

***AN INVESTIGATION OF RESIDENT PERCEPTIONS ON TOURISM IN
CANAKKALE:
EXCUSE ME, AM I DISTURBING YOU?**

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Abstract

Although tourism is one of the important factors to contribute economic development, there can be some devastating effects too. Some studies in literature claims that lacking of alternative ways of development; enforce local people to support tourism. In this research, tourism perceptions of local people have been searched for the city of Canakkale which has recently started developing. To achieve this goal, questionnaires have been applied randomly to 575 people in the city center. As a result, it has been pointed out that there is not significant dependence on tourism industry in the region yet. Moreover, we could not find any significant differences in terms of dependence on tourism between residents whether gain income by tourism or not. Similarly there were no significant differences between residents based on working in tourism industry too. On the other hand, whether there are any disturbances derive from tourist behaviors and types also have been investigated. As a result, it has been found out that residents are not disturbed by the tourist behaviors, however, 16 % of the residents, marked to excursionist type of tourist as the highest disturbance agent. Community attachment has also been examined and found considerably high and significant among the residents in terms of providing support for tourism in the region.

Key words: Tourism perceptions, Community Attachment, Disturbances, Confirmatory Factor Analysis, Canakkale

1. Introduction

It is broadly accepted that as a social fact tourism cannot be achieved without support of residents and a plan which does not involve in local demands. The city of Canakkale has both remarkable historical and environmental beauties. Despite of all these beauties, tourism industry has just started to grow in the past two decades. As it is well known, resident perceptions apparently differ from developing regions to developed regions. Dimension of discontent that derives from negative effects of tourism changes depends on the level of tourism development.

Today multiplier effects of tourism are considerably common for the national economies. However, so as to obtain the same achievements in the local and regional economy it should generate positive socio- cultural and environmental outputs as well. Hence if a region wants to develop by means of tourism, it is crucial to have a proper tourism development plan. While a region has becoming a tourism destination, it is expected to be face with certain processes. These processes comprise of some clear impacts on the local residents and their social lives. This process alike in footstep of a new product in the market, and it is obvious that it could be a healthier period by better understanding demands and opinions of local residents (Weaver, 1998, 13).

Undoubtedly, tourism policies should be composed of local culture and environmental circumstances that belongs to local residents rather than uniform implementations. However, tourism developments also might be achieved without taking into consideration local people. Nevertheless, both municipality authorities and other agents that take part in decision-making need to gain positive support for tourism by the locals to provide better development in the region (Dyer et al., 2006). The fundamental importance of this study is to take all these processors into account for the future of Canakkale`'s tourism. Accordingly, influencing factors of the tourism on resident attitudes and perceptions are aimed to determine in the study.

It is the fact that economical impact of the tourism development has still primary importance by the governments. In addition to this, opinions of the local people about tourism activities have become substantially significant in the recent years as well (Tutuncu and Caliskan, 2008). No wonder that economic return of tourism which emerged by its own multiplier effects has triggering qualifications for the reliable tourism development (Goodwin, 1998:1). However, other important key factors of tourism such as environmental and cultural are also considerably essential for the local residents even though economic outputs cannot be allocated equally by the people in the region. Hence, investigating of residents`' perceptions and opinions should be a major necessity for better tourism development rather than focusing on only economic effects of tourism (Dyer et al; 2006). Although, tourism has recently started to provide strenuous effect towards protecting of ecological environment still there are many tourist and tourism perceptions that identify tourism as a limitless entertainment and noise.

In the literature review, most of the researchers tend to examine whether locals feel precious to having tourists come from different nations and cultures. These sorts of intentions strengthen the great point of Pizam (1978) who stressed that economic contributions of the tourism industry should not be the sole aim for the tourism development. We should not forget that tourism is a bilateral event which is not only involves locals but also visitors too. None of the tourist would like to encounter with inappropriate behaviors by the locals even if the destinations shines with the tremendous natural environmental and historical beauties. Moreover this encountering can be explained by social exchange theory that produces high resident involvement if they fell that they will have more benefits than the costs (Gursoy and Rutterford, 2004).

It is obvious that potential experiences and pleasure are shaped by the social circumstance in the regions. Tourism as an exchange process include in correlative relations between tourist and host in the tourism destination (Faccioli et al. 2009). Besides, tourism is not a simple structure that could be evaluated easily by the economic outputs. As Perdue, Long and Allen (1990) emphasized that resident support could be obtained through putting variety of elements together with the aim of developing and planning tourism properly. Having so many different characteristics make tourism more complex form to be understood. These features are demonstrated in the Figure 1 below.

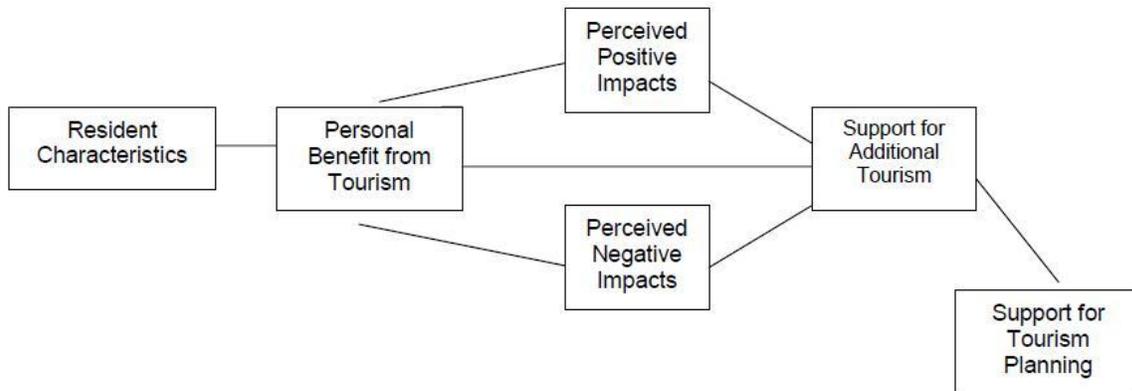


Figure 1. Potential process that could be lived in tourism destination by the increasing number of tourist (Weaver, 1998, 13).

If the only intention to deal with tourism developments were made up of economic benefits, we would need to ignore the precious theory of Richard Butler (1980) that people, who find tourism activities adorable at the first time, will be aware of the negative effects arising from tourism in time. As Butler described before, if one of the phase functions faulty in the developing process, destination region might be severely based on tourism and consequently negative effects could occur over the time.

2. Literature Review

Over the past two decades most of the researchers have investigated the relationship between tourism perception and economic reliance (Nunkoo, Gursoy, Ramkinsoon, Chi; 2009). As a result of obtaining personal economic benefits from tourism industry, local people become more committed to tourism hence; higher positive perceptions clearly appear in the tourism region (Sirakaya et al., 2002). In study of Liu and War (1986) which was about personal reliance on tourism, they clearly revealed that the people obtained economic benefit from tourism were more supportive for the tourism developments in the region. Another research that conducted by Kayat (2002) found out quite similar outputs with Liu and War (1986), and Gursoy and Rutherford (2004) as well. The mutual findings of all these tree significant and precious studies are that local people were not so aware of the shortage of alternative economic opportunities in the region. Hence there were no other useful alternatives rather than support tourism developments in the tourism destination. We could say that economical reliance on tourism provides high attachment to the tourism whether consciously or unconsciously manner.

Another important study carried out in Spain by the Garcia et al (2007). They focused on mainly create an essential tourism planning and therefore they gave substantial precedence over to learn perceptions of residents about negative effect of tourism. Alike in other studies, they investigated attitudes and perceptions of the people who obtained direct income from tourism industry. This people were reluctant to recognize problems based on tourism improvements. Moreover, they concluded that tourism perceptions vary from in terms of obtained benefits, economic benefits in particular.

In the study of Tutuncu and Caliskan (2008), it is also underlined that tourism is not the sole provider of economic benefits in the region. Other fundamental economic structures such as agriculture and trade could be also available in the region. But, improper processes in order to gather rapid economic utilities damage and almost eradicate other necessary economic activities such as agriculture in the region. Consequently, similar results were found out in Kusadasi because of strong reliance on the tourism industry by the local people. The research carried out by GURSOY et al. (2009) reports similar results with Garcia (2007) that understanding of what the local people feel about development is crucial to produce long term tourism planning.

Community attachments have been investigated by different approaches in the perception studies over the past decades. As Harrill (2004) and Jurowski (1997) stressed in their studies that strong attachment to the region could generate higher positive perceptions towards tourism developments. However, Lengford and Howard (1994) report that a negative relation exists between community attachment and the tourism perception. Perceptions could be negative if the local people admit tourism problems as an agent that impacts their quality of life in the region. A tourism development that comprise of strongly attached residents more likely to end up with happier local people and entities. As Robson and Robson (1996) explain, a tourism development that involves individuals, most likely to produce responsible and sustainable tourism progress and therefore some potential negative effects could be taken into consideration primarily by the residents.

3. Research Questions

Aim of this study is to reveal perceptions of locals on tourism who live in the city center. Besides, another major goal is to determine whether local people have any kind of disturbance stem from different tourist profiles or not. As expected, support for tourism most likely is positive in the developing regions. Therefore, we believe that it would be considerably useful to investigate perception levels of the residents in Çanakkale. Moreover, we have concerned over whether categorical characteristic creates differences on tourism perception level or not. For all these reasons, following research questions are purposed.

1. Does tourism perception of the residents differ depend on gender?
2. Does community attachments of the residents differ depend on marital status?
3. Does marital status of the residents influence tourism perceptions?
4. Does tourism perception of the residents differ depend on age groups?
5. Does the house ownership make differences for tourism perception?
6. Are there any significant differences in terms of tourism perception between workers in tourism industry and non-workers?

7. Are there any significant differences in terms of tourism perception between residents who are having income by tourism industry or haven't?
8. Are there any significant positive relationships between community attachment and the length of life span?
9. Do differences at life span in the region generate different tourism perceptions?
10. Does the community attachment of the Canakkales` local people robust?
11. Are there any significant differences in terms of tourism perception between highly attached and low attached residents?
12. Do the residents who live in city center have any kind of disturbances derive from different tourism profiles?
13. Are there any significant differences in terms of tourism perception between disturbed and non disturbed resident upon different tourism profiles?
14. Does tourism perception of the residents differ depend on frequencies of taking a holiday?
15. Does tourism perception of the residents differ depend on education level?
16. Are there any significant differences in terms of tourism perception between people who agree that Canakkale`s distinctive culture is under the threat or not?
17. Are there any significant differences in terms of tourism perception between people who believe that coastal and picnic areas are getting crowded because of tourism activities in the region in summer seasons or not?

4. Method

The objectives of this research are to determine the factors and variables which affect perception levels of residents toward tourism development and clarify potential disturbances that might occur among the people who are aware of the negative economic, socio-cultural and environmental impacts of tourism. The quantitative data were collected by questionnaires which applied to 575 local people between May 2010 and January 2011 in the downtown. Research questionnaire was modified from research project called "Resident Perception of Tourism and Associated Development on the Sunshine Coast (2004)" by the University of the Sunshine Coast by means of Prof. Dr. Dogan Gursoy, Dr Pam Dyer, Dr Jennifer Carter, and Dr Bishnu Sharma. The questionnaire consists of 57 questions divided into 5 parts. In the first section of the questionnaire, 29 statements were presented so as to identify the level of agreement or disagreement of the residents with sentences about economic, socio-cultural and environmental impacts caused by tourism. In the second section of the questionnaire, 8 statements developed to define community attachment levels of the local people. The third part of the questionnaire was comprised of 3 statements, presented so as to determine social personal benefits that expected to gain by tourism development. All these three sections of the questionnaire made up of a 5 Likert-degree type scale, ranges from (1) strongly disagrees to (5) strongly agree. The fourth and fifth section of the questionnaire consists of questions that search categorical characteristic of the people.

The pilot study was performed in the first two weeks in May and 30 questionnaires have been applied to determine whether incoherent statements exist. According to pilot study we have realized that the final question of the survey (q.57) could not be understood and ticked up correctly by the locals. Therefore we have extracted this question from the scale and after

renewed the questionnaire, applied to the locals during 36 weeks. As a result, 613 questionnaires have been collected during this period. However, for the statistical analysis, 38 questionnaires have been eliminated due to missing or incorrect data entry. Finally 575 valid respondents are incorporated into study.

5. Findings and analysis

5.1. General Demographics

Çanakkale city is located in Marmara region in the northwest of Turkey. According to 2010 population census, the city has a population of 490,397. According to 2009 statistics of Turkish Ministry of Culture and Tourism, 129,062 foreigners and 191,871 Turkish citizens spent totally 475,976 nights in the city of Canakkale. The average length of stay was found as 1,4 nights for the foreigners and 1,6 night for citizens. The occupancy rate for the hotels was found as 36,09 %. The city center has been chosen as research area and the questionnaire has been applied there.

In the demographic questions, standard questions such as age, gender, marital status, education, house ownership status, income, working in tourism industry and frequency of having holiday were asked of each respondent. In addition to this, particular questions to determine whether there are any disturbances derive from tourist profiles and there are any threat for the distinctive culture of the city were asked of respondents.

The survey shows that age distributions are fairly close each other and mostly consist of young respondents with 56%. Majority of the respondents are males with 353 people (61,4%). According to education level of respondents it seems that 52% of the respondents (n=299) have high level of education with having university and higher diploma. We have found out that 19,5% (n=112) of the respondents work for tourism industry and 25,4% (n=146) of the respondents gain income direct or indirect by tourism.

Another important which is length of life span in the region that could have suggest the level of community attachment and tourism perception has been investigated and 65,2% of the respondents have claimed that they have been living in the city of Canakkale 11+years (n=375). As Harrill (2004) and Jurowski (1997) explained in their studies that strong attachment to the region could generate higher positive perceptions towards tourism developments. Moreover as Harril (2004) stressed that by the increasing of length of life span of the local in the region, community attachment rises in the same way.

As Robson and Robson (1996) stated in their paper, happiness of the individuals is a significant indicator to produce healthy tourism development in the region. We should not forget that tourism is a bilateral event which is not only involves locals but also visitors too. None of the tourist would like to encounter with inappropriate behaviors by the locals even if the destinations shines with the tremendous natural environmental and historical beauties. In this respect, we have asked to respondents that “What kind of tourist profile disturbs you” and found out that while 79,8% (n=459) of the respondents have revealed no disturbances, 20,2% (n=116) of the respondents have asserted disturbances from variety of tourist profiles, mainly from excursionists with 16,4%.

Table 1
Demographics of Sample and Percentages (n=575)

Categories	Frequency	Percent	Categories	Frequency	Percent
Age groups			How often do you take a holiday?		
<25	115	20,0	Never	148	25,7
26-35 age	207	36,0	Biennial	31	5,4
36-45 age	136	23,7	Yearly	327	56,9
46+ age	117	20,3	Twice a year at least	69	12,1
Total	575	100,0	Total	330	100,0
Gender			Do you work in a tourism company?		
Male	353	61,4	Yes	112	19,5
Female	222	38,6	No	463	80,5
Total	575	100,0	Total	575	100,0
Marital Status			Do you obtain direct or indirect income by tourism?		
Single	227	39,5	Yes	146	25,4
Married	348	60,5	No	429	74,6
Total	575	100,0	Total	575	100,0
House ownership?			How long have you been in city of Canakkale?		
Rental	277	48,2	0-4 years	82	14,3
Own	298	51,8	5-10 years	118	20,5
Total	575	100,0	11+ years	375	65,2
Education Level			What kinds of tourist profile disturb you?		
Primary	49	8,5	Foreign tourists	12	2,1
High School	227	39,5	Domestic tourists	10	1,7
Vocational School	100	17,4	Excursionist	94	16,4
University	166	28,9	None	459	79,8
Master +	33	5,7	Total	575	100,0
Total	575	100,0	Distinctive culture of Canakkale city should be carefully preserved.		
I believe that the distinctive culture of Canakkale city is under threat.			Distinctive culture of Canakkale city should be carefully preserved.		
Strongly Disagree	51	8,9	Strongly Disagree	18	3,1
Disagree	143	24,9	Disagree	20	3,5
Neither Disagree nor Agree	123	21,4	Neither Disagree nor Agree	37	6,4
Agree	188	32,7	Agree	305	53,0
Strongly Agree	70	12,2	Strongly Agree	195	33,9
Total	575	100,0	Total	575	100,0
Monthly household income (TL)					
Income (TL)	Frequency	Percent	1501-2250	101	17,6
<=750	134	23,3	2251+	49	8,5
751-1500	291	50,6	Total	575	100,0

5.2. Reliability and factor analysis

The coefficient of internal consistency of the total scale reliability (Cronbach's Alpha was calculated as 0.877). It could not come across any questions disrupting the reliability of the scale. It has also not been found negative value between values of Corrected Item-Total Correlation. The Grant mean is 3.65. The scale has collectivity ($p>0,05$). In this case, differences can be tested by using total scores. To determine individuals tourism perceptions, it has been applied Explanatory Factor Analysis and found seven factors which are independent from each other and

eigenvalues' are larger than 1. Obtained seven factors consist of 67.52% of total variance. All factors are reliable. Factor weights, mean, standard deviation and Cronbach's Alpha coefficients are shown in Table 2.

Mean scores of every single questions were found out in each factor group so as to determine the differences among tourism perceptions of the residence based on category features. While investigating of the differences according to demographic characteristic, independent double-sample T-test and for more than two groups One way Anova Test were used for the double groups.

Table 2
Factor weights, mean, standard deviation and Cronbach's Alpha coefficients

Factors	Items (By the development of tourism in Canakkale)	Factor Loading	Mean	Std. Deviation	Cronbach's Alpha
F1 Positive economic effects of tourism	Tourism is likely to create more jobs for your community.	0,843	3,25	1,408	,898
	Tourism is likely to attract more investment to your community	0,841	3,09	1,312	
	Tourism is likely to provide more business for small businesses.	0,828	3,09	1,344	
	Infrastructure investments are likely to increase thanks to tourism income.	0,738	3,05	1,302	
	Tourism is likely to encourage development of a variety of economic activities by the females.	0,721	3,12	1,189	
	Tourism is likely to increase life quality.	0,697	3,25	1,265	
	Obtained returns are likely to exceed overall tourism expenditures	0,569	3,29	1,166	
F2 Community attachment	I would be unhappy to leave this city.	0,855	4,06	,902	,904
	I would be unhappy if my friends were leaving this city.	0,815	3,95	,995	
	I would be unhappy if I and my friends were leaving this city.	0,797	3,95	1,010	
	Distinctive culture of Canakkale city attributes to my attachment.	0,777	4,17	,900	
	No other place can compare with this area in terms of what I like to do.	0,774	3,80	1,137	
	I use this place to help define and express who I am inside.	0,733	3,84	1,033	
	I am satisfied with the quality of life when i take everything into account (e.g. Family, work, leisure, personal matters)	0,690	4,23	,890	
F3 Negative socio-cultural effects of tourism	Tourism is likely to result in car parking problems.	0,778	4,06	,995	,741
	Tourism is likely to result in traffic congestion.	0,734	3,93	1,044	
	Tourism is likely to result in security problems.	0,680	3,74	1,167	
	Tourism is likely to result in unpleasantly overcrowded beaches and picnic areas.	0,594	3,64	1,053	
	Tourism is likely to result in trekking on waterfront.	0,557	3,16	1,264	
	Tourism is likely to damage historical and cultural buildings.	0,520	2,94	1,314	
	Construction of hotels and other tourist facilities are likely to destroy the natural environment.	0,462	3,12	1,297	
	The prices of goods and services are likely to increase because of tourism.	0,307	3,78	1,097	

F4	Positive socio-cultural effects of tourism	Tourism development is likely to provide an incentive for the conservation historical resources such as Gallipoli National Historical Park and Troy Ancient City.	0,781	3,85	1,087	,768
		Tourism development is likely to provide an incentive for the preservation of the local culture and tradition.	0,621	4,15	,890	
		Meeting people from other regions of the world is a valuable experience to better understand their culture and society.	0,615	3,88	1,002	
		Tourism is likely to increase local art and handicraftsmanship	0,596	3,68	1,064	
		Tourism development is likely to provide more parks and other recreational areas for local residents.	0,565	3,49	1,170	
		Tourism is likely to increase green fields.	0,476	2,83	1,181	
F5	Disturbances derive from tourist behaviors	I am being disturbed by the tourists who travel with religious themes.	0,849	2,10	1,172	,786
		I am being disturbed by the excursionists who travel with religious themes in Cemeteries.	0,810	2,23	1,171	
		Foreign tourist is likely to damage moral of our children.	0,742	1,95	1,087	
		I am being disturbed by the foreign tourist who acts according to own way of living.	0,607	2,36	1,209	
F6	Negative environmental effects of tourism	Tourism is likely to increase noise pollution results from traffic congestion.	0,889	3,90	1,005	,812
		Tourism is likely to increase pollution of city.	0,859	3,79	1,063	
		Tourism is likely to increase air pollution results from traffic congestion	0,806	3,76	1,038	
		Tourism is likely to damage ecological diversity.	0,494	3,38	1,251	
F7	Personal social benefits by tourism	I feel individual happiness.	0,800	3,95	,926	,844
		My life quality is increasing.	0,740	3,56	1,041	
		I meet different people from different culture.	0,731	3,93	,984	

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Kaiser-Meyer-Olkin Measure of Sampling Adequacy=, 858

5.3. Differences in Test

In order to measure whether tourism perception of the residents differ based on gender factor, independent double-sample T test has been applied and could not find significant differences for residents' perceptions related to gender agent (for all factors $p > 0.05$). Similarly, potential differences in tourism perceptions depending on marital status have been investigated and could not find significant differences regarding the marital status (for all factors $p > 0.05$).

We have searched if there are any significant differences for the tourism perception of the local people depending on age and significant differences have been found for the Factor 6 which explains negative environmental impacts of tourism ($F=5,154$; $P=,002$). To determine which age groups have significant differences, Bonferroni Post Hoc tests has been applied. As it

could be seen, it is being shown in the Table 3 that young people (≤ 25) have the strongest perception for the negative environmental impacts of tourism in all age groups ($3,95 \pm ,85147$).

Table 3
The difference in test depending on Age (n=575)

F6 Negative environmental effects of tourism	Ages	N	Mean	Std. Deviation	Different Groups	p
	<=25	115	3,9500	,85147	<=25 between 26-35	,001
26-35	207	3,5785	,95794			
36-45	136	3,7702	,77642			
46+	117	3,6239	,79778	<=25 between 46+	,025	
Total	575	3,7074	,87399			

The potential differences in tourism perception of the residents' has been examined regarding to house ownership status and we it is found out that there is a significant difference for the F7 which is described as personal social benefits obtained from tourism ($t=2,318$; $P=,021$). Surprisingly, an eye-catching indicator has been found in the research. According to this, people who pay rent fee for their houses claim that they obtain higher social personal benefits than house holder residents ($3,9001 \pm ,81948$ / $3,7349 \pm ,88942$).

Table 4
The difference in test depending on house ownership status (n=575)

F7 Personal social benefits by tourism	House ownership	N	Mean	Std. Deviation	t	p
	Rent	277	3,9001	,81948	2,318	,021
	Own	298	3,7349	,88942		

According to the literature review, obtaining direct or indirect income could be a vital agent to rely people on tourism. In the example of Kusadasi case study of Tutuncu et al., people who are employed in tourism industry suggested considerably positive perception through tourism. However, when we investigated 146 employees that obtain direct or indirect income by tourism industry and could not find any significant differences between residents whether gain income by tourism or not (for all factors $p > 0.05$).

We have also examined tourism perception of the residents based on working in tourism industry. Similarly there were no significant differences between two groups (for all factors $p > 0.05$). The last two findings support to opinion that neither region nor residents are strongly

relied on tourism industry and its returns. Obviously this is very important indicator so as to establish healthy tourism plan in the region.

Another categorical characteristic of the research which is length of life span of the residents has been also examined. All factors have been investigated and significant differences found between F1 ($F= 6,860;P=,001$) and F2 ($F=8,533;P=,000$). Results are presented in the Table 5. These outputs show that there are significant differences regarding the economic impact of tourism between people who stay in the region 0-4 years ($m=3,4895$) and 5-10 years ($m=2,9564$) and 11+years ($m=3,1554$). In this respect, it could be said that people who reside in the city less than 5 years evaluate positive impacts of tourism higher than longer resided people.

Table 5
Difference test according to length of life span of the residents (n=575)

Factors	Years	N	Mean	Std. Deviation	Different groups	p
F1 Positive economic effects of tourism	0-4 years	82	3,4895	,876	Between low than 4 years and 5-10 year	0,001
	5-10 years	118	2,9564	1,030		
	11+ years	375	3,1554	1,019	Between low than 4 years and 11+ years	0,019
	Total	575	3,1622	1,013		
F2 Community attachment	0-4 years	82	3,7125	,953	Between low than 4 years and 11+ years	0,000
	5-10 years	118	3,9286	,803		
	11+ years	375	4,0872	,719		
	Total	575	4,0012	,784		

One of the significant factors to determine perception level of the resident is “community attachment”. As it could be seen in the table 5, we can claim that as the length of life span of the residents increase, community attachment improves in the same direction. The strongest community attachment belongs to people who live in the region more than 11 years ($m=4,0872$). As it is obviously known, length of life span of the residents is a robust indicator of the community attachment (Gursoy et al. 2009). Likewise variable of obtaining direct or indirect income by tourism and employing in tourism industry, we could not find any significant differences regarding the level of income of the residents ($P, 05$).

As an another result of the analyses, significant differences based on frequency of taking holiday have been found for the F2 called as ‘Community Attachment’. According to the table it could be suggested that the people who take a holiday yearly ($m=4,0952$) have higher community attachment than never ($m=3,8986$) and twice a year ($m=3,8352$).

Table 6
Difference test according to holiday frequency of the residents (n=575)

Community attachment	Holiday Frequency	N	Mean	Std. Deviation	Different Groups	p
F2 Community attachment	,00	148	3,8986	,84626	0 and 1	,011
	,50	31	3,8710	,90151		
	1,00	327	4,0952	,71098		

2,00	55	3,8338	,82054		
3,00	14	3,8367	1,08920	1 and 2	,022
Total	575	4,0012	,78434		

In addition to this, education level of residents has been also investigated in order to find out potential significant differences among the groups and as a result differences come out in 5 factors except F1 and F6($P < ,05$). While highest mean score for the positive economic impacts generated by vocational school graduate ($m=3,4714$), lowest perception produced by primary school graduate degree ($m=2,5743$). Other significant differences also revealed in F3 which describes negative socio- cultural impacts of tourism. Whereas bachelor degree residents have suggested the highest perception ($m=3,6596$), the people who graduated from high school indicates lower importance to this factor ($m=3,4493$). However it might be said that all kinds of educational levels have fairly close means to each other and have almost same perceptions about negative socio- cultural impacts of tourism.

Factors	Degrees	N	Mean	Std. Deviation	Different groups	p
F2 Community attachment	Primary	49	2,5743	,94333	Between Primary and all other level of educations	,05
	High School	227	3,1982	1,04079		
	Vocational School	100	3,4714	1,01838	Between Vocational School and University Level	,006
	University	166	3,1265	,92547		
	Master +	33	3,0303	,96940	Between Vocational School and Master + level	,027
	Total	575	3,1622	1,01313		
F3 Negative socio-cultural effects of tourism	Primary	49	3,4719	,72988	Between High School and Vocational School Level	,042
	High School	227	3,4493	,65073		
	Vocational School	100	3,6175	,55755		
	University	166	3,6596	,75799	Between High School and University Level	,003
	Master +	33	3,5568	,84438		
	Total	575	3,5474	,69180		
F4 Positive socio-cultural effects of tourism	Primary	49	3,2891	,67937	Between Primary and High School Level	,000
	High School	227	3,7305	,71675	Between Primary and Vocational High School Level	,000
	Vocational School	100	3,8083	,72682	Between Primary and University Level	,020
	University	166	3,5612	,72388		
	Master +	33	3,5354	,68814	Between High School and University Level	,021
	Total	575	3,6464	,72806		
F5 Disturbances derive from tourist behaviors	Primary	49	2,5408	1,10556	Between Primary and all other level of educations	,05
	High School	227	2,1740	,88311		
	Vocational School	100	1,9350	,77331	Between High School and Vocational School Level	,007
	University	166	2,1928	,93689		
	Master +	33	2,0530	,76740	Between Vocational School and University Level	,023
	Total	575	2,1622	,90543		
F7 Personal social benefits by tourism	Primary	49	3,5374	,90220	Between Primary and High School Level	,016
	High School	227	3,8620	,74571	Between Primary and Vocational High School Level	,002
	Vocational School	100	4,0000	,79843	Between Vocational School and University Level	,025
	University	166	3,7570	,97193		
	Master +	33	3,6263	,98516	Between Vocational School and Master + level	,029
	Total	575	3,8145	,85968		

Table 7

Difference test according to education level of the residents (n=575)

In the table 7, educational levels have demonstrated significant differences regarding to F4 which describes positive socio-cultural impacts of tourism. According to the findings, the biggest differences appear on between primary school and bachelor's degree. While vocational school graduate's mean score is $3,8083 \pm, 72682$, primary school graduates have suggested lower mean score with $3,2891 \pm, 67937$. Moreover, statistically significant differences have been found out in terms of F5 which expresses disturbances derive from tourist behaviors and attitudes. In conclusion, significant difference has emerged between primary school and vocational school graduates ($2,5408 \pm, 1, 1055/ 1,9350 \pm, 77,331$). If the lacking of adequate level of education exists, authorized entities and universities ought to take an urgent step to eradicate wrong perceptions among the residents.

Furthermore, significant differences have also been found related to level of education for the F7 which expresses personal social benefits from tourism. As an important output, primary school graduate residents who have stated high disturbances stem from behaviors and attitudes of the tourists have revealed to lowest proportion of obtaining social benefits from tourism ($m=3,5374 \pm, 90220$).

5.4 Comparison of All Factors with Each Other Regarding Tourism Perception

In this part of the research, perceptions are re-scaled as high and low for all factors. The means are re-encoded as 'low' which describes mean score is ≤ 3 and 'high' which describes $3.01 >$. Therefore, it is accepted that residents who have higher perception score, have stronger tourism perceptions. From this point of view, it has been analyzed whether there are statistically significant differences among the all factors with respect to tourism perception. In this context following implications have been prepared below.

Table 8

Comparison of All Factors with Each Other Regarding Tourism Perception

F1:Positive economic impacts of Tourism						
	Groups	N	Mean	Std. Dev	t	P
F2	Low	252	3,8294	,82216	-4,727	,000
	High	323	4,1353	,72704		
F4	Low	252	3,2632	,67863	12,581	,000
	High	323	3,9453	,61758		
F5	Low	252	2,2669	,89985	2,460	,014
	High	323	2,0805	,90273		
F7	Low	252	3,4749	,89798	8,695	,000
	High	323	4,0795	,72675		
F2:Community attachment						
F1	Low	79	2,6835	1,03741	-4,600	,000
	High	496	3,2385	,98907		
F4	Low	79	3,1667	,78492	-6,530	,000
	High	496	3,7228	,68921		
F5	Low	79	2,5475	1,09565	3,459	,001
	High	496	2,1008	,85674		

F7	Low	79	3,0549	1,05197	9,030	,000
	High	496	3,9355	,75885		
F3:Negative Socio-Cultural impacts of Tourism						
F6	Low	127	3,1594	1,01069	-7,275	,000
	High	448	3,8627	,76385		
F4:Positive Socio-Cultural impacts of Tourism						
F1	Low	121	2,4097	,86895	-9,949	,000
	High	454	3,3628	,95341		
F2	Low	121	3,6281	,93922	-5,160	,000
	High	454	4,1007	,70621		
F5	Low	121	2,3905	1,03022	2,835	,005
	High	454	2,1013	,86023		
F7	Low	121	3,2231	,96070	-7,943	,000
	High	454	3,9721	,75740		
F5:Disturbances stem from tourist behaviors						
F2	Low	497	4,0322	,74449	2,398	,017
	High	78	3,8040	,98494		
F3	Low	497	3,5113	,66189	-2,707	,008
	High	78	3,7772	,82686		
F4	Low	497	3,6767	,70759	2,535	,012
	High	78	3,4530	,82611		
F7	Low	497	3,8753	,81573	3,686	,000
	High	78	3,4274	1,02339		
F6:Negative Environmental Impacts of Tourism						
F3	Low	112	3,0926	,74203	7,428	,000
	High	463	3,6574	,63250		
F4	Low	112	3,5104	,72295	-2,210	,028
	High	463	3,6793	,72625		
F7:Personal Benefits derive from Tourism						
F1	Low	108	2,4960	,82597	-8,941	,000
	High	467	3,3163	,99046		
F2	Low	108	3,4590	1,02124	-6,489	,000
	High	467	4,1266	,65909		
F4	Low	108	3,1543	,72082	-8,235	,000
	High	467	3,7602	,68157		
F5	Low	108	2,5579	,97612	4,773	,000
	High	467	2,0707	,86391		

1-Relation between F1 and other factors: Residents, who have high perception for positive economic impacts of tourism, have higher community attachment as well. Similarly, residents, who have high perception for positive economic impacts of tourism, are evaluated socio-cultural positive effects of tourism high as well. Likewise in other two relations, residents, who have high perception for positive economic impacts of tourism, have higher social benefits derive from tourism. Nevertheless, residents, who have perceived positive economic impacts of tourism as low, assess disturbances derive from tourist behaviors factor higher.

2-Relation between F2 and other factors: Residents, who have high community attachment, evaluated the economic effects of tourism as more positive. Similarly, residents, who have high community attachment, evaluated the socio-cultural impacts of tourism as high as well. Other output from analysis is that residents, who have higher community attachment, reveal higher

personal social benefits derive from tourism. Although residents, who have low community attachment, indicate higher disturbance derive from tourist behaviors.

3-Relation between F3 and other factors: Residents, who have strong perception for negative socio-cultural effects of tourism, have strong perception for negative environmental impacts of tourism as well.

4-Relation between F4 and other factors: Residents, who have stronger perception for positive socio-cultural impacts of tourism, have higher perception for positive economic impacts of tourism as well. Similarly, residents, who have stronger perception for positive socio-cultural impacts of tourism, have higher community attachment. Another finding of the comparison that residents, who have stronger perception for positive socio-cultural impacts of tourism, describe that they have higher personal social benefits from tourism. However, residents, who perceive the positive socio-cultural impacts of tourism as lower, have higher disturbances derive from tourist behaviors than residents who have high perception on positive socio-cultural impacts of tourism.

5-Relation between F5 and other factors: Residents, who have lower disturbance derive from tourist behaviors, have stronger community attachment. Similarly, residents, who have lower disturbance derive from tourist behaviors, have stronger perception for positive socio-cultural impacts of tourism. Opposite to these outputs; residents, who have higher disturbance derive from tourist behaviors, have stronger perception for negative socio-cultural impacts of tourism. Moreover, residents, who have higher disturbance derive from tourist behaviors, indicate that they have higher personal social benefits derive from tourism.

6-Relations between F6 and other factors: Residents, who have higher perception for negative environmental impacts of tourism, have stronger perception for negative socio-cultural impacts of tourism as well. Similarly residents, who perceive negative environmental impacts of tourism stronger, have stronger perception for positive socio-cultural impacts of tourism.

7-Relation between F7 and other factors: Residents, who have stronger personal social benefits by tourism, perceive the positive economic impact of tourism as higher as well. Correlatively, residents, who have stronger personal social benefits by tourism, have higher community attachment. Other important analyze is that residents, who have stronger personal social benefits by tourism, have higher stronger perceptions for positive socio-cultural impacts of tourism also. Although, residents, who have lower personal social benefits by tourism, have stronger disturbance derive from tourist behaviors compared to residents who have high personal social benefits by tourism.

6. Results

In this research, tourism perception of residences of Canakkale City which its vision covers sustainable tourism has been searched. According to the research, it has been pointed out that there is not significant level of dependence on tourism industry in the region yet. It has been find out from the studies of Liu and Var (1986), Kayat (2002), Garcia et al. (2007) and Gursoy and Rutherford that economic reliance on tourism generally conclude with higher positive perception

on tourism. However, these implications are not valid for the city of Çanakkale yet. No statistically significant perception differences found between tourism workers and others. When we investigated 146 employees that obtain direct or indirect income by tourism industry, could not find any significant differences between residents whether gain income by tourism or not (for all factors $p>0.05$). Similarly there were no significant differences between residents based on working in tourism industry (for all factors $p>0.05$). In our opinion, Çanakkale city has other strong economic agents such as agriculture and industry so people do not feel themselves as strongly relied on tourism industry yet. Therefore they do not behave more supportive than other people with the economic expectation from tourism development.

Our study is not compromise with paper of Tütüncü and Çalışkan (2008) which is based on the theory of Butler that with booming of tourism in the region, local people's behaviours could turn into more negative direction in anticipation of social, economic and environmental concerns. However it is obvious that this theory is not valid for the city of Canakkale yet. This is because Canakkale is a new tourism destination and not growing so fast like case of Kusadası. Hence local people do not evaluate tourism as a threat yet excluding underline potential negative socio-cultural and environmental effects of tourism.

In addition that disturbance derive from tourist behaviors have investigated and mean score found as 2,16. In the section for evaluation of tourist attitudes according to their life style no statistically significant disturbances appeared. While this respond indicates that the residents are not being disturbed from tourist behaviors. However, when we asked to locals whether any kind of tourist profile create disturbances, approximately 20 % declared disturbances from tourist profiles, mostly 16 % (94 person) from excursionists.

Finally, community attachment has been investigated and higher positive perception such as economic, socio-cultural and personal socio-cultural were determined through tourism. It has been found that as Nunkoo et al. (2009) stressed before, community attachment is getting stronger with the expanding of life span in the region. (11+ years, Mean=4,0872). Moreover we have understood that with the high community attachment, disturbances derive from tourist behaviors are getting smaller besides local people who have higher community attachment, have higher positive point of view through tourism development in the region. But it does not mean that they show less importance to negative effects of tourism. These results compromise with the idea of Lengford and Howard (1994) that local people who have strong community attachment will not be intend to evaluate tourism as a threat. Furthermore, having strong community attachment by the residents, enforce local entities to take into consideration of precious presence of local people.

7. Discussing and Implications

We believe that these consequences above include in incentive reasons for investigating the cause of disturbances come from excursionists and will be a fairly useful initiative to eradicate potential disturbances. With this research we could claim that, city of Çanakkale has not been damaged by the adverse effect of tourism yet but the local people are strongly aware of what are the advantages and disadvantages comes from tourism activities. However, we think that investigating of the satisfaction and attachment level of the tourists would be quite helpful in creating general approach on behalf of tourism development in the region.

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