

THE EFFECTS OF TOURISM ON THE SUBJECTIVE WELL-BEING  
OF THE RESIDENTS OF CAPPADOCIA

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THE EFFECTS OF TOURISM ON THE SUBJECTIVE WELL-BEING  
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## DECLARATION OF ORIGINALITY

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## ABSTRACT

### The Effects of Tourism on the Subjective Well-Being of the Residents of Cappadocia

World Heritage Sites represent an important attraction for prospective visitors to a destination. Although tourism significantly contributes to both national and local economies, it is of paramount importance to residents of destinations, whose lives are influenced by the prevalence of tourism activity to a great extent. Guided by previous research focusing on tourism's effect on resident well-being, this study aims to investigate the relationship between subjective well-being of the residents and their perceptions of tourism and conservation in Göreme National Park and the Rock Sites of Cappadocia. This descriptive research uses a quantitative approach, in which a survey instrument consisting of a happiness index and questions on tourism and conservation measures was administered to 178 residents in Cappadocia using a convenience sampling approach. Study findings demonstrate that positive perceptions of tourism and conservation reinforce community well-being in Cappadocia. These results' implications for future research and policy-makers are discussed.

## ÖZET

### Turizmin Kapadokya'da Yaşayan İnsanların Subjektif Refahına Etkileri

Dünya Kültür Mirası olarak tescillenen değerler, destinasyonlara ziyaretçi çekme konusunda yadsınamaz bir öneme sahiptir. Her ne kadar turizm ulusal ve bölgesel ekonomilere katkı sağlasa da, aynı zamanda ziyaretçi çeken bölgelerde ikamet eden nüfus üzerinde yarattığı etkilerden ötürü yerel halk açısından değerlendirilmesi gereken bir faktördür. Turizmin yerel halk üzerinde yarattığı etkiler üzerine yapılan akademik çalışmaların rehberliğinde, bu araştırma Göreme Ulusal Parkı ve Kapadokya'da yaşayanların subjektif refah değerlendirmelerini, bu bireylerin turizm ve koruma çalışmalarını nasıl algıladıklarıyla harmanlamayı amaçlamaktadır. Nicel veriler kullanılarak yapılan bu çalışmada, bir mutluluk endeksinin yanı sıra turizm ve koruma algısı ile ilgili sorulardan oluşan bir anket, Kapadokya'da yaşayan ve kolaylıkla ulaşılabilir örnekleme ile seçilen 178 kişiye uygulanmıştır. Bu araştırmanın bulguları, turizm ve koruma çalışmalarının olumlu algısının kişilerin mutluluk seviyelerini güçlendiren bir faktör olduğuna işaret etmektedir. Bu sonuçların ışığında, gelecek araştırmalar için öneriler sunulmakta ve karar vericiler için yansımalar tartışılmaktadır.

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## ABBREVIATIONS

C	Community
CP	Conservation Perception
CTCDA	Culture and Tourism Conservation and Development Areas
E	Environment
EFA	Exploratory Factor Analysis
G	Governance
GDP	Gross Domestic Product
GNH	Gross National Happiness
H	Health
HDI	Human Development Index
HI	Happiness Index
ICOMOS	International Council on Monuments and Sites
ICTC	International Cultural Tourism Committee
IUCN	International Union for Conservation of Nature
KMO	Kaiser-Meyer-Olkin
LAC	Lifelong Learning, Arts and Culture
MEU	Ministry of Environment and Urbanization
OECD	The Organisation for Economic Co-operation and Development
OUV	Outstanding Universal Value
PA	Protected Area
PW	Psychological Well-Being
QOL	Quality of life

SL	Standard of Living
SS	Social Support
SWB	Subjective Well-Being
SWL	Satisfaction with Life and Affect
TB	Time Balance
TSI	Turkish Statistical Institute (TurkStat)
TP	Tourism Perception
UNESCO	United Nations Educational, Scientific and Cultural Organization
W	Work
WHC	World Heritage Centre
WHS	World Heritage Site

# CHAPTER 1

## INTRODUCTION

Cappadocia is among Turkey's most prominent tourism destinations which increases its share in global tourism activity every year, specifically when one focuses on cultural tourism. Nearly all stages of human history is embedded in the historic and cultural assets endowed to Cappadocia which hosted numerous civilizations throughout history such as the Roman Empire, the Byzantine Empire and the Ottoman Empire, whose assets culminated in the Cappadocia one observes today. Aside from its importance in different religions, Cappadocia also exhibits one of the most visually striking natural landscapes in the world. These factors have contributed to attractive power of the region both on a national and an international level.

The outstanding universal value (OUV) of "Göreme National Park and the Rock Sites of Cappadocia" was solidified when it was inscribed as a World Heritage Site (WHS) by United Nations Educational, Scientific and Cultural Organization (UNESCO) in 1985. The juxtaposition of both cultural and natural characteristics in the area resulted in the inscription to be categorized as a mixed WHS. Over time, tourism has evolved into an important economic activity in Cappadocia. Although tourism in the region began prior to its WHS status, the inscription as a WHS has resulted in a gradual but continuous increase in tourism activity, bolstered by Cappadocia's natural beauty and cultural heritage assets. As in many WHS examples the world over, discussion on sustainable tourism development and conservation of natural and cultural assets has become essential elements in the discussions on the future development of the area.

Not only is tourism one of the fastest growing industries in the world, it is commonly heralded for its contribution to global economy and also as a key driver for local and national development. While tourism surely provides opportunities and has positive impacts, tourism can also lead to negative effects, especially if it is managed incompetently (Mowforth and Munt, 2015). One of the most important indicators for such negative impacts is embedded in the lives of the residents living in tourism destinations. For example, tourism is argued to be beneficial to residents in terms of their financial income, but, at the same time, rising cost of living is also attributed to increasing tourism demand (Wang, 2012). These tourism-inflicted effects are also integral elements of residents' well-being or their quality-of-life (QOL).

UNESCO has emphasized community's importance in the WHSs numerous times in their meetings and reports (UNESCO, 1972; Nara Document, 1994; The Burra Charter, 1999; The Budapest Declaration, 2002; The Quebec Declaration, 2008). Furthermore, the sustainable development framework adopted by UNESCO also underlines that community is the most important stakeholder in a WHS. From this point of view, this research addresses the subjective well-being (SWB) of the residents in Cappadocia WHS and their perceptions on tourism activity and conservation to answer the research question;

How does subjective well-being of the community relate with perceptions of tourism and conservation in Cappadocia WHS?

In this aim to assess the interrelations between these constructs, community well-being is investigated by conducting a survey in Cappadocia to determine the happiness levels of residents. As opposed to the overwhelming majority of scholarly research on well-being that utilizes objective indicators of well-being, this research

uses subjective indicators. The findings of this research contribute to the literature by integrating subjective well-being of residents in relation to both the tourism and conservation in the area. An academic inquiry into residents' perceptions, a construct to measure subjective well-being, a closer look into the matters that affect residents with the interpretation of the findings and recommendations for future planning are also potential contributions of this study.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Sustainable tourism development and community

Definitions of sustainable tourism predominantly focus on both the residents' and visitors' experiences coupled with economic and environmental consequences of tourism development, in which resident's QOL is of paramount importance.

Especially in rural areas, tourism is utilized as a tool to induce community-wide development, since the existing methods to ensure economic sustenance for the members of the local community have been on a declining trajectory (Andereck & Vogt, 2000; MacDonald & Jolliffe, 2003). Considering tourism's perceived important role in rural development, Andriotis (2005) suggests that a tourism destination's development should be aligned with the needs and expectations of the host community. Residents are an inseparable part of the tourism experience (Yu et al., 2011) and their hospitable behavior and friendliness towards visitors not only encourage positive experiences, but also are at the center of recommendations to prospective travelers and revisits (Carmichael, 2006).

McCool and Martin (1994) suggest that tourism industry needs to consider the local community's needs throughout the process of tourism development, specifically if their QOL is perceived to be improved as a result of this process. Furthermore, Jurowski (1994) argues host communities' support to be essential for the development, planning and sustainability of tourism. The findings of Andereck and Vogt (2000) and Ap (1992) also reiterate the importance of the local community, their involvement and support as part of the sustainable tourism development (Andereck & Vogt, 2000; Ap, 1992).

Previous research on local communities' perceptions of positive and negative impacts of tourism has predominantly focused on the economic, socio-cultural and environmental impacts of developing tourism activity. While there are positive impacts of tourism, such as increasing income, job opportunities, improved infrastructure, cultural pride and heritage affects, tourism activity is also culpable in increased cost of living for the residents, not to underrate increasing taxes, crime, crowding, traffic pollution, and the destruction of wildlife (Caldwell & Andereck, 1994; Andereck & Jurowski, 2006; Cohen, 1988; Marcouiller, 1997; Pizam, 1978). Despite these contesting effects of tourism development on a variety of issues, the social exchange theory suggests that social interaction and intangible benefits need to be considered to observe a holistic interpretation of tourism development (Emerson, 1976; Homans, 1961).

Principles of social exchange theory imply that the reception of higher economic or personal benefit compared to the costs determines whether one develops a positive attitude about tourism development (Jurowski et al., 1997; Lankford & Howard, 1994; Lindberg & Johnson, 1997). For instance, Ko and Stewart (2002) links individual satisfaction with personal benefits, such as job opportunities for family members. While reaffirming that visitor numbers influences the perception of tourism activity, the findings of Wang and Pfister's (2008) also suggest that non-economic values lie at the heart of residents' attitudes towards tourism development. In the context of their research, even purely economic activities should be aligned with intangible values of the local community, such as social aspects, aesthetic components, and pride. The level of interaction between tourists and residents as part of their daily lives is an important contributor to the residents' evaluation of tourism activity (Brougham & Butler, 1981) and Jimura (2011) argues that proximity to

tourism areas and being in contact with tourists can be leveraged to measure resident attitudes, he also acknowledges previous literature to suggest conflicting results.

While realization of financial income through tourism is linked with positive perceptions of tourism industry (Andereck et al., 2005; Lawson et al., 1998; Teye et al., 2002), the studies by Nunkoo and Ramkissoon (2011) and Yu, Chancellor, and Cole (2011) also call for the integration of the importance of non-economic factors in tourism development.

The support and behavioral patterns of local community members with regard to tourism development center around the understanding of their perception of tourism development (Uysal et al., 2016). Previous research suggests that residents' attitudes towards tourism are considered as a key for identifying, measuring, and identifying tourism-led changes (Hall, 1998; Ryan & Montgomery, 1994). Nash (1996), for example, argues that residents' attitudes can be a valuable tool for future predictions and potential obstacles. According to Pearce (1980), an efficient policy, planning, and management system is required to consider the residents' attitudes and their support. However, Allen et al. (1988) note that residents' perceptions of satisfaction with their communal life depends on the stage of tourism development. Butler's tourism area life cycle model (1980) suggests residents' attitudes towards tourism can change together with different levels of development. The initial step, residents notice the positive economic impact of tourism development that influence the local community such as increasing income, employment opportunities, improved standards of living, public infrastructure, availability of facilities, and the preservation of local culture (Andereck et al., 2005; Buhalis, 2000; Deery et al., 2012). Tourism development can also assist the creation of a cultural identity, preservation of traditions, culture, and crafts while encouraging the local community

to be proud of their culture (McGehee & Andereck, 2004; Tovar & Lockwood, 2008). Over time, tourism activity may become a major culprit for some negative impacts on local communities such as cost of living, overcrowding, traffic, littering (Buhalis, 2000). Similarly, tourism can also inflict damage on the natural environment and ecosystems, increase pollution, degrade the integrity of historical buildings and heritage sites (Jimura, 2011; Ko & Stewart, 2002).

Hence, investigating residents' attitudes toward the proliferation of tourism activity is a sine qua non for guiding development initiatives (Teye et al., 2002), which, according to Ap (1992), is also crucial specifically to tourism industry that is closely connected resident attitudes and their satisfaction. Yet, according to Andereck et al. (2007), the perceived impacts of tourism are generally asked to community members without a specific link to their life satisfaction. Although the scholarly research presented to this point underline the importance of not only the economic aspects of tourism development but also its social and environmental components, there are also prominent political aspects of tourism development that need to be considered in a global context, which brings us to evaluating the conservationist perspective of the World Heritage Centre (WHC) of UNESCO.

## 2.2 World Heritage Site status and conservation

Protecting the natural and cultural heritage around the world is rooted in the threat of flood on the Abu Simbel Temple in 1965 (UNESCO, 2017). UNESCO has been instrumental in the establishment of organizations to protect cultural and natural heritage sites, such as the International Council on Monuments and Sites (ICOMOS) and the International Union for Conservation of Nature (IUCN) (UNESCO, 2017). In 1972, the "World Heritage Convention Concerning the Protection of the World

Cultural and Natural Heritage” was signed by the member states and areas that meet certain criteria became eligible to be designated as World Heritage Sites. While the duty of inscribing World Heritage Sites belongs to UNESCO World Heritage Centre (WHC), management and monitoring are performed by member parties themselves.

The Washington Charter (ICOMOS, 1987), while being a relatively old document, is an essential component for the conservation of historic towns and urban areas, which sets guiding principles in the conservation and restoration of cultural heritage. The values that need to be conserved are the tangible and intangible components of the area that constitutes its historical character. When one looks into the role of the local community, item three under the principles and objectives of Washington Charter also states;

“The participation and the involvement of the residents are essential for the success of the conservation program and should be encouraged. The conservation of historic towns and urban areas concerns their residents first of all.” (ICOMOS, 1987). Furthermore, the Burra Charter (ICOMOS Australia, 1999) defines conservation as “all the processes of looking after a place so as to retain its cultural significance” (p. 2). It suggests that conservation is important for the management of places with cultural significance, which needs to be conserved for the sake of humanity.

In this context, interventions conducted in an area have the primary purpose to safeguard the embedded cultural value. These interventions may include maintenance, restoration, reconstruction, and adaptation, which, often, take place as combinations with one another. According to the Nara Document (ICOMOS, 1994), conservation needs to take into account a broad spectrum of disciplines that may contribute to the preservation of a place or a culture.

The importance of improving QOL of resident communities is integrated into the Budapest Declaration (UNESCO, 2002) and the Quebec Declaration reiterates that ensuring sustainable and social development is an important principle of conservation. It furthermore recommends innovative and effective methods concerning the conservation of both tangible and intangible heritage in order to protect the spirit of the place (ICOMOS, 2008). A society's perception of conservation may resonate differently within the community in which it is plausible to expect that day-to-day concerns outweigh the importance of culture and environmental integrity (Aygen, 1996). Yet, countries are expected to be responsible towards international community by ensuring necessary measures to conserve their cultural heritage assets (UNESCO, 1972) and the integration of the local community into the conservation framework is encourage as an important component of being designated as a WHS (UNESCO, 2017).

The first protected area (PA) in the world, Yellowstone National Park, was established in 1872, whose designation in a top-down manner became the preferred method in many PAs thereafter (Lane 2001, Pretty & Smith 2004). A top-down approach has the downside of excluding important factors, such as social, cultural, and political concerns (Andrade & Rhodes, 2012) and thus, it may culminate in hostility toward conservation strategies (Hamilton et al., 2000, Jim & Xu 2002), endangering conservation policies, diminishing the efficacy of conservation, and to pave the way towards societal conflicts (Lane, 2001).

The relationship between local community and protected areas has been an important domain of scholarly research (e.g., Yaşar, 2000; Buckley, 2002; Besculides et al., 2002; Arı 2003; Fennell & Weaver 2005; Arı & Soykan, 2006; Stronza, 2007). An important outcome of these studies is the need for local people to participate in

the decision-making, planning and implementation process for the sustainable use of protected areas they inhabit. For example, Aswani and Weiant (2004) argue that implementation of conservation policies become difficult to achieve if local communities are excluded from PA management and their opinions are ignored. Previous research argues that residents' awareness of the heritage assets in their vicinity and whether they are informed about the WHS characteristics of their neighborhood are related to their life satisfaction (Nyaupane & Timothy, 2010; You et al., 2014). In some cases, communities are forbidden to use the resources that their livelihoods are dependent upon or relocated (Jim & Xu 2002; Anthony, 2007; Wang et al., 2006). Furthermore, conservation frameworks may eventually become barriers to residents' QOL if their ownership rights are restricted, such as limiting renovation options (De Jong & Rowlands, 2016). Hence, there is a risk of expedited negative social impacts if local community's daily life is disturbed (Garcia-Frapolli et al., 2009).

Members of local community may consider inscription as a WHS a profound disturbance factor if planners overlook their needs and expectations (ICOMOS International Cultural Tourism Committee, 1999). Previous scholarly research suggests that local communities are more likely to cooperate and to agree with conservation policies when they are able to voice their opinions in the decision-making processes (Mascia 2003, Pretty & Smith 2004, Gelcich et al., 2005). Nonetheless, other researchers suggest that enforcement constitutes the basis of the successful conservation policies (Bruner et al., 2001, Locke & Dearden 2005). Therefore, a universal agreement on effective implementation of PA management framework does not exist (Chape et al., 2008).

Essentially, local people's awareness concerning the value and characteristics of a WHS is an important constituent of the conservation framework. As the support and involvement of local people is of paramount importance to protecting WHSs, an important barrier preventing conservation efforts is the negligence of the residents living in and around the WHSs with regard to the importance of the historical and natural values. Residents' understanding of these values, reinforced by economic benefits through tourism, has the potential to ensure public contribution to the conservation of the WHS.

Living in a WHS may be conceptually linked with several economic benefits, including, but not limited to increasing employment opportunities, supporting local art production, developing creative industries (Jimura, 2011). Within the context of such potential benefits, residents' affiliation with tourism industry is argued to be a variable determining resident well-being (Mansfeld, 1992; Wang and Pfister, 2008; Woo, 2013). McDonald (2011) argues that individuals are more likely to be interested in conserving and protecting what is significant to them, thus specific organizations, such as events and festivals, could help the residents develop a personal attachment to their heritage and, consequently, aid the conservation of the WHS. To this respect, this research assumes residents' QOL to be an integral part of WHS management supporting the conservation efforts in such areas. So, how does being inscribed as a WHS is related to tourism and its associated impacts?

### 2.3 WHSs and impacts of tourism

Residents' perceptions of tourism impacts have an inevitable impact on local community's support for and, in a related context, the sustainable trajectory of the development (Nicholas et al., 2009; Nunkoo & Ramkissoon, 2010). Therefore,

conservation of a WHS and the development of a sustainable tourism destination are closely connected to the perceptions of the local community members (Gursoy et al., 2002; Jaafar et al., 2015; Sharpley, 2014). Despite these insights, the interrelations between local communities and areas inscribed as WHSs is a relatively neglected area of research among scholarly community.

Rodwell (2002) argues that a positive influence of WHS status on visitor rates is not definitive. While Jimura (2011) and Wang (2012) observe that WHSs have higher visitation rates in Japan and China; Ceylan and Somuncu (2016) argue from the example of Safranbolu, Turkey that inclusion into the World Heritage List is connected with increased visitation. On the other hand, Poria et al. (2013) argue that for the most WHSs, an important portion of visitors are unaware of the inscription of the site and perceived experiential opportunities determine the intention to visit. Reinforcing this finding, Timothy and Boyd (2003) also observe that only a fraction of tourists visiting the WHSs are aware of the site's status. In spite of the inconclusive relationship between inscription and visitation numbers, becoming a WHS constitutes an important tool for the area's marketing strategy (Marcotte & Bourdeau, 2012).

The cultural tourism has evolved into a prominent form of tourism in recent years and makes a significant contribution to the economies of the countries. In a study on OECD countries, Hall and Piggin (2001) found that WHSs are important visitor attraction points. Moreover, as argued by Wuepper and Patry (2017), rural areas are using their WHS status more effectively compared to urban areas. However, tourism in rural areas has been instrumental in overcrowding and it poses a potential danger to the environmental integrity. While tourism activities that comply with the principles of sustainable tourism provide important contributions to the area

and to the local economy (UNESCO, 2017), designation as a WHS is leveraged by countries primarily to gain prestige along with the political and ethnic recognition (Leask, 2006). Putting the national priorities aside, the qualitative improvement of tourism activity (e.g., visitor numbers, length of stay) is tied to intrinsic factors in the destination such as the quality of and technical know-how in accommodation facilities and hospitality areas, as well as publicity measures undertaken on the local and regional level. Accordingly, managerial perspectives regarding these sites are an essential component for the sustainability framework of WHSs.

In his review of the management plans for five industrial WHSs in England, Rodwell (2002) concludes that plans are too concerned with tourism and pay little attention to the cultural heritage and human aspect. He also states that authenticity, protection and conservation are not supported by policies, yet contented with protective measures (Rodwell, 2002). In Labadi and Bandarin's (2007) analysis of the conservation status reports submitted to the WHC, WHSs are suffering from issues emanating from tourism activities such the development of tourism superstructure, physical and environmental degradation of the areas, and social impacts, such as exploitation of the local community.

López-Guzmán and Santa-Cruz (2017), in their research on Cordoba, Spain, argue that WHS status not only facilitates conservation but also provide motivation to residents to learn local heritage, history and cultural assets while also promoting visits to the region. Regardless of the direct impacts of inscription as a WHS on tourism activity and the local community members' knowledgeability on the areas WHS status (Poria et al., 2013; Jimura, 2011), such international recognition is argued to be tied to certain outcomes regarding tourism activity, albeit being determined by the cultural peculiarities of the region in question. Huang et al. (2012),

for instance, concludes that in Macau, China, WHS listing has had impact on tourism only in the short term. WHS designation can draw local community's attention and result in residents' increased pride in their culture (Shackley, 1998; Orbaşlı, 2000). Airey and Shackley (1997) have encountered that WHS designation revitalizes local products and traditions in Uzbekistan and Canada such as silk carpets, textiles and silver. Smith (2002) argues WHS status to be considered as “double-edged sword” (p. 138). While it may lead to some outcomes in terms of recognition and public visibility, commercialization, and the changes in local people's lives, it also has a “symbolic value” (p. 205) by bringing prestige at international and national levels, eventually influencing planning and policy making (Shackley, 1998). Smith (2002) also asserts that WHS designation brings political support and Bianchi (2002) suggests that it acts as a marker of authenticity. From a different perspective, Orbaşlı (2000) emphasizes that the international recognition and publicity may result in a conflict between local realities and global expectations, adding to the pressures on the physical and natural environment, and, inadvertently, the local community.

In principle, UNESCO gives equal weight to the conservation and the functional use of WHSs; the policy is to ensure the transfer of WHSs to future generations without compromising its integrity while also making it accessible to public. Fragile physical environments may, foreseeably, be damaged due to the extreme visitation and mismanagement (Smith, 2002). The World Heritage Center encourages field managers consider tourism as the main subject in their preparation of management plans (Pederson, 2002). In WHSs, tourism is the second most reported risk with only development pressure taking precedence (Labadi & Bandarin, 2007). In this context, the World Heritage Committee adopted a sustainable tourism development program in 2001 and established the Cultural Tourism Unit in 2008

(UNESCO, 2017). The findings of previous literature suggest a link between WHS status and well-being of residents through the influence of tourism. In this context, it is imperative to address the evolution of subjective well-being (SWB) as an academic field.

#### 2.4 Subjective well-being/happiness and tourism

In the 1600s, Sir William Petty pointed to some of the ways to determine national income in order to establish a fair tax system (Scarnicci, 2013). With this attempt, Petty had unknowingly laid the foundations for the concept of Gross Domestic Product (GDP). In 1937, Simon Kuznets, an economist, formulated the GDP in his report “National Income”, 1929-35, which will later be regarded as "one of the great inventions of the twentieth century” (Landefeld, 2000, p.6). Kuznets also reportedly had worries about the potential that economic activity may be confused with well-being and offered a list of improvements to his measures (Gertner, 2010). After the Bretton Woods conference in 1944, GDP became the internationally accepted tool to evaluate a country's economy (Dickinson, 2011). The OECD Statistics Directorate (2001) defines GDP as "an aggregate measure of production equal to the sum of the gross values added of all resident and institutional units engaged in production (plus any taxes, and minus any subsidies, on products not included in the value of their outputs)”. From an economics perspective, human well-being is quantified in terms of income (Anand, 2016). Over the years, global GDP has increased but poverty levels have not decreased. The focus on economic growth in terms of national GDPs has given rise to the issue of income distribution which has been recognized as a global problem and an area of academic inquiry as well (Stiglitz et al., 2010). The results of the studies have led economists and researchers in other disciplines to

propose GDP, by itself, to be a narrow and insufficient measure to assess human well-being and argue a more comprehensive instrument to assess the latter.

In 1972, Jigme Singye Wangchuck, the King of Bhutan, declared his aim to increase “gross national happiness” (GNH), not GDP (Dickinson, 2011).

Subsequently, Amartya Sen, a Nobel Peace Prize laureate, and Mahbub ul Haq, an economist, have created the Human Development Index (HDI); “an index as vulgar as GDP but more relevant to our own lives” (Gertner, 2010). Diener and Seligman (2004) suggest that policymakers need to consider more than just economic progress as they develop a nation’s policies. This framework resonated in a variety of different context. One example from 2010 is the British Prime Minister David Cameron’s announcement to conduct surveys about happiness along with the other economic measures. World Economic Forum in Davos in 2016, International Monetary Fund’s Head Christine Lagarde, Nobel prize-winning Economist Joseph Stiglitz and Massachusetts Institute of Technology Professor Erik Brynjolfsson stated that “GDP is a poor way of assessing the health of our economies and we urgently need to find a new measure” (Thoma, 2016). Anand (2016) argues that financial indicators need to be complemented by a multi-dimensional approach to measure well-being. These criticisms directed towards the construct of GDP have led researchers to find ways of measuring a nations' well-being by looking into the happiness of individuals.

The word happiness has different meanings. Warner Wilson (1967) described the happy person as a “young, healthy, well-educated, well-paid, extroverted, optimistic, worry-free, religious, married person with high self-esteem, high job morale, modest aspirations, of either sex and of a wide range of intelligence” (p. 294). In philosophy, it is used as a life that goes well for the person. In "*The Republic*", Plato claims that only ones who have moral may truly be happy. Aristotle

states happiness to be key purpose of human life and a goal. In the current scholarly community, sociologists refer to happiness and ‘subjective enjoyment of life’ synonymously, whereas psychologists prefer subjective well-being (SWB), and economists call it “experienced utility” (Kahneman, Wakker & Sarin, 1997).

Sociologists and behavioral economists investigate happiness with the purpose of measuring societal performance by considering happiness levels to be a proxy indicator for the overall well-being of the citizens in a given country. Yet, objective socio-economic indicators, such as, income, education and crime levels are not the only factors determining one’s well-being (Diener, 2009). Instead, subjective well-being should be viewed as a construct that delineates the perceived quality of life or an individual’s subjective evaluation of whether his/her life is good or not. In a comprehensive research including SWB data from 55 nations, Diener, Diener, and Diener (2009) found that income, human rights, and societal equality are the primary determinants of SWB. Lyubomirsky, King, and Diener (2005) argue that happy people are more likely to be successful in life, to be healthy, and to have good social relationships. In a complementary sense, Tov and Diener’s (2008) research indicates that happy people are also good citizens and trustworthy. From a contrasting perspective, some researchers argue that continuous happiness is not enough for success (Oishi et al., 2007). Relationship between societal status and individual concerns surfaced due to extensive research on SWB. Scientific knowledge about human well-being is of paramount importance as these pieces of information have the ability to assist people in their decisions on how to lead their lives, such as where and how to live (Diener et al., 1997). While individuals’ personal values and goals are integral components of their SWB, the concomitance of these with external

factors that exert influence on one's enjoyment of life is the essential determinant for the overall quality-of-life in a society.

There are objective and subjective dimensions of well-being. Scholars tend to prefer assessing objective dimensions of well-being (i.e. education, income, life expectancy etc.); however, as no one has an unbiased, universal vision, objective dimensions are difficult to justify (White, 2008). Community well-being is represented by objective measures in different domains like finance, leisure, environment, and health. These domains, which include indicators like income, number of facilities, emissions, life expectancy, and literacy (Uysal et al., 2016), can primarily be classified as welfare. Arguably, the most important change in scholarly research has been to focusing not only on objective indicators but also include how individuals perceive and experience them. Researchers refer to subjective measures of well-being by using specific constructs such as subjective well-being, happiness, life satisfaction, perceived QOL, hedonic well-being, positive and negative affect (Uysal et al., 2016). Primarily emanating from the disciplines of psychology and economics, there is an extensive literature on 'subjective well-being,' 'quality of life' and 'life satisfaction' (e.g., Cummins 1996; Diener 1984; Ryan & Deci 2001; Michalos 1997; Veenhoven 2000; Layard 2005), which also represent the terminology employed in tourism research (Uysal et al., 2012; Filep et al., 2010; Filep & Deery, 2010; Bushell & Sheldon, 2009; Voigt et al., 2011). For this study, subjective well-being and happiness were used interchangeably and synonymously throughout the text.

The comprehension of well-being is inherently connected to particular social and cultural foundations; beliefs, values and ideas often differ by context, which also exert influence on individuals' behavioral patterns (Cropanzano & Mitchell, 2005).

Goals and values might belong to individuals regardless of religious or political forms, collective consciousness and cultural hegemony which community is based on shapes the individuals' judgments (Bourdieu, 1977). In this research's aim of investigating individuals' perceived well-being in areas whose fate is jointly sealed by its residents and for its residents through national governments, namely WHSs. Prior to focusing on the primary research area, i.e., Cappadocia, the context of Turkey's relationship with WHC and the tourism activity taking place in them is essential to address.

## 2.5 Tourism and WHSs

Previous literature suggests that destinations inscribed as WHSs are more recognized by the international community (Shackley, 1998; Smith, 2002). Thus, inscription is expected to lead towards tourism development and increased protection efforts for these areas. Prospects of tourism and WHS's international recognition become appealing to countries, which is leveraged as an integral component of international marketing, branding efforts and raising awareness (Bianchi, 2002).

Turkey's debut in the World Heritage List occurred in 1985, and there are 18 areas in the list as of 2018 (for an overview of the primary characteristics of Turkey's current WHSs, see Table 1). On top of archaeological remains from different historical times, Turkey's WHSs also include cities and mixed properties (i.e., areas that are significant for both its cultural and natural value). Of the 18 WHSs in Turkey, ten are located in uninhabited areas whereas the remaining eight are situated in inhabited areas or within large cities.

Table 1. UNESCO World Heritage Sites in Turkey

Name	Settlement Type	Inhabited	Year	Type
Aphrodisias - Aydın	Rural	Yes	2017	Cultural
Archaeological Site of Ani - Kars	Rural	No	2016	Cultural
Archaeological Site of Troy – Çanakkale	Rural	No	1996	Cultural
Bursa and Cumalıkızık: The Birth of the Ottoman Empire – Bursa	Urban and Rural	Yes	2014	Cultural
City of Safranbolu - Karabük	Rural	Yes	1994	Cultural
Diyarbakır Fortress and Hevsel Gardens Cultural Landscape	Urban	Yes	2015	Cultural
Ephesus - İzmir	Rural	No	2015	Cultural
Göbeklitepe - Şanlıurfa	Rural	No	2018	Cultural
Göreme National Park and the Rock Sites of Cappadocia - Nevşehir	Rural	Yes	1985	Mixed
Great Mosque and Hospital of Divriği - Sivas	Urban	Yes	1985	Cultural
Hattusha: the Hittite Capital - Çorum	Rural	No	1986	Cultural
Hierapolis-Pamukkale - Denizli	Rural	No	1988	Mixed
Historic Areas of Istanbul	Urban	Yes	1985	Cultural
Nemrut Dağ - Adıyaman	Rural	No	1987	Cultural
Neolithic Site of Çatalhöyük - Konya	Rural	No	2012	Cultural
Pergamon and its Multi-Layered Cultural Landscape - İzmir	Rural	No	2014	Cultural
Selimiye Mosque and its Social Complex – Edirne	Urban	Yes	2011	Cultural
Xanthos-Letoon - Antalya-Muğla	Rural	No	1998	Cultural

While tourism is an important economic and social activity for local residents of inhabited WHSs, they are, in general, are not involved in the decision-making processes about their cities. While on a national level, Turkey has exhibited a profound interest in increasing its international recognition as a tourism destination for its various assets, including heritage areas, its citizens are commonly excluded from the processes that lead towards inscription as a WHS.

While tourism constitutes an indispensable source of livelihood in and around Turkey's WHSs, the available statistics indicate that visitation to Turkey's WHSs is incomparable to their international counterparts (Misachi, 2018). In line with the aim of this research to evaluate the relationship between tourism, conservation, and

community well-being, the WHS “Göreme National Park and the Rock Sites of Cappadocia” (henceforth, Cappadocia) is chosen as the case study area. This decision rests on the facts that, not only is Cappadocia among the first WHSs in Turkey, but it is also one of Turkey’s two mixed WHSs. This attribute renders Cappadocia subject to laws and regulations governed by different governmental entities with different strategic priorities, implying that the findings of this research to be useful to a broad spectrum of stakeholders. Prior to focusing the research approach employed in the present research, next chapter introduces an insight into Cappadocia’s development path, as well as its tourism activity and conservation status.

## CHAPTER 3

### RESEARCH AREA: CAPPADOCIA

Tourism sector is considered to have an important role in economic development of cities and areas in Turkey. Cappadocia is one of the Turkey's most important tourism destinations and also a brand. Archaeological, historical, natural, and cultural assets in Cappadocia have been instrumental to attracting visitors from different corners of the world and, over time, tourism has grown into a vital economic activity for the region. Hospitality services, recreational activities and sales of souvenir items are important income sources for the local community, supporting the agricultural activities taking place in Cappadocia. Furthermore, the prevalence of tourism in the region exerts an important influence on other economic sectors, which, in tourism terminology, is coined as the 'multiplier effect'. In order to fully convey the scope of tourism development that has taken place in Cappadocia, as well as the conservation measures being undertaken, this chapter firstly introduces the historical trajectory of Cappadocia in relation to tourism will be introduced in the next subsection, followed by tourism and conservation related frameworks surrounding the WHS.

#### 3.1 Cappadocia: A historical background

In the early twentieth century, French author and archaeologist Guillaume de Jerphanion, who conducted the foremost research on the rock churches of Cappadocia, was the first to draw attention to the region (Tucker & Emge, 2010). The first occurrence of tourism activity dates back to the early 1950s. By 1980, the area has evolved into an important cultural tourism destination (Tosun, 1998; Tucker, 2003). In its early years, families hosted visitors in their homes as a display of their

hospitality, but, in the current state, people have repurposed their homes as boutique hotels (Çakır, Tören & Evren, 2018). As an indirect consequence of the increase in visitor numbers and due to the innate characteristics of tourism development, natural environment and cultural resources began to deteriorate – a fact that triggered the discussions on sustainable tourism development in 1990s (Tosun, 1998). In Göreme, i.e., well-known county in the protected area, mostly boutique hotels and pensions are providing accommodation services instead of chain hotel operations. According to Tucker and Emge (2010), the authentic life of local people is maintained in Cappadocia region with tourism providing additional contribution to local community's needs which has been instrumental in the increased interaction between tourists and members of the local community.

This research investigates the role of tourism activity and conservation efforts on the subjective well-being of residents on the example of Cappadocia WHS, one of the two mixed property of Turkey in the World Heritage List, the other one being Pamukkale-Hierapolis. In UNESCO's Operational Guideline (UNESCO, 2017), "mixed cultural and natural heritage" is described as "if they satisfy a part or the whole of the definitions of both cultural and natural heritage" (in Article 1-2). UNESCO reaffirmed Cappadocia's assets to have an Outstanding Universal Value (OUV) meeting the criteria relevant to both categories in 1985.

Historically, the emergence of one of the most distinctive shapes (i.e., fairy chimneys [*peri bacaları*]) in the world is the outcome of the eruption of Erciyes, Güllü and Hasan Mountains approximately 60 million years ago and the lava flows that covered the region have eroded over time culminating in an abundant number of fairy chimneys in the region. While Cappadocia, in general, indicates the area within the provincial borders of Aksaray, Nevşehir and Kayseri provinces in central

Anatolia, in this research, Cappadocia refers to the WHS which is located in Nevşehir and Kayseri. The WHS is composed of seven areas: Göreme National Park, subterranean cities of Kaymaklı and Derinkuyu, Karain, Karlik, Yesilöz villages in Nevşehir and Soganli village in Kayseri. Within the borders of the national park, there are four districts, namely, Ürgüp, Göreme, Uçhisar, Ortahisar. In addition to the fairy chimneys, the region is also home to other culturally significant assets, such as churches and castles. Cappadocia can be classified as a rural area which, over the course of history, has hosted numerous civilizations following the first settlement in the Neolithic Age (8000-5000 BC) that culminated in the currently observable cultural diversity of the region.

In addition to the prevalence of agricultural activity (which primarily consists of potatoes, grains, apricots, and grapes) in Cappadocia's economy, as mentioned earlier tourism also offers significant economic livelihood to the region. Due to its natural, historical, cultural and archaeological values, Cappadocia's global recognition has led to the area to become one of the most important tourism destinations in Turkey.

### 3.2 Conservation status of Cappadocia

In Turkey, there are different legal schemes for PAs, natural and historical sites, and a site can fall under more than one of these schemes. According to the according to the Law on Land Development Planning and Control (No. 3194), the following governmental entities are responsible for the designation and the subsequent conservation of such areas:

Ministry of Environment and Urbanization: special environmental protected sites, natural protected site (1.2.3. degree natural protected site) and natural heritage (e.g., memorial trees and caves).

Ministry of Agriculture and Forestry: national parks, natural parks, nature conservation areas, natural monuments, wildlife development areas, wetlands, forests, seed gardens.

Ministry of Culture and Tourism: tourism center, culture and tourism conservation and development area (CTCDA), World Heritage Site (WHS).

Natural Protected Site is defined as; “areas that can be above ground, underground or under water, which are from the geological periods and have extraordinary features due to their rare presence” in the Ministry of Environment and Urbanization’s website (MEU, 2018). They are divided into three degrees;

- First degree: Any interference that may impair natural properties is not allowed.
- Second degree: Touristic and agricultural constructions are allowed.
- Third degree: Touristic, agricultural and residential constructions and usages are allowed.

In line with these classifications, Göreme National Park and the Rock Sites of Cappadocia not only has first, second, and third degree natural protected sites, archeological sites, but also is a national park, a culture and tourism conservation and development area, in addition to its WHS status, creating an intricate web of governmental influence on the management of the area. However, in the context of the present research, the primary focus is laid on the WHS attributes of Cappadocia.

### 3.2.1 WHS status of Cappadocia

Cappadocia was declared as an archeological site and an open air museum as early as 1969. In 1976, an area in Cappadocia is designated as “a site to be conserved” by the High Council of Ancient Arts and Museums. Cappadocia was one of the first properties in Turkey to be inscribed as a WHS in 1985. World Heritage Convention (UNESCO, 1972), which constitutes the international legal framework for the creation of the WHS designation, primarily aims to ensure the conservation of cultural and natural heritage assets for future generations indicating a sustainability framework for the development of the areas surrounding them.

In 1999, Cappadocia was declared as a first degree natural and archaeological site with the decision of Nevşehir Cultural and Natural Heritage Conservation Board in accordance with the Law on the Conservation of Cultural and Natural Property (No. 2863). Natural, archaeological, urban, and mixed conservation sites, two subterranean cities, rock-hewn churches containing numerous frescoes have been included into the register of immovable monuments and sites. The Nevşehir and Kayseri Conservation Boards are responsible for keeping the registry of monuments and sites, tasks related to legal protection of monuments and buildings and to carry out any restoration-related works.

Göreme National Park denotes a territory covering multiple districts, and the Park hosts first and third degree archaeological sites. There are also some areas which are designated both as first degree natural sites and as first degree archaeological sites (see Figure 1). There are numerous examples in the world where national parks are also inscribed as WHSs. The criteria that are applied in both areas have many attributes in common.

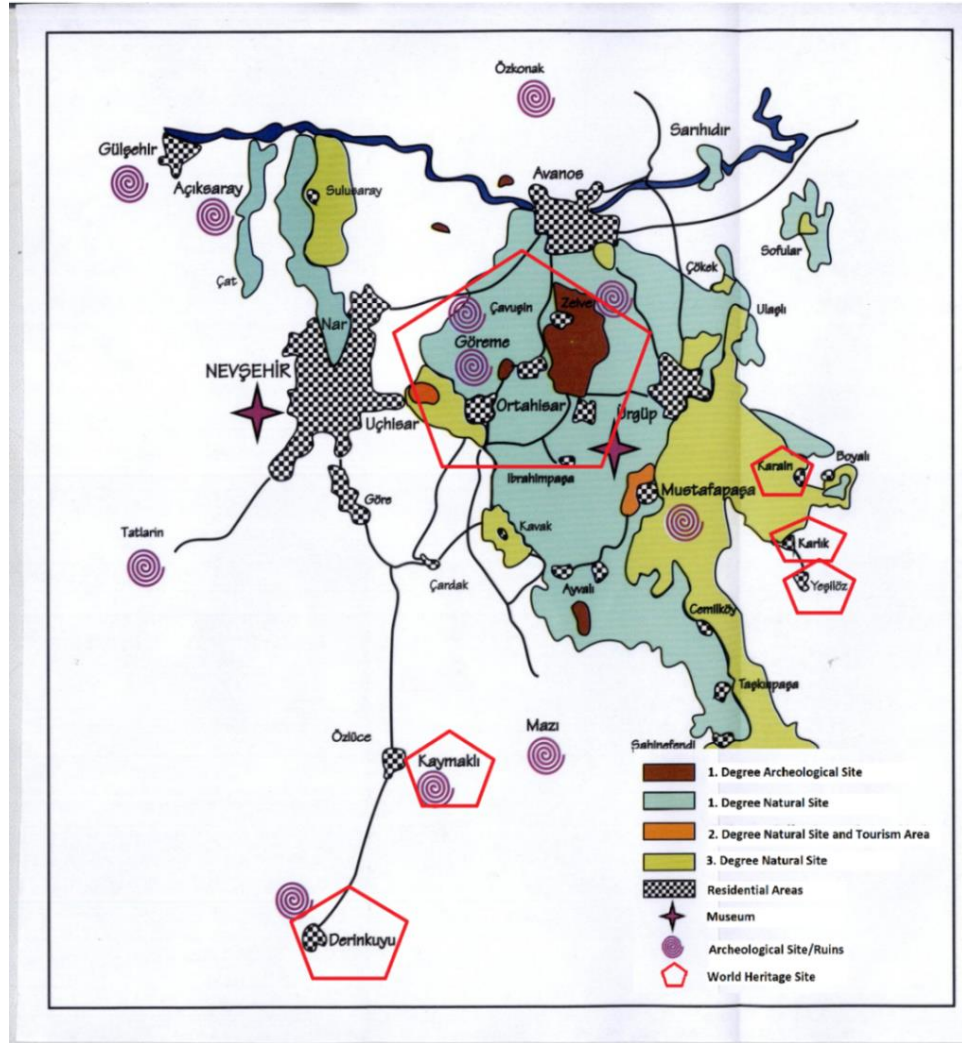


Figure 1. Protected areas  
(Source: Heritage conservation board's archive, 2018)

### 3.2.2 National park

IUCN (Dudley, 2008) defines PAs as “geographical space, recognized, dedicated and managed, through legal or other effective means, to achieve the long term conservation of nature with associated ecosystem services and cultural values” (p. 8). National parks represent one example of with strict nature reserves, wilderness areas, or natural monuments, to name a few characteristics of PAs.

The legal basis of national parks and protected areas in Turkey dates back to 1956. The Forest Law (No. 6831) enacted in 1956 distinguishes forests by using three categories according to their qualities and functions: Conservation forests,

national parks, and production forests. In 1983, the National Park Law (No. 2873) was enacted as an extension to the Forest Law. In this legal framework, a national park is defined as “national and international rare natural areas that have conservation, recreation and tourism areas with natural and cultural values in regard to its scientific and aesthetic value”. The purpose of this law is to protect, plan and manage national parks and other PAs. Ministry of Agriculture and Forestry is the responsible governmental entity for drafting and implementing policies and related legal arrangements concerning the conservation and the use of natural resources.

From a legal standpoint, it is forbidden to;

- destroy the ecological balance, ecosystem and wildlife;
- conduct any interventions that may cause the loss or alteration of the features of the area and operations that will create environmental problems such as soil, water and air pollution;
- produce forest products, hunt and, graze
- install or operate any construction, facility or settlement in addition to existing ones unless there is an absolute necessity (e.g., public interest or military purpose)

Plans, projects and investments by public institutions in the protected area may be allowed by the Ministry of Environment and Forestry, provided that it complies with existing land use plans. In tourism destinations within the scope of this law, tourism investments are needed to consider the considerations of the Ministry of Environment and Urbanization and the Ministry of Agriculture and Forestry. Further complicating the intra-governmental jurisdictions, excavation, restoration and scientific research in historic and archaeological sites are subjected to the permission of the Ministry of Culture and Tourism. The multitude of governmental stakeholders

in areas like Cappadocia not only leads to conflicts of power and responsibility among state actors, but these tensions have the potential to resonate on the local community members as well. For example, residents who realize financial income through cultural tourism activity may not prefer any legal frameworks that privilege the expansion of agricultural areas that may inadvertently cause some negative impacts on their economic livelihood. In essence, each decision made on behalf of the national government will influence the subjective well-being of residents in such areas differently – it is, difficult, if not impossible, to find a solution that would benefit all the members of the local community.

### 3.2.3 Culture and tourism conservation and development area

In 2004, a new boundary for Tourism Centers and Culture and Tourism Conservation and Development Areas (CTCDA) were determined according to the law for the Encouragement of Tourism (No. 2634). CTCDAs are defined as “areas where the historical and cultural values and tourism potential are high and designated to utilize for sectoral/planned development and to conserve”. These areas are selected under the guidance of the natural, historical, archaeological and socio-cultural tourism resources, as well as its fitness with the overall tourism strategy of the country. It aims to instigate macro-scale planning, alternative management methodologies and business models to foster regional and local development. Cappadocia has become a CTCDA in 2005 (Figure 2).

Göreme National Park is located inside the broader Cappadocia exhibits assets that fall under all of these conservation frameworks. In other words, Göreme National Park embodies different legislative frameworks in Turkey’s national context and is a perfect example of areas that is prominent to different governmental entities,

which is the primary reason why the National Park area is chosen as the primary research area for the present study.

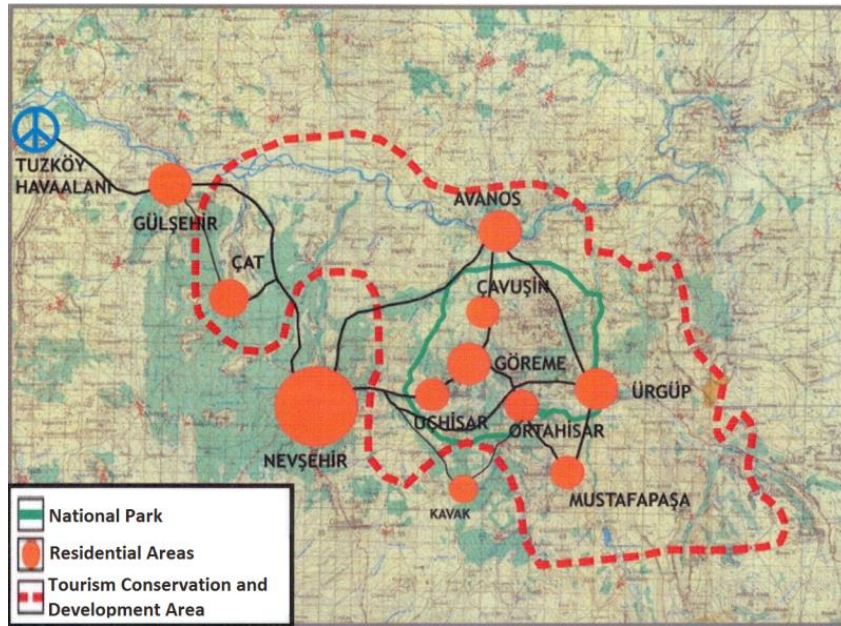


Figure 2. Cappadocia CTCDA  
(Source: Heritage conservation board's archive, 2018)

CHAPTER 4  
METHODOLOGY

4.1 Conceptual framework

Since tourism is a common phenomenon in the most world heritage sites, the well-being of the community is considered as an important issue by the academics and UNESCO. To address this issue in Cappadocia WHS, following research question is asked; How does subjective well-being of the community relate with perceptions of tourism and conservation in Cappadocia WHS?

Using previous scholarly research relevant to addressing this question, this study investigates local residents' subjective well-being in relation to the conservation mantra imposed by its WHS status, the prevalence of tourism activity region and how residents' perceive these attributes of Cappadocia (see Figure 3).

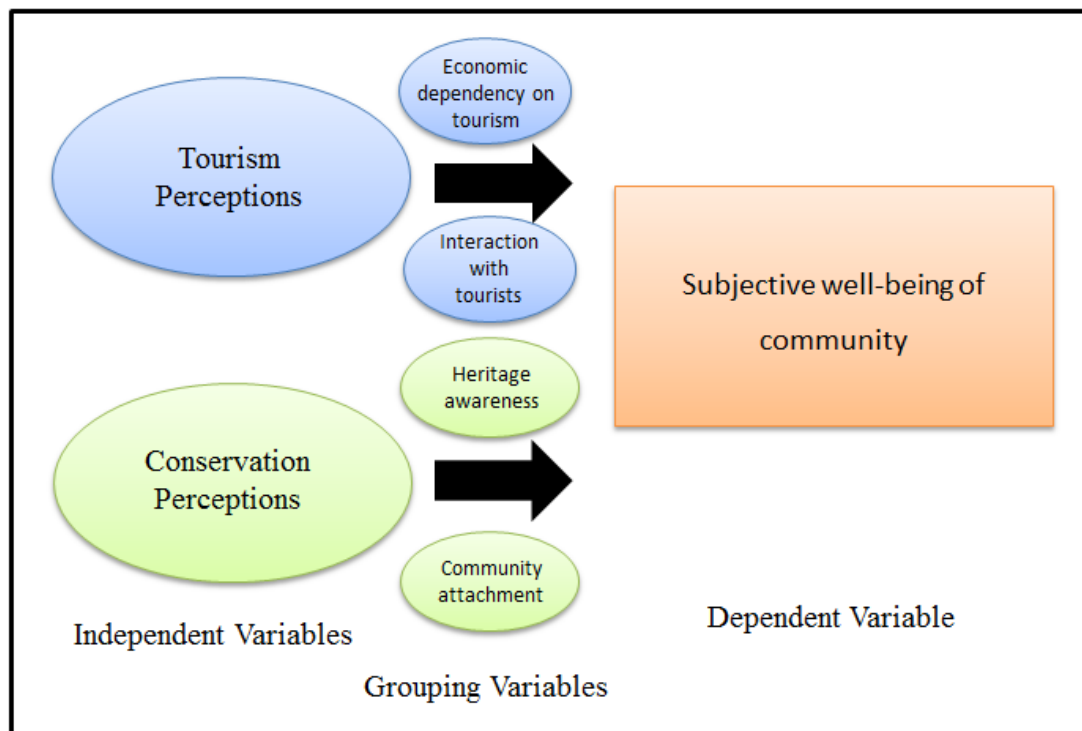


Figure 3. Conceptual framework

The components synthesized from existing literature in order to assess the complementary domains of this research are provided in Table 2.

Table 2. Domains of the Research

Perceptions of Tourism	
Tourism perception	Satisfaction with the number of tourists
	Willingness to accept more tourists
	Agreement with positive QOL impacts of tourism
	Agreement with positive conservation impacts of tourism
Interaction with Tourist (grouping variable)	Interaction with tourists in neighborhood or as part of job
Economic dependency on Tourism (grouping variable)	Generation of economic income from tourism
Perceptions of Conservation	
Conservation Perception	Satisfaction with conservation efforts
	Personal responsibility for conservation of heritage assets
	Conservation for the benefit of future generations
	Conservation efforts' effects on daily life
Heritage Awareness (grouping variable)	Awareness of Cappadocia's inscription as a WHS
Community Attachment (grouping variable)	Length of residence
Community's subjective well-being	
Subjective Well-being	Happiness Index (Cantril Ladder, Satisfaction with life , Psychological well-being, Health, Time balance, Community, Social support, Learning, art and culture, Environment, Government, Standard of living, Work)

## 4.2 Variable definitions

This section identifies distinct variable used in the present research and provides their operational definitions.

### 4.2.1 Subjective well-being

Subjective well-being constitutes the dependent variable of this study. As opposed to previous general well-being studies which have predominantly assessed objective indicators, this research focuses on subjective indicators of one's well-being. The survey used for this research is the 'Happiness Index' (HI) developed by Happiness Alliance.

The 'Planet Happiness' project of the Happiness Alliance, the non-profit organization based in Seattle, Washington, aims to collect data on subjective well-being of residents in WHSs (Planet Happiness, 2018). The survey is formatted as an alternative measure to gross domestic product with the aim to measure national development inspired by the Kingdom of Bhutan's Gross National Happiness Index. Survey was formerly translated into different languages and used in different parts the world (Musikanski et al., 2017).

HI examines twelve different dimensions of subjective well-being (i.e., Cantril's ladder, satisfaction with life, psychological well-being, health, time balance, community, social support, learning arts and culture, environment, governance, standard of living and work). Using various references (e.g., World Health Organization and Gallup) to compile, the questionnaire has items with different scales (e.g., 11-point Likert scales, five-point Likert scales, frequency scales) (Musikanski et al., 2017). Essentially, the HI, with a total of 61 questions including

the demographics section, combines these dimensions in a consecutive manner, and is structured for the self-administration.

The HI starts with the Cantril's Ladder (Cantril, 1965) where respondent assesses their lives and continues as follows (number of items in each domain is provided in parentheses): Satisfaction with life (four items); psychological well-being (five items); health (four items); time balance (three items); community (seven items); social support (four items); learning, arts, and culture (four items); environment (four items); governance (four items); standard of living (four items); work (six items). With the exception of Cantril Ladder and satisfaction with life domains, the rest of the questionnaire is composed of five-point Likert scale items, whereas the former domains are 11-point. Overall happiness scores (HI) for the respondents are calculated as the unweighted average of mean domain values. The domains involving items with an 11-point Likert scale are transformed into five-point Likert scales.

#### 4.2.2 Tourism perception

Tourism perception is operationalized as an independent variable for this study as one of the variables influencing community's assessments of subjective well-being. In order to integrate tourism component into the survey instrument, in accordance with the previous scholarly research on resident perceptions of tourism, seven additional questions are added to the HI (see, Table 3 for the additional items). While residents' perceptions in regard to the tourism activity in Cappadocia is covered by four questions (Faulkner & Tideswell, 1997; Vareiro et al., 2013; Wang & Pfister, 2008; Lankford & Howard, 1994), the generation of economic benefits through tourism activity is also asked to the respondents. Furthermore, in line with Andereck

et al. (2005) and Lankford and Howard (1994), the interaction of residents with tourists is inquired. With the exception of the generation of economic benefits through tourism, all of the additional items are asked on five-point Likert scales. Perception questions in which respondent were asked to state their level of agreement or satisfaction are used to calculate an average tourism perception score (TP). Interaction with tourists and economic dependency on tourism items are operationalized in this study as grouping variables for the tourism perception. According to answers, respondents are categorized for the analyses.

Table 3. Additional Questions on TP

Tourism Perception	5-point Likert scale	Faulkner & Tideswell (1997); Vareiro et al. (2013); Wang & Pfister (2008); Lankford & Howard (1994)
	<ul style="list-style-type: none"> <li>• How satisfied are you with the number of tourists in your neighborhood?</li> <li>• More tourists should visit my neighborhood.</li> <li>• Increasing tourism activity will improve my quality of life.</li> <li>• Prospects of tourism help conservation and restoration of historic buildings.</li> </ul>	
Economic dependency on Tourism	Y/N	Faulkner & Tideswell (1997); Vareiro et al. (2013); Wang & Pfister (2008); Lankford & Howard (1994)
	<ul style="list-style-type: none"> <li>• Do you gain income from tourism?</li> </ul>	
Interaction with tourists	5-point Likert scale	Andereck et al. (2005); Teye et al. (2002); Lawson et al. (1998), Lankford & Howard (1994)
	<p>In the last 12 months;</p> <ul style="list-style-type: none"> <li>• How frequently did you interact with tourists in your neighborhood?</li> <li>• How frequently did you interact with tourists as part of your job?</li> </ul>	

While visitor numbers are an integral component in determining the residents' perception of tourism (Wang & Pfister, 2008), the interaction between community members and visitors is also shown to be an important factor of

residents' perception (Andereck et al. 2005). Individuals' dependency on tourism is first and foremost signaled by their employment in the industry and the economic benefits accrued through tourism activity in a destination and these factors also influence how tourism is evaluated by residents (Andereck et al., 2005; Lawson et al., 1998; Teye et al., 2002) where positive perceptions are commonly affiliated with regular interactions between two parties (Andereck et al., 2005). It should be noted, however, that specific links to life satisfaction is not included in scholarly research focusing on tourism perceptions (Andereck et al., 2007).

#### 4.2.3 Conservation perception

Perception of conservation constitutes an independent variable for this research. As is the case in tourism perceptions, the HI does not include any items relevant to conservation framework that is an integral part of WHS management. To integrate conservation into the HI, seven additional questions extracted from existing literature are added (see Table 4). Four questions are designed to capture respondents' perceptions on their satisfaction and involvement with conservation measures, as well as conservation's impact on their daily lives and its importance for next generation. Other questions are included to assess their awareness of the WHS status of Cappadocia and attachment to the community. With the exception of the awareness and attachment items, the rest are evaluated using a five-point Likert scale. The mean value of these items is operationalize as a conservation perception score (CP). Heritage awareness and community attachment are used as a grouping variable for conservation perception. According to answers, respondents are categorized for the analyses.

Table 4. Additional Questions on CP

Conservation perception	5-point Likert scale	You et al. (2014); Adapted from UNESCO (1972, art. 4)
	<ul style="list-style-type: none"> <li>• How satisfied are you with the conservation efforts in your neighborhood?</li> <li>• I feel personally responsible for helping the conservation of heritage assets in Cappadocia.</li> <li>• I think that the cultural assets in Cappadocia should be preserved for the benefit of future generations.</li> <li>• All things considered, I think conservation efforts in Cappadocia effects my daily life positively.</li> </ul>	
Heritage Awareness	Y/N	You et al. (2014)
	<ul style="list-style-type: none"> <li>• Do you know that Cappadocia is inscribed as a WHS?</li> </ul>	
Community attachment	Number of years	Lankford & Howard (1994); McCool & Martin (1994)
	<ul style="list-style-type: none"> <li>• For how long have you been residing in your neighborhood?</li> <li>• Where were you born?</li> </ul>	

Along with being a national park, Cappadocia area has other conservation statuses such as natural protected site, archeological site and World Heritage Site. For this study; the effects of being an UNESCO WHS and conservation area on the community and tourism in Cappadocia was analyzed. Documents were reviewed such as maps, management plans, land use plans, laws, etc. as source of information. Perceived effects of conservation are determined to be important variable in resident's well-being (Vareiro et al., 2013). Conservation frameworks may eventually become barriers to residents' quality of life and economic livelihood by limiting the renovation of their properties (De Jong & Rowlands, 2016). In this context, perceptions of conservation's influence may be a predictor of subjective well-being.

Studies have examined the relationship between community attachment and attitudes towards tourism development usually measured by length of residence (Lankford & Howard, 1994; McCool & Martin, 1994). Similarly, in this study, it is operationalized as length of residence and categorized as residents who were born and raised in their neighborhood and migrated later.

### 4.3 Methodology

This research aims to investigate the SWB of the residents in the Cappadocia WHS and its relationship with their perceptions regarding tourism activity and conservation framework. This research adopts the quantitative approach, in which a survey instrument is used to discover subjective well-being of the residents and its relation with perceptions of the residents on the tourism activity and conservation.

The primary data collection instrument of this research is the HI, a comprehensive tool to assess different domains constituting SWB of individuals (for a complete list of the domains of the HI, see Table 2). It is developed in English and has previously been translated into different languages for application in different countries (Musikanski et al., 2017).

To be able to provide information concerning perceptions on tourism activity and conservation, related items are integrated to the questionnaire. For the integration of conservation and tourism items to the HI, a systematic literature review was conducted in order to identify the dimensions of interactions between residents' happiness, conservation, and tourism activity. Also the secondary data was used to generate background information, to provide an insight about subject and define the boundaries of the field and propose further recommendations.

The survey is translated into Turkish using Brislin's (1970) back-translation methodology for cross-cultural research, in which two English to Turkish translations and two back-translations are conducted. The initial translations are reviewed by a panel of six researchers who, then, independently adapted each item to be more comprehensible to laymen, and, by extension, to cultural peculiarities one may face in Turkey's context. The finalization of the adaptation process is facilitated by a panel of three researchers, including this study's author, who decided on the final version of each item one by one. A pilot study was conducted in order to test the clarity of the wording employed in the Turkish version of the HI using a convenience sampling. On average, respondents took between 10-20 minutes to complete a questionnaire. The questionnaire used in the research is provided in Appendix A in English and Appendix B in Turkish. Empirical data collection is conducted between March 11 and 31, 2019. Statistical Package for Social Sciences (SPSS) v25 is used for data analysis.

#### 4.4 Sampling method

Sample is defined as the part of a population that is regarded to be representative for the entire sample (Black & Champion, 1976). In the context of this research, the population is selected as the residents of the Göreme National Park (Figure 4), since this section of the WHS consists of areas with multiple statutes governing their conservation frameworks.

The target sample includes the residents who are older than 18 from the listed sites in the Table 5. With 95% confidence level and 7% confidence interval, the representative sample is 195 respondents for a population of 15,986 (TSI, 2018).

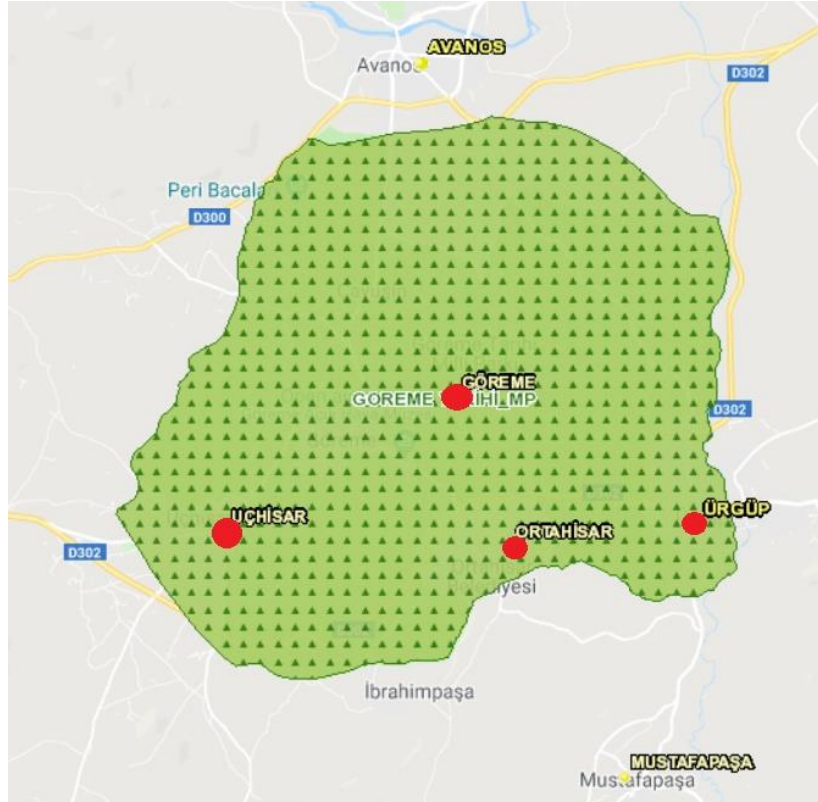


Figure 4. Göreme National Park  
(Source: geodata.ormansu.gov.tr, 2019)

Table 5. Population/Sample Size

Site	Population (over 18)	Sample Breakdown
Göreme	1,839*	33
Ortahisar	2,465*	12
Uçhisar	3,215*	26
Ürgüp	8,467*	107
Göreme National Park	15,986*	178

\*Source: TSI, 2018

Since Cappadocia covers an extensive area with settlements ranging from small villages to counties, data collection is conducted in areas beyond the population threshold of 300. This sampling approach is also reaffirmed in an interview with representatives of a national research company that conducts regular surveys on a national scale. Compared to approximately 16,000 people living in five comparatively larger areas of settlement, the three remaining villages in the Göreme National Park have a combined population of less than 1,000 (see Table 6). Due to

the logistical difficulties that may arise from data collection in these villages, they were excluded from the study. Similarly, Derinkuyu and Kaymaklı subterranean cities were excluded from the study by reason of their remote location from the tourism district and stand-alone characteristics.

Table 6. Population Characteristics of Villages in WHS List

Village	Population	Over 18
Karlık	221	120
Karain	140	-
Yeşilöz	305	220

Source: TSI, 2018

The primary criteria for eligibility in taking the survey were to be above the age of 18 and to be living in the national park borders where data collection takes place. A combination of convenience sampling and snowball sampling was used to access to members of the population that fit these criteria. Potential respondents were randomly approached on the streets and in workplaces on different days of the week, personal connections were also used to identify and reach respondents. Self-administered questionnaires were hand-delivered along with a brief explanation of the aim and purpose of the research and respondent were asked to complete the questionnaire in the presence of researcher. Respondents were ensured that participation was on a voluntary basis and any information that can be used to identify the respondent. A total of 180 anonymous questionnaires were collected, of which 178 were valid, the remaining two were eliminated as they were incomplete.

#### 4.5 Data analysis

In line with the aim of the study to investigate the relationship between tourism activity, conservation, and community well-being, in the initial stages of the data analysis, predominantly descriptive statistical procedures, i.e., distribution patterns of

items as well as their cross-tabulations with demographic variables and the additional questions with nominal scales are inspected. Consequently, an exploratory factor analysis is conducted only for the items included in the HI in order to assess the statistical relationships between items and to identify whether the domains, as grouped in the HI, surface as different factors revealed by the scope of the collected data from Cappadocia.

The domains of the HI which are collected on an 11-point Likert scale are transformed into five-point scales in order to achieve uniformity among HI domains, and items with negative connotations were reverse-coded. Through these methodological steps, an overall happiness score for each of the respondents is calculated using arithmetic means. Bivariate correlations, univariate analyses, i.e., independent *t*-tests and one-way ANOVA are conducted with the grouping variables and demographics to explore between-group differences on overall happiness and the changes in perception. In line with the conceptual model of this research, multivariate regression analyses are conducted in order to explore the relationship between dependent and independent variables. Using the variables above, following regression equations are specified for the analyses:

- $y = B_{\text{constant}} + B_1(\text{TP}) + B_2(\text{CP}) + e$
- $y = B_{\text{constant}} + B_1(\text{TP}) + B_2(\text{CP}) + B_3(\text{Dependency}) + B_4(\text{Awareness}) + B_5(\text{Attachment}) + B_6(\text{Interaction}) + B_7(\text{NoInteraction}) + e$

## CHAPTER 5

### RESULTS

In this chapter, results of the data analysis are presented. In addition to descriptive statistics, an exploratory factor analysis is conducted for the adapted version of the HI. Furthermore, scale reliability for the HI's domains is analyzed. In order to gain an insight into the relationship between different variable, Pearson's correlation coefficients are calculated. For testing the differences between distinct groups of respondents in terms of their SWB levels, independent *t*-tests and one-way ANOVA are utilized. The impacts of independent variable on SWB were inquired using linear regression. The results of these statistical methods provide an initial insight into the relationship between tourism, conservation, and residents' SWB in Cappadocia. This chapter is structured as follows:

#### 5.1 Demographic profile of the respondents

In the initial stage of the data analysis, frequency analyses for the demographic characteristics of the 178 respondents are performed. The respondents possess a roughly even distribution in terms of their gender, in which 49% of the respondents are female, which renders the gender distribution aligned with the demographic distribution of the data collection areas (TSI, 2018).

The mean age of respondents was 37.5 years old and 52.2% were between the ages 18-34; the age distribution can be seen on the Table 7. Regarding educational level, the highest proportion had high school (38.2 per cent), followed by university degree (25.3 per cent), and vocational school (16.8 per cent). More than half of the

respondents are working (61 per cent) while 39 per cent are either student, retired or not working.

Table 7. Demographic Profile of the Respondents

Variable	Category	Number	Percentage
Gender	Female	87	48.9
	Male	91	51.1
Age (Mean: 37.54)	18-24	47	26.4
	25-34	46	25.8
	35-44	28	15.7
	45-54	26	14.6
	55-64	17	9.6
	65+	14	7.9
Marital status	Single	76	42.7
	Married	87	48.9
	Divorced/Widowed	15	8.4
Work	Full-time employee	65	36.5
	Part-time employee	9	5.1
	Freelance/Independent	35	19.7
	Housewife	17	9.6
	Unemployed	10	5.5
	Retired	20	11.2
	Student	22	12.4
	Education	Primary /Middle school	24
High school		68	38.2
Vocational school		30	16.8
University		45	25.3
Master's		10	5.6
PhD		1	0.6
Household income (Mean: 5200 TL)		0-2000 TL	23
	2001-5000 TL	80	44.8
	5001-10000 TL	45	25.2
	10001+ TL	13	7.3
	Missing	17	9.7
	Household (Mean: 3.04)	1	19
2		46	25.8
3		47	26.4
4		40	22.5
5+		24	13.5
Missing		2	1.1
Length of residence (Mean: 28.41)		1-10	42
	11+	136	76.4

## 5.2 Happiness Index

As mentioned previously, HI examines twelve different domains of subjective well-being. Since eleven domains consist of multiple items with the exception of Cantril ladder, the scale reliability scores (Cronbach's alpha) for each of the domains are calculated (see Table 8, along with descriptive statistics of the domains calculated using arithmetic means). With the exception of health and environment, all domains exhibit is above the acceptable value of 0.700 (Cortina, 1993). Overall reliability (Cronbach's Alpha) of the index is 0.893 which is above the acceptable value.

Table 8. Descriptive Statistics of HI Domains

Dimensions	Items	N	Mean	SD	Cronbach's Alpha
Cantril ladder	1	178	6.62**	2.3	-
Satisfaction with Life and Affect	4	178	6.64**	1.91	0.73
Psychological Well-being/Flourishing	5	178	4.06*	0.67	0.72
Health	4	163	3.41*	0.76	0.55
Time balance	3	178	2.75*	0.98	0.75
Community	7	176	2.66*	0.69	0.67
Social Support	4	177	3.87*	0.79	0.75
Lifelong Learning, Arts and Culture	4	178	3.52*	0.96	0.81
Environment	4	178	3.62*	0.86	0.68
Government	4	175	2.74*	1.08	0.79
Standard of Living / Economy	4	177	3.58*	0.99	0.82
Work	6	136	3.13*	0.81	0.75

\* Items measured on a 5-point scale

\*\* Items measured on an 11-point scale

### 5.2.1 Descriptive statistics of Happiness Index domains

Cantril ladder is a life evaluation question that asks to the respondent to rate their own lives from zero to 10 while portraying the scale as a ladder; zero being “worst life possible” and 10 being “best life possible”. Mean value of the 11-point scale item is 6.62 above the average (Table 8).

The items in satisfaction with life (SWL) domain are on an 11-point scale and its average aggregation has a mean value of 6.64. In this domain, the question referring to anxiety has been reverse coded and has the highest mean value (6.92) when compared other items. On the other hand, feeling happy has the lowest mean value (6.30) (Table 9).

Table 9. Descriptive Statistics of “Satisfaction with Life and Affect” (SWL)

Items	N	Mean	SD	Variance
How satisfied are you with your life nowadays?	178	6.46	2.664	7.097
Do you feel the things you do in your life are worthwhile?	178	6.87	2.006	4.023
How happy did you feel yesterday?	178	6.30	2.693	7.250
How anxious did you feel yesterday?*	178	6.92	2.853	8.141
SWL Average (Cronbach’s $\alpha$ : 0.73)	178	6.64	1.913	3.661

\*Reverse coded items

Psychological well-being (PW) dimension employs five-point Likert scale with a relatively high mean value (4.06). The items with lowest mean values are optimism about future (3.57) and sense of accomplishment (3.99), whereas the highest mean values among the items of PW domain are having a meaningful life (4.34) and interest in daily activities (4.27) (Table 10).

Table 10. Descriptive Statistics of “Psychological Well-Being” (PWL)

Items	N	Mean	SD	Variance
I lead a purposeful and meaningful life.	178	4.34	0.896	0.803
I am engaged and interested in my daily activities.	178	4.27	0.874	0.763
I am optimistic about my future.	178	3.57	1.230	1.512
I feel a sense of accomplishment from what I do.	178	3.99	0.870	0.757
I feel very positive about myself.	178	4.15	0.986	0.973
PW Average (Cronbach’s $\alpha$ : 0.72)	178	4.06	0.670	0.450

During the application of the HI in Cappadocia, Health (H) domain was determined to have a contextual nuance in Turkey’s cultural predispositions. First item in the domain asks the respondent about their general state of health. Feedbacks from respondents show that self-evaluation of health is intricately connected to

religious and cultural issue and considerable portion of the respondents abstained from the answers “excellent” and “poor”. Another item in the health domain that proved to be problematic in application of HI in Turkey was the last item of the dimension, in which exercise is assumed to be an integral part of one’s life. Many respondents did not answer the question and some random answers were identified in the collected data, which was one of the contributors to a relatively low reliability score (0.55) (see Table 11).

Table 11. Descriptive Statistics of “Health” (H)

Items	N	Mean	SD	Variance
I would say my health is ...	178	3.55	1.217	1.480
How much of the time during the past week you had a lot of energy?	178	3.11	1.117	1.248
How satisfied were you with your ability to perform your daily living activities?	177	3.93	0.963	0.927
How satisfied were you with the quality of your exercise?	164	2.99	1.306	1.705
H Average (Cronbach’s $\alpha$ : 0.55)	178	3.39	0.755	0.571

Time balance (TB) items have relatively low mean values. “My life has been too rushed” (2.74) item has been reverse coded in order to get a meaningful overall score (see Table 12).

Table 12. Descriptive Statistics of “Time Balance” (TB)

Items	N	Mean	SD	Variance
How much of your time do you spend doing the things that you enjoy?	178	2.97	1.068	1.140
My life has been too rushed.*	178	2.74	1.294	1.676
I have had plenty of spare time.	178	2.56	1.235	1.525
TB Average (Cronbach’s $\alpha$ : 0.75)	178	2.75	0.983	0.968

\*Reverse coded items

Community (C) has the lowest mean value (2.66) when compared to other domains primarily as a consequence of the items "volunteered at an organization in the last year" (1.41) and "donated money to a charity in the last year"(1.84) items. Volunteering and donation results indicate that these are not widespread in

Cappadocian community or it may be argued that such behavior does not correspond to the expectations of pro-social behavior in developed countries from which the HI originates. Aside from these issues, the fourth item referring to community trust had the lowest mean value (2.45) (Table 13).

Table 13. Descriptive Statistics of “Community” (C)

Items	N	Mean	SD	Variance
How would you describe your feeling of belonging to your local community?	178	3.70	1.206	1.455
How many of your neighbors you trust	178	2.90	1.343	1.804
How many of businesses in your community you trust	178	2.83	1.191	1.418
How likely it would be to return a lost wallet with \$200 in if it was found by someone who lives close by?	178	2.45	1.217	1.480
How satisfied are you with your personal safety in your city or town?	178	3.47	1.165	1.358
Volunteered at an organization in the last year	176	1.41	1.010	1.020
Donated money to a charity in the last year	176	1.84	1.243	1.544
C Average (Cronbach’s $\alpha$ : 0.67)	178	2.66	0.691	0.478

Social support (SS) domain aims to assess social lives of the respondents. The items referring to being cared about and personal relations exhibit the highest mean values in this domain (4.16 and 4.15, respectively) (Table 14).

Table 14. Descriptive Statistics of “Social Support” (SS)

Items	N	Mean	SD	Variance
How satisfied are you with your personal relationships?	178	4.15	0.969	0.939
People in my life care about me.	177	4.16	0.940	0.884
How much of the time during the past week you felt loved?	177	3.69	1.118	1.249
How much of the time during the past week you felt lonely?*	178	3.50	1.175	1.381
SS Average (Cronbach’s $\alpha$ : 0.75)	178	3.87	0.798	0.637

\*Reverse coded items

The first three items of lifelong learning, arts and culture (LAC) domain are generally considered to be social services by respondents. Regardless of whether they actually use such facilities, the presence of them in their area of residency is

generally perceived were equated with residents' access options to them. Feeling out of place in their neighborhood has been reverse-coded and has the highest mean value in this domain (4.40), implying that respondents, in general, do not feel uncomfortable or out of placed in their communities (see, Table 15).

Table 15. Descriptive Statistics of “Lifelong Learning, Arts and Culture” (LAC)

Items	N	Mean	SD	Variance
Access to sports and recreational activities.	178	3.30	1.215	1.476
Access to artistic and cultural activities.	178	3.08	1.271	1.614
Access to activities to develop skills through informal education.	178	3.30	1.287	1.657
How often do you feel uncomfortable or out of place in your neighborhood?*	178	4.40	1.038	1.077
LAC Average (Cronbach's $\alpha$ : 0.81)	178	3.52	0.9620	0.925

\*Reverse coded items

When one takes a look into the environment (E) domain, the air quality exhibits the highest mean value (3.94) whereas the preservation of the natural environment has the lowest (3.13) (Table 16).

Table 16. Descriptive Statistics of “Environment” (E)

Items	N	Mean	SD	Variance
How healthy is your physical environment?	178	3.81	1.093	1.195
How satisfied are you with the efforts being made to preserve the natural environment in your neighborhood?	178	3.13	1.217	1.480
How satisfied are you with the opportunities that you have to enjoy nature?	178	3.61	1.289	1.662
How satisfied are you with the air quality in your environment?	178	3.94	1.234	1.522
E Average (Cronbach's $\alpha$ : 0.68)	178	3.62	0.8624	0.744

The items included in the governance (G) domain focus on the perception of governmental efficacy, transparency, and residents' trust in the governmental entities. An important feedback provided by some of the respondents, who were hesitant to answer these items were rooted in the fact that they were civil servants. In

line with its formulation, corruption item is reverse-coded and has the highest mean value (3.01) in the governance domain (see, Table 17).

Table 17. Descriptive Statistics of “Governance” (G)

Items	N	Mean	SD	Variance
Corruption is widespread throughout the government in my city or town. *	178	3.01	1.392	1.938
The public officials in my city or town pay attention to what people think.	177	2.75	1.291	1.668
Confidence in national government	175	2.64	1.459	2.128
Confidence in local government	175	2.57	1.383	1.914
G Average (Cronbach’s $\alpha$ : 0.79)	178	2.73	1.0771	1.160

\*Reverse coded items

Standard of living (SL) is one of the important domains of the index. Not having enough money for food item (4.06) is naturally reverse coded in the index and asked with a frequency scale, five being the “never” (see Table 18). Therefore it indicates that residents are generally stressed about their finances but it is “very rare” for them to eat less because lack of money or food.

Table 18. Descriptive Statistics of “Standard of Living” (SL)

Items	N	Mean	SD	Variance
How much stress do you feel about your personal finances?	178	3.25	1.134	1.286
How frequently do you get by financially and living paycheck to paycheck?	178	3.44	1.202	1.446
How often you ate less because there wasn’t enough food or money for food?	178	4.06	1.458	2.126
I have enough money to buy things I want.	177	3.56	1.086	1.180
SL Average (Cronbach’s $\alpha$ : 0.82)	178	3.57	0.9936	0.987

The integration of work (W) domain in the HI assumes the respondents to be actively engaged in work life, and people who were not working during the data collection, expectedly, did not answer the items of this domain, hence the discrepancy between the number of responses to items in other domains and W domain. There is not an alternative for who are not working. It assumes that all

respondents are working, as seen on the Table 19; it gave rise to high number of missing values.

Table 19. Descriptive Statistics of “Work” (W)

Items	N	Mean	SD	Variance
How satisfied are you with your current work life?	140	3.51	1.083	1.172
How satisfied are you with the balance between the time you spend on your job and the time you spend on other aspects of your life?	139	2.88	1.100	1.210
How much of the time do you find your current work life interesting?	138	2.85	1.312	1.721
Considering all my efforts and achievements in my job I feel I get paid appropriately.	140	2.71	1.299	1.688
The conditions of my job allow me to be about as productive as I could be.	139	3.08	1.234	1.523
I am allowed to decide how to go about getting my job done.	139	3.72	1.174	1.377
W Average (Cronbach’s $\alpha$ : 0.75)	141	3.13	0.8127	0.660

### 5.2.2 Exploratory factor analysis of HI

Factor analysis aims to reduce the number of variables and identify whether the variables can be represented by a smaller number. An exploratory factor analysis (EFA) was conducted to assess the dimensionality using the principal component analysis method based on eigenvalues. It is calculated as an alternative model specification for robustness instead of the dependent variable. A shorter version of HI was created from the factors and items that were highly loaded, and all the analyses were conducted with the shorter version as well. Results were similar to the original HI. For this reason, instead of using the scale extracted from EFA, the original HI results were presented in the analyses.

In line with previous literature using EFA, factors with eigenvalues greater than 1.0 and explain 60% and more of the total variance were used for factor extraction. Kaiser-Meyer-Olkin measure (KMO) for sampling adequacy is 0.711 and is above the recommended value of 0.6 (Tabachnick & Fidell, 1989) and Bartlett’s

test of sphericity is 0.000 indicating that the sample was reliable to run the factor analysis ( $p < 0.001$ ). Using varimax rotation, 14 factors were initially extracted, explaining 71.9% of the total variance. Factor loadings less than 0.5 were not included. Cross-loadings are non-existent in the factor analysis, meaning that each item was clearly identifiable with one factor. Table 20 presents the 14 factors extracted, for a more detailed table see Appendix C.

Table 20. Exploratory Factor Analysis

Factors	Mean	Variance	Alpha
Factor 1. Standard of living	3.32	19.75%	0.84
Factor 2. Learning, arts and culture	3.23	8.86%	0.84
Factor 3. Satisfaction with life	5.96*	6.78%	0.79
Factor 4. Governance	2.6	5.77%	0.87
Factor 5. Community	2.91	4.71%	0.76
Factor 6. Time balance	2.75	4.06%	0.75
Factor 7. Work	3.59	3.65%	0.52
Factor 8. Social support	4.00	3.5%	0.72
Factor 9. Psychological well-being	4.07	2.98%	0.72
Factor 10. Local governance	2.88	2.64%	0.67
Factor 11. Health	3.33	2.47%	0.60
Factor 12. Donation	1.84	2.37%	-
Factor 13. Air quality	3.94	2.25%	-
Factor 14. Worthwhile	6.87*	2.05%	-

\* Some items measured on an 11-point scale

Factor 1 can be labeled as “standard of living” and consists of six items: “getting by financially”, “stress about finance”, “enough money for things”, “eating less due to lack of money”, “getting paid appropriately”, “job productivity”; all items in the Standard of Living dimension and two items from work dimension. Factor 1 explains 19.75% of the variance with a reliability (Cronbach’s alpha) value of .844.

Factor 2 can be labeled as “lifelong learning, arts and culture” and consists of three items: “access to informal education”, “access to sports and recreational activities”, “access to cultural activities”; three out of four items from lifelong learning, arts and culture dimension. These items perceived as social services that

were provided by government and responses were in accordance with their existence in the neighborhood. Factor 2 explains 8.86% of the variance with a reliability value of .849.

Factor 3 is “Satisfaction with life”. It consists five items: “Cantril’s ladder”, “satisfaction with life”, “feeling happy”, “feeling lonely” and “feeling anxious”. These items are about how respondent feels and how they assess their lives. It explains 6.78% of the variance with a reliability value of .793.

Factor 4 is labeled as “governance” and consists two clear items: “confidence in the national government” and “confidence in local government”. Factor 4 explains 5.77% of the variance with a reliability value of .879.

Factor 5 is “community”. It consists four items: “possibility of return a lost wallet”, “trust in businesses in community”, “trust in neighbors” and “personal safety in town”. Factor 5 explains 4.71% of the variance with a reliability value of .767.

Factor 6, 7 and 8 include three variables each. Factor 6: “Time balance” accounts for 4.06% of the variance with a reliability value of .753, including “having spare time”, “having a rushed life” and “spending time to things you enjoy”; all items in the time balance dimension. Factor 7: “Work satisfaction” includes variables “finding work interesting”, “interest in daily activities” and “freedom of decision making in work”. It explains 3.65% of the variance with a reliability value of .520. Factor 8: “Social support” explains 3.5% of the variance and has a reliability of .724. “Feeling loved”, “being cared” and “personal relationships” are grouped under this factor.

Factor 9, 10 and 11 include two variables each. Factor 9: “Psychological well-being” includes “feeling accomplishment” and “feeling positive about self”. Factor 10: “Local governance” consists “corruption in local government” and “public

officials' attention to people's thoughts". Factor 11: "Health" consists of "general health" and "feeling energetic". Factor 12, 13 and 14 include one variable each. Factor 12 consists "donating money to a charity", factor 13 consists of "satisfaction with air quality" and factor 14 consists "things I do is worthwhile".

After the 11-point scales transformed into five-point scales, factor 9: psychological well-being is the most important factor (4.07), followed by factor 8: social support (4.00). On the other hand, factor 12: donation is the least important factor (1.84).

### 5.3 Tourism perception

In order to assess residents' perception of tourism (TP), five-point Likert scale items extracted from previous research are included in the survey. Willingness to accept more tourists (4.45) has the highest mean value. Overall mean (3.86) of the variables related to tourism perception is high (Table 21).

Table 21. Descriptive Statistics of Tourism Perception (TP)

Items	N	Mean	SD	Variance
Satisfaction with the number of tourists	178	3.19	1.201	1.444
Willingness to accept more tourists	178	4.45	0.969	0.938
Tourism will increase the quality of life	178	4.01	1.142	1.305
Prospects of tourism helps conservation and restoration	178	3.80	1.226	1.503
TP Average (Cronbach's $\alpha$ : 0.703)	178	3.86	0.828	0.686

As a grouping variable, whether respondent realized income through tourism activities in Cappadocia was included in the survey instrument. Twenty eight per cent of the respondents stated that they were working in tourism industry whereas the remaining 72% did not have a financial income from tourism activity.

Interaction with tourists is also operationalized as grouping variable. Nearly half (44%) of the respondents reported to interact with tourists either as part of their jobs or during the course of their everyday lives (Table 22). It is important to point out that interaction with tourists was originally measured with five-point frequency scale. For the analysis, the responses were recoded into no interaction or interaction categories.

Table 22. Frequency of Interaction with Tourists

Interaction with tourists	Frequency	Percent
No interaction	45	25%
Interaction in one	78	44%
Interaction in both	55	31%

#### 5.4 Conservation perception

Residents' perceptions of conservation activities in Cappadocia are assessed using four five-point Likert scale items adapted from previous scholarly research. Among the items included, residents' satisfaction with conservation efforts has the lowest mean value (2.94) whereas their perceived importance for future generations exhibits the highest (4.37) (see, Table 23).

Table 23. Descriptive Statistics of Conservation Perception (CP)

Items	N	Mean	SD	Variance
Conservation for the benefit of future generations	178	4.37	0.996	0.992
Satisfaction with conservation efforts	178	2.94	1.378	1.900
Personal responsibility for conservation of heritage assets	178	3.62	1.207	1.456
Conservation efforts' effects on daily life	178	3.22	1.102	1.215
CP Average (Cronbach's $\alpha$ : 0.586)	178	3.53	0.787	0.620

Heritage awareness asked to respondents as a grouping variable for this study. An overwhelming majority of the respondents were aware of Cappadocia's inscription as a WHS (72.5%).

Community attachment is also operationalized as a grouping variable in this study. A total of 55.6 per cent of respondents were born and raised in their neighborhoods, while 44.4 per cent later migrated to Cappadocia.

### 5.5 Univariate analyses on differences in HI, TP and CP

The differences in overall happiness, perceptions of tourism and conservation between different groups of residents are analyzed using independent sample *t*-tests and ANOVA. For this study, 11-point scales are transformed into five-point scales and overall happiness scores are calculated as the average value of individual domain scores. Groups are compared in terms of the original happiness index scores, rather than the items identified by the factor analysis, of which demonstrates the same results. In the following sections, HI, TP, and CP constitute the primary variables of investigation.

#### 5.5.1 Differences in HI

A one-way ANOVA and independent samples *t*-test are conducted to compare the effects of demographics on overall happiness scores. As it can be seen in Table 24, there is a significant difference in HI between different age groups, while it also varies according to one's marital status. There is a statistically significant difference between age groups according to one-way ANOVA ( $p < 0.001$ ) and post hoc comparisons using the Tukey test indicates that overall happiness is significantly different between all three age groups, implying that older residents are happier when

compared to younger ones. In terms of marital status, the findings of this research suggest that married individual have higher HI than unmarried ones.

Table 24. Univariate Analyses between HI and Demographics

Demographics	n	Mean	<i>t</i> / <i>F</i>	Sig. (2-tailed)
Income (N = 161)	0-3000 (76)	3.39	.539	.584
	3001-7500 (55)	3.31		
	7501+ (30)	3.31		
Age (N = 178)	18-30 (79)	3.16	20.23	.000*
	31-50 (60)	3.34		
	51+ (39)	3.71		
Gender (N = 178)	Female (87)	3.31	-.792	.490
	Male (91)	3.37		
Education (N = 178)	Middle- high (92)	3.37	1.603	.204
	Vocational (30)	3.20		
	Uni -Master+ (56)	3.37		
Marital status (N = 178)	Single/Divorced (91)	3.14	-6.280	.000*
	Married (87)	3.55		

\* Significant at the 0.05 level

Differences in HI are also analyzed according to the grouping variables in TP and CP domains. Similar to demographics, one-way ANOVA and independent samples *t*-test are used for this analysis to compare the effects of grouping variables on overall happiness scores. The results indicate that there is not a significant difference between these groups (see, Table 25).

Table 25. Univariate Analyses between HI and Grouping Variables Relating TP, CP

Groups	n	Mean	<i>t</i> / <i>F</i>	Sig. (2-tailed)
Income from tourism (N = 178)	Yes (50)	3.24	-1.747	.082
	No (128)	3.38		
Interaction with tourists (N = 178)	No interaction (45)	3.35	.332	.718
	Interaction in one (78)	3.31		
	Interaction in both (55)	3.38		
Heritage awareness (N = 178)	Yes (129)	3.35	.222	.825
	No (49)	3.33		
Community Attachment (N = 178)	Born raised (99)	3.33	-.275	.784
	Migrated (79)	3.35		

### 5.5.2 Differences in tourism perception

In this subsection, the differences in TP domain in terms of demographic differences and grouping variables relating to TP and CP are investigated using one-way ANOVA and independent samples *t*-test. The demographic characteristics do not reveal a significant difference in terms of HI (see, Table 26).

Table 26. Univariate Analyses between TP and Demographics

Demographics	n	Mean	<i>t</i> / <i>F</i>	Sig. (2-tailed)
Income (N = 161)	0-3000 (76)	3.80	.954	.387
	3001-7500 (55)	3.79		
	7501+ (30)	4.03		
Age (N = 178)	18-30 (79)	3.84	1.242	.291
	31-50 (60)	3.77		
	51+ (39)	4.03		
Gender (N = 178)	Female (87)	3.87	.176	.861
	Male (91)	3.85		
Education (N = 178)	Middle- high (92)	3.91	.731	.483
	Vocational (30)	3.70		
	Uni -Master+ (56)	3.85		
Marital status (N = 178)	Single/Divorced (91)	3.79	-1.036	.302
	Married (87)	3.92		

One may observe that heritage awareness and interaction with tourists affect tourism perception. The results of one-way ANOVA and Tukey's post hoc test indicates that with increasing levels of interaction with tourists, tourism perceptions improve as well. As shown in Table 27, there is also a significant difference between the respondents who are aware of Cappadocia's WHS status (3.99) and residents who are not (3.52).

Table 27. Univariate Analyses between TP and Grouping Variables Relating TP, CP

Groups	n	Mean	<i>t</i> / <i>F</i>	Sig. (2-tailed)
Income from tourism (N = 178)	Yes (50)	3.99	1.287	.200
	No (128)	3.81		
Interaction with tourists (N = 178)	No interaction (45)	3.55	5.673	.004*
	Interaction in one (78)	3.87		
	Interaction in both (55)	4.09		
Heritage awareness (N = 178)	Yes (129)	3.99	3.500	.001*
	No (49)	3.52		
Attachment (N = 178)	Born raised (99)	3.91	.933	.352
	Migrated (79)	3.79		

\* Significant at the 0.05 level

### 5.5.3 Differences in CP

Differences in residents' perception of conservation are analyzed using one-way ANOVA and independent samples *t*-test. While demographic factors are found to be not connected to CP (see Table 28), awareness of Cappadocia's WHS status is a differentiating factor for residents' evaluation of the impacts exerted through conservation (see Table 29).

Table 28. Univariate Analyses between CP and Demographics

Demographics	n	Mean	<i>t</i> / <i>F</i>	Sig. (2-tailed)
Income (N = 161)	0-3000 (76)	3.58	.5456	.635
	3001-7500 (55)	3.45		
	7501+ (30)	3.54		
Age (N = 178)	18-30 (79)	3.46	.577	.563
	31-50 (60)	3.59		
	51+ (39)	3.60		
Gender (N = 178)	Female (87)	3.56	.398	.691
	Male (91)	3.51		
Education (N = 178)	Middle- high (92)	3.47	1.370	.257
	Vocational (30)	3.48		
	Uni +Master+ (56)	3.68		
Marital status (N = 178)	Single/Divorced (91)	3.51	-.490	.625
	Married (87)	3.56		

Table 29. Univariate analyses between CP and Grouping Variables Relating TP, CP

Groups	n	Mean	<i>t</i> / <i>F</i>	Sig. (2-tailed)
Income from tourism (N = 178)	Yes (50)	3.59	.589	.557
	No (128)	3.51		
Interaction with tourists (N = 178)	No interaction (45)	3.45	.822	.441
	Interaction in one (78)	3.51		
	Interaction in both (55)	3.64		
Heritage awareness (N = 178)	Yes (129)	3.72	5.573	.000*
	No (49)	3.04		
Attachment (N = 178)	Born raised (99)	3.52	-.314	.754
	Migrated (79)	3.56		

\* Significant at the 0.05 level

#### 5.5.4 Relation between HI, TP and CP

When one focuses on the correlations of HI with TP and CP, Pearson coefficients calculated for both of these bivariate correlation (see Table 30) indicate that there is a weak but statistically significant correlation both between HI and TP, and between HI and CP (0.252 and 0.319, respectively). This implies that these variables covary.

Table 30. Pearson Correlations between TP, CP and HI

	HI	
	Pearson Correlation (r)	Sig. (2-tailed)
TP	.252**	0.001
CP	.319**	0.000

\*\* Significant at the 0.01 level

#### 5.6 Multivariate analysis on the relations between HI, TP, and CP

The relationship between residents' happiness and their perceptions of tourism and conservation is analyzed using multiple linear regression, in which HI is the dependent variable whereas TP and CP represent independent variables.

Using the enter method, the regression model was found to be statistically significant ( $F = 12.089$ ;  $p < 0.001$ ). There is no multicollinearity in line with the VIF values (both 1.172) of the regression results, which suggests that TP and CP explain

12.1% of the variance in HI (R-square: 0.121). Table 31 displays the standardized regression coefficients (Beta), *t*-value and significance.

Table 31. Regression Model between HI, TP and CP

Model	Beta	<i>t</i> -value	<i>p</i>
Happiness Index	-	12.510	0.000
Tourism Perception	0.152	1.976	0.049
Conservation Perception	0.261	3.403	0.001

The findings of this research indicate that both TP and CP exert a significant influence on HI in a positive direction, i.e., and increase in CP or TP is associated with an increase in HI. It should be noted, however, that the influence of CP (0.261) is higher than that of TP (0.152).

Subsequently, another multiple linear regression using the enter method is performed with the grouping variables to predict residents' happiness. Linear regression analysis was used with HI as a dependent variable with TP, CP, economic dependency on tourism, heritage awareness, community attachment, and interaction with tourists as independent variables. This regression model had a higher R-square value (0.174) when compared to the previous one. This indicates that 17.4% of the variance of HI is predicted by TP, CP and grouping variables. Similar to the initial regression model, there is not a multicollinearity between the variables (VIF values between 1.028 and 1.537) and the regression model is statistically significant for  $p < 0.001$  ( $F = 5.115$ ).

As can be seen on Table 32, TP, CH, and economic dependency on tourism are significantly related to HI. While economic dependency exerts a negative influence on HI, there is a positive impact of TP and CP on HI in this regression model as well. In other words, realization of financial dependency on tourism appears to decrease the overall happiness of the residents.

Table 32. Regression Model between HI, TP, CP and Grouping Variables

Model	Beta	<i>t</i> -value	<i>p</i>
Happiness Index	-	12.064	0.000
Tourism Perception	0.173	2.217	0.028
Conservation Perception	0.306	3.809	0.000
Economically dependent	-0.212	-2.552	0.012
Aware of heritage	-0.147	-1.803	0.073
Born and raised	-0.050	-0.713	0.477
Interacts in both	0.138	1.593	0.113
No interaction	0.015	0.192	0.848

## CHAPTER 6

### DISCUSSION AND CONCLUSION

In line with this research's aim, to investigate the interrelations between subjective well-being and the residents' perceptions of tourism and conservation in Cappadocia WHS, the findings of this study demonstrates that both of latter factors exert a positive influence on community well-being.

The general pattern of the results is aligned with the previous literature conducted using subjective indicators as primary areas of inquiry. The findings of this research is also aligned with previous scholarship indicating that tourism has an influence on QOL scores (Yu et al., 2011) and positive perceptions of tourism activity leads to higher satisfaction with life (Uysal et al., 2016). Not only did Kim et al. (2013) conclude that perceived tourism impacts influence the overall well-being of the residents, but also, the findings of Cecil et al. (2010) suggest that cultural tourism positively affects QOL. Furthermore, perceptions of tourism development and life satisfaction are bilaterally connected factors (Woo et al., 2018), i.e., they exert influence on one another. Results and related literature imply that tourism and community well-being are interrelated, consequently, well-being can be used as a tool for tourism policy making. From a sustainable tourism development perspective, residents constitute the most important stakeholder group and their support is essential for a healthy tourism development (Yu et al., 2011). Residents' well-being must be a primary concern for tourism policy makers since they are the first ones who perceive the changes, both positively and negatively.

The results of this research indicate that perception of conservation exerts a stronger influence on well-being when compared to perceptions of tourism. Multiple

superimposed statuses and legal frameworks in Cappadocia culminate into a conflict of interest between different governmental bodies, which renders clearly identifiable limitations unsuitable for examination. Private ownership also may pose a problem for all stakeholders and concerns residents more than tourism development (De Jong & Rowlands, 2016; Garcia-Frapolli et al., 2009). A top-down approach may prove to be detrimental for residents, especially if these initiatives concern the houses they live in, or the vineyards and the orchards their livelihoods depend on. As long as their livelihoods and properties are secured and sustained, they will be more inclined to support such frameworks or policies (Jim & Xu 2002; Anthony, 2007). These can be a possible explanation for why conservation affects well-being more than the potential impacts of tourism. Previous studies concluded that participation of local people is essential for the sustainable use of PAs and suggest that local residents are more likely to cooperate on conservation policies if their opinions are included in the decision-making processes, which is also regarded by the UNESCO as a vital component of WHS status, for it is difficult to implement conservation policies without residents' support (Mascia 2003, Stronza, 2007; Nicholas et al., 2009). In other words, if residents understand the importance of the heritage assets they host and have the right to speak about it, they will be more prone to be in compliance (Andrade & Rhodes, 2012).

As for the grouping variables, solely the factor of economic dependency on tourism has a significant impact on HI. However, the findings of the study do not support the previous research. As opposed to previous literature (Lankford & Howard, 1994; Andereck et al., 2005) economic dependency is in negative direction with well-being in Cappadocia, in which residents who are financially dependent on tourism are less happy. More specifically, this finding is at odds with Andereck and

Nyaupane (2011) who argue that personal benefits from tourism (i.e., income and employment) affect QOL and Woo et al. (2018) who report that residents affiliated with the tourism through employment have more positive perceptions of tourism, both of which conclude that positive perceptions of tourism affect life satisfaction. It also fails to explain the principles of social exchange theory (Andereck et al., 2005; Emerson, 1976). This contradiction may be attributed to the nature of tourism industry and the level of development in Cappadocia. Heavy work load in tourism industry has the potential to negatively affect other aspects of life. Seasonality, lack of qualified workers and workers who came from other cities might have an effect on employment rate, lower salary and wage gap, therefore resulting in lower life satisfaction for the workers. It seems that tourism perception stands between the economic dependency on tourism and subjective well-being variables. For this outcome, mismanagement in the tourism industry and policies can also be an explanation.

An interesting result of this research is that heritage awareness has a negative correlation with subjective well-being, albeit not being significant, although heritage awareness displays a significant positive influence on perceptions of both tourism and conservation. Residents who are aware of WHS characteristic of Cappadocia have higher perceptions with regard to tourism and conservation, yet it has a negative relation with their subjective well-being.

Similarly, community attachment has a negative relation with subjective well-being, yet slightly not significant. It also is not significant for tourism and conservation perceptions. Previous studies suggested that length of residence and community attachment are considered as strong predictors of negative perceptions of tourism (Allen et al 1988; Brougham & Butler 1981), yet literature shows mixed

results (Gursoy et al., 2002; Lankford & Howard 1994; McCool & Martin 1994; Vareiro et al., 2013). A possible explanation to this in Cappadocia may be the level of development. Cappadocia is a developed destination and long term residents may be familiar with the tourism activity. Also majority of the respondents were young so they may not fully aware of the negative effects and changes. As can be seen on the results of tourism perception, willingness to accept more tourist item has the highest mean value while agreement on the effects of tourism on quality of life and conservation are relatively lower.

Interaction with tourists has statistically non-significant relation with subjective well-being. However, residents who have more interaction with tourist have higher tourism perceptions. Lankford and Howard (1994) found no significant relation between perceptions and level of contact with tourists and Andereck et al. (2005) argue that this may depend on the interaction type. Another possible explanation for that is the scale may fail to accurately measure the interaction levels and types; a more detailed scale to measure interaction would be more useful.

Comparison of the overall subjective well-being with demographic indicators indicates that there is a significant difference between age groups and marital status while gender, education and income groups are not differ significantly. Also grouping variables show no significance with regard to subjective well-being.

Prior studies that have noted the happiness and age were resembled to U shape; as younger and older people are happier (Blanchflower & Oswald, 2008). On the contrary, this study show that younger respondents are the least happy and older respondents are the happiest, which is also contradicts with the trajectory of Turkey as a nation. According to TurkStat's Life Satisfaction survey in 2018, Turkey exhibits a U shape happiness pattern in general.

As opposed to the confusing suggestions one faces when investigating the impact of age, the results of this research is aligned with previous research in terms of residents' SWB levels with regard to their marital status. According to the performed t-tests, married respondents are happier than the single respondents (Stutzer & Frey, 2006; Helliwell, 2003). TurkStat's 2018 survey indicates that the results of this study are in line with Turkey in general. In Cappadocia, effects of the level of education on SWB are also in line with the Turkey; residents who have low and high levels of education are happier.

Results also show that, perceptions of tourism and conservation are not affected by demographic factors. While the level of education is heralded as an important step towards appreciation of conservation, in Cappadocia, education level virtually has no impact on perceptions.

It is expected that money and health are important for life satisfaction. Diener (2009) concludes that higher income is positively related to many life aspects such as health, crime rates, length of life etc. It is also asked to the respondents in the survey as "what makes you happy in one word"; health and money came second and third after family. These results are also similar to the TurkStat's survey; first family, second health but money is fifth with a very low percentage (4.2 per cent). According to EFA, financial concerns explain nearly 20 per cent of the variance. For the residents of Cappadocia, it explains by far the most of the variance of the index. Having much stress about finance may be explained by general economic situation in Turkey and in fact in the world. However, contrary to expectations, health is only the fourteenth factor explaining the two per cent of the variance. This result brings criticism on the health domain and items. According to Diener & Seligman (2004), relation between well-being and health is influenced by many different variables and

not completely understood. Either this or index' inability to measure health aspect of life satisfaction may be a possible explanation for this outcome.

Of all the happiness index domains, psychological well-being has the highest mean value and community has the lowest. Psychological well-being domain has the items regarding self-assessment and it shows that respondents are prone to assess themselves positively. Community domain has items about donation and volunteering which resulted in very low means and reduced the overall domain mean. According to the results and observations in the field, donation and volunteering are not common for respondents. Especially volunteering has not had a cultural representation in the community. Of these items deleted, mean value has risen.

Political confidence is considered as an important aspect of QOL and is included in a number of other SWB (e.g., OECD How's Life?, EU Quality-of-Life Indicators, Bhutan's GNHI, UK National Well-being). In accordance with Helliwell's (2003) argument that people with the highest well-being "are not those who live in the richest countries, but those who live where social and political institutions are effective, where mutual trust is high, and corruption is low" (p. 355) implies political stability to be an important constituent of individual well-being. After the Soviet nations became unstable democracies, their well-being was decreased in comparison with when they have dictatorships (Inglehart & Klingemann, 2000). Relatively low political confidence results negatively affect the happiness scores of the respondents.

Therefore, this study concludes that tourism and conservation perceptions have a positive effect on residents' well-being. This study contributes to the literature by revealing the relationship between resident well-being, tourism and conservation perceptions in Cappadocia WHS. The findings of this study can assist policy makers

in the implementation of tourism development strategies and conservation frameworks based on residents' subjective well-being in Cappadocia.

This research constitutes the first approach to investigating the relationship between subjective well-being, tourism, and conservation in Cappadocia. Happiness index is used as a tool to link the resident well-being to tourism and conservation policies for this study. Happiness index was applied as a full scale in order to ensure international compatibility. Tourism and conservation domains were added for a better comprehension and interpretation. Many items were out of context, some domains were incompatible in terms of the cultural basis. It is disputable that how Happiness index successfully measure SWB in Turkey, especially by using an untested scale which is designed in western context. It is for sure that the localization of the scale is a must; however it requires verification by testing and repetition. Its items and domains can be designed for a more practical application for future use. Context for application may be expanded or modified. With a cultural, context specific scale, happiness can be identified better in specific contexts.

Along with the full scale, all analyses are conducted with the shorter version extracted from EFA and results were parallel. This is an important contribution related to the scale. Shorter version also can be used in the Turkey context and it would provide an opportunity to compare different destinations.

This study and SWB studies in general, can help to effective management of WHSs by providing insight for the authorities concerning the happiness of the residents. It would assist to monitoring the residents' happiness and include them into the management and decision making processes. However, where many governmental bodies are forced to work together, field management directorate can be more effective as an umbrella organization in terms of functionality. Rather than

being a connection between UNESCO and Turkey, field management directorate should be positioned as an advisor to the governmental bodies available in the region. With an effective field management directorate, mismanagement and malfunction can be averted and it would be an advantage for community and institutions.

Heritage concept is a top-down approach in Turkey. In some cases, community and heritage are disconnected from each other. Apart from the economy, both conservation and tourism are negatively affected unless community and heritage are connected. If conservation is recognized as a factor that raises life satisfaction and happiness, if residents' awareness can be raised and the message of why that heritage is a WHS can be conveyed to the community; then local and national government would benefit from the heritage assets in Cappadocia. Conservation and local livelihoods should be synthesized for a maximum benefit for the community. According to results, heritage awareness is significant for perceptions in Cappadocia. Increasing awareness may lead to higher perceptions and eventually life satisfaction. However using the heritage as a source of tourism for Cappadocia in which dominated by larger operators, would not provide major advantages to the community. Taking into consideration the industrial structure of tourism in Cappadocia, local government should work to ensure the diverse economy and not to depend only on tourism.

As an important result, both younger residents and those who earn income from tourism are less happy. There is already a migration problem in the area regarding the young residents and this might be a possible explanation. Younger residents may not find the tourism employment as favorable career plan and want to emigrate. Tourism industry can be integrated with creative fields and generated more business opportunities for younger residents.

Although subjective well-being remains an uninvestigated subject for the WHSs in Turkey, as the results of this study exhibits, tourism and conservation parameters have an effect on individuals. These results should be taken into consideration for future planning and academic studies. In fact, if these two can be combined, minimum harm and maximum benefit can be derived from the policies from a community well-being standpoint. This study offers a construct to evaluate subjective well-being in WHSs. After local adaptation and thematic integration, it can be used as a starting point to assess SWB around the WHSs in Turkey. It can also be used for tourism destinations and urban protected areas, not only in WHSs. Investigations in different destinations are recommended. Future research can be conducted in different locations to identify context-specific elements of residents' happiness and tourism-conservation relationship. Some of the results regarding to demographics are parallel with the Turkey and other similar studies in the world. Results that are contradict or show no significance may be context specific. Further research is required for the comprehension of these results' generalizability.

SWB surveys generally conducted as nationwide and cross-cultural. Studies conducted in specific locations will help to shed light on different cultural patterns. Cappadocia exhibits a traditional and conservative structure. According to further research, cultural discrepancies can be discovered by comparative studies. A qualitative research can help to effective localization and shorten the happiness index. And economic dependency results demonstrate that further research into the components of tourism industry in Cappadocia is a must.

This research is limited by the scale of the investigated area and its focus on a specific area with heritage assets. Focusing on a specific area to gain an insight to subjective well-being of its residents assumes that this area has the power of

representation. Proposed sample represents Cappadocia region's history and cultural significance; however it may not be complete representative of the whole area and its residents. There are also other attributes that are not part of this research but need to be considered such as ethnicity, religion, politics, economy etc. that have a significant impact on resident's subjective well-being. Also it is not clear that how adequately well-being indicators will measure the dimensions. Additionally, time constraint is a limitation for data collection. It may be affected by the political climate since the study has conducted prior to the local elections.

It is essential to underline that conducting similar studies in different times of the year and different parts of the WHS area would help to generalize the results and restructure the survey dimensions for Cappadocia context. To be able to assess the scale's success, it is necessary to do it with a larger sample and repeat. Additionally, survey was too long for a practical application, the shorter version extracted from the EFA can be used. TurkStat's life satisfaction survey also can be used after tourism and conservation domains are added.

APPENDIX A  
HAPPINESS INDEX

Dear Participant,

The Happiness Index aims to measure the happiness levels of the people living in tourism areas. The data you provide will only be processed anonymously and will only be used for scientific purposes and will not be shared with third parties or institutions in any way. There are no right or wrong answers to the questions in the survey, so please select the option that you think best reflects your situation.

Where do you live? (Please indicate county, village, town)

Please imagine a ladder with steps numbered from zero at the bottom to ten at the top. Suppose we say that the top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible. If the top step is 10 and the bottom step is 0, on which step of the ladder do you feel you personally stand at the present time?

0 Worst possible life for you

1    2    3    4    5    6    7    8    9

10 Best possible life for you

Overall, how satisfied are you with your life nowadays?

0 Not at all

1    2    3    4    5    6    7    8    9

10 Completely

Overall, to what extent do you feel the things you do in your life are worthwhile?

0 Not at all

1    2    3    4    5    6    7    8    9

10 Completely

Overall, how happy did you feel yesterday?

0 Not at all

1    2    3    4    5    6    7    8    9

10 Completely

Overall, how anxious did you feel yesterday?

0 Not at all

1    2    3    4    5    6    7    8    9

10 Completely

*To what extent do you agree with the following statements?*

I lead a purposeful and meaningful life..

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

I am engaged and interested in my daily activities..

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

I am optimistic about my future.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

Most days I feel a sense of accomplishment from what I do.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

In general, I feel very positive about myself.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

In general, I would say my health is:

- Poor
  - Fair
  - Good
  - Very good
  - Excellent
-

*Please indicate, how much of the time during the past week*

You had a lot of energy.

- Very rarely or never
  - Rarely
  - Sometimes
  - Often
  - Very often or always
- 

How satisfied were you with your ability to perform your daily living activities?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
- 

How satisfied were you with the quality of your exercise?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
- 

In a typical week, how much of your time are you able to spend doing the kinds of things that you enjoy?

- None of my time
  - Not much of my time
  - Some of my time
  - Most of my time.
  - All of my time
- 

Here are some statements about how things are going in your life. When indicating your agreement with each statement, please think specifically about how things were for you over the past week..

My life has been too rushed.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
-

I have had plenty of spare time.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

How would you describe your feeling of belonging to your local community?

- Very weak
  - Somewhat weak
  - Neither weak nor strong
  - Somewhat strong
  - Very strong
- 

*Please tell us how many of the following people you trust:*

Your neighbors

- Trust none of them
  - Trust a few of them
  - Trust some of them
  - Trust most of them
  - Trust all of them
- 

Businesses in your community

- Trust none of them
  - Trust a few of them
  - Trust some of them
  - Trust most of them
  - Trust all of them
- 

Imagine that you lost a wallet or purse that contained two hundred dollars. Please indicate how likely you think it would be to have all of your money returned to you if it was found by someone who lives close by:

- Not at all likely
  - Somewhat likely
  - Fairly likely
  - Very likely
  - Extremely likely
- 

How satisfied are you with your personal safety in your city or town?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
-

How frequently did you interact with tourists in your neighborhood in the last 12 months?

- Very rarely or never
  - Rarely
  - Sometimes
  - Often
  - Very often or always
- 

*Using the scale below, please indicate how frequently you have done these activities in the past 12 months.*

Volunteered your time to an organization.

- Never
  - Once in the last year
  - At least once every six months,
  - At least once every three months
  - At least once a month
- 

Donated money to a charity.

- Never
  - Once in the last year
  - At least once every six months,
  - At least once every three months
  - At least once a month
- 

How satisfied are you with your personal relationships?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
- 

*To what extent do you agree with the following statement?*

People in my life care about me.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
-

*Please indicate how much of the time during the past week...*

You felt loved.

- Very rarely or never
  - Rarely
  - Sometimes
  - Often
  - Very often or always
- 

You felt lonely.

- Very rarely or never
  - Rarely
  - Sometimes
  - Often
  - Very often or always
- 

*In your neighborhood or community, how satisfied you are with...*

Your access to sports and recreational activities?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
- 

Your access to artistic and cultural activities?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
- 

Your access to activities to develop skills through informal education?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
-

How often do you feel uncomfortable or out of place in your neighborhood because of your ethnicity, culture, race, skin color, language, accent, gender, sexual orientation, or religion?

- Never
  - Rarely
  - Some of the time
  - Most of the time
  - All of the time
- 

How healthy is your physical environment?

- Not at all
  - A little
  - Somewhat
  - Very
  - Extremely
- 

How satisfied are you with the efforts being made to preserve the natural environment in your neighborhood?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
- 

How satisfied are you with the opportunities that you have to enjoy nature?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
- 

How satisfied are you with the air quality in your environment?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
-

*State your level of agreement with the following statements:*

Corruption is widespread throughout the government in my city or town.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

The public officials in my city or town pay attention to what people think.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

*Please indicate how much confidence you have in the following organizations:*

National government

- No confidence
  - Not very much confidence
  - A fair amount of confidence
  - Quite a lot of confidence
  - A great deal of confidence
- 

Local government

- No confidence
  - Not very much confidence
  - A fair amount of confidence
  - Quite a lot of confidence
  - A great deal of confidence
- 

In general, how much stress do you feel about your personal finances?

- Overwhelming stress
  - High stress
  - Moderate stress
  - Low stress
  - No stress at all
-

How frequently do you find yourself just getting by financially and living paycheck to paycheck?

- All the time
  - Most of the time
  - Sometimes
  - Rarely
  - Never
- 

*Please indicate how frequently you have had the following experiences in the past 12 months.*

You ate less because there wasn't enough food or money for food.

- At least once a month
  - 3 At least once every three months
  - 6 At least once every six months
  - Son Once in the last year
  - Never
- 

*To what extent do you agree with the following statement?*

I have enough money to buy things I want.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

Do you gain income from tourism?

- Yes
  - No
- 

*Please answer the following questions about your satisfaction with your current working situation.*

All things considered, how satisfied are you with your current work life? *(If you work or volunteer at more than one job, you should answer about the job you spend the longest time working at.)*

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
-

How satisfied are you with the balance between the time you spend on your job and the time you spend on other aspects of your life?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
- 

How much of the time do you find your current work life interesting?

- Very rarely or never
  - Rarely
  - Sometimes
  - Often
  - Very often or always
- 

*Please state your level of agreement with each of these statements.*

Considering all my efforts and achievements in my job I feel I get paid appropriately.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

The conditions of my job allow me to be about as productive as I could be.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

I am allowed to decide how to go about getting my job done.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
-

How frequently did you interact with tourists as part of your job in the last 12 months?

- Very rarely or never
  - Rarely
  - Sometimes
  - Often
  - Very often or always
- 

How satisfied are you with the number of tourists in your neighborhood?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
- 

More tourists should visit Cappadocia

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

Increasing tourism activity will improve my quality of life.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

Prospects of tourism help conservation and restoration of historic buildings.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

Do you know that Cappadocia and Göreme National Park are inscribed as a WHS?

- Yes
  - No
-

I think that the cultural assets in Cappadocia should be preserved for the benefit of future generations.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

How satisfied are you with the conservation efforts in Cappadocia?

- Very Dissatisfied
  - Not Satisfied
  - Neither satisfied nor dissatisfied
  - Satisfied
  - Very Satisfied
- 

I feel personally responsible for helping the conservation of heritage assets in Cappadocia

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
- 

All things considered, I think conservation efforts in Cappadocia effects my daily life positively.

- Strongly Disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly Agree
-

What is your current age?

Which gender do you identify as?

Where were you born? (Please indicate county, village, town)

For how long have you been residing in your neighborhood?

What ethnicity do you identify as?

What is your current marital status?

Do you have any children under 18?

How many people currently reside in your household, including you?

How spiritual do you consider yourself to be?

- Not at all
- Not very
- Somewhat
- Moderately
- Very

What is the highest level of education that you have completed?

- |  |  |
|--|--|
| <input type="checkbox"/> No diploma        | <input type="checkbox"/> Vocational school |
| <input type="checkbox"/> Elementary school | <input type="checkbox"/> University        |
| <input type="checkbox"/> Junior High       | <input type="checkbox"/> Master's Degree   |
| <input type="checkbox"/> High school       | <input type="checkbox"/> PhD               |

Regarding employment, which of the following options best describe your current work life?

- |  |  |
|--|--|
| <input type="checkbox"/> Full-time employee                    | <input type="checkbox"/> Unemployed looking for work     |
| <input type="checkbox"/> Part-time employee                    | <input type="checkbox"/> Unemployed not looking for work |
| <input type="checkbox"/> Working independently / self-employed | <input type="checkbox"/> Retired                         |
| <input type="checkbox"/> Military                              | <input type="checkbox"/> Student or in training          |
| <input type="checkbox"/> Volunteer                             | <input type="checkbox"/> Unable to work                  |
| <input type="checkbox"/> Homemaker                             | <input type="checkbox"/> Other                           |

What is your total household income per month? TL

In one word, what makes you happy?

## APPENDIX B

### HAPPINESS INDEX (TURKISH)

Değerli Katılımcı,

Mutluluk Endeksi, turizm alanlarında yaşayanların mutluluk seviyelerini ölçmeyi amaçlamaktadır. Vermiş olduğunuz veriler sadece anonim olarak işlenecektir ve sadece bilimsel amaçlarla kullanılacak ve hiç bir şekilde üçüncü kişi ve kurumlarla paylaşılmayacaktır. Anketteki sorularda doğru veya yanlış cevap yoktur, sizin durumunuzu en iyi yansıttığınızı düşündüğünüz seçeneği işaretlemenizi rica ederiz.

Nerede yaşıyorsunuz? (Lütfen ilçe, köy belirtiniz)

Bir merdiven hayal edin, basamakları en altta sıfırdan en tepede on sayısına kadar numaralandırılmış olsun. Merdivenin en altı sizin için en kötü hayatı, en tepesi ise en iyi hayatı temsil ediyor. En üstteki basamak 10 en alttaki basamak 0 ise, şu anda siz merdivenin hangi basamağındasınız?

0 Sizin için en kötü hayat

1 2 3 4 5 6 7 8 9

10 Sizin için en iyi hayat

Bu günlerde hayatınızdan ne kadar memnunsunuz?

0 Hiç memnun değilim

1 2 3 4 5 6 7 8 9

10 Çok memnunum

Yaptığınız şeylerin ne derecede kayda değer olduğunu hissediyorsunuz?

0 Hiç kayda değer değil

1 2 3 4 5 6 7 8 9

10 Çok kayda değer

Dün kendinizi ne kadar mutlu hissediyordunuz?

0 Hiç mutlu değildim

1 2 3 4 5 6 7 8 9

10 Çok mutluydum

Dün kendinizi ne kadar endişeli hissediyordunuz?

0 Hiç endişeli değildim

1 2 3 4 5 6 7 8 9

10 Çok endişeliydim

*Aşağıdaki ifadelere ne ölçüde katılıyorsunuz?*

Hayatımın bir anlamı ve amacı var.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Günelik işlerimle ilgilenirim ve onları önemserim.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Geleceğim konusunda iyimserim

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Çoğu zaman, yaptığım şeyleri başardığımı hissediyorum.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Genel olarak kendimle ilgili olumlu hislerim var.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Genel olarak sağlığım...

- İyi değil
  - Şöyle böyle
  - İyi
  - Çok iyi
  - Mükemmel
-

*Geçen hafta içerisinde;*

Zamanınızın ne kadarında enerji dolu hissettiniz?

- Nadiren veya hiç
  - Nadiren
  - Bazen
  - Sık sık
  - Çoğu zaman veya her zaman
- 

Günlük faaliyetlerinizi gerçekleştirebilme becerinizden ne kadar memnundunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

Yaptığınız spordan ne kadar memnundunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

Normal bir haftada, keyif aldığınız şeyleri yapmak için ne kadar zaman ayırabiliyorsunuz?

- Hiç zaman ayıramıyorum
  - Pek zaman ayıramıyorum
  - Biraz zaman ayırabiliyorum
  - Zamanımın çoğunu ayırabiliyorum.
  - Zamanımın tamamını ayırabiliyorum.
- 

Geçen hafta hayatım çok koşuşturmacalıydı.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Geçen hafta çok fazla boş zamanım oldu.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
-

İçinde bulunduğunuz topluma ait olma hissinizi nasıl tarif edersiniz?

- Çok zayıf
  - Zayıf
  - Ne zayıf ne güçlü
  - Güçlü
  - Oldukça güçlü
- 

Komşularınıza ne kadar güveniyorsunuz?

- Hiçbirine güvenmiyorum
  - Birkaçına güveniyorum
  - Bazılarına güveniyorum
  - Çoğuna güveniyorum
  - Hepsine güveniyorum
- 

Mahalle esnafına ne kadar güveniyorsunuz?

- Hiçbirine güvenmiyorum
  - Birkaçına güveniyorum
  - Bazılarına güveniyorum
  - Çoğuna güveniyorum
  - Hepsine güveniyorum
- 

İçinde 300 lira olan cüzdanınızı kaybettiğinizi varsayın. Yakınlarda yaşayan birisi tarafından bulunursa içindeki tüm paranızla beraber size iade edilme olasılığı nedir?

- Hiç olası değil
  - Az ihtimalle
  - Oldukça olası
  - Kuvvetle muhtemel
  - Çok yüksek ihtimalle
- 

Şehrinizde ya da kasabanızda kişisel güvenliğinizden ne kadar memnunsunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

Yaşadığınız mahallede hangi sıklıkla turistlerle görüşüyorsunuz?

- Nadiren veya hiç
  - Nadiren
  - Bazen
  - Sık sık
  - Çoğu zaman veya her zaman
-

*Geçtiğimiz 12 ay içerisinde ne sıklıkla;*

Gönüllü olarak bir kuruluştta çalıştınız.

- Hiç
  - Son bir yıl içinde bir kere
  - 6 ay içinde en az bir kere
  - 3 ay içinde en az bir kere
  - Ayda en az bir kere
- 

Bir hayır kurumuna para bağışladınız.

- Hiç
  - Son bir yıl içinde bir kere
  - 6 ay içinde en az bir kere
  - 3 ay içinde en az bir kere
  - Ayda en az bir kere
- 

Kişisel ilişkilerinizden ne kadar memnunsunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

*Aşağıdaki cümleye ne ölçüde katılıyorsunuz?*

Hayatımdaki insanlar beni önemserler.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

*Geçen hafta boyunca ne kadar zaman;*

Sevildiğinizi hissettiniz?

- Nadiren veya hiç
  - Nadiren
  - Bazen
  - Sık sık
  - Çoğu zaman veya her zaman
- 

Yalnız hissettiniz?

- Nadiren veya hiç
  - Nadiren
  - Bazen
  - Sık sık
  - Çoğu zaman veya her zaman
-

*Yaşadığınız yerde;*

Spor ve eğlence etkinliklerine erişim olanağınızdan ne kadar memnunsunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

Sanat ve kültürel etkinliklere erişim olanağınızdan ne kadar memnunsunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

Eğitim programları aracılığıyla kendinizi geliştirebileceğiniz etkinliklere erişim olanağınızdan ne kadar memnunsunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

Kendinizi etnik kökeniniz, kültürünüz, ırkınız, ten renginiz, diliniz, aksanız, cinsiyetiniz, cinsel eğiliminiz veya dininiz nedeni ile ne sıklıkla yaşadığınız yerde rahatsız veya dışlanmış hissedersiniz?

- Asla
  - Nadiren
  - Bazen
  - Çoğu zaman
  - Her zaman
- 

Yaşadığımız çevre ne kadar sağlıklı?

- Hiç değil
  - Az biraz
  - Bir miktar
  - Oldukça
  - Çok sağlıklı
-

*Yaşadığınız yerdeki;*

Doğal çevreyi korumak için yapılan faaliyetlerden ne kadar memnunsunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

Doğanın keyfini çıkarma fırsatlarınızdan ne kadar memnunsunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

Hava kalitesinden ne kadar memnunsunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

*Aşağıdaki cümlelere ne kadar katılıyorsunuz*

Yolsuzluk ve rüşvet, yaşadığım yerdeki yönetimde yaygındır

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Yaşadığım yerdeki kamu görevlileri insanların düşüncelerine önem verir.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Ulusal hükümete ne kadar güveniyorsunuz?

- Hiç güvenmiyorum
  - Çok az güveniyorum
  - Biraz güveniyorum
  - Epey güveniyorum
  - Tamamen güveniyorum
-

Yerel yönetime ne kadar güveniyorsunuz?

- Hiç güvenmiyorum
  - Çok az güveniyorum
  - Biraz güveniyorum
  - Epey güveniyorum
  - Tamamen güveniyorum
- 

Genel olarak, para durumunuzla ilgili ne kadar endişelisiniz?

- Aşırı endişeliyim
  - Çok endişeliyim
  - Biraz endişeliyim
  - Az endişeliyim
  - Hiç endişeli değilim
- 

Ne sıklıkla kendinizi parasal olarak ancak günü kurtarır ve maaştan maaşa yaşar halde buluyorsunuz?

- Her zaman
  - Çoğu zaman
  - Bazen
  - Nadiren
  - Asla
- 

Son bir yıl içinde hangi sıklıkla; yeterli yiyeceğiniz olmadığı veya yiyecek alacak paranız olmadığı için az yemek yediniz?

- Ayda en az bir kere
  - 3 ay içinde en az bir kere
  - 6 ay içinde en az bir kere
  - Son bir yıl içinde bir kere
  - Hiç
- 

İstediğim şeyleri almak için yeterli param var.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Turizmden maddi gelir elde ediyor musunuz?

- Evet
  - Hayır
-

Her şeyi dikkate alarak, mevcut iş hayatınızdan ne kadar memnunsunuz?  
(Birden çok işte çalışıyorsanız, en çok zaman harcadığınız işe göre cevap verin.)

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

İşinize ayırdığınız zaman ile hayatınızdaki diğer şeylere ayırdığınız zaman arasındaki dengeden ne kadar memnunsunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

Hangi sıklıkla şu anki iş hayatınızı ilginç buluyorsunuz?

- Çok nadiren veya hiç
  - Nadiren
  - Bazen
  - Sık sık
  - Çoğu zaman veya her zaman
- 

İşimdeki bütün çabalarımı ve başarılarımı düşündüğümde, aldığım ücretin uygun olduğunu düşünüyorum.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

İşimin şartları olabildiğince üretken olmama izin veriyor.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

İşimi nasıl yapacağıma karar verme yetkim var.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
-

İşinizin bir parçası olarak hangi sıklıkla turistlerle görüşmeniz gerekiyor?

- Çok nadiren veya hiç
  - Nadiren
  - Bazen
  - Sık sık
  - Çoğu zaman veya her zaman
- 

Mahallenizi ziyaret eden turistlerin sayısından ne kadar memnunsunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

Daha çok turist Kapadokya'yı ziyaret etmeli.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Kapadokya'da da turizmin artması yaşam kalitemi yükseltecek.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Turizm, tarihi ve kültürel varlıkların korunmasını destekliyor.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Göreme Milli Parkı ve Kapadokya'nın Dünya Kültür Mirası olarak tescillendiğini biliyor musunuz?

- Evet
  - Hayır
-

Kapadokya'da bulunan kültürel varlıkların gelecek nesillerin yararı için korunması gerektiğini düşünüyorum.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Kapadokya'daki tarihi ve kültürel varlıkları koruma faaliyetlerinden ne kadar memnunsunuz?

- Hiç memnun değilim
  - Memnun değilim
  - Ne memnunum ne de değilim
  - Memnunum
  - Çok memnunum
- 

Kapadokya'daki kültür varlıklarını koruma konusunda kendimi kişisel olarak sorumlu hissediyorum.

- Hiç katılmıyorum
  - Katılmıyorum
  - Ne katılıyorum ne katılmıyorum
  - Katılıyorum
  - Kesinlikle katılıyorum
- 

Her şeyi göz önünde bulundurunca, Kapadokya'daki koruma çalışmalarının günlük hayatımı olumlu etkilediğini düşünüyorum.

- Hiç katılmıyorum
- Katılmıyorum
- Ne katılıyorum ne katılmıyorum
- Katılıyorum
- Kesinlikle katılıyorum

Şu anda kaç yaşındasınız ?

Cinsiyetiniz

Doğum yeriniz (Lütfen ilçe,köy belirtiniz)

Kaç yıldır şu anda ikamet ettiğiniz yerde yaşıyorsunuz?

Etnik kökeniniz?

Medeniz durumunuz?

18 yaşından küçük çocuğunuz var mı?

Kendinizi de sayarsanız evinizde kaç kişi yaşıyor?

Maneviyatınızın ne kadar kuvvetli olduğunu düşünüyorsunuz?

- Hiç kuvvetli değil
- Pek kuvvetli değil
- Kuvvetli sayılır
- Kuvvetli
- Çok kuvvetli

Tamamladığınız en yüksek eğitim seviyesi nedir?

- Diploimam yok
- İlkokul mezunu
- Ortaokul mezunu
- Lise mezunu
- Yüksekokul mezunu
- Üniversite mezunu
- Yüksek lisans mezunu
- Doktora mezunu

Şu anki çalışma durumunuz?

- Tam zamanlı
- Yarı zamanlı
- Serbest meslek
- Asker
- Gönüllü
- Ev hanımı
- İşsiz/iş arıyor
- İşsiz/ iş aramıyor
- Emekli
- Öğrenci/ eğitim alıyor
- Çalışamayacak durumda
- Diğer

Aylık hane halkı geliriniz? TL

Tek kelimeyle sizi ne mutlu eder?

APPENDIX C

EXPLORATORY FACTOR ANALYSIS

Factors and Items	Loading	Mean	Variance	Alpha
<b>Factor 1. Standard of living</b>		3.32	19.75%	0.844
How frequently do you get by financially and living paycheck to paycheck?	0.840	3.26		
How much stress do you feel about your personal finances?	0.814	3.41		
I have enough money to buy things I want.	0.728	3.93		
You ate less because there wasn't enough food or money for food.	0.725	3.56		
Considering all my efforts and achievements in my job I feel I get paid appropriately.	0.594	2.72		
The conditions of my job allow me to be about as productive as I could be.	0.520	3.07		
<b>Factor 2. Learning, arts and culture</b>		3.23	8.86%	0.849
Access to activities to develop skills through informal education.	0.864	3.3		
Access to sports and recreational activities.	0.809	3.3		
Access to artistic and cultural activities.	0.755	3.08		
<b>Factor 3. Satisfaction with life</b>		5.96	6.78%	0.793
Cantril's Ladder	0.739	6.62*		
How satisfied are you with your life nowadays?	0.693	6.46*		
How happy did you feel yesterday?	0.678	6.29*		
How much of the time during the past week you felt lonely? **	0.589	3.5		
How anxious did you feel yesterday? **	0.538	6.92*		
<b>Factor 4. Governance</b>		2.6	5.77%	0.879
Confidence in national government	0.824	2.64		
Confidence in local government	0.794	2.57		
<b>Factor 5. Community</b>		2.91	4.71%	0.767
How likely it would be to return a lost wallet with \$200 in if it was found by someone who lives close by?	0.825	2.44		
How many of businesses in your community you trust	0.734	2.83		
How many of your neighbors you trust	0.588	2.9		
How satisfied are you with your personal safety in your city or town?	0.514	3.46		

Factors and Items	Loading	Mean	Variance	Alpha
Factor 6. Time balance		2.75	4.06%	0.753
I have had plenty of spare time	0.831	2.55		
My life has been too rushed. **	0.683	2.73		
How much of your time do you spend doing the things that you enjoy?	0.671	2.96		
Factor 7. Work		3.59	3.65%	0.52
How much of the time do you find your current work life interesting?	0.773	2.86		
I am engaged and interested in my daily activities.	0.519	4.18		
I am allowed to decide how to go about getting my job done.	0.507	3.71		
Factor 8. Social support		4.00	3.5%	0.724
How much of the time during the past week you felt loved?	0.781	3.68		
People in my life care about me.	0.726	4.15		
How satisfied are you with your personal relationships?	0.502	4.14		
Factor 9. Psychological well-being		4.07	2.98%	0.721
Most days I feel a sense of accomplishment from what I do.	0.709	3.99		
In general, I feel very positive about myself.	0.683	4.15		
Factor 10. Local governance		2.88	2.64%	0.677
Corruption is widespread throughout the government in my city or town. **	0.755	3.01		
The public officials in my city or town pay attention to what people think	0.649	2.75		
Factor 11. Health		3.33	2.47%	0.6
I would say my health is ...	0.792	3.55		
How much of the time during the past week you had a lot of energy?	0.579	3.11		
Factor 12. Donation			2.37%	
Donated money to a charity	0.787	1.84		
Factor 13. Air quality			2.25%	
How satisfied are you with the air quality in your environment?	0.756	3.94		
Factor 14. Worthwhile			2.05%	
Overall, to what extent do you feel the things you do in your life are worthwhile?	0.788	6.87*		

\* Items measured on an 11-point scale

\*\*Reverse coded items

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