



Place Image of Residents: Role of Perception of Tourism Impacts

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Article History

Received: 17.07.2020

Accepted: 16.09.2020

Keywords

Place image

Tourism impacts

Perception

Alanya

Abstract

The aim of this study is to determine the role of tourism impacts in the perception of the place image of local people in Alanya, a mature destination. There are many studies on the place image in the relevant literature. In these studies, residents' place image perceptions were neglected. Unlike previous studies, this study deals with the effects of tourism and place image in terms of local people. In the present study, residents' place image perceptions measured through validated previous developed scale. Convenience sampling method was used and 319 data collected from self-developed questionnaires used for the analysis. Research model was tested via Partial Least Squared-Structural Equation Modelling (PLS-SEM) technique. Findings indicated that local people perception of tourism economic positively impact atmosphere and socio-economic environment/infrastructure dimensions of cognitive image. Local people perception of environmental impacts negatively affects natural environment. Moreover, perception of social and cultural impacts of tourism negatively affect cultural environment and infrastructure/socio-economic environment dimensions of cognitive image. Lastly, local people perception of social and cultural impacts negatively affects the affective image.

Article Type

Research Article

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DOI: 10.21325/jotags.2020.628

INTRODUCTION

Tourism provides some benefits to destination from investments to infrastructure, and even to better quality of life for residents (Kim, Uysal & Sirgy, 2013). On the other hand, tourism could be one of the reason of negative impacts such as cultural deterioration, environmental pollution, and increased crimes rates or high cost of living (Mbaiwa, 2003; Andereck, Valentine, Knopf & Vogt, 2005). In this regard, tourism impacts can have effect on how local people who are the major stakeholders (Choi & Sirakaya, 2005) perceive the image of a place (Bramwell & Rawding, 1996; Reiser & Crispin, 2009). Therefore, residents' place image perceptions are of vital importance particularly for regional tourism development (Özdipçiner, Kortunay & Bozkurt, 2017), tourism supports (Schroeder, 1996; Ramkissoon & Nunkoo, 2011; Styliadis, Biran, Sit & Szivas, 2014), visitor interaction (Henkel, Henkel, Agrusa, Agrusa & Tanner, 2006) or re-imaging the negative image of the place (Reiser & Crispin, 2009).

In literature there are important studies carried out on tourism impacts (e.g. Liu & Var, 1986; Gilbert & Clarke, 1997; Huse, Gustavsen & Almedal, 1998) and destination image (e.g. Echtner & Ritchie, 1993; Gallarza, Saura & García, 2002; Beerli & Martin, 2004). However, it is seen that the studies focusing on destination image were carried out from the perspectives of tourists and thus residents' place image perceptions were neglected (Styliadis et al., 2014; Styliadis, 2016; Styliadis, Shani & Belhassen, 2017). Actually, tourism impacts are of importance for how residents perceive the destination image of the place they live in (Bramwell & Rawding, 1996; Reiser & Crispin, 2009). This could be determining factor for the relationship between tourists and residents in the region (Henkel et al., 2006). In this respect, Alanya (previously called as Alaiye) which is one of the most popular tourism destination in Turkey is the focus area of the present study. As a mature tourism destination, Alanya district of Antalya is located on an ancient site surrounded by Toros Mountains and Mediterranean Sea. Alanya has become one of the tourism destination developing in a fast and unplanned way. As a result, tourism development progressing with a high momentum in the last 30 years has had a major impact on socio-cultural structure, economy, population density and natural environments of the region (ALTSO Economic Report, 2015). In brief, the effect of tourism impacts, which is inseparable, however, questionable part of Alanya, on the residents' place image perceptions could provide important projections on visitors-residents interaction and on residents' reactions to tourism. In this context, the aim of this study is to determine the role of tourism impacts in the perception of the place image of local people in Alanya, a mature destination.

Tourism Phenomenon and Residents

Tourism is a temporary movement from the outside usual environment to different destinations, and examines various activities deriving from this mobility. In tourism impacts literature, researchers generally focused mostly its economic, social and environmental dimensions. From a more detailed perspective, those impacts include also motivation, experience and various relevant interactions (Mathieson & Wall, 1988).

The relationship between tourists and residents is assumed a socio-economic routine. Roughly, tourists and local people come into interaction in a cosy social environment as guests and host, or "consumers and producers" in economic market (Cheong & Miller, 2000). Therefore, the starting point in tourism definitions has mostly been "economy". Nevertheless, it is not sufficient for such a sector with a pretty large influence area and with uncertain borderlines. In this respect, a definition including the socio-cultural and environmental impacts of tourism can define the phenomenon of tourism. More clearly, there is a very complicated and multi-dimensional relationship pattern

based on the relationship between visitor and host side under the framework of tourism (see Leiper, 1979). Accordingly, impact potential of visitors who are not familiar with the area they visit is the first subject matter in tourism field. This reference implies to dynamic factor “trip” and static factor “stay/accommodation”. Second subject matter is the differentiation between mobile population (visitors) and hosting population. And the last and third subject matter is the differentiation between short-term visitors and immigrants who are new to region, but, plan to stay for a longer period of time (with financial purposes). In short, there are more than economic outcomes in a “confrontation” area where different purposes and opinions do exist. On the other hand, it is obvious that tourism is a set of activities evidently based on economy and bring both local people and visitor population together at the same destination and provide them with facilities such as restaurant, road and hotel etc. (Papadopoulos, 1986).

Role of Local Community in Destination Building

Local community is an important factor in destination building. Consumers utilize this factor in order to assess the differences between destinations and to support their decisions on tourism consumption. For instance, it can be indicated that image of a place is shaped in accordance with the structure of local community (Freire, 2009). Although tourism components are static in a destination, place images and identities are dynamic (Chang & Yeoh, 1999). Therefore, the role of local community is of importance for how to interpret non-physical variables such as image and identity. Styliadis, Biran, Sit & Szivas (2014, p. 261) stated that “if tourism development is to benefit the local community, attention should also be given to the residents’ image of place rather than that of tourists’ only”. In this respect, tourism development can be seen as a sort of knife sharp on both sides for local community. Local people’ perceptions of tourism impacts could directly influence the current and future development of tourism industry while the direction of these perceptions could determine tourists’ satisfaction levels (Hanafiah, Jamaluddin & Zulkifly, 2013). Similarly, the perceptions of residents and its antecedents provide valuable insights for tourism planners (Chandralal, 2010). Andereck & Vogt (2000) revealed that, despite of its varying extent, there is a relationship between residents’ perceptions of tourism impact and their support for tourism. Despite the fact that the fundamental objective of tourism development is to describe life quality from socio-economic and cultural aspects (McCool & Martin, 1994), primarily the context formed by local community together with tourism and the structure of this context should be examined. For instance, a strong economic dependency on tourism could decrease satisfaction level of locals (Smith & Krannich, 1998). From another perspective, tourism provides important financial inputs whereas it could cause environmental problems (Liu & Var, 1986). On the other hand, it is apparent that tourism sector is included on the prescription of many economies (Byrd, Bosley & Dronberger, 2009); however, economical reasons underlie the positive tourism perception (García, Vázquez & Macías, 2015).

In short, the area in the triangle of tourism-community-visitors could serve as an important data field. In this respect, tourism phenomenon could affect and change social relationships from different perspectives (Huang & Stewart, 1996; Fun, Chiun, Songan & Nair, 2014).

Destination Image

Destination Image and Its Importance

Destination image is a set of beliefs, opinions and impressions regarding a place (Crompton, 1979). According to a definition, destination image represents a whole which is shaped by perceptions related to product and services

provided and creates impression and association about the destination (Konecnik, 2004). This set of impressions could arise before and after the experience in the destination. Image perceptions of a destination could arise in organic or induced way, or, final or complex image perception could arise after the experience (Gunn, 1972; Fakeye & Crompton, 1991). Regardless of the way destination image occurs, what is important is its influence on current and potential tourists. Image perception occurring in organic or induced way is important at the decision-making stage whereas the image perception after the experience in the destination is important in order to create loyalty towards the destination (Boo, Busser & Baloglu, 2009; Chen & Tsai, 2007). At this point, it is necessary to well-analyze and differentiate the components of destination image.

Components of Destination Image

In literature destination image is often examined within the framework of cognitive and affective dimensions. Cognitive assessment is related to knowledge and beliefs about the destination whereas affective assessment covers the feelings felt about the destination (Baloglu & McCleary, 1999). More clearly, cognition means what an individual knows or thinks about a destination whereas emotion represents an individual's positive, negative and neutral feelings (assessments) about a specific object. Because of providing various product and services, destinations embrace many different cognitive factors. For instance, such components as accommodation services of the hotel, exchange bureaus, shopping facilities, places to visit, transportation services and security are among the cognitive assessments of tourists (Dedeoğlu, Balıkcıoğlu & Küçükergin, 2016). On the other hand, affective assessment indicates to final emotional states of tourists following the cognitive assessments regarding the destination. Affective assessments related to a product or service are of vital importance particularly for post-modern consumption approach. Kim & Yoon (2003) also indicate that affective image is more influential on destination image development than cognitive image. Nevertheless, as stressed by Pike & Ryan (2004), it can be claimed that affective components in a destination have not yet been examined sufficiently. It not only makes difficult to understand the affective features and assessments regarding a destination but also hinders taking necessary steps in this regard. For this reason, these two components should be examined to provide correct assessments on destination image.

The Importance of Local People Destination Image Perception

As the ongoing researches on the subject are examined, it is observed that tourist perspective is dominant. In other words, those components of destination image were examined from the perspective of consumers (tourists). For instance, in Lee's (2009) study, it was emphasized that visitors' image perceptions affect satisfaction, and indirectly, tourists' behaviors in future. Besides examining destination cognitive image under three dimensions –natural resources, service quality and entertainment- Hernández-Lobato, Solis-Radilla, Moliner-Tena & Sánchez-García (2006) focused on affective image, as well. They found out tourists' image perceptions positively affect their satisfaction levels, and their satisfaction levels positively affect their attitudinal loyalty. On the other hand, Lin, Morais, Kerstetter & Hou (2007) concluded that cognitive and affective components positively affect overall image, and overall image positively affects destination preferences. Agapito, Mendes & Valle, (2010) examined destination image under cognitive, affective and conative dimensions, and went into details of positive attitudinal loyalty within the scope of conative image. According to findings of researchers, both cognitive and affective image perceptions can explain image perceptions in a positive and significant way. Qu, Kim & Im (2011) examined unique image in addition to cognitive and affective image components. They indicated that those components affect overall image,

and overall image affects revisiting and recommendation intentions. On the other hand, Dedeoglu, Bilgihan, Buonincontri & Okumus (2018) examined service quality component of destination quality, which is an important part of cognitive image, and affective image of destination. Researchers found out that destination service quality positively affects affective image, and affective image positively affects revisiting intention.

Despite the fact that examination of destination image from tourists' points of view provides important findings in terms of managing and directing the image perceptions, local people's perceptions of these image components in the destination they reside in are important, as well. More clearly, when local people have positive image perceptions of their region, they will embrace the region more and will serve as goodwill ambassadors and recommend the destination to their friends and families as place to visit (Simpson & Siguaw, 2008). Furthermore, positive destination image perceptions of local people will contribute to ensure political support on increasing the expenditures on tourism (Schroeder, 1996). In other words, if local people's image perception of the region they reside in increases and they become a part of tourists' experiences as a result of embracing the region more, it could facilitate branding of the destination and increasing the amount of investments on the destination (Agapito et al., 2010). Nevertheless, this process starts before the image perceptions of tourists. Namely, local people, at first, should create an image of their region in their minds. This image perception of local people will affect organic and induced image perceptions, as well (Schroeder, 1996). Therefore, it can be indicated that the factors affecting image perceptions of local people about the destination they reside in should be examined.

Tourism is of vital importance for the development of local areas (Hall, 2007). It plays an encouraging role for the infrastructural development of small-sized areas compared to big cities. At this point, local people's support on tourism is important (Andereck & Vogt 2000; Ko & Stewart 2002). However, local people could contribute to tourism development on the condition that they feel and observe environmental, socio-cultural and economic impacts of tourism (Long, 2012). In this regard, environmental, socio-cultural and economic contributions of tourism could lead destination image to be perceived positively by local people locals. More clearly, if local people perceive that tourism contributes to themselves and/or regional development, namely environmental, socio-cultural and economical aspects, their perceptions of tourism image could evolve in positive way. While the bond, relationship and thoughts of the local people with the place they live in a destination create an image about that region, this image is changed depending on the structure and perception differences of the tourism activities in the destination (Tosun, 2002; Gertner&Kotler, 2004; Johansson & Cornebise, 2010; Styliadis et al., 2014). Similarly, the positioning of tourism in the social structure depending on the relationship between benefits and costs (García, Vázquez, & Macías, 2015; Yoon, Gursoy & Chen, 2001; Gursoy, Jurowski & Uysal, 2002) is an important component in the formation of the image of the place. In this context Tosun et al. (2020) argued that, tourism impacts and place image are two factors that trigger each other, and the interaction of both factors should be considered multi-dimensional. Accordingly, the following hypotheses and research model were developed:

H₁: Local people perception of economic impacts has an influence on affective image

H_{2a}: Local people perception of economic impacts has an influence on atmosphere.

H_{2b}: Local people perception of economic impacts has an influence on cultural environment.

H_{2c}: Local people perception of economic impacts has an influence on infrastructure and socioeconomic environment.

H_{2d}: Local people perception of economic impacts has an influence on natural environment.

H₃: Local people perception of environmental impacts has an influence on affective image.

- H_{4a}: Local people perception of environmental impacts has an influence on atmosphere.
- H_{4b}: Local people perception of environmental impacts has an influence on cultural environment.
- H_{4c}: Local people perception of environmental impacts has an influence on infrastructure and socioeconomic environment.
- H_{4d}: Local people perception of environmental impacts has an influence on natural environment.
- H₅: Local people perception of social and cultural impacts has an influence on affective image.
- H_{6a}: Local people perception of social and cultural impacts has an influence on atmosphere.
- H_{6b}: Local people perception of social and cultural impacts has an influence on cultural environment.
- H_{6c}: Local people perception of social and cultural impacts has an influence on infrastructure and socioeconomic environment.
- H_{6d}: Local people perception of social and cultural impacts has an influence on natural environment.

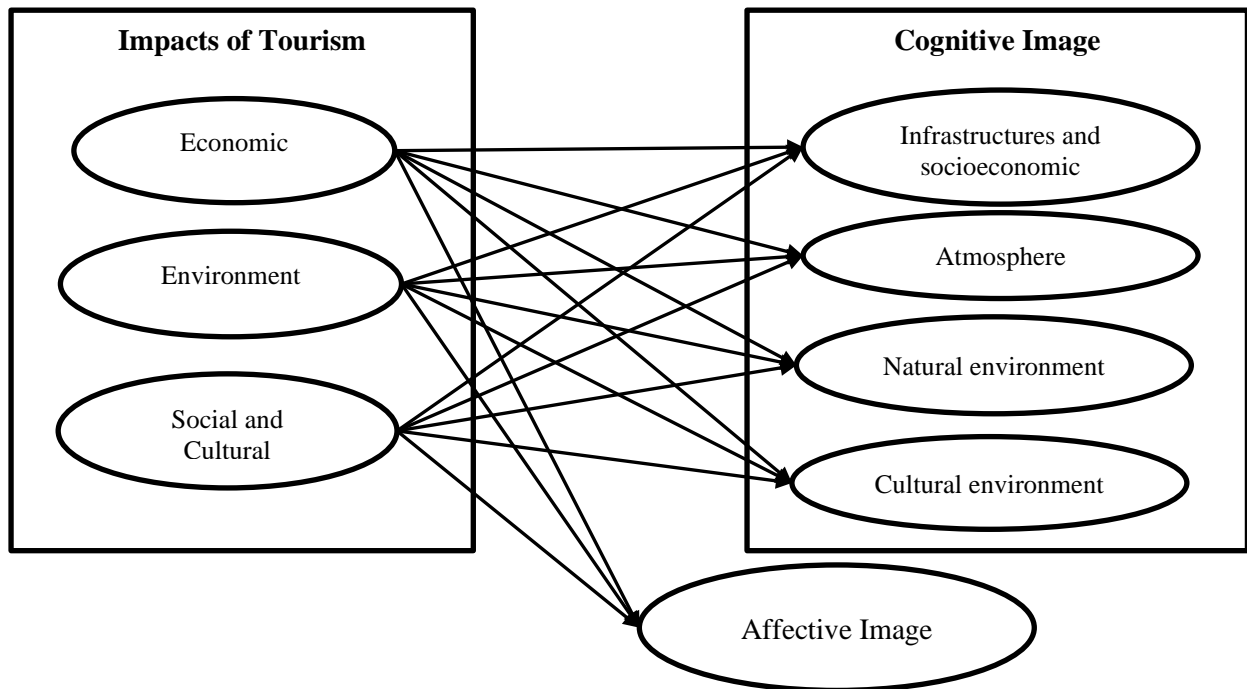


Figure 1. Research Model

Methodology

Instrument

In the present study, residents’ place image perceptions measured through the scale developed by San Martín & del Bosque (2008) which consist of four dimensions as infrastructures and socio-economic environment, atmosphere, natural environment, cultural environment with 16 statements in total. The study of Eshliki and Kaboudi (2012) was used to measure the perceptions of local people on the effects of tourism. The construct composed of economic, social and environmental dimensions with 13 statements in total. Both constructs measured via 5-point likert scale.

Sampling and Data Collection

Besides being a destination where tourism activities have taken place for a long time, Alanya in Turkey can be seen as a destination which is in stagnation period in destination life-cycle model proposed by Butler (1980). At this point, it can be assumed that local people have sufficient level of information about tourism and tourism impacts. Therefore, local people living in Alanya destination were chosen as the research population.

Research data was collected in June-August period in 2018. For sampling the convenience sampling method was preferred, and questionnaires were conducted by interviewers via face-to-face interviews and drop-and-collect

method. Within the scope of drop and collect method, questionnaires were dropped in several businesses (male-female hairdressers, restaurants) and collected after two weeks. 227 and 165 questionnaires were gathered within the scope of face-to-face interviews and drop-and-collect method, respectively. Although a total of 392 questionnaires were conducted, some of them were not suitable for analysis. The procedures recommended by Hair, Hult, Ringle & Sarstedt (2014) were taken into consideration in the determination of inappropriate questionnaire responses. Accordingly, 48 questionnaires had a "straight-lining" problem, and more than 5% of the values were missing in 25 questionnaires. For this reason, these questionnaires were excluded from the analysis. Since a total of 73 of the 392 questionnaires were not filled out adequately, 319 questionnaires were used for the analysis.

A priori sample size calculation was performed to obtain the sample size required for the assessed model (Soper, 2018; Westland 2010; Westland, 2012). Given the number of observed ($N = 29$) and latent ($N = 8$) variables, the anticipated effect size ($d = .30$), the desired probability ($p = .05$), and the statistical power ($.80$), a recommended minimum of 177 observations were required. Our sample of 319 fulfilled the recommended minimum sample size for sampling adequacy.

Data Analysis

Research model developed in the present study was tested via Partial Least Squared-Structural Equation Modelling (PLS-SEM) technique. Compared to CB-SEM method, PLS-SEM is more effective and efficient method while the research aims to *predict* rather than to *confirm* (Hair, Matthews, Matthews & Sarstedt., 2017; Usakli and Kucukergin, 2018). In addition, the scales used as data collection tool in the study were prepared in line with 5-point Likert scale model. Likert scales are ordinal (Norman, 2010), and PLS-SEM is a more suitable method to analyze data which collected with ordinal scales such as likert (Hair et al., 2017). Therefore, PLS-SEM was used in the present study. PLS-SEM was performed using SmartPLS (Ringle, Wende & Becker, 2015).

However, data screening process was applied first. In the context of data screening process, first the missing values were determined, and then the outliers were examined with Mahalanobis distance. Lastly the normal distribution assumption was checked. The procedure suggested by Hair, Hult, Ringle & Sarstedt (2014) was applied for the assignment or elimination of the missing values. Accordingly, the imputation method was preferred and was complemented by the mean substitution method. Secondly, Mahalanobis distance was examined, according to Hair, Black, Babin & Anderson (2009) no outliers were detected (Mahalanobis' $D(29) > 90.22$, $p < .001$). Then, the skewness and kurtosis values were examined, and the normal distribution assumption was checked. Since the lowest and highest values were -1.960 and 1.083 for skewness and -1.425 and 3.613 for kurtosis, respectively, the normal distribution assumption was met (Kline, 2011).

Common method bias (CMB) is of particular concern when survey respondents are asked to fill out items that tap into both independent and dependent variables. CMB was examined with Harman's single-factor approach (Podsakoff & Organ, 1986). CMB is present if a single or general factor appears that accounts for the majority of variables. An unrotated factor analysis using the eigenvalue-greater-than-one criterion revealed eight different factors that accounted for 66.19 percent of the variance. The first factor captured only 20.50 percent of the variance in the data. As a single factor did not emerge and the first factor did not account for most of the variance, CMB does not appear to be a problem.

Considering the demographical features of respondents, it is observed that 152 of them are male, and the number of respondents under the age of 34 is 142. 147 respondents indicated that they are married while 166 respondents indicated that they are single. 78, 120 and 82 respondents, respectively, mentioned they graduated from primary school, high school and post-graduate and higher level educational programs. 182 of respondents are found to have an income lower than ₺2000 (Turkish Lira).

Findings

Testing Research Model

PLS-SEM consists of two stages: inner and outer model (Hair et al., 2014). Therefore, at first, the inner (measurement) model, and then, the outer (structural) model were examined. Within the scope of inner model, construct validity and reliability were tested. Since it was found as a result of the initial analysis that one item from each dimension (environmental, economic, social, natural impacts and infrastructure) was below the recommended value, the items were excluded one by one and the analysis was re-performed. The results of final analysis conducted on inner model after excluding the relevant items were shown in Table 1.

Table 1. Result of Inner Model

Dimensions	Statements	Path coeff.	t	CR	AVE
Affective Image	AFI1	.857	26.394	.84	.64
	AFI2	.670	8.225		
	AFI3	.864	27.860		
Atmosphere	Atmo1	.898	35.785	.93	.81
	Atmo2	.907	50.356		
	Atmo3	.896	39.161		
Cultural	Cul1	.889	34.016	.84	.65
	Cul2	.896	39.755		
	Cul3	.598	7.751		
Infrastructure	Inf1	.803	26.992	.87	.68
	Inf2	.840	29.050		
	Inf3	.832	29.277		
Natural	Nat1	.968	47.303	.88	.78
	Nat3	.791	10.604		
Economic	Eco2	.840	36.522	.86	.60
	Eco3	.812	29.972		
	Eco4	.804	21.829		
	Eco5	.623	8.166		
Environmental	Env1	.915	60.198	.88	.71
	Env2	.883	31.120		
	Env4	.721	13.147		
Social	Soc1	.839	36.236	.82	.60
	Soc2	.703	15.155		
	Soc3	.784	17.877		

As seen in Table 1, because of exceeding the value of .70 recommended by Fornell and Larcker (1981) it can be indicated that composite construct reliability (CCR) is fulfilled. In addition, convergent validity is also fulfilled because AVE value and standard factor loadings exceed the recommended value of .50 (Hair et al., 2009). According to Fornell and Larcker (1981), the square root of the AVE of each construct should exceed the correlation shared between the construct and other constructs in the model to achieve discriminant validity. Besides, Heterotrait-Monotrait (HTMT) criteria was used to confirm discriminant validity (Henseler, Ringle & Sarstedt, 2015). Since the HTMT values are lesser than HTMT_{.85} value of 0.85, or HTMT_{.90} value of 0.90, discriminant validity is established.

It is seen in Table 2 that discriminant validity is verified. Consequently, the hypothesized measurement model is reliable with regard to testing the structural relationships among the constructs.

Table 2. Result of discriminant validity

Fornell and Larcker	Affective	Atmosphere	Cultural	Economic	Environ	Infra	Natural	Social
Affective	.802*							
Atmosphere	.287	.900*						
Cultural	.323	.332	.807*					
Economic	.136	.410	.111	.775*				
Environ	.138	.295	.145	.518	.844*			
Infra	.260	.360	.302	.476	.303	.825*		
Natural	-.025	-.045	.231	-.078	-.243	-.034	.884*	
Social	-.355	-.117	-.429	-.154	-.090	-.248	-.062	.777*
HTMT	Affective	Atmosphere	Cultural	Economic	Environ	Infra	Natural	Social
Affective								
Atmosphere	.351							
Cultural	.464	.440						
Economic	.177	.467	.185					
Environ	.184	.311	.207	.617				
Infra	.353	.437	.403	.573	.367			
Natural	.162	.076	.320	.086	.272	.044		
Social	.468	.170	.602	.243	.274	.345	.149	

* The square root of the AVE

After the verification of inner model, the outer model was examined. Results of analysis on the outer model were shown in Table 3. In order to determine t values related to path coefficients in the outer model the bootstrap re-sampling method was used, and the sub-sample value in this technique was fixed at 5000 as recommended (Hair et al., 2014; Henseler, Ringle & Sinkovics, 2009). As seen in Table 3, local people’s perceptions of tourism’s economic impact positively affect their perceptions of atmosphere and infrastructure dimensions whereas their perceptions of tourism’s environmental impact negatively affect their perceptions of natural dimensions of destination image. Furthermore, perceptions of social impacts of tourism have a negative impact on cultural and infrastructure dimensions of affective image and cognitive image. The “inverse square root” method proposed by Kock & Dahaya (2018) was used to determine whether the non-significant effects were due to a small sample size. According to this method, with the desired probability (p = .05) and statistical power (.80), the minimum suggested sample size was 193. Therefore, the non-significant effects were not due to sample size (Mayr, Erdfelder, Buchner & Faul, 2007).

Table 3. Results of outer model

Hypothesis	Relations	Path Coefficients	t values	p value	Status
H ₁	Economic → Affective Image	.038	.566	.571	N.S.
H _{2a}	Economic → Atmosphere	.344	4.910	.000	S
H _{2b}	Economic → Cultural	-.012	.189	.850	N.S.
H _{2c}	Economic → Infrastructure	.410	7.134	.000	S
H _{2d}	Economic → Natural	.055	.828	.408	N.S.
H ₃	Environmental → Affective Image	.088	1.385	.166	N.S.
H _{4a}	Environmental → Atmosphere	.112	1.697	.090	N.S.
H _{4b}	Environmental → Cultural	.113	1.484	.138	N.S.
H _{4c}	Environmental → Infrastructure	.075	1.106	.269	N.S.
H _{4d}	Environmental → Natural	-.279	4.245	.000	S
H ₅	Social → Affective Image	-.341	6.329	.000	S
H _{6a}	Social → Atmosphere	-.054	1.053	.293	N.S.
H _{6b}	Social → Cultural	-.420	8.274	.000	S

Table 3. Results of outer model(Continuation)

H _{6c}	Social→ Infrastructure	-.179	3.657	.000	S
H _{6d}	Social→ Natural	-.079	1.404	.160	N.S.
Adjusted R ² : Affective Image=. 13; Atmosphere=.17; Cultural=.19; Infrastructure=.26; Natural=.06					

N.S.: Not supported; S: Supported

According to the f^2 value (Cohen, 1988), residents’ perceptions related to social impact had a medium-high effect (.21) on cultural image and a medium effect on affective image perceptions. However, residents’ perceptions related to social impact had a low effect (.04) on infrastructure perceptions. On the other hand, residents’ perceptions related to economic impact had a medium effect (.16) on infrastructure and atmosphere (.10) perceptions. Residents’ perceptions related to environment impact had a low-medium effect (.06) on natural dimension perceptions. Stone-Geisser’s Q^2 value was taken into consideration for the assessment of the predictive relevance. For the examination of Q^2 , the cross-validated redundancy value recommended by Hair et al. (2011) was utilized. The Q^2 value was obtained using the blindfolding procedure (Tenenhaus et al., 2005). As the Q^2 value is larger than zero for affective image (SSO= .957; SSE= 884.8; Q^2 = .075), atmosphere (SSO= .957; SSE= 828.1; Q^2 = 0.135), cultural (SSO= .957; SSE= 846.8; Q^2 = 0.115), infrastructure (SSO= .957; SSE= 799.7; Q^2 = 0.164) and natural (SSO= .638; SSE= 614.6; Q^2 = 0.037) its explanatory latent construct exhibits predictive relevance (Henseler et al., 2009). Since Q^2 values of both constructs are between 0.00 and 0.25, both constructs provide a small predictive relevance for the model (Hair et al., 2019).

Conclusion and Discussion

Tourism is an unseparable part of regional plannings due to its impacts on population, employment, environment and society (Harrill, 2004). In other words, tourism is a sector with various impact areas. These impacts can last for a long time and penetrate into destination and local community at varying extents (Jurowski & Gursoy, 2004). Besides, understanding the impacts of tourism and assessing its consequences are of critical importance for sustainability and long-lasting success of tourism (Diedrich & Garcia-Buades, 2009).

As can be understood, the primary step to be taken into account for successful destination planning is to learn and understand residents’ perceptions of tourism impacts. (Gursoy & Rutherford, 2004). It is known that the literature on the subject matter is deep-rooted and very rich in content. By its nature, tourism could have negative and positive impacts on local people (Lankford & Howard, 1994), and the way those impacts are perceived could change in line with geographical characteristics, time and place (see García et al., 2015). Therefore, studies validating each other or quite different from each other are being carried out.

How local people perceive tourism can, indeed, bring along various important consequences. As a matter of fact, it is the key point in terms of local people’s support on tourism (Ko & Stewart, 2002; Gursoy, Chi & Dyer, 2010; Lee, 2013). In other words, positive and negative impacts of tourism are quite related to support by the society (Perdue, Long & Allen, 1990). For instance, a society staying distant to tourism might start to support tourism or vice versa (Ap & Crompton, 1993). On the other hand, it is no doubt that tourism background of the region is influential on local people’s perspectives on tourism. With reference to Butler’s (1980) destination life-cycle, it can be stated that tourism in Alanya is passing through stagnation period (Spilanis, Tellier & Vayanni, 2012).

The fact that the study was carried out in Alanya as a destination during the mature period obviously influenced the results. According to the research results, the levels of tourism impacts' sub-dimensions on the place image were low. According the statistics of TUIK (2019) the number of non-native people living in Alanya which is located in a region receiving migration is quite high. Davis et al. (1988) stated that local-born individuals residing in the region where tourism activities are carried out are more sensitive about the tourism impacts. Therefore, although there is an effect relationship between these variables, it can be said that this effect is relatively low due to the weight of non-native individuals. On the other hand, as mentioned before, local people often positively perceive economic impacts of tourism, and it could create a positive image of atmosphere, infrastructure, employment opportunities and increase in real estate sales in the city (Chandralal, 2010). As a matter of fact, it is understood from the research results that respondents' perceptions of economic impacts of tourism positively affect atmosphere and socio-economic environment/infrastructure dimensions of cognitive image.

On the other hand, despite of positive perceptions of tourism's economic impacts, a negative perspective is dominant regarding its socio-cultural and environmental impacts (see King, Pizam & Milman, 1993; Gilbert & Clark, 1997; Ko & Stewart, 2002; Garcia, et al., 2015). Besides its possible physical damage on the environment, tourism could trigger negative transformations in value systems, personal behaviors, family relationships, social life styles and traditions (Milman & Pizam, 1988). Similarly, analysis results in the study show that respondents' perceptions of environmental impacts of tourism negatively affect the perceptions of natural environment dimension of cognitive image. Furthermore, it is observed that perceptions of social and cultural impacts of tourism negatively affect cultural environment and infrastructure/socio-economic environment dimensions of cognitive image. Nevertheless, social impacts of tourism also refer to its impacts on daily life elements (Pearce, Moscardo & Ross 1991; Andereck & Nyaupane, 2011). It is important that tourism, as a social development tool, should not harm the values individuals would like to see within the social structure (McCool & Martin, 1994).

According to another finding in the research, perceptions on social and cultural impacts of tourism negatively affect the affective image. In this regard, it can be thought that obstacles such as city life, culture and crime rates hindering the social life cause reaction by the residents in the region. Nevertheless, image is about what a place feels like and the symbol it creates in individuals' minds, and affective image forms emotional reaction dimension of this symbolic representation (Alcaniz, García & Blas, 2009; Stojanovic, Andreu & Curras-Perez, 2018). Moreover, leading into tourism in a region brings along various economic, socio-cultural and environmental changes. In case of positive change, image of the region makes it more appealing to internal (locals) and external (tourists) audiences. In the opposite case, image of the region makes it more repulsive to internal and external audiences (Bramwell & Rawding, 1996; Reiser & Crispin, 2009).

On-going discussions focus on positive and negative environmental, social and cultural impacts of tourism as well as on its economic benefits (Lee & Chang, 2008). It is no doubt that economy is an undeniable fact for tourism development. Nevertheless, this fact brings along certain social costs. What is essential here is to reduce the possible costs of tourism and try to turn it into advantage (de Kadt, 1979), and what is critical is the mediator role that local people play for the interaction of tourists and region. This role, as mentioned before, is related to how residents in a region perceive tourism from different dimensions and how they realize it at cognitive-affective dimension. Besides economic inputs, local people are exposed to socio-cultural and environmental change; however, it is understood that

there exists a toleration threshold for negative impacts of tourism. On the other hand, when negative impacts of tourism exceed this threshold, local people could, without any hesitation, direct their hostility to tourism industry and tourists. Namely, tourism development reinforced by willingness and ambition of local people could result in non-sensitive and even intolerant reactions after a certain point (Mansfeld & Ginosar, 1994).

Managerial Implications

It is of importance to note that basic perceptions of local people are determinative in terms of touristic development and protection of local values (Tomićević et al., 2010). In other words, local people, as the host audience, are the primary and key stakeholders in a destination (Beeton, 2007). According to Faulkner et al. (2001), positioning of tourism in a given community is an important variable; therefore, the effectiveness of this variable should be examined on the basis of how tourism is perceived in the region. Therefore, in mature destinations like Alanya, it is of vital importance to develop long-term plans and internal marketing strategies in order to positively influence residents' perceptions on the impacts of tourism because destination image of local people which is formed by the impacts of tourism could change their support on tourism in a linear way. What is important here is to ensure the support and involvement of local people at each and every stage of tourism development and planning (Stylidis et al., 2014). To be able to achieve this goal, an efficient communication network should arise between regional planners and local people (Eshliki & Kaboudi, 2012). However, because of the place image consisted of beliefs, ideas, and thoughts of individuals about the destination they reside in (Gertner & Kotler, 2004), for a strong image formation, these plans and practices should consider sensitive points such as social, geographical or cultural structures in the region (Konecnik & Go, 2008).

Limitations and future research

Although several studies have investigated the relationship of tourism impacts and place image, there is no sufficient number of research addressing this relationship in the context of the local community. It should be noted that, residents' perceptions of tourism impacts and the image they have of this region are important and change continuously. Therefore, repeating this kind of studies at regular intervals. On the one hand, obviously, the results of the current research should be evaluated in the context of Alanya, a mature destination. For future studies, we recommend comparing different destinations that have a similar tourism history, background and tourism type.

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