

The Effects of Alternative Tourism Activities on Sustainable Tourism Potential and Employment

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ABSTRACT

To determine the effects of alternative tourism activities on sustainable tourism potential and tourism employment and to reveal the characteristics of tourism enterprises that perform alternative tourism types. The study was conducted on 181 employees who were randomly selected among the operators, managers and employees of 272 tourism enterprises in Alanya. Afterwards, these data were subjected to frequency, independent sample T-Test, Anova, reliability analysis, mean and correlation analysis in package program. As a result of the analysis, the relationship between dental tourism and implant, palliative patient care, winter tourism, elderly care, plateau tourism, ropeway tourism, treatlon sport, cycling and golf sport were found. It can be said that winter tourism and treatlon tourism, which are alternative tourism activities in tourism enterprises, make a significant contribution to sustainable tourism potential and tourism employment

Keywords. Tourism, alternative tourism, sustainability, employment

1. Introduction

Significant developments in tourism have been observed with the developments in civil aviation since the 1950s. With the increase in the level of welfare in developed countries, tourism has progressed with increasing participation every year. Tourism, which is accepted as an important source of income and contributes greatly to the economy of the countries, has now established an indispensable capital market.

While the gains from tourism, especially in terms of states that have not completed or continue to develop, have made hot money entry into the economy, tourism has taken a close effect on social life due to the interaction associated with culture. However, while social tourism behaviors positively affect economic and social life in this way, the long-term power has caused negative consequences for the realization of the use of resource types. In order to prevent the destruction caused by social tourism in terms of sustainable growth and sustainable tourism, the concept expressed as "alternative tourism" manifests itself due to the mentioned negative situations. Alternative tourism is a concept that includes the ideas of alternative tourism, which have been put forward in response to social tourism activities

where 3S, that is, sun, sea and sand, is used as a starting point (Akşit, 2016).

Tourism developed during the twentieth century, and today, by the twenty-first century, mass tourism has now begun to meet all the tourist demands alone. The changes displayed by the tourist demands and the intense demand differences have started to cause new touristic alternatives. Development of individual living standards, income and social rights; Due to the factors such as distress and stress caused by urbanization and business life, people have now started to make different choices instead of tourism activities that include elements such as sea, sand, sun compressed into summer. All these demanding features also allowed the development of tourism types called alternative tourism. When the literature is examined, it is possible to say that there are many different definitions related to the concept of alternative tourism. In this context, alternative tourism has been defined as touristic activities that are compatible with natural, social and social values, where both participants and local people interact and interact (Öztürk and Yazıcıoğlu, 2002).

Alternative tourism in a different definition; It has been created to reduce the negative effects of mass tourism and is defined as soft touristic activities (Hacıoğlu and Avcıkurt, 2011).

Albayrak (2013) Revenues that have been developed as an alternative to coastal tourism in

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order to eliminate the negative effects of tourism movements and tourism activities carried out so far and to produce new products that will create a source for tourism, on the other hand, the revenues that countries have obtained by using their resources related to tourism at the highest level. It defines them as touristic activities that allow them to maximize. Indeed, when the literature is examined, it is possible to say that alternative tourism has an important role in solving the problems of mass tourism and creating sustainable tourism climates. In the century we live, countries have started to identify the touristic supply sources that will be an alternative to mass tourism and take steps to develop their existing touristic potentials. As a result of all these efforts and the effect of touristic demands, it is possible to talk about many different types of alternative tourism.

To ensure sustainability in the tourism sector and to solve the seasonal problem, there is a need for a balanced distribution of tourism activities periodically and regionally. Within this framework, diversification of tourism activities, in other words, creating alternative types of tourism are extremely valuable (TÜSİAD, 2014).

As the demand intensity for alternative tourism developed on a temporal scale and the countries started to market their touristic potentials as alternative tourism activities, both public authorities and scientists started to take different approaches regarding the scope and types of alternative tourism. For example; Republic of Turkey Ministry of Culture and Tourism Investment and Enterprises General Directorate of alternative types of tourism; To be river tourism, hunting tourism, mountaineering, golf tourism, air sports, belief tourism, silk road tourism, winter sports tourism, congress tourism, bird watching, cave tourism, health-thermal tourism, underwater diving tourism, yacht tourism and plateau tourism It is classified under a total of 15 different titles (Ministry of Culture and Tourism).

In a different approach in the literature, alternative tourism types are; (Korkmaz, 2001), while being classified under 8 titles as yacht tourism, faith tourism, nature tourism, golf tourism, mountain-winter tourism, festival tourism, train / bicycle / caravan tourism and thermal tourism, (Albayrak, 2013) classified alternative tourism types under 10 titles as cultural tourism, congress tourism, health tourism, rural tourism, recreational tourism, sports tourism, faith tourism, gastronomy tourism, youth tourism and third age tourism. Alternative tourism types in this

study based on the classification in the literature and as a result of the literature review conducted; Alternative Tourism Types Based on Sport Activity, Alternative Tourism Types Related to Nature, Alternative Tourism Types Based on Education and Personal Satisfaction and Alternative Tourism Types Based on Health and Cultural Basis.

Alternative tourism types based on sportive activities generally include touristic activities carried out in open air and related to physical endurance. In general, the types of alternative tourism based sports activities that adventure enthusiasts and young people participate in; It is possible to classify under the title such as river sports tourism, hunting tourism, sports mountaineering tourism, football tourism, golf tourism, air sports tourism, winter sports tourism, underwater diving tourism, sports cave tourism.

River Sports Tourism: It is the name given to touristic movements for rafting, canoeing, river skiing or other sportive activities in rivers with natural water resources. Rafting; It can be defined as river cross made with 4-8 person boots made of solid material in the stream. On the other hand, while canoe is a cross-country made on boats designed for two persons, river skiing is known as a small and light, maneuverable river vehicle used by one person (Civelek, Sezen and Dalgin, 2016).

While rafting, artificial or natural obstacles such as jagged or mossy rock, tree stump, vortex, bridge pillar, etc. are found in the beds of rivers formed by natural ways such as rivers, streams, streams, tea. The amount of water carried by the river beds increases with the effect of melting snow in the spring and falling rains. Due to this increased amount of water, waterfalls, vortices and turbulences occur. Such factors are called rapid by forming water foams known as herringbone. These rapid and obstacles excite the rafters traveling in the stream (Honari, Goudarzi, Heidari and Emami, 2010).

Hunting Tourism: Hunting is a lifestyle that has been sustained by mankind since the early ages of history and a sporting event in today's world. Hunting tourism, which is one of the sporty based practices of alternative tourism; These are the activities that people with the nature of hunters pursue and carry out following the rules determined to achieve their hunting objectives. Hunters, with their hunting tourism activities, have the parts of wild animals that bear horn, teeth, and post-like souvenir values, and they have the opportunity to get to know different cultures and see different places (Ukav, 2012).

A research was conducted to reveal the

economic effects of hunting tourism in Namibia, and it was revealed that hunting tourism provided an increase in national income (Samuelsson ve Stage, 2007).

Research has been carried out on 2.110 hunters in the rural part of northern Sweden, and as a result of the research, the importance of hunting in the protection of economic, social and cultural values in rural areas has been emphasized. However, it has been observed that hunting tourism can help diversify local economies in rural areas (Willebrand, 2009).

As a result of the research carried out to reveal the attitudes of hunters in Finland towards hunting tourism, it has been revealed that there is a clear indecision among hunters (Nygard and Uthardt, 2011).

Sportive Mountaineering Tourism: Mountaineering or sportive mountaineering tourism is the name given to the alternative tourism type, which is carried out using special equipment in the mountains in different geographies. However, modern climbs are being studied today in a wide range, covering various activities from hiking / trekking and bouldering to ski mountaineering and traditional mountaineering (Somuncu, 2004).

"Tourism management in the mountains" and "ecotourism" are among the prominent subjects in the researches about the mountains (Mountain Agenda, 1999). Studies in this area are concentrated on the Andes and the Himalayas. (Stevens, 1993; 2003; Weaver, 1998; Hall ve Lew, 1998; Godde, Price and Zimmermann, 2000; Nepal, 2000a; 2000b; 2002; Mclellan, Dieke and Thapa, 2000; Gurung and Decoursey, 2000; Kuniyal, 2002; Hoffmann, 2002; Chaorvedi, 2002; Holden and Sparrowhawk, 2002; Funnell ve Price, 2003; Holden, 2003).

Football Tourism: Tourism and football are two of the most popular sectors in the 21st century and their economic importance is increasing (Maenning and Zimbalist, 2012). It is a fact that tourism and football have been intertwined for years. The most important indication of this is the fact that tourism advertisements are frequently included in sports organizations and that tourism companies sponsor national or international organizations and clubs (Highamand and Hinch, 2002).

Football tourism is an alternative tourism type that arises when people participate in tourism movements in order to play football or watch football matches (Hazar, 2007). Travels to watch large-scale international tournaments (World Cup,

European Football Championship, Copa America, Gold Cup, African Cup of Nations) are among the most popular tourist events in recent years. On the other hand, camp organizations organized by big football clubs are also organizations that can be included in the scope of football tourism. In addition, apart from football teams, press members traveling in connection with the teams, outfitters and other media organizations increase the occupancy rates of the accommodation facilities and contribute to football tourism by visiting the camp sites (Erdoğan and Yazıcı, 2013).

Golf Tourism: Countries such as the United States, Canada, England and Australia in the world are the leading countries in terms of both golf course numbers and investments related to golf tourism. In other news, the countries of the Mediterranean coast France, Spain and Turkey as well emphasis on golf tourism related investments especially in the last twenty years have been trying to get a share of golf tourism. In Turkey, especially Antalya, Istanbul and Aydin province's golf courses that attract golfing tourists to the domestic and foreign destinations (Çetin, 2008).

Air Sports Tourism: Thousands of people participate in air sports activities every year in countries such as New Zealand, the United States, England and the Netherlands. Located on the Muğla-Fethiye Turkey Babadag, Denizli, Eskişehir, different air sports activities are carried out in destinations like Ankara-Gölbaşı. On the other hand, participating in balloon tours in Cappadocia destination is one of the most preferred activities for tourists (Kozak and Bahçe, 2012).

Winter Sports Tourism: The biggest organization known in terms of winter sports tourism is the winter Olympics. Except this; Organizations such as ski competitions, snowboard races are also elements that can create touristic activities within the scope of winter sports tourism. Countries such as Canada, the United States, Russia, Norway, Switzerland have a say in winter sports and winter sports tourism. At local scale in Turkey Uludag, Kartalkaya, Palandöken and for both winter sports and winter tourism centers Erciyes like are the preferred tourist destinations for tourism activities (Albayrak, 2013).

Underwater Diving Tourism: Underwater diving tourism; It is a type of tourism that includes the diving, sportive and educational dives, and accommodation and entertainment services provided on the shore for the purpose of seeing, photographing, filming and fishing for sport, underwater, flora, fauna and archaeological cultural assets. On the development of underwater

diving tourism; Physical and human infrastructure such as coastal and underwater geomorphology, climate, marine flora and fauna, underwater archeology, port services and accommodation have an impact (Yaşar, 2011).

Sporty Cave Tourism: Sporty cave tourism consists of visits to the caves used by human beings in the past, or to natural caves formed spontaneously due to the rocks that can melt in karstic regions and sports activities during these visits. Sporty cave tourism is especially preferred by university clubs, caving associations and young people, as it allows both the exploration of the caves that take many years to form and the registration of the mentioned caves. Sporting caving is one of the most popular touristic activities in countries such as France, Germany, and Georgia. Due to the geographical features of karst in Turkey in the Mediterranean region and especially in Mersin, Antalya, natural caves for spelunking sports tourism in cities such as Isparta is located galore (Akdağ, 2013).

2. Method

In this study, it is aimed to evaluate Alanya District and tourism sector, which has tourism and tourism opportunities, which have an important place in tourism recently, such as health, winter, plateau, etc. in all seasons. The level of analysis of this research is the tourism business operators, managers and employees of tourism businesses that continue their activities in Alanya district. In this context, it will be investigated whether the opinions of the tourism companies about the effects of alternative tourism activities on the sustainable tourism potential and employment of the tourism business operators, managers and employees will be investigated.

3. Findings

Table 1. Comparison of the scores obtained by the tourism business operators, managers and employees according to their gender (n = 300)

	Gender	n	\bar{x}	s	t	p
Cable car tourism	Woman	86	15,36	4,25	-3,117	,002*
	Male	214	17,11	4,45		

Table 2. Comparison of the scores obtained by the tourism business operators, managers and employees according to their ages (n = 300)

	Age	n	\bar{x}	s	Min	Max	F	p	Difference
Dental treatment tourism	16-25	16	19,79	5,26	10	30	4,155	,003*	3-5
	26-35	113	18,78	4,47	10	30			
	36-45	115	17,28	4,06	10	26			
	46-54	50	19,77	3,68	10	30			
	55 and over	6	20,00	0,00	20	20			
Cable car tourism	16-25	16	14,47	3,88	10	20	2,896	,022*	1-5
	26-35	113	16,28	4,61	10	26			
	36-45	115	16,55	4,47	10	26			
	46-54	50	17,80	4,01	10	26			
	55 and over	6	20,00	2,98	16	23			

In the study using quantitative research methods, Devasa, Laguna and Palacia (2010), Cronbach's Alpha (0,849), Park and Yoon (2009), Cronbach's Alpha (0,854), Beh and Bruyene (2007) Cronbach's Alpha (0,900) Researchers such as Pearce and Lee (2005), Cronbach's Alpha (0,800), Yoon and Uysal (2005) Cronbach's Alpha (0,700), and Oh, Uysal and Weaver (1995) Cronbach's Alpha (0,805) The data collection form accompanied by the literature was found as Cronbach's Alpha (0.757), which was translated into Turkish in the study of Albayrak (2013). It consists of a total of 95 expressions. The research was limited to 5-point Likert scale questionnaire questions and open-ended questions (Kafadar, 2014).

The population of the study was comprised of employees in 272 enterprises operating in the district of Alanya. The sample of the study was composed of 8 five-star, 12 four-star, six three-star, five apart, 2 two-star and one-star enterprises. The data obtained in the study were analyzed using SPSS (Statistical Package for Social Sciences) for Windows 23.0 program. Number, percentage, average and standard deviation were used as descriptive statistical methods in the evaluation of the data. The t-test was used to compare quantitative continuous data between two independent groups, and the One-way Anova test was used to compare quantitative continuous data between more than two independent groups. Scheffe test was used as a complementary post-hoc analysis to determine the differences after the Anova test. Pearson correlation and regression analysis were used among the continuous variables of the study. The findings were evaluated within the 95% confidence interval and 5% significance level.

When table 1 is examined, the tourism business operators, managers and employees; A statistically significant difference was found between the scores they received from the cable car tourism scale ($p < 0.05$). The scores obtained by the male tourism business operators, managers and employees from the cable car tourism scale were higher than the female tourism business operators, managers and employees.

When table 2 is examined, the difference between the scores of the tourism business operators, managers and employees on the dental

treatment tourism scale according to their age was statistically significant ($p < 0.05$). This difference arises from tourism business operators, managers and employees in the 36-45 age group and 55 years and older group. The difference between the scores they obtained from the cable car tourism scale was found to be statistically significant according to the age of the tourism business operators, managers and employees ($p < 0.05$). This difference arises from the tourism business operators, managers and employees in the group of 16-25 and 55 years and older.

Table 3. Comparison of the scores obtained by the tourism business operators, managers and employees according to their marital status (n = 300)

	Marital status	n	\bar{x}	s	Min	Max	F	p	Difference
Dental treatment tourism	The married	192	18,32	4,36	10	30	2,853	,039*	3-4
	Single	94	18,67	3,99	10	28			
	Widow (His wife is dead)	6	22,59	5,99	17	30			
	Divorced	8	15,83	4,62	10	20			
Business status	The married	192	18,44	1,57	15	22	4,112	,007*	1-4
	Single	94	18,15	1,36	15	21			
	Widow (His wife is dead)	6	18,06	0,49	17	18			
	Divorced	8	16,69	0,51	16	17			

Table 4. Comparison of the scores obtained by the tourism business operators, managers and employees according to their educational status (n = 300)

	Educational status	n	\bar{x}	s	Min	Max	F	p	Difference
Elderly care tourism	Primary school	3	16,66	5,77	10	20	3,684	,003*	2-4
	Middle School	17	19,31	6,56	10	28			
	High school	69	15,07	4,05	10	20			
	Associate	94	14,32	4,60	10	23			
	License	108	15,67	4,82	10	25			
	Master	9	16,48	2,27	13	20			
Business status	Primary school	3	17,95	0,18	17	18	4,455	,001*	2-6
	Middle School	17	17,36	1,05	15	20			
	High school	69	18,13	1,46	15	21			
	Associate	94	18,63	1,46	15	22			
	License	108	18,39	1,53	15	21			
	Master	9	16,84	1,16	16	19			

When table 3. is examined, the difference between the scores of the tourism business operators, managers and employees on the dental treatment tourism scale was found to be statistically significant ($p < 0.05$). This difference arises from the tourism business operators, managers and employees in the widow (divorced) and divorced marital status group. It was found that the difference between the scores of the enterprise's status scale was statistically significant ($p < 0.05$). This difference arises from the tourism business operators, managers and employees in the married and divorced marital status group.

When table 4. is analyzed, the difference between the scores of tourism business operators, managers and employees from the aged care tourism scale was found to be statistically significant ($p < 0.05$). This difference arises from the tourism business operators, managers and employees in the secondary school and associate degree graduate group. It was found that the difference between the scores of the enterprise's status scale was statistically significant ($p < 0.05$). This difference arises from the tourism business operators, managers and employees in the secondary school and graduate group.

Table 5. Comparison of the scores they get from the scales according to their monthly individual net income (n = 300)

	Individual net income	n	\bar{x}	S	Min	Max	F	p	Dif.
Winter tourism	Good	38	16,43	5,33	10	26	2,797	,040*	1-3
	Enough	145	17,34	5,06	10	37			
	Middle	91	18,63	4,05	10	33			
	Bad	26	16,49	4,25	10	22			
Cable car tourism	Good	38	15,08	4,15	10	20	4,230	,006*	2-4
	Enough	145	16,63	4,32	10	26			
	Middle	91	17,65	4,56	10	26			
	Bad	26	15,12	4,47	10	21			
Golf sport tourism	Good	38	17,47	4,23	10	25	3,451	,017*	1-3
	Enough	145	17,50	3,91	10	26			
	Middle	91	19,41	6,22	10	45			
	Bad	26	18,50	2,35	10	20			
Business status	Good	38	18,25	1,55	16	21	8,544	,026*	1-2
	Enough	145	18,59	1,46	15	22			
	Middle	91	18,21	1,46	15	21			
	Bad	26	17,04	1,16	15	20			

When table 5. is analyzed, it is determined that the difference between the tourism operators, managers and employees according to their monthly net income groups is statistically significant ($p < 0.05$). In winter tourism and golf sports tourism, the difference in monthly net

income is good and moderate, in cable car tourism, the difference in monthly net income is sufficient and bad, in the case of the business, the difference is in the monthly net income and the tourism business operators, managers and managers. Stems from its employees.

Table 6. Comparison of the scores obtained from the scales according to the family structure (n = 300)

	Family structure	n	\bar{x}	S	Min	Max	F	p	Diff.
Elderly care tourism	Nuclear family	238	14,86	4,60	10	23	4,661	,001*	1-5
	Extended family	29	15,86	4,28	10	26			
	Semi-extended family	12	18,19	2,06	15	20			
	Alone	16	18,22	6,73	10	28			
	Fragmented family	5	20,00	5,00	15	25			
Winter tourism	Nuclear family	238	17,56	4,76	10	37	4,010	,003*	3-5
	Extended family	29	17,96	2,97	10	22			
	Semi-extended family	12	14,44	4,78	10	23			
	Alone	16	16,73	4,52	10	22			
	Fragmented family	5	24,22	8,90	15	33			
Cable car tourism	Nuclear family	238	16,37	4,46	10	26	3,942	,004*	4-5
	Extended family	29	17,12	3,69	10	25			
	Semi-extended family	12	19,16	4,05	13	26			
	Alone	16	15,52	4,46	10	23			
	Fragmented family	5	22,66	3,65	20	26			
Golf sport tourism	Nuclear family	238	18,19	4,91	10	45	2,906	,022*	1-3
	Extended family	29	17,96	2,95	11	22			
	Semi-extended family	12	18,41	2,19	14	21			
	Alone	16	16,06	4,43	10	24			
	Fragmented family	5	24,20	6,26	19	31			
Business status	Nuclear family	238	18,40	1,56	15	22	2,631	,035*	1-2
	Extended family	29	18,12	1,16	16	20			
	Semi-extended family	12	17,95	1,12	19	19			
	Alone	16	17,23	1,02	15	19			
	Fragmented family	5	18,51	1,39	17	20			

When table 6. is analyzed, it was found that the difference between the scores of the tourism business operators, managers and employees according to the family structure groups from the scales of the aged care tourism, winter tourism, cable car tourism, golf sports tourism and the status of the enterprise is statistically significant ($p < 0.05$). Difference in aged care tourism, nuclear family and fragmented family group, winter

tourism difference in semi-extended family and fragmented family group, cable car tourism difference in lonely family and fragmented family group, golf sport tourism in nuclear family and semi-extended family group, difference in the status of the business It originates from the tourism business operators, managers and employees in the large family group.

Table 7. Comparison of the scores obtained from the scales by place of residence (n = 300)

	By place of residence	n	\bar{x}	S	Min	Max	F	p	Dif.
Dental treatment tourism	City center	51	15,25	4,00	10	22			
	District	237	19,20	4,07	10	30	20,247	,000*	1-2
	Neighborhood and village	12	17,22	4,50	10	21			
Palliative patient care tourism	City center	51	15,35	4,93	10	30			
	District	237	18,95	5,10	10	36	10,808	,000*	1-2
	Neighborhood and village	12	17,77	3,71	10	20			
Winter tourism	City center	51	13,98	4,16	10	22			
	District	237	18,32	4,61	10	37	19,285	,000*	1-2
	Neighborhood and village	12	17,31	4,19	10	23			
Plateau tourism	City center	51	13,59	3,32	10	20			
	District	237	15,73	4,68	10	26	4,779	,009	1-2
	Neighborhood and village	12	15,69	4,84	10	23			
Cable car tourism	City center	51	14,67	4,34	10	25			
	District	237	16,94	4,30	10	26	6,752	,001*	1-3
	Neighborhood and village	12	18,47	5,79	10	26			
Triathlon sport tourism	City center	51	15,49	4,18	10	26			
	District	237	19,49	4,80	10	37	14,997	,000*	1-2
	Neighborhood and village	12	19,35	5,73	10	27			
Bicycle sport tourism	City center	51	14,37	3,82	10	21			
	District	237	16,83	5,22	10	40	5,181	,006*	1-2
	Neighborhood and village	12	15,69	4,68	10	21			
Golf sport tourism	City center	51	15,64	3,92	10	22			
	District	237	18,71	4,78	10	45	9,290	,000*	1-2
	Neighborhood and village	12	18,00	3,86	10	21			
Business status	City center	51	17,43	1,22	15	20			
	District	237	18,48	1,50	15	22	10,859	,000*	1-2
	Neighborhood and village	12	18,28	1,41	16	20			

When table 7. is analyzed, according to the location groups of the tourism business operators, managers and employees, dental treatment tourism, palliative patient care tourism, winter tourism, highland tourism, cable car tourism, treatlon tourism, bicycle sports tourism, golf sports tourism and the status of the business the difference was found to be statistically significant ($p < 0.05$). The difference between dental treatment tourism, palliative patient care tourism,

winter tourism, highland tourism, treatlon tourism, cycling sports tourism, golf sports tourism, and the tourism business operators, managers and employees in the group living in the city center and living in the district. In cable car tourism, the difference arises from the tourism business operators, managers and employees, who live in the city center and live in the neighborhood or village group.

Table 8. Comparison of the scores received by the tourism business operators, managers and employees according to their educational status in the field they work in (n = 300)

Employees according to their educational		n	\bar{x}	s	t	p
Palliative patient care tourism	Yes	204	18,21	4,75	-3,899	,000*
	No	96	18,95	3,24		
Winter tourism	Yes	204	16,98	4,37	-2,970	,003*
	No	96	18,72	5,40		
Plateau tourism	Yes	204	14,97	4,62	-2,185	,030*
	No	96	16,19	4,29		
Triathlon sport tourism	Yes	204	18,13	4,61	-3,483	,001*
	No	96	20,23	5,37		
Bicycle sport tourism	Yes	204	15,62	4,36	-3,783	,000*
	No	96	17,95	6,03		
Golf sport tourism	Yes	204	17,73	5,08	-2,340	,020*
	No	96	19,09	3,76		

When table 8. is examined, the tourism business operators, managers and employees; It was found that there was a statistically significant difference between palliative patient care tourism, Winter tourism, Highland tourism, Treatlon sports tourism, Bicycle sports and Golf sports tourism scores ($p < 0.05$). The scores of the tourism

business operators, managers and employees who are not trained in the field in which they are working, from Palliative patient care tourism, Winter tourism, Plateau tourism, Treatlon sports tourism, Bicycle sports tourism and Golf sports tourism scales, It was found higher than its employees.

Table 9. Comparison of the scores obtained from the scales according to their education status in the field they work in (n = 300)

Education status in the field they work in		n	\bar{x}	S	Min.	Max.	F	p	Diff.
Dental treatment tourism	Universities	139	18,52	4,83	10	30	7,747	,000*	2-3
	Other, (Course, In-service) public education Center	146	18,81	3,57	10	30			
		15	14,29	4,42	10	20			
Palliative patient care tourism	Universities	139	17,47	5,43	10	36	3,508	,031*	1-2
	Other, (Course, In-service) public education Center	146	19,08	4,29	10	30			
		15	18,33	8,97	10	36			
Winter tourism	Universities	139	17,57	5,24	10	37	3,823	,023*	2-3
	Other, (Course, In-service) public education Center	146	17,85	4,18	10	33			
		15	14,29	5,08	10	22			
Business status	Universities	139	18,43	1,57	10	22	5,671	,004	1-3
	Other, (Course, In-service) public education Center	146	18,30	1,42	10	21			
		15	17,07	0,91	10	18			

When table 9 is analyzed, it was found that the difference between the scores of dental treatment tourism, palliative patient care tourism, winter tourism and the status of the enterprise is statistically significant according to the training groups for the operators, managers and employees of the tourism business ($p < 0.05$). The difference in dental treatment tourism and winter tourism is from those who have been trained in other education places and those who have been trained in the Public Education Center, in Palliative patient care tourism, those who have been trained in different universities and those who have been

trained in other educational places, in the case of the enterprise, those who have been trained in different universities and those who have been trained in the Public Education Center. It arises.

When table 10. is analyzed, it is determined that the difference between the scores of the tourism business operators, managers and employees according to their groups according to the type of education they receive, from the scales of elderly care tourism, winter tourism, highland tourism, treatlon sports tourism, cycling sports and golf sports tourism is statistically significant. ($p < 0.05$). Aged care tourism, highland tourism,

treathlon sport tourism, bicycle sport tourism and golf sport tourism are the result of those who receive a certificate of education and certificate of

participation. In winter tourism, the difference arises from certified training and in-service training.

Table 10. Comparison of the scores obtained from the scales according to the types of education received for the field they work in (n = 300)

	Type of education received	n	\bar{x}	S	Min.	Max.	F	p	Diff.
Elderly care tourism	Certified	134	14,54	4,92	10	28	6,148	,000	1-2
	Certificate of attendance	40	18,12	4,46	10	26			
	In-service	13	15,64	4,78	10	25			
	Other	113	15,31	4,32	10	25			
Winter tourism	Certified	134	16,65	4,37	10	26	3,160	,025*	1-3
	Certificate of attendance	40	18,63	4,26	10	26			
	In-service	13	19,06	7,15	10	33			
	Other	113	18,04	4,98	10	37			
Plateau tourism	Certified	134	14,55	4,37	10	25	3,017	,030*	1-2
	Certificate of attendance	40	16,50	4,28	10	21			
	In-service	13	15,00	3,72	10	20			
	Other	113	15,97	4,79	10	26			
Triathlon sport tourism	Certified	134	17,45	4,50	10	30	6,710	,000*	1-2
	Certificate of attendance	40	20,61	5,44	10	36			
	In-service	13	19,82	3,20	10	26			
	Other	113	19,64	5,09	10	37			
Bicycle sport tourism	Certified	134	14,68	4,24	10	23	13,341	,000*	1-2
	Certificate of attendance	40	19,66	7,18	10	40			
	In-service	13	18,59	3,45	10	23			
	Other	113	16,94	4,44	10	26			
Golf sport tourism	Certified	134	17,04	4,14	10	26	5,100	,002*	1-2
	Certificate of attendance	40	19,12	3,07	10	26			
	In-service	13	20,38	5,34	10	31			
	Other	113	18,90	5,50	10	45			

Table 11. Comparison of the scores obtained from the scales according to the duration of education received for the field of study (n = 300)

	Training time (days)	n	\bar{x}	S	Min.	Max.	F	p	Diff.
Palliative patient care tourism	1-3	124	18,02	4,21	10	28	6,281	,002*	2-3
	4-8	104	17,38	5,59	10	36			
	9 and over	72	20,09	5,73	10	36			
Winter tourism	1-3	124	18,17	4,86	10	37	5,608	,004*	2-3
	4-8	104	16,29	4,51	10	26			
	9 and over	72	18,27	4,79	10	33			
Bicycle sport tourism	1-3	124	17,03	5,66	10	40	6,381	,002*	2-3
	4-8	104	14,96	4,50	10	23			
	9 and over	72	17,26	4,32	10	25			
Business status	1-3	124	18,19	1,44	15	22	5,786	,003*	2-3
	4-8	104	18,07	1,50	15	21			
	9 and over	72	18,80	1,51	15	21			

When table 11. is analyzed, it was found that the difference between the scores received from the palliative patient care tourism, winter tourism, cycling sport tourism and the status of the enterprise is statistically significant according to the duration groups of the trainings received by

the tourism business operators, managers and employees ($p < 0.05$). Palliative patient care tourism, winter tourism, cycling sport tourism and in the case of operation, the difference is due to the training period of 4 to 8 days and 9 days or more.

Table 12. Average and Standard Deviations of the Scales (n = 300)

	\bar{x}	s	Min	Max
Dental treatment and implant tourism	18,45	4,33	10	30
Elderly care tourism	15,35	4,75	10	28
Palliative patient care tourism	18,30	5,19	10	36
Winter tourism	17,54	4,79	10	37
Plateau tourism	15,36	4,54	10	26
Cable car tourism	16,61	4,46	10	26
Treatlon sport tourism	18,80	4,96	10	37
Bicycle sport tourism	16,37	5,06	10	40
Golf sport tourism	18,16	4,74	10	45
Business status	18,30	1,50	15	22

The scores of tourism business operators, managers and employees included in the research from the scales; Dental treatment and implant tourism 18.45 ± 4.33 lowest 10, highest 30 points, aged care tourism 15.35 ± 4.75 lowest 10, highest 28 points, palliative patient care tourism 18.30 ± 5.19 lowest 10, highest 36 points, winter tourism is 17.54 ± 4.79 is the lowest 10 and the highest is 37 points, plateau tourism 15.36 ± 4.54 lowest 10 and highest 26 points, cable car tourism 16.61 ± 4.46

lowest 10, highest 26 points, treatlon sport tourism 18.80 ± 4.96 lowest 10, highest 37 points, cycling sports tourism 16.37 ± 5.06 lowest 10, highest 40 points, golf sports tourism 18.16 ± 4.74 lowest 10, highest 45 points, The operating status of 18.30 ± 1.50 was the lowest and the highest was the score. Accordingly, it was found that the perception of the treatlon sport tourism scale was higher.

Table 13. Correlation between alternative tourism activities and business status scales (n = 300)

		Dental treatment and implant tourism	Elderly care tourism	Palliative patient care tourism	Winter tourism	Plateau tourism	Cable car tourism	Treatlon sport tourism	Bicycle sport tourism	Golf sport tourism	Business status
Dental treatment and implant tourism	r	1									
	p										
Elderly care tourism	r	,326**	1								
	p	,000									
Palliative patient care tourism	r	,398**	,221*	1							
	p	,000	,018								
Winter tourism	r	,537**	,206**	,365**	1						
	p	,000	,004	,000							
Plateau tourism	r	,138	,279**	,210*	,265*	1					
	p	,094	,000	,016	,013						
Cable car tourism	r	,364**	,230**	,297**	,348**	,082	1				
	p	,000	,005	,000	,000	,769					
Treatlon sport tourism	r	,416**	,296**	,426**	,534**	,404**	,350**	1			
	p	,000	,000	,000	,000	,000	,000				
Bicycle sport tourism	r	,236**	,246**	,222**	,386**	,236*	,209*	,548**	1		
	p	,006	,001	,004	,000	,017	,012	,000			
Golf sport tourism	r	,287**	,288**	,227**	,323**	,417**	,322**	,368**	,245**	1	
	p	,000	,004	,000	,000	,000	,000	,000	,003		
Business status	r	,246**	,006	,168*	,215**	,015	,153	,004	,018	,003	1
	p	,002	,738	,026	,000	,600	,055	,929	,798	,795	

**p<0,01, *p<0,05

When Table 13 is examined, the status of the enterprise and between dental treatment and implant tourism ($r = 0.246$, $p < .01$), between palliative patient care tourism ($r = 0.168$, $p < .01$). There is a positive and statistically significant relationship between winter tourism ($r = 0.215$, $p < .01$).

Between aged care tourism ($r = 0.006$, $p > .01$), between plateau tourism ($r = 0.015$, $p > .01$), between ropeway tourism ($r = 0.153$, $p > .01$), between Treatlon sport ($r = 0.004$, $p > .01$), between cycling sports ($r = 0.018$, $p > .01$). It is seen that there is a positive and statistically insignificant

relationship between golf sports ($r = 0.003$, $p > .01$).

Accordingly, it can be said that there is a relationship between alternative tourism activities and business status scales. Among the status of tourism businesses and alternative tourism activities; When we look at the relationship between dental treatment and implant, palliative patient care, winter tourism, elderly care, highland tourism, ropeway tourism, treatlon sport, cycling and golf sport, another one increases. When we evaluate the results by looking at Table 14, the basic hypothesis was accepted.

Table 14. Regression model for predicting the scores obtained from the tourism operators, managers and employees from the scale of alternative tourism activities (n = 300)

	Non-Standardized Coefficients		Standardized Coefficients	t	p
	B	SH	Beta		
(Constant)	1,669	,050		33,231	,000*
Dental treatment	,071	,025	,205	2,893	,004*
Elderly care tourism	-,022	,019	-,068	-1,108	,269
Palliative patient care tourism	,033	,018	,115	1,810	,071
Winter tourism	,057	,023	,182	2,483	,014*
Plateau tourism	,020	,022	,061	,929	,353
Cable car tourism	,036	,021	,107	1,686	,093
Treatlon sport tourism	-,076	,024	-,251	-3,142	,002*
Bicycle sport tourism	-,004	,020	-,014	-,206	,837
Golf sport tourism	-,029	,021	-,092	-1,402	,162

* $p < 0,05$, $R^2 = 0,127$

Considering table 14, the tourism business operators, managers and employees participating in the research received scores from the scales of dental treatment and implants, elderly care, palliative patient care, winter tourism, highland tourism, cable car tourism, treatlon sport, cycling and golf sport alternative tourism activities. It was determined that the model established for predicting the scores they got from the scale of the situation was statistically significant and explained the 12.0% of the variance in the status scale of the enterprise.

The scores obtained by the tourism business operators, managers and employees included in the study from the scales of dental treatment and implant tourism, winter tourism and the treatment of alternative tourism activities, predicted significantly the scores of the scale that reveals the opinions of the tourism business operators, managers and employees about the status of the business ($p < 0,05$), Elderly care, palliative patient care, Plateau tourism, Cable car tourism, Bicycle sport and Golf sport alternative tourism activities scales were not predicted ($p > 0.05$).

While the increase in the scores obtained by the tourism business operators, managers and employees from the scales of dental treatment and implant and winter tourism alternative tourism activities, increases the business status affecting the sustainable tourism potential and the employment of tourism, the increase in the scores they receive from the alternative tourism activities scales of the treatmentlon sport and It reduces the operating status affecting tourism employment.

4. Discussion and Results

Duman, Kozak and Uysal (2007) in creating the product value through product diversity in tourism: they talk of many types of tourism such as treatlo in a review on the study on supply resources in Turkey is advised that the chance of finding a place in the market. The subject is compatible with our study.

Çetin (2008), the importance of golf tourism in the world and the tourism evaluation of the potential need in thematic working golf tourism to the eligibility of new destinations in Turkey, a golf tourist profile, both stated the golf of work to be

done on the marketing of golf tourism will contribute to sustainable development. It is compatible with our work.

Albayrak (2013), for the alternative tourism types, the most important factor that influences the consumers in realizing alternative tourism types and that leads them to realize alternative tourism types is "Self-Good" for Golf Tourism, Air Sports Tourism, Congress Tourism, Cultural Tourism and Yacht Tourism participants. Feeling is found to be of secondary importance and the factor of "difference" is the least important. Contrary to this situation, it was determined that the factor of "Difference" was the second-order factor for Botanic Tourism and Health and Thermal Tourism participants while "Feeling Good" was the least important factor. It is compatible with our study.

Edinsel and Adıgüzel (2014) according to: Turkey's health tourism in terms of the past five years countries in the world position and developments in the BAKA's theme study (2011) report eye surgery, hair transplantation, check-ups, dental, orthopedics, SPA, ears Tourists who come to our country for treatment purposes for various branches such as nasal throat, dialysis prefer health institutions of our country due to high quality and technology standards, low cost and friendly service. It is a result that is compatible with our study.

Bay (2014) in his study on plateau tourism as an alternative tourism type in Uludağ region (Bursa), that the plateaus of Uludağ Region are mostly considered as tourism sources; It has been determined that the natural and human characteristics of the highlands are important for highland tourism. However, it is determined that the importance of Uludağ as a winter tourism center is an impressive factor in evaluating the highlands in terms of alternative tourism. It is compatible with our study.

Özdemir (2015) Cycling Tourism in Turkey "with Velosipet a Ceval that" the thematic working today to get in Western countries, whether in other countries is rapidly increasing daily bicycle transportation, as well as go on day or longer overnight should travel in groups of cycling as a kind of tourism and stated that it is spreading especially with the love of nature. It is compatible with our study.

They concluded that Bektaş and Şimşek (2016) should be turned into opportunities as an alternative and complementary factor in the development of advanced health tourism in the growing healthcare sector in their studies on the

importance of mobile health services in advanced age health tourism. In our study, palliative patient care was evaluated as a compatible result.

Eren (2016) in Turkey's competitive positioning on the work of winter tourism destinations, Kartalkaya and stated that they can move out of the current competitive position in Palandöken representatives of marketing strategies; Erciyes representatives say that although they perceive the perceptions, they can use other features (track diversity, lift sufficiency, etc.) that affect the destination location. Uludag representatives say that in addition to the existing features, some ski elements such as the variety of ski slopes can be used. This result is compatible with the subject of winter tourism in our study.

Aydemir and Kılıç (2017) third age studies from tourism in the world and Turkey, the third age tourism the state to promote the health tourism in Turkey, through the private sector and civil society organizations jointly and systematic mechanism, projects or it is necessary to develop new models They reached the conclusion. In our study, it is compatible with the current elderly care result.

Yay (2017) emphasizes that Kemer is suitable for natural, historical and cultural based tourism types in its study on alternative tourism potential of Antalya Kemer. It was concluded that the managers in Kemer are concerned about focusing on a single market, not planning, short season, authority confusion, concreting, not preserving natural beauty, lack of marketing and trust. In our study, it is similar to the idea of evaluating the current ropeway tourism as alternative tourism.

Şahin and Yılmaz (2009) revealed that alternative tourism has positive effects on regional development and tourist demands. In this respect, it has been determined that the alternative tourism potential Samsun currently has can be used as a positive factor in the development of the region, and it has shown compatibility with our study.

In the study of Wang, Qi and Cui (2014) it has been determined that personality traits play an intermediary role between unforgettable tourism experience and intention to visit again. However, it was concluded that the size of openness to experience, which is one of the dimensions of personality traits, plays an intermediary role between unforgettable tourism experience and intention to visit again. It was also determined that different personality traits affect the dimensions of unforgettable tourism experience. The study is compatible with our study in terms of subject.

Morçin and Tosun (2013) study, some

suggestions were made such as the awareness of the society about the place of botanical gardens in botanical tourism in the context of botanic tourism, which is one of the alternative tourism types, that this research can be examined using the quantitative research method and then a new research subject can be made by making a comparison between these two studies. It shows compatibility in the direction of our study.

In the study of Osmankovic, Babic and Hosoi (2007) it has been tried to determine the natural resources of Bosnia and Herzegovina in terms of alternative tourism types and alternative tourism potential besides these beauties. It is compatible with our study in terms of main theme.

Tarınç and Kılıncı (2019) with the aim to provide alternative tourism diversity of volunteer tourism: study on the application of Turkey, self-improvement, self-sacrifice, autonomy and relationships, values and self-realization has revealed the existence of five dimensions, including motivation. It was found that participation trends and motivations for volunteer tourism differ in terms of demographic variables.

The increase in the scores of the tourism business operators, managers and employees, which continue their activities in the district of Alanya, from the scales of dental treatment and implant tourism, winter tourism alternative tourism activities, provides an increase in the operating status that affects sustainable tourism potential and tourism employment, while the treatment on sport has taken from alternative tourism activities scales. The increase in the points they decrease reduces the operating status affecting the sustainable tourism potential and tourism employment.

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