.org, 2020).

### 3.1.2 Lefke

Lefke is located in the north-west of Cyprus and near to the Troodos Mountains. Lefke is one of the first Turkish municipalities that establish in Cyprus in the 1990s. It is a place that discovers its natural beauty. Lefke Municipality organizes different festivals such as walnut festival, palm festival, orange festival, and a strawberry festival every year and supports local events such as Bağlıköy Eco Day and Doğancı Culture Day. Municipality of Lefke and Lefke Tourism Department is carrying out various

programs such as building natural paths for walking tours, restoring historical sites, and training workshops to residents about Cittaslow philosophy. Lefke municipality has received a Cittaslow membership in Sweden in 2015 (Cittaslow.org, 2020).

### **3.1.3 Mehmetçik**

Mehmetçik Municipality is located in the Karpaz region of the island. Mehmetçik Municipality has received the title of Cittaslow at the General Assembly held in Portugal in 2016. It has officially become the third Cittaslow member of the region. There are many events organized by the municipality. The first Cittaslow market established in the village of Çayırova that located in the town of Mehmetçik, and organically grown vegetables and fruits sold in this market (Cittaslow.org, 2020).

### **3.1.4 Geçitkale**

Geçitkale Municipality has won the fourth Cittaslow title in North Cyprus. Geçitkale Municipality received the title of Cittaslow at the General Assembly held in France (Mirande) in 2018. Geçitkale municipality aims to increase the living standards of local people and protect local agriculture in the region. Traditionally, this municipality has organized different festivals each year, such as Geçitkale Culture and Art Festival, Children Festival, and Cittaslow Sunday (Cittaslow.org, 2020).

### **3.1.5 Tatlısu**

Tatlısu is a region located between the Beşparmak Mountains and the Mediterranean coast in North Cyprus. The municipality has received the title of Cittaslow membership and flag at the General Assembly held in Orvieto, Italy, in 2019. Tatlısu Municipality is one of the famous places that have a different history and natural wealth in North Cyprus. It has a significant potential to attract more visitors to the region. Therefore, several small boutique hotels are built to increase accommodation conditions in the destination. The essential aims of the municipality are to develop

local production and identify tourism development strategies, and the eco-agriculture tourism model developed in recent years (Cittaslow.org, 2020).

### **3.2 Sampling Technique**

A stratified random sampling method, which is based on population size, was used to collect the research data to illustrate the different geographical distribution of the research area (Zikmund, 1997). Also, it was used to achieve a balanced representation of residents across the five districts. Thus, the participants were selected using stratified random sampling to fill self-administrated questionnaires from residents who are living in Yeni Boğaziçi, Mehmetçik, Lefke, Geçitkale, and Tatlısu. The sample size of this study was calculated separately for each region. The results have determined by the proportional population in the total population.

### **3.3 Instrument Development and Description of Research Tool**

A quantitative research approach was adopted to observe the critical influences of tourism and evaluate the seven main membership criteria of Cittaslow in this study. The survey instrument used in this study was developed following the procedures recommended by Churchill (1979) and DeVellis (1991) for developing a standardized survey instrument. Several items to measure each construct was identified from the literature.

The back-translation approach was used, which is recommended by Brislin (1970). The first version of the survey was prepared in English and later translated into Turkish, which is the local language of the region. Full survey documents have been re-translated into English to obtain the accuracy and quality of the two versions. Both versions of research questionnaires were reviewed and assessed by a group of experts (three professors and three state tourism officers) to test the content validity of these

items. They were asked to provide comments on the content and understandability of those items. They were also asked to identify any redundant items and offer suggestions for improving the proposed scale.

After making sure that the survey instrument had content validity, a pre-test was conducted on residents in North Cyprus. Based on the feedback and the results of the pre-test, the survey instrument was finalized. In this context, self-administered questionnaires were conducted to residents who are living in slow cities (Yeni Boğaziçi, Mehmetçik, Lefke, Geçitkale, and Tatlısu) in North Cyprus. The questionnaires were distributed among the residents to get their perceptions about sustainable tourism development. Self-administered questionnaires were collected voluntarily between May to August 2019. This research questionnaire was filled by the respondents approximately 10-15 minutes.

### **3.4 Study Variables**

This survey was captured information on the membership criteria of Cittaslow, positive and negative perceptions of residents regarding social-cultural, economic, and environmental impacts of tourism and their support for sustainable tourism development. The questionnaire had three sections. The scale was measured on a five-point Likert-type scale (1-Strongly disagree, 2- Disagree, 3-Undecided, 4- Agree, 5- Strongly agree). Respondents were asked to indicate how strongly they agree or disagree. In the first part, Cittaslow constructs were assessed with 32 items, indicating seven dimensions of Cittaslow variables. These elements used to measure partnership (3 items), quality of urban life policies (6 items), policies for hospitality awareness and training (5 items), social cohesion (4 items), agricultural, touristic and artisan policies (6 items), infrastructure policies (4 items), energy and environmental policy

dimensions (4 items) and were developed based on Cittaslow criteria. In the second part of the questionnaire, one of the dependent variables was assessed; it is included three items measuring perceived social-cultural, economic, and environmental impacts of tourism on sustainable tourism development (Yoon et al., 2001; Liu and Var, 1986). In the last part of the questionnaire, support for tourism development, the ultimate dependent variable, was measured by five indicators adapted from (Yoon et al., 2001; Uysal and Jurowski, 1994).

Also, residents support for sustainable tourism development measured with five constructs: (1) I support the development of community-based sustainable tourism initiatives, (2) I participate in sustainable tourism-related activities, (3) I cooperate with tourism planning and development initiatives, (4) I obey regulatory environmental standards to reduce the negative effects of tourism, (5) Overall, I am satisfied to tourism development in my city.

### **3.5 Data Collection and Analysis**

A total of 448 questionnaires has been distributed between May 2019 and August 2019 to measure the perceptions of the participants. After removing the incomplete questionnaires, 390 valid data were obtained. This sample size provides an adequate representation of the North Cyprus population. Previous studies have shown that there are two main criteria, such as the rule of 10 times and 100 sample thresholds (Reinartz, Haenlein and Henseler, 2009) to provide an adequate sample size. For this reason, 390 samples can test by PLS-SEM analysis (Hair et al., 2017).

Finally, a pre-test was conducted by distributing 50 questionnaires to local North Cyprus residents to assess the validity and reliability of the measurement



questionnaire. There were no problem in the pre-test results and some items QUL(4), HAT(14), SC(15), INF(25&26), ECI(38), SCI(40&41), EI(48) and STD(51) were subsequently removed from the questionnaire because loading weights were less than cutoff-point of 0.5 (Pan, Xu, Lu, and Gürsoy, 2018).

### **3.6 Methods for Data Analysis**

In this study, the conceptual framework evaluated using the most widely applied PLS-SEM (3.0) software (Rasoolimanesh, Ringle, Jaafar, and Ramayah, 2017). In the PLS-SEM analysis program, the research model is evaluated in two primary stages to find structural and measurement models (Hair et al., 2011; Chin, 2010). There are important reasons to use the partial least squares (PLS) approach to examine a research model, instead of the variance-based (CB) approach. It has a broad scope, addresses many different theories, and has a complex structural model that includes many structures and indicators. The reliability and validity of reflective constructs examined to measure each latent variable; also, R<sup>2</sup>, path coefficients, and the values of standardized root mean square residual (SRMR) as an approximate model fit examined to measure structural model (Henseler et al., 2016).

## Chapter 4

### RESULTS

#### 4.1 Demographic Profile of the Respondents

Table 1 demonstrates the statistical results regarding demographic characteristics of the respondents in this study. There were 390 respondents, and 175 (44%) of these respondents were male; the remaining 215 (55%) respondents were female. In terms of marital status, the majority of the respondents were married (68.5%), and (31.5%) were single. As for age groups, the majority of the respondents were between 35-44 (24.1%) years old. The lowest age range of research sample was 65 (4.9) years and over, followed by the other age groups of 25-34 (23.3%), 45-54(19.5%), 55-64(14.9%), 18-24(13.3%).

As for the nationalities, about (79%) respondents were Turkish Cypriots followed by other nationalities such as Turkish (19.2%) and others (1.8%). Respondents categorized into five different regions; Yeni Boğaziçi (20.3%), Tatlısu (20.3), Mehmetçik (20.0), Lefke (19.7%) and Geçitkale (19.0%). Based on the length of residency, most of the respondents have lived over 20 years in the region (70.3%), followed by between 10 to 20 years (17.4%), and less than 10 years (12.3).

Table 1: Demographic Profile of the Respondents

Characteristics	Frequency (%)		Characteristics	Frequency (%)	
<i>Gender</i>			<i>Region</i>		
Male	175	44.9	Lefke	77	19.7

Female	215	55.1	Mehmetçik	78	20.0
<i>Marital Status</i>			Geçitkale	77	19.0
Single	123	31.5	Yeni Boğaziçi	79	20.3
Married	267	68.5	Tatlısu	79	20.3
<i>Age</i>			<i>Length of Residency</i>		
18-24	52	13.3	Less than 10 years	48	12.3
25-34	91	23.3	From 10 to 20 years	68	17.4
35-44	94	24.1	Over 20 years	274	70.3
45-54	76	19.5	<i>Education Level</i>		
55-64	58	14.9	Primary School	47	12.1
Over 65	19	4.9	Secondary/High School	106	27.2
<i>Nationality</i>			2 year Technical School	31	7.9
Turkish	75	19.2	University	164	42.1
Turkish Cypriot	308	79.0	Post Graduate	42	10.8
Other	7	1.8			

Among the education levels, majority of respondents graduated from university (42.1%) and it is followed by other groups such as education level of secondary/high school (18.5%), education level of primary school (12.1%), education level of postgraduate (10.8%), and only 7.9% of the respondents had a two years technical school degree.

#### **4.2 Assessment of Measurement Model**

There are eleven reflective structures in this study. Seven primary constructs of the Cittaslow have been explained, such as PART, QUL, HAT, SC, ATA, INF, and EE. The remaining four reflective constructs include economic, social, and environmental impacts of tourism, namely (ECI, SCI, and EI) and support for tourism development (STD). Moreover, the reliability of the model, the convergent validity of reflective indicators, and discriminant validity evaluated in this study. Table 2 indicates that the

factor loadings for each indicator on its corresponding latent variables that should be greater than 0.5 to confirm the reliability of the research model. The results, which are higher than 0.5, are considered as significant (Chen and Tsai, 2007). Some of the outer loadings were below 0.5, and because of that, these items extracted from the questionnaires.

Table 2: Construct Indicators and Assessment of Measurement Model

Constructs and items	Loading	Cronbach's Alpha	CR	AVE
<b>Partnership</b>		<b>0,83</b>	<b>0,83</b>	<b>0,63</b>
(1)Local authorities support slow food campaigns and activities.	<b>0,73</b>			
(2)Natural and traditional foods are supported by slow food organization and other institutions.	<b>0,89</b>			
(3)Successful collaborations are made with developed countries to promote Cittaslow and Slow Food philosophies in the region.	<b>0,74</b>			
<b>Quality of Urban Life Policies</b>		<b>0,87</b>	<b>0,87</b>	<b>0,58</b>
(1)Local authorities have successful policies in requalification, reuse of marginal agricultural areas	<b>0,74</b>			
(2)Information and communication technologies are used as a tool for the development of interactive services for citizens and tourists.	<b>0,81</b>			
(3)There are successful initiatives for development and recovery of urban values by local authorities.	<b>0,76</b>			
(4)New areas have been created for the commercialization of local products in the region.	<b>0,84</b>			
(5)Establishing shopping malls which sell natural and local products are supported by the local authorities	<b>0,66</b>			
<b>Policies for Hospitality, Awareness and Training</b>		<b>0,86</b>	<b>0,86</b>	<b>0,62</b>

(1)Local residents are friendly to the tourists.	<b>0,62</b>			
(2)Awareness of shopkeepers about Cittaslow philosophy has increased in the region.	<b>0,79</b>			
(3)Residents have enough knowledge about Cittaslow philosophy.	<b>0,74</b>			
(4)Cittaslow campaigns are supported by local authorities in the region.	<b>0,95</b>			
<b>Social Cohesion</b>		<b>0,79</b>	<b>0,79</b>	<b>0,56</b>
(1)Different ethnic groups live in the same neighborhood.	<b>0,55</b>			
(2)Political participation is high in the region.	<b>0,76</b>			
(3)Residents are easily coming together to solve social problems.	<b>0,89</b>			
<b>Agricultural, Touristic and Artisan Policies</b>		<b>0,88</b>	<b>0,87</b>	<b>0,54</b>
(1)Handmade products are successfully protected in the region.	<b>0,86</b>			
(2)Traditional handicrafts activities are increased in the region.	<b>0,70</b>			
(3)The use of organic products has increased in public restaurants, schools and canteens.	<b>0,87</b>			
(4)Local and cultural events have supported by local authorities.	<b>0,53</b>			
(5)Hotel capacities are enough for tourists who visit to the region.	<b>0,80</b>			
(6)Residents support local foods consumption.	<b>0,54</b>			
<b>Infrastructure Policies</b>		<b>0,74</b>	<b>0,75</b>	<b>0,61</b>

(1)There are private parking spaces for pregnant women in downtowns and hospitals.	<b>0,90</b>			
(2)There is high percentage of residents which works at other towns in the region.	<b>0,65</b>			
<b>Energy and Environmental Policy</b>		<b>0,89</b>	<b>0,89</b>	<b>0,67</b>
(1)Air quality protection policies are successfully performed by local authorities.	<b>0,85</b>			
(2)Water quality conservation policies are successfully performed by local authorities.	<b>0,81</b>			
(3)Urban solid waste management are performed successfully by local authorities.	<b>0,83</b>			
(4)Local authorities aim to reduce unnecessary use of light.	<b>0,77</b>			
<b>Economic Impact</b>		<b>0,89</b>	<b>0,89</b>	<b>0,63</b>
(1)Tourism has created more jobs for community.	<b>0,92</b>			
(2)Tourism revenues are more important than revenues from the other industries for local government.	<b>0,72</b>			
(3)Our standard of living has increased considerably because of tourism.	<b>0,79</b>			
(4)Tourism has given economic benefits to local people and small businesses.	<b>0,87</b>			
(5)Tourism has led to more spending in the community.	<b>0,63</b>			
<b>Socio-Cultural Impact</b>		<b>0,94</b>	<b>0,94</b>	<b>0,80</b>
(1)Meeting tourists from other regions is a valuable experience to better understand their culture and society.	<b>0,80</b>			
(2)Tourism has resulted in more cultural exchange between tourists and residents.	<b>0,93</b>			

(3)Tourism has encouraged a variety of cultural activities by the local residents.	<b>0.97</b>			
4)Tourism has resulted in positive impacts on the cultural identity of our community.	<b>0.86</b>			
<b>Environmental Impact</b>		<b>0.78</b>	<b>0,78</b>	<b>0,54</b>
(1)Tourism has resulted in traffic congestion, noise and pollution.	<b>0,72</b>			
(2)Construction of hotels and other tourist facilities have destroyed the natural environment.	<b>0,73</b>			
(3)Tourism has resulted in unpleasantly overcrowded beaches, hiking trails, parks and other outdoor places in your community.	<b>0.76</b>			
<b>Resident's support for sustainable tourism development</b>		<b>0,84</b>	<b>0,83</b>	<b>0,50</b>
(1)I support the development of community-based sustainable tourism initiatives.	<b>0,65</b>			
(2)I participate in sustainable tourism-related activities.	<b>0,69</b>			
(3)I cooperate with tourism planning and development initiatives.	<b>0.84</b>			
(4)I obey regulatory environmental standards to reduce the negative effects of tourism.	<b>0,51</b>			
(5)Overall, I am satisfied to tourism development in my city.	<b>0.78</b>			

Results should be higher than 0.7 to satisfy the required construct reliability (Henseler et al., 2016; Seol et al., 2016). According to Cronbach Alpha and Composite Reliability results, latent variables in the model are more significant than 0.7. AVE score of each latent construct has determined to test convergent validity (Anderson and Gerbing, 1988). Table 2 indicates that each construct has at least a 0.50 AVE score.

This result denotes that latent constructs' convergent validity achieved in the model (Hair et al., 2017).

### 4.3 Discriminant Validity

The assessment of discriminant validity first established by Fornell and Larcker criterion (1981) and the research model primarily shows that each latent structure has different results than other variables (Chin, 2010). The main principle is to obtain an AVE score which is higher than the inter construct correlations (Kline, 2011). As shown in Table 3, the AVE value is higher than the correlation between constructs. Therefore, the discriminant validity of the measurement model accepted in this study (Fornell and Larcker, 1981).

Table 3: Discriminant Validity

<i>Constructs</i>	<i>ATA</i>	<i>ECI</i>	<i>EE</i>	<i>EI</i>	<i>HAT</i>	<i>PART</i>	<i>QUL</i>	<i>SC</i>	<i>SCI</i>	<i>STD</i>	<i>INF</i>
<i>ATA</i>	<b>0.73</b>										
<i>ECI</i>	0.51	<b>0.79</b>									
<i>EE</i>	0.16	0.01	<b>0.82</b>								
<i>EI</i>	0.18	0.32	-0.49	<b>0.73</b>							
<i>HAT</i>	0.23	0.11	0.22	0.07	<b>0.78</b>						
<i>PART</i>	0.22	0.15	0.52	-0.13	0.19	<b>0.79</b>					
<i>QUL</i>	0.32	0.29	0.28	0.06	0.25	0.38	<b>0.76</b>				
<i>SC</i>	0.23	0.02	0.51	-0.21	0.27	0.39	0.12	<b>0.75</b>			
<i>SCI</i>	0.35	0.48	0.06	0.11	0.19	0.13	0.27	0.08	<b>0.89</b>		
<i>STD</i>	0.24	0.06	0.36	-0.26	0.17	0.32	0.28	0.25	0.05	<b>0.70</b>	
<i>INF</i>	-0.02	-0.08	0.36	-0.31	-0.01	0.23	0.05	0.29	-0.06	0.21	<b>0.78</b>

The heterotrait-monotrait correlation ratio (HTMT) developed as a new discriminant validity criterion for assessing discriminant validity in structural equation modeling (Henseler, Ringle, and Sarstedt, 2015). As recommended, the HTMT ratio for a well-structured model should be higher than the threshold between 0.85 and 0.90 (Ali,



Rasoolimanesh, Sarstedt, Ringle, and Ryu, 2018). Table 4 shows that the findings of the present study have acceptable HTMT ratios to support the discriminant validity of structures.

#### 4.4 Assessment of Structural Model

In this study, path coefficients,  $R^2$  values, and hypotheses of endogenous structures evaluated by 5000 bootstrap re-samples. As suggested,  $R^2$  value should be greater than 0.2 to explain parametric predictive validity and explanatory power of the research model in behavioral studies (Hair et al., 2014; Kock, 2013). Given this, strong, moderate, and low values of R explained with 0.67, 0.33, and 0.19, respectively (Chin, 1998). In this study,  $R^2$  coefficients for EI, ECI, and SCI obtained as (0.34, 0.28, and 0.16), so the endogenous structures of the present model EI, ECI, and SCI have adequate explanatory power.

Table 4: The Results of Heterotrait-Monotrait Ratio (HTMT)

	ATA	ECI	EE	EI	HAT	PART	QUL	SC	SCI	STD	INF
ATA											
ECI	0.48										
EE	0.19	0.19									
EI	0.18	0.34	0.49								
HAT	0.22	0.12	0.23	0.08							
PART	0.25	0.14	0.51	0.12	0.19						
QUL	0.31	0.29	0.29	0.14	0.25	0.38					
SC	0.27	0.10	0.50	0.22	0.26	0.40	0.13				
SCI	0.33	0.48	0.12	0.14	0.19	0.13	0.27	0.07			
STD	0.25	0.23	0.34	0.27	0.18	0.32	0.28	0.25	0.14		
INF	0.09	0.13	0.36	0.32	0.11	0.24	0.09	0.29	0.06	0.20	

The  $R^2$  value was (0.09) for STD, which shows a low power (0.09) and says that the independent variable explains only 9% of the variation in the dependent variable. Furthermore, Hu and Bentler (1998) suggested that the PLS-SEM offers bootstrap

inference statistics with an SRMR criterion (saturated model) and that result with a value below 0.10 or 0.08 are generally considered a good model fit. The result of SRMR for this present study is 0.08, and it shows that the result is significant at between 0.10 and 0.08 threshold.

#### 4.5 Hypothesis Testing

In this study, the results of hypothesis testing with p-value, t- statistics, and path coefficients shown in Table 5 and Figure 5.

Table 5: Hypothesis Testing Results

Hypothesis Relationships	Original Sample (O) Path coefficient	T-Statistics ( O/STDEV ) t-value > 1.96 (for 2-tailed)	P Values P ≤ 0.05)	Supported
H1- PART -> ECI	0.007	0.116	0.908	NO
H2- QUL -> ECI	0.145	2.336	<b>0.020**</b>	YES
H3- ATA -> ECI	0.456	7.296	<b>0.000***</b>	YES
H4- INF -> ECI	-0.080	1.361	0.174	NO
H5- ECI -> STD	0.148	1.687	0.092	NO
H6- QUL -> SCI	0.161	2.599	<b>0.010</b>	YES
H7- HAT -> SCI	0.096	1.463	0.144	NO
H8- SC -> SCI	-0.033	0.565	0.572	NO
H9- ATA -> SCI	0.282	4.643	<b>0.000***</b>	YES
H10-SCI -> STD	0.017	0.230	0.818	NO
H11-QUL -> EI	0.148	2.519	<b>0.012**</b>	NO (Different Sign)
H12-ATA -> EI	0.216	3.768	<b>0.000***</b>	YES
H13-INF -> EI	-0.125	1.997	<b>0.046**</b>	YES

<b>H14-EE -&gt; EI</b>	-0.521	8.306	<b>0.000***</b>	<b>YES</b>
<b>H15-EI -&gt; STD</b>	-0.308	4.135	<b>0.000***</b>	<b>YES</b>

Hypothesis 1 demonstrated that partnership with different groups has a positive effect on the perceived economic impact of tourism. Results showed that a positive relationship found to be insignificant between a collaboration with various groups and the residents' perception regarding to economic impact of tourism ( $\beta = 0.007$ ; t-value=0.116;  $p > .05$ ). Therefore, H1 was not supported. Hypothesis 2 stated that the quality of city life policies has a positive effect on perceived economic impacts of tourism. Based on the results ( $\beta = 0.145$ ; t-value=2.336;  $p < .05$ ), the direct positive relationship found to be statistically significant, and H2 was supported.

Hypothesis 3 proposed that agricultural, touristic and artisan policies have a positive effect on perceived economic impacts of tourism. As hypothesized, there was a significant positive direct relationship between agricultural, touristic and artisan policies and the perceived economic impacts of tourism ( $\beta = 0.456$ ; t-value=7.296;  $p < .05$ ). Therefore, H3 was supported. Hypothesis 4 postulated an insignificant ( $\beta = -0.080$ ; t-value= 1.361;  $p > .05$ ) relationship between infrastructure policies and the perceived economic impacts of tourism. Therefore, H4 rejected. Hypothesis 5 posited that the support of residents on sustainable tourism development was positively affected by the economic impacts of tourism. Based on the results ( $\beta = 0.148$ ; t-value= 1.687;  $p > .05$ ), H5 was rejected.

Hypothesis 6 proposed that the perceived social impacts of tourism are positively affected by the quality of life policies. Results showed a direct positive significant

relationship between the quality of city life policies and the perceived social impacts of tourism ( $\beta = 0.161$ ;  $t\text{-value} = 2.599$ ;  $p < .05$ ). Therefore, H6 was supported. Policies for hospitality, awareness, and training significantly affect the perceived social impacts of tourism in a positive direction ( $\beta = 0.096$ ;  $t\text{-value} = 1.463$ ;  $p > .05$ ). Thus, Hypothesis 7 rejected. Social cohesion significantly influences the perceived social impacts of tourism in the positive direction and the results ( $\beta = -0.033$ ;  $t\text{-value} = 0.565$ ;  $p > .05$ ), H8 rejected. Agricultural, touristic, and artisan policies significantly influence the perceived cultural impacts of tourism in the positive direction ( $\beta = 0.282$ ;  $t\text{-value} = 4.643$ ;  $p < .05$ ), Hypothesis 9 supported. Hypothesis 10 posited that perceived social-cultural impacts of tourism have a significant positive influence on support for sustainable tourism development. However, the results ( $\beta = 0.017$ ;  $t\text{-value} = 0.230$ ;  $p > .05$ ) did not support H10.

Hypothesis 11 stated that the quality of city life policies significantly affects the perceived environmental impacts of tourism in a negative direction ( $\beta = 0.148$ ;  $t\text{-value} = 2.519$ ;  $p < .05$ ). H11 hypothesized to be negative; on the other hand, the findings indicate that it was positive. Therefore, H11 rejected because of the different signs. Hypothesis 12 postulated a significant positive relationship between agricultural, touristic and artisan policies and perceived environmental impacts of tourism and the results ( $\beta = 0.216$ ;  $t\text{-value} = 3.768$ ;  $p < .05$ ), H12 was supported. Infrastructure policies significantly affect the perceived environmental impacts of tourism in the negative direction ( $\beta = -0.125$ ;  $t\text{-value} = 1.997$ ;  $p < .05$ ). Thus, H13 was supported. The relationship between energy and environmental policies and the perceived environmental impacts of tourism hypothesized to be negative and significant. The result found to be significant and negative ( $\beta = -0.521$ ;  $t\text{-value} = 8.306$ ;  $p < .05$ ).

Therefore, H14 was supported. Finally, Hypothesis 15 revealed that perceived environmental impacts of tourism have a negative and significant effect on the support for sustainable tourism development ( $\beta = -0.308$ ;  $t\text{-value} = 4.135$ ;  $p < .05$ ). Therefore, H15 was supported. All statistical results and the effects can be seen in Figure 5 given below.

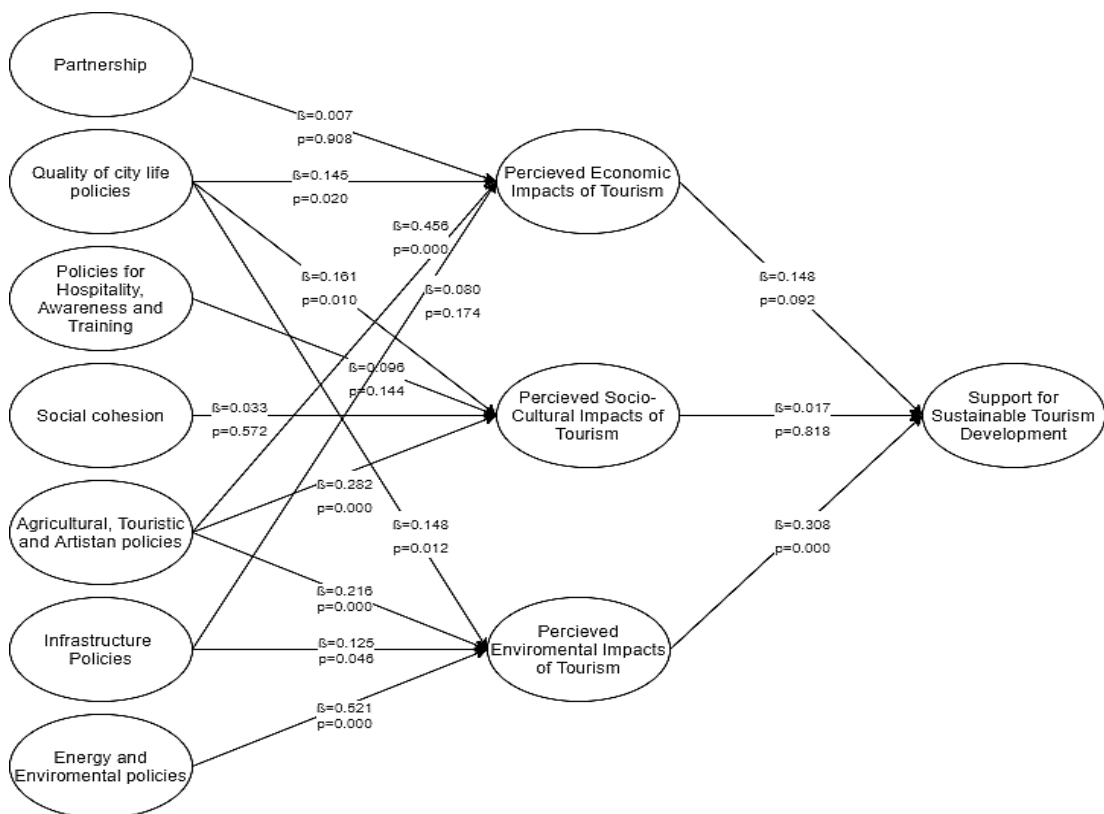


Figure 5: Hypothesis Testing Results

## **Chapter 5**

### **DISCUSSION**

#### **5.1 Evaluation of Findings**

The perceptions of residents about sustainable tourism development have studied based on different factors that may affect their understanding of tourism impacts in previous studies (Sharma and Gürsoy, 2015; Nunkoo and Gürsoy, 2012; Harrill and Potts, 2003; Gürsoy, Jurowski, and Uysal, 2002; Ross, 1992). This study focused on how Cittaslow philosophy influencing sustainable tourism development through economic, social-cultural, and environmental factors in North Cyprus. Social exchange theory and stakeholder theory are used to measure residents' perceptions regarding sustainable tourism development.

This study's major theoretical contribution is that seven main criteria of Cittaslow philosophy, which have not previously been measured in the other tourism studies, were analyzed with a factor-based algorithm. Another significant theoretical contribution is that findings confirm the usefulness of social exchange theory and stakeholder theory principles explaining the host community attitudes toward sustainable tourism development. Styliadis and Terzidou (2014) similarly mentioned that tourism is one of the vital sectors that provide many benefits to local economies. The positive economic impacts of tourism explained with economic conditions about quality of city life, such as an increase in local administrations' tax revenues, improvement of infrastructure, the emergence of new job opportunities, and better

wage probabilities. This finding is consistent with past studies (Lee, 2013; Yoon et al., 2001).

Another critical finding indicated that agricultural, touristic, and artisan policies have positive and significant influences, and cultural heritage and artisanal policies are also found to be one of the essential issues to clarify the attractiveness and competitiveness of destinations. These findings are consistent with previous studies (Alberti and Giusti, 2012; Bandarin et al., 2011).

According to Saxena (2005), stakeholders are defined as a group of people who come together to develop and share common goals such as governments, tourists, host communities, and travel agencies. These people need to cooperate to achieve common goals. Also, Van der Duim (2007) similarly stated that it is necessary to develop new ideas and establish strong collaborations among stakeholders to benefit from the tourism sector. On the other hand, infrastructure and superstructure (facilities) play an essential role in determining the actual and efficient tourism capacity for sustainable tourism development (Liu, 2003). In this context, it is understood that having adequate infrastructure and superstructure facilities positively affects the economic level of the regions and welfare of the society.

Contradicts current findings since the effects of partnership with different groups and infrastructure policies are non-significant on perceived economic impacts of tourism.

The study results indicated that sharing power with diverse groups of stakeholders is not enough to achieve financial goals in destinations. Moreover, the findings revealed that the lack of infrastructure policies is due to inadequate financing of infrastructure

investments, which are the main obstacles to tourism development. Therefore, residents believed that the economic performance of North Cyprus in infrastructure and superstructure policies are not satisfactory and not sufficient to attract more tourists to the region. In light of the findings, it understood that the relationship between perceived economic impacts of tourism and residents' support for sustainable tourism development was found non-significant. H5 was positively proposed to explain the relationship between perceived economic impacts of tourism and sustainable tourism support because tourism is a significant sector that provides many benefits to the host society. However, this hypothesis was rejected because of the associated p-value ( $p < 0.05$ ). Suppose the result was found positive and significant. In that case, we could explain this relationship in many ways, such as increased quality of life, improved infrastructure and superstructure services, increased demand for local food and crafts, the emergence of new job opportunities, increased tax revenues of local governments, and better wage possibilities for employees.

This study also posited that a significant relationship was found between the quality of city life policies and residents' perceptions of tourism's social and cultural impacts. Another positive relationship was found between agricultural, touristic, and artisan policies and perceived social and cultural effects of tourism. As suggested in previous studies, residents believe that improvements in housing quality encouraged public transportation, long-term investment in tourism facilities and policies regarding agricultural, touristic and cultural facilities directly linked to the social impacts of tourism (Dyer, Gürsoy, Sharma and Carter, 2007; Andereck, Valentine, Knopf, and Vogt, 2005; Liu and Var, 1986).



According to Kay (2006), some key factors need to implement to ensure sustainable tourism development. The main dimensions to work together on shared interests are explained by social cohesion, strengthening the local population, firm policies, and cooperation. It emphasized that social empowerment as a critical concept plays an important role and realizes when society comes together (Di Castri, 2004). Besides, Boley and McGehee (2014) mentioned that harmony and cooperation are crucial issues in tourism activities. It believed that social cohesion and desire for collaboration on specific policies influence sustainable tourism development.

In terms of the social and cultural impacts of tourism, it is essential to increase tourism awareness among the residents, implement intensive training programs, and have excellent hospitality. Harris et al. (2002) mentioned that residents believed that hospitality, awareness, and training policies positively impact sustainable tourism. Administrators should encourage cultural and social awareness and training programs; it is a way to manage the system and motivate them to involve social and cultural activities (Altınay and Hussain, 2005; Silva and Garcia, 2016). Moreover, Cole (2006) similarly stated that awareness of tourism could positively influence the communities' participation and lead to change perceptions of residents. Ensuring community participation is a way to have community support for tourism development projects.

Contradicts current findings since the effects of hospitality, awareness, and training policies and social cohesion on the perceived social impacts of tourism were not significant. Furthermore, the results reveal that the relationship between social cohesion and the social effects of tourism is found to be non-significant. As asserted, sustainable tourism requires the achievement of a balance in shared interests, and the host community should be adequately informed and encouraged regarding a variety of

social and cultural training programs. Their awareness should increase to involve tourism activities and support the industry actively.

This study's findings also show a significant relationship between agricultural, touristic and artisan policies, and perceived cultural impacts of tourism. According to results, residents believed that policies regarding agricultural, touristic, and cultural facilities have a crucial role in tourism development. Having adequate knowledge about the different cultures and traditions offers many opportunities to make plans and attract more tourists to the destinations, as previous scholars mentioned (Besculides, Lee and McCorm, 2002; Yoon et al., 2001).

According to Gürsoy et al., (2002), residents' support of tourism is critical to ensure sustainable development, make long-term plans, and have a competitive advantage (Choi and Murray, 2010). Tourism has many social and cultural benefits, and these factors are expressed by organizing more events, maintaining public activities, preserving cultural heritage, improving quality of life, and preserving historic buildings and architecture. Moreover, tourism has a significant potential to bring people together and enhance understanding among different cultures. Contradict current findings since the relationship between perceived social-cultural impacts and support for sustainable tourism development was non-significant.

Another hypothesis proposed as the quality of urban life policies negatively affects the perceived environmental impacts of tourism. Previous studies found that an increase in tourists' numbers might disrupt both the physical and social-cultural environment (Kuscer and Mihalic, 2019; Dioko, 2017; Keleş, 2012). The results were found significant ( $p < .05$ ), but the hypothesis did not accept because of the different signs.

Moreover, the study's findings indicated that agricultural, touristic, and artisan policies have positive effects on the perceived environmental impacts of tourism. In this context, the local people's positive perceptions regarding the environment and physical facilities include preserving the historical heritage, organizing more cultural activities, and providing recreational opportunities for visitors. Innovations in artisan, touristic, and agricultural policies consider being important in terms of the environmental impacts of tourism. These findings are in the same line with past scholars (Abreu et al., 2018; Ratten and Ferreira, 2017; Benur and Bramwell, 2015).

Furthermore, residents believed that infrastructure policies have negative influences on the perceived environmental impacts of tourism. These activities can seriously damage the natural environment over time. This finding is consistent with past studies (Stylidis and Terzidou, 2014; Bujosa and Rosselló, 2007).

Based on the results, the negative relationship was found between residents' perceptions regarding the environmental impacts of tourism and energy and environmental policies. Besides, this study's results support the adverse effects of perceived environmental impacts of tourism on support for sustainable tourism development. It understood that environment and tourism substantially affect each other, and tourism as a service industry involves various activities and gradually may damage the environment. Thus, responsibilities should be equally distributed to stakeholders to ensure sustainable tourism. They should clarify future programs, organize different training workshops about recycling to maintain awareness of the host community, concentrate on their goals to make long term planning, and protect the environment as previous scholars mentioned (Pramanik and Ingkadijaya, 2018; Park, Nunkoo and Yoon, 2015).

## **Chapter 6**

### **CONCLUSION**

The wide-ranging impacts of globalization have increasingly changed modern societies' social, cultural, ecological, political, and economic dynamics. Cities were the first places to be affected by globalization's incredible impact in terms of monetary, social, and political conditions. The structure of the cities has suffered considerable damage and has been standardized in all aspects. For this reason, sustainability has emerged as a critical phenomenon in urban areas to eliminate the negative influences of globalization in urban life. In this context, this study aims to create more livable places by preserving the natural environment and cultural values and by combining fair social and economic conditions and sustainable environmental principles.

To explain residents' perceptions of support sustainable tourism development, the research model has tested the relationship between the social, economic, and environmental impacts of tourism and the Cittaslow membership. Data of this study obtained from the slow cities (Yeni Boğaziçi, Mehmetçik, Tatlısu, Geçitkale, and Lefke) in North Cyprus. This study was based on a quantitative research approach to observe the significant effects and meet the objectives. Fifteen hypotheses were tested with a structural equation modeling approach. Based on the current tourism studies and related theories, this study has formulated this research question: What are the impacts of Cittaslow philosophy on sustainable tourism development?

The study examines the perception of residents about sustainable tourism development with seven slow city membership criteria. This study uses two different theories (social exchange theory and stakeholder theory) to assess residents' positive and negative perceptions about sustainable tourism development. Based on the responses, the applicability of social exchange theory and stakeholder theory confirmed in tourism impact studies. According to the results, it understood that quality of life, agricultural, touristic, and artisan policies provide many benefits and advantages to society in the economic, social, and environmental context. As stated by the social exchange theory, individuals' attitudes on tourism are directly proportional to their benefits and costs (Nunkoo, 2016; Dyer, Gürsoy, Sharma and Carter, 2007; Lee and Back, 2006). According to stakeholder theory, stakeholders are expressed as any person or group that can be influenced by the organization or impact an organization's performance and goals in a region. Therefore, it is essential to determine which stakeholders will be in this period to achieve the designated goals and develop tourism strategies (Carmin, Darnall, and Mil-Homens, 2003; Ansari and Phillips, 2001).

According to the results, it is understood that many positive and negative factors influence sustainable tourism development in Northern Cyprus. Perceived social, economic, and environmental impacts of tourism have been evaluated differently by residents. It perceived that positive economic impacts of tourism had explained the policies of quality of city life and agriculture, tourism, and artisan. Residents stated that tourism has many positive contributions to the local economy. Notably, residents' quality of life is positively affected by tourism activities in terms of economic developments. Economic growth creates a strong basis for employment opportunities, increasing the income from tourism activities. They also believed that economic

sustainability could be achieved by attracting more tourists to the region and making financial strategy plans for the long term.

On the other hand, the study results demonstrated that agricultural, touristic, and artisan policies have positive influences on the perceived economic impacts of tourism. In the context of the economy, it is possible to express tourism's positive results in many ways. Based on the results, residents stated that agriculture, tourism, and cultural values play a crucial role in ensuring economic growth and managing tourism destinations. Because of this approach, it underlined that sustainable tourism development could achieve with the power of agriculture, tourism, and cultural policies. They also added that crafts, cultural events, and festivals have a strong and growing potential to increase engagement on tourists who prefer to travel outside of metropole cities. Nowadays, visiting small destinations and learning new cultures has become the most popular form of accommodation in urban areas.

Besides, the perceived positive social and cultural influences of tourism are explained by the quality of life and agriculture, tourism, and artisan policies. As residents mentioned, cultural identity, traditions, lifestyle, and recreation activities play an essential role in sustainable tourism development. Also, residents believed that social and cultural events have many benefits, such as improving housing quality, providing better social services, promoting public transport, developing infrastructure, protecting cultural heritage, and making investments in tourism facilities.

According to results, found a positive relationship between agricultural, touristic, and artisan policies and perceived environmental impacts of tourism. Improvements in artisan, touristic, and farming systems have considered a useful tool for the ecological

impacts of tourism. In this context, the positive physical and environmental effects of tourism are defined as preserving historic and cultural resources, providing more recreation opportunities, and protecting authentic settlements for visitors and residents. In general, residents' attitudes and supports toward tourism are shaped by how the natural environment is protected and how cultural heritage is transferred to future generations without causing any damage to its unique structure.

Lastly, residents stated that the quality of city life, infrastructure, and energy policies has adverse effects on tourism's perceived environmental impacts. In terms of the ecological impacts of tourism, it is essential to focus on long-term planning and environmental protection goals. Based on the results, the tourism industry as a service industry has the potential to cause serious harm to the natural environment over time. Thus, residents believed that authorities should clarify the future programs, and organize different training workshops on recycling to maintain awareness of the host community.

## **6.1 Limitations**

In this study, there are some limitations to guide future researches. The first limitation of this study is that dataset was collected from the host communities who are living in the slow cities (Yeni Boğaziçi, Mehmetçik, Lefke, Geçitkale, and Tatlısu) at North Cyprus by stratified sampling approach. Cittaslow philosophy is a new movement that is against fast lifestyle all around the world, was born and rooted in Italian culture.

Moreover, the present study conducted in North Cyprus, and the results were found slightly different from some of the proposed hypotheses. It understood that the results of the study might give different results from region to region. This study was

conducted during a particular point in time. Residents' perceptions of tourism impacts are dynamic, and results may change over different stages of the destination's life cycle. Depending on the various research topics and content, residents' perceptions and attitudes towards sustainable tourism development may change, and also culture may be the determining factor in some studies. Therefore, different results can obtain in different cultures.

## **6.2 Implications for Practice**

In general, it understood that current slow city applications fail to meet all of the accreditation requirements at the time of acceptance, especially they face some economic shortages as regards covering the costs of infrastructure services and environmental management systems. The findings also indicate some positive indications about slow cities such as quality of life and residents' level of welfare. The economic problems can solve by attracting more tourists to the destinations. Eliminating the financial shortage, agricultural activities, touristic and artistic policies should consider by local governments. Mainly, municipalities should focus on the findings of this study to obtain more income from tourism activities. Making destinations more attractive; the management understanding should change, and successful partnerships should establish with travel agencies and tour operators. It is necessary to ensure economic growth by offering unique promotions and developing successful partnerships. This study will make positive contributions to the local economy and affect the tourist's travel experience. Economic development will also be a solution to the cost of infrastructure services and environmental management systems.



According to the results, municipalities should establish a committee that consists of people who have enough knowledge and education about slow cities. Also, three central departments' principles of the slow city should be performed, such as project offices, promotion offices, and scientific research offices, to achieve sustainable development. Each department should have different duties and responsibilities. Mainly, the project offices should identify new research topics and offer solutions based on their results. The promotion offices should follow new developments. Based on current findings, they should work on new advertising programs and promotional activities. Finally, scientific research offices should use scientific knowledge and create an infrastructure to implement further projects.

Besides, this study can help travel agencies and tour operators develop different travel packages for potential visitors. Promotion offices, tour operators and agencies can establish successful collaborations among themselves. The committee of the slow city should identify attractions within the municipal boundaries. Thus, different travel packages can be planned by listing tourist destinations.

In the context of technology, municipalities should increase their online information capacity to offer alternatives to visitors. Most of the municipal websites are not suitable for use; personals need to manage these websites. The relevant information should regularly update by information technology departments in municipalities. It is also essential to have more than one language option on this website, especially for tourist destinations. Tourists should be able to access the information in their language.

The design of the web page is also a significant issue. Access to information should not be difficult, and people visiting the page should find the tab they want to reach

quickly. For promotional purposes, cities' unique characteristics, historical and cultural values, peaceful atmosphere, and natural environment of the cities should emphasize this page. Recently, mainly social media has enormous power in society. The municipality should arrange a team for television, radio, and social media ads to promote the destination. Furthermore, a new mobile application can develop between the municipality and tour operators. With this application, tourists who visit the region can have the opportunity to listen again by recorded information through the application.

This study mainly eliminates the communication problem between the authorities and residents. In this context, authorities will find solutions and make more sustainable decisions by considering the current inadequacies of the slow cities in North Cyprus.

### **6.3 Recommendations and Future Research Direction**

As for recommendations, municipalities, which aim to be members of the Cittaslow community, can adopt this research to their regions. In this context, authorities may understand the different perceptions of residents about Cittaslow philosophy to make their destinations more attractive and sustainable. Thus, individuals living in different regions can compare the attitudes of individuals, and the most common idea may be to develop new strategies. Common perceptions and expectations of individuals will provide a comprehensive new understanding. This new understanding can increase authorities' confidence further to improve the Slow City philosophy in North Cyprus.

Future studies can be conducted in different regions to understand how Cittaslow membership criteria affect residents' perception of sustainable tourism development in their destinations. Furthermore, other stakeholders, such as employees and

administrators in hotels, travel agencies, tour operators, event organizations, and public institutions can be involved to reflect the perceptions of various stakeholders on sustainable tourism development.

This study concluded that the Cittaslow perception of residents is not sufficient to support sustainable tourism development, and awareness of residents should increase. Another study can be conducted with the municipalities to measure their perceptions and attitudes regarding the Cittaslow philosophy. It is essential to evaluate the opinions of municipalities and their employees for the establishment of successful partnerships. The Municipalities are the administrative mechanisms that provide service to the community at the local level.

If successful studies can conduct on regarding topics, it may be possible to ensure sustainable tourism development. In light of these studies, municipalities and residents can be involved the process, and the marketing of destinations can be easily provided by performing strategic plans and programs for the long term

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## **APPENDICES**

## **Appendix A: The English Version of Questionnaire**

### **Dear Participants,**

This survey is being conducted by Eastern Mediterranean University in Turkish Republic of Northern Cyprus. This study aims to find out impacts of cittaslow philosophy on sustainable tourism development. Please answer the following questions objectively.

This survey will take 5-10 minutes. Please answer on a 5 point scale where 1 represents strongly disagree and 5 represents strongly agree. Your answers will help us a lot about making a sound and objective evaluation. All the information you provide in this survey will remain confidential. Thank you in advance for participating in this study.

### **Supervisor**

Assoc.Prof.Dr. Deniz İşçiođlu  
Faculty of Business and Economics  
Vice Dean

### **Co-supervisor**

Prof. Dr. Ali Öztüren  
Faculty of Tourism  
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### **PhD Student**

Ecem İnce  
Faculty of Tourism



<u>Assessment Scale</u>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Undecided</b>	<b>Agree</b>	<b>Strongly agree</b>
Please read each statement carefully and indicate to what extent you agree or disagree with each statement.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

**I. SECTION (The following items describe statements about Cittaslow Membership Criteria. Please indicate your agreement or disagreement with the following statements by using the assessment scale.)**

Please answer the following questions by marking the best response.

(1) Strongly disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly agree

<b>Partnerships</b>		☹		☺		☺
<b>1</b>	Local authorities support slow food campaigns and activities.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>2</b>	Natural and traditional foods are supported by slow food organization and other institutions.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>3</b>	Successful collaborations are made with developed countries to promote Cittaslow and Slow Food philosophies in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>Quality of Urban Life Policies</b>		☹		☺		☺
<b>4</b>	There are successful initiatives by local authorities to prevent environmental pollution in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>5</b>	Local authorities have successful policies in requalification, reuse of marginal agricultural areas.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>6</b>	Information and communication technologies are used as a tool for the development of interactive services for citizens and tourists.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>7</b>	There are successful initiatives for development and recovery of urban values by local authorities.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>8</b>	New areas have been created for the commercialization of local products in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>9</b>	Establishing shopping malls which sell natural and local products are supported by the local authorities.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
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<b>Policies for Hospitality, Awareness and Training</b>		☹		☺		☺
<b>10</b>	Local residents are friendly to the tourists.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>11</b>	Awareness of shopkeepers about cittaslow philosophy has increased in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>12</b>	Residents have enough knowledge about cittaslow philosophy.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>13</b>	Cittaslow campaigns are supported by local authorities in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>14</b>	Cittaslow logo is used on the municipality web site.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Please answer the following questions by marking the best response.

(1) Strongly disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly agree

<b>Social Cohesion</b>		☹		☺		☺
<b>15</b>	Minorities are discriminated in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>16</b>	Different ethnic groups live in the same neighborhood.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>17</b>	Political participation is high in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>18</b>	Residents are easily coming together to solve social problems.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>Agricultural, Touristic and Artisan Policies</b>		☹		☺		☺
<b>19</b>	Handmade products are successfully protected in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>20</b>	Traditional handicrafts activities are increased in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>21</b>	The use of organic products has increased in public restaurants, schools and canteens.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>22</b>	Local and cultural events have supported by local authorities.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>23</b>	Hotel capacities are enough for tourists who visit to the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>24</b>	Residents support local foods consumption.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>Infrastructure Policies</b>		☹		☺		☺
<b>25</b>	As an alternative to private vehicles there is electrical bus services provided in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>26</b>	There are some architectural obstacles to make disabilities life difficult in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>27</b>	There are private parking spaces for pregnant women in downtowns and hospitals.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>28</b>	There is high percentage of residents which works at other towns in the region.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>Energy and Environmental Policy</b>		☹		☺		☺
<b>29</b>	Air quality protection policies are successfully performed by local authorities.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>30</b>	Water quality conservation policies are successfully performed by local authorities.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>31</b>	Urban solid waste management are performed successfully by local authorities.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>32</b>	Local authorities aim to reduce unnecessary use of light.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

## **II. SECTION (How would you describe the impacts of tourism in North Cyprus?)**

Please answer the following questions by marking the best response.

(1) Strongly disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly agree

<b>Economic Impact</b>		☹		☺		☺
<b>33</b>	Tourism has created more jobs for community.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>34</b>	Tourism revenues are more important than revenues from the other industries for local government.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>35</b>	Our standard of living has increased considerably because of tourism.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

36	Tourism has given economic benefits to local people and small businesses.	1	2	3	4	5
37	Tourism has led to more spending in the community.	1	2	3	4	5

<b>Socio-Cultural Impact</b>		☹		☺		☺
38	Tourism has changed our traditional culture.	1	2	3	4	5
49	Meeting tourists from other regions is a valuable experience to better understand their culture and society.	1	2	3	4	5
40	Tourism has increased the crime rate.	1	2	3	4	5
41	High-spending tourists have negatively affected our way of life.	1	2	3	4	5
42	Tourism has resulted in more cultural exchange between tourists and residents.	1	2	3	4	5
43	Tourism has encouraged a variety of cultural activities by the local residents. <sup>3</sup>	1	2	3	4	5
44	Tourism has resulted in positive impacts on the cultural identity of our community.	1	2	3	4	5

<b>Environmental Impact</b>		☹		☺		☺
45	Tourism has resulted in traffic congestion, noise and pollution.	1	2	3	4	5
46	Construction of hotels and other tourist facilities have destroyed the natural environment.	1	2	3	4	5
47	Tourism has resulted in unpleasantly overcrowded beaches, hiking trails, parks and other outdoor places in your community.	1	2	3	4	5
48	Tourism provides more parks and other recreational areas for local residents.	1	2	3	4	5

### III. SECTION (What is your opinion about sustainable tourism development?)

Please answer the following questions by marking the best response.

(1) Strongly disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly agree

<b>Resident's support for sustainable tourism development</b>		☹		☺		☺
<b>49</b>	I support the development of community-based sustainable tourism initiatives.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>50</b>	I participate in sustainable tourism-related activities.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>51</b>	I support cultural exchange between local residents and visitors.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>52</b>	I cooperate with tourism planning and development initiatives.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>53</b>	I obey regulatory environmental standards to reduce the negative effects of tourism.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>54</b>	Overall, I am satisfied to tourism development in my city.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

#### **IV.DEMOGRAPHIC PART**

##### **Age**

18- 24 ( )

25- 34 ( )

35 -44 ( )

45- 54 ( )

55- 64 ( )

Over 65 ( )

##### **Length of residency**

Less than 10 years ( )

From 10 to 20 years ( )

Over 20 years ( )

##### **Gender**

Male ( )

Female ( )

**Nationality**

Turkish ( )

Turkish Cypriot ( )

Other ( )

**Education Level**

Primary School ( )

Secondary/high School ( )

2 year technical school ( )

University ( )

Post graduate ( )

**Marital status**

Single ( )

Married ( )

## **Appendix B: The Turkish Version of the Questionnaire**

### **Değerli katılımcılar,**

Bu anket, Doğu Akdeniz Üniversitesi tarafından Kuzey Kıbrıs Türk Cumhuriyeti`nde yürütülmektedir. Bu çalışma, yavaş kent felsefesinin sürdürülebilir turizm gelişimi üzerindeki etkilerini tespit etmeyi amaçlamaktadır.

Lütfen, aşağıdaki soruları tarafsızca cevaplayın. Bu anket 5-10 dakikanızı alacaktır. Soru formu 1-5 katılım dereceleri ile ölçülmektedir. Tarafsız cevaplarınız sağlıklı bir değerlendirme yapmamız konusunda bize çok yardımcı olacaktır. Bu ankette sağlayacağınız tüm bilgiler gizli kalacaktır. Bu çalışmaya katıldığınız için şimdiden teşekkür ederiz.

### **Tez Danışmanı**

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İşletme ve Ekonomi Fakültesi  
Dekan Yardımcısı

### **Eş-Tez Danışmanı**

Prof. Dr. Ali Öztüren  
Turizm Fakültesi  
Dekan Yardımcısı

### **Doktora Öğrencisi**

Ecem İnce  
Turizm Fakültesi

<b>Değerlendirme Ölçeği</b>	<b>Kesinlikle Katılmıyorum</b>	<b>Katılmıyorum</b>	<b>Kararsız</b>	<b>Katılıyorum</b>	<b>Kesinlikle Katılıyorum</b>
Lütfen her maddeyi dikkatli bir şekilde okuyunuz ve her bir madde için hangi ölçüde katılıyor veya katılmıyor olduğunuzu belirtiniz.	1	2	3	4	5

**İ.BÖLÜM (Aşağıdaki maddeler Yavaş Kent (Cittaslow) Üyeliği Kriterleri ile ilgili ifadeleri açıklamaktadır. Lütfen değerlendirme ölçeğini kullanarak katılıyor- katılmıyor şeklinde cevabınızı belirtiniz.)**

Aşağıdaki soruları okuyup, size göre en uygun katılım derecesini lütfen işaretleyiniz.

- 1) Kesinlikle katılmıyorum                      2) Katılmıyorum                      3) Kararsızım  
4) Katılıyorum                                      5) Kesinlikle katılıyorum

<b>Ortaklıklar</b>		☹		☺		☺
<b>1</b>	Yerel yönetimler, yavaş gıda kampanyalarını ve faaliyetlerini desteklemektedir.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>2</b>	Doğal ve geleneksel yiyecekler, yavaş gıda organizasyonu ve diğer kurumlar tarafından desteklenmektedir.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>3</b>	Bölgede, yavaş kent ve yavaş gıda felsefelerini yaygınlaştırmak için gelişmiş ülkelerle başarılı işbirlikleri yapılmaktadır.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>Kentsel Yaşam Kalitesi Politikaları</b>		☹		☺		☺
<b>4</b>	Yerel yetkililer tarafından bölgedeki çevre kirliliğini önlemek için başarılı girişimler bulunmaktadır.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>



5	Yerel yetkililer, marjinal tarım arazilerini yeniden değerlendirip, kullanma konusunda başarılı politikalara sahiptir.	1	2	3	4	5
6	Bilgi ve iletişim teknolojileri, vatandaşlara ve turistlere yönelik interaktif hizmetlerin geliştirilmesinde bir araç olarak kullanılmaktadır.	1	2	3	4	5
7	Kentsel değerlerin geliştirilmesi ve iyileştirilmesi için yerel yetkililer tarafından başarılı girişimler bulunmaktadır.	1	2	3	4	5
8	Bölgede, yerel ürünlerin ticarileşmesi için yeni alanlar yaratılmıştır.	1	2	3	4	5
9	Doğal ve yöresel ürünlerin satıldığı alışveriş merkezlerinin kurulması yetkili makamlar tarafından desteklenmektedir.	1	2	3	4	5

<b>Misafirperverlik, Farkındalık ve Eğitim için Politikalar</b>		☹		☺		☺
10	Yerel halk, turistlere dostça davranmaktadır.	1	2	3	4	5
11	Bölgedeki esnafların yavaş kent felsefesi hakkında farkındalığı artmıştır.	1	2	3	4	5
12	Yöre halkı, yavaş kent felsefesi hakkında yeterli bilgiye sahiptir.	1	2	3	4	5
13	Bölgede, yavaş kent kampanyaları yerel yetkililer tarafından desteklenmektedir.	1	2	3	4	5
14	Yavaş kent logosu belediye web sitesinde kullanılmaktadır.	1	2	3	4	5

Aşağıdaki soruları okuyup, size göre en uygun katılım derecesini lütfen işaretleyiniz.

- 1) Kesinlikle katılmıyorum                      2) Katılmıyorum                      3) Kararsızım  
4) Katılıyorum                      5) Kesinlikle katılıyorum

<b>Sosyal Uyum</b>		☹		☺		☺
15	Bölgede, azınlıklara yönelik ayrımcılık yapılmaktadır.	1	2	3	4	5
16	Farklı uyruklardan kişiler aynı mahallede yaşamaktadır.	1	2	3	4	5
17	Bölgede, siyasi katılım oranı yüksektir.	1	2	3	4	5
18	Yöre halkı, toplumsal sorunlarını çözmek için kolayca bir araya gelmektedir.	1	2	3	4	5

<b>Tarımsal, Turistik, Esnaf ve Sanatkârlara Dair Politikalar</b>		☹		☺		☺
19	Bölgede, el emeği ürünler başarıyla korunmaktadır.	1	2	3	4	5
20	Bölgedeki, geleneksel el sanatları faaliyetleri artış göstermektedir.	1	2	3	4	5
21	Kamuya ait olan restoran, okul ve kantinlerde organik ürün kullanımı artmıştır.	1	2	3	4	5
22	Yerel ve kültürel etkinlikler, yerel otoriteler tarafından desteklenmektedir.	1	2	3	4	5
23	Bölgeyi ziyaret eden turistler için otel kapasiteleri yeterlidir.	1	2	3	4	5
24	Yöre sakinleri, yerel gıda tüketimini desteklemektedir.	1	2	3	4	5

<b>Altyapı Politikaları</b>		☹		☺		☺
25	Bölgede, özel araç kullanımına alternatif olarak elektrikli otobüs hizmeti verilmektedir.	1	2	3	4	5
26	Bölgede, engelli insanların yaşamını zorlaştıran bazı mimari engeller bulunmaktadır.	1	2	3	4	5
27	Kent merkezlerinde ve hastane önlerinde hamileler için özel park yerleri bulunmaktadır.	1	2	3	4	5
28	Bölgede, şehir dışında çalışan şehir sakinlerinin oranı yüksektir.	1	2	3	4	5

<b>Çevre Politikaları</b>		☹		☺		☺
29	Hava kalitesi koruma politikaları, yerel yönetimler tarafından başarıyla uygulanmaktadır.	1	2	3	4	5
30	Su kalitesi koruma politikaları, yerel yönetimler tarafından başarıyla gerçekleştirilmektedir.	1	2	3	4	5
31	Kentsel katı atık yönetimi, yerel makamlar tarafından başarıyla gerçekleştirilmektedir.	1	2	3	4	5
32	Yerel yetkililer, gereksiz ışık kullanımını azaltmayı amaçlamaktadır.	1	2	3	4	5

## II. BÖLÜM (Kuzey Kıbrıs Türk Cumhuriyeti'nde Turizmin Etkilerini nasıl ifade edersiniz?)

Aşağıdaki soruları okuyup, size göre en uygun katılım derecesini lütfen işaretleyiniz.

- 1) Kesinlikle katılmıyorum                      2) Katılmıyorum                      3) Kararsızım  
4) Katılıyorum                                      5) Kesinlikle katılıyorum

<b>Ekonomik Etki</b>		☹		☺		☺
33	Turizm, toplum için daha fazla iş imkânı yaratmıştır.	1	2	3	4	5
34	Yerel yönetimler için turizm gelirleri, diğer endüstrilerden elde edilen gelirlerden daha önemlidir.	1	2	3	4	5
35	Turizmden dolayı yaşam standardımız önemli ölçüde artmıştır.	1	2	3	4	5
36	Turizm, yöre halkı ve küçük işletmeler için ekonomik faydalar sağlamıştır.	1	2	3	4	5
37	Turizm, toplum üzerinde daha fazla harcamaya yapmaya neden olmuştur.	1	2	3	4	5

<b>Sosyal-Kültürel Etki</b>		☹		☺		☺
38	Turizm, geleneksel kültürümüzü değiştirmiştir.	1	2	3	4	5
39	Diğer bölgelerden gelen turistlerle bir araya gelmek, kültürlerini ve toplumlarını daha iyi anlamak için değerli bir deneyimdir.	1	2	3	4	5
40	Turizm, suç oranını arttırmıştır.	1	2	3	4	5
41	Yüksek harcama yapan turistler yaşam biçimimizi olumsuz etkilemiştir.	1	2	3	4	5

42	Turizm, turistler ve yerel halk arasında daha fazla kültürel alışveriş yapılmasına neden olmuştur.	1	2	3	4	5
43	Turizm, yöre halkını çeşitli kültürel faaliyetlere teşvik etmiştir.	1	2	3	4	5
44	Turizm, toplumumuzun kültürel kimliği üzerinde olumlu etkilere neden olmuştur.	1	2	3	4	5

Çevresel Etki		☹		☺		☺
45	Turizm; gürültü, kirlilik ve trafik tıkanıklığına neden olmuştur.	1	2	3	4	5
46	Otellerin ve diğer turistik tesislerin inşası doğal çevreyi yok etmiştir.	1	2	3	4	5
47	Turizm, bölgede aşırı derecede kalabalık plajlara, yürüyüş parkurlarına, parklara ve diğer topluma açık alanlara neden olmuştur.	1	2	3	4	5
48	Turizm, yöre halkı için daha fazla park ve eğlence alanları sağlamaktadır.	1	2	3	4	5

**III. BÖLÜM (Sürdürülebilir Turizm Gelişimi konusundaki düşünceniz nedir?)**  
Aşağıdaki soruları okuyup, size göre en uygun katılım derecesini lütfen işaretleyiniz.

- 1) Kesinlikle katılmıyorum                      2) Katılmıyorum                      3) Kararsızım  
4) Katılıyorum                                      5) Kesinlikle katılıyorum

Yerel Halkın Sürdürülebilir Turizm Desteği		☹		☺		☺
49	Topluma dayalı, sürdürülebilir turizm gelişimi girişimlerini destekliyorum.	1	2	3	4	5
50	Sürdürülebilir turizmle ilgili etkinliklere katılıyorum.	1	2	3	4	5
51	Yerel halk ve ziyaretçiler arasındaki kültürel alışverişini destekliyorum.	1	2	3	4	5
52	Turizm planlama ve geliştirme işbirliği girişimlerinde bulunmaktayım.	1	2	3	4	5
53	Turizmin olumsuz etkilerini azaltmak için belirlenen çevre standartlarına uyum sağlıyorum.	1	2	3	4	5

54	Genel olarak, kentimdeki turizm gelişiminden memnunum.	1	2	3	4	5
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#### **IV. DEMOGRAFİK BÖLÜM**

##### **Yaş**

18-24 ( )

25- 34 ( )

35 -44 ( )

45- 54 ( )

55- 64 ( )

65 yaş üstü ( )

##### **İkamet Süresi**

10 yıl altı ( )

10 ve 20 yıl arasında ( )

20 yıl üzeri ( )

##### **Cinsiyet**

Erkek ( )

Kadın ( )

##### **Uyruk**

Türk ( )

Kıbrıslı Türk ( )

Diğer ( )

##### **Eğitim**

İlkokul( )

Ortaokul/ Lise ( )

İki yıllık teknik okul ( )

Üniversite ( )

Yüksek lisans ( )

**Medeni Durum**

Bekâr ( )

Evli ( )