

An Empirical Study on Rural Tourism from the Perspective of the Residents: The Case of Turkey

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Abstract

This study aims to examine rural tourism from the perspective of the local people and farmers (residents) with PESTEL analysis. The main materials of this study consisted of the data obtained from the survey conducted on residents in the Mordoğan town of Karaburun district of İzmir province, Turkey. According to the result of PESTEL analysis, rural tourism will increase public services in the region (politically), shopping of tourists will positively improve the economic situation of local trades (economically), education and awareness levels of residents on rural tourism will be increased (socio-culturally), the promotion of Mordoğan's rural tourism potential via the internet will provide the opportunity to reach more tourists (technologically), traffic problems will be caused in rural areas (environmentally), the control and sanctions should be increased in order to protect the historical and local texture in the region (legally). In addition, it was observed that there was a statistically significant ($p < 0.001$) difference in the political and economic dimensions of local people and farmers on the socio-cultural, technological, environmental and legal dimensions. but it was determined that there was no statistically significant difference between the political dimension and the economic dimension.

Key words: *Rural Tourism, Local Population, Farmers, Residents, PESTEL Analysis*

1.Introduction

Tourism develops with technological advances in the world and increasing levels of development of countries and people's expectations of tourism change day by day. With this change and development, the tendencies of tourists, especially in recent years, are in a direction towards unspoiled natural environments, traditional lifestyles, cultural values, historical assets, and alternative tourism types arising from the combination of all of them rather than tourism known as 'sea, sand, sun'. One of these types of alternative tourism which were shaped in line with the special interests of tourists in rural tourism (Butler, 1999; Sharpley & Vass, 2006; Çeken, Karadağ, & Dalgın, 2007; Su, 2013, Pato & Kastenholz, 2017).

Rural tourism is the type of tourism that occurs as a result of tourist visit to rural areas and having experience by living in rural areas. Rural tourism is based on the preserved traditions, lifestyles, and important values of rural areas (MacDonald & Jolliffe, 2003).

Public and non-governmental organizations study to evaluate the tourism potential in Mordoğan Town of Karaburun district of İzmir province. Research studies focused on Mordoğan town because of its settlement, historical and cultural textures, rich natural resources, and high rural tourism potential its being an undiscovered area. In the studies, it has been observed that the share of agriculture, hunting, forestry, and fishing activities in the economy of the town is decreasing and therefore the employment and income opportunities in the region will decrease. It was also emphasized that the development of the rural tourism potential of the municipality can create new job opportunities and income diversity (Anonymous, 2017a).

Mordoğan town is rich in natural resources which can be considered as an important developing rural tourism destination. For this reason, in this study, Mordoğan town was chosen as a research

area. Rural tourism is considered as an economic activity for the development of Mordoğan town. In order to handle rural tourism with a sustainable approach, it is important to examine the perceptions of residents living in the region related to rural tourism. It is known that the people living in the region most affected by the development of rural tourism in a region. From this point of view, it is necessary to reveal how rural tourism is perceived positively or negatively by the people living in the region. In this study, since it is aimed to examine the perceptions of local people and farmers on rural tourism, households engaged in plant or animal production in the research area are defined as farmers, while those who do not engage in plant and animal production but reside in the research area are defined as local people. In this study, it was aimed to investigate the rural tourism perceptions of residents in Mordoğan town with PESTEL Analysis. In the study, how the political, socio-cultural, economic, legal, technological, and environmental factors that the research region currently faces in the future will be affected by the local people and farmers (residents) and rural tourism perceptions are revealed. In addition, comparing the dimensions of the PESTEL analysis with each other revealed the significance of the effect of the dimensions on each other. The results of the study are expected to provide useful and beneficial information for decision-makers, policymakers, local people and producers on rural tourism, and entrepreneurs who will invest in rural tourism.

2. Methodology

2.1. Research Area

Karaburun town is located in Izmir province in western Turkey. To the south of the district is the town of Urla in the east of Çeşme and is surrounded by seas on three sides. The surface area of the district is 415 km². (Anonymous, 2017b). Karaburun district, which is 100 km from Izmir city center, is 110 km from Adnan Menderes Airport. The population of Karaburun district, which has the oldest population according to the population of İzmir, is 9.575 in 2016 (Anonymous, 2017c). Karaburun Municipality consists of 13 villages which were converted into neighborhoods and included in the municipal borders with the law numbered 6360 and 16 neighborhoods along with 2 existing neighborhoods in the district center (Anonymous, 2017a). The population of Mordoğan, which is the most crowded neighborhood in Karaburun district, is 3.965 people. Mordoğan is 80 km from İzmir and 20 km from Karaburun (Anonymous, 2017c).

2.2. Data Collection

The main material of the study was the data obtained from the survey conducted on local people who are not engaged in vegetable or animal production but who reside in the research area and farmers who are engaged in vegetable or animal production living in the town of Mordoğan. The number of surveys to be conducted on the local people was calculated using the “proportional sampling” method. The following Equation was used.

$$n = \frac{Np(1-p)}{(N-1)\sigma^2 + p(1-p)} \quad (\text{Eq. 1})$$

Wherein:

where n is the sample volume, N is the population volume (3230), P is the estimation ratio (0.05 for maximum sample volume), σ^2 is the main mass variance. The parameter, in this case, is: $Z_{\alpha/2}$ can be expressed by the formula $\sigma P=r$ where $\sigma P=0.04848$ denotes (Miran, 2011).

According to the proportional sampling method, the number of questionnaires to be conducted on local people was determined as 103 people with a 90% confidence interval (1.65) and 8% margin of error. A questionnaire was conducted on 103 local people within the scope of the study and face-to-face interviews with all farmers (65 farmers) in the research region registered with the

Ministry of Agriculture and Forestry information system. In order to determine the rural tourism perceptions of local people and farmers, two different questionnaire forms were prepared. It was presented 61 expressions to residents who were surveyed and their degree of participation in each statement was determined using the Likert scale. Statements related to rural tourism were prepared in triple Likert order with the order of 1: I disagree, 2: I am indecisive, 3: I agree. In the determination of expressions; the opinions of the stakeholders operating in the field of rural tourism in the research area were received and previous studies were used (Ayaz, Türkmen, & Yeşiltaş, 2012; Morgül, 2006; Muresan et.al., 2016; Özdemir, & Kervankıran, 2011; Çeken, Uçar, & Dalgın, 2012; Sezer et.al., 2013; Ukav & Çetinsöz, 2015; Tsephe, N.P., & Eyono Obono S.D., 2013; Zhang, Deng, & Yu, 2013; Çuhadar & Ünal, 2017).

2.3.The methodology applied for data analysis

PESTEL (or PESTLE) analysis was preferred within the scope of the research because it is an economic activity that is influenced by many factors such as rural tourism, political, economic, socio-cultural, environmental, technological, and legal dimensions, it also has an important potential for sustainable development (Kolinis and Read, 2013; Kara, 2018). PESTEL analysis is a process that analyzes the components of the direct impact and the development of the indirectly investigated rural area (general external environment). PESTEL analysis is an analysis that was performed to examine the political, economic, socio-cultural, technological, environmental, and legal factors in order to identify the important and immediate actions and to reveal the positive or negative effects of these factors (Oktay, 2006).

The concept of reliability expresses the consistency of the questions in the questionnaire among themselves and how much the scale reflects the desired problem (Kalaycı, 2010). In this study, using the Alpha (α) Model (Cronbach Alpha Coefficient), one of the models used in reliability analysis, the consistency of the statements in the questionnaire with each other and the extent to which the scale reflects the problem of interested was revealed. Depending on the alpha (α) coefficient, the reliability of the scale is interpreted as shown in the figure below (Kalaycı, 2010):

- If $0.00 \leq \alpha < 0.40$, it is not a reliable scale.
- If $0.40 \leq \alpha < 0.60$, the scale with low reliability
- Highly reliable scale if $0.60 \leq \alpha < 0.80$.
- If $0.80 \leq \alpha < 1.00$, it is a highly reliable scale.

The Cronbach α coefficient of 61 expressions created in the study was calculated as 0.859 and it was concluded that it was highly reliable. The importance of the PESTEL dimensions was examined by calculating the Cronbach's alpha coefficient (α). Some of the coefficients obtained were low; however, this was due to a small number of items for each PESTEL factor: $\alpha = 0.846$ (economic dimension), $\alpha = 0.669$ (legal dimension), $\alpha = 0.560$ (political dimension), $\alpha = 0.493$ (technological dimension), $\alpha = 0.407$ (socio-cultural dimension) and $\alpha = 0.221$ (environmental dimension). In addition, the Kaiser-Meyer-Olkin (KMO) value and Bartlett test of each dimension were calculated. Bartlett's test investigates the hypothesis that there is no correlation between variables in the population. KMO is an index that compares the size of the observed correlation coefficients with the size of the partial correlation coefficients. The KMO ratio should be above 0.5. The higher the KMO value, the better the size is recognized (Kalaycı, 2010). The size for each study PESTEL Kaiser-Meyer-Olkin (KMO) value, we've calculated: the political dimension (0,596), economic size (0,865), socio-cultural dimension (0,707) , the technological dimension (0,623), the environmental dimension (0,737) and legal size (0,623) was calculated. Bartlett test is also statistically significant for all dimensions ($p < 0.05$).

In this study, within the scope of PESTEL analysis, the components specified in Table 1 were analyzed. In order to identify the rural tourism perceptions of local people and farmers, the statements were created in six dimensions (political, economic, socio-cultural, technological, environmental, and legal) within the scope of PESTEL analysis. The responses of the interviewed residents to the statements were analyzed and interpreted according to their mean values. With the PESTEL analysis, the political, socio-cultural, economic, legal, technological, and

environmental factors that the research region currently faces and how it will be affected in the future in terms of rural tourism and rural tourism perceptions of residents were revealed.

Table 1. Components of PESTEL Analysis Dimensions

P Political	E Economic	S Socio-Cultural	T Technological	E Environmental	L Legal
-Government policies -Government supports -International relations - Project management for rural tourism -Public Services	-Marketing of goods and services -Foreign currency entry -Employment opportunities -Diversification sources of revenue -Prevention of migration -Development of other sectors -Annuity enhancing effect	-Interacting with Tourists -Security status -Organization -Cultural events -Tourism product -Ethical values in society -Sensitivity to the environment -The development of the standard of living	-The emergence of innovations - Developing technology -Return of investment and renewal	-Traffic problem -Damage to natural resources and environment -Environmental awareness -Change in agricultural areas -Regional development	-Legal sanctions for environmental protection -Controls and inspections -Legal regulations about rural tourism

Within the scope of the study, first of all, the sociodemographic characteristics of local people and farmers were revealed. Afterward, the dimensions of the PESTEL analysis prepared to reveal the rural tourism perception were compared with the repeated ANOVA test and the evaluation of the expressions within the dimensions according to their average values. In doing so, separate evaluations were made as local people and farmers.

3.Results

3.1.Socio-demographic characteristics of the local people and farmers

This part of this study contains descriptive statistics on the socio-demographic characteristics of the local population and farmers who participated in the research. 60% of the interviewees (local people and farmers) are men and 40% of them are women. The majority of those who engaged in farming are men. It was determined that 41% of the participants have primary education, 51% of the participants are in the 41-63 age group, 82% of the participants are married and 23% have no children. It was determined that 60% live in households with 2-3 persons, 60% of the residents live in Mordogan town for more than 20 years, 73% of the participants resided in their property, 36% of residents had an income of TL 0-20 000, 91% of residents had social security and all farmers interviewed had social security and 39% of residents were determined to be retired (Table 2).

Table 2. Socio-demographic Characteristics of Local People and Farmers

Features	Local People		Farmer		Total	
	N	%	N	%	N	%
Gender						
Female	56	54.4	12	18.5	68	40.5
Male	47	45.6	53	81.5	100	59.5
Age						
18-40	37	35.9	14	21.5	51	30.4
41-63	44	42.7	41	63.1	85	50.6
64 and over	22	21.4	10	15.4	32	19.0
Education (Year)						
Literate	0	0	3	4.6	3	1.8
Primary school	33	32	36	55.4	69	41.1
Middle School	12	11.7	11	16.9	23	13.7
High school	37	35.9	13	20	50	29.8
University (Associat Undergraduate and Graduate)	21	20.4	2	3.1	23	13.7
Marital status						
The married	75	72.8	62	95.4	137	81.5
Unmarried	28	27.2	3	4.6	31	18.5
Number of children						
Without children	35	34	3	4.6	38	22.6
Single child	19	18.4	13	20	32	19.0
With two children	36	35	26	40	62	36.9
Three or more children	13	12.6	23	35.4	36	21.4
Number of households						
Living alone	9	8.7	1	1.5	10	6.0
2 or 3 people	69	67	32	49.2	101	60.1
4 or more	25	24.3	32	49.2	57	33.9
Duration of life in the area (Year)						
Less than 1 year	5	4.9	2	3.1	7	4.2
1-5 years.	13	12.6	3	4.6	16	9.5
6-10 years.	15	14.6	10	15.4	25	14.9
11-20 years	12	11.7	7	10.8	19	11.3
20 years and over	58	56.3	43	66.2	101	60.1
Property status						
Rent	26	25.2	6	9.2	32	19.0
The house of someone I know	11	10.7	3	4.6	14	8.3
Own house	66	64.1	56	86.2	122	72.6
Annual Revenue (TRY)						
0-20.000	51	49.5	10	15.4	61	36.3
20.001-40.000	37	35.9	20	30.8	57	33.9
40.001+	15	14.6	35	53.8	50	29.8
Social security						
Yes	87	84.5	65	100	152	90.5
No	16	15.5	0	0	16	9.5
Retirement status						
Retired	38	36.9	27	41.5	65	38.7
Not retired	65	63.1	38	58.5	103	61.3

3.2. The results of the PESTEL analysis on the rural tourism from the perspective of the residents

The sustainability of the rural tourism sector can be achieved by taking into account the positive and negative impacts of rural communities based on the socio-cultural and economic needs, environmental interests, and how they are perceived from a political, legal, and technological point of view (Mansfeld & Jonas, 2006; Min et al., 2012; Banki&İsmail, 2014). The PESTEL analysis allows the identification and understanding of the macroeconomic forces affecting development. In order to measure the perception of rural tourism of residents living in the town of Mordoğan, 61 expressions were created with a triple Likert type scale. The scoring range was determined based on the responses of residents and farmers to the statements. There are two intervals between 1-3 in the scale and scoring of each interval. It is obtained by dividing the number of intervals by the number of items. The process was formulated as $2: 3 = 0.66$ and based on the result, and it was determined that each range should contain 0.66 points. The score range is shown below (Yenilmez, 2008):

- 1.00-1.66 Range: I disagree
- 1.67-2.33 Range: I am indecisive
- 2.34-3.00 Range: I agree

The perceptions of residents of rural tourism were analyzed by PESTEL analysis in terms of political, economic, socio-cultural, technological, environmental, and legal aspects respectively, and the descriptive statistics for their perception of these dimensions are given in Table 3. It has been determined that the opinions of residents on rural tourism are generally between 2-3. As presented in Table 3, in the perception of rural tourism, the in order of the local people who live in the resort mordoğan, legal, socio-cultural and economic dimension within the order of the expressions is more effective and farmers, economic, legal and socio-cultural expressions within the dimension was found to be more effective. It has been observed that the statements within the environmental dimension have the weakest effect on the said rural tourism perception of all the participants.

Table 3. Descriptive statistical values of Rural Tourism perception by PESTEL analysis

Dimensions	Local People				Farmer				Total			
	Min	Max	Mean	STD	Min	Max	Mean	STD	Min	Max	Mean	STD
Political	1	3	2.23	0,28	1	3	2.30	0,32	1	3	2.25	0,30
Economical	1	3	2.65	0,28	1	3	2.74	0,14	1	3	2.68	0,24
Socio-cultural	1	3	2.67	0,21	1	3	2.71	0,14	1	3	2.69	0,18
Technological	1	3	2.48	0,22	1	3	2.44	0,16	1	3	2.47	0,20
Environmental	1	3	2.19	0,24	1	3	2.16	0,25	1	3	2.18	0,25
Legal	1	3	2.68	0,34	1	3	2.71	0,31	1	3	2.69	0,33

Note. Henceforth, the second "E" included in the PESTEL analysis was italicized so that the distinction between economic and environmental factors could be emphasized. The statistical significance of the differences between these six PESTEL sizes is shown in Table 4. Tested with Repeated ANOVA (RM ANOVA) measurements. Wilks' Lambda's statistic for all participants was statistically significant ($F = 128,714$, $p < 0,001$), which meant that there was at least one statistically significant difference in the importance of the six PESTEL sizes. The effect size $\eta^2 = .996$. This shows that there are significant major differences between the dimensions for perceptions of rural tourism. The repeated Anova (Rm ANOVA) test for local people and farmer groups was re-displayed to determine the difference between all sizes (Table 4).

Table 4. Analysis Table of comparisons between the of PESTEL dimensions

Local People					Farmer					Total				
Wilks' lambda	F	η^2	Difference	Mdiff	Wilks' lambda	F	η^2	Difference	Mdiff	Wilks' lambda	F	η^2	Difference	Mdiff
0,214	71,984	0,995	P-E	,148*	0,111	96,501	0,998	P-E	,014	0,202	128,714	0,996	P-E	,085*
			P-S	,341*				P-S	-,270*				P-S	-,314*
			P-T	,394*				P-T	- 360*				P-T	-,381*
			P-E	,609*				P-E	-,548*				P-E	-,585*
			P-L	-,555*				P-L	-,614*				P-L	-,578*
			E-S	-,194*				E-S	-,284*				E-S	-,229*
			E-T	-,246*				E-T	-,373*				E-T	-,295*
			E-E	-,461*				E-E	-,562*				E-E	-,500*
			E-L	-,407*				E-L	-,627*				E-L	-,492*
			S-T	-,053				S-T	-,089*				S-T	-,067*
			S-E	-,268*				S-E	-,277*				S-E	-,271*
			S-L	-,214*				S-L	-,343*				S-L	-,264*
			T-E	-,215*				T-E	-,188*				T-E	-,205*
			T-L	-,161*				T-L	-,254*				T-L	-,197*
E-L	,054	E-L	,066	E-L	-,008									

*It is meaningful at $p < 0,001$ level.

When we analyze the importance of differences between each pair of PESTEL sizes, for local people, their political and economic dimensions are statistically significant ($p < 0.001$) on the socio-cultural, environmental, and legal dimensions. socio-cultural dimension is significant with technological, environmental, and legal dimensions ($p < 0.001$). it has been observed that the technological dimension is significant in the environmental and legal dimensions ($p < 0.001$). Also, the political dimension is statistically significant on the economic dimension ($p < 0.001$). It was determined that the socio-cultural dimension of the local people perception of rural tourism has a statistically insignificant difference ($p > 0.001$) on the technological dimension, while the environmental dimension has a statistically insignificant difference on the legal dimension ($p > 0.001$). On the other hand, it has been observed that the political and economic dimensions of the farmers are significant on the sociocultural, technological, environmental, and legal dimensions ($p < 0.001$), the socio-cultural dimension is significant with technological, environmental, and legal dimensions ($p < 0.001$), and the technology dimension is significant on the environmental and legal dimensions ($p < 0.001$). In addition, it was determined that the political dimension is statistically meaningless on the economic dimension ($p > 0.001$) and the environmental dimension is meaningless on the legal dimension ($p > 0.001$). When all the participants were examined, it was seen that there was an insignificant difference in the environmental dimension on the legal dimension ($p > 0.001$) (Table 4).

3.2.1. Political Dimension

The government creates policies in all areas of national life including tourism and rural developments. National policies consider rural tourism as a potential source of income generation that will increase the livability of rural communities (Çolak, 2009; Doğan, 2012; Verbole, 2000), and rural communities and people are addressed as cultural capital and as potential tourism products. Residents are not passive recipients of the consequences of rural tourism development policy. Instead of this situation, they can make the most of a particular situation. It is important that local people and farmers, who are perceived as cultural capital, should not ignore political perceptions of rural tourism (Verbole, 1999). The perceptions of residents about the political dimension should also be taken into consideration. In this study, it is aimed to reveal how the political dimensions, namely rural tourism and national planning and policies related to the development of tourism in rural areas, are perceived by local people and farmers.

It has been determined that the interviewed residents did not know about the policies of the state and non-governmental organizations related to rural tourism. It has been determined that they are undecided about whether sufficient financial resources have been transferred to Mordoğan to develop rural tourism (facilities such as infrastructure, superstructure, health, education, etc.) and whether effective projects for rural tourism have been carried out in the region. It has been observed that residents think that the government support for rural tourism is insufficient and they did not know of the supports in general. In this study, politically, residents believe that rural tourism will increase public services in the region, that state relations will be affected positively by providing information flow between foreign tourists and local people and that international political uncertainty may prevent the local tourism development of the region. In addition, it has been determined that private enterprises and public administrations in Mordoğan are in coordination in developing rural tourism (Table 5).

Table 5. Political perception of rural tourism

Statements	Local People	Farmer	Total
	Mean	Mean	Mean
I am pleased with the government policies on rural tourism.	1.82	2.20	1.96
The government transfers sufficient financial resources to Mordoğan for the development of rural tourism (infrastructure, superstructure, health, education, etc.).	2.01	2.05	2.02
Private enterprises and public administrations in Mordoğan are in coordination in developing rural tourism.	1.95	2.03	1.98
Effective projects are carried out in our region for rural tourism.	1.98	1.86	1.93
Government support is insufficient for rural tourism.	2.54	2.26	2.43
Rural tourism facilities development costs are too high for the public.	1.69	1.74	1.71
Rural tourism affects state relations positively as it provides information flow between foreign tourists and local people.	2.63	2.85	2.71
International political uncertainties can hinder the tourist development of the region.	2.60	2.72	2.65
Rural tourism increases public services in the region. (education, health, transportation, infrastructure, etc.).	2.83	2.95	2.88

3.2.2. Economic Dimension

Rural tourism is an important tool to create non-agricultural employment opportunities, as an additional source of earnings for the agricultural sector, to improve the living conditions of the people living in the village and to develop rural areas within the framework of sustainability.

Determining the positive and negative economic effects of rural tourism in the regions is important for the development of the region (Macdonald & Jolliffe, 2003). In the study, it is aimed to reveal how residents perceive the economic dimension. The obtained information is important for the development of the town and strengthening the development of rural tourism activities in the region by taking the necessary measures.

It has been observed that the interviewed residents think that rural tourism will increase the direct sales of the agricultural products produced in the region, provide more investments to the region, and diversify the sources of income of the local people. In addition, it is determined that they think that rural tourism will prevent migration from the village to the city. It has been determined that residents are undecided that rural tourism will cause the cost of living in the region. It has been determined that residents think that foreign currency flows to the region and the tourism season will increase with the development of rural tourism in the region. They also think that rural tourism will contribute to the development and revenue generation of other sectors by extending the tourism season. Residents think that the development of rural tourism in the town will contribute to the marketing of local products and crafts in the region.

Residents believed that rural tourism will increase the income of rural residents and employment by expenditures of domestic and foreign tourists such as accommodation, food and beverage, rural activities, transportation, shopping, local handicrafts, and experiencing local foods. With the PESTEL analysis, it was determined that the economic dimension of Mordoğan town in terms of rural tourism is currently perceived to have positive effects in the future (Table 6). With this study, it was determined that the young population in Mordoğan town can earn income from tourism by staying in rural areas instead of migrating to urban areas and the residents can earn money by supporting home

lodgings. In addition, it was observed that institutions that see the economic mobility that will occur with rural tourism in Mordoğan town can make investments in the region.

Table 6. Economical perception of rural tourism

Statements	Local People	Farmer	Total
	Mean	Mean	Mean
I would like to have my house used as a hostel all year round or during certain periods.	1.83	1.54	1.71
Rural tourism increases direct sales of the agricultural products.	2.85	2.98	2.90
Rural tourism allows more investment to come to our region.	2.73	2.98	2.83
The development of rural tourism increases foreign currency entry in the region.	2.69	2.92	2.78
Giving brochures, showing the historical and cultural values of our region to foreigners who are arriving from abroad increases the foreign tourism which has not yet developed in the region.	2.87	2.98	2.92
Tourism contributes to the marketing of handicraft products in the region.	2.87	2.98	2.92
Shopping for tourists positively affects city shopkeepers.	2.89	2.98	2.93
Rural tourism contributes to the development of other sectors in the region.	2.88	2.95	2.91
Rural tourism creates income and employment in the region.	2.86	2.95	2.90
Rural tourism creates a market for local products.	2.88	2.97	2.92
Rural tourism diversifies the sources of income of the local people.	2.86	2.97	2.90
Rural tourism causes the cost of living in the region (increases the prices of land, goods, and services.)	1.46	1.74	1.58
Thanks to rural tourism, migration from the village to the city is prevented.	2.46	2.48	2.46
The development of rural tourism in the region prolongs the tourism season.	2.87	2.94	2.90

3.2.3. Socio-Cultural Dimension

Changes in “individuals” thoughts, personal behavior, family relations, common lifestyles, security level, moral code, traditional ceremonies, and social organization as a result of communication with other people or groups constitute socio-cultural effects. Rural tourism also creates various sociocultural effects on individuals and society. In the study, the perceptions of residents living in Mordoğan town of the socio-cultural aspects of rural tourism and how it will be perceived in the future were also examined.

It was determined that the local people are aware of rural tourism and cultural activities in the region. It has been determined that residents believe in the importance of raising awareness of both farmers and local people with training in rural tourism in the region. In addition, it is determined that the local people are farmers who do not believe that the historical assets (churches, historical houses, etc.) in the region will affect rural tourism positively.

With the development of rural tourism in the town, it will be easier for women in rural areas to participate more effectively in working life. Depending on the employment created by rural tourism in the region, the status of women in the family and society will be strengthened. With the development of rural tourism in the town, women can produce agricultural products (cheese, canning, fruit, dairy products, bread) and crafts and earn an income by selling the products to tourists. Women contribute to the family budget by dealing with this kind of work. In touristic areas where agricultural activities are intense,

tourism increases the role of women by providing employment for women living in that region (Morgül, 2006; Fidan & Nam, 2012; Akpınar Külekçi et.al., 2012; Pereira, 2017; Duarte & Pereira, 2018).

Residents stated that rural tourism would ensure the protection of natural, cultural, and historical resources. It was also observed that with the arrival of tourists to the region, the tradesmen and the public would gain additional profits and increase their local partnership and cooperation. They stated that with the development of rural tourism, participation in the social life of young people and women living in the region will also increase.

It is thought that the recognition of Mordoğan town will increase and the local identity will be strengthened by the increasing interest of local people in the traditional festivals and entertainment of the town and their willingness to continue these activities. Residents are unsure that rural tourism will cause the local culture to be commercialized. The local people thought that the lifestyle of the tourists coming to the region would harm their culture, while the farmers were unsure about this. In addition, it has been observed that they are undecided as to whether the rate of criminality (theft, prostitution, gambling, etc.) in the region will increase or not. It is determined that residents think that with the development of rural tourism in the region, the common experiences shared by local people and tourists such as traditional dances, music, local dishes, drink, crafts, and lifestyles and traditions will increase the probability of emergence. Information on the socio-cultural perception of residents in rural tourism is given in Table 7.

Table 7. Socio-Cultural Perspective of rural tourism

Statements	Local People	Farmer	Total
	Mean	Mean	Mean
I have information about rural tourism activities.	2.48	2.33	2.44
Local people and agricultural producers should be educated about rural tourism.	2.98	3.00	2.99
Historical assets in the locality (church, historic houses, etc.) positively affects rural tourism.	2.84	2.97	2.89
Rural tourism increases the rate of crime in the region (theft, prostitution, gambling, etc.).	1.58	1.75	1.65
It makes me happy to engage in various activities with the tourists coming to the region within the scope of rural tourism.	2.81	2.97	2.87
Rural Tourism protects natural, historical, and historical resources.	2.82	2.86	2.83
The arrival of local tourists, as well as foreign tourists in our region, make the shopkeepers and the public happy.	2.92	3.00	2.95
Rural tourism increases the living standards of rural people in Mordoğan.	2.88	2.94	2.90
Rural tourism increases local partnerships and cooperation.	2.78	2.72	2.76
Lifestyles of tourists coming to the region spoil our culture.	2.48	2.17	2.36
Rural tourism causes the commercialization of culture.	1.99	1.88	1.95
Along with rural tourism, it is easier to introduce local traditions, food and beverage, handicrafts, and lifestyles.	2.88	3.00	2.93
Participation of young people and women living in the region increases in social life.	2.85	3.00	2.91
Rural tourism provides the discovery of Mordoğan.	2.90	3.00	2.94
Local crafts and other cultural elements can be translated into a tourism product through rural tourism.	2.92	3.00	2.95

3.2.4. Technological Dimension

The tourism sector has increased the demand for rural tourism with technological developments in the world, rising income levels, and increased leisure time (Tchetcik et.al., 2006). Rural tourism will cause the tourism sector to renew itself constantly with competition in tourism, technological innovation, quality service, consumer awareness (Emekli et.al., 2006). Information and communication technologies in the tourism sector have an important factor in identifying, promoting, distributing, assembling, organizing, and presenting tourism products to the consumer. Rural tourism is considered as the main source of sustainable competitive advantage and a strategic tool as it is a knowledge-intensive sector (Yılmaz & Yılmaz, 2000).

Today, the development of new information technologies and increased mobility with the direction towards rural tourism make diversification necessary in tourist products. Especially today, the widespread use of new technologies in transportation, mass communication, and in all areas of life changes the consumer type and consumption patterns (Sarkım, 2008). In this context, it is important to reveal the technological perceptions of residents in rural tourism.

Residents think that the level of willingness to use new technological products will increase with the development of rural tourism in the region and the interaction of local people with tourists. In addition, it was determined that they think that transportation, communication channels, and restoration works will increase in the region with the development of rural tourism. Residents believe that the level of consciousness and knowledge of the people will increase with the interaction of local people with tourists.

Technology is used in marketing in the tourism sector. Television programs and the internet are especially used in the promotion of rural tourism regions (Dinçer et al., 2011). At the same time, it was determined that they did not have sufficient information about the support programs provided for the establishment of rural tourism activities such as hostel accommodation and restaurant services in rural areas. It was also determined that residents are unsure whether the presence of alternative and environmentally friendly energy sources (sun, wind, prina, etc.) in the town of Mordoğan can reduce rural tourism costs in the region (Table 8).

Table 8. Technological Perspective of Rural Tourism

Statements	Local People	Farmer	Total
	Mean	Mean	Mean
The awareness and knowledge level of public increases with the interaction of local people with tourists.	2.30	2.03	2.74
The interaction of local people with tourists increases the use of new technological products.	1.83	1.78	2.70
Thanks to the development of rural tourism, restoration works increase in the region.	2.59	2.51	2.88
With the development of rural tourism in the region, transportation and communication channels show an increase.	2.94	2.97	2.91
The development of rural tourism increases the production of organic food.	2.35	1.92	2.88
New technologies are needed to meet the increasing food demand with the increasing population in the region.	1.32	1.38	1.35
The application of new technologies in agricultural activities improves the quality of the products obtained.	2.78	2.89	2.20
I know the support programs provided for the establishment of facilities that will enable the regulation of rural tourism activities such as hostels, accommodation, and restaurant services in rural areas.	1.56	1.60	1.82
Local features (crafts) lost with the advancement of technology are remembered again with rural tourism.	1.54	1.46	2.56
The introduction of Mordoğan via the Internet provides the opportunity to reach more consumers.	2.52	2.55	2.95
The presence of alternative and eco-friendly energy sources (sun, wind, pomace) reduces the costs in our region.	2.61	2.60	2.18

3.2.5.Environmental Dimension

The positive or negative impact of rural tourism on the environment is important for sustainable rural tourism. The existence of rural tourism depends on the protection of rural ecology and rural environment. For this purpose, sustainable rural tourism strategies should be implemented for the protection of natural and cultural heritage and biodiversity, not to pollute the land, water, and air (Simkova, 2007). For this reason, the participants' perceptions of the environmental dimension of rural tourism were also examined.

It is determined that the interviewed residents within the scope of the study are undecided that the small size of the land owned in agricultural production will adversely affect rural tourism. In addition, it was determined that they think that. Residents believe that rural tourism will promote the environmental assessment of local people, local culture, agricultural areas and the environment, protect the natural environment and biodiversity, and enhance environmental awareness. In addition, they think that rural tourism will protect natural resources, environment, and agricultural areas. Residents believe that rural tourism will not increase the destruction of natural resources and the environment in the region and will not harm agricultural areas in the future. It was also determined that they are undecided about traffic problem due to the tourists coming to the region with rural tourism (Table 9).

Table 9. Environmental perception of rural tourism

Statements	Local People	Farmer	Total
	Mean	Mean	Mean
Mordoğan has sufficient supply capacity to meet rural tourism.	2.58	2.51	2.55
The small size of the land owned in agricultural production adversely affects rural tourism.	1.72	1.82	1.76
Rural tourism causes traffic problems in the countryside.	2.19	1.82	2.05
Rural tourism promotes the evaluation of local people, culture, agricultural areas, and the environment.	2.78	2.89	2.82
Rural tourism increases the natural resources in the region and the risk of destruction of the environment in the future.	1.58	1.60	1.58
The rural tourism damages tourism agricultural areas.	1.54	1.46	1.51
Rural tourism protects the natural environment and biodiversity.	2.52	2.55	2.54
Rural tourism provides the development of environmental awareness.	2.61	2.60	2.61

3.2.6. Legal Dimension

Laws and regulations related to rural tourism are not yet sufficient. Because rural tourism is a new type of tourism and its awareness is low, it may harm the local people in the transition period (Dinçer et.al, 2011). In this context, it is aimed to reveal how tourism will be perceived by the residents the rural tourism in the future.

The residents interviewed in the study think that rural tourism will support the development of environmental protection policies and promote planning, management, and organization in the region. In addition, it has been determined that they have a positive opinion that inspections should be carried out in order to keep the historical and local texture intact in the region. It has been determined that they are undecided whether the legal arrangements related to rural tourism are sufficient (Table 10).

Table 10. Legal perception of rural tourism

Statements	Local People	Farmer	Total
	Mean	Mean	Mean
Rural tourism supports the development of environmental protection policies.	2.72	2.69	2.71
Rural tourism promotes planning, management, and organization in the region.	2.87	2.88	2.88
The protection of historical and local texture in the region should be inspected.	2.88	2.94	2.90
Legal regulations related to rural tourism are not sufficient.	2.24	2.35	2.29

4. Discussion

Analyzing the perceptions of local people living in the rural tourism region will enable the tourism sector to be stronger in the region (Bestard, A.B. & Nadal, R.J., 2007; Huh, C. & Vogt, C.A., 2008). This study differs from the research in which residents' perceptions of rural tourism are analyzed (Sezer et al., 2013; Zhang, Deng, & Yu, 2013; Tsephe, N.P., & Eyono Obono S.D., 2013; Muresan vd., 2016). In the study, apart from the perceptions of the local people, perceptions of rural tourism were revealed by farmers during the discussion. It is important to get the views of farmers as they are direct participants in rural tourism. In addition, revealing the perception of rural tourism with PESTEL analysis makes this study unique.

With the development of rural tourism in the rural area, the population increases and thus the local environment is greatly affected. Muresan et al., (2016) reported that the natural resources and environment will be adversely affected by rural tourism. In this study, it was observed that the residents are unstable as to whether the rural tourism would cause environmental damage. Residents may have thought that the town could be damaged due to the rent policy (restoring and damaging the architectural structures to earn income, destroying agricultural areas, etc.) of rural tourism and the attitude of the people coming from the city to garden and field trips (daffodils, olives, pomegranates, almonds, etc.).

In a study, it was mentioned that rural tourism will make a positive change in the social environment where it is applied, that there will be improvements in the construction of lower and upper structures in the physical environment, and there will be an increase in the awareness of the sensitivity to environmental pollution (Çolak, 2009). In this study and the other study, it was thought that rural tourism has positive effects since it will increase environmental awareness, provide improvement of transportation, communication and infrastructure systems and allow future generations to inherit it etc (Soykan, 2003).

Rural tourism is a type of tourism that is compatible with the environment and culture. For this reason, its negative effects should be kept to a minimum level. In the that region where rural tourism activities take place, the development of rural tourism in that region must be planned in order to avoid some problems such as excessive and intensive use of rural areas, destruction of agricultural areas, destruction of natural and cultural sites, disruption of ecological balance, change of agricultural product pattern and decrease in yield. (Soykan, 1999).

It was found that the residents who joined the interview did not have information about the policies of the state policy on rural tourism. Rural tourism, which is mentioned in the tourism policies, is considered as one of the alternative types of tourism that needs to be developed (Soykan, 2003).

Micro-enterprises should be created for the development of rural tourism. The development of policies with the cooperation of central government, local governments, private sector, universities, and non-governmental organizations can be more effective in the development of the sector in areas with rural tourism potential. The development of rural tourism can be achieved with legal regulations, local and public incentives, and activities of non-governmental organizations and other initiatives of local people (Dinçer et al., 2011).

According to the literature survey, detailed laws and regulations related to rural tourism are not yet sufficient and it is thought that obtaining the opinions of non-governmental organizations (NGOs), entrepreneurs, and universities about the regulation of the laws will benefit the sector (Dinçer et.al., 2011). Legal regulations are of primary importance

for this. Government policies should be developed and legal training should be organized to raise awareness of local people and farmers.

In this study and other studies, it has been observed that rural tourism will have positive effects on state relations and contribute to the region by providing information flow between foreign tourists and local people in terms of international relations (Sertkaya, 2001; Muhacir & Özdemir, 2017).

In the studies, it may have been thought that the information flow between tourists and local people would provide the opportunity for people in rural areas to learn new things and meet new people. It may also have been thought that the benefits could be provided for tourists such as living with a rural family, making new friends, and having a different view of life.

Tsephe, N.P., & Eyono Obono S.D. (2013) reported that tourism provides economic, environmental, and socio-cultural benefits. It was also concluded that if rural tourism is poorly planned in the socio-cultural dimension, it can disrupt the culture of rural residents and negatively affect traditional and cultural practices and agricultural production (Tsephe, N.P., & Eyono Obono S.D., 2013). In another study conducted by Zhang et al. (2013), the perceptions of the development of rural tourism were evaluated by economic (78.16%), environmental (75.87%), and cultural (85.15%) factors and the socio-cultural factor was found the most descriptive factor (Zhang vd., 2013).

In another study, it was stated that rural tourism can make positive changes regarding socio-cultural aspects of cultural change, but it may negatively affect the lifestyle of local people living in the region (Eraqi, 2007). Differences were observed between other studies and the results of this study. The reason for this difference may be due to the fact that the age group of the local people living in the region is predominantly in the middle age group and they do not regard cultural changes negatively or think that their impact will be less.

In this study, the reason for the positive perception of the socio-cultural dimension of rural tourism may be due to the participation of young people and women living in the region with social tourism that will increase with rural tourism. It has been determined that the participants in the interview think that the local recognition will increase thanks to rural tourism and that they will start to connect more closely with traditions and customs. Residents also think that there will be an increase in social trust in the region. This finding is in line with other studies (Çolak, 2009).

In the study conducted in the context of rural tourism, it was determined that socio-cultural effects may change the lifestyles of the younger generations in the village (Muhacir & Özdemir, 2017). The published studies and this study reported that rural tourism may affect the lifestyles of the region in terms of socio-cultural aspects seen as the negative dimension of rural tourism.

With other studies in the literature and with this study, it has been observed that perceptions of the development of rural tourism are high in terms of economic and environmental perceptions (Ramseook-Munhurrun, P. & Naidoo, P., 2011; Abdollahzadeh, G. & Sharifzaden, 2014; Snieska V., et al., 2014; Muresan et al., 2016). In this study, it was observed that, economically, rural tourism was perceived as an income diversifying element. In a study conducted in Mauritius, it was observed that tourism was perceived to have positive economic effects due to positive developments in job creation and quality of life (Ramseook-Munhurrun, P. & Naidoo, P., 2011).

The findings in this study are supported by studies that reveal that the local people's perception of rural tourism is economically important (McGehee, N.G. & Andereck, K.L., 2004; Abdollahzadeh, G. & Sharifzaden, 2014;). Expenditures of local and foreign tourists to meet their needs such as accommodation, food and beverage, rural activities,

transportation, shopping, local crafts, and authentic foods will increase the income of rural residents. This increase will be boost the income and welfare levels of the residents, the purchasing power of the rural region which accepts tourists, and its potential to make new touristic investments (Uçar et. al., 2012). Through rural tourism, effective use of local resources will be realized in rural areas, economic activities will be diversified, the unemployment rate in rural areas will be reduced by creating local cooperation and employment.

In addition, the tourists coming to the region looking for a certain quality in any kind of service will lead to an increase in the living standards of the local people. Thus, there will be positive developments regarding the improvement of tourism, infrastructure, housing, and working conditions in the region. In this study, it is also thought that rural tourism will increase public services in the region. It is also determined that the local people were undecided about using their homes as a hostel all year round or during certain period whereas the farmers did not want to give their homes to foreign people.

Rural tourism can be considered as an important component of integrated and sustainable rural development by combining different forms of tourism and providing an opportunity for different segments of the local community to participate in tourism activities.

Besides its contribute to the development of local markets for agricultural and non-agricultural activities in rural areas, rural tourism will also contribute to the development of local communities by providing a special incentive to employment. Measures should be taken to contribute to the development of public administrations such as education, health, and other basic services in rural areas in order to increase the effect of rural tourism on the employment and help the development of the rural economy. In this study, rural tourism is perceived as a sector with high income. For this reason, rural tourism will create added value to employment and contribute positive vitality to the local economy and thus to the national economy. It has been determined that the residents perceive rural tourism positively. Thus, it is possible to say that rural tourism develop can the region economically, socially, and culturally.

5. Conclusion and Suggestions

In this study, from the perspective of local people and farmers (residents) rural tourism was examined using PESTEL analysis in six dimensions: political, economic, socio-cultural, technological, environmental, and legal. According to the results of the PESTEL analysis, rural tourism in the research region:

- Politically; public services in the region will increase.
- Economically; it will provide employment and income increase.
- Socio-culturally; with the increase of tourism activities in the region awareness will increase as a result of cultural and social interaction,
- Technologically; rural tourism promotion of the region through visual media and communication channels will provide the opportunity to reach more local and foreign tourists,
- Environmentally; traffic problems in rural areas will arise,
- Legally; the perceptions that the legal measures and controls will increase in order not to prevent the deterioration of the historical and natural texture of the region were determined.

When we analyzed the importance of differences between each pair of PESTEL sizes, the resulting statistical result showed the level of materiality intertwined with the PESTEL sizes of rural tourism. Each dimension is important for the perception of rural tourism both with each other and alone. In addition, it has been observed that economic, socio-

cultural, and technological dimensions are more important in the perception of rural tourism than the impact category, environmental and legal dimensions.

It has been determined that residents living in the research region generally perceive rural tourism positively. This positive approach reveals that local people should be directed to rural tourism activities. Rural tourism is considered as an important income diversifying activity by local people and farmers. Residents in the region should take part in rural tourism activities with a participatory approach.

First of all, visual media, social media networks should be used to promote the region. In order to activate the rural tourism potential of Mordoğan town, information tours, fairs and festivals should be organized by non-governmental and voluntary organizations operating in the region, and the awareness of the region should be increased by introducing them with promotional films. In these studies, the importance of rural tourism for the country, province, and district should be emphasized, successful examples of the world should be introduced, the importance of organizing for successful rural tourism should be emphasized and be focused on the activities that can be done.

In order to educate young people and women living in the region about sustainable rural tourism activities, courses should be opened. With these training, tourism business lines such as guiding young people on nature walks, serving in recreational areas and nature camps that will take place on hiking trails, organizing boat trips should be created. Likewise, housewives should be trained for services such as pensions, restaurants, breakfast houses, and sales of handcrafted products, and they should be encouraged and facilitated to open such facilities.

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