GLOBAL & EMERGING TRENDS IN TOURISM

Editörler
Selman BAYRAKCI
Sercan ARAS
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NEÜ YAYINLARI

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Necmettin Erbakan University Press : 110
GLOBAL & EMERGING TRENDS IN TOURISM

Editors
Selman BAYRAKCI
Sercan ARAS
Seda YETİMOĞLU

Graphic & Design
Büşra UYAR
Muhammed Sami TEKİN
Mustafa ALTINTEPE

E-ISBN
978-625-7517-79-9

NEU PRESS
Necmettin Erbakan Üniversitesi Yayınları
Yaka Mah. Yeni Meram Cad. Kasım Halife Sok.
No: 11/1 Meram / KONYA
0332 221 0 575 - www.neuyayin.com

December, 2021

CONTENTS

RESEARCH TRENDS OF SOCIAL NETWORK ANALYSIS IN TOURISM DESTINATION MANAGEMENT

Tan Pei Yee

PhD Candidate, Universiti Teknologi Malaysia, Urban and Regional Planning, Johor Bahru, Johor, sallytpy@gmail.com
ORCID: 0000-0002- 0453-488

Hairul Nizam Ismail

Associate Professor, Universiti Teknologi Malaysia, Urban and Regional Planning, Johor Bahru, Johor, b-hairul@utm.my
ORCID: 0000-0001- 8203-042X

Syed Muhammad Rafy Syed Jaafar

Senior Lecturer, Universiti Teknologi Malaysia, Urban and Regional Planning, Johor Bahru, Johor, s.rafy@utm.my
ORCID: 0000-0001- 8728-2060

Nurul Diyana Md Khairi

Senior Lecturer, Universiti Teknologi Malaysia, Urban and Regional Planning, Johor Bahru, Johor, n.diyana@utm.my
ORCID: 0000-0003- 2106-708X

1. Introduction

Social network analysis is also known as network analysis (Scott et al., 2008). It is a method of analysis derived from the graph theory (Peng et al., 2016:561) and widely applied in the field of business, sociology, and communication science to understand the exchange of resources among actors such as individuals, groups, or organisations (Haythornthwaite, 1996:323). A comprehensive definition of social network analysis is provided by (Marin & Wellman, 2011:11), who further explained social network analysis is the process of determining the structure of a network, in which relationships within the network are represented by links and specific persons are represented by nodes. This type of analysis relies upon either quantitative or qualitative approaches to generate relevant network indicators and results to accurately examine the attributes of an entire network and the function of individuals acting within the network structure.

2. Social Network Analysis in Tourism

The history of social network analysis in tourism research can be traced back to the early 2000s (Casanueva et al., 2016:1190), where (Pavlovich, 2003:203) was the first researcher who implemented social network analysis into tourism research and investigated the process of tourism evolution and transformation in the tourism planning context. Seen then, a large number of tourism studies began to execute social networks as the prominent analysis method in empirically understanding tourism phenomena (Z. Wang & Liu, 2020:683). Up to now, the social network analysis has become an emerging analytical method to analyse the social phenomena based on the viewpoint of "networks" and classifying stakeholder, destination management organisation (DMOs) or tourism destinations into a set of metrics, concurrently measure and describe the relationships, features, roles and characteristics of each metric in the network structure (Scott et al., 2008). Apart from that, there are three types of tourism research directions that allowed the implementation of social network analysis, which are (a) tourism research collaboration and knowledge creation, (b) tourism destination management, tourism supply and policy systems (c) tourist movements and behavioural patterns (Liu et al., 2017:132; Racherla & Hu, 2010:1012; Ying & Xiao, 2012:450).

Based on (Scott et al., 2008), social network analysis in tourism allowed further division into quantitative and qualitative approaches, and both approaches led to different research directions. The quantitative approach is a mathematical basis for network analysis, emphasise on the data collection process and relationships between entities (Peng et al., 2016:561). In comparison, the qualitative practice of social network analysis was derived from anthropology and ethnography (Pavlovich, 2001:491; Tinsley & Lynch, 2001:367), as well as using thick description where network diagrams are illustrative and display the relationships between pre-identified groups, rather than individual organisations or stakeholders (Iannolino & Ruggieri, 2017:231; Restrepo et al., 2021). With the difference between the quantitative and qualitative approaches of social network analysis, the quantitative approach of social network analysis is used to identify the main structural characteristics of destination networks, usually examining tourist movements and behavioural patterns. In contrast, topic issues such as collaboration and cooperation, tourism governance and policy are discussed qualitatively.

2.1. Review Aim and Objectives

Although review on social network analysis in tourism studies has been conducted before, (Casanueva et al., 2016:1190), yet the previous review focused only on social network analysis in the overall tourism context, and failed to capture the micro perspective of social network in different tourism research directions. Furthermore, despite the growing research interest and discussion on social network analysis in tourism destination management, couples with past studies have recognised social network analysis as a useful tool for tourism destination planning and management (Pulido-Fernández & Merinero-Rodríguez, 2018:140). Thus, a thorough literature review for both subjects is needed, to offer a detailed review and demonstrate the relationship between social network analysis and tourism destination management. In order to contribute to theoretical and methodological understanding as well as identify the knowledge gaps and opportunities for future research to build upon. This paper, therefore, attempts to review the social network analysis in destination management context with the following objectives:

1. To understand the overall research trends;
2. To identify the topic areas covered; and
3. To identify the types and methods of data collection used in tourism destination management associated with social network analysis.

3. Methodology

As this paper aims to review the social network analysis in tourism destination management, Systematic Literature Review (SLR) is the most suitable method to describe the knowledge state of social network analysis as a qualitative analysis tool in tourism destination management studies. Unlike the traditional narrative review, a systematic literature review enables the identification of research trends and merging the two different subjects into a single literature scope; to identify what has been discovered and investigated while highlighting what is yet to be known (Pickering et al., 2015:1756).

To ensure the quality of selected studies, keywords such as “social network analysis” or “network analysis” and “tourism destination management” were used in search of articles from the primary index journal databases: Scopus and Web of Science (WoS). Secondly, to safeguard the effectiveness of this review paper, only the journal articles published in the English language were included; but proceeding papers were excluded subject to the significant differences between journal articles and proceeding papers; mainly, journal article offers completed research and corresponds to a more mature summary of research (González-Albo & Bordons, 2011:369).

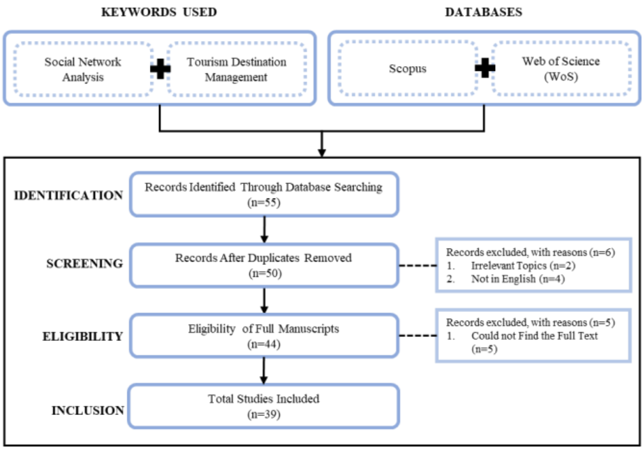

***Figure 1**. PRISMA analysis flowchart*

Figure 1 presents the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) analysis (Moher et al., 2014) applied in this review for the articles filtration. The identification was done with a total of 55 articles were identified from the primary index journal databases search. However, five articles were removed before the screening process, subject to duplication of articles from both databases. In the second layer of analysis, six articles were eliminated, as two articles were not focused on social network analysis in the methodological approach, and four articles were found did not return in English. Following the literature selection criteria, five more articles were excluded from the eligibility process as those articles were not accessible for full text. As a result, the total number of articles included in the final synthesis was 39.

Beyond that, the review synthesis was created using Microsoft Excel. Descriptive and content analysis were used to elaborate on the review findings associated with the statistical charts and summary tables. Descriptive data from each finding was coded, aggregated, and abstracted into order structures and themes. The themes were categorised, quantified, and visualised using CiteSpace. The CiteSpace is a Java application designed to analyse and visualise research trends and patterns in scientific literature. Furthermore, research gaps were also identified and reported in the discussion section.

4. Review Findings & Discussion

In response to the review aims, this section is further divided into three parts. The first part offers the overview of social network analysis in tourism destination management using descriptive analysis. In addition, the following section indicates the topic areas covered concurrently highlight the link among the topic areas via thematic analysis. Content analysis is then carried out in the third part to offer insights on the data collection methods used by past studies associated with social network analysis as the method of analysis.

4.1. Overall Research Trends of Social Network Analysis in Tourism Destination Management

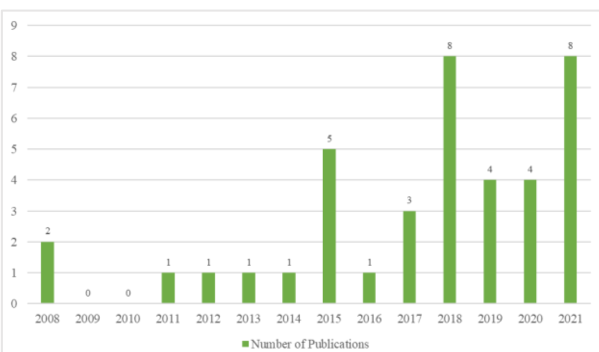

Figure 2. *Distribution of publications per year from 2008 to 2021*

Figure 2 presents the number of published articles on tourism destination management with social network analysis from 2008 to 2021. In general, the statistical result indicates a positive growing number of articles published on this topic, although the social network analysis has a short history in tourism research. As this review excludes the time-bound in the article search, the first study of social network analysis in destination management was found in 2008. Based on the statistical finding, the first seven years of timeframe (from 2008 to 2014) is considered as the initial period of social network analysis in destination management studies due to only a small number of articles published within this period. Interestingly, in the second seven-year timeframe (from 2015 to 2021), the number of published articles rapidly increased and recorded a total of 33 published articles within the seven-year range. Furthermore, in 2018, the publication number peaked with eight articles, indicating scholars are gradually paying attention to this emerging analysis approach in tourism destination management. Worth notes, in the first half of 2021, the total number of published articles still indicates exponential growth. To sum up, throughout the 14 years, the number of publications per year has recorded an average of 2.8 articles published per year.

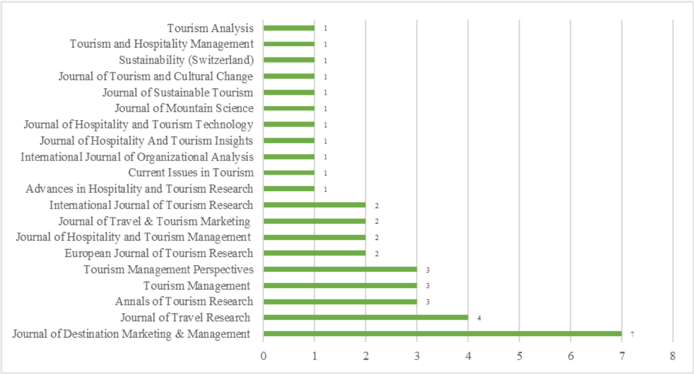

Figure 3. *Distribution of published past studies in journal platforms*

Figure 3 shows the distribution of published past studies in different journal publication platforms. Remarkably, most studies were published in tourism-related journals, which established the attributes played by social network analysis in the setting of tourism destination management. The statistical finding indicates the "Journal of Destination Marketing & Management" published the most articles with 17.95 percent followed by "Journal of Travel Research" with 10.26 percent, "Annals of Tourism Research", "Tourism Management" and "Tourism Management Perspectives" with 7.69 % for each.

4.1. Topic Areas Covered Under Tourism Destination Management with Social Network Analysis

Given that the main topics of tourism destination management are well defined by St. Gallen Consensus on Destination Management with (1) definition of destination, (2) sustainable destination development and governance, (3) destination branding, (4) destination marketing and competitiveness, (5) governance and leadership in destination networks, (6) sustainability, (7) relevance of experiences to the destination concept, (8) destination strategy and resilience, (9) tourism taxation and regulation, (10) big data and visitor management (Ávila-Robinson & Wakabayashi, 2018:101). Therefore, Table 1 summarises the topic areas covered in tourism destination management with social network analysis and built upon the identification developed by the St. Gallen Consensus on Destination Management for the classification.

Table 1. Summary of Types & Methods of Data Collected

Topic Area	No. of studies (n)	Percent (%)
Collaboration in Tourism	6	15.38
Destination Marketing	6	15.38
Knowledge Management	6	15.38
Destination Image	5	12.82
Destination Governance	4	10.26
Destination Management Organisations (DMOs)	4	10.26
Destination Leadership	3	7.69
Destination Branding	2	5.13
Destination Competitiveness	2	5.13
Destination Centrality	1	2.56
Total	**39**	**100.00**

Table 2. Summary of Topic Areas Covered with Publication Years

Topic Area	**Publication Year**														**Total**
	08	**09**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**	**18**	**19**	**20**	**21**	
Collaboration in Tourism	1				1			2					1	1	**6**
Destination Marketing	1							1	1	1			1	1	**6**
Knowledge Management											1	4	1		**6**
Destination Image											3		1	1	**5**
Destination Governance						1	1				1			1	**4**
Destination Management Organisations (DMOs)				1				1		1				1	**4**
Destination Leadership										1	2				**3**
Destination Branding											1			1	**2**
Destination Competitiveness														2	**2**
Destination Centrality								1							**1**
Total	**2**			**1**	**1**	**1**	**1**	**5**	**1**	**3**	**8**	**4**	**4**	**8**	**39**

From the identified topic areas in Table 1 and the summarisation of studied topic areas corresponding with the year of publication in Table 2, the topic areas of “collaboration in tourism”, “destination marketing”, and “knowledge management” were the most common topics studied with 15.38 percent respectively. As “tourism collaboration” and “destination marketing” were the most commonly investigated topic areas, it is unsurprising that social network analysis began with both topics in tourism destination management and have maintained a strong level of interest among scholars from 2008 to 2021. However, an interesting finding based on the topic areas of “knowledge management” and “destination image”, as both topics are commonly studied in tourism destination management with social network analysis, yet both have newly emerged in 2018 and have garnered significant attention and publication.

Apart from that, other prominent topic areas covered included "destination governance" and "Destination Management Organisations (DMOs)", comprised 10.26 percent for each topic area. Additionally, only a limited number of studies explored the "destination leadership" with 7.69 percent, 5.13 percent of past studies covered the "destination branding" and "destination competitiveness," as well as only one study with 2.56 percent discussed on the "destination centrality". However, these are comparatively new areas of investigation via social network research. In general, with the highest number of publications during 2018 and 2021, the overall research trends indicate that topic areas studied in tourism destination management with social network analysis have become increasingly broad and encompass a wider range of subjects.

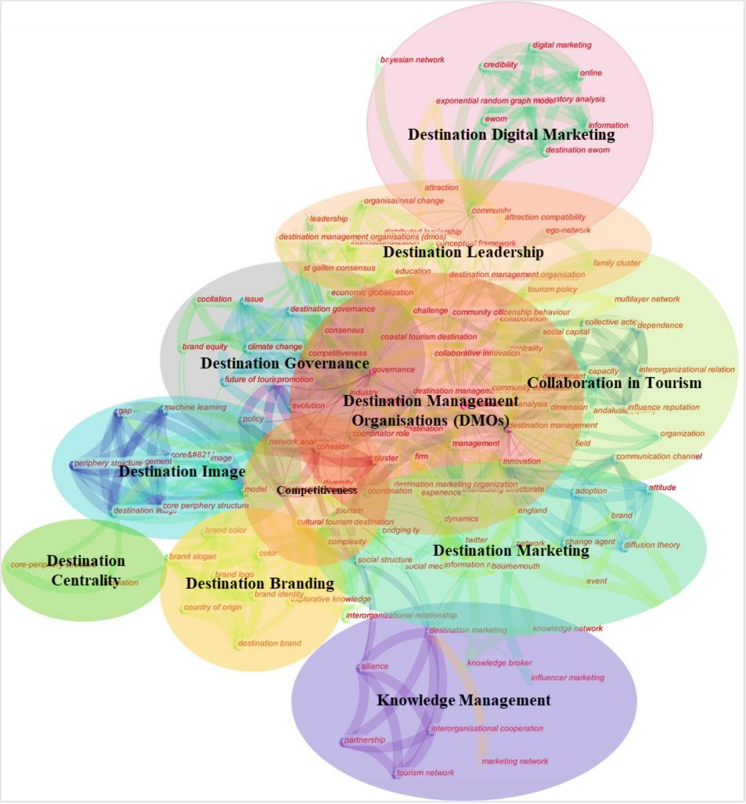

Figure 4. *Relationship among topic areas.*

1. Collaboration in Tourism:
ınter-organisational relation, collaborative innovation, communication channel, stakeholder collaboration, tourism policy
2. Destination Marketing & Digital Marketing:
Destination marketing organisation, marketing network, inter-organisational cooperation, destination e-wom, digital marketing, promotion
3. Knowledge Management:
Knowledge network, innovation, tourism education, inter-organisational
4. Destination Image:
Attractions management, DMOs' image, cross-cultural perspectives
5. Destination Governance:
Governance system, tourism policy, institutional networks
6. Destination Management Organisations (DMOs):
Power dimensions, collaboration, competitiveness, inter-organisational
7. Destination Leadership:
Leading players of tourist supply, leadership network, collaboration
8. Destination Branding:
Brand identity, brand logo, brand colour, slogan
9. Destination Competitiveness:
Diverse attractions, compatibility
10. Destination Centrality:
Core and periphery, network centrality

Figure 3 presents the relationship among topic areas with author keywords by using the thematic map generated with the "Cite Space" application. The thematic map indicates that all the topic areas in destination management with social network analysis are interrelated with each other. Surprisingly, based on the findings, "Destination Management Organisations (DMOs)" has a greater centrality as compared with other topic areas; although "collaboration in tourism", "destination marketing" and "knowledge management" have the highest number of studies, yet those topic areas are shared the common interest and keywords associated with DMOs. Besides, the "collaboration in tourism", "destination governance", "Destination Management Organisations (DMOs)", "destination marketing" and "destination leadership" indicated the extensiveness of interrelated relationships among each other when working destination management with social network analysis.

4.2. Types and Method of Data Collection

Table 3 shows the comparison between methods of data collection applied in the past studies across different research topic areas in tourism destination management with social network analysis. The findings indicated that primary data collection and methods remain dominant compared to secondary data collection and methods. In nature, the destination management research with social network analysis is in the qualitative approach. Therefore, most studies require unique data and primarily gather data via face-to-face interviews, exploratory interviews, semi-structured interviews, self-reported surveys, and questionnaire surveys. Nevertheless, past studies that employed the secondary data collection and methods were collocated data through online travel notes and social network sites to obtain the user-created content (UGC) data. Based on the review findings, although past studies frequently applied primary data collection methods in gathering research information, the findings established primary and secondary data, both are worked well with social network analysis in the context of tourism destination management. In general, the findings also indicate that the data collection trends in this scope are shifting toward using secondary data lately, with the advancement of big data analytic techniques allowed a wide number of data to be collect and process with high data quality with minor data defects rate.

Table 3. Summary of Types & Methods of Data Collected

Author (s)	Primary	Secondary	Method of Data Collection
Topic 1: Collaboration in Tourism			
(Cehan et al., 2021:316)	/	/	Semi-structured interview & tourism website
(Ying et al., 2015:1)	/		Semi-structured interview & self-reported survey
(Scott et al., 2008:169)	/		Face to face interview
(Cehan et al., 2020:1)	/		Semi-structured interview
(Farsani et al., 2012)	/		Questionnaire survey
(Nogueira & Pinho, 2015:325)	/		Exploratory interview & questionnaire survey
Topic 2: Destination Marketing			
(Nguyen et al., 2021:189)	/		Questionnaire survey
(Jin & Cheng, 2020:739)		/	Twitter – UGC data
(Williams et al., 2017:87)		/	Twitter – UGC data
(Park et al., 2016:885)		/	Twitter – UGC data
(Lee, 2015:561)	/		Online questionnaire survey
(Bhat & Milne, 2008:1131)	/		Semi-structured interview
Topic 3: Knowledge Management			
(McLeod, 2020:549)	/		Drop & collect and mail survey
(Brandão et al., 2019:219)	/		Self-administration survey and phone survey
(Buffa et al., 2019:251)	/		Semi-structured interview
(Martínez-Pérez et al., 2019:80)	/		Online questionnaire survey
(Sanz-Ibáñez et al., 2019:120)		/	Organisation annual report
(Brandão et al., 2018:33)	/		Structured questionnaire survey
Topic 4: Destination Image			
(He et al., 2021:1)		/	Instagram – UGC & OGC data
(Wei & Wu, 2020:1)		/	Tourism websites

(Hernández et al., 2018:35)		/	Twitter – UGC data
(Y. Wang et al., 2018:612)	/		Online panel survey
(Yang, 2018:396)		/	Online travel notes
Topic 5: Destination Governance			
(Restrepo et al., 2021)	/		Structured interview
(Pulido-Fernández & Merinero-Rodríguez, 2018:140)	/		Questionnaire survey
(Pforr et al., 2014:760)	/		Mail survey
(Del Chiappa & Presenza, 2013:1)	/		Online questionnaire survey
Topic 6: Destination Management Organisations (DMOs)			
(Yi et al., 2021:117)	/		Structured questionnaire survey
(Choudhary & Gangotia, 2017)		/	Twitter – UGC data
(Hristov, 2015:18)	/		Semi-structured interview
(Beritelli & Laesser, 2011:1299)	/		Online survey & in-depth interview
Topic 7: Destination Leadership			
(Hristov et al., 2018:126)	/		Questionnaire survey
(Hristov et al., 2018:239)	/		Questionnaire survey & semi-structured interview
(Iannolino & Ruggieri, 2017:231)	/		Questionnaire survey
Topic 8: Destination Branding			
(Ballina, 2021)	/		Questionnaire survey
(Tasci et al., 2018:112)	/		Online questionnaire survey
Topic 9: Destination Competitiveness			
(Hernández et al., 2021)		/	Trip Advisor – UGC data
(Valeri & Baggio, 2020)		/	Document reviews
Topic 10: Destination Centrality			
(Rui-ying et al., 2015:759)	/	/	Field survey & official tourism documents

5. Conclusion

The paper provides a comprehensive literature review and indicates the current knowledge state of social network analysis in tourism destination management with a detailed explanation on the topic areas covered and data collection methods used, by synthesized 39 past studies published from the year 2008 to 2021 without bias and included all the relevant publications. To recapitulate, the growing interest among scholars in this scope of the study is indicated with the annual increment number of publications, mainly from the year 2015 to 2021. In the meantime, the review trajectory presents the unbalance research topic areas covered among the past studies, subject to the dominance were focus on the "collaboration in tourism", "destination marketing", and "knowledge management". Besides that, the review discovered no relevant studies that discussed tourism destination management with social network analysis in considering the impact of Covid-19 as a global pandemic and public health crisis. Thus, the recommendations for future research, as considering the Covid -19 pandemic, the involvement of stakeholders mainly with government, tourism organizations and operators, small and medium tourism-related enterprises, and local communities is relatively significant to restimulate the tourism destination for post-pandemic.

Nevertheless, like other papers, this review has limitations that must be acknowledged: Firstly, this review paper excluded the bibliometric analysis. A bibliometric analysis enables the author to discover the research efficacy of individual scholars and institutions, research information flow, frequently cited scholars, and works for a specific literature scope (Chantre-Astaiza et al., 2019:1). However, the precondition of running the bibliometric analysis requires the extensive number of past studies to enroll in the analysis in order to generate an accurate result (Zavaraqi, 2010). The insufficient number of studies collected will lead to scattered bibliometric findings and inadequate to provide a robust result. Beyond that, the second limitation of this review paper was only included journal papers published in English for synthesis. Despite the limitation, future scholars may wish to review this literature scope further and extend the review findings with bibliometric analysis with citation, co-citation bibliographic coupling, co-author, and co-words analysis via science mapping tools by including journal articles, conference papers, review papers, thesis and book published in English and also other languages.

With the findings observed from the review, this is the first systematic literature review of social network analysis in tourism destination management. Despite the limitations, this review still complied with all the review objectives and mapped the current state of research with social network analysis in different topic areas of destination management, meanwhile provides the methodological understanding and identifying the research gaps for further scholars who wish to understand and apply further social network analysis as an analysis tool in tourism research.

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DIGITAL MARKETING TO ENHANCE AUTHENTIC RURAL TOURISM EXPERIENCES: HARMONIZED CONTRADICTORY?

Indah Agustiani

Lecturer, Sekolah Tinggi Ilmu Ekonomi Pariwisata Yapari Bandung, Cimahi, Indonesia, indahmuchtar27@gmail.com

Adrian Agoes

Lecturer, Sekolah Tinggi Ilmu Ekonomi Pariwisata (STIEPAR) Yapari Management of Tourism, adrian.agoes@stiepar.ac.id

1. Introduction

A case study in Tajur Village was conducted to investigate the applicability of digital marketing in rural tourism sales. According to prior study, there are three stages of tourist experience that are undergone when visiting Tajur Village, namely pre-experience, on-experience, and post-experience. The Pre-Experience step was discovered to be problematic for travelers. Prospective visitors were said to have trouble obtaining information on rural tourism in Tajur Village (Agoes & Agustiani, 2021). Tourists require information on what is offered, what tour packages are available, how much the packages cost, how to make a reservation, and how to pay. All of this is presently done manually, by contacting one of the tourism activity managers in Kampung Tajur using a chat messaging program. The management of tourism in this village is carried out by the Tourism Driving Group (Kompepar). Tourists must manually contact with Kompepar's administration, who must then perform a survey of the village site before bringing in a group of tourists. It should be emphasized that group travelers from schools, businesses, and organizations make up the majority of visitors to Tajur Village. As a result, the reservation must be handled specifically in accordance with the group's request. Prospective tourists who do the survey initially are the forerunners of the group that will arrive later. According to prior study, these prospective visitors complain about their experiences when they plan to experience Tajur Village, particularly in some aspects. One of them is in the pre-experience stage, when participants are having trouble locating information that is relevant to their requirements.

Tajur village is a typical hamlet in Purwakarta Regency that is part of the Pasanggrahan Village zone. This community has a particular attraction in the type of classic Sundanese dwellings with traditional Sundanese architecture. Tourists are welcome to stay in these traditional houses as long as the residents have granted permission for their home to be utilized as a homestay. There are rural tourist activities there, such as observing the lives of peasants in their daily lives. There are activities such as planting rice fields, farming, and bathing buffalo in the river (Kemala & Agoes, 2020).

To build on the findings of the previous study, this report focuses on the experiences of visitors at the pre-experience stage. The study topic is how to make it simpler for potential visitors to obtain information about village activities, tour packages, price information, and so on before they arrive to visit the hamlet. This may be accomplished through the use of digital marketing. However, the use of internet marketing must be done with caution so that the authenticity of the rural tourist experience is not lost.

2. Literature Review

It will be reviewed from the literature connected to the issue in this research of digital marketing in rural tourism. Literature on digital marketing, tourist villages, and rural tourism, to name a few topics. These concepts are elaborated in this section.

2.1. Digital Marketing

Internet marketing is the combination of traditional marketing tactics with the use of the internet and other digital technology. Marketing utilizing online, e-mail, interactive TV, IPTV, and wireless media in combination with digital data about client attributes and behavior (Chaffey et al., 2009). Digital marketing strategy is no different from any other marketing plan; in fact, having distinct plans for ‘digital' and ‘offline' is becoming increasingly odd, as this is not how your customers view your firm. However, we are frequently needed to segregate plans for “digital” exclusively depending on how teams and reporting are formed, and to assist in the shift to digital – before it becomes "business as usual"(Chaffey & Ellis-Chadwick, 2012). The digital character of internet technology gives extensive and thorough insights into the nature of customers and their behavior in the internet context. While traditional marketing is gathering data through a market research method and then evaluating it to better understand the consumer (Ivica, 2015).

2.2. Digital Marketing and Tourism Industry

Information and communication technologies (ICTs) provide enormous potential for everybody to flourish and benefit, and new opportunities for economic growth, improved service delivery, and social and cultural advancements abound. For many businesses, information technology (IT) is a viable alternative for attaining prospective benefits such as cost savings, increased service quality, and access to technological knowledge (Kaur, 2017). Because the majority of rural tourism enterprises are still in the early stages of e-marketing adoption, they should grow further in the later stages of implementation, as those stages of adoption are distinguished by their dynamic engagement with potential clients. In order to become more profitable and efficient, rural tourism enterprises must address flaws before joining the internet and improve their web-presentation. To make e-marketing websites more appealing to potential clients, e-marketing features should be added (Zhou, 2014).

Tourism encompasses all of the individuals, activities, and organizations involved in providing services to tourists, such as hotels, restaurants, and tourist towns. Prior to the advent of digital marketing, the job of those who provided these services was critical to corporate success. Newer techniques of marketing diverse services to specific consumers have emerged since the internet's introduction. The fast expansion of the internet has thrown the tourist sector, in particular, into disarray. Users may buy tourism-related services online with a single click while comparing businesses from all around the world (Dabas et al., 2021).

2.3. Tourism Village and Rural Tourism

A tourism village is a rural region that creates a unique ambiance that shows the hamlet's originality. Along with socio-culture, customs, and everyday life, there is a distinct and fascinating architecture of buildings and village spatial arrangements, as well as a unique and interesting socio-economic life or economic activities. It has the potential to create a variety of tourism components such as attractions, lodging, food and drinks, souvenirs, and other tourist needs. The term "rural tourism" refers to the act of visiting a rural area (accommodation, guesthouse, tourist movement, currently running programs of governments, provision of basic services and supplementary) economic activities (mostly farming, but also traditional vocations) and how to party leisure sector, for those who demand this sort of tourist. In terms of conception, rural tourism in its purest form must consist of the following components:

(1) It is situated in a rural setting. (2) In the character of rural regions - with attributes like modest scale, open space, close proximity to nature, history, traditional communities, and traditional customs. (3) Rural scale, which is generally small. (4) Characteristics of a traditional family, gradual and natural growth. (5) In a variety of settings, displaying a complicated pattern of economic environment, history, and rural environment.

2.4. Quality of Visiting Experience

A customer's visiting experience is elicited by a series of encounters between the consumer and the product, firm, or component of the organization. This is a truly unique experience that necessitates consumer participation on several levels (rational, emotional, sensory, physical and spiritual). The advancement of the internet age encourages travelers to participate in digital experiences (Campos et al., 2018).

3. Research Method

This study takes a qualitative method, in which the objective is to develop new knowledge. The phenomena in Tajur Village, where the use of information technology is beginning to be recognized, has been the focus of attention. The information was gathered through firsthand observation and interviews with the informants. The data is subsequently reduced and a code is assigned to the outcomes of the data gathering. As a result, a pattern of data will be obtained that may be used to create new knowledge. The interviewees were tour organizers who worked with students and employees from schools and businesses. In addition, information was obtained from tourism officials in Tajur Village. The Tourism Driving Group is in charge of tourism in this hamlet (Kompepar).

Furthermore, digital marketing concepts are analyzed and developed in order to discover the best concept to employ. Then after, reaching conclusions and providing recommendations that can be implemented. The intended outcome is a digital marketing strategy in Tajur Village aimed at increasing the quality of the tourist experience. A field survey, including initial survey activities and data collecting, will be carried out in the following stage. The purpose of data collecting at Kampung Tajur is to collect information from a variety of tourists that have visited the area as well as the officials of Kompepar.

Figure 1. *Process of Research Method (Processed by Researchers, 2021)*

4. Findings And Discussions

In addition, the findings from the observations and interviews will be provided in this part. Then, in the discussion section, it will be addressed in order to better comprehend the situation.

4.1. Findings

Surprisingly, the Head of Kompepar revealed that Kampung Tajur had planned to develop a website to provide tourists with information about the village. So far, the only way to disseminate digital information has been through unpaid social media. However, it turns out that these social media sites do not provide the information that potential visitors require. They had to call the Head of Kompepar in the end to enquire about activities and tour package costs. Of course, this will be inconvenient in the long term because there will only be one officer available to address inquiries from potential visitors. From the standpoint of a prospective tourist destination, Kampung Tajur currently offers a variety of tourism activity packages to travelers. All of these activities appear to be based on the community's regular activities. This is a good example of the characteristics of a typical rural tourist package. The traditional Sundanese homes are another major appeal. They offer their houses as homestays for guests visiting the area. Other than the residences of local people, there is no other lodge in this hamlet.

Tourists who have visited Tajur Village have expressed their appreciation for the village's rural tourism initiatives. For many travelers, staying in a homestay is also a remarkable experience. One of their concerns was with the pre-experience phase, specifically with their experience prior to visiting Tajur Village. At this point, potential tourists are interested in learning more about the activities available in the area. They're also interested in learning how much it will cost to go to the village. With the unique nature of tour packages such rural tours, finding information isn't as straightforward as it is when purchasing conventional tour packages (leisure, city tours, etc.).

At this point, potential visitors are looking for simplicity in getting the information they want. It will add to the complexity of the process of discovering information, especially given the nature of visitors, who are typically traveling in groups with tailored kinds of tour packages. Tourists expect it to be simple to make reservations while still in the pre-experience stage, after learning about tour packages and costs (order schedules, reserve places, and send participant data). Then, for all of the tourism activity packages that have been ordered, proceed to the payment procedure. So far, it appears that potential visitors must do everything manually, including traveling straight to Kampung Tajur. So, long before visitors participate in activities on the chosen day, representatives must travel to Tajur Village to place orders, make payments, and submit participant data. This is unquestionably inconvenient for potential tourists. Especially if the tourists' starting point is far away from Tajur Village.

Table 1. Number of Visitors to Kampung Tajur During 2019

Month	Number of Visitors
January	150
February	669
March	423
April	151
May	0
June	218
July	455
August	150
September	50
October	524
November	396
December	413

Source: Pasanggrahan Village Secretary

Returning to the tourist manager's website development strategy, it's clear that the focus will be on enhancing content through films and virtual tours. Kompepar's chairman indicated that they intend to produce a video to showcase the rural tourist activities they provide. They also intend to add a virtual tour to the website, allowing potential tourists to virtually tour Kampung Tajur. There has been no discussion that has led to the development of features on the website that can facilitate tourists, particularly to ease them in the pre-experience stage.

Potential visitors, on the other hand, indicated that they basically got an idea from images and videos seen on social media. Meanwhile, in terms of digital marketing, these tourist characteristics are oriented at potential visitors who are looking for technical ease rather than aesthetic delight provided on a website.

4.2. Discussions

There are two sorts of business characteristics that must be understood in order to determine the usage of digital marketing (Ryan, 2014:23) in this study, which investigates the idea of digital marketing:

4.2.1. Identify the Characteristics of Customers/Potential Customers

In this case, there are two types of customer characteristics, namely customers who have been active in online activities, or customers who will be active in online activities. If the customer is a party who uses digital technology in finding or buying the products and services offered, then the use of digital marketing is the best choice. On the other hand, if the customer does not require the use of digital technology, then there is no need to use a digital marketing strategy. However, customers who have not used it do not mean they will never use it and can become potential customers in the future, therefore, the use of digital marketing still needs to be considered as a marketing strategy with long-term targets.

Tourists in Kampung Tajur demand to be able to make purchases (tour packages) in a digital way (online), where online purchases are made using mobile phones, the internet, and social media. In online transactions, consumers learn about products online, order tour packages through online media, use, and share product information online. In the digital era, consumers are required to be able to access information about Kampung Tajur anywhere and anytime. Consumers nowadays often compare prices very quickly, so it is very important for Kampung Tajur to see this opportunity, marketing through digital marketing.

4.2.2. Recognize the Suitability of Product/Service/Brand Characteristics with Digital Marketing.

Almost all types of products/services/brands can be sold online. This principle underlies the argument that there is no need for special characteristics to be able to sell goods through a digital marketing strategy. The main concern is only on the customer factor, as in point 1 (one) above, that if there is an online interaction with the customer, then all types of goods/services can be offered through the implementation of digital marketing strategies.

Kampung Tajur needs to do a lot of innovation in the marketing strategy of a product. The features of digital marketing media that are user centric, the digital technology used will make the customers of Kampung Tajur become one of the parties who contribute to the formation of the product, so that the presence of media that accommodates the wishes of customers from Kampung Tajur, will increasingly make customers feel in control on products through the feedback provided, and provide positive value to Kampung Tajur customers.

Speed of service is also one of the advantages that can be felt by Kampung Tajur customers, which provides time efficiency in finding and getting the desired product or service from Kampung Tajur. Therefore, the sooner a product or service is presented, the customer will feel valued. This can also provide a strong brand for Tajur Village.

The product characteristics in Tajur Village are in the form of Rural Tourism products, namely following the daily lives of villagers. For this reason, it is necessary to carefully know the demands of tourists in using online media and digital marketing materials, namely wanting to get easy access to information on tour packages, prices, and the facilities offered by Kampung Tajur. But on the other hand, the application of digital marketing should not eliminate the authenticity of the rural tourism experience offered.

From the results of extracting data through several sources, both from the management of tourism activities in Tajur Village, as well as from tourists who have visited Tajur Village, some information can be obtained. Information from tourists is in accordance with the stages of the pre-experience, indicating that they demand easy information, especially in terms of choosing tour packages, calculating the required costs, and making reservations. It is hoped that the development of digital marketing materials can support these pre-experience needs. From the Kompepar (tourism driving group) Kampung Tajur, information was also obtained that they themselves already have plans to develop digital marketing patterns. However, the development they are planning is more directed to the development of virtual tour-like content. So they think that tourists who will visit Tajur Village can see the situation of this village visually through the website that will be developed. Then they also plan to make videos in the form of coverage of tourist activities that can be done in Tajur Village. When compared with the character of tourists and their needs, of course the development of such a website is not very aligned in meeting the needs of tourists that have been found earlier. For this reason, it is hoped that the results of this research can be a meaningful input in the development of digital marketing materials that have been planned by Kompepar Kampung Tajur.

5. Conclusion and Recommendations

The findings of this study show that, while the tourism manager of Kampung Tajur recognizes the need for digital marketing materials, the strategy does not yet have the proper foundation based on visitor demands. As a result, it can be stated that the development of digital marketing must be based on accurate data in order for it to be successful. When considering the demands of tourists, digital marketing development should focus on implementing technical features that make it simpler for potential tourists to navigate the pre-experience stage with ease. Specifically, the stage at which you gather information, make reservations, and make payments. The tourist management strategy to generate content materials in the form of films and virtual tours isn't completely incorrect, though. It might be continued, but its purpose is to serve as a supplement, or as a gimmick in marketing words.

The management should build digital marketing in accordance with the demands of visitors, according to the advice that may be offered. To begin, create a website with features that allow you to search for or even create your own tour packages based on the tourist activity packages that have been given as modules. The website must next be able to acknowledge the expenses associated with running the trip package as planned previously. Additionally, this website must allow users to make bookings as well as make payments. Moreover, in terms of infrastructure, it is required to upgrade the internet network in Pasanggrahan Village, particularly in Tajur Area, with a stronger and speedier internet. This is to help the digital marketing services that will be implemented function better.

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PERCEPTIONS AND PREFERENCES OF TOURISTS TOWARD HALAL TOURISM IN ACEH, INDONESIA

Suprihatin Ningsih

Anadolu University, Social Science Institute, Turkey,
su92ningsih@gmail.com,
ORCID: 0000-0001-8864-6735

Hakan Sezerel

Assoc. Prof. Dr., Anadolu University, Department of Tourism Management, Turkey, hakansezerel@anadolu.edu.tr
ORCID: 0000-0003-1521-8638

1. Introduction

In the past few decades, there have been many developments in the tourism sector. This sector continues to grow with deep diversification so that it becomes one of the fastest-growing economic sectors in the world. Modern tourism is closely related to the development and increasing number of new destinations. These dynamics have transformed tourism into the main key driving socio-economic progress (UNWTO, 2019). The development of tourism has an important and strategic role, not only in the effort to build enthusiasm, awareness, and pride of the community towards efforts to preserve the wealth of cultural heritage but also able to encourage economic empowerment, creating new jobs for the community, equitable national development, and increasing economic contribution through visits by domestic and foreign tourists, which in turn has an impact on people's welfare (Disbudpar, 2019).

The economic potential of tourism development is almost infinite and tourism is becoming a more important industry on a global scale. The World Tourism Organization (WTO) statistics show that the tourism industry will continue to rise rapidly. In the year 1960, the number of international tourist arrivals worldwide was 70 million and in the year 2000, it is estimated to be 710 million. Further, WTO has predicted that international tourism arrivals worldwide would be 1.5 billion by the year 2020 (Bhatia, 2001: 443). Indonesia, as one of the developing countries, is trying to develop tourism to be one of its supporting factors for economic growth by introducing a new strategy called 'halal tourism' in 2012 (Nirwandar, 2015: p. 10). Indonesia has several comparative advantages by having the world's largest Muslim population, core infrastructure, beautiful beaches, a variety of cultures, and heritage. Therefore, Indonesia has a great potential to be a global halal tourism destination (Mastercard-Crescentrating, 2019: p. 5).

According to Indonesia Muslim Travel Index report, there were 140 million global Muslim visitors in the year of 2018. This number is expected to continue to grow up to 230 million Muslim visitors in 2026 and the total global travel expenditure by the Muslim travel market will reach the US $ 300 billion (Mastercard-Crescentrating, 2019: p. 5). Seeing this great opportunity, recently, Indonesia has a halal tourism marketing strategy implemented by The Ministry of Tourism to brand several places as the most suitable vacation spot for Muslim travelers depending on the comparative advantages including the world's largest Muslim population, core infrastructure, beaches, a variety of cultures, and heritage (Winarti, 2017: 233).

In 2013, the government released 12 provinces as Muslim friendly destinations that include Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, East Java, Central Java, Yogyakarta, West Nusa Tenggara, and South Sulawesi (Nirwandar, 2015: 10-11). A Muslim friendly destination is a place that suitable for Muslim travelers who do not wish to compromise about their basic faith-based needs while traveling for a purpose, which is halal or permissible (COMCEC, 2016: 10). Indonesia, through those 12 provinces is trying to highlight the spiritual spirit of Islam as a culture that aims to attract more tourists, then applying it by having more hospitality tourism such as Halal Hotels with Halal certification, which provide the little or non-alcoholic drinks and only serve food based on halal principle (Winarti, 2017: 233).

Year by year, Indonesia's efforts in developing halal tourism obtain very satisfying results. In the World Halal Tourism Awards competition in Abu Dhabi, United Arab Emirates, on 24 October - 25 November 2016, Indonesia won 12 awards from 16 categories contested. According to the Tourism Ministry of Indonesia, Arief Yahya, this victory would actually be the beginning to build a new halal tourism ecosystem in Indonesia, which would make a major contribution to the achievement of tourist visit targets. In a short period, the strategy has gained success. In 2016, in the World Halal Tourism Awards competition in Abu Dhabi, Indonesia won 12 awards including the World's Best Airline, Halal Beach Resort, halal tour operator, and best halal honeymoon destination from 16 categories contested (Jaelani, 2017: 16-17).

In 2017, Indonesia's position as a popular halal tourist destination ranks third after Malaysia and the United Arab Emirates, while in 2018 Indonesia's position up to the 2nd in line with the United Arab Emirates (Mastercard-Crescentrating, 2019). According to the Indonesian Muslim Travel Index, there were 140 million global Muslim visitors in the year 2018. This number is expected to continue to grow up to 230 million Muslim visitors in 2026 and the total global travel expenditure by the Muslim travel market reaches US $ 300 billion (Mastercard-Crescentrating, 2019: 5). Then, in 2019, like the target planned by the government, Indonesia won first place along with Malaysia. This fact shows that Indonesia has enormous potential to become the center of world halal tourism (Mastercard-Crescentrating, 2019).

This research takes place in Aceh province as one of the mainstay destinations for halal tourism. Aceh is a province given special autonomy by the Indonesian government to implement Islamic sharia, thus the values of Islamic life in Aceh are very thick. All those things can find in Acehnese culture, history, heritage, and lifestyle. This province is also known as “Serambi Mekah” which means a veranda of Mecca. In halal tourism, Aceh reached achievement at the international level. In the event World Halal Tourism Award 2016 hold in Dubai, Aceh won two categories as World's Best Airport for Halal Travelers and World's Best Halal Cultural Destination (Dini, 2019).

This research is expected to be a guide for knowing the needs and preferences of tourists about halal tourism in Aceh. Hence, we can assess the current development of halal tourism in Aceh. Therefore, assessing the current development of halal tourism in Aceh might provide some practical basis for policymakers and other stakeholders. Researches about halal tourism in Indonesia have been conducted before. Some of them are conducted in West Nusa Tenggara Province, Jakarta, and Yogyakarta. For example, previous research related to this study is talking about "The Jakarta Community's Perception of Islamic Tourism" that aims to know the perceptions and preferences of Indonesian people, especially Jakarta towards sharia tourism. Another research on the same topic was also carried out in Yogyakarta. But there is no similar research to assess halal tourism in Aceh. Therefore, this research is conducted by asking the questions below:

1. How is the perception of tourists toward halal tourism performance in Aceh?
2. How is the preference of tourists toward the implementation of halal tourism in Aceh?

2. Method

This research is conducted in Indonesia, Aceh province. This province consisted of 18 districts and 5 cities (Government of Aceh, 2018). In determining halal tourism destinations, the scope of this research is limited to 2 cities and 1 district that represent halal tourism in Aceh as a whole by having the highest number of visitors every year. They are including Banda Aceh City as the capital of Aceh province, Sabang City, and Aceh Besar district (Disbudpar, 2020).

This research is conducted by using a quantitative approach. Quantitative research is an objective research approach that includes the collection and analysis of quantitative data and uses statistical testing methods (Hermawan and Yusran, 2017: 5). Based on the objective of the problem, this research is classified as quantitative descriptive research, namely, research that is intended to describe a situation or event precisely and accurately, not to find a relationship or cause and effect. Also, this type of research focuses on solving problems that exist in the present or actual problems/events and meaningful (Yusuf, 2014: 63).

The sampling technique in this research is using non-probability sampling. In this research, sampling is carried out using a purposive sampling technique. The purposive sampling includes respondents, subjects, or elements chosen because of certain characteristics or qualities, and ignores those who do not meet the specified criteria. Through this purposive sample technique, the sample is chosen based on prior knowledge about the population, namely knowledge about the elements contained in the population, and the purpose of the research to be conducted (Morissan, 2012: 117). In this research, the characteristic of the sample is determined as follow:

1. Domestic tourists who ever visited Banda Aceh City, Sabang City, and Aceh Besar District.
2. People in Aceh province who live outside of Banda Aceh, Sabang, and Aceh Besar, and have been to one of these places.
3. People who live in Banda Aceh and have been to Sabang, and vice versa.
4. People that meet one of the criteria above and are at least 17 years old.

In this research, the questionnaire is used as the research instrument that was made in the online form and was distributed to 283 people. The data analysis in this research uses 3 tests that consist of Confirmatory Factor Analysis (CFA), reliability test, and Importance Performance Analysis (IPA). Importance-performance analysis (IPA) is a descriptive analysis technique introduced by John A. Martilla and John C. James in 1977 through their work published in the Journal of Marketing entitled Importance-Performance Analysis. In the risk management of the tourism industry, IPA can be used to identify performance factors that must receive serious attention and even must improve their performance by an organization in meeting users' (consumers) satisfaction. This analysis is carried out on the data collected from respondents, in this case, the service us, from the business organized by the manager, which focuses attention on 2 aspects, namely the aspect of expectations regarding the level of importance from the respondent's point of view and aspect of institutional performance in answering the respondents' expectations. For the aspect of expectations, the respondents will be asked how important the service is to the variable being studied concerning the respondent's expectations. For the performance aspect, respondents will be asked how good or how satisfying is the quality of service provided (Bong et al., 2019: 115). The application of the IPA technique begins with identifying the attributes that are relevant to the observed choice situation. A set of attributes attached to a good or service is evaluated based on how important each product to consumers and how the service or goods are perceived by consumers (Mudjanarko et al., 2020: 14). By using IPA, a summary of the data obtained is displayed in a 2-dimensional quadrant which is graphical and easy to interpret. Therefore, IPA is also known as quadrant analysis. In this quadrant analysis, the tool used is a Cartesian diagram. The cartesian diagram is used to map the quality attributes of the analyzed variables (Bong et al., 2019: 116). The meaning of each quadrant of the Cartesian Diagram is explained as below (Vikaliana and Irwansyah, 2019: 52-53):

- Quadrant 1 (First Priority/ Concentrate here)

Quadrant 1 shows the variables that are considered influencing and considered very important but have not been implemented according to the wishes of consumers/ customers/communities as recipients of services/products.

- Quadrant 2 (Keep up)

Quadrant 2 shows the variables that have been successfully implemented, so they must be maintained. The variables in this quadrant are considered very important according to the desires of consumers/customers/society as recipients of services/products.

- Quadrant 3 (Low priority)

Quadrant 3 shows the variables that are considered less important and have not been implemented according to the wishes of consumers/customers/the community as recipients of services/products.

- Quadrant 4 (Possible overkill)

Quadrant 4 shows variables that are considered to have been implemented according to the wishes of consumers/ customers/the community as recipients of services/products, but the implementation is too excessive and is considered less important by the recipients of services/products.

Table 1. Results of Confirmatory Factor Analysis and Reliability Analysis for Preferences, Perceptions and Gap

Items		Preferences (Importance)	Perceptions (Performance)	Gap
		CFA	CFA	CFA
TA5	Art and cultural performances held in Aceh do not contradict Islamic principles.	,491	,474	,574
TA6	Tourist attractions in Aceh provide proper places of worship.	,796	,694	,710
TA7	Environmental sanitation at tourist sites in Aceh is well maintained.	,797	,763	,808
HA1	Proper places of worship are available in hotels or other inns in Aceh.	,752	,648	,589
HA2	Proper ablution and washing facilities are available in hotels and other inns in Aceh.	,800	,749	,735
HA3	Halal foods are available in hotels or other inns in Aceh.	,762	,699	,504
HA4	Halal drinks are available in hotels or other inns in Aceh.	,820	,724	,687
HA5	The hotel atmosphere is safe, comfortable, and conducive for families.	,729	,592	,557
HA6	The hotel atmosphere is safe, comfortable, and conducive for business purposes.	,736	,545	,518
HA7	Environmental sanitation in the hotel is well maintained.	,850	,774	,758
HA8	There is *Qibla* direction in the hotel rooms.	,859	,800	,772
HF1	Restaurants in Aceh provide halal-guaranteed foods.	,808	,716	,655
HF2	Restaurants in Aceh provide halal-guaranteed drinks.	,795	,676	,568
HF3	There is a halal guarantee from the Indonesian Ulema Council (MUI) for food and beverages.	,768	,740	,696
HF4	Sanitation and cleanliness of the restaurant environment, foods, and drinks are well maintained in the sense of being healthy and clean.	,900	,849	,849
HT1	Providing tour packages that meet the criteria for halal tourism.	,893	,867	,844
HT2	Have a list of accommodations that follow the general guidelines for halal tourism accommodation.	,940	,854	,847
HT3	Have a list of food and beverage business providers that comply with the general guidelines for halal tourism food and beverage providers.	,887	,804	,772

HTG1	Tour guides in Aceh pay attention to sharia values in carrying out their duties.		,887	,849	,820
HTG2	Tour guides in Aceh have good morals.		,828	,809	,778
HTG3	Tour guides in Aceh dress modestly following Islamic ethical values.		,885	,800	,786
HTG4	Tour guides in Aceh have work competence following applicable professional standards.		,857	,724	,735
HTA1	Information about Aceh tourism is easily accessible.		,811	,821	,855
HTA2	Tourist attractions in Aceh are easy to reach.		,866	,834	,842
HTA3	Transportation access to and from tourist attractions is easy to reach.		,904	,827	,773
HTA4	Transportation costs to and from tourist attractions follow established standards.		,852	,831	,772
	CFA: model fit indices	X^2/df	2,909	2,014	2,187
		NFI	,893	,896	,878
		CFI	,927	,944	,929
		TLI	,915	,935	,917
		RMSEA	,082	,060	,065
	Reliability Analysis				
TA	Tourist Attractions	Cronbach's Alpha*	,722	,670	,726
HA	Halal Accommodation		,932	,932	,857
HF	Halal Food and Beverage Provider		,903	,862	,822
HT	Halal Travel Agencies		,931	,878	,858
HTG	Halal Tour Guide		,924	,875	,862
HTA	Accessibility		,915	,896	,884

*Cronbach's Alpha was computed based on standardized items

The result of CFA in this study shows the suitability level of six-dimensional structure with the data is good, where the value of CFA for importance is (x^2/df = 2,909; NFI = ,893; CFI = ,927; TLI = ,915; RMSEA= ,082), performance (x^2/df = 2,014; NFI = ,896; CFI = ,944; TLI = ,935; RMSEA = ,060), and Gap (x^2/df = 2,187; NFI = ,878; CFI = ,929; TLI = ,917; RMSEA = ,065). Finally, the results of the reliability analysis show that all dimensions are reliable with Cronbach's Alpha values more than 0.6. While the result of

Importance-Performance Analysis for every factor is presented in the figures below:

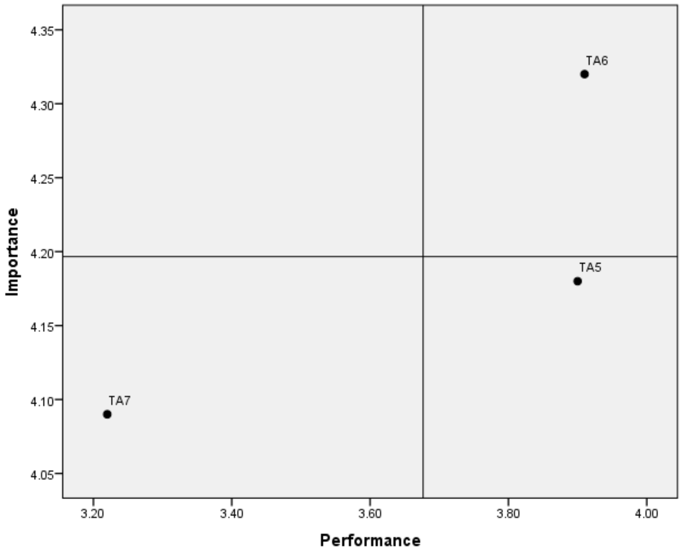

Figure 1. *IPA of Tourist Attractions*

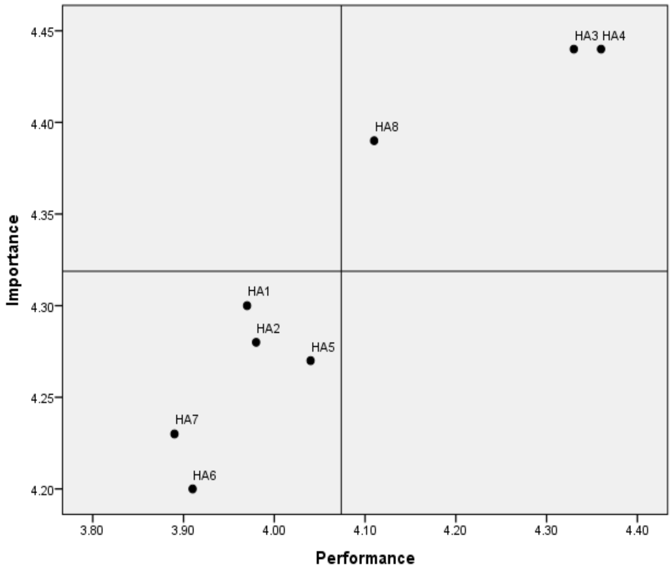

Figure 2. *IPA of Halal Tourism Accommodation*

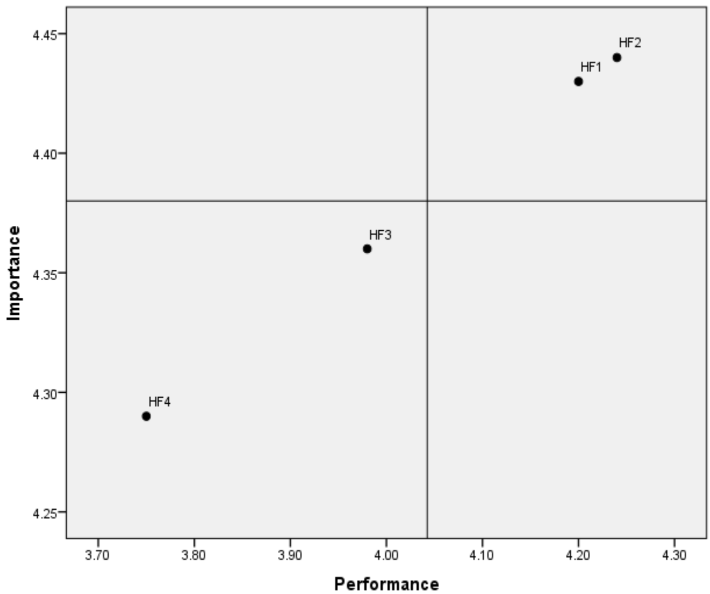

Figure 3. *IPA of Halal Food and Beverage Provider*

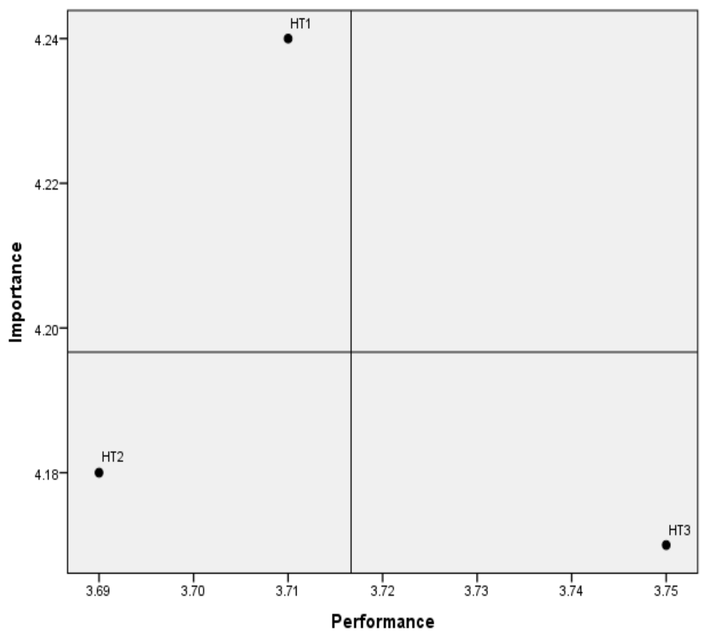

Figure 4. *IPA of Halal Travel Agency*

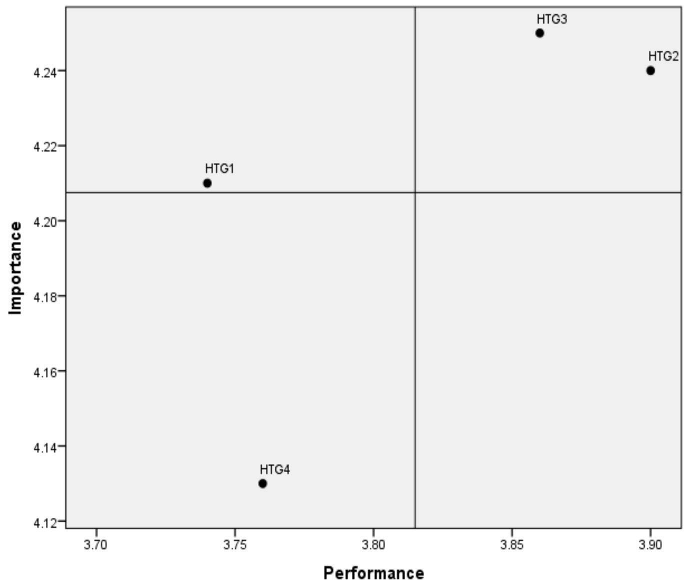

Figure 5. *IPA of Halal Tour Guide*

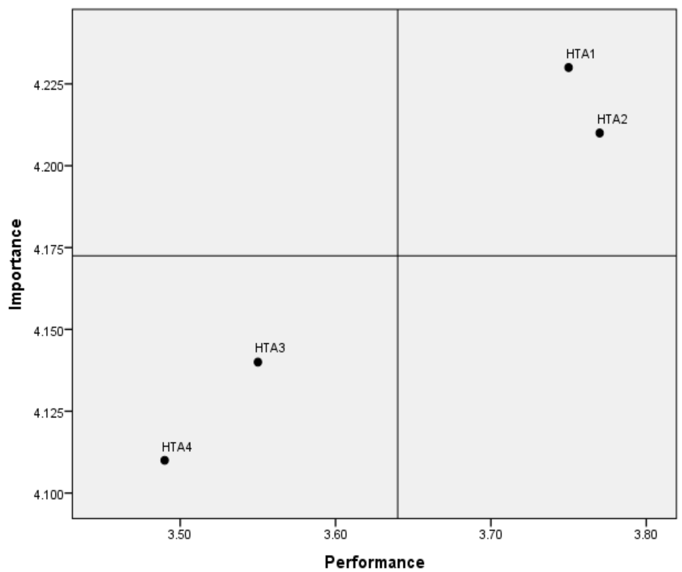

Figure 6. *IPA of Halal Accessibility*

2.1. Accumulation of Perception and Preference

The following table summarizes the average value of perception and preference based on 6 dimensions:

Table 2. Perceptions and Preferences Accumulation

No	Indicator	Total Value		Average	
		Perception (Performance)	**Preference (Importance)**	**Perception**	**Preference**
1	Tourist Attractions	11.02	12.60	3.67	4.20
2	Halal Tourism Accommodation	32.58	34.56	4.07	4.32
3	Halal Food and Beverage Provider	16.17	17.51	4.04	4.38
4	Halal Travel Agency	11.15	12.59	3.72	4.20
5	Halal Tour Guide	15.25	16.84	3.81	4.21
6	Accessibility	14.56	16.69	3.64	4.17
Average				**3.83**	**4.25**

Table 2 above shows that the highest value of perception is in the dimension of halal accommodation with an average score of 4.07, followed by the dimensions of halal food and beverage providers with an average value of 4.04. It means that the halal tourism services in Aceh for these two aspects are in a good category. While the other dimensions have an average perception score below 4, such as the dimension of tourist attractions with an average score of 3.67, dimensions of the halal travel agency with a score of 3.72, halal tour guides with an average score of 3.81, and accessibility with a score of 3.64. Overall, the performance value of all dimensions has an average value that is lower than the preference value, which indicates the performance of halal tourism is lower than tourist's expectations.

Furthermore, the total average value of tourists' perceptions obtained a score of 3.83, while the average of their preferences is 4.25. It means that tourists assessed the implementation of halal tourism in Aceh has been carried out well. Even though it can be considered good enough entirely, but still does not fulfill the tourist's expectations. In short, halal tourism performance in Aceh has to be improved in all aspects to eliminate the gap that exists between performance and expectations (importance) value to provide better halal tourism services as expected by tourists.

3. Discussion

Halal tourism currently becomes a hot topic and is widely discussed in tourism studies or tourism businesses. Many countries compete in developing halal tourism. Therefore, new studies on this topic continue to emerge. Previous researches have discussed halal tourism on various topics such as the potential and challenges of halal tourism, the impact of halal tourism on economic development, the true meaning of halal tourism, and tourists' perceptions toward halal tourism.

This study raises the topic of halal tourism to find out how tourists' perceptions and preferences towards the implementation of halal tourism.

This study takes a different object from previous studies, where most of the studies took cases in Java and Nusa Tenggara. Meanwhile, this research chooses Aceh province as an object considering that Aceh is one of the priority areas for implementing halal tourism as stipulated by the Indonesian government. Moreover, Aceh is an interesting object to study because basically, this region has long been applying Islamic law with the granting of special autonomy by the state. This province is different from others because it has a special rule called "Qanun" that manages the implementation of Islamic rules or sharia in Aceh. Thus, the application of halal tourism in Aceh is actually in line with the lifestyle of Aceh society. Regarding this context, a study was conducted by Israwati et al. (2018) that intended to find out the influence of the implementation of the Islamic Sharia on the development of tourism in Banda Aceh. The Islamic Sharia in the question of this study included prohibition to perform non-sharia entertainment, prohibition to commit an immoral act, obligation to wear Islamic clothes, implementation of the Islamic-based hotels, and providing halal food. The result found that the implementation of the Islamic Sharia in tourism in Banda Aceh is closely related to the development of tourism.

Another study in Aceh related to this research raised a topic about potential and challenges in developing Aceh's sharia tourism (Heriani et al., 2018). The research was designed to assess people's perceptions as well as to find out the potential and challenges in applying halal tourism in Aceh by observing four factors consist of location, consumption, transportation, and accommodation. While in this article there are two additional factors to be examined, namely travel agency and tour guides. Regarding the method, the previous research used qualitative methods in the form of interviews and observations, while this research used a quantitative method by using a Likert scale questionnaire which was distributed to 283 respondents as the sample. In terms of results, the previous research provided more general results, while this study is intended to provide more in-depth and detailed results by determining indicators for every factor to be examined. Even so, these two studies also have a similar finding that indicates the cleanliness and halal tourism services in Aceh still require serious attention.

In detail, the research in this article found that the variables that are considered important by tourists and followed by poor performance found in halal travel agency dimension, namely HT1 (providing tour packages that meet the halal tourism criterion); and in halal tour guide dimension, namely HTG1 (tour guides in Aceh pay attention to sharia values in carrying out their duties). These variables exist in quadrant 1 (one) of the Cartesian diagram that indicates the priority things for improvement. Furthermore, ten (10) variables that are considered important by tourists and followed by good performance consist of tourist attraction dimension, namely TA6 (tourist attractions in Aceh provide proper places of worship); dimension of halal tourism accommodation, namely HA3 (halal foods are available in hotels or other inns in Aceh), HA4 (halal drinks are available in hotels or other inns in Aceh), and HA8 (there is Qibla direction in the hotel rooms); halal food and beverage provider dimension, namely HF1 (restaurants in Aceh provide halal-guaranteed foods) and HF2 (restaurants in

Aceh provide halal-guaranteed drinks); halal tour guide dimension, namely HTG2 (tour guides in Aceh have good morals), and HTG3 (tour guides in Aceh dress modestly according to Islamic ethical values); and halal tourism accessibility dimension, namely HTA1 (information about Aceh tourism is easy to access), and HTA2 (tourist attractions in Aceh are easy to reach). These variables occupy quadrant two of the Cartesian diagram that means to keep the good work.

Then, the variables that are considered less important by tourists and followed by poor performance include 12 variables, namely a variable of tourist attractions, namely TA7 (environmental sanitation at tourist sites in Aceh is maintained well); 5 variables of halal tourism accommodation exist in this quadrant, namely HA1 (proper places of worship are available in hotels or other inns in Aceh), HA2 (proper ablution and washing facilities are available in hotels and other inns in Aceh), HA5 (the hotel atmosphere is safe, comfortable, and conducive to families), HA6 (the hotel atmosphere is safe, comfortable, and conducive for business purposes), and HA7 (environmental sanitation in the hotel is maintained well); 2 variables of halal food and beverage provider are in this quadrant, namely HF3 (there is a halal guarantee from the Indonesian Ulema Council or MUI for food and beverages) and HF4 (sanitation and cleanliness of the restaurant environment, foods, and drinks are maintained well in the sense of being healthy and clean); one variable of halal travel agency in this quadrant, namely HT2 (have a list of accommodations that follow the general guidelines for halal tourism accommodation); one variable of halal tour guide dimension in this quadrant, namely HTG4 (tour guides in Aceh have work competence following applicable professional standards); and 2 variables of accessibility dimension in this quadrant, namely HTA3 (transportation access to and from tourist attractions is easy to reach), and HTA4 (transportation costs to and from tourist attractions follows the established standards). These variables are in quadrant three and take the biggest proportion of the Cartesian diagram. This quadrant indicates low priority things. Finally, the variables that are considered less important by tourists but have an excessive service are found in the dimension of tourist attractions, namely TA5 (art and cultural performances held in Aceh do not contradict Islamic principles); and in the dimension of halal travel agency, namely HT3 (have a list of food and beverage business providers that comply with the general guidelines for halal tourism food and beverage providers). These variables occupy quadrant four in the Cartesian diagram.

If we compare with similar research on the perceptions and preferences of tourists towards halal tourism carried out in various regions, it is known that these studies have similar results. In this research as well, the results showed similar things to previous studies with little difference. For instance, a similar study conducted in Jakarta found that tourists have good perceptions towards the implementation of halal tourism in Jakarta. Even so, the tourists have higher expectations in Jakarta to be better (Suherlan, 2015). In Aceh also, the application of halal tourism is considered good by tourists. However, several important facilities or services still have lower performance values than preference values. Moreover, most of the less important facilities also have performance under tourist expectations. The difference between these two studies is in Jakarta, none of the less important variables is applying excessively, while Aceh has this kind of variable with overkill performance. If compared with the study in Yogyakarta (Saputra, 2018) and West Java (Siregar, 2018), this study has more similarities in results where the position of variables are scattered in all quadrants. Based on the findings above, it can be determined where the focus of improvements has to be made so that halal tourism in Aceh can be better.

4. Conclusion

Based on the analysis and explanation in the previous chapter, the results found that tourists have the positive perspective that halal tourism performance in Aceh is quite good. However, they have higher expectations on some facilities or services, which means those facilities or services have not met tourist satisfaction yet. Thus, the facilities or services with some deficiencies need to be improved. The improvement should be made in the halal tour guide dimension related to the variable states about 'Tour guides in Aceh pay attention to sharia values in carrying out their duties, and in halal travel agency dimension with the statement 'providing tour packages that meet the halal tourism criterion' because these services are considered important by tourists. Therefore, the main priority to increase performance has to be in these facilities or services.

Besides, some of the slightly low-performing facilities that exist in each dimension are less important to tourists. Even so, it does not mean that these facilities or services can be ignored. This service also needs to be done properly to provide tourists satisfaction with halal tourism in Aceh. Further, some facilities that are considered not that important by tourists have excessive performance. It indicates that these facilities or services must be optimized to decrease waste.

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WOMEN ENTREPRENEURSHIP AND TOURISM: PATTERNS AND TRENDS

Sulaiha Mohd Isa

PhD Candidate, Universiti Teknologi Malaysia, Department of Urban and Regional Planning, Skudai, Malaysia,
sulaiha@graduate.utm.my
ORCID: 0000-0003-1276-2099

Hairul Nizam Ismail

Associate Professor TPr. Dr., Universiti Teknologi Malaysia, Department of Urban and Regional Planning, Skudai, Johor Bahru, Malaysia, b-hairul@utm.my
ORCID: 0000-0001-8203-042X

Zatul Iffah Mohd Fuza

Dr., Universiti Teknologi MARA, Department of Tourism Management, Dungun, Malaysia, zatul710@uitm.edu.my
ORCID: 0000-0003-4187-0785

1. Introduction

Constituting half of the world's population, women have a powerful impact on economic growth through gender equality (Ertac and Tanova, 2020:5643). Prior to meeting UN's Sustainable Development Goals, particularly the two goals of Gender Equality (SDG5) and Decent Work and Economic Growth (SDG8), participation of women in entrepreneurship is considered vital. As tourism is regarded as a fertile field for entrepreneurial initiatives due to its diverse, dynamic and flexible characteristics (Figueroa-Domecq et al., 2020), topics about women entrepreneurs in the tourism sector have received considerable scholars' attention. Earlier evidence from well-received reviewed articles previously showed academic interest mainly focuses on issues related to firm performance, motivation and obstacles in partaking in entrepreneurship activities, entrepreneur roles, as well as innovation and value creation in attracting tourists, as shown in Table 1 (Chong and Velez, 2020: 151; Ertac and Tanova, 2020: 5643; Kimbu et al., 2019: 161; Persson et al., 2021; Radovic et al., 2019: 6826; Rekarti et al., 2019: 430; Ribeiro et al., 2021: 104343; Thirumalesh Madanaguli et al., 2021: 2521; Uduji et al., 2020: 120; Untari and Suharto, 2020: 1538; Vukovic et al., 2021).

Table 1. The Topic Scholars Interest Related to Women Entrepreneurs in Tourism

Authors	Topic of interest			
	Firm performance	Motivation and obstacles	Entrepreneur roles	Innovation and value creation
Chong and Velez (2020: 151)	■	■	■	
Ertac and Tanova (2020: 5643)			■	■
Kimbu et al. (2019: 161)	■			
Thirumalesh Madanaguli et al. (2021: 2521)	■	■	■	■
Persson et al. (2021)	■	■	■	
Radovic et al. (2019: 6826)	■		■	
Rekarti et al. (2019: 430)	■	■	■	
Ribeiro et al. (2021: 104343)	■	■		
Uduji et al. (2020:120)	■	■		
Untari and Suharto (2020: 1538)	■			■
Vukovic et al. (2021)	■	■		

Source: Author

While entrepreneurs are vital to ensuring the sustained development of tourism (Kensbock and Jennings, 2011:489), there is a lack of studies that specifically summarise women involvement. Therefore, the current review is guided by four main research questions (RQs) as follows:

RQ1. What is the research profile of the studies examining women entrepreneurship issues in tourism?

RQ2. What is the personality traits of women entrepreneurs who run tourism firm?

RQ3. What are the motivation and deterrence of women participation in tourism entrepreneurship?

RQ4. What factors impact women entrepreneurs innovation, performance and succession in tourism?

2. Women Entrepreneurship in Tourism

Gender, entrepreneurship, and development are recognised as interlinked with tourism (Kimbu et al., 2019:161). This industry can support United Nations' declaration on the need to 'achieve gender equality and empower all women and girls' outlined in Sustainable Development Goal 5. Henceforth, participating in entrepreneurship activities enables women to improve both their social and economic status (Ertac and Tanova, 2020:5643; Kimbu et al., 2019:161; Persson et al., 2021; Radovic et al., 2019:6826; Rekarti et al., 2019:430; Uduji et al., 2020:120; Vukovic et al., 2021). The involvement of women entrepreneurs in the local economic tourism activities is mainly related to cultural tourism, ecological attractions, gastronomy and rural tourism. Other tourism activities are as illustrated in Figure 1.

Figure 1. *Women entrepreneurs involvement in local economic tourism activities*
Source: Author

3. Methodology

This study used a narrative review process to collect research articles and thematically analyse them. Search on strings of keywords was used to identify relevant literature on tourism and women entrepreneurship in Google Scholar, Web of Science and Scopus database to identify reliable articles in the literature. Keywords used includes wom* entrepreneur*" AND "tourism" OR "sustain*" OR "small firm" OR "SME". These databases exclusively cover accessible tourism quartile journals. The search yielded 273 articles.

Further filtering through duplicate elimination, non-English language and documents other than open-access journal articles yielded 11 viable articles for review. Figure 2 illustrates the detailed methodology followed in searching and filtering the selected articles. The final sample was analysed both qualitatively and quantitatively.

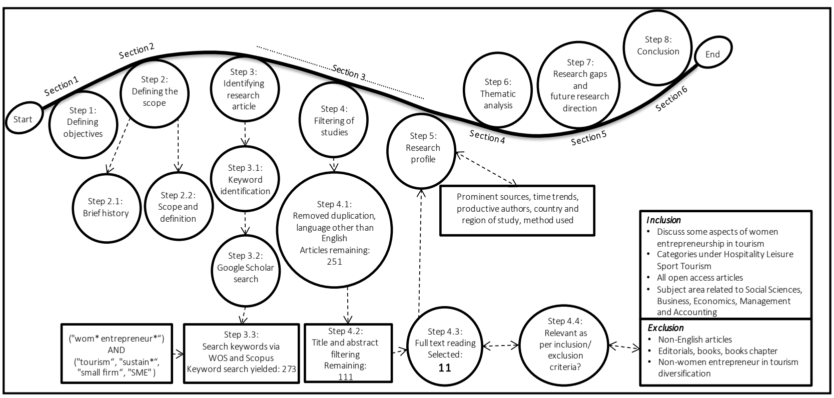

Figure 2. *The methodology process in searching and filtering the selected articles*

Source: Adapt from Thirumalesh Madanaguli et al. (2021:2521)

4. Analysis of The Selected Studies

Metadata from the viable studies selected were quantitatively captured to compute and present the research profile, providing an overview of the publication landscape, namely type of journal, year of publication and geographical distribution. Based on the source of the studies, the research articles came from

11 peer-reviewed journals with Sustainability as the top publication with two articles. Table 2 presents a summary of the leading journals for the publication of women entrepreneurs in tourism research.

Table 2. Top Publication of Women Entrepreneurs in Tourism Research-related Studies

Journal name	Number of studies
Sustainability	2
Gender, Place & Culture	1
GeoJournal of Tourism and Geosites	1
International Journal of Contemporary Hospitality Management	1
International Journal of Financial Research	1
International Journal of Tourism Research	1
Journal of Development Effectiveness	1
Journal of Tourism Futures	1
Tourism Management	1
Tourism Planning and Development	1

Source: Author

Regarding the distribution of studies, research has gained very recent attention since 2019 (3) and has increased in 2020 (4). The first half of the current year 2021 also has four published articles and is expected to increase by the end of the year and continue growth in the following years. Based on the geographical distribution, three studies investigate multi-country approaches. Figure 3 further represents the frequency of studies from the most studied continent and countries. The top three most continents studied were Europe, Asia and North America, while the three most popular countries include Sweden, China and the USA.

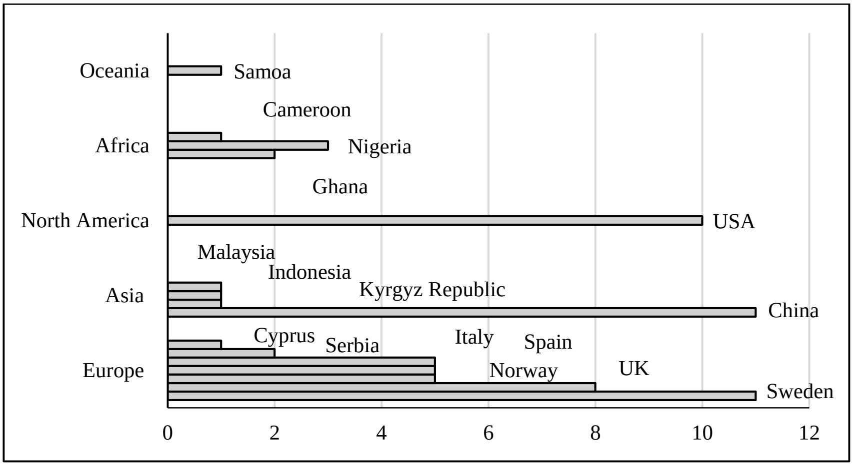

Figure 3. *Top geographical distribution*

Source: Author

A qualitative content analysis was conducted and theme identification to extract common research themes. Emphasis was placed on identifying the themes that appeared in multiple studies, finalising six prominent research themes that yielded namely personality traits, motivation, resistance, innovativeness, performance, and succession.

The personality traits of women entrepreneurs in tourism are divided into three categories, namely social, demographic and economic, as illustrated in Table 3 (Ertac and Tanova, 2020:5643; Radovic et al., 2019:6826; Ribeiro et al., 2021: 104343; Uduji et al., 2020:120; Vukovic et al., 2021). Most women entrepreneurs that involved in tourism entrepreneurship does not have formal tourism education. They are aged between 26-49 years old, with most being married. They engaged mainly in cultural and heritage tourism activities such as selling traditional handcrafts and food and are still new to the business with >5 years of experience.

Table 3. Personality Traits of Women Entrepreneurs in Tourism

Authors	Personality traits				
	Social	Demographic		Economic	
	Education level	Age (years)	Marital status	Primary Occupation	Experience (Years)
Ertac and Tanova (2020: 5643)	High School Diploma	>44	Married	Traditional handcrafting/producing traditional food	>6
Radovic et al. (2019: 6826)	Formal	26-34	Not available	Not available	Not available
Ribeiro et al. (2021: 104343)	High School	40-49	Married	Informal restaurant (Chop bar)	5 or less
Uduji et al. (2020: 120)	Primary	31-40	Married	Handicraft/ cultural tourism	None
Vukovic et al. (2021)	High School	26-35	Married	Traditional crafts / handicrafts	Not available

Source: Author

Motivation for women entrepreneurs involved in tourism is divided into two categories, external and internal factors, as illustrated in Table 4. The external functioning of SMEs is motivated by active institutional and governmental assistance (Thirumalesh Madanaguli et al., 2021: 2521; Uduji et al., 2020: 120; Untari and Suharto, 2020: 1538). This includes support and resources in training, finance, consulting and marketing. Radovic et al. (2019: 6826) highlighted skills such as excellent communication, business management, and successful problem solving is essential during training and practical work. On the contrary, the internal factors are motivated by the condition of women entrepreneurs domestic life. This includes the need to earn a living and improve household incomes pushing women to partake in small business activities (Uduji et al., 2020: 120). Rekarti et al. (2019: 430) mentioned that women entrepreneurs are exposed to commercial experience since adolescence, thus nurturing their interest in the business. Persson et al. (2021) identified that internal factors within the family members motivate most women entrepreneurs' participation. This includes family members support from parents, spouses and siblings and the advantages of being in a family with respectful status. Both Ertac and Tanova (2020: 5643) and Vukovic et al. (2021) added that women entrepreneurs are motivated by self-confidence. Psychological empowerment and growth mindsets strengthen their awareness to position themselves in tourism-related business regardless of any constraint.

Table 4. Motivation Factors of Women Entrepreneurs' Involved in Tourism

Authors	**Motivation**								
	Institutional and governmental assistance				**Domestic life**				
	Training	**Finance**	**Consulting**	**Marketing**	**Improve income**	**Early exposure**	**Family support**	**Family status**	**Self-improvement**
Ertac and Tanova (2020:5643)									■
Kimbu et al. (2019:161)	■	■	■						
Persson et al. (2021)							■	■	
Radovic et al. (2019:6826)	■	■							
Rekarti et al. (2019:430)						■			
Thirumalesh Madanaguli et al. (2021:2521)	■	■	■	■					
Uduji et al. (2020:120)	■	■			■				
Untari and Suharto (2020:1538)	■	■	■	■					
Vukovic et al. (2021)		■			■		■		■

Source: Author

Stereotyping (Persson et al., 2021; Ribeiro et al., 2021: 104343; Uduji et al., 2020: 120) and lack of reliable financial support (Chong and Velez, 2020: 151; Radovic et al. 2019: 6826; Uduji et al., 2020: 120) remains a top constraint for women entrepreneurs as shown in Table 5. Stereotyping includes the cultural and traditional context of domestic and childcare responsibilities and is built on beliefs, norms and practices that encourage unfairness. In contrast, the financial limitation is due to women being susceptible to poverty and the commercial banking sector associating microcredit borrowers as high-risk customers. Women entrepreneurs also struggle with limited entrepreneurial skills affected by a lack of entrepreneurial spirit (Thirumalesh Madanaguli et al., 2021:2521).

Table 5. Deterrence Factors Hindering Women Entrepreneurs' Participation in Tourism

Authors	**Deterrence**					
	Limited skills	Cultural and traditional stereotypes	Financial constraint	Lacking business idea	Short family support	Low government support
Chong and Velez (2020: 151)			■			
Persson et al. (2021)		■				
Radovic et al. (2019: 6826)	■		■	■	■	■
Ribeiro et al. (2021: 104343)		■				
Thirumalesh Madanaguli et al. (2021: 2521)	■					
Uduji et al. (2020: 120)		■	■			

Source: Author

In terms of innovative aspects, external knowledge (Thirumalesh Madanaguli et al., 2021: 2521) gives local SMEs new ideas to create intelligent destination branding in the competitive market. This includes learning from migration entrepreneurs and attending tourism-related showcases. Besides that, the opportunity to experience and knowledge from abroad also paves the way for creativity for women tourism entrepreneurs (Persson et al., 2021).

This provides advanced knowledge and a holistic view to operate a good tourism business. On the other hand, both Chong and Velez (2020: 151) and Ribeiro et al. (2021: 104343) reveals that strong external networks are critical towards women's firm performance. Establishing solid political ties with government agencies and business ties with suppliers enables women entrepreneurs to access and utilise the needed resources and assist them in operational and tactical decisions, intervening in women's firm performance.

From the aspects of succession, Rekarti et al. (2019: 430) notified that the participation of small women entrepreneurs derives from the hereditary ancestral family business. To preserve the business, family members favour having their children inherit their activities, ensuring all efforts strive further. Persson et al. (2021) explained that the advantages of owning family land allow for tourism business set up that will be passed on from one generation to another, ensuring the legacy of families self-supporting.

5. Conclusion

This review aimed to find and catalogue the literature on women entrepreneurship in tourism from tourism quartile journals. Out of 11 articles selected, only a single article reviews previous research on entrepreneurship in rural hospitality and tourism. This has led to the authors attempt to contribute to the database related to systematic literature review. Thirumalesh Madanaguli et al. (2021: 2521) highlighted that entrepreneurship research in hospitality and tourism is still minimal. This is proven by the lack of articles available in top tourism journals. Hence, several directions for future research are proposed. Firstly, leading journals in entrepreneurship should be included to understand better the lack of research trends of women entrepreneurs in tourism. Secondly, this study considered both qualitative and quantitative methods. However, a review covering qualitative study only should be conducted to gain exclusive insights related to women entrepreneurship. Thirdly, compared to a single country case study, it would be interesting to compare studies based on different development levels and geographical regions to view how development and cultural factors affect the involvement of women in tourism entrepreneurship.

Acknowledgement

The authors would like to express their appreciation for the support of the Ministry of Higher Education, Malaysia, for the fund provided through Skim Latihan Akademik Bumiputra (SLAB).

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REASONS FOR ALL-INCLUSIVE: HOSPITALITY PERSPECTIVE

Emine Keskin

Lecturer, Nişantaşı University, Department of Hotel and Restaurant Services, Turkey, emine.keskin@nisantasi.edu.tr
ORCID: 0000-0002-2338-4794

Onur Benli

İstanbul University, Department of Tourism Management, Turkey, belionur1@gmail.com,
ORCID: 0000-0003-0376-2425

Gürel Çetin

Assoc. Prof. İstanbul University, Department of Tourism Management, Turkey, gurelc@istanbul.edu.tr,
ORCID:0000-0003-3568-6527

Ezgi Erkmen

Assoc. Prof. Boğaziçi University, Department of Tourism Management, Turkey, ezgi.erkmen@boun.edu.tr
ORCID: 0000-0003-4360-6822

1. Introduction

The tourism industry has developed strategies for product diversification of its goods and services to take advantage of technological developments, changes in working life, and increasing leisure trends brought about by high living standards. Among the developed product diversifications, the "package tour" and the "all-inclusive (AI) concept" stand out among the most prominent ones (Bilgili et al., 2016: 494). AI was introduced as a marketing and pricing system in which all services, including breakfast, lunch, dinner, room service, relaxation activities, and even transportation, are offered in one package at a fixed price (Condratov, 2014: 78; Tiliute and Condratov, 2014: 37).

According to Gümüş et al. (2014: 4) the concept of AI; was derived as an alternative to the bed-and-breakfast, half-board, and full-board accommodations still in use today, which meets guests' lodging needs as well as their food and beverage needs (breakfast, lunch, and dinner). Moreover, they define it as a holiday concept in which all the services that guests need, together with snacks, local and foreign drinks, and alcoholic beverages, are offered for sale at a single, predetermined price. Therefore, when the all-inclusive concept is assessed from the perspective of the lodging industry, the room, meals, snacks, and some additional activities (entertainment) are usually offered at a single price. Despite this concept is frequently criticized from different perspectives, it is also observed that AI is preferred by both tourists and the travel trade. Although there is extensive literature on all-inclusive from the demand side, the reasons for offering the AI concept on the supply side have been ignored so far.

This research aims to explore the reasons for choosing the all-inclusive concept from the lodging industry perspective. To this end, the study was conducted using qualitative research methods, and data were collected through semi-structured interviews. The data were than analyzed based on content analysis procedures. According to the results of the analysis, the reasons for choosing the AI were divided into two groups, namely internal and external factors, and four themes. These themes are; market characteristics, destination characteristics, financial benefits and marketing activities. The results are further explored in the findings section.

2. Literature Review

According to Rayna and Striukova (2009: 364), the AI concept is expressed by the inclusion of hotel accommodation, meals, drinks, and activities in a package price; according to Ayik et al. (2013: 111), it is defined as the payment for travel, accommodation, food, beverage, entertainment, excursions or sporting activities at a fixed price at the time of reservation. On the other hand, Koç (2016: 108) describes the AI concept as allowing tourists to choose an unlimited amount of food and beverages free of charge and without additional payment, in contrast to the à la carte option.

The AI lodging industry is a business that offers vacations at a prepaid price for meals, snacks, beverages, various sports equipment and workouts, government taxes and gratuities (Poon and Adams, 2002: as cited in: Golding, 2014: 43). When considered in terms of the lodging industry, which is the main user of the AI concept, it includes services such as accommodation, all meals, various snacks, beverages, and entertainment to the tourists at a predetermined price. The AI concept provides the lodging industry with an increase in occupancy rates (Akyürek et al., 2019: 20; Gökdeniz et al., 2000: 294; Üner et al., 2006: 43) and market share (Akyürek et al., 2019: 20; Gökdeniz et al., 2000: 294). Due to the AI, the lodging industry can purchase products in mass and reduce the cost of employing owing to less-qualified staff, while offering a single price to tour operators and agencies is also considered as a benefit (Akyürek et al., 2019: 20). Because of lodging industry knows the exact number of guests and their overnight stays in advance, they can stock the products that they need by purchasing them in advance and in large quantities (Anderson, 2007: 37). The disadvantage of this approach for the facilities are; increasing material costs, that cannot be reflected in the price, problems in providing services due to continuous and uninterrupted provision, various complaints from tourists (low quality of service, inadequate staff, longer waiting times, etc.) (Bato Çizel, 2008: 19) and the difficulty of customizing the product specifically for the tourist profile (Üner et al., 2006: 39). On the other hand, other negative aspects of the AI concept are considered to be; the offering low-quality products in AI facilities, the wear and tear of buildings too soon, the decrease in the number of qualified employees, the lack of any standards in AI practices and the repetitive provision of services (Akyürek et al., 2019: 20). In addition, the open buffet implemented in the AI, increases the amount of food waste (Çuhadar and Çuhadar, 2017: 439-453; Gümüş, 2017: 957-967).

Since the all-inclusive concept has both advantages and disadvantages, and have been criticized by various tourism experts, including hospitality professionals, it is necessary to determine why this concept is used by the industry and what its benefits and costs are.

The literature on the all-inclusive concept usually discusses demand-related issues, such as tourist satisfaction (Ayik et al., 2013: 109; Bostan et al., 2006: 32-51), the motivations for choosing AI (Anderson et al., 2009: 4-16), the link between satisfaction qualities and value for money (Smith and Spencer, 2011: 93-102), satisfaction and loyalty (Del Rio et al., 2018: 54-61), and consumer attitudes (Bilgili et al., 2016: 497-504). The literature also includes various studies such as the target cost analysis of the AI concept in the lodging industry (Şenol, 2011: 62-115), the impact of AI in the focus of hotel managers (Menekşe, 2005: 97-122), the impact of the concept on businesses in the region (Barak, 2006: 86-186), the positive and negative aspects of the concept (Çiftçi et al., 2007: 269-285), and the perceptions of locals about AI (Erul and Woosnam, 2016: 83-102) were also explored in extant literature. AI should be considered as an integrated concept, as it directly or indirectly affects tourists, tour operators, intermediaries, accommodation providers, complimentary service providers, and the local population. In this context, the need arises to examine the AI in detail with regard to all stakeholders. The fact that studies generally focus on tourist satisfaction and neglect the supply side, points to the need for studies in these areas.

Although the all-inclusive concept has some advantages for the lodging industry, there are few studies that empirically examine it (Özdemir, 2010). Therefore, the study of why the AI is utilized on the supply side is ignored in the literature. In addition, analyzing the rationale for using AI in the lodging industry helps to understand the benefits and costs to the industry. In this direction, the aim of the research is to reveal the reasons for the application of the AI from the perspective of the lodging industry.

3. Method

This research aims to explore reasons AI is implemented by the lodging providers. A qualitative method was used to determine the logic behind senior managers' choices on implementing AI in their organizations.

The universe of the research consists of those at the management levels of lodging industry who use the all-inclusive concept and those who do not. Sampling was used for reasons such as the large number of units that constitute the universe and the difficulty of reaching to managers. In accordance with the purpose of the study, it was decided that the purposive sampling method is the most appropriate method and the sample of the study constitute of the professionals in the management levels of the lodging industry in Turkey. Purposive sampling, also known as judgmental, selective, or subjective sampling (Patton, 2002: 230), is a form of nonprobability sampling in which researchers rely on their own judgment when choosing members of the population to participate in their surveys (Polit and Beck, 2004: 294). In this study, criterion, and snowball (chain) sampling strategies were adopted from purposive sampling strategies. People with these characteristics were selected and a semi-structured interview technique was used to explore the experiences and thoughts of the AI concept in depth. During the interviews, some questions were asked about the reasons for using the AI, as well as about the participants' experiences and the characteristics of the facility.

Instead of a large sample, more care is taken to ensure that the sample meets the information needs of the study (Türnüklü, 2000: 548). Regardless of the use of the AI concept, 12 professional managers from the lodging industry were selected for this study and interviews were conducted with each of them, lasting an average of 20 minutes. The interviews were recorded on the condition that they would later be deciphered in accordance with the administrators' permissions, and then transcribed verbatim. To protect the privacy of the managers who participate in the study, they are indicated in the text by codings as a Y1, Y2, Y3. The study was carried out in Turkey. The most important factor in choosing is that Turkey is a large tourist country and there are hospitality organizations that both use and do not use the AI concept.

The thematic content analysis method was applied to the transcribed interviews. Open coding was preferred in the coding of the content analyzed data when the initial codes were created. The interview transcripts were read several times by all authors to familiarize themselves with the data obtained and to create codes. Within the content analysis of the transcripts, a total of 82 codes on the reasons for AI preference were identified. After the initial codes were created, appropriate categories were created for the codes and thematic coding was applied to create the themes, and the sub-themes were determined and named. The reasons for choosing the AI, revealed four themes in two groups. These themes are classified as external (Market Characteristics, Destination Characteristics) and internal (Financial Benefits, Marketing Activities) factors. Subsequently, an analysis report was prepared and reviewed separately by all authors. The findings of the study are explained more detail under the title of the results.

4. Findings

Participants were asked various questions to determine the descriptive characteristics of managers and facilities. All of the managers are male (12), their experience is minimum 1, maximum 32 years, and 3 of them are facility owner and board member, 1 is the general manager of the group, 3 are facility owners and general managers in the same company, 4 are general managers and one of them is an expert in the field of tourism and especially all inclusive. Participants were also asked questions about their facilities. Afterward on examining the facility characteristics of the surveyed managers, it is found that the facilities have been in operation for a minimum of 8 years and a maximum of 38 years; most of them have 5-star quality, the number of rooms is a minimum of 118 and a maximum of 511, and when considered on a group basis, they have a maximum room capacity of 1700; 3 of the facilities operate with standard AI, 3 with ultra AI, 3 with standard AI and ultra AI together, and the other 2 operate on bed & breakfast. Two of the facilities operate in Istanbul and the others in Antalya. When examining the markets addressed by AI, it was found that the majority of the markets are in Europe, Russia, Italy, Germany, Netherlands, Belgium, Middle East and Turkey.

Managers were asked to explain in detail their reasons for preferring the AI concept. Almost all respondents mentioned facility characteristics, demand factor, location/destination, and marketing when choosing the AI. The themes that obtained from the study are explained below.

Financial benefits are explained by the cost advantage and profitability of the facility in general. Participants mentioned package pricing, cost control, endorsement, bulk purchasing advantages, profitability advantages, and the possibility of some advance planning. Besides the cost factor, which is considered as one of the most important factors for the application of the AI, the fact that it is important to know some items (e.g. occupancy) in advance in order to better plan purchasing and service planning seems to agree among the majority of the participants. For example, Y9; "The second reason for using AI is the cost... I fill the hotel at 60-65% as early as in January 20, and I raise it to 80 in March-April. Then I get last minute sales. Now I see this data; how many people stay overnight, how many people stay, how many are children; I see the market distribution also, how many are Russian, how many are Polish, how many are Turkish and how many are German in those days. While I am doing this, I am making my purchase. For example, if I buy 30 tons of meat, I get 35 tons of meat, depending on the occupancy; but I take that meat, take it, put it in my warehouse; after all, I have a cold storage downstairs. I take my drink, my alcohol, heavy alcohol, light alcohol, wine, beer, I make all their connections, because I can see the future. If you buy them in bulk, it is a little more beneficial for 3 hotels, for example, for our facilities. After all, the biggest feature of all-inclusive is the cost, we have to control the cost very well." Y10 supported this when he stated, "...the reason for the all-inclusive is, of course, to save on staff, to offer a wide choice, to cut costs a little...". Y12; ''Since the number of guests is high, the menu is determined as a fixed menu, and bulk purchases are made in connection with that menu; if you buy in bulk, the unit cost is lower, so we can say that this serves to control costs as well as to reduce costs. That's the main reason."

Y4, highlighting the advantage of staff costs, mentions that the quality of staff decreases with the all-inclusive and that AI staff does not have to utilize all professional skills because operations are simple. Participant's opinion; "After all, your waiter is the man who can carry the most plates on one arm. Hoteliers overdid it with this job and started hiring interns. Especially in Antalya, the interns were not paid at first, you know, only high school interns got paid. Two thirds of the minimum wage was paid to these interns, but university students had no such law or right; well, these things have just begun. But when you need 50 waiters this time; you use 10 of your strong men and create the remaining 30-40 people from interns, you exploit children; that's how it goes, actually it's still like that, right now. Actually, there is a law that allows organizations to pay their interns money or wages now, but it is not as much as high school students. Also, some companies will take back their wages even if they deposit it into their account. In other words, it is very difficult to follow the law, so the staff quality has decreased."

Marketing factors are listed as the image of the facility, its capabilities, its markets, the possibility of uninterrupted service, the high number of overnight stays and the ease of marketing. Participants emphasized the importance of the physical features of the facility and pointed to the number of rooms. It can be said that the number of rooms is an important factor in whether the AI is implemented or not. Especially when considered from the point of view of cost, small establishments with a smaller number of rooms cannot be effort the cost of the AI concept. For example, Y8; "You should not implement if you have under 80 rooms, since you implement the AI in 20 rooms, 40 rooms, you will lose. Because your costs will exceed the sales price of the hotels then there. Why? Because if there are 1500 people, half of the 1500 people do not drink alcohol, the children can spend the day with coke and potatoes; the European eats less, the Brit drinks more, but if we look at the average of all these, the average cost is low, because we are talking about 1500 people. But it is not like that in a boutique operation. You cannot offer a single meal for 20 people, your costs become too high because you cannot increase your selling price. It has an optimum number of rooms, I guess you cannot work under 60 to 80 rooms or under 70 rooms with the AI, you will make loss. It is not mandatory of course, but after all, you cannot apply the all-inclusive concept to an establishment with 20-30 rooms. At least you cannot implement it all-inclusive with drinks, let's say you can set a menu for breakfast, lunch, and dinner, you can offer it as a plate and pass it off, but you cannot offer alcohol at all, because the cost of alcohol is very high in Turkey." Y9, addressing the simplicity of marketing by drawing attention to the number of rooms, "We have a bed capacity of over 1000 rooms, if you multiply that by 3, we can accommodate 3000 people in the same night and in the same day. We can use the all-inclusive concept to bring 3000 people to our facility. The first and most important feature is sales and marketing, we can get sales very easily." Similarly, Y7, "Marketing was easy, and you know the term RevPAR (revenue per available room), AI has also increased RevPAR, that was the biggest factor."

Some physical requirements must be met because the all-inclusive system has 24-hour service, and the guest is constantly in the facility. Indeed, Y3; ''... Although the physical structures and areas of the facilities are not sufficient, they are implementing an all-inclusive system, because the all-inclusive system is a concept that consists of a series of commitments that you make to the guest, and the companies that will offer this also need the physical infrastructure. You provide uninterrupted food and beverage service almost 24 hours. You also need to offer a lot of other activities, because the guest spends almost all of his time in the facility. Then you need to have very different venues, so the guest does not get bored, and use different points and areas throughout the day. This is the only way you can achieve customer satisfaction. Many hotels that do not have the physical standards required for the all-inclusive concept apply this concept. We expect a set of criteria to be established and the concept to be implemented according to these standards."

Market characteristics is also addressing competitive conditions and structure of the demand. Participants talked about supply-demand balance, competitive conditions, demand budget, request and expectation of demand, suitability of package price for demand, suitability for family accommodation and agency selling, formation of AI market and price competition. Guest expectations and regional competitive conditions forced to the industry to implement AI. For example, Y3; "We are one of the last facilities in the region to adopt the all-inclusive concept. Many facilities in the region had already started implementing it, which was of course inevitable. When such a trend emerges and customers' expectations are shaped, you inevitably have to adapt your business concept to it." Similarly, Y5: "Our reason for implementing is competition… If we don't implement AI, we will fall far behind the competition. Because everyone in this region is applying the AI concept. So, since the concept of this region is AI, we have to implement it."

One of the main reasons for choosing the AI concept in the lodging industry is the demand factor. The main factors that lead establishments to adopt the AI concept are the request and expectations of the demand, the budget and the AI as the most appropriate concept for family accommodation. One of the important reasons is that there is a demand for the AI and accordingly the services is designed and provided. For example, Y1; "There is a supply for the demand, that's it, there is a demand for this concept, which is why we offer the AI to this market, that is the most important reason". Y4 supports this; ''...the guest said, 'When I get there, I need to know how much money I am going to pay your hotel, do not ask me for an extra $1 or $2. I am going to come and stay at your hotel for $100, I am going to give my $100 and I return. Include and adjust everything to that $100'. When the demand of the guests was like this, we, the hoteliers, began to create a service based on this demand." Similarly, Y3 points out, "There is such a structure in the market, the consumer has such a tendency and expectation. Then, when there is such a demand, you must respond to it, that's actually something that appears out of necessity."

The characteristics of the destination include the location of the destination and its distance from the sea, the characteristic of summer resort, the insufficient opportunities of the region (lack of excursion destinations and attractions), the insufficient support of the local government (traffic, lighting problem), mass tourism, the identity-creating effect of tourism. The majority of respondents confirm the importance of mass tourism and distance from the sea for the implementation of the all-inclusive concept. For example, Y11; "...an all-inclusive resort, a system based on a sea product, i.e. a holiday by the sea". It has been reported that a resort, especially a seaside resort, if it does not implement the all-inclusive concept will not attract sufficient demand. Y2 confirms this. He said, "... there is no one by the sea who can sell the sea, the sun and the sand and say, no, I am going a la carte, because it will not work." Y4, who explains in detail, "In a city hotel, for example, you cannot use an AI concept. Let us take Istanbul, Ankara and Izmir as examples... The guest already comes to stay for 1 night at most, or if their business is longer, it becomes 2 or 3 nights; he takes his breakfast and then leaves. His work takes place outside. He does not stay in the hotel during day. City hotels close their big restaurants, or the new ones do not open at the beginning... Guest just take their breakfast in the hotel and leave. How are you implement all-inclusive in a place like that? For example, our hotel in Yıldız Posta, if you tell the guest that you have the right to have lunch, then the guest cannot get up from Beylikdüzü and come to the hotel for lunch, so you cannot do it there. You can implement the all-inclusive concept where the guest does not leave the hotel, such as places are ski resort, sea resort…"

In cases where regional facilities are insufficient, it is considered necessary to implement the all-inclusive concept so that the facilities can reach to their full occupancy. For example, Y6; ''... in winter we hardly turn on the streetlights even at night; The season is over here, let us remove the minibus, let us turn off the lights, there's no need to clean anymore... How can the tourist leave the hotel in such a case, which justifies the need for an all-inclusive concept. Without the all-inclusive concept, there would not be so many tourists in Turkey. And why? Because a tourist who wants to leave Antalya and stay for one night, how can he go to Cappadocia? The best he can do is rent a car; if he wants to travel by plane, he has to fly via Istanbul or something... To get rid of the all-inclusive concept, some companies have tried half-board, but they cannot survive because the facilities and attractions outside the hotel are not suitable for that." Y7, Supports this statement: "We chose the AI option because there is no thin else that can attract tourists from abroad. So, there is no option. I wish our destination was more attractive, I wish there was a festival every month, but people would come for this destination... that is, we need to give people a reason to come to the destination. Since that's not the case, we are marketing the hotel, other people marketing the destination."

5. Conclusion

The study evaluated that why the all-inclusive concept is preferred by lodging industry from the perspective of hospitality managers. The study evaluated the managers of both all-inclusive and non-all-inclusive establishments together. It was found that the majority of the participants had 5 years or more experience.

As a result of the study, 2 factors (internal and external) and 4 themes were determined. The themes were named as financial benefits, marketing factors, market characteristics and the characteristics of the destination.

Through the AI, the lodging industry can better plan their operations because the managers know the exact number of guests and how long they will be staying in advance (Anderson, 2007: 37). Indeed, the results of the study showed that AI allows for some advance planning and the advantage of buying in bulk has financial benefits. For example, Y11 said; ''... the most important factor, just as the guest can calculate his budget in advance, the same applies to the hotel. A good establishment calculates the number of guests, accordingly, plans their services, schedules its working hours and makes its purchases. Therefore, for both the consumer and the person doing the job, foresight, in my opinion, are the most important internal and external factors.

While it can be concluded that the all-inclusive concept attracts tourists who plan their holidays on a budget and who avoid taking risks or do not want to spend extra on their holidays (Akyürek et. al., 2019: 20; Koç, 2016: 108), this concept is reducing uncertainty about spending (Alegre and Pou, 2008: 645). Similarly, in the study conducted, Y2 stated: "In the past, people could not clearly determine the budget they needed for the holiday, e.g. airline tickets, accommodation and breakfast were not enough to determine the price of the holiday. Considering the fact that a family of four usually overspends especially on meals or shopping, and it was challenging to know the total holiday costs in advance. This situation discouraged people from going on holiday. Well, if the tourist does not want to incur any special expenses, he buys a package with and take a holiday without spending a cent more, which has created an incredible demand."

The AI concept is preferred by the tourism industry because it eliminates the problem of marketing for selling rooms, facilitates sales marketing, increases occupancy, and, by selling rooms months in advance, allows to plan ahead, buy in bulk, reduce costs, and increase profitability. In addition to the competitive advantage for the destination, it is worth noting that the AI still implemented because of its suitability for agency distribution, its contribution to promoting the destination, and its balance between supply and demand today. The AI concept is offered by providers for reasons such as tourist satisfaction and the preference of families with children due to the adaptable budget.

To conclude this study explored AI form the perspectives of hospitality organizations. Considering the studies to be carried out on the concept of all-inclusive in tourist destinations, both in terms of the tourists who are users of the concept and those who offer it, this paper provides a more holistic perspective to the studies that will be carried out in this context. Additionally, looking at AI from the perspective of locals, tour guides, and agencies would allow us to evaluate the concept from a widely perspective. Examining the environmental dimension of AI and its impact on sustainability will also contribute to both the literature and destination planning.

Çetin (2020) discuss, AI will suffer amid Covid-19, future studies might also look into the impacts of Covid-19 on AI concept.

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TRANSFORMATIONS FACING MICE TOURISM AMID COVID-19

Gülay Çakmak

Lecturer, Trabzon University, Tourism and Hotel Management Vocational School, Trabzon, Turkey, gulayca@trabzon.edu.tr
ORCID: 0000-0003-3377-4494

İbrahim Çifçi

Asst. Prof., İstanbul University, Department of Tourism Management, İstanbul, Turkey, ibrahim.cifci@istanbul.edu.tr
ORCID: 0000-0001-7469-1906

Gürel Çetin

Assoc. Prof., İstanbul University, Department of Tourism Management, İstanbul, Turkey, gurelc@istanbul.edu.tr
ORCID: 0000-0003-3568-6527

Cemil Hakan KILIÇ

Ph.D., The İstanbul Convention & Visitors Bureau General Manager, İstanbul, Turkey, cemil.kilic@icvb.org
ORCID: 0000-0002-6929-5527

1. Introduction

The COVID-19 pandemic is still prevalent to force many industries significantly because of the specific prospective measures to curtail transmissions. Due to its vulnerable nature (i.e., requiring traveling), the tourism and hospitality industry is particularly one of the most affected industries by strict health and lockdown strategies implemented for COVID-19 (Dedeoğlu & Boğan, 2021: 95; Gursoy & Chi, 2020: 527-529). More specifically, the pandemic caused adverse outcomes in events or tourism-related sectors, including accommodation (Lai & Wong, 2020: 3135-3156), restaurant (Kim et al., 2020: 32–41), travel (Abate et al., 2020: 101931), and the MICE (Meetings, Incentives, Conferences, Exhibitions) sector (Higgins-Desbiolles, 2020: 610-623).

Especially when compared with the other sectors within the tourism industry, the MICE sector is dealing very hard to recover in the ongoing conditions of this crisis (Disimulacion, 2021: 35-45) since it requires a more extended period since many events had been already postponed or canceled from the beginning of the pandemic (Suau-Sanchez et al., 2020: 1-8). A report by International Congress and Convention Association- ICCA shows that a total of 4.209 meetings were effected from COVID-19, and the total amount of the estimated revenue loss was $7.066M in 2020 (www.iccaworld.org, 2021a).

Consequently, as Sigala (2020: 312-321) noted that COVID-19 had brought profound and long-term changes in the tourism and hospitality industry. Relatedly, the current pandemic operating rules have required various transformations in the nature of MICE tourism, which heavily affects the travelers' demand, thereby bringing massive uncertainty for the future of the MICE sector (Campiranon, 2021: 4818). Another report by International Congress and Convention Association- ICCA observes that out of (44%) postponed and (14%) canceled events, the others either had been virtual (30%), relocated (1%) or hybrid (2%) (www.iccaworld.org, 2021b). Only 9% of the events were realized. However, despite the easily observable transformation in the MICE sector, exploration of the accurate framework regarding the post-COVID-19 period of the MICE sector has been surprisingly neglected by researchers (Mohanty et al., 2020). Therefore, numerous studies (Campiranon, 2021: 4818; Min Ho & Ming Sia, 2020: 1-15, Mohanty et al., 2020) urgently call for more investigations to contribute to re-theorizing and mitigating the challenges of the pandemic on MICE sector in the post-COVID-19 era. In this concern, to respond to the urgent call for prior studies, this current study aims to explore the current and possible future of the MICE tourism sector in the post-COVID-19 world with a qualitative research approach.

Correspondingly, researchers (e.g. Disimulacion, 2021: 35-45; Seraphin, 2021: 3-35) highlight the urgent need to re-design the MICE tourism strategies by considering the role of the stakeholders in the tourism value chain. Likewise, Bueno et al. (2020) also emphasized the intermediary role of stakeholders in designing and producing MICE tourism products since they facilitate a pillar to bridge the demand and supply sides of the sector. Therefore, the sample of this study is shaping MICE tourism stakeholders' perspectives to illustrate better the current and possible future condition of MICE tourism. The data was analyzed based on the content analysis due to the nature of the topic and in the absence of a well-established framework.

Given the social distancing rule of the ongoing pandemic, the interviews were conducted through online meetings. The convenience sample was recruited among the ICVB (Istanbul Visitors and Conventions Bureau) members. After recruiting the participants, a series of open-ended questions were asked during semi-structured interviews to collect qualitative data. For instance, participants were particularly asked about the effects of the COVID-19 on the MICE tourism sector and their opinion on the possible transformation, ideal MICE tourism destinations' characteristics during and post-pandemic, and potential changes in behaviors and attitudes of travelers toward MICE tourism activities due to COVID-19. With these thoughts in mind, the study involves critical intermediaries' (i.e., stakeholders) recommendations related to creating new normal of the MICE tourism activities amid and post-pandemic. By doing so, the current investigation provides a theoretical contribution by demonstrating recent and forthcoming state-of-the MICE tourism in the field of tourism. The study also discusses several practical implications that can enhance authorities' capability of managing MICE tourism not only in the specific case of Turkey but also in all other similar contexts.

2. Conceptual Framework

2.1. Impacts and Transformations of COVID-19 on Tourism and Tourism Types

With the global COVID-19 pandemic, the tourism industry has experienced a remarkable decline in the number of international travelers. According to WTTC's 2021 data, the Travel and Tourism industry closed in 2020 with a loss of approximately 4.5 trillion dollars. Besides, in the first five months of 2021, international tourist arrivals decreased by 85% compared to the same period of 2019. This decrease represents approximately 147 million international tourist arrivals compared to the first five months of 2020, or 460 million compared to 2019 (wttc.org, 2021).

No global crisis has caused travel restrictions as significant as the global Covid 19 pandemic (Yüksel and Kalyoncu, 2021: 85-101). With the cancellation of international travels, curfews, and quarantine decisions, the demand for tourism decreased, negatively affecting all tourism businesses, especially transportation, accommodation, food, and beverage sectors (Ivanova and Craver, 2020; Özçoban, 2020: 853-866). According to the International Air Transport Association (IATA) 2021 data, the airline industry lost $126.4 billion in 2020. In 2021, a loss of 47.7 billion dollars is expected. Compared to 1.8 billion people traveling in 2020, this figure was reported as 4.5 billion passengers in 2019. (www.iata.org, 2020). In connection with this, the economic contributions of the tourism industry have been negatively affected by halted travel activities (Yang, Hongru, & Xiang, 2020: 1-2).

When the studies on the transformations to be experienced in the tourism industry after COVID-19 are examined, various transformations such as digitalization, travel with private vehicles, nature-based tours, boutique hotels, glamping accommodation, seasonal yacht, and residential rentals have been noted by scholars (Aydın & Doğan, 2020: 93-115; Çetin, 2020; Demir, Günaydın & Demir, 2020: 80-107; Demir, & Türkmen, 2020: 2456-2471; Kıvılcım, 2020: 17-27; Yenişehirlioğlu & Salha, 2020: 355-368).

During the pandemic, people preferred to participate in tourism types (trekking, highland, yacht, glamping tourism) intertwined with nature, in which social distance is protected, individually or in small groups. When the most affected tourism types of virus are examined, mass tourism with a high number of participants and MICE tourism comes to the fore. In the studies on sustainable tourism after COVID-19, it was emphasized that people should travel by maintaining social distance throughout their entire travels and that they would prefer adventure tourism, religious tourism, farm tourism, and congress tourism (Chang et al., 2020: 3671.).

2.2. Impact of Covid-19 on MICE

One of the most affected types of tourism from the COVID-19 pandemic is MICE tourism. M.I.C.E consists of the initials of the words Meetings- Incentives- Congress - Exhibitions. It includes activities for the planning, reservation, and implementation of these components. Congresses are organizations with large participation, consisting of national or international meetings planned for academic and educational purposes. Incentive trips are travels and sessions of training that are usually designed to increase the motivation of employees of corporate businesses or to reward employees for their performance. On the other hand, Fairs usually include exhibitions organized within the framework of commercial, cultural, and sports activities (Iwamoto et al., 2018: 753-758).

MICE tourism has a feature that can be spread throughout the year. Unlike other types of tourism, organizations such as congresses, festivals, and fairs are held for twelve months (Ünal, 2017). Especially the fact that MICE organizations are always available makes a significant contribution to the promotion of countries and cities. With the recognition of a city as a MICE city, international organizations ensure that international organizations are made in those destinations (Kaleiçi et al., 2017).

MICE tourism's target group primarily consists of experts in their fields, educated, and have high-income levels. This situation leads to an increase in both the income of the activities and the expenditures per person. According to TÜRSAB (2013) reports, while tourists spend 600-700 dollars per person in mass tourism, MICE tourists spend 2000-2500 dollars per person. All this shows that the economic contributions of the organizations in MICE tourism are higher than other tourism products (www.tursab.org.tr/, 2013). In line with increasing diversity in tourism, MICE tourism is one of the tourism types that should be developed in the strategic area (Hanly, 2012: 1574-1582; Lee, 2007: 71-85).

The Covid-19 pandemic caused the cancellation of national and international congresses According to the International Congress and Convention Association (ICCA), 13,252 congresses were held worldwide in 2019, and an income of 10,817 million dollars was earned from these congresses. Compared to 2019, 4,843 fewer congresses were held in 2020, resulting in a loss of \$3,953 million. According to the same report, 1,211 of the 8,409 congresses planned for 2020 were canceled. A loss of 0.988 million dollars was estimated to be lost from the canceled congresses. Of the 8,409 congresses, 3,714 were postponed to 2021 and other years, resulting in a $3,032 million loss (www.iccaworld.org, 2021a).

Digital meetings, which launched to be used frequently on different platforms during the pandemic process, have also brought a new transformation to MICE tourism after the normalization with the idea of hybridization. The hybrid convention is the congress where some participants come to the event venue where the congress is held, and some of the participants attend the congress online. The number of digital and hybrid congresses held in 2020 was 2,648. An average of 1,356 people attended these congresses. Four hundred eighteen people participated at the 836 meetings that were relocated in 2020. The estimated total expenditure of meetings including digital, and hybrid is $ 1,665 million (www.iccaworld.org, 2021a).

One of the most incredible effects of COVID-19 on MICE tourism is that businesses closed due to bankruptcies, which led to a shift of the qualified personnel to turn to other sectors. According to a study conducted by the Professional Congress Management Association (PCMA), 26 million people working in the MICE industry worldwide have been negatively affected by the pandemic process (www.pcma.org, 2020). However, surprisingly, to the best of the authors' knowledge, no study has yet been conducted on the transformations to be experienced in MICE tourism after COVID-19. However, there are predictions about MICE Tourism in a study prepared by the International Congress and Conventions Association (ICCA) with the participation of MICE sector representatives. According to this research;

- 84% of the respondents plan to use hybrid applications to increase the number of participants in MICE organizations after COVID-19.
- 60% believe that online congresses will contribute less than face-to-face congresses.
- 66% predict that there will be radical changes in the way the MICE industry does business after COVID-19.

- 28% think that MICE destinations will be reshaped, and most likely, some MICE cities will be replaced after COVID-19 (https://www.iccaworld.org, 2021b).

3. Methodology

This study explores the transformations facing MICE Tourism amid Covid-19, drawing on the perspectives of the MICE tourism experts (i.e., stakeholders) among members of the Istanbul Visitors and Conventions Bureau. With this aim in mind, a purposive sampling method was adopted in the current study. In line with this, a qualitative study approach was deemed through in depth-interviewing method with 12 participants between June and August 2021. Following Bueno et al.'s (2020) recommendation regarding the intermediary role of stakeholders in designing and producing MICE tourism products, MICE tourism experts were recruited in this study. The interviews were ended after reaching the twelfth participant as per Braun and Clarke's (2021: 201-216) suggestion about the power of the participants' knowledge on the investigated field, which means any additional interviews would provide little insights.

The participants were enquired about the disruptive effects of the COVID-19 on MICE activities, possible preferences that become more important for the MICE travelers in visiting MICE destinations**,** as well as the transformations that they expect in MICE Tourism after COVID-19. The data was content analyzed to explore how MICE experts conceive the transformation in MICE tourism. In this context, the phenomenological approach, which is frequently used in qualitative research, has been adopted to reveal the perceptions and experiences of MICE tourism experts (Tracy, 2020).

4. Findings

Demographic information of 12 Turkish MICE tourism experts among members of ICVB (Istanbul Visitors and Conventions Bureau) are presented in Table 1 below.

Table 1. Demographic Information

Participant Number	Age	Gender	Education	Year of experience	Type of business	Current Position
P1	54	Male	Bachelor's degree	30 +	Hotel	Hotel Manager
P2	40	Male	Bachelor's degree	15 +	Travel Agency	Project Coordinator
P3	43	Male	Bachelor's degree	20 +	Hotel	Hotel Manager
P4	38	Female	Bachelor's degree	15 +	Travel Agency	Consultant
P5	36	Female	Bachelor's degree	10 +	Hotel	Business Development Director
P6	40	Male	Bachelor's degree	17 +	Hotel	Sales Marketing Director
P7	46	Male	Bachelor's degree	22 +	Travel Agency	MICE Manager
P8	42	Male	Master's Degree	10 +	Exhibition Center	Marketing and External Relations Manager
P9	43	Male	Bachelor's degree	21 +	Hotel	Business Development Director
P10	60	Female	Bachelor's degree	40 +	Congress Center	General Manager
P11	47	Male	Bachelor's degree	25 +	Travel Agency	Co-Founder
P12	36	Male	Bachelor's degree	10 +	Hotel	Hotel Manager

According to the content analysis, with the COVID-19 global pandemic, the current and prospective situations of the MICE tourism industry have been detailed around three main headings. These are declines in volume during the COVID-19 outbreak (themes; managerial perceptions, changing consumer demand, and general views on the sector) and difficulty in surviving that may occur in the MICE tourism sector after the COVID-19 outbreak (themes; avoiding populous places/cities, accessibility in transportation, and obtaining consumers' trust regarding hygiene/sanitation applications, the importance of international competition), and transformations in the nature of the MICE tourism outbreak (themes; introduction of hybrid conferences, the decline in the number of significant events, and a shorter lead time).

Declines in volume

Numerous studies have stated that the COVID-19 pandemic severely affected the MICE tourism sector and forced these activities to suspend their potential for a while. Therefore, the participants were asked for their opinions on how the current pandemic affects the MICE tourism sector. All participants stated that MICE tourism, which is dependent on the motto of bringing as many people as possible together by its nature, has been entirely subject to a suspension due to COVID-19 measures and lockdown procedures. For example, P6, who stated that many MICE tourism activities were canceled or delayed during this catastrophic process, expressed his opinion with the following words:

> *MICE tourism, an important place in the promotion and economy of countries, could not be organized during the pandemic due to its structure, and the usual MICE organizations have entirely stopped.* **(P6)**

In addition, while other tourism activities have begun to revive with the normalization processes, some of the participants highlighted that the MICE tourism activities had been still bounded to wait for the occurrence of herd immunity due to its characteristic nature. In this context, P1 and P3 elaborated their opinions as follows:

> *Recovery is a bit difficult for MICE tourism. It won't be fast. [...] The return is a bit difficult unless a solution of COVID-19 is not produced. Because alternative what you can produce! Until you cannot have a treatment for it in terms of health, and if such a disease is around, you cannot do much as a tourism professional. We put the mask, located the tables in 60 cm, opened the tables, and changed the ventilation system; however, as the disease continues, and when people are afraid of health, such activities [traveling or dining-out] are thrown into the second plan.* **(P1)**

> *Since the purpose is already in the subject of social distance, we say it will be the last segment to return to normal for us. Currently, for example, while vacationers can travel comfortably, we do not see any movement regarding the meeting.* **(P3)**

Difficulty in surviving

As in many other tourism sectors, the COVID-19 outbreak has also given birth to ideas for some survival struggles and diversifying the products and markets for MICE businesses. For example, P5 commented as follows: *"Hybrid Congresses appeared. Electronic systems began to be used. Many of the travel agencies in MICE tourism were bankrupt."* In this context, participants were asked about the possible criteria that become more important for the MICE visitors in their destination preferences. As a result of the findings, participants highlighted the role of the probable customer perspective towards crowded places/cities and those places' transportation opportunities as well. The following examples are given for this theme:

> *In the process of post-COVID-19, people's main preferences are not cramping in transportation [...]. Destinations without congestion will be preferred.* **(P1)**

> *Easy access and the safety factor is the most critical issue for international MICE travelers in my opinion.* **(P2)**

Moreover, most of the participants also highlighted the importance of regaining customers' trust with effective COVID-19 hygiene and sanitation measures in revitalizing of MICE sector. For instance, P1 mentioned:

> *We need to give confidence in domestic and abroad with applications that are not in co-called but in trueness. Indeed, we must express ourselves through sincere statements that prove our measures are not taken in such simple methods. We really must show that we take our measures essentially to give them [travelers] confidence about the environments that would be eliminated the high risk of transmission* **(P1)**

In another statement by P1;

You can do your outdoor activities on 80-100 acres of land. You can make your transportation with individual transportations, not in a packed way. Lots of open areas when you take it in the facility. And after having high ceilings and distant, ventilated meeting rooms, I think that people will make their choices on areas where there is no density with necessary precautions in my opinion. **(P1)**

According to the findings, another significant theme that emerged is to draw attention to the fact that the international competition for bringing a global event to the country rather than the competition within the country in terms of revitalizing the MICE sector. In this context, P11 expressed his opinion with the following words:

Now the competition of the business is left on one side. In the past, when there was an activity occasion, we used to think that we would have that congress, but now it is not. Now we say that wherever it is, whether it is in Istanbul, Antalya, or Turkey. This is our common joy point. […]. So if there is a movement somewhere in our country, we believe that it brings another event or mobility in a place. **(P11)**

Transformations in the Nature of the MICE Tourism

Participants particularly were also asked about the transformations that they expect in MICE Tourism after COVID-19. Our qualitative data also reveals some of the potential transformations in the nature of the MICE tourism activities based on the Turkish MICE tourism experts' perspectives. According to the data obtained from the MICE tourism experts, it was emphasized that hybrid organizations and online meetings will continue to take place even after COVID-19 and will be more widespread further to reduce the volume the number of participants for MICE tourism activities. For instance, P2 and P10 mentioned their views as follows, respectively:

Hybrid meetings will be more prominent in this transition period, but we think that they will be a part of our lives. Especially in terms of international meetings, *we believe that the events and meetings will positively affect the number of participants.* **(P2)**

[...] Some companies can partially leave the effect they want in Hybrid. Financially, almost halfway, they can cost this job. I think it will continue. Of course, it is not as intense as the pandemic period, but I think that at least 20% of the organizations that take place will continue as Hybrid. **(P10)**

Our qualitative data also showed that participants specifically emphasized the decline in the number of large events and a shorter lead time.

Service times may have changed. While the meetings could be held for 4 hours without intermittent before the pandemic, some meeting models that are started to get into the business with COVID-19 provide ventilation of break for every 1.5 hours. Apart from that, additional procedures related to safety, such as temperature measurement and control of vaccination certificates, may begin to become a part of MICE Tourism. **(P5)**

I see the way we do business will change. As I said at the beginning, Hybrid will shrink the spaces. For instance, we will no longer need meeting rooms for 3000 people. We will go through some changes as if the physical participation of 500 people and 700 people will be enough in the congress of 2000 people. [...] Therefore, we will need more functional areas instead of larger areas. **(P12)**

Finally, unlike the other participants, two of the participants notably stated that people will quickly forget everything after the pandemic and that the return to the past will be quick with the following statements.

[...] If the pandemic is over and resets, then we turn to the old days. Again the numbers increase. No problem. **(P8)**

Humans are quick to forget. As soon as it's over [the pandemic], we'll go back to the same old days... I think *we'll quickly forget and go back to the old days. Not much will happen after COVID-19.* **(P9)**

5. Result

MICE tourism, which brings the participants together for a certain purpose, has come to a standstill due to the measures and restrictions taken during the COVID-19 process. Although other types of tourism began to pick up, MICE tourism demand is still far from form pre-covid levels due to continued restrictions (e.g., the social distance obligation,), However, only a few studies (Campiranon, 2021:4818; Disimulacion, 2021:35-45; Suau-Sanchez et al., 2020:1-8) in the tourism field has focused the effect of the COVID-19 on MICE tourism activities. Therefore, this current study contributes a neglected research agenda by demonstrating recent and forthcoming state-of-the-MICE tourism based on stakeholders' perspectives.

According to this study findings, it becomes apparent that MICE organizations will have to take place after the herd immunity is achieved due to its characteristic nature with the most optimistic prediction. Yet it is still unclear whether this prediction will be realized, therefore, instead of waiting, this current study urgently calls for more investigations to support the MICE tourism activities academically.

Another important finding of this study revealed some transformations in the choices of MICE travellers, such as easy accessibility, hygiene, non-crowdedness, and trust in the destination while making their destination preferences. Therefore, destination authorities should make marketing activities and promotions related to these issues and invest in their accessibility and transportation.

During the COVID-19 process, online meetings and Hybrid congresses have been effective in MICE tourism. It is noted that after COVID-19, hybrid congresses with a high number of online participants will continue, especially in international congresses.

This study's qualitative data was based on the MICE tourism experts' perspectives, so, the view of the MICE travellers who participate in these activities could not be evaluated. Future studies, therefore, should consider examining this issue by interviewing or surveying MICE travellers to have a better understanding of Covid-19 impact on demand.

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RESORT HOTEL MARKETING IN THE COVID PROCESS AND RELATIONS WITH TOUR OPERATORS

Yusuf Günaydın

PhD, International Final University, School of Tourism and Culinary Arts, Girne, Northern Cyprus, Turkey, yusuf.gunaydin@final.edu.tr
ORCID: 0000-0002-0638-5321

Özgür Özer

Doç. Dr., Necmettin Erbakan University, School of Tourism Guidance, Konya, Turkey, ozgurozer64@gmail.com
ORCID: 0000-0001-6580-5633

1. Introduction

The Covid-19 virus which started in China and spread all over the world has shown its effects in Turkey since the beginning of March 2020 when caused the first deaths. In this case, the economic crisis has also led to the emergence of national and international travel while taking a long time to strap movement and a collapse (Guevara, 2020; Higgins - Desbiolles, 2020). As a result, the resort hotel business has started the process of uncertainty and reservations made well in advance for the weeks as depending on the decision of domestic and international tour operators and the relevant countries, first flight cancellations followed by reservation cancellations, confusion and loss of revenue have started (Hoisington, 2020; Wallis, 2020). From the industry perspective, the lack of information and confusion, the expectation that the crisis will end in a short time, and public institutions not knowing exactly what to do have also caused chaos. It is not yet fully understood that this process will be a crisis that Turkish tourism has had no such experience before. In particular, the warnings received by international chain hotel businesses from their headquarters before March 2020 reached resort hotel businesses late and were disregarded by hotel businesses that had access to information. However, as the time flew, it was felt better by the tourism industry that the crisis would deepen (Courtney, 2020).

It is increasingly understood that reservations, which are the result of millions of Euros of marketing activities, do not have any meaning anymore. All tourism stakeholders are in trouble (Lai & Wong, 2020). In resort hotel businesses, on the other hand, each unit has a problem for itself, but it has been understood that the most important problem will be the marketing management. Known marketing methods will not fully work in this process, but it has been necessary to develop a target-oriented strategic marketing approach (Hongwei & Lloyd, 2020).

Whereas, although the problems faced by city hotel businesses in general issues such as management, finance, and marketing are usually discussed in the academic literature (Wallis, 2020; Courtney, 2020; Salem, et al., 2021), there is not enough study that addresses the marketing problems faced by resort hotels. As a result, the purpose of this study is to examine the issue of resolving the problems encountered in the marketing of resort hotel businesses and the management of reservations and the crisis in relations with tour operators during and after the Covid-19 era. Within the scope of the study, the general managers or sales managers of the resort hotel businesses operating in Bodrum were interviewed and their opinions about the management of the crisis were taken. In particular, reservation cancellations, returns, changes, repricing, re-advertising and customer management issues are discussed. In addition to the experience and observation of the first author, as resort hotel manager, throughout 2020, the information shared by other hotel businesses were also used. Since it was out of the scope of the study, individual customers were not included in the study.

2. Marketing and Management of Resort Hotels

Management in resort hotel businesses consists of accounting, food & beverage, technical service, rooms division, and marketing units. As in any business, the revenue generating unit is marketing and is also critical in resort hotel management. The American Marketing Association (2004) defines marketing as a set of functions and processes aimed at managing customer relations for the benefit of the organization and its stakeholders. In 2011, this definition was updated as an activity carried out by organizations and individuals, consisting of a series of institutions and processes for the development, communication, delivery, and exchange of proposals that represent a value for customers, buyers, stakeholders, and society as a whole. Marketing is an activity that enables businesses to create value for their customers and develop strong customer relationships to get value in return (Kotler & Amstrong, 2010; AMA, 2017).

As in the marketing concept, there are many definitions in the literature about tourism marketing. Tourism marketing; it is defined as a management approach that directs the hotel businesses by designing the products that can reach the highest market share in the market and the tourism demand emerged in line with the marketing researches to generate high income. (Coltman, 1989).

Another definition is the World Tourism Organization (WTO) published in 1995. According to this definition, tourism marketing is defined as follows: "Aiming to make research, forecasting and selection related to the touristic product by taking into consideration the characteristics of the tourism demand in order to ensure that the tourism product takes a good place in the market in accordance with the goal of a destination or a tourism business to gain the highest profit". It is defined as a management philosophy regarding the decisions to be taken on these matters.

Tourism marketing according to the definition made by Grönroos (2006) and WTO (1995) (Dolnicar & Ring, 2014); Making promises about the necessary products and services while traveling and staying in places outside of the ordinary environment of the person for entertainment, business and other purposes for less than one year, ensuring the fulfillment of individual expectations created by such promises and creating value for customers has been defined as meeting these expectations by providing support. We can examine the room sales practices of which the marketing department is responsible in resort hotel businesses under two main headings:

2.1. Direct Selling:

Resort hotel establishments can sell the room types that are left over from the quota sales or are vacant through direct sales channels. Depending on the equipment/occupancy of the product types, the sales price may be above or below the average. We can summarize the sales channels as follows:

a. Realized sales can be made by responding to requests from social media accounts.

b. Sales can be made with direct calls to hotel businesses.

c. Recently, sales can be made with the "call center" method established especially in capacity/chain enterprises.

d. Sales can be made with the direct demands of guests who have previously stayed in the hotel business.

e. Online sales agents/operators are used especially in the sale of vacant rooms in interim periods.

The fluctuations in the use of quotas by tour operators cause unstable occupancy in the room occupancy. The seat planning of the operators shows weekly and monthly changes according to the regions. This is due to the increasing or decreasing interest of customers in different regions. Especially, the fact that the interim periods are too short to be sold by the operators is the main reason why resort hotel businesses turn to direct sales.

2.2. Indirect Sales

Most of the room sales are made by contracted operators (indirect sales), especially in resort hotels. This system has been valid for many years and is based on the mutual benefit of the hotel and the operator. From the operator's point of view, a serious budget is spent on marketing and sales efforts that started a year ago. Promotion of the product, aircraft planning, shares and trainings paid to sales agents, service agreements with local agencies, personnel planning, advance payment to hotel businesses, etc. the issues require a management approach based on carefully executed contracts and trust. Due to the ongoing marketing and sales activities after the season starts, the hotel-operator cooperation is continuous.

Another issue is that foreign operators have made a substantial contribution to maintaining the general standards, rules, security and hygiene understanding of the hotel industry and to its current well-being. Resort hoteliers provided the vast majority of hotel operators confidence. On the other hand, negative examples, though limited, have been experienced in the past decades. However, such strong relations will continue as long as tourism exists.

The locations of resort hotels are mostly far from busy life and intertwined with nature. Their capacities are quite high compared to city hotels and they provide all-inclusive service to a large extent. The fact that large-capacity resort hotel businesses reach high occupancy rates and can be sold at a profitable price during their open period depend on indirect sales agreements made with tour operators only. The current situation supports this view. For this reason, the indirect marketing activities towards customers coming through tour operators were taken into account within the scope of this study, and individual customers coming through the direct sales method were excluded from the scope.

3. Covid and Aftermath

This study includes 15 operators bringing customers from the five major countries (Turkey, Poland, Ukraine, Russia, and Britain). In the meetings of hotelier associations BODER, BODTO, and BOTAV, which are the professional organizations of the hotel/company managers trying to serve under these conditions, long discussions were held on how to manage this process. Hoteliers underlined that their relations with tour operators are very important for the industry.

Resort hotel contracts are generally made and signed in May-July of the previous year for the following year. Contracts include details of services as well as details such as price, dates, discounts, and prepayments. Marketing activities are initiated by the operators after the agreement and sales for the following year (2020) begin to come. Until the beginning of March 2020, these activities continued as usual, payments were made partially, reservation lists were compared and approved. However, with the start of Covid deaths, the progressive process has slowed and stopped according to the contracts made. The management of the agency and individual reservations made was the main issue in this period. It has become necessary to rearrange the reservations of domestic and foreign agency customers, which have been made long ago. Reservations are covered under two headings:

Changes, cancellations and refunds: Package tour reservations; Date changes, cancellations or refunds of reservations made by operators according to the terms of the contract were required (Haak-Saheem, 2020; Sager & Mavrot, 2020; Sanfelici, 2020). According to the contract, early booking or a different discount has been applied and some of the reservations with partial payment have been shifted to the near date or a similar date range. For customers who did not meet their time, reservations were made again for the same periods next year. The cancellation / refund process has been initiated for customers' reservations that do not accept the alternatives offered. However, the cancellation / return process of sales agents to their customers has been troublesome. The customer and the sales agent were confronted due to the fact that the operator did not / could not pay the return requests to the sales agents on time. However, as the states rearranged their repayment terms, time was gained and a partial solution was reached. In Turkey, where there is no permanent / temporary law for the solution of the current crisis, there have been many troublesome problems among the hotel operators and brought to court. Financial difficulties of operators and hotels with limited capital have been a matter of follow-up.

New sales policies – advertising and repricing: Starting from June 2020, after about three months of recession, businesses re-determined their advertising and sales strategies according to market conditions. In this period, the plans made by the operators and countries depending on the flight permits were guiding the resort hotel businesses as well. All stakeholders of tourism resumed their marketing activities for their current products.

Advertising strategy: Regular season appropriate advertising strategies to the new conditions of business as distinct from the Ministry of Tourism's slogan for its work turned into a "safe tourism". Themes such as social distance, extra hygiene practices of the staff, maximum care for the health of customers, and getting away from the current stressful life for a while, especially in a way that will make a difference for customers, have come to the fore in advertising activities (Jiang & Wen, 2020). In this process, many new and health-related rules were implemented by the state (DeWit et al., 2020). Although there was confusion during the implementation process in the beginning, hotel enterprises quickly adapted to the service in accordance with the principles of "safe tourism" in time. The main motivation here was that the management of a Covid-case that could be seen in the customer and/or staff would be very difficult and laborious, and also had negative effects on other customers. In the new era, advertising work should take into account a simpler, more understandable, long-term and hygiene-oriented (Armstrong, 2020) hotel-customer relationship.

Re-pricing: During the Covid-19 process, it would be appropriate to divide the sales strategies of resort hotel businesses into two parts: First, hotel businesses reduced their prices by approximately 30-50% with the expectation that countries will allow re-travel since June 2020. Compared to the previous period, the strategy of "sell at my prices" turned to "sell at whatever price" approach. In this process, hotel establishments directed their prices by looking at the recommendations of the operators and the price practices of the competitors. Second, made in ordinary times, but Covid-19 in the process of booking, which will not be transferred to a different date due to price differences occurred between the hotel and the operator is subject (Wang et al., 2020). Date changes that may occur in a normal period are reconstructed with new prices. However, since the changes that occurred during this process were not flawed on both sides, it was accepted by the hotel-operator-customer that they were shifted to the closest price range. Otherwise, the process that will turn into an inexhaustible process will bring many discussions and disputes with it.

Customer Management: With the opening of resort hotel businesses in July 2020, they started to serve in accordance with Covid-19 conditions and safe tourism certification regulations. The opinion formed by the arrival of the first customers at the hotel was observed that the customers fully followed the Covid-related measures in the process until they arrived at the hotel, but mostly did not comply with these measures after entering to the hotel. In the forms filled out at the entrance to the customers, it was explained in writing and verbally that they would obey the absolute mask, distance and hygiene rules and that they would be responsible for the inconveniences experienced during the inspection. However, the fact that they almost ignore what was told put the hotel management in trouble from time to time. It is up to hoteliers to explain the reckless attitude of customers who do not comply with the rules during the continuous audits of public institutions (Majeed & Ramkissoon, 2020). In one-on-one conversations with customers, they stated that they do not want to be stressed and only need to relax and paid for it. During their holidays, they were warned by the staff about social distance and hygiene several times. They became completely indifferent, especially after alcohol consumption. They saw the rules of hygiene as the rules that others should obey and preferred to remain silent when asked. These behaviors also endangered the health of staff and other customers (Rosemberg, 2020). Failure to comply with social distance rules between customers and the problems experienced in queues, especially in the restaurant, have been a separate discussion topic. The care it shows the different nationalities of the rules and understanding differences Covid emerged once again during this type of management and also has been forced to deal with.

4. Conclusion

Under the conditions of Covid-19, the marketing department of resort hotel businesses had to manage such a complex, uncertain, and quite difficult process for the first time (Hoisington, 2020). The most successful outcome of this period was that the hotels and operators resolved this crisis period, which affected the tourism industry globally, with mutual understanding, which was stressful at first due to years of cooperation although it was not fully understood. In terms of countries, sales agents of local operators, especially in tourist sending countries and domestic sales, have had a lot of difficulties in this process. Middle-aged and older customers with a traditional structure often receive package tours from sales agents. In this case, their acquaintances are employees or office owners working in the office. Normal operation is to take the commission of the agency and transfer the remaining amount to the operator. However, in this period when the requests for refund/cancellation increased, a complete chaos occurred. Countries took the protective and time-saving decisions for operators with the decisions they made and relieved the economy. In Turkey, no steps have been taken in this regard and the current consumer law remains valid. For this reason, many of our local guests called the hotel and asked for the money they paid instead of requesting their holiday prices from the operator.

The Ministry of Culture and Tourism developed a "safe tourism" practice and has been successful in managing Covid-19. While many countries do not know what to do yet, Turkey has taken action on this issue. Thanks to these practices, a difficult season was overcome with the least damage for the hotel-operator-customer and the sector was prevented from suffering major damage. Its most important contribution is that it acts as a protector against the operator of the hotels. Many fines that could be imposed on the facilities have been overcome in this way.

The cancellation, change or refunds of tens of thousands of bookings, especially during the Covid-19 period, left the resort hotel, sales agency and operators in a very difficult situation in terms of finance, especially the administration. The prepayments made to the facilities, their reimbursement and the resolution of the payments that the operator had to make to the customer took a long time. For this reason, it means that the payments per season, which is very important for hotels in 2021, will not be made or will be made late. Most likely, payments will be made by the operator after customers have checked in to the hotel.

Despite all these difficulties, it is very important for the operators to act very quickly after the decision to start tourism. The sector has completed 2020 and although they are indecisive, many businesses are pleased that they have opened their hotels. In this process, especially the personnel, domestic and foreign operators, suppliers, public institutions, tradesmen and finally customers have adapted to the new conditions as much as possible. Businesses with experienced staff managed this process more comfortably. Thanks to the food and safety practices implemented in hotels for a long time, it has been easy to comply with the new rules. For this reason, new health and safety practices have been formed by adding Covid-19 rules on the existing hygiene rules (Wen et al., 2020). All businesses, on the one hand, should educate customers with closed-circuit broadcasts and at the same time, as a business, they must follow these rules and take care. General hygiene and service training has become even more important in the new era. It is now known that it is not possible to go back to the old years, and hotel management should be done more carefully between the operator-hotel-customer. (Mariani & Perez Vega, 2020).

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SOLUTIONS FOR ATTRACTING INTERNATIONAL TOURIST TO VIET NAM FOLLOWING COVID-19

Lê Thu Huong

PhD, Hanoi University of Internal Affairs, Faculty of Social Management, Hanoi, Vietnam, lethuhuong6@gmail.com

Phạm Văn Đại

PhD, Hanoi University of Internal Affairs, Faculty of Social Management, Hanoi, Vietnam, daipvdhcn@gmail.com

1. Introduction

Tourism is an important economic sector of Vietnam that accounts for 12% of the country's GDP in 2019 and has many impacts on overall economic and social development (World Bank, 2019). However, since February 2020, the outbreak of Covid-19 in the world has immediately and seriously affected the world tourism industry in general and Vietnam in particular.

Many of Vietnam's tourist industry's goals for 2020 have nearly failed to materialize, and the targets set have all been significantly reduced: The number of overseas visitors only reached 3.8 million, a nearly 80% reduction from the previous year; domestic tourists also decreased by about 50%; Total tourism income in the country lost up to 530 trillion VND (equivalent to 23 billion USD). According to data from 2019, overseas travelers by flight accounted for 80.3 % of all visitors to Vietnam. Tourism decreased by 78.6%; Tourists arriving by road decreased by 81.9%; Marine arrivals decreased by 45.2%; Visitors from Asia accounted for 73.3% of the international visitors to our country and decreased by 80.4 %; The visitors from all major markets decreased sharply: China -83.5%; Korea -80.4%; Japan -78.4%; Taiwan (China) -78.8%; Cambodia -46.6 %; Malaysia -80.7%; The visitors from Europe decreased by 69%, while the visitors from the Americas decreased by 75.7% [Figure 1] (Vietnam National Administration of Tourism, 2020).

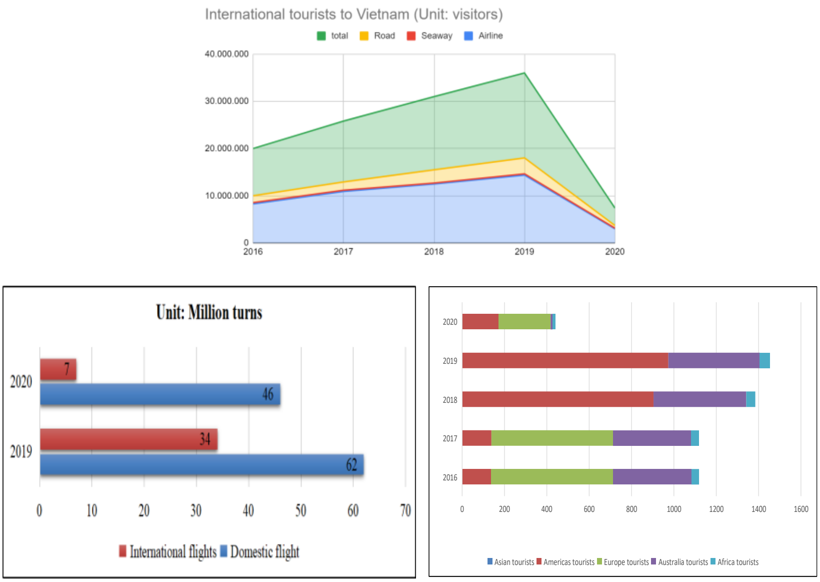
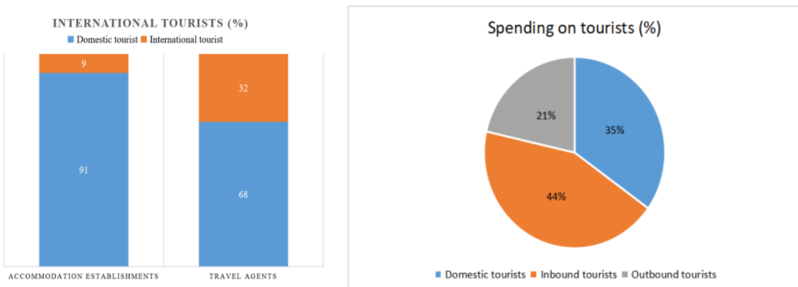


Figure 1. *The effect of Covid-19 on foreign tourism in Vietnam*[1]

The inability of international visitors to visit Vietnam has a significant impact on tourism income and the economy, since this group is the primary source of tourism revenue and spends far more than local tourists (Figure 2). As a result, after nations have contained the pandemic, the major concern is: How will global travel trends change? What solutions will Vietnam employ to entice and encourage international visitors to return?



[1]CBRE (2019), Vietnam Aviation Department; Ministry of Culture, Sports and Tourism of Vietnam.

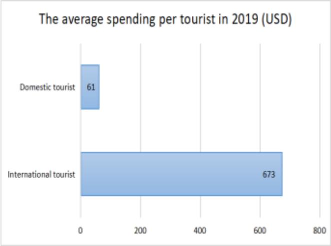


Figure 2. *The role of international tourists in Vietnam*[2]

With the desire: Vietnam's tourism industry recovers and develops in a new normal, the article delves into the world's tourism trends after the Covid-19 pandemic; forecast the recovery of Vietnam's tourism and solutions to attract international tourists to return to Vietnam after Covid-19.

The paper organized with introduction, literature review, methodology, main results, discussion and conclusion.

2. Literature Review

2.1. Research is Being Conducted on the Influence of Covid-19 on the Tourism Sector, As Well As Ways to Attract Tourists

Previous pandemic crises have highlighted the effect of nations' and enterprises' response plans in the recovery of the tourist sector (Global Rescue and WTTC, 2019; Au et al., 2004; Gu and Wall, 2006; Cooper, 2005). Faced with the threat of an epidemic to the tourism sector, All governments have taken actions that are fairly similar, ranging from limiting the spread of the disease to gradually recovering the tourism business and re-establishing tourist trust. international travels (Global Rescue and WTTC, 2019). However, a variety of other strategies were used, such as promoting an image of the country controlling the disease during and after the outbreak to instill confidence in tourists, as Japan did during the SARS outbreak in 2003. (Cooper, 2005). Due to the obvious inclusive character of the tourist sector, response solutions must also be created on a national basis.

Truong Hoang (2020), analysis about the impacts of the Covid-19 pandemic on the tourism industry in Vietnam and

[2] Vietnam National Administration of Tourism, https://vietnamtourism.gov.vn/index.php/statistic/international

provides initial policy insights and recommendations for support to businesses in tourism and hospitality industry in Vietnam. By reviewing the impacts of epidemic diseases on the tourism industry and based on the results of our survey of 95 firms to assess the pandemic's economic impacts on firms in the tourism and hospitality industry, this study evaluates different trend scenarios and estimates the negative impacts of the Covid-19 pandemic on Vietnam tourism industry, depending the progress of the pandemic and the responses of the Vietnamese government and the tourism and hospitality industry to address the effects of the pandemic.

Regarding the role of State management in making policies and strategies to overcome difficulties and recover Vietnam's tourism industry after the Covid-19 pandemic, the Vietnam People's Electronic Newspaper (2020)[3] has made the following suggestions regarding the role of state management in developing policies and strategies to overcome challenges and rebuild Vietnam's tourist sector following the Covid-19 pandemic: The strategy is to promote the domestic tourism market in order to sustain the tourism industry, as well as to combine promotion and advertising of Vietnam's tourism on major media channels in order to introduce and attract international tourists, with the BBC channel Vietnam focusing on Vietnam tourism 2020: promoting internal strength in the "Covid -19 storm". According to the Vietnam E-Government Newspaper (2021a), the foreign specialists have stated that, in addition to the problems posed by the Covid-19 epidemic, this is a chance for the tourist sector to reflect on itself to create a more realistic and long-term tourism plan. Simultaneously, develop a national brand called "Safe-Green-Clean" to entice foreign tourists once the pandemic is below control globally.

Constantin et al. (2021) has conducted assessments on the impact of the Covid-19 pandemic on Vietnam's tourism; The role of international tourists in the development of Vietnam's tourism before and after Covid-19; The identification of Vietnam's main international tourist markets, as well as recovery scenarios and solutions to develop Vietnam's tourism in the future. Nguyen

[3] People's Online Newspaper (2020), Vietnam Tourism 2020: promoting internal strength in the "Covid storm", https://nhandan.vn/dien-dan-dulich/du-lich-viet-nam-2020-phat-huy-noi-luc-trong-bao-covid-19-630469/ (Access Date: 02.09.2021).

Hoang (2020) presents development opportunities in the field of digital marketing in Vietnam in the post-Covid-19 era. This is a very new topic, which is of much interest to many people and up to this point there seems to be no article mentioned or related to this topic.

This is a valuable resource for the authors to inherit and research in order to develop ways to attract foreign tourists to Vietnam following the Covid-19 epidemic.

2.2. Global Trends

Until the beginning of 2020, the global tourism has grown significantly, being influenced by globalisation and technological advances. People were benefiting from cheaper airfares, possibility to plan and book their own travel and then share their experiences online. The OECD (2018) identified 4 mega-trends that will shape the future of tourism by 2040: evolving visitor demand, sustainable tourism growth, enabling technologies, travel mobility. The growth was projected to continue, being influenced by changing demographics, environmental conditions and innovations. But the global tourism came to a standstill. Today, the world is facing unprecedented health and economic crisis caused by the Covid-19 pandemic. It has led to national quarantines and travel restrictions. The recession is the greatest since the Great Depression. Various forms of economic activity, especially tourism, suffered given the immediate and immense shock to the sector.

There are a number of studies which consider the impact of Covid-19 pandemic on tourism. Folinas and Metaxas (2020) investigated the extent to which Covid-19 can affect the global tourism industry. Gössling et al., (2020) compare the impacts of Covid-19 to previous pandemics and other types of global crises and explore what implications it may have. It was noted that within couple of months, global tourism system moved from over tourism to non-tourism. According to Higgins-Desbiolles (2020), Covid-19 is recognised as a game-changer for travel and tourism. Her research is focused on the analysis of how advocates of industry rapid recovery stand opposed to wider efforts to reform tourism to be more ethical, responsible and sustainable. Dimitri Ioannides & Szilvia Gyimóthy (2020) stated that as a result of the Covid-19 pandemic in an evolutionary sense, we have reached a fork in the road where at least two general outcomes are possible: the first is that the sector will gradually revert to the pre-crisis unsustainable growth-oriented trajectory; and the second scenario entails a transition towards a radically different way of doing things.

Empirical predictions of tourist behavior after this pandemic ends. There are passion and optimism that tourism will recover faster because the majority of respondents in this study have planned when and where they will immediately after Covid-19 pandemic end with new travel preferences. The travel preferences are 78% or the majority of respondents said they would go back on tour. About 65% will return to travel in the near term, which is 0 - 6 months after the pandemic is declared over, of the type of tourism desired by respondents is nature tourism by 66%, the majority of the desired tour duration is short-period, which is from 1 - 4 days. The survey results show that travel intention mean value is higher than travel anxiety (Wachyuni and Kusumaningrum, 2020). Therefore, the crisis could be an opportunity to rethink the tourism sector for a more sustainable future. Tourism services will evolve according to the changes in customer behaviour, decisions of suppliers and governments.

3. Methodology

Authors mainly use qualitative analysis, synthesis and inductive and explanatory methods, combined with dialectical materialism methods. Research uses a variety of methods and techniques to answer the questions posed. Statistic data are collected and authors conduct analysis of the impact of Covid-19 and the change of the world's tourism trends and solutions to attract and stimulate international tourists to return to help Vietnam's tourism industry recover and develop in the new normal. The study uses also group discussion method.

4. Main Results

4.1. Overview of Vietnam Tourism Under Covid-19 Effects

Following a 22.7% growth rate from 2015 - 2019, the tourism sector started 2020 with a record number of international visitors in January, surpassing 2 million arrivals, a 32.8% increase over the same time in 2019. According to Politburo Resolution 08-NQ/TW, Vietnam's tourism sector is anticipated to have a good year, exceeding the target of receiving 20 million international visitors by 2020.

However, with the impact of the Covid-19 epidemic, Vietnam's tourist sector has encountered unprecedented difficulties. According to statistics, compared to 2019, the total number of tourists serviced by accommodation establishments in 2020 was 97.3 million, a 44% decrease; The number of visitors served by travel agents was 3.7 million, an 80.1% decrease; The international tourists to Vietnam decreased by 78.7%, with only 3.7 million visits. The number of domestic and international travelers has significantly decreased, resulting in a significant fall in income for lodging and travel companies, estimated at VND 61.8 trillion, a 43.2% decline (Vietnam E-Government Newspaper, 2021b)

In 2020, the whole country has 3,339 travel businesses, including 2,519 international travel businesses, 820 domestic travel businesses, but 90 - 95% of travel businesses have temporarily stopped operating. In addition, 201 travel businesses sought for a new license in 2020, while 338 applied to have their license cancelled. International travel businesses have shifted their focus to domestic travel. There are 26,721 instructors, with 16,965 changing jobs or converting to domestic instruction. There are about 30,000 lodging businesses with 650,000 rooms across the nation, but room capacity is barely 20-25% in the provinces and cities; Many hotels in popular destinations were forced to close or change their purposes because they couldn't going any longer (General Statistics Office, 2021).

Currently, many nations around the world are currently using Covid-19 vaccination on a large scale, as well as the use of electronic health certificates to facilitate safe movement and create motivation for development socio-economic growth, including the return of international tourism.

Therefore, Vietnam Politburo agreed to pilot studies using vaccines passports with international visitors to a number of tourist centers can control the disease, such as Phu Quoc, Kien Giang. Currently, the Vietnam National Administration of Tourism is coordinating with relevant units to urgently develop 02 post-Covid-19 tourism recovery scenarios and a plan to welcome international visitors and submit them to the Ministry of Culture, Sports and Tourism for reporting the Prime Minister[4]. In which:

- Scenario 1: The Covid-19 pandemic is brought under control on a global scale in the third quarter of 2021, tourism begins to recover in the fourth quarter of 2021 and enters a normal development phase thereafter. This is a positive scenario that is expected of Vietnam and the world. Tourism is a vulnerable sector but also the sector with the fastest recovery capabilities after a pandemic. If this scenario plays out, Vietnam's tourism sector will be able to plan for the return of international tourists later, while the domestic tourist market would recover relatively steadily. In this scenario, the tourism growth chart will take the shape of a "V" - rapid and continuing growth following the epidemic (Figure 3).

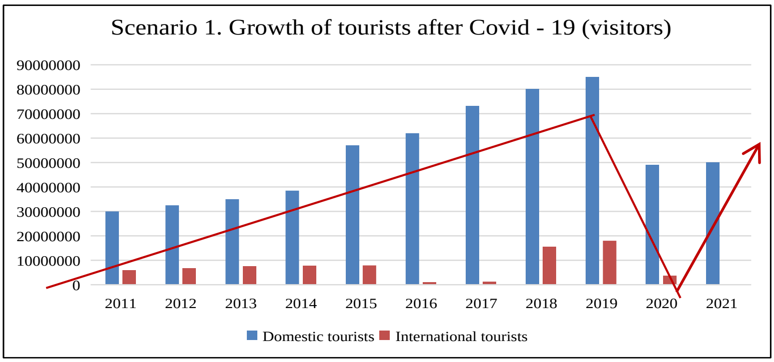


Figure 3. *Scenario 1. Growth of tourists after Covid - 19*[5]

- Scenario 2: The Covid-19 pandemic is complicated and cannot be controlled on a global scale in 2021, tourism will be severely impacted in 2021 and the subsequent year. This is a bad scenario; the tourism sector will be heavily impacted for the next two years. While the government continues to implement safe epidemic prevention measures, unable to welcome international tourists. The domestic market continues to slow at the same rate as in 2020, and total tourist revenue will be similar to or even lower than in 2020 due to the absence of international visitors. The

[4] http://m.tapchimattran.vn/kinh-te/chien-luoc-phat-trien-du-lich-truoc-nhung-thach-thuc-moi-hien-nay-40001.html

tourism growth chart in this scenario will follow a "U" shape (Figure 4).

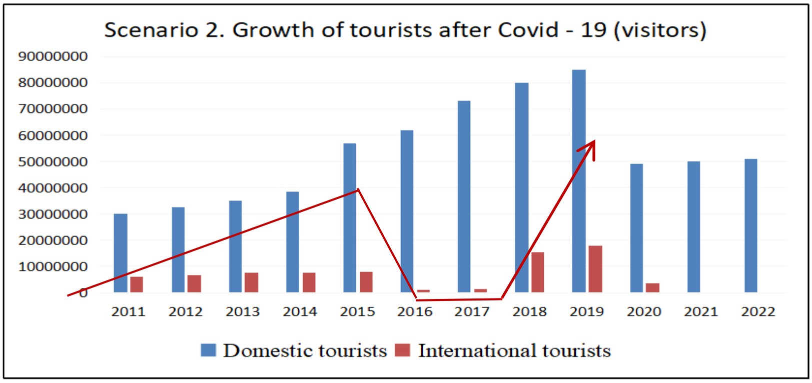


Figure 4. *Scenario 1. Growth of tourists after Covid - 19*

Based on these scenarios, Vietnam must devise a strategy to welcome international tourists back to recover and promote Vietnam's tourism growth again when the Covid19 epidemic has been controlled.

4.2. Identify Tourism Trends in the New Situation

Pandemic Covid-19 has had a serious influence on the tourism sector, but it has also opened it up to many new trends coming from people's global travel needs. Hotels and tourist destinations have been left desolate. Major international events have also been canceled. However, with the efforts of governments and businesses, lots of new opportunities for the tourism sector are developing, with five emerging trends in the post - Covid -19 period (Vinpearl.com, 2020).

4.2.1. Staycation Trend

Since Covid-19, this word has appeared increasingly frequently in projections regarding tourist trends in 2021. This allows for travel without a passport. The local discovery tour was designed for the residents of the area. These activities frequently involve discovering cultures and locations that locals typically overlook because they appear too familiar to become appealing new places of discovery, particularly for young people and a family with small children.

In the spring, for example, Operator Luxury Cotswold Rentals reported a 166% rise in traffic to their website year over year, as well as a 138% increase in enquiries.

Luxury hotels in Hong Kong have been fully booked for local tourist offers, owing primarily to special packages at cheap, appealing pricing for travel lovers. Guests may also enjoy their stay while being assured of their safety thanks to the hotel's stringent sanitary measures. The similar pattern can be seen at beach and island vacations, where private villas are created to host smaller, more personal gatherings.

4.2.2. Trends in Touchless Travel and Automation

Touchless travel is likely to be the most apparent shift in the travel and tourism sector, and also what individuals would prioritize immediately.

Even with rigorous health and safety protocols in place, the exchange of travel papers in airports and hotels poses a danger of infection.

The same is true for touch screens at check-in, security, border control, and hotel front desks.

This means that by 2021, automation is anticipated to be part of the new normal for travel. Machines will be replaced by biometrics (facial recognition, contactless fingerprint scanning, etc.) fingerprint identification and fingerprint scanning.

4.2.3. The Transition to Private Modes of Transportation

Vacation rentals, in terms of tourism products, are discovering methods to appeal to a broader audience, even surpassing hotel booking systems due to their low occupancy and better privacy. Tourists tend to avoid public transportation such as buses and trains, thus car rentals are likely to follow suit.

4.2.4. A Tendency to Seek Out Unspoilt Lands

Nature-oriented aspects become more appealing during a period of social alienation. Travelers yearn to go out into the wide spaces and breathtaking vistas of the great outdoors. Camping vacations have grown in popularity among travelers who wish to really immerse themselves in nature.

Nature restoration and conservation tours, in which tourists have an active role in helping the ecosystem restore to its natural condition, are also growing increasingly popular.

4.2.5. A Tendency for "Isolation" Vacations

Many individuals like to relax in areas where there are no crowds. Popular beaches, home-sharing services, huge hotels, and lively cities may all be on the wish list. Meanwhile, peaceful coastal, lakeside, mountain, and rural areas, as well as private homes, yachts, and boutique hotels, will be popular.

Keeping up with the trend, the Le Bijou hotel in Zürich, Switzerland, began offering smart apartments with Covid-19 services such as food delivery, meals prepared by a personal chef (remote ordering via iPad), 24-hour health monitoring, and even in-room coronavirus testing.

Many parties provide excursions of a full island in the Maldives archipelago, which is located in the Indian Ocean. Sun Siyam Resorts has announced that for one million dollars, visitors may reserve a room for 15 days and up to 50 people on either island (Iru Veli or Vilu Reef). At a cheaper cost, Norway's revolutionary Birdbox cottages seat just two people and may be put in pristine natural surroundings with no impact.

4.3. Determining Vietnam's Main International Visitors Market Following the Covid-19 Epidemic

Observing the real rise in the number of tourists in Vietnam over the last several years, it is possible to assume that the majority of international visitors to Vietnam come from Asian nations, including Chinese, Japanese, and Korean tourists. China and Taiwan account for around 80% of all international tourist expenditures. As a result, close international collaboration with these nations will assist Vietnam in recovering tourism faster than Europe and North America (Vietnam National Administration of Tourism, 2020). (Figure 5).

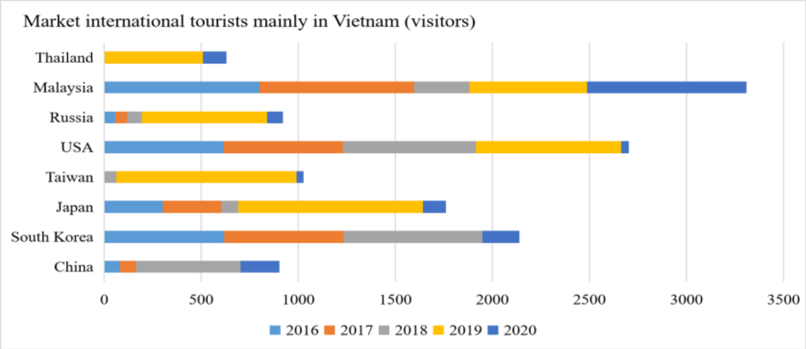


Figure 5. *Market international tourists mainly in Vietnam (2016 - 2019)*[6]

To attract foreign tourists to Vietnam post-Covid-19, Vietnam must do the following:

- Continue to attract visitors, develop the market with quick growth potential, a big source of visitors, high spending, and a lengthy stay.

- Priority should be given to recruiting visitors from the following markets: Northeast Asia, Southeast Asia, Australia, North America, Western Europe, Northern Europe, Eastern Europe, and the Russian Federation.

- Interested in creating new and potential markets: the Middle East, Southern Europe, South America, and South Asia (India); growing and developing potential markets, since the number of visitors traveling overseas grows significantly each year.

4.4. Solutions to attract international tourists to Vietnam after Covid-19

4.4.1. Ensuring destination safety and tourist safety

Vietnam must prioritize spreading the Covid-19 immunization program for tourists and employees in tourist areas as fast and efficiently as possible, eventually expanding the campaign throughout the country. Implement measures to ensure the safety of destinations and tourism service establishments,

[6] Vietnam National Administration of Tourism, https://vietnamtourism.gov.vn/index.php/statistic/international

improve medical capacity to prevent and control Covid-19, and organize the effective implementation of the 5 regulations (Mask - Disinfection - Approx ways – Do not gather – Declare health) in order to be determined to defeat the Covid-19 pandemic. Creating advantageous travel circumstances for local and foreign tourists by issuing immunization certificates in line with international standards. Providing immunization certificates to local and foreign tourists in line with the international recognized system to provide advantageous travel circumstances. Ensured international arrivals in Phu Quoc (Kien Giang). Prepare to progressively expand to locations around the country, including Ha Long (Quang Ninh), Hoi An (Quang Nam), Nha Trang (Khanh Hoa) and Da Lat, on that premise (Lam Dong).

4.4.2. Create a Diverse Product Line to Match Changing Market Trends

Although the implementation of tourist system planning and the development direction of Covid-19 have had a major impact on tourism, this is also an opportunity for the tourism industry to re-evaluate the development process and rehabilitate the tourism industry. Tourism technical facilities, tourism infrastructure completion in preparation for a new development phase Moreover, the tourism industry must enhance research and development of diverse tourism products and services, as well as create new tourism product lines.

In addition, in order to revive demand, Vietnam must adopt a new pricing strategy. Businesses may also use bundling items to increase cross-selling and up-selling opportunities, diversify income sources, underpin premium products, and perhaps capture greater pricing. Travel agencies and hotels can collaborate to give a complete service package, including plane tickets, rail tickets, limos or buses, and lodging. Furthermore, it is feasible to capitalize on the rising demand for high-end tourist, such as yachts or "farm stays."

Add new experiences for visitors, rather than merely staying in hotels, and re-allocate tourism funding to varied, non-traditional places. As an example, instead of spending money on rooms, Travelers on luxury trips spend money on experiences. Many travelers even plan their activities ahead of time. It demonstrates that the tourist's decision is influenced more by their experience at the place. Many adventurous activities, such as cave exploration, mountain hiking, quiet island resorts, water sports, and food festivals, have become the primary reasons for people to flock to a tourist location

4.4.3. Accelerating the Digital Transformation of the Tourism Industry

- Creating a national tourism database system: establishing a digital information system on tourist resorts, tourist attractions, and tourist service companies. Supporting the use of information technology to guarantee safe tourism for destinations, service providers, and tourists: Upgrading the "Safe Vietnam tourism" application, registration and declaration system safety *https://safe.tourism.com.vn*, and developing a system to certify vaccination numbers *https://travelpass.tourism.vn* to serve foreign guests when conditions allow. Create a smart tourism ecosystem and user-friendly mobile applications to assist tourists. Support tourist businesses in connecting, introducing, and selling items more easily in the network environment (fairs, forums to introduce destinations, connect businesses online).

- Promote online travel business: Covid-19 has compelled countries to implement travel limitations, while many businesses encourage employees to work from home and use video conferencing. As a result, business gatherings have been especially severely affected, and one of the major travel trends has been a shift of focus to the Online Travel Business.

Tourism companies, online payment and service providers, and banks banded together to expand the industry, establishing an alliance to provide online goods and services. Every year, the practice of reserving and booking tours online has risen. According to a Grant Thornton Vietnam survey of the service sector conducted in 2018, the share of income from direct reservations as well as travel agencies and tour operators dropped compared to 2017 as a result of the move to the online booking channel. According to this research, online income amounted for 21.4 percent of total revenue, placing second among the most common ways of booking today (Cooper, 2005).

Promoting room sales is always an essential aim for the accommodation sector and using internet business is also an excellent technique for earning significant amounts of income. Accommodation businesses must collaborate with travel agencies and airlines to develop demand-stimulating products; collaborate with travel agencies to develop combo service packages that include air tickets and hotel rooms at super preferential prices; organize incentives and deep discounts for familiar customers; and expand to retail and domestic customers... The sales crew is always on the phone and via email to maintain ties and identify new customer sources. Customers are also proactively informed about travel businesses.

4.4.4. Creation of a Hands-Free Control System

Because the epidemic has compelled many areas to adopt social distance and limited interaction, non-contact has become even more crucial. Where: Contactless payments have become a standard feature of today's travel industry, and the introduction of choices such as Google Pay and Apple Pay has aided in taking this to the next level. To pay for meals, hotel stays, transportation, and other services, travelers will no longer need to carry cash or credit cards. Although staff and consumers often prefer not to handle cash in the current Covid situation, the need for contactless payments is greater than ever.

Automation in the lodging sector by opening the door with a mobile phone instead of a traditional key; the destination can also use this form instead of the traditional entrance ticket. Google Assistant has launched a hotel application Google Nest Hub with the meaning of a virtual assistant in the United States. Previously, Amazon's Alexa virtual assistant system was used in hotels in 2018, making it very convenient to control devices without touching. Customers can control their TV, room lighting system, sound speakers, curtains, and even their air conditioner via an internet connection or Bluetooth. Furthermore, customers can ask Nest Hub questions about tourist facilities.

4.4.5. Increased Communication, Marketing and Tourism Promotion

Implement a tourism promotion campaign with the theme "Vietnamese tourism is safe and attractive". Communication orientation to introduce, open the destination, safe travel procedure, new immigration regulations; update information on new travel programs with incentives. Diverse communication channels include: websites, social networks, and online travel events; main worldwide communication channels; and efficiently coordinating with abroad Vietnamese representative organizations in tourism communication, advertising and promotion. Encourage tourism businesses to create demand-inducing product combinations that include incentives and a commitment to quality. Support businesses in reconnecting with the market, both online and in person; market access and product promotion.

In the near future, promotion programs to stimulate tourism demand in a variety of traditional and close markets, such as Northeast Asia (China, Korea, Japan), Southeast Asia, and others, must be restarted. At the same time, continue to research, approach, and grow prospective and distant markets such as Western Europe, North America, Russia, Australia, New Zealand...

The mentality, habits, and needs of tourists will alter as a result of the epidemic. Therefore, tourism promotion and advertising must not only be actively executed, but also modify and adjust methodologies and organizational procedures correspondingly. Aside from traditional methods of promotion and publicity, such as organizing international events, fairs, conferences, seminars, promoting through mass media, promoting through airlines, and so on, international travel agents... must use modern methods, such as digital technology, digital marketing, promoting online, advertising on popular TV channels such as CNN, BBC, National Geographic...

4.4.6. Supporting Businesses in Hastening the Revival of Tourist Activities

Vietnam must implement preferential financing programs for the restart of business, employee compensation, market research, the development of new products and services by tourist businesses, and the implementation of other programs. The government's support program for businesses affected by Covid-19. Tax exemption and reduction for demand stimulation costs, creation of new tourism products and services, support for digital transformation and tourism vocational training are all priorities.

4.4.7. Support the Development of Human Resources to Meet the Demands of Recovering Tourism Activities.

Covid-19 has had a severe impact on tourism, causing many qualified employees to go to another industry. Worryingly, after the pandemic is ended, the tourism sector will face a shortage of human resources to "reconstruct." As a consequence, training human resources to meet social needs is a necessary solution to break the ice for the tourism sector while also assisting the tourism sector in developing sustainably.

Additionally, globalization and the Industrial Revolution 4.0 require companies and tourism training institutions to implement many innovative training and education solutions in order to connect with the area and the globe...

Therefore, Vietnam's tourism training institutions need to implement training programs and develop tourism human resources in an effective such as professional skills, market exploitation, product creation, digital transformation, and other relevant activities, other knowledge in order to meet the needs of the new situation.

Improve industry cooperation and connectivity to facilitate international tourist revival.

Increase coordination with the aviation sector in tourist market promotion, publicity, connection and development. Coordination with customs and tax authorities to provide advantageous conditions for international visitors to enter and depart Vietnam as well as purchase duty-free items; collaborating with the agriculture sector to supply food inputs to restaurants and catering enterprises while ensuring food safety for tourists; Coordination with police to maintain security and order at tourist destinations, and to prevent and combat crime.

4.4.8. Clear and Scientific Delegation of Authority Among Relevant Agencies and Ministries

The Ministry of Culture, Sports and Tourism must assure the twin aims of illness prevention and control, recuperation, and socioeconomic development when implementing the plan; a harmonic mix of disease prevention and control and tourism and travel activities. Ensure that policies and initiatives to boost demand and restore tourism and travel activities are consistent, feasible and successful. Simultaneously, encouraging accountability and effective coordination between the Ministry of Culture, Sports, and Tourism and relevant ministries, branches, localities, and associations in developing and implementing policies and measures to stimulate demand, in order to restore tourism and travel activities.

The Vietnam National Administration of Tourism will be in charge of overseeing and coordinating the Plan's execution, as well as summarizing and reporting on its progress. Guide the implementation of measures to ensure safety in tourism activities; coordinate in organizing communication and promoting safe and attractive Vietnamese tourist destinations; propose and implement mechanisms and policies to support businesses, develop human resources to meet the requirements of recovering tourism and travel activities.

The province People's Committee is advised by the local tourist management departments in the execution of policies and actions to generate demand and revive tourism in the area: Prepare properly the conditions for the destination's opening; guarantee the safety of disease prevention and control; establish a policy of exemption and reduction of taxes and charges for attractions and tourism in the region; and support tourist companies and employees in resuming business operations.

The Vietnam Tourism Association and tourism businesses must collaborate to develop mechanisms and policies to assist tourism businesses in restoring business operations, training and retraining workers, enforcing safe tourism regulations, and linking and deploying product and service packages to stimulate tourism demand.

5. Results and Discussion

As previously stated, we examined the scenario of Vietnam's international tourism recovering and expanding by the end of 2022 (assuming the Covid-19 pandemic is controlled by the end of 2021, the beginning of 2022) or 2024. As a result, in order to collect attracting international tourists back and how to motivating and inspiring international tourists to visit vietnam, the author's group has put forward: a view of the effects of the Covid-19 pandemic on Vietnam's tourism industry; the role of international tourists in Vietnam's socio-economic development; the post-Covid-19 tourism trends; identify international tourist markets that Vietnam should focus on attracting and exploiting once the pandemic has been contained.

Thereby, the authors propose 8 specific solutions to attract and persuade international tourists to return in order to reestablish the development of Vietnam's tourism sector when the Covid-19 pandemic is over: (1) Ensure destination safety and tourist safety; (2) Develop diversified products to meet new market trends; (3) Promote digital transformation in the tourism sector; (4) Strengthen communication, advertising and promotion activities; (5) Support enterprises in accelerating the recovery of tourism activities; (6) Assist in developing human resources to meet the needs of tourism; (7) Strengthen industry coordination and linkages to facilitate the recover; (8) Clear and scientific delegation of authority among relevant agencies and ministries.

6. Conclusion

Due to the "squeeze" of Covid-19 and past natural calamities, Vietnam's tourism industry would suffer double harm in 2020. However, in an unprecedentedly challenging year, the tourism industry in Vietnam finds resistance and internal strength from inventiveness to find possibilities in obstacles. Although the difficulties caused by the Covid-19 pandemic persist, the lessons learned from overcoming the "Covid-19 storm" of the previous year will serve as the foundation for Vietnam's tourism in this new year to proactively respond to new challenges, maintain the momentum of sustainable development, and continue to affirm Vietnam's tourism's position in the region and the world.

Furthermore, Vietnam's tourism industry has oriented the tourism thinking of Vietnamese businesses and people to adapt to the new era while still satisfying the needs of tourists, such as: digital transformation center in the field of tourism; building highly personalized tourism products that ensure green, safe, low-touch; applying AR, VR, IoT technologies in tourism activities... will contribute to attracting international tourists to return to discover.

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COVID-19 VACCINE CERTIFICATE AND HOTEL MANAGERS' VIEWS: THE CASE OF KONYA PROVINCE

Saadet Zafer Kavacık

Research Assistant, Necmettin Erbakan University, Tourism Management, Konya, Turkey, saadetzafer07@gmail.com
ORCID: 0000-0002-8834-2069

Kevser Çınar

Assistant Professor, Necmettin Erbakan University, Tourism Management, Konya, Turkey, k.cinar22@gmail.com
ORCID: 0000-0002-5412-715X

1. Introduction

Vaccination certificates can be an essential step towards reversing the negative economic and social consequences of COVID-19. While the application brings some advantages, it also leads to discussions in some cases. While one of the main advantages of the application is that it offers freedom of movement to vaccinated people with a low risk of infection and transmission, one of the main issues it raises is ethical. With the increasing diversity of vaccines and daily immunizations, countries and non-governmental organizations are making various decisions about the certification of vaccinations. As the tourism sector is one of the most affected sectors during the pandemic period, it has been observed that countries with a high share of tourism in the national income distribution make faster decisions on vaccination certification.

Although it is still unclear how and when life will return to normal, the most important strategy to support recovery is the documentation of vaccination, identification, and immunity. Different terms refer to these applications in the literature and practice. These terms are "vaccination card", "vaccination certificate", "vaccination passport", "immunity passport", "health card". While the terms are now used almost interchangeably, such information can allow them to prove a person's health status when requested by authorities worldwide. There are significant differences between the vaccination certificate and the immunity passport in terms of the individual's health risk, bodily integrity, public health risk, and ability to consent and control. The main difference between the two is the type of incentive. Vaccination certificates encourage people to vaccinate against the virus, a social benefit, while an immunity passport is an incentive against infection (Phelan, 2020: 1597).

The aim of the study is to obtain the assessments of the hotel establishments certified for tourism in Konya about the implementation of the vaccine certificate and to determine the status of requesting this from customers. In this study, the COVID-19 vaccine certificate and similar concepts were examined in the first stage; the information obtained through literature review about the applications and some of the difficulties they bring have been discussed. In the second stage, the findings obtained from semi-structured face-to-face and online interviews were explained through tables. Then the discussion section followed the results and preceded the conclusions and recommendations.

2. COVID-19 Vaccine Certificate

The purpose of the vaccine passport is to be used in the context of international travel, returning to work in various fields, education, public events, public health, and other areas without compromising personal safety during the COVID-19 pandemic (Pavli and Maltezou, 2021: 2). Vaccination passports differ from 'immune passports,' which provide proof of past infection. Immune passports are currently not recommended by either the European Center for Disease Prevention and Control (ECDC) or the World Health Organization (WHO) due to the undefined parameters and duration of post-infection immunity and the costly testing of antibodies (Schlagenhauf et al., 2021: 2). Immunity passports are a method of registration where a person is believed to have immunity to COVID-19 and is considered less likely to contract or spread the disease. It can take place in a certificate, wristband, mobile-based application, or any other document. Having an immunity passport can give people suspended freedoms during quarantine, such as traveling to work and socializing with people outside the home (Brown et al., 2020: 653).

While it remains unclear how or when life will return to normal, one proposed strategy to aid this return has been immunity passports, which will provide identification and documentation of immunity. These passports are a potential tool for recording and sharing an individual's immune status (Brown et al., 2021: 658). A certificate of immunity can provide a mechanism for free movement by providing reasonable evidence that a person is at low risk of contracting the COVID-19 virus. The certificate, which can also be carried on an individual's smartphone, indicates that the person has recovered from the infection and is possibly immune to the PCR (Polymerase Chain Reaction) result (Gruener, 2020: 7).

Vaccination certificates are not a new practice. A different type of proof of vaccination, the International Certificate of Vaccination or Prophylaxis (ICV), is already available under International Health Regulations (IHR). The International Certificate of Inoculation and Vaccination was first established by the International Sanitary Convention for Aerial Navigation in The Hague in 1933 (Pavli and Maltezou, 2021:2). Although the vaccination certificate is not a new practice in Turkey, the history of the Ministry of Health, General Directorate of Health for Borders and Coasts, the institution responsible for the implementation, dates to 1838. II. By order of Mahmut, the Council of Tahaffuz convened for the first time for quarantine and started to work in 1838. The institution, subject to name changes over time, continues its activities as a directorate and has various duties besides issuing the International Certificate of Vaccination and Prophylaxis (Yellow Card) (Okay et al., 2016; Dost et al., 2021). Practices in travel medicine that require proof of yellow fever vaccination for specific destinations and proof of meningococcal vaccine for pilgrims or, in some instances, proof of polio vaccine have long been present (Schlagenhauf et al., 2021: 2).

Many countries and institutions have started applying for vaccination passports to eliminate domestic and international travel restrictions. India (Aarogya Setu, Co-WIN portal and DigiLocker), The Commons Project Foundation (CommonPass), Denmark (Coronapas), European Union (EU Digital COVID

Certificate), International Business Machines (IBM) Corporation (Digital Health Pass), New York State (Excelsior Pass), Good Health Pass Collaborative (Good Health Pass), Israel (Green Pass), International Air Transport Association (IATA Travel Pass Initiative), Africa Centers for Disease Control and Prevention (My COVID Pass, Trusted Travel), Quantum Materials Corporation (QDX HealthID), World Health Organization (Smart Vaccination Certificate), Pakistan (Vaccify), Estonia, Guardtime and World Health Organization (VaccineGuard), WISeKey International Holding (WIShelter SafePass), China (Digital COVID-19 vaccine passport) , United Kingdom (V-Health Passport), Germany (Vacuna, SafeVac, VeriGO TrueSeal), Greece (COVID-19 Vaccine Certificates), Spain (Ink Digital Health Platform), United States of America (SMART Health Cards, Digital Health Pass, Vacmobile, Vaccine Passport) are among the countries and institutions that have started to implement it (Sharun et al., 2021: 2; Mbunge et al., 2021). Turkey also offers the "Republic of Turkey Vaccination Certificate" through e-Pulse and “Hayat Eve Sığar” applications (sbsgm.saglik.gov.tr). The European Commission, the executive body of the European Union (EU), decided to recognize the COVID-19 vaccine certificates issued by Turkey on 19 August 2021 (eur-lex.europa.eu).

Digital certificates are the modern equivalent of paper certificates. In both formats, certificates consist of information about a person or organization given by an authorized source. The card that lists the individual's vaccinations and the dates they were administered is approved by a healthcare professional. Since paper credentials are subject to fraud, certificates must have three essential characteristics. These are privacy protection, portability, and wide recognition and reliability (Gruener, 2020: 12-13). An example of a digital certificate application is the Digital COVID Certificate application, formerly known as the Digital Green Certificate of the European Union. The EU Digital COVID Certificate Regulation came into effect on the 1 July 2021. EU citizens and residents can issue and have their Digital COVID Certificates verified across the EU. With the certificate, it is aimed to realize the free movement of citizens within the borders of the European Union during the pandemic. EU Digital COVID Certificate indicates that the person;

- has been vaccinated against COVID-19,
- has got a negative test result,
- has recovered from COVID-19 (ec.europa.eu; Aydın Halisoğlu, 2021:9).

In the context of traveling the certificate, the application should protect the traveler, companions, and residents at the destination and in transit areas (Chen et al., 2020: 1). There is also a legal regulation authorizing the states in this regard. Under the International Health Regulations (2005:28) (IHR), states may "achieve the same or greater level of health protection than WHO's recommendations." However, such measures should have a health justification, be non-discriminatory, take into account passengers' human rights, and not restrict international traffic more than reasonably available alternatives (Phelan, 2020: 1597).

Similarly, it is stated in the Human Rights Convention that there may be restrictions on personal freedom in case of contagious diseases. While Article 5 of the Convention for the Protection of Human Rights and Fundamental Freedoms, signed in 1950, states that "Everyone has the right to life, liberty, and security. No one shall be deprived of his liberty except in the following cases and following the procedure prescribed by law:" There is a statement that "in order to prevent the spread of contagious diseases, people who can spread the disease, mentally ill, alcohol or drug addicts or vagrants are detained under the law" (www.yargitay.gov.tr).

There are different studies in the literature that the applications related to the certification of the vaccine can bring along various problems. According to Pavli and Maltezou (2021: 2), the difficulties regarding the vaccination passport application can be classified into three categories. These include scientific challenges such as duration of protection, protection against emerging variants of SARS-CoV-2, effectiveness in reducing transmission of the virus, timing of booster doses, protection against asymptomatic infections, and lack of data on vaccine effectiveness for certain groups such as pregnant women and children. In addition, ethical issues such as limited access to vaccines and potential discrimination, movement restrictions for unvaccinated people, access to technology, protection of confidentiality, validity and verification of documents, and legal challenges such as counterfeiting factors are other crucial challenges.

Mbunge et al. (2021) also stated some challenges such as lack of ICT infrastructure, socio-economic inequalities, lack of standardized COVID-19 vaccine certificates, security risks, privacy, lack of a framework in global standards and policies, and ethical concern for the proper application of COVID-19 digital vaccine certificates.

Similarly, Sun et al. (2021: 395) grouped the difficulties in five categories that vaccination passports may create while improving the aviation sector. These are competition, epidemiology, technology, ethics, and policy. These challenges related to competition include competitive passport, vaccine competition, and global identifier competition; epidemiological mutations, correct vaccination strategy, perceived immunity; technology-related infrastructure, trust, data, and privacy; ethical compliance, discrimination, accessibility, and acceptance; clear definitions in terms of policy, global cooperation, and long-term solutions.

The most striking factor among these challenges is related to ethics. Vaccination passports raise equality due to existing restrictions on access to vaccines, which can exacerbate discrimination. Restricting vaccine-based individual freedom due to the lack of universal vaccine access is a disadvantage for poorer countries and minority groups, where the vaccine adoption process will be slower (Schlagenhauf et al., 2021: 2). The curfews significantly restrict the freedom of the population. Immunity passports would potentially allow more freedom for part of the population during quarantine periods. It is unethical to restrict freedom unless there is a real risk to other people (Brown et al. 2021: 61).

The World Tourism Ethics Committee, an independent and impartial body of the General Assembly of the World Tourism Organization, is responsible for promoting the Global Code of Ethics and evaluating and monitoring the implementation of these principles. In May 2021, the Committee published a recommendation called COVID-19 Certificates Recommendation for International Travel. The text of the recommendation suggests that any COVID-19 certificate for international travel must meet several conditions. These terms (www.unwto.org; Matsuura, 2021);

- The certificate should be a unique document containing information on vaccination status and diagnostic (molecular, PCR and antigen) or recovery status.
- Certification duration should be limited and discontinued as soon as the World Health Organization no longer considers COVID-19 a Public Health Emergency of International Concern (PHEIC).
- The certificate should be used primarily for international mobility.
- For maximum accessibility, the certificate should be available in both digital and printed form.
- In both formats, the certificate should guarantee the protection and security of data and the privacy of the holder. The certificate must also offer a guarantee of authenticity in order to avoid fraud and abuse.
- The certificate should be free; international cooperation and governments should ensure that the whole population has broad access to free vaccines and affordable testing.
- The provision of vaccines and related certificates in destination countries should not be part of package tours or similar products, and governments should not support such initiatives.

Various criteria should also be considered when evaluating the evidence supporting the concept of immunity certification and its applicability. For example, all infected people develop detectable antibodies, which are protective. Thus, it prevents the spread of infectious viruses. The data determines the threshold of antibody titers necessary for protection, ensuring that immunity is durable enough to initiate an expiration date for its validity. The antibody test(s) acceptable for issuing certification corresponds to an international quality standard; documentation processes are highly resistant to fraud. Chen et al. (2020: 1) state that an immune certification system that does not meet all these criteria is unlikely to be widely accepted.

There is also a debate that vaccination certificates are more ethical than immunity certificates. This discussion is based on two issues. First, immunity acquired through vaccination is more reliable in terms of efficacy and duration than immunity acquired through infection. Secondly, certificates provide an incentive to be vaccinated, whereas certificates of immunity may provide an incentive to deliberately expose oneself to immunity (Matsuura, 2021: 2).

It is critical to address and communicate the role of vaccination certificates as a transition strategy to facilitate a collective gradual return to pre-COVID-19 activities by reassuring people that their risk of transmitting or contracting infection is reduced (Nehme et al., 2021). Some variants of the virus can pose a serious risk to the traveller. The decision to travel depends on many factors, such as the willingness to take risks. However, the additional uncertainties caused by the fear of the variants may cause the traveller to reconsider their travel plans. For example, travellers need to be aware of the increased risk of infection and the impact of public health measures, especially those related to diseases abroad. For vaccinated travellers, the concern that the predominant viral variant at the destination may be less susceptible to the vaccine needs to be discussed (Schlagenhauf et al., 2021: 1). The measures taken are likely to be gradually reduced if confidence in the validity of vaccination passports increases in society. However, such a situation will naturally make the undetected spread of the virus much easier (Sun et al., 2021: 398).

Due to vaccines' important role in ending the pandemic-induced recession in the tourism industry, behavioral and attitudinal research focusing on factors that may affect individuals' vaccination intentions and attitudes towards COVID-19 vaccines is needed. The findings of these studies can provide vital information for hospitality marketing and management practitioners guiding their accommodation operations during and post-pandemic period (Gürsoy and Chi, 2021: 279). Travel agencies can theoretically play an essential role in preventing health problems among tourists by providing information on whether the relevant vaccination certificate is legally required when visiting a region and providing vaccination recommendations necessary to prevent certain diseases (Wirawan, 2018: 2).

3. Methodology

The study aimed to define the views of the hotel managers about the vaccination certificate application and determine the status of requesting this from their customers. The qualitative research method was used in the research. Qualitative research can be defined as obtaining information by observing, interviewing, or evaluating the documents related to and originating from social phenomena in their environment and developing a theory by analyzing this information (İslamoğlu and Alnıaçık, 2019: 220). Since it is not aimed to generalize in qualitative research, purposeful, selective, and theoretical sampling methods are used for a deeper understanding. It is therefore preferable to work with a small sample suitable for the research rather than a large sample population. In this context, the method of purposive sampling is used, which is generally favoured in qualitative research. This sampling method makes it possible to select information-rich situations for in-depth research (Büyüköztürk et al., 2019: 92; Akturan, 2013: 196). In the study, one of the purposive sampling methods that Patton (1990) stated is used. The universe of the research consists of the Hotels with Tourism Operation Certificate under the Ministry of Culture and Tourism control in the city center of Konya. According to the current data of Konya Provincial Directorate of Culture and Tourism dated 24.06.2020, there are 37 facilities with tourism certificates in Konya and 32 of these hotels consist of 3-, 4- and 5-star hotels. (www.konyakultur.gov.tr). The study was carried out in 3, 4, and 5-star hotels.

The questions addressed to the sample group were identified on the basis of an extensive literature search and expert opinion and are listed below;

1. Relevant demographic information

2. What do you think about the vaccination certificate? How would you evaluate the positive/negative aspects of the certificate for hotel businesses?

3. Do you intend to request the vaccination certificate from your customers?

In the research, 12 hotels thought to represent the universe were selected for in-depth research, and face-to-face and online semi-structured interviews were conducted. Each interview lasted an average of 20 minutes. With the agreement of the participants, a tape recorder was used to avoid any loss of data, and the participants' responses were transcribed after the interview. The interviews were also recorded with the agreement of the participants, and it was specified that the names of the hotels would be treated as confidential. For this reason, hotels are coded as O1, O2… O12. Following the preparation of the research questions, the Ethics Committee Approval was obtained, and the implementation process started. The research was carried out in May-July 2021. The method of data analysis used for this study is 'thematic analysis', which involves thematic coding and the detection of common patterns and themes in the data (Spencer et al., 2014).

Validity and reliability are very crucial in quantitative research (Long and Johnson, 2000). Reliability refers to credibility, transferability, reliability, and confirmability (Lincoln and Guba, 1985). However, the purpose of qualitative research is not to generalize (Morrow, 2005), and some aspects of this study can be applied to other contexts that may be specific to the participants. Other researchers working with the data set are likely to come up with similar conclusions. The results of this study reflect the information provided by the hotel department representatives interviewed. The researchers tried to be objective throughout the data collection and the analysis and presentation of the findings. The information obtained is supported by various sources from the literature in the conclusion part.

4. Findings

In this part, the findings obtained from the semi-structured interviews based on the research questions are shown below. Table 1 contains some findings regarding the hotels and hotel representatives participating in the research. Representatives of the research have 6 to 22 years of industry experience and 1.5 to 13 years of managerial positions. They work as front office manager, assistant front office manager, front office chief, sales and marketing specialist and sales manager and deputy general manager. Hotels have been in operation for 2 to 28 years and employ between 10 and 90 people.

Table 1: Demographic Findings of The Participants

	Sector History	Management Experience	Operation Unit	Operation Year of the Hotel
O1	I have been in the industry for 17 years. I am a mechanical technician graduate.	13 years	Sales Manager and Deputy General Manager	10 years
O2	I have been in the industry for 22 years. I am a graduate of the Department of Tourism.	7 years	Sales and Marketing Specialist	4 years
O3	I have been in the industry for 17 years. I am a graduate of Public Administration and Map Cadastre departments.	2 years	Front Office Manager	22 years
O4	I have been in the industry for 10 years. I am a tourism graduate.	8 years	Front Office Manager and Pandemic Manager	15 years
O5	I have been in the industry for 16 years. I am a law graduate.	3 years	Front Office Manager	28 years
O6	I have been in the industry for 15 years. I am a university graduate.	6 years	Front Office Manager	12 years
O7	I have been in the industry for 15 years. I am a graduate of Tourism Management.	4 years	Front Office Manager	6 years
O8	I have been in the industry for 15 years. I am a graduate of Tourism Management.	4 years	Front Office Manager	6 years
O9	I have been in the industry for 15 years. I am a hospitality management graduate.	4 years	Front Office Chief	5 years
O10	I have been in the industry for 6 years. I am a graduate of Russian Language and Literature.	2 years	Assistant Front Office Manager	3 years
O11	I have been in the industry for 22 years. I am a tourism graduate.	10 years	Operations Manager	16 years
O12	I have been in the industry for 7 years. I am a graduate of Tourism Management.	1.5 years	Front Office Manager	2 years

The findings obtained from the question "What do you think about the vaccination certificate? How would you evaluate the positive/negative aspects of it for hotel businesses?" are shown in

Table 2. Hotel representatives mainly have a positive attitude towards the vaccination certificate. Based on the answers, their opinions about the vaccination certificate are gathered under the following themes: "vaccination certificate requirement", "compulsory vaccination, "vaccine reliability", "positive", "vaccine recognition", "promoting vaccination", "legal obligation" ', 'negative', 'ethical', 'loss of customers'.

Table 2: Coding of Data on Opinions About Vaccination Certificate

Question	Participant's Direct Expressions	Coding of Data	Definition of Themes
Question 1: What do you think about the vaccination certificate? How would you evaluate the positive/negative aspects of it for the hotel businesses?	O1: "Vaccination certificate should be obligatory. People need to be vaccinated, and we need to be prepared as if it will be applied very soon. Because we have to think about the health of our employees and our customers. I can say that 99% of our customers are conscious about this. Of course, the reliability of the vaccine is also important for us." O2: "It's a positive thing. We, as tourism professionals, deal with many people. That's why it's very well thought. We will proceed according to the rules set by the government. If the state makes it mandatory, we accept and implement it. We do not use this situation as a marketing element. " O3: "Vaccination certificate is beneficial for employees. About 80 percent of our employees have been vaccinated. As an institution, we are very sensitive to that issue. A vaccination certificate is as important as a mask. With the onset of the pandemic, the number of documents we request from customers also increased, which overwhelms the guests. They get bored of questioning that much and complained, saying: 'I gave you the code, and it's not enough anymore?" O4: "Vaccination certificate status is important for our employees and guests, and it is important to overcome the problems regarding the recognition of vaccines. Decisions taken at the state level also affect us." O5: "The government gave vaccination priority to tourism staff. It was great that we were given priority. Because we are in the service sector." O6: "I think it will have a positive impact for a while, but it will not be applied later.	**-** **- Vaccination certificate requirement** **-Compulsory vaccination** **- Vaccine reliability** **- Positive** **- Vaccine recognition** **- Promoting vaccination** **-Legal obligation** **-I don't know** **-Negative** **-Negative** **-Positive discrimination** **-Loss of customers**	**- Vaccination certificate requirement** **-Compulsory vaccination** **- Vaccine reliability** **- Positive** **- Vaccine recognition** **- Promoting vaccination** **-Legal obligation** **-Negative** **-Ethical** **-Loss of customers**

	People are nervous right now, and they need an urgent solution to ask to see the vaccination certificate. Even some customers will prefer hotels that request vaccine cards. I do not see it as an applicable long-term method, and we will return the previous practices." O7: "I think that the more sensitive we are on that issue, the more advantageous we will become. This issue is highly confidential for our staff, and we have already started to get vaccinated. Certification is a standard global solution and a good practice for all of us. P8: "The sector is very fragile, so we will not have any guests. Because for Konya destination, the Far East market had a 20% share, and it was a market scattered throughout the year, especially in December, except for the summer months. Now that market is not available for us anymore, and only we benefit from the domestic market. Currently, our guest rate is 99% domestic guests, 1% foreign guests." O9: "I do not know the details of the vaccination certificate, so I cannot comment on that." O10: "I don't think that our country will request a vaccination certificate from tourists or customers. I don't think hotels will make such a request either. Losing customers and guests is a very delicate situation for hotels. I don't think they will make demands that will cause loss of expenses because the expenses are too high. The sector most affected sector in the pandemic period was tourism. That's why I don't think that Turkey will make such a request in general. If we think about its necessity, for me we should make such a request. Because it is necessary for health, and we encouraged our staff to get vaccinated." O11: "Majority of our staff were vaccinated in the hotel. A vaccination certificate application should be necessary. O12: "I disagree with that ad, and I do not think positively about the vaccine card since it will create negative and positive discrimination. Although it is important for the future of tourism, it is also important to be vaccinated."		

The findings obtained from the question "Do you consider requesting the vaccination certificate from your customers?" are given in Table 3. Participants state that they can request it from their customers if the vaccination certificate application is legally obligatory. Based on the participants' responses, the only theme regarding the request for the vaccination certificate is "legal obligation."

Table 3: Coding of The Data Regarding The Idea of Requesting The Vaccination Certificate From The Customer

Question	Participant's Direct Expressions	Coding of Data	Definition of Themes
Question 2: Do you intend to request the vaccination certificate from your customers?	O1: "Of course, if it becomes mandatory, we will demand it." O2: "We will request it if it is necessary." O3: "As soon as the ministry makes the vaccination certificate mandatory, we also request it from our customers. At the moment, we cannot apply this approach asking them if they have vaccination certificate or not." S4: "We don't want it unless it's mandatory. By the government Because the vaccine is not mandatory right now." O5: "There is no legal obligation now. Therefore, we do not demand such a thing from our customers now, and however, we only request it when it becomes mandatory. Negative PCR tests of people who do not want to be vaccinated are also acceptable." O6: "We request the vaccination certificate if it is mandatory. Because we think that it would be a wrong application for the hospitality industry to make it mandatory unless the government obliges us to apply this procedure, we do not impose any obligation on our guests. PCR tests done within 3 days are also acceptable. " O7: "We can only start the application of vaccine certification if it is mandatory so as not to lose the remaining market." S8: "We can only apply this if it is obligatory."	**-To be requested in case of legal obligation** **-PCR test**	**-Legal obligation**

	O9: "I don't know its content, but we can request it from our customers if it's obligatory. We don't have the luxury of forcing customers to have that certificate right now." O10: "If there is a legal decision about compulsory vaccination, we also request it from our customers." O11: "We will request a vaccination certificate if it is mandatory." O12: "Applied if required."		

5. Conclusion, Discussion and Recommendations

The findings showed that vaccination and its documentation is a necessary and appropriate practice. While the general attitude of the hotel managers about the vaccination certificate application is positive, the sector's concern about losing customers in case of necessity has also been frequently emphasized. Hotel managers stated that vaccination of their staff was completed to a large extent in their hotels, and they encouraged vaccination. In addition, it is among the findings that applying the vaccination certificate can create a sense of negative-positive discrimination among people. This is one of the sub-factors that the vaccination certificate application may reveal regarding the ethical issue. It has been stated that the tourism industry has suffered enough during the pandemic period. Therefore, to avoid losing more customers, customers will not be asked for a vaccination certificate unless there is a legal obligation, and negative PCR tests performed within 72 hours before check-in will also be accepted. Gür and Wolff (2021: 292) stated in their study that after the start of the vaccine application in the tourism sector, applications such as having a vaccination passport or a test result in 72 hours with a vaccination certificate might create some difficulties, even though they are viewed positively. In another study, Gstrein et al. (2021) examined the main opportunities and drawbacks of the passporting approach for managing the current health emergency. They stated that vaccination passports would not become the primary tool in tackling the COVID-19 crisis and are unlikely to play a positive role in mitigating its impact. They interpreted that safety and security gaps and only their rapid introduction could have similar consequences as opening Pandora's box of discrimination and stigma. They emphasized that the critical factor in practice is the practice in the society rather than the technical infrastructure.

They stated that there is no way out of this pandemic right now. More accessible and practical solutions for all human beings are needed to prevent the next wave of the COVID-19 pandemic from becoming the "apartheid wave."

Özaltın Türker (2020) investigated how the COVID-19 epidemic affects tourism in his study in terms of academic perspectives when the pandemic just started in Turkey. In the study, the participants stated that new applications such as vaccination cards might arise with the COVID-19 pandemic. In their study on Swiss citizens, Nehme et al. (2021) aimed to determine if COVID certificates facilitate the safe free movement of the citizens. They tried to investigate the public perception of such certificates with potential differences in acceptability among individuals. In a study of 4056 people, the general adult population in Geneva, Switzerland, agreed on the application of vaccination certificates at work and in travel contexts; however, the application was perceived as unnecessary for attending large gatherings and accessing social venues or sharing the same workspace. Differences were observed in gender, age, education, socio-economic status, and vaccine request and perception. The importance of considering personal and sociodemographic differences was emphasized when discussing the acceptance of such certificates.

COVID-19 is an evolving disease. Vaccination passports are likely to be widely applied for a while as a temporary recommendation during the pandemic. However, if the use of such vaccination passports is carefully planned, it can significantly contribute to the safe opening of the travel. While the pandemic is still ongoing, vaccination certificates have stimulated international travel and other activities. Along with the vaccination certificate application, the implementation of mask and social distance measures continues. As travel medicine practices change, practitioners need to stay up to date on the challenges and opportunities of this evolving situation. While implementing the vaccination certificate raises concerns about ethical and human rights issues, it tries to restore trust in tourism, which paves the way for international travel. While the pandemic continues to cause significant damage to accommodation businesses, increasing the approval and application of the COVID-19 vaccine certificate in the accommodation sector will accelerate the recovery process.

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THE IMPORTANCE OF KNOWLEDGE ACQUIRED BY GENERATION Y WHILE TRAVELING

Ekrem Oraç

Selçuk University, Department of Tourism Management, Konya, Türkiye, eorac@selcuk.edu.tr,
ORCID: 0000-0003-3535-1225

Mehmet Sağır

Assoc. Prof., Selçuk University, Faculty of Tourism, Department of Travel Management and Tourism Guidance, Konya, Türkiye, msagir@selcuk.edu.tr
ORCID: 0000-0002-7081-5462

1. Introduction

Individuals born at the same time intervals and having similar experiences are defined as "generations". A new generation emerges, clustered in an average of twenty years, with similar beliefs, values, and behaviors. Thus, each generation has its own unique attitudes and shows significant differences compared to other generations (Köse et al., 2014:149).

One of the differences observed between generations is their purchasing behavior. With today's technology, there have been developments in many areas such as communication tools, transportation, alternative tourism. This situation also affected the holiday preferences of tourists and caused changes in the decision-making process and research before planning a holiday.

In this research, the positive or negative effects of the information obtained by the Y generation tourists, especially when making a travel plan, on their travel attitudes and behaviors and their purchasing behaviors that distinguish themselves from other generations were investigated. This process is important for all kinds of interest groups such as transportation, accommodation, local businesses, which are affected by purchasing behaviors. To research and understand the sources of information that are effective in determining travel, considering the impact of the Z generation, who usually travels with the Y generation; It is thought that it will guide the literature, behavioral sciences, and businesses.

2. Conceptual Framework

The economic, social, and cultural mobility that covers certain time intervals and takes place in this period is called a generation. Biologically, it is assumed that a new generation is formed every twenty years. Changes in the living environment have created differences between generations in terms of both personality and upbringing (Keleş, 2011:129). This situation caused the new generation, which took the place of the previous generation, to come together with the characteristic features and value judgments of their periods, and to change the climate of the generation in which they lived in general different perspectives (Bennet and Rademacher, 1997). TDK defines the concept of generation as “a group of people who were born in approximately the same years, shared the conditions of the same age, thus similar troubles and destinies, and were responsible for similar duties” (Turkish Language Association, [TDK], 2021). Classification of generations started with the Silent Generation (1925-1945), also known as the war generation in the literature. Later, it continued with Baby Boomer (1946-1964), Generation X (1965-1979), Generation Y (1980-1999), Generation Z (2000-2010), respectively. Alpha Generation (after 2010) has also been included in the literature recently.

Silent Generation: Also known as traditionalists, this generation includes individuals born between 1925 and 1945. It has been defined as the silent generation because it came to the period of wars and many people lost their lives in wars. They grew up in the most difficult conditions, including economic and political uncertainty. These conditions caused them to display frugal and conscientious behaviors. The silent generation is loyal, stable, reliable, and respectful. With the effect of difficulties, they generally lived a monotonous life from family life to business life (Kraus, 2017:63).

Baby Boomer Generation: It has been defined as “Baby Boomer” due to the increase in birth rates after the wars. It consists of individuals born between 1946-1964. Since they are the children of the silent generation, they gave great importance to family life and national culture. They are confident, self-confident, goal-oriented and think that working hard will contribute to their country (Yu and Miller, 2005:35). They saw significant technological advances, such as the proliferation of television and rockets launched into orbit. They often used the resources available to them and were eager to correct the errors arising from the resources.

Generation X: Individuals who were affected by important social changes and developments in history and born between 1965-1979 are the representatives of this generation. Compared to other generations, Generation X has reached higher education levels due to the increase in education systems and grew up in a period of great division in society (Bickel et al., 2005:206). Important events such as the oil crisis in the world, the collapse of the Berlin wall, and right-left conflicts in Turkey took place in this period. In terms of technology, televisions and the internet were used by the representatives of this generation for the first time.

Generation Y: Generation Y, the generation in which the transition between generations is felt the most; It comes to the period of economic uncertainty, free foreign exchange market, and coup attempts. This generation, which started to use communication and information resources with the advancement of technology, grew up with multi-channel television, is technology-friendly, comfortable, self-confident, and individual (Gündüz and Pekçetaş, 2018:94). Following in the footsteps of Baby Boomer parents, the number and spending power of Generation Y members around the world is increasing every year and it is seen that they have a very large audience in the market. Y generation has a very large proportion in Turkey. It is thought that this generation will constitute most of the consumer group in about 5-10 years. (Kuyucu, 2017:851). For this reason, it has become important for the consumer industry to know how they behave and to examine their purchasing behavior. This research aims to explain who Generation Y is, who belongs to this generation group, and why they have become an attractive group for different social and economic sectors by showing the most distinguished attitudes, tastes and purchasing behaviors. The fact that this generation has very different behaviors compared to previous generations also reveals the importance of this study.

Generation Z: Generation Z, who grew up with technology, internet, and social media, consists of individuals born in and after the year 2000, and the exact date is not specified in the research on the end year. They communicate through social media and texts and spend as much time on their phones as older generations spend watching television (Talmon, 2019:205). They have a lot of information because they research the subjects they need in detail. They can communicate with anyone, almost anywhere in the world, with a single tap. When it comes to apps and devices, they don't need instructions.

3. Research Method

3.1. Questionnaire and Measurement Tools

It is a need for information scale developed by Cho (2001), which has been used and proven to be valid before and consists of 5 sub-dimensions. These sub-dimensions are Benefit, Excitement and Pleasure, Aesthetics and Pleasure, Social, Risk Avoidance. The scale whose validity has been proven should be verified according to the sample to be made. Confirmatory Factor Analysis (CFA) will be performed for this verification. AMOS 22 package program was used for CFA. Reliability analysis for the validated dimensions was calculated with the help of SPSS 15 package program and Cronbach's Alpha Coefficient.

Statistical analysis methods were used for the verified and reliable questionnaire. Frequency analysis was calculated for discrete (grouped) data, and descriptive statistics were calculated for continuous (ungrouped) data. Scale sub-dimension and scale grand total scores were calculated. In order to analyze the obtained scores (data), the conformity of the values to the normal distribution and the equality of variance were examined and the applicability of parametric or non-parametric tests was decided. The test for the normal distribution of the data was performed using the Kolmogorov-Smirnov test, and the Levene test for homogeneity of variance was performed. In order to apply parametric tests, both conformity to normal distribution and homogeneity of variance are required at the same time. The fact that the data were not normally distributed or with homogeneous variances required the use of non-parametric tests.

As a result of Kolmogorov-Smirnov test and Levene test, it was seen that the data did not show normal distribution. Therefore, Kruskal-Wallis Test was used for more than two independent groups and Mann-Whitney U Test was used for two independent groups for analysis

3.2. Purpose and Importance of the Research

The hypotheses of this study, which was prepared to investigate whether there is a difference between the characteristics of the tourists born in Turkey between 1980-1999, known as the Y generation, and the information sources obtained in travel planning, were determined as follows:

H_1. Gender reveals statistically significant differences in the perception of the need for information.

H_{1a}. Gender reveals statistically significant differences in the perception of benefiting.

H_{1b}. Gender reveals statistically significant differences in the perception of excitement.

H_{1c}. Gender reveals statistically significant differences in risk aversion perception.

H_{1d}. Gender reveals statistically significant differences in social perception.

H_{1e}. Gender reveals statistically significant differences in aesthetic perception.

H_2. Educational status reveals statistically significant differences in the perception of the need for information.

H_{2a}. Educational status reveals statistically significant differences in the perception of benefiting.

H_{2b}. Educational status reveals statistically significant differences in the perception of excitement.

H_{2c}. Educational status reveals statistically significant differences in risk aversion perception.

H_{2d}. Educational status reveals statistically significant differences in social perception.

H_{2e}. Educational status reveals statistically significant differences in aesthetic perception.

H_3. The choice of season reveals statistically significant differences in the perception of the need for information.

H_{3a}. The choice of season reveals statistically significant differences in the perception of benefiting.

H_{3b}. The choice of season reveals statistically significant differences in the perception of excitement.

H_{3c}. The choice of season reveals statistically significant differences in risk aversion perception.

H_{3d}. The choice of season reveals statistically significant differences in social perception.

H_{3e}. The choice of season reveals statistically significant differences in aesthetic perception.

3.3. The Population and Sample of the Research

The population of the research is Generation Y in Turkey, and when Turkish Statistical Institute 2018 population data is examined, there are more than 25 million individuals, which are also mentioned in Table 1. 50,72% of these individuals are female and 49,28% are male.

Table 1. Y Generation Population Information in Turkey in 2018

Age Group	Female	Male	Total
20-39	13.016.788	12.646.113	25.662.902

*Turkish Statistical Institute, 2018

The sample number was calculated as 784 with the GPower program, which is 95% reliable, considering the sampling formula from the universe. 1164 questionnaires were applied, and 96 questionnaires were excluded from the study and the result was reached 1068.

3.4. Results and Discussions

In Table 2, demographic characteristics of the participants regarding gender, age, and educational status are given. Accordingly, 48.1% of the participants are female and 51.9% are male. The age range accepted in the study is given in the table, as it was made only for the Y generation participants. 57.7% of the participants are undergraduate graduates. The remaining 42.3%, which shows the educational status of the participants, were shown as high school and equivalent schools 26.3%, primary schools 9%, master 5.6% and Ph.D. 1.4%, respectively.

Table 2. Demographic Characteristics of Participants

Demographic Characteristics	Groups	n	%
Gender	Female	514	48,1
	Male	554	51,9
Age	20-39	1068	100
Educational status	Primary school	96	9,0
	High school and equivalent schools	281	26,3
	University	616	57,7
	Master	60	5,6
	Ph.D.	15	1,4

Table 3 contains information about the travel preferences and types of the participants. They make these seasonal trips in summer with a rate of 53.8% (575), in spring with 17.9% (191), then in winter with 16.6% (177) and finally in autumn with 11.7% (125). When it is investigated how many days the participants prefer to travel, it is seen that although 3-6 days is preferred with a rate of 41.2% (440), the number of other days also has undeniable values.

Table 3. Travel Preferences of Participants

Travel Preferences	Preference Types	n	%
Seasonal preference	Autumn	125	11,7
	Winter	177	16,6
	Spring	191	17,9
	Summer	575	53,8
Travel day	1-2	279	26,1
	3-6	440	41,2
	7-13	242	22,7
	≥14	107	10,0

Considering the results of the research on the destination before the trip, it is seen in Table 4 that the participants examined the known hotels with 22.5% (240). Afterwards, it was concluded that they researched accommodation types by 15.4% (165) and finally social life activities by 11.0% (117).

Table 4. Destination Information Researched by Participants Before Traveling

Destination	Always		Sometimes		Rarely	
	n	%	n	%	n	%
Known Hotels	240	22,5	41	3,8	41	3,8
Known Beaches	132	12,4	96	9,0	74	6,9
Natural Parks	56	5,2	44	4,1	73	6,8
Accommodation Types	131	12,3	165	15,4	100	9,4
Flight Fees	119	11,1	144	13,5	52	4,9
Flight Schedules	27	2,5	66	6,2	74	6,9
Train Schedules	27	2,5	36	3,4	43	4,0
Conditions of Transportation by Road	66	6,2	104	9,7	91	8,5
Social life	87	8,1	78	7,3	117	11,0
Festivals and Cultural Events	38	3,6	48	4,5	57	5,3
Hygiene Standards	26	2,4	72	6,7	58	5,4
Health Conditions	9	,8	28	2,6	36	3,4
Visa Conditions	12	1,1	20	1,9	23	2,2
Special Requirements	27	2,5	45	4,2	68	6,4
Accessibility to Health Institutions	4	,4	9	,8	16	1,5
Transfer Flights	8	,7	17	1,6	25	2,3
Car Rental Locations	6	,6	11	1,0	15	1,4
Sports Activity Places	9	,8	5	,5	17	1,6
Night Entertainment Venues	14	1,3	15	1,4	35	3,3
Shopping Places	13	1,2	17	1,6	24	2,2
Tour Packages	17	1,6	7	,7	29	2,7

4. Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) was performed using the SPSS AMOS 22 program for the validity of the scale used. In the scale validity test, since the fit values revealed by the measurement models were outside the acceptable limits, modifications were made according to the acceptable fit values of the program and the changes made in the scale are indicated in Table 5.

Table 5. Changes Made on The Scale

Scales	Dimensions	Number of Expressions	Number of Expressions Removed
Need for Information Scale	Benefiting	5	3
	Excitement	5	1
	Aesthetic	4	1
	Social	2	-
	Risk Avoidance	4	1

Table 6. Fit Values for Scales

Scales	x^2	df	x^2/df	GFI	CFI	RMSEA
Need for Information Scale	321,399	67	4,797	0,953	0,950	0,065
Travel Behavior Scale	69,272	14	4,948	0,974	0,958	0,073
Good Fit Values *			≤3	≥0,90	≥0,97	≤0,05
Acceptable Compliance Values*			≤4-5	0,89-0,85	≥0,95	0,06-0,08

p>.05, X^2 =Chi-Square; df=Degree of Freedom; GFI=Goodness of Fit Index; CFI=Comparative Fit Index; RMSEA=Root Square Error of Approximation.

After the expressions in Table 6 were removed, the single-factor structures of the 5-factor scale value of the need for information scale value were confirmed, since the fit values covered acceptable limits.

Table 7. Need for Information Scale Factor Loads and Cronbach Alpha Coefficients

Variables	Questions	Factor Loads	Cronbach Alfa
Benefiting	Visualize your trip	0,745	0,725
	Get details about your destination	0,775	
Excitement	Anticipate new adventures you will encounter at your destination	0,772	0,758
	Learning the accommodation conditions at the destination	0,637	
	Increasing your excitement for travel	0,606	

	Getting information about the extreme activities you can do at the destination (bungee jumping, scuba diving, parachute jumping, waterskiing, surfboard riding etc.)	0,771	
Risk Avoidance	Questioning various risks (environmental hazard, crime, etc.)	0,744	0,727
	Revealing financial risks (money to be spent, etc.)	0,863	
	Reviewing reservation and tariff conditions	0,642	
Social	Helping friends and family change their minds about your planned trip	0,797	0,791
	Consulting your vacation with other people	0,502	
Aesthetic	Showcasing the attractiveness of your destination	0,651	0,712
	Discovering the beauty around your destination	0,615	
	Questioning your suitability for your social status	0,559	

The factor loads of the need for information scale and the Cronbach's Alpha coefficients related to the reliability analyzes are given in Table 7 after the number of statements were removed. The item analyzes based on this analysis are also shown in Table 8. As a result of the analyzes, it is seen that the scale of need for information is reliable.

Table 8. Need for Information Scale Valid Item Analysis

	Questions	Preferences	n	%
Benefiting	Visualize your trip	Not at all important	51	4,8
		Not important	103	9,6
		Somewhat important	227	21,3
		Important	**427**	**40,0**
		Very important	260	24,3
	Get details about your destination	Not at all important	57	5,3
		Not important	109	10,2
		Somewhat important	220	20,6
		Important	**423**	**39,6**
		Very important	259	24,3
Excit emen	Anticipate new adventures you will	Not at all important	65	6,1
		Not important	94	8,8

	encounter at your destination	Somewhat important	274	25,7
		Important	**408**	**38,2**
		Very important	227	21,3
	Learning the accommodation conditions at the destination	Not at all important	65	6,1
		Not important	124	11,6
		Somewhat important	256	24,0
		Important	**392**	**36,7**
		Very important	231	21,6
	Increasing your excitement for travel	Not at all important	54	5,1
		Not important	110	10,3
		Somewhat important	223	20,9
		Important	**385**	**36,0**
		Very important	296	27,7
	Learn about the extreme activities you can do at the destination	Not at all important	95	8,9
		Not important	134	12,5
		Somewhat important	228	21,3
		Important	**357**	**33,4**
		Very important	254	23,8
Risk Avoidance	Questioning various risks (environmental hazard, crime, etc.)	Not at all important	73	6,8
		Not important	115	10,8
		Somewhat important	223	20,9
		Important	**401**	**37,5**
		Very important	256	24,0
	Revealing financial risks (money to be spent, etc.)	Not at all important	77	7,2
		Not important	86	8,1
		Somewhat important	181	16,9
		Important	354	33,1
		Very important	**370**	**34,6**
	Reviewing reservation and tariff conditions	Not at all important	68	6,4
		Not important	99	9,3
		Somewhat important	231	21,6
		Important	**381**	**35,7**
		Very important	289	27,1
Social	Helping friends and family change their minds about your planned trip	Not at all important	100	9,4
		Not important	147	13,8
		Somewhat important	255	23,9
		Important	**401**	**37,5**
		Very important	165	15,4
	Consulting your vacation with other people	Not at all important	106	9,9
		Not important	132	12,4
		Somewhat important	274	25,7
		Important	**325**	**30,4**

		Very important	231	21,6
Aesthetic	Showcasing the attractiveness of your destination	Not at all important	66	6,2
		Not important	112	10,5
		Somewhat important	258	24,2
		Important	**391**	**36,6**
		Very important	241	22,6
	Discovering the beauty around your destination	Not at all important	50	4,7
		Not important	97	9,1
		Somewhat important	207	19,4
		Important	**421**	**39,4**
		Very important	293	27,4
	Questioning your suitability for your social status	Not at all important	74	6,9
		Not important	110	10,3
		Somewhat important	247	23,1
		Important	**344**	**32,2**
		Very important	293	27,4

Table 9. Mann Whitney U-Test Between Gender and Scales and Sub-Dimensions

Scales	**Gender**	**N**	**Mean**	**Std. Error**	**Z Value**	**P Value**
Benefiting	Male	554	7,2978	0,080	0,169	0,169
	Female	514	7,4416	0,086		
Excitement	Male	554	14,2365	0,149	0,187	0,187
	Female	514	14,5272	0,152		
Risk Avoidance	Male	554	11,1047	0,110	0,406	0,406
	Female	514	11,1946	0,122		
Social	Male	554	6,7184	0,086	0,372	0,372
	Female	514	6,8346	0,089		
Aesthetic	Male	554	11,0722	0,112	0,746	0,746
	Female	514	11,1051	0,118		
Need for Information	Male	554	24,5469	0,241	0,791	0,791
	Female	514	24,3541	0,253		

The need for information does not differ significantly by gender (P value=0.791>0.05). Thus, when the need for information and its sub-dimensions are examined in detail, it is understood that there is no significant difference. "Gender reveals statistically significant differences in the perception of the need for information. (H_1)" hypothesis is not supported.

According to the results of the Mann Whitney U test performed with the gender of the participants' benefiting sub-dimension, there was no significant difference since the P value was

=0.169>0.05. Accordingly, "Gender reveals statistically significant differences in the perception of benefiting. (H_{1a})" hypothesis is not supported.

Excitement sub-dimension does not show a significant difference according to gender (P=0.187>0.05). According to this, "Gender reveals statistically significant differences in the perception of excitement. (H_{1b})" hypothesis is not supported.

When it was investigated whether there was a significant difference with gender in the risk avoidance sub-dimension, it was found that there was no significant difference since the P value was =0.406>0.05. For this reason, "Gender reveals statistically significant differences in risk aversion perception. (H_{1c})" hypothesis is not supported.

Social sub-dimension does not show a significant difference according to gender (P=0.372>0.05). Thus, "Gender reveals statistically significant differences in social perception. (H_{1d})" hypothesis is not supported.

According to the results of the Mann Whitney U test performed with the genders of the participants in the aesthetic sub-dimension, there was no significant difference since the P value was =0.746>0.05. In the light of this information, "Gender reveals statistically significant differences in aesthetic perception. (H_{1e})" hypothesis is not supported.

When the relationship between the education status of the participants and their need for information is examined, it shows a significant difference since the P value = 0.000<0.05. The need for information total score of the Ph.D. group has a higher score than all the groups. This result reveals that "Educational status reveals statistically significant differences in the perception of the need for information. (H_2)" shows that it supports the hypothesis.

When we look at the relationship between the benefit sub-dimension and educational status in Table 10, it has been revealed that there is a significant difference since the P value is =0.009<0.05. Accordingly, the score of the Ph.D. group is higher than the primary, high school and equivalent schools, university, and master groups. Thus, "Educational status reveals statistically significant differences in the perception of benefit. (H2a)" hypothesis is supported.

Table 10. Kruskal Wallis Test Between Educational Status and Scales and Sub-Dimensions

	Educational Status	N	Mean	Median	Std. Error	Min	Max	X^2	P Value
Benefiting	Primary school	96	7,0417	7	0,217	2,00	10,00	13,414	**0,009**
	High school and equivalent schools	281	7,2206	7	0,112	2,00	10,00		
	University	616	7,4172	7	0,077	2,00	10,00		
	Master	60	7,7833	8	0,221	3,00	10,00		
	Ph.D.	15	**8,4667**	8	0,434	4,00	10,00		
Excitement	Primary school	96	13,4792	13	0,381	4,00	20,00	17,279	**0,002**
	High school and equivalent schools	281	14,1459	14	0,211	4,00	20,00		
	University	616	14,5357	15	0,138	4,00	20,00		
	Master	60	14,6833	14	0,418	6,00	20,00		
	Ph.D.	15	**16,6667**	17	0,714	9,00	20,00		
Risk Avoidance	Primary school	96	10,1979	10	0,285	3,00	15,00	31,550	**0,000**
	High school and equivalent schools	281	10,7616	11	0,158	3,00	15,00		
	University	616	11,2581	11	0,106	3,00	15,00		
	Master	60	11,8667	12	0,267	6,00	15,00		
	Ph.D.	15	**12,8000**	13	0,633	6,00	15,00		
Social	Primary school	96	6,4583	6	0,218	2,00	10,00	4,673	0,322
	High school and equivalent schools	281	6,7794	7	0,116	2,00	10,00		
	University	616	6,7890	7	0,081	2,00	10,00		
	Master	60	6,9167	7	0,288	2,00	10,00		
	Ph.D.	15	**7,5333**	8	0,466	4,00	10,00		
Aesthetic	Primary school	96	10,5417	11	0,290	3,00	15,00	24,087	**0,000**
	High school and equivalent schools	281	10,7651	11	0,164	3,00	15,00		
	University	616	11,3231	11	0,104	3,00	15,00		
	Master	60	11,6167	12	0,326	6,00	15,00		
	Ph.D.	15	**13,1333**	13	0,660	7,00	15,00		
Need for Information	Primary school	96	47,7188	48	1,1721	14,00	66,00	25,673	**0,000**
	High school and equivalent schools	281	49,6726	50	0,625	14,00	70,00		
	University	616	51,3231	51	0,424	14,00	70,00		
	Master	60	52,8667	53	1,241	31,00	70,00		
	Ph.D.	15	**58,6000**	59	2,429	31,00	70,00		

When the educational status of the participants and the excitement sub-dimension are examined, it reveals a significant difference (P=0.002<0.05). According to this, "Educational status reveals statistically significant differences in the perception of excitement. (H_{2b})” hypothesis is supported. In the light of these results, the score of the Ph.D. group is higher than the primary, high school and equivalent schools, university, and master groups.

There is a significant difference between education status and risk avoidance sub-dimension ($P=0.000<0.05$). While the Ph.D. group has the highest score, the university and master's group have the second, primary, high school and equivalent schools have the lowest scores. In line with these results, “Educational status reveals statistically significant differences in risk aversion perception. (H_{2c})” hypothesis is supported.

There was no significant difference between the educational status of the participants and the social sub-dimension ($P=0.322>0.05$) as a result of the Kruskal Wallis test. In this direction, regardless of the educational status of the individual, the social score is the same. This s that “Educational status reveals statistically significant differences in social perception. (H_{2d})” does not support the hypothesis.

When it was investigated whether there was a significant difference between educational status and aesthetic sub-dimension, Kruskal Wallis test revealed that there was a significant difference ($P<0.05$). While the aesthetic score of the Ph.D. group is the highest, the university and master groups have the second, primary, high school and equivalent schools have the lowest scores. This s that “Educational status reveals statistically significant differences in aesthetic perception. (H_{2e})” hypothesis is supported.

Table 11. Kruskal Wallis Test Between The Choice of Season and Scales and Sub-Dimensions

	Season	N	Mean	Median	Std. Error	Min	Max	X^2	Value
Benefiting	Autumn	125	7,2640	7	0,181	2,00	10,00	1,711	0,634
	Winter	177	7,2938	7	0,155	2,00	10,00		
	Spring	191	7,2618	7	0,140	2,00	10,00		
	Summer	574	7,4425	7	0,077	2,00	10,00		
Excitement	Autumn	125	13,896	14	0,345	4,00	20,00	3,054	0,383
	Winter	177	14,310	14	0,255	4,00	20,00		
	Spring	191	14,350	14	0,261	4,00	20,00		
	Summer	574	14,505	15	0,141	4,00	20,00		
Risk Avoidance	Autumn	125	10,656	11	0,276	3,00	15,00	27,659	0,000
	Winter	177	10,310	10	0,210	3,00	15,00		

	Spring	191	10,973	11	0,183	3,00	15,00		
	Summer	574	11,456	11	0,103	3,00	15,00		
Social	Autumn	125	6,544	7	0,196	2,00	10,00	3,692	0,297
	Winter	177	6,689	7	0,147	2,00	10,00		
	Spring	191	6,675	7	0,146	2,00	10,00		
	Summer	574	6,881	7	0,083	2,00	10,00		
Aesthetic	Autumn	125	10,496	10	0,269	3,00	15,00	26,861	0,000
	Winter	177	10,474	10	0,213	3,00	15,00		
	Spring	191	11,036	11	0,189	3,00	15,00		
	Summer	574	11,531	12	0,104	3,00	15,00		
Need for Information	Autumn	125	48,856	49	1,075	14,00	70,00	12,370	0,006
	Winter	177	49,079	49	0,831	16,00	70,00		
	Spring	191	50,298	50	0,766	14,00	70,00		
	Summer	574	51,817	52	0,421	14,00	70,00		

A significant difference was observed when the relationship between the seasonal selection of the participants and their need for information was examined. The scores of the summer group were higher than those of the spring, winter, and autumn groups. This result reveals that “The choice of season reveals statistically significant differences in the perception of the need for information. (H_3)” hypothesis.

As a result of the Kruskal Wallis test performed in Table 11, there was no significant difference between the choice of season and the benefiting. Therefore, the choice of season is not important in the benefit score. According to this, “The choice of season reveals statistically significant differences in the perception of benefit. (H_{3a})” hypothesis is not supported.

There was no significant difference between seasonal selection and excitement ($P = 0.383 > 0.05$). Accordingly, regardless of the season selection, the excitement score is the same. For this reason, “The choice of season reveals statistically significant differences in the perception of benefit. (H_{3b})” hypothesis is not supported.

There is a significant difference between the choice of season and risk avoidance sub-dimension ($P < 0.05$). While the risk avoidance score of the summer group is high; the spring, winter and autumn group is low. In line with these results, “The choice of season reveals statistically significant differences in risk avoidance perception. (H_{3c})” hypothesis is supported.

When the relationship between the social sub-dimension and the choice of season was investigated, there was no significant difference (P>0.05). This result reveals that "The choice of season reveals statistically significant differences in social perception. (H_{3d})" does not support the hypothesis.

When it was investigated whether there was a significant difference between the choice of season and the aesthetic sub-dimension, as a result of the Kruskal Wallis test, there was a significant difference (P<0.05). This s that "The choice of season reveals statistically significant differences in aesthetic perception. (H_{3e})" hypothesis is supported.

5. Conclusion

Countries are investing more and more in the field of tourism, which has one of the important market shares, and develop medium and long-term policies by supporting businesses that want to invest in this field. Due to the emergence of many factors such as increasing competition, depletion of natural resources, and different demands of consumers from the classical holiday understanding, businesses are also planning effective and efficient strategies that are constantly renewed in their marketing approach. While planning, it is necessary to understand the travel decision process of the consumer and the factors affecting the consumer in this process. This will enable businesses to understand the factors that make consumers take a vacation and make it attractive, to convey the right information to the consumer at the most appropriate time and place, to stand out among alternative products or services, to be satisfied during the vacation and to create a loyal customer portfolio to their businesses. In this study, analyzes were made about the different aspects of the Y generation in their travel preferences, their travel purchasing behaviors and what kind of information they researched and obtained in their travel preferences. The findings obtained as a result of the analyzes support the claim that this generation has different values, attitudes and preferences that affect their travel preferences.

It was determined that the findings obtained at the end of the study showed parallelism with previous studies (Cho, 2001; Bayazıt Hayta, 2008; Altıntuğ, 2012). Confirmatory factor analysis was made for the need for information of the Y generation tourists in Turkey, and it was concluded that there were acceptable fit values after the statements derived from the need for information. In the subsequent analyzes, it was concluded that there was no significant difference between the demographic characteristics of the participants, gender, and the need for information, and there was a significant difference between the educational status and the need for information. In this context, the total score of the participants in the Ph.D. group's needing information is the highest. The total score of the need for information of the participants in the university and master groups was moderate; primary, high school and equivalent schools' group is seen to be low. Therefore, businesses should consider that Y-generation tourists, who are at higher education level, are researching while choosing a trip, and they should offer easily accessible alternative information sources suitable for the preferences of Y-generation tourists with other education levels. It is also seen that there is a significant difference between the need for information and seasonal choices. According to this, although the total score of the summer season was high in the seasonal selections, it was concluded that the scores of the other seasons, autumn, winter, and spring, were very close to each other.

At the end of the study, similar results were obtained to the results of the previous study. (İkiz and Yeşiltaş, 2018; Sarı et al., 2016). In this context, the stakeholders of the tourism sector should prioritize the need for information of the Y generation domestic tourists who prefer tourism products and services. It should not be forgotten by the stakeholders that purchasing a tourism product or service is only a stage in determining the trip. First, activities should be carried out to motivate Y generation tourists to travel, starting with the travel style and demands that distinguish them from other generations. Then, strategies can be developed to consider the stages of determining the trip, evaluating alternatives, collecting information, and making a purchase decision. After the product or service prepared according to these strategies, it can be ensured to increase consumer satisfaction by making a holiday in accordance with the travel styles of Y generation tourists. This will provide an advantage to businesses in the sector.

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A RESEARCH ON PERSONNEL HYGIENE AWARENESS AND PRACTICE LEVELS OF EMPLOYERS IN THE BAKLAVA PRODUCTION PROCESS

İbrahim Çekiç

Lecturer Dr., Kilis 7 Aralık University, Tourism Vocational School, Kilis, Turkey, ibrahimcekic@hotmail.com
ORCID: 0000-0001-7375-1866

Fügen Durlu Özkaya

Prof. Dr., Ankara Hacı Bayram Veli University, Faculty of Tourism, Ankara, Turkey, fdozkaya@hbv.edu.tr
ORCID: 0000-0003-2893-9557

1. Introduction

Consumer expectations have been developing in the direction of consuming natural and of known origin products, particularly the ones that harm human health as little as possible, throughout the world, especially in the developed countries (Çobanoğlu, 2007). Today, these expectations, which affect people's attitudes and behavioral intentions, direct consumers to foods that are thought to be more reliable and turn food safety into an important factor influencing cognitive biases in the decision-making process.

Food safety, in general, includes both the presentation of food to the consumer in a healthy and safe manner by preserving its chemical, physical, sensory, and biological qualities from production to consumption and the package of measures taken for this purpose (Taşdan et al., 2014). When the search for local food, which is among the components that affect the destination choice of domestic and foreign tourists, and the increase in this search is considered, the awareness, knowledge, perception and, practice levels of stakeholders regarding the safety of local foods in the production, decision-making and consumption processes emerge as an issue.

Food safety is a concept that encompasses all the elements of the complex process from farm to fork, in other words from the supply to the storage and from processing to present to consumers. In shaping these elements two main factors, as procedure and personnel, play an active role. Procedure refers to technical details about food safety and necessary information about these details and personnel, on the other hand, refers to practitioners who are familiar with the abovementioned technical details. For this reason, personnel can be placed on the basis of food safety practices. Therefore, the food safety practice levels of the employees who do not possess the technical details of food-borne diseases and who do not have sufficient awareness of personnel hygiene will not be at the desired level.

In the present study, the awareness and practice levels of the people, who are employed in corporate baklava enterprises operating in Gaziantep, concerning personnel hygiene have been scrutinized. Since baklava is a symbolic flavor identified with Gaziantep, the research was carried out in Gaziantep. In the study, first, the necessary information about hygiene, personnel hygiene, and baklava production process was given and then, the analyses made were evaluated and finally the current situation has been presented.

2. Literature Review

Hygiene is called the science complex that applies all health-related information as a synthesis to protect and develop human health and to ensure its long-term maintenance at a high level as individuals and as a society (Sökmen, 2011:51). As for hygiene in food and beverage businesses, on the other hand, it includes all the information related to the protection and improvement of health at all stages in the food flow processes (Bulduk, 2010). In a food business, the food flow process begins with the purchasing activity. The delivery, storage, preparation, production, and service stages of the purchased product are considered to be the other stages of the relevant process. Each stage of the food flow process poses some hazards to human health. It is possible to categorize these risks into three groups as physical, chemical, and microbiological.

The physical hazards include physical elements such as glass, wood, bone fragments, hair and staples, which may be mixed with the food during the food flow process; the chemical hazards include food allergens, pesticides, veterinary drug residues, toxic minerals, detergent and disinfectant residues that may be mixed up in food; and as for the microbiological hazards, they refer to the elements such as bacteria, viruses, molds and parasites that exist in the food and beverage items or that may form afterwards (Koçak, 2010:9). Unless the necessary measures are taken regarding these possible dangers, a ground that negatively affects human health and even causes loss of life will be created. And the elimination of the aforementioned hazards requires planned process management, the conscious use of technological elements and the employment of personnel who are adequately knowledgeable about hygiene.

In food and beverage businesses, hygiene practices are generally carried out in four stages. It is possible to list these stages as follows:

- Hygiene practices regarding the working environment
- Hygiene practices regarding tools and equipment
- Hygiene practices regarding food
- Hygiene practices regarding personnel (Sökmen, 2008).

2.1. Personnel Hygiene

Food workers employed in food and beverage businesses are the people who directly contact food or work with the equipment, tools and utensils that come into contact with food in various processes such as preparation, cooking, storage, packaging and serving (Koçak; 2010:57). Therefore, it can be said that the most active element in the food flow process is the personnel. In this context, it can be said that one of the most important things that the personnel working in food and beverage businesses should pay attention to is the practices related to personnel hygiene. Personnel hygiene, as the name suggests, is personal and generally related to the cleanliness of the human body (Tayfur, 2009). There are various dimensions of personal hygiene practices (Personal Hygiene, 2021), which have the function of preventing or minimizing the transmission and spread of diseases. This dimension can be listed as:

- Skin hygiene
- Nail hygiene
- Ear hygiene
- Oral and dental hygiene
- Hand hygiene
- Foot hygiene
- Hair hygiene (Ghorbanizadeh et al., 2016).

There are some standards regarding the mentioned dimensions of personnel hygiene. These standards, which are extremely important for the conscious application of hygiene rules and the sustainability of healthy food production, can be found in detail in the food and personnel hygiene literature.

Skin Hygiene: There are approximately two million sweat glands in the human body. The interaction of sweat, dead skin layer and bacteria causes body contamination. Skin problems such as bad body odor, scabies, acne are the result of inadequate skin hygiene. It is extremely important for the personnel in food and beverage enterprises to take a bath before and after work and to inform the unit supervisor when they have a contagious skin disease. (Personal Hygiene, 2021).

Nail Hygiene: Nails are potential sources of infection. They are suitable environments for the accommodation, reproduction and spread of microorganisms (Malkin & Berridge, 2009). Therefore, it can be said that providing nail hygiene is also very important in terms of individual and public health. In this context, it is extremely important that the personnel working in business lines that directly concern public health should pay attention to nail hygiene. Cutting, cleaning, periodic maintenance and control of nails can be counted among the practices for nail hygiene.

Ear Hygiene: Earwax is one of the most important aspects of ear hygiene. Earwax is a sticky substance naturally produced by healthy ears. This substance is extremely useful in catching ear deposits, repelling water, resisting infection, preventing insects and other unwanted substances from entering the ear canal, and is excreted from the outer ear towards the auricle (Ear Hygiene, 2021). In cases where the dirt cannot be removed, the risk of infection arises. Contact with dirty or infected ears causes cross-contamination. Therefore, the outer parts of the ear and earwax should be carefully cleaned with earwax; Ear examination should be done at regular intervals and hand contact with the inside of the ear should be avoided.

Oral and Dental Hygiene: The concept of oral hygiene includes all practices for cleaning the oral cavity, teeth, gums, and tongue (Esdent, 2021). Brushing teeth, using dental floss and mouthwash, staying away from sugary and acidic foods as much as possible and drinking plenty of water are very important in terms of maintaining oral hygiene. It is important for public health that food production personnel pay attention to these issues. Ultimately, the hand-to-mouth contact of the personnel in question may allow the contamination of the bacteria in the mouth to the food, in other words, cross-contamination. In addition, the use of masks by the personnel involved in the food production process will also prevent possible contamination.

Hand Hygiene: Daily activities are mostly done with hands. During these activities, hands are in contact with objects containing pathogens (Lal, 2015). In cases where hand hygiene is insufficient, a situation called cross-contamination occurs. Therefore, the personnel working in the food and beverage production establishments should display a sensitive attitude about hand hygiene. Washing hands before and after production and in all cases, in accordance withby a specific instruction, will eliminate the risk of cross-contamination.

During hand washing, liquid soap containing disinfectant and a personalized nail brush should be used, and after the washing process is completed, hands should be dried using paper towels or air hand dryers. After hand washing, gloves should be put on and included in the production process.

Foot Hygiene: The whole daily procedure for foot health is called foot hygiene. Regular washing of feet, control of foot irritation and fungus, care of toenails, cleaning of worn socks and their frequency of change are among the practices required to ensure foot hygiene. In addition, the standards of the use of shoes and slippers change according to the nature of the work done. It is very important in terms of foot hygiene that the daily shoes of the personnel working in food and beverage businesses are clean, the shoes are disinfected when entering the business, and the wearing of work slippers before entering the kitchen.

Hair Hygiene: Washing the hair regularly, combing if it is long, collecting and tying are the basic elements of hair hygiene. The use of bonnets by the production personnel working in food and beverage businesses will prevent hair strands, dust and dirt accumulated in the hair from contaminating the food.

It is necessary for the personnel to comply with both personal hygiene and general hygiene and sanitation rules, to prevent food-borne diseases and to produce quality food. In this framework, it has become a necessity to inform the relevant personnel about personal hygiene, business cleaning, hygiene, and sanitation rules, to receive training on these issues and to conduct business inspections at regular intervals.

2.2. The Distinctive Characteristics of Antep Baklava

Baklava, which is generally baked from very thin phyllo dough by putting various ingredients such as cream, peanuts, walnuts, almonds, etc. between them and by pouring sugar syrup on it (www.tdk.gov.tr, 2018), is a symbolic flavor identified with Gaziantep province in Turkey. The distinctive characteristics of Antep baklava, which received a geographical indication registration certificate under the product group of "bakery and pastry products, pastries, desserts" on 04.01.2008, upon the application of Gaziantep Chamber of Industry, have been listed as follows in the aforementioned geographical indication document (Turkish Patent and Trademark Office, 2021);

Pistachio: Dark green colored and intensely flavored pistachio, which is called Firik or boz – stuffing and from which 110-170 g pistachio kernel is obtained per kilogram, should be preferred.

Plain Butter: Plain butter that is 99,9 % purified and made from goat's milk and free from salt and other ingredients should be used.

Cream: The cream obtained from goat, sheep, and cow's milk by boiling at 105 - 108 degrees Celsius and adding semolina should be preferred.

Flour: The flour obtained from hard wheat should be provided.

Baking: It should be baked in ovens that have stone floors, preferably using the fire of oak wood, at 200-300 degrees, by turning it continuously for about 30 - 45 minutes.

3. Method

This research, which has a descriptive and explanatory structure within the framework of its purposes, has been designed using the survey model. In this approach, which is among the quantitative research models, it is possible to reach more objective results since the views and attitudes of the participants are determined with a standard scale or the same questions. (Gürbüz & Şahin, 2016:108).

3.1. The Purpose of the Study

The research has been carried out to determine the awareness and practice levels of the individuals employed in the production process of traditional Gaziantep baklava and to reveal the possible relationships between the variables.

3.2. The Population and the Sample of the Research

The population of the research consists of production personnel employed in corporate baklava enterprises in Gaziantep. The reason for including corporate enterprises in the research population is that they have a production chain in accordance with the traditions of Gaziantep baklava, and they do not produce any other product other than baklava and baklava derivatives. As a result of the field research and interviews with Gaziantep Chamber of Restaurants, Pastry Shops, Dessert Shops and Baklava Shops, it has been determined that there are 20 businesses with these characteristics in Gaziantep. During the interviews with the company officials, it was learned that the number of personnel employed in the production process was 320.

The sample number determination formula formed by Yamane (2001:116) was used to calculate the size of the sample group of the research since the number of the individuals in the population could be determined. In the calculation made by formulating the values and the number of individuals specified, it was determined that the number to represent the population was 175.

3.3. Data Collection Tool

The survey form used in the research consists of two parts. In the first part of the form, there were 35 expressions to determine the awareness of the participants and their level of practice regarding personnel hygiene. Related statements have been compiled from the sources in the literature and adapted to the research (Tayfur, 2009; Bulduk, 2010; Koçak, 2010). Expressions have been rated on a 5-point Likert basis. The ratings have been coded as "1=Strongly Disagree, 2=Disagree, 3=Undecided, 4=Agree, 5=Strongly Agree". In the evaluation of the research findings, the arithmetic mean ranges have been determined as 1=1.00-1.80, 2=1.81-2.60, 3= 2.61-3.40, 4= 3.41- 4.20, and 5=4.21-5.00. In the second part of the form, questions have been used to determine the demographic characteristics of the participants.

3.4. Analysis of the Data

For the research, a survey form has been applied to 183 production personnel working in corporate baklava enterprises operating in Gaziantep city center between May 3 and June 28, 2021. Based on the data collected through the forms, first of all, a statistical evaluation has been made to determine the descriptive characteristics of the participants. As a result of the evaluation, the mean and standard deviation values of the questionnaire expressions have been revealed.

After this process, t and ANOVA tests have been applied to determine whether the awareness levels and practice levels of the participants regarding personnel hygiene differ according to demographic variables. In addition, regression analysis has been used in the study to determine the interaction between the participants' awareness of personnel hygiene and their level of practice. The related analyses have been made using the SPSS 24.0 statistical package program.

4. Findings and Discussion

In the tables below, the results of the analyses carried out within the framework of the research and the comments made on these results have been given.

4.1. The Findings Regarding Participants' Demographic Characteristics

Details regarding the gender, age range, education level and working time in the sector of the people participating in the research have been given in Table 1. When the data in this table has been evaluated, it is understood that 8.6% (n=15) of the participants are female and 91.4% are male (n=160). When the table is analyzed in terms of age ranges, the distribution of the participants is as follows: 19.4% in the 18-24 (n=34) age range, 37.1% in the 25-34 (n=65) age range, 30.3% in the 35-44 (n=53) age range, 5.7% in the 45-54 (n=10) age range, and 7.4% in the 55 and above. In the light of this information, it is possible to say that most of the personnel employed in the Gaziantep baklava production process are male (n=160) and the number of people between the ages of 25-44 corresponds to 67.4% (n=18). The table also shows that 44% (n=77) of the participants were primary school graduates, 33.1% (n=58) secondary school graduates, and 15.4% (n=27) high school graduates. It also points out that the number of people with 11 years or more professional experience is quite high (43.3%; n=76).

Table 1. Demographic Characteristics of Participants

Variables		**%**	**Number**
Gender	Female	8,6	15
	Male	91,4	160
Age	18-24	19,4	34
	25-34	37,1	65
	35-44	30,3	53
	45-54	5,7	10
	55 and above	7,4	13
Education Level	Elementary School	44,0	77
	Secondary School	33,1	58
	High School	15,4	27
	Associate Degree	3,4	6
	Bachelor's Degree	4,0	7
Working Time	1-5 years	21,7	38
	6-10 years	34,9	61
	11-15 years	26,9	47
	16-20 years	9,1	16
	Over 20 years	7,4	13

4.2. The Findings Regarding Participants' Awareness Levels on Personnel Hygiene

In Table 2, findings regarding the awareness of personnel hygiene of the individuals participating in the research have been given. When the statistical data in the table have been examined, the expressions with the lowest arithmetic mean "Hands that have been washed up to the wrists should be dried with paper towels or a hand dryer" ($\bar{x}$=3,41) and "Hands should be washed for a minimum of 20 seconds with soap using water at a temperature of at least 38 degrees and rinsed" ($\bar{x}$=3.43). The expressions with the highest average in the table are as follows: "During production, mouth, nose, and hair should not be touched" ($\bar{x}$=4.17); "Personnel with wounds and cuts on their hands should not be assigned during the production process, and should be taken to non-production duties after taking the necessary precautions" ($\bar{x}$=3.96); "During the production process, should be worked by wearing work uniforms" ($\bar{x}$=3.94). When the table has been evaluated in general, it can be concluded that the mean values of the expressions are concentrated around 3.41 and 4.17. This means that participants' awareness of personnel hygiene is high.

Table 2. The Findings Regarding Participants' Awareness Levels on Personnel Hygiene

Expressions	$\bar{x}$	Sd
1- In terms of public health, the personnel employed in the food preparation process have important responsibilities.	3,64	1,08
2- Personnel employed in the food preparation process must not be carriers of any infectious disease.	3,68	1,10
3- Personnel employed in the food preparation process must have a health check at regular intervals.	3,66	1,19
4- Personnel employed in the food preparation process are required to have a general health check once a year.	3,84	1,07
5- During production, mouth, nose, and hair should not be touched.	4,17	0,96
6- During production, smoking, chewing gum and eating should not be allowed.	3,75	1,06
7- If sneezing and coughing occurs during production, handkerchiefs should be used and hands should be washed.	3,63	1,12
8- Personnel working in the production process must take a shower every morning.	3,88	1,01
9- During the production process, should be worked by wearing work uniforms.	3,94	0,99
10- Work uniforms should be clean and light-coloured.	3,69	1,10
11- Work uniforms should be made of durable fabric that is easy to clean, does not cause sweating, and should be washed and ironed	3,60	1,13

frequently.		
12- The nails of the personnel working in the production process should be short and well-groomed.	3,62	1,04
13- The personnel working in the production process must wash their hands at the beginning of each work and whenever needed.	3,66	1,16
14- Hands should be washed for a minimum of 20 seconds with soap using water at a temperature of at least 38 degrees and rinsed.	3,43	1,24
15- Hands that have been washed up to the wrists should be dried with paper towels or a hand dryer.	3,41	1,06
16- In order to prevent microbiological contamination gloves should be used.	3,53	1,18
17- Gloves should be worn just before the procedure and removed as soon as the procedure is finished.	3,64	1,11
18- Hands should be washed after gloves are removed.	3,64	1,07
19- For different operations in the production process, new gloves should be used.	3,75	1,00
20- The personnel working in the production must use a mask at the beginning of every task.	3,65	1,16
21- Personnel working in the production process must wear a bonnet before starting work.	3,81	0,88
22- The personnel working in the production process must remove their jewelry and accessories at the beginning of the work, as they may contain micro-organisms.	3,89	0,97
23- Personnel with wounds and cuts on their hands should not be assigned during the production process, and should be taken to non-production duties after taking the necessary precautions.	3,96	0,90

4.3. The Findings Regarding Participants' Levels of Practice on Personnel Hygiene

The findings regarding the practice levels of the individuals participating in the research on personnel hygiene are given in Table 2. When the statistical data in the table have been examined, it can be concluded that the statement with the lowest arithmetic mean is "I always change the gloves I use whenever it is needed" ($\bar{x}$=3.02), and the highest statement is "I always take a bath before I come to work" ($\bar{x}$=4.26). When the table has been evaluated in general, it has been seen that the mean values of the expressions have been concentrated between 3.02 and 4.26. This indicates that the participants' level of practice regarding personnel hygiene is generally high. When the general averages of the expressions in Table 2 and Table 3 have been evaluated in a comparative way, it can be seen that the level of practice towards personnel hygiene ($\bar{x}$=3.82) of the people included in the sample group is higher than their awareness ($\bar{x}$=3.71).

Table 3. The Findings Regarding Participants' Levels of Practice on Personnel Hygiene

Expressions	x̄	Sd
1- I always take a bath before I come to work.	4,26	0,80
2- Before production, I put on my work uniform, which I make sure is clean.	3,99	0,92
3- I take off my jewelry and accessories before production.	3,98	0,99
4- Before production, I wash my hands in accordance with the hand washing instructions.	3,86	1,03
5- I always repeat the hand washing process whenever it is needed.	3,93	0,88
6- I use gloves during production.	3,83	0,85
7- I always change the gloves I use whenever it is needed.	3,02	1,08
8- I wear a mask during production.	4,05	1,00
9- I always change the mask I use whenever it is needed.	3,77	1,23
10- I wear bonnets during production.	3,62	1,35
11- I always change the bonnet I use whenever it is needed.	3,97	1,00
12- When I get sick, I inform the business manager.	3,66	1,05

4.4. The Comparison of Participants' Awareness Levels by Demographic Characteristics

The t-test results on whether the awareness levels of the participants for personnel hygiene differ according to the gender variable have been presented in Table 4. When the data in the table have been examined, it has been concluded that the awareness of personnel hygiene of the sample group included in the study differs according to their gender (p= 0.006).

Table 4. The Comparison of Participants' Awareness Levels by Gender

Variable	Category	n	x̄	Sd	t	p
Gender	Female	15	4,31	,36	-2,785	**,006**
	Male	160	3,61	,42		

In the table below, the results of the ANOVA test to determine whether the awareness levels of the participants for personnel hygiene differ according to the age variable have been presented. When the data in this table has been evaluated, it has been concluded that the awareness levels of the participants regarding personnel hygiene differ according to their age ranges (p= 0.025). Tukey test has been applied to determine the source of this determined differentiation. It has been understood that the differentiation determined because of the Tukey test was between the age groups of

25-34 and 55 and over.

Table 5. The Comparison of Participants' Awareness Levels by Age Groups

Variable	Category	n	x̄	Sd	F	p
Age	18-24	34	3,64	,48	2,858	**0,025**
	25-34	65	3,58	,46		
	35-44	53	3,68	,42		
	45-54	10	3,85	,46		
	55 and above	13	4,01	,39		

ANOVA test results regarding whether the awareness levels of the participants for personnel hygiene differ according to the variable of educational status have been given in Table 6. In the light of the aforementioned data, it is possible to conclude that the awareness of the personnel regarding personnel hygiene differs according to their education level (p= 0.000). Tukey test has been applied to determine the source of the determined difference. As a result of the application, it has been determined that the differentiation was between primary school/high school-associate degree, secondary school/high school-associate degree.

Table 6. The Comparison of Participants' Awareness Levels According to Education Level

Variable	Category	n	x̄	Sd	F	p
Education Level	Elementary School	77	3,56	,47	6,098	**0,000**
	Secondary School	58	3,64	,41		
	High School	27	3,94	,40		
	Associate Degree	6	4,22	,39		
	Bachelor's Degree	7	3,67	,40		

The results of the ANOVA test to determine whether the awareness levels of the participants regarding personnel hygiene differ according to their working time are presented in Table 11. When the data presented in the table has been evaluated, it has been seen that the awareness levels of the participants towards personnel hygiene differ according to their working hours (p= 0.000). To determine the source of the reached difference, the Tukey test has been applied. It has been concluded that the related differentiation was between working periods of over 20 years and 1-5, 6-10, 11-15 and 1-5 and other working times.

Table 7. The Comparison of Participants' Awareness Levels According to Working Time

Variable	Category	n	x̄	Sd	F	p
Working Time	1-5 years	38	3,38	,51	10,821	**0,000**
	6-10 years	61	3,65	,42		
	11-15 years	47	3,69	,37		
	16-20 years	16	3,95	,29		
	Over 20 years	13	4,17	,30		

4.5. The Comparison of Participants' Levels of Practice by Demographic Characteristics

The results of the t-test to determine whether the practice levels of the participants for personnel hygiene differ according to gender have been given in Table 8. When the data in the table has been examined, it has been understood that the practice level of the participants regarding personnel hygiene does not differ according to their gender ($p>0.05$).

Table 8. The Comparison of Participants' Levels of Practice by Gender

Variable	Category	n	x̄	Sd	t	p
Gender	Female	15	4,31	,36	-1,582	,115
	Male	160	3,61	,42		

The results of the ANOVA test to determine whether the practice levels of the participants for personnel hygiene differ according to age have been given in Table 9. When the data in Table 9 have been analyzed, it has been concluded that the practice levels of the participants for personnel hygiene did not differ according to their age ranges ($p>0.05$).

Table 9. The Comparison of Participants' Levels of Practice by Age Groups

Variable	Category	n	x̄	Sd	F	p
Age	18-24	34	3,64	,48	1,532	0,195
	25-34	65	3,58	,46		
	35-44	53	3,68	,42		
	45-54	10	3,85	,46		
	55 and above	13	4,01	,39		

The results of the ANOVA test to determine whether the practice levels of the participants for personnel hygiene differ according to their educational status have been presented in Table 10. When the aforementioned data have been evaluated, it has been understood that there was no relationship between the level of practice of personnel hygiene and the education level of the participants (p= 0.472).

Table 10. The Comparison of Participants' Level of Practice According to Education Level

Variable	Category	n	x̄	Sd	F	p
Education Level	Elementary School	77	3,56	,47	0,889	0,472
	Secondary School	58	3,64	,41		
	High School	27	3,94	,40		
	Associate Degree	6	4,22	,39		
	Bachelor's Degree	7	3,67	,40		

The results of the ANOVA test to determine whether the practice levels of the participants regarding personnel hygiene differ according to their working time are presented in Table 11. When the data presented in the table has been evaluated, it has been seen that the practice levels of the participants towards personnel hygiene differ according to their working hours (p= 0.000).

According to the results of the Tukey test, it has been concluded that the related differentiation was between working periods of over 20 years and 1-5, 6-10 and 1-5 and 16-20 years.

Table 11. The Comparison of Participants' Level of Practice According to Working Time

Variable	Category	n	x̄	Sd	F	p
Working Time	1-5 years	38	3,38	,51	,899	**0,000**
	6-10 years	61	3,65	,42		
	11-15 years	47	3,69	,37		
	16-20 years	16	3,95	,29		
	Over 20 years	13	4,17	,30		

4.6. Regression Analysis for the Relationship Between Awareness and Practice Levels of Participants

Table 12 presents the results of the regression analysis conducted to determine whether there is any relationship between the awareness levels of the participants regarding personnel hygiene and their level of practice. Considering the results in the table, it is seen that the standardized R^2 value is 0.092. In this context, it is possible to say that awareness of personnel hygiene explains 9.2% of the changes on the level of practice. When the standardized coefficient (Beta value) in the table is examined, it is understood that the awareness of personnel hygiene has a positive and significant effect (0.312; p = 0.000) on the level of practice. Therefore, it is possible to conclude that a one-unit increase in awareness of personnel hygiene will result in a positive increase of 31.2% at the level of practice.

Table 12. Regression Analysis for the Relationship Between Awareness and Level of Practice

	Coefficients		Standardized Coefficients		
B	**Standard Deviation (Error)**	**Beta**	**t**	**Significance**	
(Constant)	**2,247**	**,332**	**6,760**	**,000**	
Awareness	,373	,086	**,312**	4,318	,000
The Dependent Variable: Level of Practice					
R^2 = 0 ,092 F= 18,649 Sig. = 0,000*					

5. Conclusion

The concept of food safety covers, in general terms, all the elements of the complex process from the procurement of foodstuffs to their storage, processing and presentation to consumers. Relevant elements are shaped by personnel who have technical details about food safety and the necessary knowledge about these details. In this context, it is important for public health to employ individuals who have sufficient knowledge of the technical details of food-borne diseases and sufficient awareness of personnel hygiene in the food production process. In this study, the awareness and practice levels of the individuals employed in the institutional baklava enterprises operating in the city of Gaziantep regarding personnel hygiene have been examined. For the study, a questionnaire has been applied to 175 production personnel working in corporate baklava enterprises in Gaziantep. Based on the data obtained, firstly, a statistical evaluation has been made to determine the demographic characteristics of the sample group, and the mean and standard deviation values of the questionnaire expressions have been revealed. After this process, t-test and ANOVA analysis have been used to determine whether the awareness and practice levels of the sample group for personnel hygiene differed according to demographic variables. In the study, regression analysis has also been carried out to determine the relationship between the awareness of personnel hygiene and the level of practice of the people working in the baklava production process. As a result of the mentioned analyses, the following conclusions have been reached;

- There was a low level of variation between the general average of the practice levels of the sample group for personnel hygiene ($\bar{x}$=3.82) and the general averages of their awareness status ($\bar{x}$=3.71).
- The awareness levels of the sample group differ according to the variables of gender, age, educational status and working level, and the level of practice differs according to the variable of working time.
- The awareness of the sample group regarding personnel hygiene had a positive and significant effect on the level of practice (0.312; $p = 0.000$).

When a general evaluation is made on the findings, it is concluded that there is a consistency between the awareness of the employees and their level of practice. There is a generally linear relationship between the age ranges and working hours of the participants and their awareness status. The same relationship exists between the practice levels of employees and their working hours. When the standardized coefficient (Beta value) specified in the regression table is examined, it is seen that the awareness of the employees regarding personnel hygiene has a positive and significant effect on the practice levels (0.312; $p = 0.000$). Therefore, it is understood that with a one-unit increase in the awareness of personnel hygiene, there will be a positive increase of 31.2% in the level of practice. In this context, it is possible to say that it is important for safe food production to increase the level of personnel hygiene practices of individuals working in the food production process. Therefore, it is of utmost importance that the individuals involved in the food production process receive training on food safety issues.

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A STUDY ON FORTIFICATION OF BREAD WITH BONE BROTH

Büşra Kocayiğit

Izmir Kâtip Celebi University, Institude of Social Sciences, Branch of Gastronomy and Culinary Arts, Izmir, Turkey, busrakocayigit45@hotmail.com
ORCID: 0000-0002-7992-0402

Atilla Akbaba

Prof. Dr., Izmir Kâtip Celebi University, Gastronomy and Culinary Arts Department, Izmir, Turkey, atilla.akbaba@ikcu.edu.tr
ORCID: 0000-0002-9434-2145

Melike Sakın Yılmazer

Assoc. Prof. Dr., Izmir Kâtip Celebi University, Gastronomy and Culinary Arts Department, Izmir, Turkey, melike.sakin.yilmazer@ikcu.edu.tr
ORCID: 0000-0002-6830-1331

1. Introduction

In the field of food production, efforts to diversify and improve the quality of food products and improve them are gaining momentum with technological developments. Moreover, consumer demand is also changing, significantly. In this study, it is aimed to increase the elasticity of the dough, obtain a bulkier bread structure, increase the protein and nutritional values of dough, and make use of the gelatin and collagen structure in the bone broth by adding bone broth to the bread formulation. When the bone broth is added together with the main components, it forms a gelish structure and increases the dough consistency and provides ease of processing. Bone broth is obtained by boiling the bones and connective tissues of animals for a long time. The fact that consumers are aware of nutrition and healthcare issues has led to the expectation of additional physiological benefits in addition to nutritional properties from foods (Kapolna & Lugasi, 2008). Bread is a group of carbohydrates that we consume at almost every meal. It is a food that people consume regardless of their income and status, ethnic and age groups, and is the product produced by mixing the flour, water, salt, and yeast and mixing it to a certain extent, followed by fermentation. Enrichment is the addition of a new product by adding bone water in the dimensions determined in the Turkish Food Codex in addition to the main components of the bread, to eliminate the deficiency of a nutrient that is not found in the food or to increase the amount of the nutrient that is naturally present intended (Chopra, 1974). In bread making, it is aimed to improve the quality by removing some defects and deficiencies arising from the composition and properties of the flour. Different additives are used as thickener and gelling agent.

2. General Information About Bone Broth and Bread

2.1. Bone Broth

Typically, bone broth is made with bones on which small amount of adhering meat. Like stock, bones initially are roasted to improve the flavor of the prepared bone broth. Then, bone broth is typically simmered for a very long time (often for 8 hours, sometimes more than 24 hours), with the purpose of releasing a small amount of trace minerals from bones, together with the main aim being to produce gelatin from collagen-rich joints. At the end of cooking, the bones should crumble when pressed lightly between your thumb and forefinger (McDonel, 2017).

Bone broths are extraordinarily rich in protein, and can be a source of minerals, as well. Glycine supports the bodies detoxification process and is used in the synthesis of hemoglobin, bile salts and other naturally occurring chemicals within the body. Glycine also supports digestion and the secretion of gastric acids. Bone broth is certainly a world apart from store-bought stock which usually contains added sodium, sugar, preservatives, and artificial flavourings. Homemade broth or high-quality stock made at restaurants would typically be made with the fresh ingredients and a hefty amount of patience to yield a brew packed full of flavour and ingredients (McDonel, 2017).

2.2. Bread

Bread is a major food product since prehistoric times. It is made of flour. It is moistened, kneaded, and mostly fermented. There has been a lot of variaties and forms with different ingredients and methods throughout the world. The first bread was made in Neolithic times, nearly 12,000 years ago, probably of coarsely crushed grain mixed with water, with the resulting dough probably laid on heated stones and baked by covering with hot ashes (MEB, 2012). The Egyptians apparently discovered that allowing wheat doughs to ferment, thus forming gases, produced a light, expanded loaf, and they also developed baking ovens (Britannica, 2008).

2.3. Fortification of Bread

In developed countries, nutritional disorders and infectious diseases have become less common with increasing socioeconomic level, improving environmental factors, developing medicine and health services. However, in our country, where socioeconomic conditions do not reach the level of developed countries, malnutrition is one of the leading problems, especially in slum areas and rural areas (Savlak and Adal, 2018).

In addition to protein and energy deficiencies, vitamin-mineral deficiency is also important. Fortification is the inclusion of one or more essential nutrients naturally or absent in foodstuffs in order to correct or prevent the deficiency of one or more nutrients throughout the foodstuff. Food enrichment studies are applied especially for diseases that are very common in society and accepted as public health problems. In this context, nowadays, food enrichment studies are most done to prevent micronutrient deficiencies (Savlak and Adal, 2018).

2.3.1. Features of Auxiliary Components

Various additives are widely used in bread making for the purpose of improving the quality by eliminating some defects and deficiencies arising from the composition and properties of the flour and increasing the profitability of enterprises by saving time and labor. The reasons for the use of additives are generally as follows: increase nutritional value, extend shelf life, provide textural changes (such as pore structure), provide desirable taste changes, prevent the development of disease-causing microorganisms, beautifying the appearance (MEB, 2012).

Gelling and Thickening Agents: Gelling agents and thickeners increase the consistency of the dough by forming gels and provide ease of processing. Gums such as guar gum, carop powder can be used for this purpose (MEB, 2012).

The bone broth used in this study was used as an enrichment element in bread, and the purpose of adding to the bread is to benefit from the gel structure and consistency enhancing structure due to the natural structure of the bone broth.

2.3.2. Bread Enrichment Practices

Wheat flour (corn, rye and barley flour, and such cereals), yeast, additives, salt, and water are mixed at certain proportions. After mixing, kneading, and fermenting a certain time bread dough is ready to be baked. The product obtained by baking is called “Bread “ (Cebeci, 2016).

In Turkish Food Codex (Türk Gıda Kodeksi Ekmek ve Ekmek Çeşitleri Tebliği , 2012), “Bread and Bread Varieties Communiqué” for producing bread; wheat flour, water, salt, yeast (*Saccharomyces cerevisiae*), where necessary sugar, enzymes, malt flour as the source of enzyme, vital gluten and allowed additives are added to the mixture according to the technique of kneading, shaping, fermentation and baking is applied.

The quality of the bread is closely related to the quality of the flour used and hence the quality of the wheat. Flours used in bread making are obtained from strong and hard wheat. Generally, high quality flour is mixed with the expression of strong flour. Flour color, protein content, protein quality, uniformity, water absorption, tolerance of kneading and fermentation, gas forming ability of dough, gas holding capacity and diastatic activity are the main criteria for the quality of bread flour (Kalkışım et al., 2012).

When the per capita bread consumption is examined worldwide, our country ranks first with 319 g / day per person (Yurdatapan, 2014). According to Ekşi and Karadeniz (1996), per person consumption varies between 100 - 800 g / day (average 350 - 400 g). Turkey is followed by Denmark with consumption of 195 g/ day. Finland consumes 140 g / day, and the United Kingdom consumes 89 g / day bread (Yurdatapan, 2014).

Bread is known as the main food in our country and about 40% of daily energy is supplied from bread. Therefore, bread is considered as the most suitable tool for enrichment. Considering that 1 g of bread provides 2.7 kcal of energy, the amount is 350 x 2.7 = 945 kcal daily. Its share in average daily energy consumption is 945 x 100/2200 = 43%. It is known that 350 g bread, which meets 43% of daily energy requirement, can not contain the same amount of nutrients and does not meet 43% of RDA value (Ekşi and Karadeniz, 1996).

3. Material and Method

3.1. Material

Bone broth to be used in bread enrichment was obtained from brand Fide, Balıkesir. Other components used in bread making which is flour, salt and yeast were purchased from local market.

3.2. Bone Broth Added Bread Formulation and Production Method

Under normal circumstances, preparing classic bread dough, it can be prone to all ingredients. It can be predictable the conditions under which yeast works, but for the first time one may not predict how this will react when the fortification product is bone broth. Then, it is started researching which bread formulation should be used. The bone broth was a protein substance, a formulation with milk was added to the bread production stage, which also contained a protein source. The general formulation of bread is as follows (Table 1).

Table 1. The Ingredients of Bread

Ingredients	Amounts
Flour	300 g
Water	300 g
Bone Broth	-
Yeast	5 g
Salt	9 g

Based on the general formulation given in Table 1, four different bread formulation with 4 different bone broth ratios were prepared (Table 2).

Table 2. The Amounts of Ingredients of Breads with Four Different Formulations

Ingredients	1st formulation	2nd formulation	3rd formulation	4th formulation
Flour	300 g	300 g	300 g	300 g
Water	270 g	250 g	225 g	200 g
Bone Broth	30 g	50 g	75 g	100 g
Yeast	5 g	5 g	5 g	5 g
Salt	9 g	9 g	9 g	9 g

Bread production practices were carried out in Izmir Katip Celebi University, Gastronomy and Culinary Arts Department, Tourism Faculty, Kitchen Laboratory. Firstly, all the dry ingredients (flour, salt, instant yeast) are mixed in a container. Subsequently, bone broth and clean, potable water were added to the mixture in the determined proportions (Bone broth, goes through the warm-up and straining stages before adding to the mixture). Kneading continued until the gluten structure of the bread improved. It is left to fermentation in a dark and warm environment. After the fermentation process is completed, the bread is shaped and left to the last fermentation before baking. Then a knife is thrown on the bread to facilitate the gas outflow that will occur in the bread. Then the bread is baked in a preheated oven at the specified degree.

The first concentration was prepared taking these measurements into consideration. During the preparation of bread dough, it was observed that bone broth did not disturb the general gluten structure of bread and did not adversely affect its swelling.

3.2.1. Physical Analysis

Manuel Flexibility

After the first prototypes were made, bread was reduced to increase the ease of processing and testing. The proportions in the prototypes were reduced by 4 times. This saves material and facilitates the flexibility analysis of the bread.

Due to the lack of laboratory equipment, necessary analysis was performed manually, not with the farinograph device. After the necessary kneading and fermentation stages and before forming, the dough was opened 6 cm.

Bread Volume and Growth

After preparing the dough, kneading, first fermentation, shaping and last fermentation, the height of the bread, whose weight was determined as 200 g, was measured with a caliper. This analysis was made from the bread samples prepared for sensory analysis.

3.3. Sensory Evaluation

Sensory panels to determine consumer acceptance of bone broth added and non-added bread samples was done with the participation of 10 semi-trained panelists ages between 20-35 (MEB, 2012). Panelists were informed about evaluation parameters of bread before sensory evaluation.

Sensory evaluation was done using the scoring test in quality and quantity tests. Bread color, appearance, smell, taste, and general appreciation parameters of panelists are between 1-5 points (1 = very weak, 2 = weak, 3 = medium, 4 = good, 5 = very good). Breads with an average score of over 3.5 were generally considered to be sensibly acceptable. Panel form used in sensory evaluation is given in Table 3.

Table 3. Sensory Evaluation Panel Form (MEB, 2012)

SENSORY EVALUATION FORM

SCORING TEST		
Name:	Product:	Date:
Instructions: Evaluate the coded samples given to you in terms of the quality criteria given below, based on 5 points separately.		

Quality Criteria
Color
Appearance
Odor
Flavor
General Acceptance

Sample Codes				
189	278	469	782	921

Explanations about score values:	1-Very Poor	2-Poor	3-Fair	4-Good	5-Excellent

3.4. Statistical Analysis

In the study, sensory properties were determined by adding bone broth at 5 different levels (0, 10, 20, 33 and 50%, by weight, as ratio of bone broth to water). To determine the differences between the samples, analysis of variance (ANOVA) and Kruskal Wallis-H test were applied. In statistical analysis, SPSS (Statistical Package Program) 25.0 program was used.

4. Results and Discussion

After the baking process, there was not a negative effect such as the discoloration of the bread. It was observed that the bread did not remain in the dough form after slicing, after resting, after baking and there was also no negative result in the pore structure of the bread, no foul odor was observed.

In all prototypes, the expected growth was observed, and no negative effects of bone broth were observed.

According to the manual flexibility analysis of the dough, there is no problem of flexibility in all four prototypes. In prototypes, bone broth increases at certain ratios, respectively. The ease of processing, flexibility and smooth texture of the pulp increased with the rate of bone broth. In addition, 100% of bone broth was added to the composition to measure the bone broth capacity of the bread dough.

The bread component was tested at 100% bone broth concentration and its effect on elasticity was measured. No negativity was observed when the components were made into bread dough. Despite the high proportion of bone broth, the bread swelled at the expected rate.

When the bread elasticity is measured after the bread dough is made and after the swelling step, it is observed that it has the required amount of flexibility, brightness, and a fine dough. However, during the shaping of the bread, it was observed that unexpectedly the dough spread before entering the oven.

The volume rise results was that; the first example is made from bread dough that does not contain bone broth. Bread height increased by 86% in that (no bone broth) sample. Similarly, the sample with a bone broth concentration of 10% has grown by 85%. At 20% concentration, 100% growth has been achieved. There was a 75% growth at a concentration of 33%. 100% growth has been achieved in the concentration of 50% bone broth bread sample. In this case, it can be said that the samples with the highest growth occurred between 20% concentration and 50% concentration.

The statistical analysis was applied to the results of all bread samples to determine whether the means of sensory points (color, appeareance, odor, flavor, general acceptance) are different or not ($p>0.05$). At the statistical analysis, homogenity of variance test was applied initially. According to this, for odour, flavor, and general acceptance points the ANOVA test; for color and appereance points Kruskal Wallis-H test was applied. The maximum result for general acceptance was observed for 3rd sample. And the lower result for general acceptance was observed for 4th sample (Table 4). After the 3rd concentration the rate of general acceptance is low. On the other hand, no differences in any sensorial points between different bread samples was observed, statistically, at the importance level of 0.05. This shows that the addition of bone broth to bread was accepted and liked by the panelist at the same level. Only, the 4th formulation, we can say that it is disliked. 1st, 2nd, and 3rd levels of production are all liked at the same level to original bread. It has been determined that bone broth can be used to enrich bread and does not negatively affect neither bread making properties nor sensory acceptability.

Table 4. The Mean and Standard Deviation Scores of Sensorial Analysis

Bone Broth Ratios	0 (no bone broth addition)	10% (1st formulation)	20% (2nd formulation)	33% (3rd formulation)	50% (4th formulation)
Color	4,80(0,63)	4,80(0,32)	4,90(0,32)	5,00(0,00)	5,00(0,00)
Appearance	4,60(0,84)	4,70(0,48)	4,90(0,32)	5,00(0,00)	4,90(0,32)
Odor	4,50(0,85)	4,40(0,70)	4,50(0,71)	4,70(0,48)	4,80(0,42)
Flavor	3,80(1,14)	3,50(0,85)	4,60(0,99)	4,50(0,97)	3,60(1,17)
General Acceptance	4,10(0,74)	3,70(0,67)	4,20(0,79)	4,50(0,71)	3,80(1,03)

Consumer test should be done for further analysis with more panelist. For the determination of shelf life, one concentration can be chosen, and more analysis should be conducted. In the enriched breads, it showed a good development in height and volume. In the added bone broth ratios, a situation that would disrupt the texture of the bread and prevent it from swelling was not encountered. Also, in bread with added bone broth, a situation that would adversely affect the flexibility of the dough was not encountered.

Economic point of view for industrial production should be discussed because the cost of bone broth is higher than the basic ingredients of bread.

5. Conclusion

In this study, it was aimed to increase the sensory properties and nutritional value of the bread and increase its functionality by adding bone broth to traditional bread. In sensory analysis, the general acceptability of bone broth added bread is high. According to the results obtained, the most popular sample was the sample containing bone broth at a concentration of 33%. However, according to the results obtained after this sample, the broth ratio spoiled the taste of bread. There was a decrease in the rate of appreciation in bread with bone broth added at a concentration of 50%. For the comparison of bread with different bone broth concentration, ANOVA and Kruskal Wallis-H test showed that there was not statistically significant ($p>0.05$) difference between breads.

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RESEARCHING CONSUMABLE POTENTIAL OF EDIBLE INSECTS IN EVERYDAY DIETS: THE EXAMPLE OF BREAD WITH MEALWORM ADDITION

Erdi Eren

Res. Asst., Alanya HEP University, Department of Gastronomy and Culinary Science, Turkey, erdi.eren@ahep.edu.tr

ORCID: 0000-0001-7677-8810

Semra Akar Şahingöz

Prof. Dr., Ankara Hacı Bayram Veli University, Department of Gastronomy and Culinary Science, Turkey, semrasahingoz@hbv.edu.tr

ORCID: 0000-0001-6727-5277

1. Introduction

Insects belong to the arthropod branch and the most important classes of this branch are crustaceans, spiders and centipedes. The word insect comes from the Latin "*insectum*". The original meaning of this word is segmented or divided. The structure of insects is discussed in 3 main parts as head, thorax and abdomen. It is estimated that there are more than 1 million insect species in the world. In other words, insects make up more than half of all living things on our planet and 90% of the animals on Earth (Dossey et al., 2016).

Their life cycle consists of three stages: larva, pupa and adult. They are cold-blooded creatures that grow without the need for parental care. They undergo metamorphosis to adapt to seasonal changes. They can reproduce very quickly. Respiratory systems are tolerant of pressure, high altitude and radiation. Thanks to such features, the possibilities of survival are very wide (Güneş, 2018).

The act of insect consumption is called entomophagy. Individuals who eat insects or include these creatures in their diets are called entomophagous individuals. Although insects are not seen as a food source in many cultures, the existence of entomophagous individuals indicates the existence of this preference and tendency. One of the issues that need to be addressed regarding the consumption of insects is the concepts of neophobia and neophilia (Huis et al., 2013). Neophobia is explained as a basic human nature to reject foreign foods and protect the body from possible dangers. Neophilia is accepted as the opposite concept of neophobia. Contrary to neophobia, neophilia can be defined as an attitude that takes great pleasure from experiencing unfamiliar and new foods. Today, the development of gastronomic tourism and the easier access to local foods all over the world have increased the interest in foreign foods and facilitated the acceptability of unknown foods (Karaman, 2019; Gheorghe et al., 2014).

Contrary to popular belief, only 5000 of the 1 million identified insect species are harmful to human health and nature. Insects provide a number of ecological services by playing a vital role as pollinators in the reproduction of plants and in the biological degradation of wastes (Meral and Selçuk, 2015). Their small footprint (minimum area in production), less water consumption, less greenhouse gas/ammonia emissions to nature, high reproductive rates, seasonal accessibility, relatively easier management, easy transportation, low oil rates, high protein and carbohydrate content is the main reason why insects are preferred as food. In addition, the eggs of these creatures are resistant to cold weather and climatic conditions (Mankan, 2017).

In addition to serving as a food source, insects also provide humans with other valuable products. Honey and silk are the most important known natural insect products. Carmine, a red dye produced by crustaceans, is used to color food and textiles. Shellac, which is the secretion substance of the insect named Coccus Lacca, is used in products such as chocolate-covered hazelnuts, grapes, almonds, peanuts, chewing gums and in various medicines. Chitin, an elastic and highly durable polysaccharide found in the exoskeletons of insects and playing a role in the construction of the skeleton, is used as a thickener and preservative in the food industry. Resilin, a protein that allows insects to jump, is used in medicine to repair arteries, thanks to its elastic properties (Meral and Selçuk, 2015).

In addition to all these positive features, there are some risk factors in the consumption of insects. Animal production, where the density of animals is high compared to the areas owned by the facilities, may pose some dangers. The epidemic risk is one of them. Also microbiological spoilage, toxicity and allergy risks in insect consumption constitute the most important hazards (Rumpold and Schülter, 2013).

Although there are different numbers in different sources about edible insect species, the common belief is that over 1500 insect species are suitable for consumption. Among these species, beetles are the most consumed with 31%. Caterpillars come next with 18%, bees and ants with 14%, and grasshoppers with 13%. Edible insects are mostly consumed in Africa, Asia and Latin America. Caterpillars in Africa, grasshoppers in Asia, and worms and larvae in Latin America are the most consumed insects (Bukkens, 1997). In Europe, there are already markets and businesses that offer edible insects as an alternative to meat in countries such as Switzerland and Belgium. There are restaurants in the UK that prepare the majority of their meals with edible insects and signature dishes prepared in this way (McClements, 2019).

The nutritional values of edible insects are highly variable. Even within the same insect species group, values differ depending on the insect's metamorphic stages. Like most foods, preparation stages and processes such as drying, boiling and frying also play a role in the change of nutritional values. However, when the nutritional contents of cricket, red palm beetle larvae and mealworms are analysed, it is seen that they have healthier nutritional values than beef and chicken meat (Van Huis, 2016).

Edible insects are very rich in protein and amino acid components, which are necessary for the human body in general. In addition to these, unsaturated fatty acids, vitamins and minerals, which have an crucial place in terms of nutrition and health, are also important food components provided by edible insects to humans. Edible insects are seen as candidates to be a quality food source for humans for the present and the future (Klunder et al., 2012). In the report published by the European Food Safety Authority (2021), it was stated that the consumption of mealworms at the recommended usage levels is suitable for human health.

The aim of this study is to research the possibilities of integrating the mealworm (*Tenebrio molitor* L.), which stands out with its production, storage, transportation and nutritional properties into daily diets. In the study, it was aimed to detect the changes of various properties of bread, the most frequently consumed food in the daily diet of individuals by using mealworm flour. Mealworm was preferred because of its high protein content and ease of supply.

2. Material and Method

The materials used in the making of bread samples and the methods of analysis carried out in these samples are given below.

2.1. Material

The materials used for this study were obtained from different sources. The dried mealworms were purchased over the internet (www.unkurduankara.com). White bread flour, pressed fresh yeast, drinkable tap water (25^{0}C), iodized salt and table sugar were used in bread making. Analyzes were carried out in Alanya HEP University food laboratories.

2.2. Method

2.2.1. Bread Making

The formulation used in bread making is given in Table 1. In bread making, the AACC (1999) direct bread baking method was used, partially adapted to enriched bread making. Dried mealworms were turned into whole flour with the help of a blender and added to the formulation.

Table 1. Bread Formulation

Bread Type (100 gr)	Bread Formulation	Wheat Flour (gr)	Mealworm (gr)	Water (ml)	Yeast (gr)	Salt (gr)	Sugar (gr)
Mealworm	%25 MWB	75	25	60	3	1.5	2
	%50 MWB	50	50	60	3	1.5	2
Control	Control	100	0	60	3	1.5	2

2.2.2. Moisture Content

Moisture (dry basis) content was analysed according to the AACC Method 44-15.02 (2000) using the following equation.

H (%): [(W1-W2) / W1] x 100 (1)

W1: Initial weight of the sample taken

W2: Weight of dried sample

H: Moisture content

2.2.3. Ash Content

Ash content (dry basis) was determined according to the AOAC (1990) method using the following equation.

A (%): (M2/M1) x 100 (2)

M1: Initial weight of the sample taken (dry)

M2: Weight of the ash sample

A: Ash content in dry matter (%)

2.2.4. Porosity

Porosity is one of the significant factors affecting the quality of bread. Analysis of the pore amount was performed using the ImageJ package program, as reported by Grove and Jerram (2011). Sample slice images, which were scanned and transferred to digital media, were colored in such a way that the pores of the bread were black and the entire area outside was white, and pore area analysis was performed.

2.2.5. Sensory Analysis

Sensory analyzes applied within the scope of this study, were performed according to the method stated by Sabovics et al. (2014). In the blind tasting analysis, the panelists were asked to evaluate the bread samples presented on 5 different characteristics: "Color, smell, taste, appearance and general appreciation level". All of the panelists were selected from semi-educated adults with previous experience in sensory analysis. The panelist group consisting of 5 women and 5 men was informed about the content of the study and the materials used in sample preparation, and their approval was obtained. Sensory analyzes were carried out in an environment that was free from external factors and the panelists made evaluations one by one. Evaluations were made on a 5-point bipolar scale, with scores ranging from 1 to 5 (1: I did not like it at all, 5: I liked it very much). Bread samples coded with different three-digit numbers were presented to the panelists on glass containers. Between tastings, drinking water was served to panelists as a refresher.

3. Results and Discussion

Bread samples baked according to the formulation given in Table 1, had the desired textures. Gluten decrease due to the reduction of wheat flour in the formulation, inhibited gluten matrix formation and caused the bread samples containing flour worms to be lower in volume. Bread loaves are shown in Figure 1.

Figure 1. *Sample loaves (from top to bottom: Control, %25 MWB and %50 MWB samples).*

Mealworm flour addition also caused darkening on the bread samples. When the bread slices are examined, it is seen that the samples containing mealworms are darker in color. Bread sample slices are shown in the Figure 2.

Figure 2. *Sample Slices (from left to right: Control, %25 MWB and %50 MWB samples)*

The results of the analyzes are presented below. Bread samples without mealworms were coded as "control", bread samples containing 25% mealworms as "25% MWB" and bread samples containing 50% mealworms as "50% MWB".

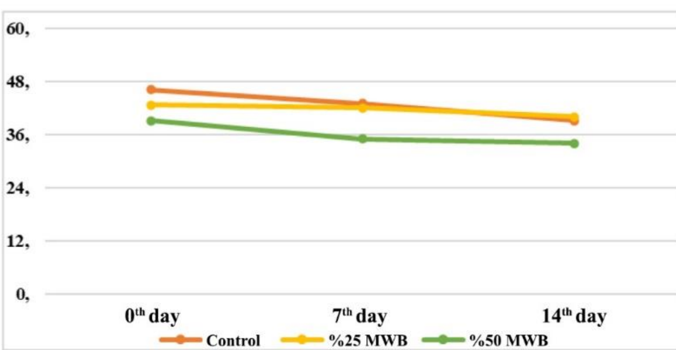

Figure 3. *Moisture Content Changes of the Samples*

The moisture content ratios of the samples according to the days are given in Figure 3. According to the results, the moisture holding capacity of the bread samples containing mealworms is higher than the control breads.

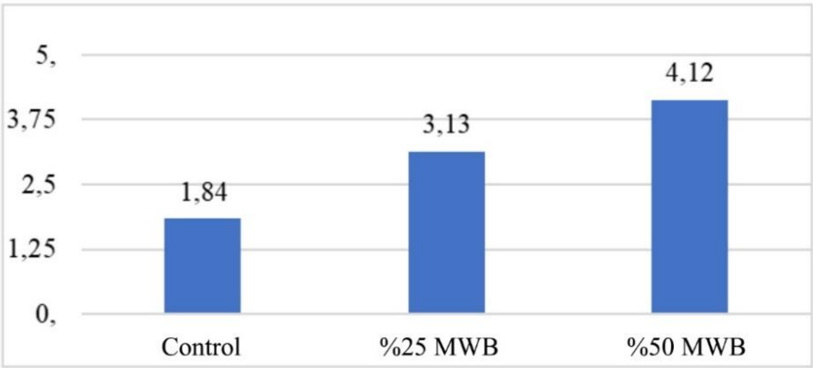

Figure 4. *Ash Contents of the Samples*

The ash content results of the samples are given in Figure 4. According to the results, it is seen that the mineral matter (ash amount) of the samples increased as the amount of mealworms in the samples increased.

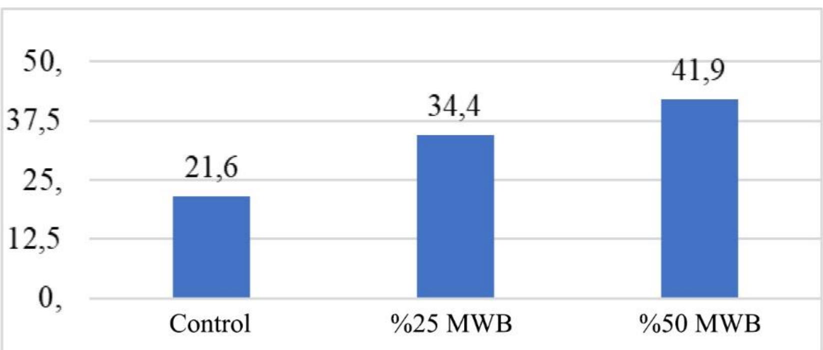

Figure 5. *Porosity Results of the Samples*

The porosity results of the bread samples are given in Figure 5. According to the results, the porosity level of bread containing mealworms is higher than the control bread samples. Crumb porosity is a desirable property in bread and indicates that fermentation progressed properly.

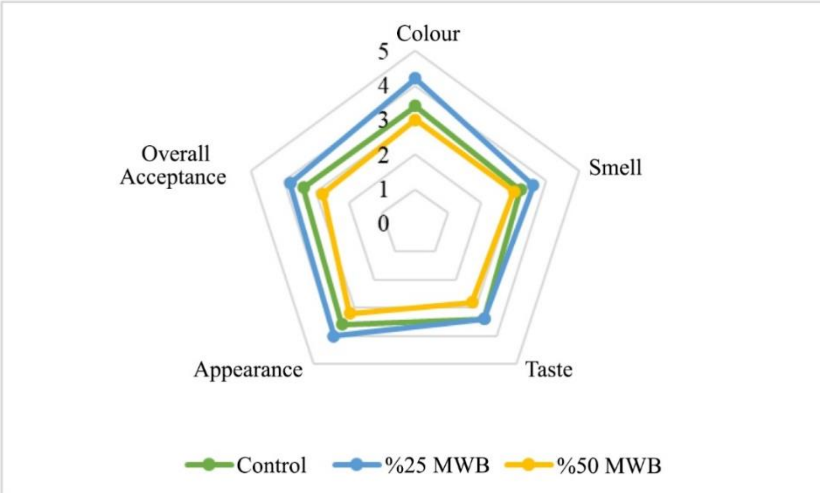

Figure 6. *Sensory Analysis Results*

All sensory analysis results of the samples are given in Figure 6 in the form of radar graphs. Results indicate that the 25% MWB samples are ahead of the other samples in terms of all sensory properties. 50% MWB samples had the least likes. De Oliviera et al. (2017) included 5% and 15% flour obtained from cockroaches in the bread formulation in their study. At the end of the study, it was reported that the samples had a good nutritional profile and satisfactory sensory properties due to their high-quality protein and fatty acids content. The researchers stated that the consumer acceptance index was above 75% in all sensory characteristics evaluated. Gonzalez et al. (2019) reported that insect flours increased the amount of ash, while the amount of moisture in the samples resulted in variability according to the type of insect. Winiarska-Mieczan and Kwiecen (2011) measured the amount of ash in bread samples made with different formulations and found that minerals with positive health benefits increased when different cereals or pseudocereal substances were added to the white bread formulation. Ziec et al. (2021), reported that the supplementation of wheat bread with different types of flours resulted in a better quality of bread compared with wheat bread and with a more valuable chemical composition.

Roncolini et al. (2019) found that the addition of powdered mealworm to the bread formulation with the displacement principle of 5% and 10%, did not adversely affect the technological properties of the samples, and according to the sensory analysis results of the samples, mealworm addition did not cause major changes in the sensory evaluation. In addition, it was reported that the protein ratio of the samples increased and it caused significant increases in the levels of essential amino acids like tyrosine, methionine, isoleucine and leucine.

4. Conclusion

Reasons such as the rapid increase in the world population and the decrease in natural resources have recently led researchers to seek potential alternative food sources. Edible insects have an important place among these alternatives. It is foreseen that this importance will increase day by day and the edible insect sector will develop rapidly. Although it may seem difficult to include the advantages of this development in human life in the near future, integrating edible insects into daily diets at the first stage, will help overcome neophobia and create healthy diets that seem more sustainable in the future.

Within the scope of this study, pre-dried mealworms made into flour were used in making white bread. In the analyses made on the bread samples, it was seen that mealworm addition had positive effects on the bread samples. The addition of mealworms increased the water holding capacity of the bread samples and extended the shelf life. As a result of the analysis of the total ash content, it was determined that the addition of mealworms increased the amount of inorganic matter of samples. As a result of the pore analysis in the bread samples, it was seen that the mealworm addition had positive effects on the porosity of the bread crumb. Finally, as a result of the sensory analysis, it was determined that the addition of 25% mealworm to the formulation had positive effects on sensory properties.

According to the data obtained in the study, it was determined that 25% mealworm addition provided the most suitable bread formulation for development. According to results, it is understood that insects are suitable for use in bread making. In order to improve the findings obtained from this study, further analyzes can be made in the mealworm-added breads produced, and other nutritional composition elements of the product can be examined. In addition, it can be suggested to investigate consumption alternatives by determining the changes in the total antioxidant capacity and volatile aromatic compounds of the samples.

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