

**SUSTAINABLE TOURISM FROM THE PERSPECTIVE
OF LOCAL RESIDENTS: THE CASE OF BÜYÜKADA**

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OF LOCAL RESIDENTS: THE CASE OF BÜYÜKADA**

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**by
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DECLARATION OF ORIGINALITY

I, Burcu Görek, certify that

- I am the sole author of this thesis and that I have fully acknowledged and documented in my thesis all sources of ideas and words, including digital resources, which have been produced or published by another person or institution;
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ABSTRACT

Sustainable Tourism From the Perspective of Local Residents:

The Case of Büyükada

This paper aims to understand Büyükada residents' approaches and ideas dealing with sustainable tourism on the island. Residents have been divided into three categories: Residents who work in tourism related jobs, residents who work in jobs unrelated to tourism or have been retired and lastly, the authorities. In order to understand their attitudes towards economic, socio-cultural and environmental dimensions of sustainable tourism, a qualitative study has been conducted by employing face-to-face interview method. A total of 23 residents who have been living on the island for at least three years were interviewed. These interviews were analyzed by using content analysis and the results were evaluated by considering the following variables: demographic characteristics, attitudes, values, beliefs, government plans and actions. Considering the results of this study, it can be said that different variables carry different approaches towards sustainability, residents who work in tourism related jobs mostly have concerns about economic sustainability, residents who work in jobs unrelated to tourism or have been retired mostly care about environmental and socio-cultural sustainability and authorities, while having an idea of sustainability like all other residents, lack a definitive approach, therefore are mostly ineffective. Meanwhile, those residents with a higher level of education, who are relatively more affluent and concerned about the future of the Island, have council to tackle the problems and made some successful attempts towards a more sustainable approach.

ÖZET

Büyükada'daki Yerleşik Halkın Bakış Açısından Sürdürülebilir Turizm

Bu çalışma Büyükada'da yaşayan yerel halkın, ki bunlar turizm veya turizmle ilgili çalışanlar, turizmle ilgili işlerde çalışmayanlar veya emekliler ve otoriteler olarak üçe ayrılmıştır, adadaki sürdürülebilir turizme karşı yaklaşımlarını ve fikirlerini anlamak amacıyla sürdürülebilirliğin hem çevresel, hem sosyo kültürel hem de ekonomik boyutlarına karşı tutumlarını anlamak amacıyla oluşturulan nitel bir çalışma ile yüz yüze görüşme metodundan yararlanılarak yapılmıştır. Bu çalışma için adada üç yıldan fazla süredir yaşayan sakinler seçilmiş ve 23 kişiyle görüşülmüştür. Bu görüşmeler içerik analizi ile değerlendirilmiş ve sonuçlar adada yaşayan kişilerin değişkenlerine göre ki bunlar demografik özellikler, tutum, değerler, inançlar ve bununla birlikte yönetsel planlar ve hareketler olarak belirlenen değişkenler göz önüne alınarak değerlendirilmiştir. Bu çalışmanın sonunda görüşülen ada sakinlerinin farklı değişkenlerinin farklı sürdürülebilirlik yaklaşımı taşıdığı, turizm ve turizm ile ilgili işlerde çalışan ada yaşayanlarının daha çok ekonomik sürdürülebilirlik ile ilgili endişelerinin olduğu, turizm ile ilgili çalışmayan veya emekli olan kişilerin daha çok çevresel ve sosyokültürel sürdürülebilirliğe önem verdiği ve otoritenin de diğer tüm görüşülen ada sakinleri gibi sürdürülebilirlik ile ilgili bir fikrinin olduğu ama bununla ilgili kesin bir yaklaşımda bulunmayıp etkisiz eleman rolünü oynadığı söylenebilir. Öte yandan kendi içlerinde bir grup oluşturmuş adanın geleceği ve bugünü için endişe duyan maddi bir beklentisi olmayan, eğitilmiş ada sakinleri, gönüllük esasıyla adadaki sorunları çözmeye çalışan bir konsey kurmuş ve adanın sürdürülebilir turizm yaklaşımı ile yönetilmesi için bir takım girişimlerde bulunmuşlardır.

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CHAPTER 1

INTRODUCTION

1.1 Research background

To maintain tourism in the destinations sustainable tourism approach is highly important. Economic, social and environmental dimensions need to be considered in the region for sustainable tourism. Furthermore, stakeholders have fundamental role for sustainable tourism development. The main participants are industry, residents, special interest groups representing the environment and community, and also tourists may help the realization of needs and expectations of sustainability goals.

As participants determine the destination's tourism, this study focuses on residents as a vital tourism participant in Büyükada. It is well-known tourism destination in Istanbul, mainly thanks to its natural, historical beauty. But beyond that it has its own sense of "island culture" which is created by residents of the island. Since the *Adalı* (One who is from the Island) identity is so important for its residents, tourists also wish to experience this phenomenon on some level.

However, residents are one of the most vulnerable groups of participants in the tourism destinations. Most of the time they are more positive to tourism activities if they have benefited from it (Brida, Osti, and Faccioli, 2011). Residents may not recognize the short and long term benefits of sustainable policies, because of that; they may seem inclined to ignore the sustainable policies unwittingly.

Explaining the necessary policies and actions to the residents may cause some problems at the initiation stage. Therefore, touristic policies should be pursued in order to preserve of cultural, natural and social resources that make activity possible and their capacity to satisfy the needs of residents and tourists both in short and long term (ICOM and WFFM/FMAM, 2007, Liu, 2003 and Sharpley, 2000). Like all destinations, Büyükada has its own needs, and more research on the subject is needed. Because of the importance of understanding residents' attitudes toward sustainable tourism this paper identifies the factors and variables affecting the attitudes of residents towards sustainable tourism on the Island.

1.2 Aims and objectives

Stakeholders are fundamental elements of sustainable tourism development. To achieve any form of proper sustainable tourism requires stakeholder participation and involvement since they will directly benefit from sustainability or suffer the consequences of its absence. This study aims to understand the stakeholder views of sustainable tourism at a particular tourism destination, namely Büyükada. This particular place was chosen because it is a tourism destination rich in natural and cultural heritage and resources attracting the inhabitants and both international and local tourist from İstanbul, being very close to the city. The study seeks to investigate the residents' awareness about sustainability, its perceived benefits, the costs of lack of sustainability and the particular constraints in the way of reaching this aim.

CHAPTER 2

LITERATURE REVIEW

There is a broad literature about residents' perceptions about sustainable tourism in particular areas. In the case of Büyükada, the number of research papers has been low but local NGOs took initiation and organized several events, which led to positive changes. But the efforts towards sustainable tourism are still at their infancy and the research on the residents' perception on sustainable tourism even though residents being one of the most valuable assets of the island has been lacking.

Sustainability has become an important topic and concept in relation to tourism planning and development especially after as a result of discussions from the report *Our Common Future*, also known as the Brundtland Report, in 1987. Although sustainability supposes to address with environmental, social and economic aspects equally, it is usually talked about environmental matters. Since environmental impacts of tourism obviously visible with rapid growing tourism and it need to grow by political support for its protection, environmental dimension of sustainability is more evident.

World Tourism Organization (UNWTO; 1993) defines sustainable tourism as the tourist activity that focuses on resource management in such a way that all economic, social and aesthetic necessities are satisfied, at the same time as respecting cultural integrity, essential ecological processes, biological diversity and the life-support system.

Bramwell (1993) notes seven dimensions of sustainability, which are environmental, cultural, political, economic, social, managerial and governmental

ones. He also explains; sustainable tourism the emphasis is on the maintenance of tourism, which is developed and maintained in an area. He argues that not only mass tourism is not sustainable since that does not have an impact upon the location but also many small scale tourist operations call themselves sustainable because they have eco tourists yet they have no positive influence of the location rather they are harmful and unsustainable as large operations.

At this point, as Macnaghten and Ury (1998) demonstrates sustainable tourism needs to increase the attention of all tourism industry owners and managers, environmentalists, host communities, developers, politicians and academics. It also creates the dialogue between individuals with different perspectives about tourism and its economic, social and environmental dimensions (Wall, 1997).

The economic, environmental and socio-cultural problems connected with the tourism industry have been more noticed by the society. Although, especially environmental impacts of sustainable tourism policies have been limited (Hall, 2011b), the burgeoning issues surrounding tourism's role in global warming and climate change have given new urgency to the sustainable tourism dialogue (Scott, 2011).

2.1 Sustainable development

Sustainable development has wide definition yet basically it aims to improve the residents' quality of life and provide high quality experience for visitors while optimizing local economic benefit and protecting the natural and built environment, and also creates long term economic benefits to the local community and industries. Minimizing the negative effect of tourism on the natural environment and improving the socio-cultural well being of the destination communities is stressed in Fennell,

Herremans and Welsh study (1999).

Each study has their own perceptions of sustainable development. As Butler (Sustainable tourism: a state of the art review, 1999, p8) stated “Geographers have long been interested in the relationships between tourism and the environment. Because many of the principles of sustainable development are in line with many of the basic principles of sensible resources and environment management,” geographers have concern about the maintenance of the environment. All single parties may consider different dimensions of sustainable development, while some non governmental organizations care about the social impacts of sustainable tourism, profit oriented organizations may care about economic benefits of sustainable development. However, sustainable development issue needs to be understood clearly and should be measurable, in order to eliminate misunderstandings.

In order to ensure sustainable development, Local Agenda 21 was prepared in 1998 by United Nations Environment Programme. In this agenda there are some issues relating to the Economic, social, and environmental impact of tourism in the long and short term addressed. In this agenda, tourism is placed as a concept of sustainable development and environmental management of the community. It emphasizes the giving legitimacy to stakeholders in tourism and representatives of the local community. Raising the profile of tourism and the tourism strategy within the community, strengthening the position of the authority as an organization with national and international support, and attracting the attention of visitors and tour operators to visit or work with sustainable destinations, were emphasized.

There is another important approach for sustainable tourism development belonging to the World Tourism Organization. According to the WTO (2001), “Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future.” The development of sustainable tourism meets some requirements which are related to preserving the area for future and today’s society, reducing ecological or socio-cultural problems by planning and management of tourist development, protecting the environment, enhancing the tourist satisfaction, and benefiting all members of society (WTO, Guide for Local Authorities on Sustainable Tourism Development, 1999).

The definition of World Tourism Organization (WTO) to sustainable tourism is; *“Sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems (p 21, 1998).”*

In this definition there are two identified stakeholder groups: National and international tourists and the host community. Furthermore; in the definition of World Commission on Environment and Development (WCED) in Our Common Future (Brundtland Commission, 1987), sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (p.43). In the definition of WCED’s sustainable tourism, two stakeholder groups identified, which are the present users and future users of a resource. When both WTO’s and WCED’s definition of sustainable development combine, it occurs four distinct stakeholder groups, which are the

present tourist, the present host community, the future tourist and the future host community. These groups give us scope of stakeholders in tourism.

In general World Commission on Environment & Development (1987) also gives importance to meeting the basic needs of society and extending opportunity for higher quality of life. To achieve this goal, there should be social structure that reduces the conflicts between society and business circles. Also, the economic system needs to profit and innovate. Last but not the least, the environment must be protected. As being not a static process, sustainable development needs to include a search for new answers. It needs to be flexible and adaptable (Byrd 2007).

Oyola (2012) highlights that sustainable development is related to carrying capacity and control over mass or conventional tourism. However, both researchers and policy makers have not used these issues as a part of sustainable development. In the study of Oyola, Blancas, Gonzalez and Caballero (2012), some problems about the definition of sustainability were stated. Needless to say, the use of the term sustainable is meaningless without indicators.

In order to reach the goal of sustainability, it is essential to develop indicators along which commitment will be monitored. Mass tourism also creates problems in short and long term and it is not easily replaced by alternative tourism in short term. There is rapid growth of alternative tourism in last decades but it is not sufficient enough. For example; some popular destinations like the Pyramids in Egypt, Niagara Falls in North America or the Alps in Europe change their product or enlarge their market but basic attractions stay the same. However; the number of visitors require not only unspoiled environment but also they require established facilities, at this point the dilemma appears. As a result of unconsciously established facilities, the nature affects badly. The destination become less attractive so fewer tourists visit

these places. Craik also (1995) emphasizes that sustainable development must be accepted as having a human component. So it can be said that the rapid development of tourism causes environmental problems, which affected the tourist behavior. Tourists do not choose environmentally damaged places as their tourism destinations (Butler, 1999). This means the very same group of people who created the environmental problems may choose to avoid the destination they turned into an undesirable spot.

Another problem is mass tourism. It continues to expand alongside alternative tourism. Mass tourism does not bring achievable sustainability rather it brings poor planning and rapid unplanned development, which causes the declining attractiveness.

In order to deal with these problems, sustainability might be monitored and measured. Environmental, economic and social auditing achieved. Multi-sectorial approach is essential. Elements and process of sustainability need to be identified and understood. The participation of stakeholders in the process is important. Residents may not recognize the short and long term benefits of sustainable policies, because of that they may subvert or ignore the sustainable policies without knowledge. Explaining the necessary policies and actions to the stakeholders may cause some problems at first.

2.1.1 Sustainable tourism development participants

Sustainability and sustainable tourism development definitions display that there are four distinct groups; the present visitors, future visitors, present host community, and future host community. In the stakeholder theory, the management view supports that all stakeholder groups should be involved in the entire tourism development process.

As will be discussed later on, stakeholders do not need to be involved equally in the decision making process but they need to voice their interests. (Donaldson and Preston 1995). Failure of identification of the single stakeholder interest may cause the failure of the entire process (Clarkson 1995).

The host community includes residents, business owners, and government officials. The future host community includes individuals and groups who will become residents, business owners, or governmental officials in the future. These individuals are accepted the future consumers of the future resources in the community. The present visitors are any individuals or groups that are current tourists in a community. Their visit will infuse the local economy with economic resources. They may use tourism related services, and also resource of the community.

Another group of tourism participant is the future visitors. They are similar to the present visitors. They will consume natural, built, and social resources of the community. These resources are currently there and must be preserved to exist in the future as well.

Planners need to be aware of future visitors' consumption of these resources when the planning process beings (Byrd 2006). Since all these groups are different from each other, their participation of decision-making process will be different. Nevertheless, collaboration, partnerships, and collaborative learning will improve the involvement of all stakeholders in the process.

2.1.2 Stakeholders

Stakeholders definitely have fundamental role for sustainable tourism development. The views of stakeholders including industry, residents, and special interest groups

representing the environment and community, and also tourists may help the realization of needs and expectations of sustainability goals.

In the literature there are different types of stakeholders. Broadly, it may also be diversified as tourists, industry, local community, government, special interest groups and educational institutions. Since each stakeholder is different from each other, their influence may also be different according to tourism supply and demand, regulation, the management of tourism impacts, human resources and research (Waligo, Clarke and Hawkins 2012).

Freeman in his pioneering work on tourism stakeholders (1984) identified a stakeholder as “any group or individual who can affect or is affected by” tourism development in an area. Yet, Donaldson and Preston (1995) state that for a group or individual to be considered as a stakeholder they must have a legitimate interest in the organization. In this line, Donaldson and Preston (1995) developed three aspects of the stakeholder theory; which they claim is all “nested within each other”. First one is the descriptive/empirical aspect, used to describe some characteristics and/or behavior of an organization or development. The second one is the instrumental aspect, which identifies the connections, or lack of connections, between stakeholder management and the achievement of the goals and objectives of the organization or the development. The third one is the normative aspect, which is used to “interpret the function of the corporation, including the identification of moral or philosophical guidelines for the operation and management of the corporation”. The argument follows that since stakeholder involvement begins with identifying the diverse groups of people in the community and discussing with them the vital issues and topics, identifying the interests of stakeholders is essential. Despite the fact all stakeholders do not necessarily engage in the decision-making process equally, all

stakeholder interests need to be identified and failure of identification may cause the collapse of the total process.

While stakeholder identification is important, it is equally important to single out the groups which have a potential to make a significant impact in the handling of the issues and achieving the objectives shared by a large part of the community members. Mitchell et al. proposed the concept of “stakeholder salience” in their 1997 article titled 'Who and What Really Counts'. They argue, stakeholder salience rests upon three main dimensions-namely legitimacy, power, and urgency, some of which have not been touched upon by the earlier classifications. Mitchell et al. (1997, p.864) noted that all definitions ignore urgency, the degree to which stakeholder claims call for immediate attention. Urgency is defined (Mitchell et. al, 1997, p.867) as 'the degree to which stakeholder claims call for immediate attention'. The ‘degree’ depends not just on time-sensitivity, but also on how ‘critical’ the relationship is with stakeholder or the importance of their claim. The definition of legitimacy is taken from Suchman (1995,) who defines legitimacy as 'a generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs, and definitions'. The authors take the view of Etzioni (1988, p.59) to define power as the extent to which a party has or can gain access to coercive (physical means), utilitarian (material means) or normative (prestige, esteem and social) means to impose their will. Thus the main argument of the Theory of Stakeholder Salience is that the more of the defined attributes stakeholder is perceived to have, the higher their salience will be. The greatest priority will be given to stakeholders who have power, legitimacy and urgency.

In this context, community-based organizations are an important stakeholder

group which part of providing services at the local level. They work in a variety of different fields and their efficiency can be greatly improved by competent management of the organization. Community-based organizations are an organization that provides social services at the local level. They depend heavily on voluntary contributions for labor, material and financial support since they are non-profit organizations (M.C Salles & Y. Geyer, 2006).

2.1.3 Stakeholder participation and involvement

After a Freeman's Strategic Management: A Stakeholder Approach study in 1984, stakeholder participation became prominent. It may implement in different forms, both informal and formal. These forms include public hearings, advisory committees, surveys, focus groups, public deliberation, citizen review panels, collaboration, civic review boards, work groups, implementation studies and written comments (Beierle 1998; Carter & Darlow 1997; Fiorino 1990; Nanz & Steffek 2004).

In order to understand of participation of citizens, Arnstein's typology of citizen study (1970) can be examined. In this typology, there are three categories, which are "Non- participation", "Degrees of Tokenism" and "Degrees of Citizen Power". Non-participation seems to be a form of public participation; planners explain their independent decisions but there are no inputs of stakeholders. In the Degrees of Tokenism type, stakeholder may voice for their interest but they do not have power to influence the decisions.

The third one is Degrees of Citizen Power. It allows stakeholders not only voice their interests but also they have the right to make decisions. Stakeholders have active participants in this type. All these approaches affect the stakeholder empower

of decision-making process. In order to achieve successful stakeholder involvement there needs to be some elements, which are fairness, efficiency, knowledge, wisdom, and stability (Nicodemus 2004; Susskind & Cruikshank 1987).

Decision making process needs to be fair, which means all stakeholder interests were taken into account during the process. Even the process is fair but not efficient, development process will not be successful. If decisions or agreements take too much time or total cost is so high, the entire process will be unsuccessful and unproductive.

Knowledge is also important in the process. Nobody needs to have the same knowledge at the beginning but stakeholders have the same knowledge at the end that decisions can be made. Wisdom is the ability to use information to predict what will happen in the future. Information needs to be viewed objectively and decisions need to be based on this information. It helps to strengthen the future of process. At this point stability is also crucial, since it brings resistance to change, deterioration, or displacement, it increases the trust of the project. Decision or plan needs to be flexible and open to negotiation (Susskind & Cruikshank 1987).

In the stakeholder theory, there is a classical idea of stakeholder management, that the organization considers the interest of the stakeholders and develops policies and practices based on the stakeholders' power and influence. (De Lopez 2001; Hunt & Haider 2001).

However, another idea of stakeholder has emerged in the late 90s, called collaborative thinking (Jamal and Getz 1995; Yuksel, Bramwell and Yuksel 1999). Collaborative thinking is based on normative approach to stakeholder theory. In this view, consideration should be given to each stakeholder group without one being given priority over others (Sautter & Leisen 1999). According to Tosun (2000)

collaboration is a kind of educational and enabling process whereby stakeholders assume responsibility for the development of tourism within their community. The goal of collaboration is to balance the power between all stakeholder groups.

In order to maintain community partnership and collaboration stakeholder identification and involvement is the main step (Hardy & Beeton 2001). Although, collaboration can be time consuming and difficult, in the long term it resolves conflicts. It is more politically legitimate and it can be achieved with knowledge and capacities of the stakeholders (Yuksel, Bramwell & Yuksel 1999). Stakeholder participation can be both formally and informally. Informal participation may cause skepticism in some cases. For instance; in the town of NC, there was going to revitalization of tourism and town manager meets with business owners, residents, local officials, and potential business owners and presents the proposal. It brought skepticism. But then stakeholders voiced their ideas and opinions about the proposal and new ideas. With this formal participation, there were overwhelming supports from stakeholders. The downtown was developed according to the proposal and was a success. (Radford 2003).

Simmons (1994) worked with another form of stakeholder participation in Huron County, Ontario, Canada. He used stakeholder interviews, surveys and focus groups. All these forms had their benefits and problems. In conclusion; Byrd (2007) stated that stakeholders included in the tourism planning process and there were substantial benefits from this involvement.

Involvement of stakeholders in sustainable tourism may form differently. In order to understand stakeholders' needs and perceptions, organizational and destination managers in the tourism industry need to study deeply. Since stakeholder perception determines the participation of stakeholders, they need to be understood

clearly. As involvement has different forms, multi stakeholder involvement also brings the achievement of sustainable tourism objectives.

Although as Waligo, Clarke and Hawkins (2012) states that multi-stakeholder involvement in sustainable tourism is complex and influenced by a multitude of factors like: leadership qualities, information quality and accessibility, stakeholder mindsets, stakeholder involvement capacity, stakeholder relationships, contextual circumstances and sustainable tourism implementation priorities, , the multi-stakeholder involvement management framework responds to calls for destination marketing organizations to involve stakeholders effectively in the implementation of sustainable tourism.

Multi stakeholder involvement needs management and this management has a specific framework. This framework consists of some levels namely: attraction, integration and management. Secondly there is some sub levels, which are embedded within the attraction, integration and management. These six sub level stages are (1.) scene-setting (2.) recognition of stakeholder involvement capacity (3.) stakeholder relationship management (4.) pursuit of achievable objectives (5.) influencing implementation capacity and (6.) monitoring stakeholder involvement (Waligo,Clarke and Hawkins 2012).

With this framework stakeholders tend to involve sustainable tourism because all these stages in the framework affect stakeholders in a good way. For instance; raising stakeholders' perceptions of the value of sustainable tourism through initiatives and identify interested participants, developing effective communication strategies with different activities like workshops, talks, events and online forum; acknowledges diversity and supports appropriate stakeholder engagement may enhance the stakeholder involvement. Furthermore; multi stakeholder involvement

managers may use both formal and informal networking strategies where they recognize the need for stakeholder adaptation to sustainable tourism by increasing stakeholder's trust in collaborative plans. Also, the presence of the strategic target may increase the degree of stakeholders' involvement, so in the multi-stakeholder involvement management, there should be strategic target.

Ultimately, multi stakeholder involvement management tries to maintain the stakeholder involvement process in order to raise/maintain the level of stakeholder motivation. It is obvious that stakeholder involvement is so depended on understanding of sustainable tourism necessity and awareness of sustainable tourism issues. As multiple stakeholder involvement management aim for a diverse range of stakeholders' recognition, engagement and participation in sustainable tourism. As stakeholders are key to reaching the sustainability objectives, their views are vital for the effective stakeholder involvement.

Interests of stakeholders might be different in some occasions. Although stakeholder participation interest is high, the effective stakeholder involvement is still complex, problematic and often underestimated (Friedman and Miles, 2006; Jamal and Getz, 1999; Mowforth and Munt, 2003). Conflict of interest may occur if there is a case of undefined management process. Because of this, stakeholder involvement management is especially significant.

Sustainable tourism contains the economic, social and environmental dimensions of tourism development, yet most of the research has stressed the importance of environmental and economic development. Social aspect, which includes stakeholder process, has usually been discarded. It has been documented that sustainable tourism strategies manage without considering stakeholder perspectives (e.g. Byrd, Bosley, & Dronberger, 2009; Currie et al, 2009; Polonsky &

Scott, 2005). Therefore, sustainable tourism strategies do not always work for the good of stakeholder participation.

2.2 Residents

Residents are one of the most important stakeholders for sustainable tourism.

Residents' life is directly affected by tourism activities in the region and in turn tourism in the region is affected by them. Most of the time, these effects seem more positive but occasionally it might be more damaging. As Lee (2013) states economic, socio-cultural and environmental changes on the host community's life is some more beneficial than others, Gursoy, Chi and Dyer (2010) emphasize the importance of participation and support of local residents for sustainability of at any destination.

As being that much important part of stakeholders, residents' opinions of sustainable tourism in Büyükada are highly important. Also, "destination image" which is defined by (Crompton, 1979; Kotler, Haider & Rein, 1993) as the sum of beliefs, ideas and impressions people hold of a place, residents' place image is another key factor to understand psychological involvement of development in the place.(Govers et al, 2007; Tasci & Gartner, 2007). It can be said that "being from Prince Island (Büyükada)" is an essential part of the island's image. According to Gallarza (2002), residents of a destination have their own images of the place they live in when it is compared to the tourists, which gives residents more active role.

At this point, to understand residents' reaction to tourism development, Social Exchange Theory (SET) might be helpful. In the Ap's study (1992), it is stated that SET considers social interactions as an exchange of resources. Residents are likely to engage in an exchange if they expect to gain benefits from it without

owing unacceptable costs. In relation to tourism, residents' attitude is built upon their evolution of tourism "in terms of expected benefits or costs obtained in return for the services they supply" (Ap, 1992, p. 669). So residents are likely to support tourism development if the perceived positive impacts outweigh the potential negative consequences (Dyer et. Al 2007; Gursoy et al, 2010; Ko & Steward, 2002; Lee, 2013).

In Styliadis, Biran, Sit & Szivas article (2013), tourism's positive and negative impacts on residents is discussed. Tourism may increase employment or standards of living but at the same time there is a risk of increasing the cost of living. More, it may enhance cultural exchange or recreational opportunities but it may also increase crime rate. In some regions, nature may protect for area's appearance or attractiveness, but at the same time tourism may cause pollution, noise and congestion. All these costs and benefits affect the residents' attitudes toward tourism.

In the article of Kuvan & Akan (2005), residents in Belek, a resort town on Mediterranean coast of Turkey, welcome tourism development in the area, mainly because of economic contributions although they expressed concern about the economic and environmental problems caused by tourism. In their study, residents who have their major source of income from tourism related job are more welcoming of the positive changes, and less disapproving of the negative effects, comparing with other residents who do not work in the tourism industry. As they benefit economically, they are also sensitive about forest-related impacts of tourism compared to more negative general environmental effects.

Although there is not an agreement in the literature about the measurement and classification of residents' perception on impacts, Nunkoo and Ramkissoon

(2011, 2012) state importance of aforementioned impacts. The finding of Stylidis, Biran, Sit and Szivas (2014), is that residents are more likely to support tourism development if they expect its benefits to outweigh the potential negative impacts. In order to positively influence residents' perception of tourism impacts and encourage support for further development, tourism development plans should aim to fulfill the residents' image of their place which can be achieved by identifying and addressing the negative attributes of the place's image and strengthen the positive attributes. It is possible with the support of local authorities, and also practice of tourism development, planning and policy.

2.3 Governance

In the study of Bramwell (2011) the term of governance is implied "systems of governing" and the ways in which societies are governed, ruled or "steered". Governance also defined recommends collective action and coordination. According to Rhodes (1996) governance is "a condition of ordered rule or a method by which society is governed." He also suggests that governance is authority, which allocates resources, exercise control and coordination. Another specific perception of governance related to tourist destination, Baggio, Scott, and Cooper (2010) consider governance system as the tool by which the destination adapts to change.

Governance, simply put, is the process, institutions and ways by which the function of governing is implemented (North, Acemoglu, F. Fukuyama, Rodrik 2008). Its features are transparency, efficacy, legality, lack of corruption, respect of rights and participation (G. Benedetto & D. Carboni & G. Corinto 2016).

Governance concept is broader than government. In this line, there is not only formal agencies of government that are involved in governance task but also non-state actors

can be involved in governance. (Bramwell & Lane, 2011). The natural form of governance includes hierarchical tiers of formal government, networks of actors beyond government, and markets and quasi-markets (Newman & Clarke, 2009). Within such diverse array of actors, government policymaking influences all parties differently. Because of this, it is also important to look into how policy decisions are made and how power is distributed.

Suitable and effective governance is a key requirement for implementing sustainable tourism. Normally, this involves having good mechanisms for the collective action (Butler, 2010). In order to develop and implement effective governance policies related to a destination, knowledge, endowment of power, the existence of resources and rules as well as coordination and cooperation among numerous actors are necessary.

Effective tourism governance is one of the most important objectives of sustainable tourism. For acceptance of sustainable development, participation of the destination communities is vital. According to Bramwell (2011) effective governance can enhance the objectives of sustainable tourism in two ways. Firstly, the rate of incorporation of stakeholders in decision-making process can enhance the democratic growth and responsibility associated with sustainable development.

Within this context, an effective planning system should have the provisions for giving support to various stakeholders in dealing with complex issues and implementing the proposed policy. This can be made possible by certain means such as encouraging the various stakeholders' participation in open debates through dialogue and interaction is governance features (C. Ansell, A. Gash 2008 ; P. Healey 2003).

Secondly, tourism development may meet the economic, social and

environmental goals of sustainability only if appropriate institutional arrangements and instruments are accepted. In the Annual Report of United Nations Environment Programme (2003), it is stated that effective local governance builds up local participation and participation in political action by sharing information, discussion, negotiation and learning in the management of a destination. Consequently, it can be said that effective local governance is a key component of a serious approach to sustainable tourism.

The principles for good governance are defined in various ways in the literature. The European Union, the United Nations and the Organization for Economic and Cooperative Development summarized good governance in five categories, namely openness and transparency, participation and equity in common affairs, accountability, effectiveness in delivering services and consistency in the rule of law and policy formulation respectively.

Similar to this category, Ruhanen, Scott, Ritchie and Tkaczynski (2010) argued that governance is multi-dimensional and they identified a sixth variable, which is power. Good governance leads to the best use of the tourism areas, the natural and cultural resources, human capital, the facilities and services in a sustainable way. It also minimizes the conflicts of actors, provides effectiveness in decision making process, as well as yielding innovation and empowerment of actors (Ritchie & Crouch, 2003).

Collaborative governance can contribute to the potency of planning activity because it concerns all stakeholders working together. All stakeholders are in a position of empowerment and cooperation, utilizing different resources and creating innovative thinking (G. Benedetto & D. Carboni & G. Corinto 2016).

However, external factors like spatial space, funding, and ideological issues

have been known to affect regional governance effectiveness (Dredge, 2006). According to Hall and Zapata (2012), local tourism organizations are highly dependent on public subsidies and the minimization of the said funds leads to inefficiency. Bramwell (2011) emphasized the difficulty of adopting sustainability in tourism due to policies often being made in domains outside tourism. Therefore, examining governance effectiveness is not possible without taking external forces into account.

One of the difficulties for governance of sustainable tourism is that its concerns are matters of different sectors and span a great number of policy domains, e.g. planning, transport, climate change, employment and regional development. Sustainable tourism policies must be integrated with environmental, economic and social policy considerations within a general sustainable development structure (Hall, 2008).

The complex requirements of cooperation and coordination among a large number of actors from varied sectors and policy domains who often have divergent interests, beliefs and priorities is another obstacle (Bramwell & Lane, 2000). Consequently, although governance and sustainability have similar roots, they can mean entirely different things to different people, which can lead to some difficulties. Since there is no consensus over the term “governance”, different forms of governance built upon different understanding of the concept may produce different results (Provan and Kenis, 2008).

Also, evidence shows that tourism governance is challenged by the complex nature of the industry (Bruyn & Alonso, 2012; Von Malmborg, 2003; Wray, 2011). The extent to which networks act on self-interest opposed to collective well being has been highlighted as a key influencer in sustainable tourism development

(Dredge, 2006b; Erkus-Ozturk & Eraydin, 2010).

In a large number of cases, soliciting the democratic participation in decision-making carries a certain risk of inducing an aggressive and confrontational atmosphere that overwhelms many of the reasons for which participation is sought (Arnstein 1969). In fact, policy decision-making has the major problem of lack of opportunities for citizens to participate and then learn from one another in a public setting. This very well may have the consequence of inducing managers and policymakers to make decisions not in a selfless way, believing to have the right to impose the best solution (G. Benedetto & D. Carboni & G. Corinto 2016).

CHAPTER 3

BÜYÜKADA AS A TOURISM DESTINATION

3.1 Background information of Büyükada

The Princes' Islands, Kızıl Adalar or simply Adalar in Turkish, is an archipelago of nine islands, located in the Sea of Marmara, 20 KM from Istanbul (Sahin, 2009). Only four of these islands are open to the public today: Burgazada, Heybeliada, Kınalıada and the biggest and most popular of the islands (Geerts, 2011), Büyükada (literally Big Island in Turkish).

Towards the end of the last century, in 1984, the Islands have been declared as a “natural, urban, archaeological and historical preservation site” (Demiroglu, Cetin and Izgi, 2007). Büyükada, known as Prinkipo in Greek, is the largest island, covering an area of 5,4 km². It also has the largest population, around 6500 residents, a number that goes up to 40000 during the summer. Büyükada is about 4.3 kilometers long and 1.3 kilometers in width (Adatgm, 2013). Between two of its highest points, Isa Tepesi to the north and Yüce Tepe to the south, lies a broad valley. The northern part of the island is built up, but the southern part is still unsettled with forests, wild cliffs and isolated sandy coves (Adatgm, 2013). Southern part is mostly unsettled, creating a stark contrast to the settled northern part.

3.2 History of Büyükada

In ancient times, the islands were known as Demonisia (The People's Isles). After the spread of Christianity in the Roman Empire, the islands became popular locations

for monasteries and during Byzantine times these monasteries became famous as several emperors, empresses and patriarchs were exiled there, giving the islands a new name: Papadonisia, The Island of the Monks (Adatgm, 2013). The islands were relatively close to the mainland but at the same time tranquil and secluded, which made them perfect for the monks as well as banished monarchs. Then, in 560, Emperor Justin II (r. 565-78) ordered construction of a palace and monastery on the largest island. This island had been known as Megale but after it became imperial residence it took a new name: Prinkipo or the Isle of the Prince. Not long after that, the entire archipelago came to be known as Prinkiponisos, the Prince's Isles. (Adatgm, 2013).

Although located closely to the imperial capital, Büyükada and other islands lacked any considerable fortification. This lack of significant military protection led to several attacks throughout history, ranging from raids to severe pillaging, by the Arabs, Crusaders and the Ottomans. After the fall of Constantinople, the islands were left pretty much to their own, up until the late Ottoman period, when wealthy Turkish and Jewish families took a fancy to them, especially Büyükada, probably imitating foreign businessmen and diplomats (Adatgm, 2013). The number of Greek residents gradually declined after the founding of the Turkish Republic in 1923. The population exchange took its toll but ethnic clashes (1955, 1964, 1974) continued, further reducing the Greek population. The number of Jewish residents also dwindled after a terrorist attack in 1986, and successive decades saw more Jewish residents immigrating to the States or Israel (<http://www.worldjewishcongress.com/en/about/communities/TR>). On the other hand, the elite of the young republic found solace on Büyükada. Even Mustafa Kemal Atatürk had a fondness for the island (Richardson, 2011). Several prominent

figures from the world of politics and literature including Leon Trotsky, Aziz Nesin, Nurullah Ataç and Sait Faik Abasıyanık were inhabitants of the island. After World War II and especially during the 60s, the Islands were hit by a migration wave. Büyükada received most of the migrants and the population turned into a heterogeneous society (Baycan-Levent & Gülümser, 2007).

3.3 Populations and culture

Büyükada has no significant commerce or industrialization. It's one of the prime recreation spots for Istanbulites sick of chaos of the mega-city and tourists, thanks to not only its beautiful nature but its cultural background as well.

According to the first population census held by the Republic of Turkey in 1927, the Islands had a total population of 11691. Population levels remained mostly unchanged until 1955. Istanbul Pogrom of 1955 was the first major event that led to a drop in the population of Büyükada in the second half of the 20th century. Further crises between Greece and Turkey, most importantly the Cyprus issue and 1980 Turkish coup d'état led to more and more Greeks to depart the island. On the other hand, population grew rapidly in the 60s, thanks to rising number of Turks migrating westward, particularly to Istanbul.

The total population of the Islands steadily rose between 1960 and 1990, reaching 19413 in 1990. There had been a small decline in early 2010s (13883 in 2011) but only after two years population rose again (16166 in 2013). Population of Büyükada in the last two decades stayed around 6500-7500. It should be noted that population consists of two groups: island residents and summerhouse vacationists.

3.4 Büyükada as a tourist destination

As stated before, the Islands have been popular vacation spots since the Tanzimat era. But since the start of the new millennium, there has been a steady increase in tourist numbers. Büyükada is especially popular as a location for daily excursions (Sansal,2014). Büyükada owes a part of its charm to numerous historical buildings. The Ferry Pier, completed after fifteen years, is a charming, lead-domed terminal building, with a commanding view of the Asian shore.

The Church of the Panagia, The Metropolitan Church of St. Dimitrios, The Roman Catholic church of San Pacifico, The Hased Le Avram Synagogue and Hamidiye Mosque are all excellent examples of architectural styles associated with the religions they serve, and testaments to the multi ethnic lifestyle of Büyükada. Büyükada also houses the largest wooden building in Europe: The Greek Orphanage. It was built in 1898 by a French company. The building was intended to serve as a hotel and casino but Sultan Abdulhamid II refused to give permission and it was later converted into an orphanage. Although the orphanage closed in 1964 and mostly in ruins, it is an impressive sight to behold.

Another impressive and popular location is the monastery of St. George Koudonas. It is located on the southernmost hill of the island, Yüce Tepe. The monastery remains popular thanks to the feast day of St. George, celebrated on April 23. Some of the other notable buildings of the islands are: Splendid Palas Hotel (founded in 1911), Hotel Calypso, Büyükada Anadolu Club, Fabiato Manor, Aya Yorgi , Con Paşa Manor and Orphan House.

3.5 Image of Büyükada

Since automotive transport is banned at the Island, except for a few municipal vehicles. Horse-drawn carriage and bicycles are the only means of transport. (Adatgm, 2013). Büyükada is a symbol of multiculturalism. ‘The hilly Islands are probably one of the world's few places where a church, synagogue, and mosque happily coexist within walking distance of each other’ wrote Schleifer in 2008. On the other hand, the island carries a certain stigma. Like other similar provinces, Büyükada was hit by pogroms caused by the ever-turbulent Greco-Turkish relationships.

Today Büyükada is a retreat, maybe a portal to simpler times of Istanbul for Istanbulites, with its manors, wooden houses, (Arditi, 2011) roads not blocked by cars and construction vehicles. There is an undeniable sense of nostalgia surrounding the perception of the Islands. But that is not enough to explain the fondness towards the Islands by the tourists from the Gulf countries. Arab-Turkish Businessmen's Association chairman Cemalettin Kerim, said that they expect 3.5 million Arab tourists to come to Turkey in 2017, and that 7 million Arab tourists arrived in Turkey in the last three years (AA, 2017). According to Kerim, Arab countries closely follow Turkey owing to Turkish TV series. It can be said that the Islands represent an ideal Istanbul, which is devoid of the problems of the real Istanbul: a shining city upon a hill, evergreen, inviting and peaceful. Sentiments and perceptions can be as defining as factual information when selecting a holiday destination and the idea of a magical Istanbul is definitely an exciting one.

On paper, the Islands are the perfect place to indulge that fantasy of being a part of an uncorrupted city of everlasting peace and quiet. But the ever-present threat

of rapid construction, rising number of tourists and controversial subject like the inhuman, inexcusable treatment of horses that draw phaetons present challenges for all the islands, including the largest one, Büyükada. A sustainable approach to tourism in Büyükada must ensure that neither the natural environment nor the socio-cultural fabric of the island will be impaired.

Given the circumstances of modern Turkey, this will be a task of great importance and great difficulty if not approached by extensive accuracy.

CHAPTER 4

RESEARCH QUESTIONS AND CONCEPTUAL MODEL

4.1 Research questions

What is the opinion of residents regarding Büyükada being a sustainable tourism destination?

- What are the sustainable tourism opinions of residents who are working in tourism related jobs?
- What are the sustainable tourism opinions of residents who are working in jobs that aren't related to tourism?
- What are the sustainable tourism opinions of residents who are working for municipal authority?

4.2. Conceptual model

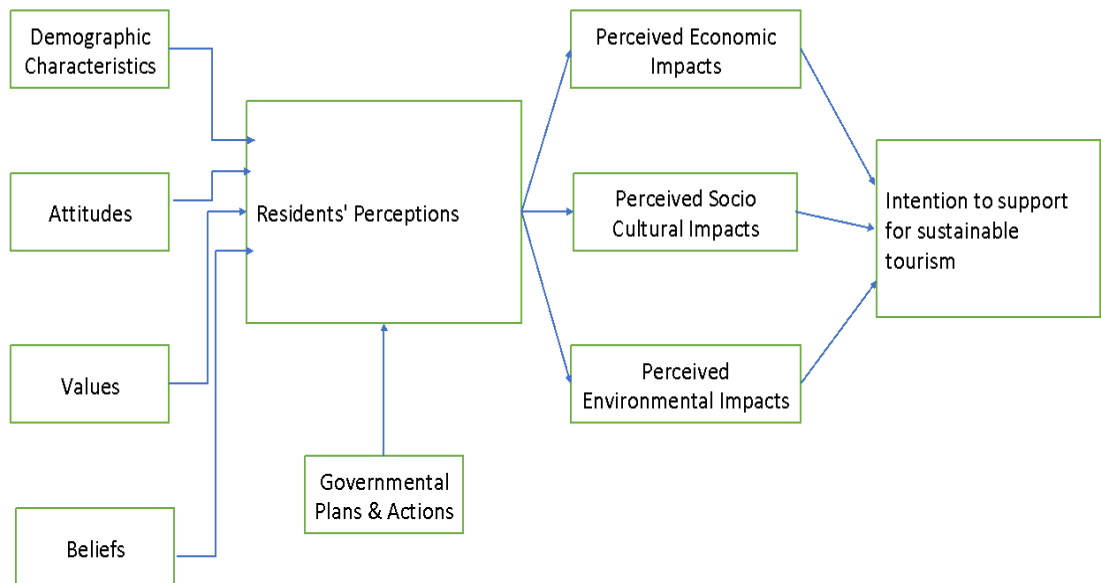


Fig. 1 Process of formations of sustainable tourism

Adapted from “Resident’s support for tourism development: The role of residents’ place image and perceived tourism impacts” by D. Stylidis et al. 2014, *Tourism Management*, 45 p 260-274.

4.3. Conceptual model

The conceptual model in Figure1 was adopted from Stylidis et al, 2014. In this conceptual model demographic characteristics, attitudes, values and beliefs are considered as variables which form residents’ evaluations of the overall impacts. Also, government plans and actions can be another important variable, which affects residents’ evaluations. The perceived economic, socio-cultural and environmental impacts of tourism determine the level of support for sustainable tourism.

CHAPTER 5

METHODOLOGY

This is a descriptive study aiming to investigate residents' opinions as a stakeholder on the concept, indicators, benefits and constraints. Particular attention is paid to the differences between the opinions of residents who work in tourism related jobs and in other jobs. The study also seeks to analyze the possible links between the socio-demographic characteristics of the residents and the residents' perceptions. These perceptions is analyzed in terms of economic, social and environmental aspects.

5.1. Study site

Büyükada is located in the Sea of Marmara, around 20 kilometers from Istanbul. Büyükada is the biggest and most visited by tourists (Geerts, 2011). The Princes' islands, including Büyükada, were declared as a "natural, urban, archaeological and historical preservation site" in 1984 (Demiroglu, Cetin and Izgi, 2007). Büyükada is a multicultural location, which attracts a large number of tourists. Recently there has been a surge of tourists from the Gulf countries and the Arab world in general (Turan, 2015) making Büyükada a more crowded tourist destination. Because residents is the group particularly affected by this surge, this study intends to focus on their perceptions about sustainable tourism on the island, in terms of economic, social and environmental aspects.

5.2. Sample

In the study, quota sampling method was used. Sample were chosen such that they would be in agreement with the characteristics of legitimacy as defined Mitchell et al. definitions in “stakeholder salience”. To variables were given the most importance: The length of time they lived on the island (at least three years required in order them to comment in an insightful manner about the sustainability issues), and if the resident is a part of the tourism sector or not. Also, residents who work for the government were interviewed in order to gain an insight on government plan and action.

Interviews were conducted in order to evaluate the approaches on Büyükada’s potential to be a sustainable tourism destination. According to Timur and Getz (2008), there are three main groups of stakeholders: the tourism sector, the host environment and the local authorities. This study categorized the residents into three main categories: workers in the tourism sector, workers in the other sectors and the municipal authority since the opinions to sustainability differ between residents as stated in the Belek Case, (Kuvan and Akan, 2005). This study focuses on the residents’ perceptions of sustainable tourism in Büyükada by observing the possible differences in opinions of the residents who also are a part of the tourism sector and the residents who are not.

As it is seen in Figure 2, the majority of the respondents (70%) are male. In Figure 3, it is demonstrated that almost half of the residents are over 45. In terms of the education level, shown in Figure 4, there is a concentration at graduated level (61%), while post-graduate constituted 22% of the sample, and 13% has completed high school level , and only four % of respondents has completed primary school level education. Their length of stay is considerably high (see Figure 5). Thirty

percent of the respondents live and reside in Büyükada more than 20 years, while other 30% of the respondents live on the island six to ten years. Nine % of the respondents have resided on the island since 11 to 20 years. Apart from long length of residency, 31% of the respondents have lived on the island since three to five years. As it can be seen in Figure 6, job distribution of residents are divided into four categories; 35% work in sectors unrelated to tourism, 22% work in tourism benefited sectors and %21 working directly is tourism sector. Rest of the respondents, 22%, work for the authorities as municipality workers or police officers.

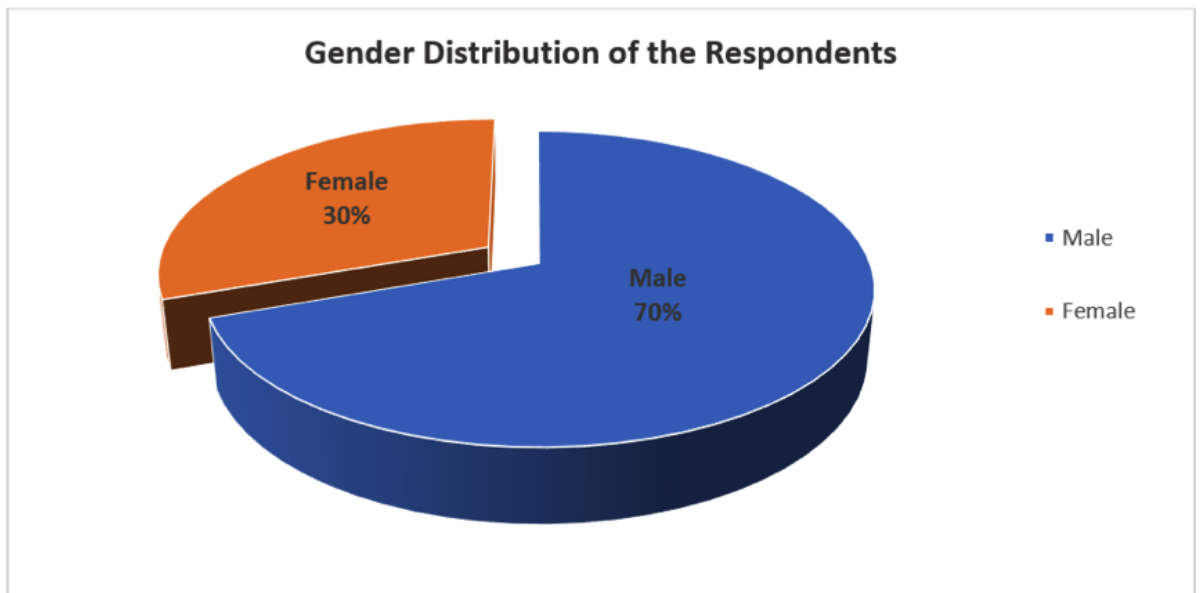


Fig. 2. Gender distribution of the respondents

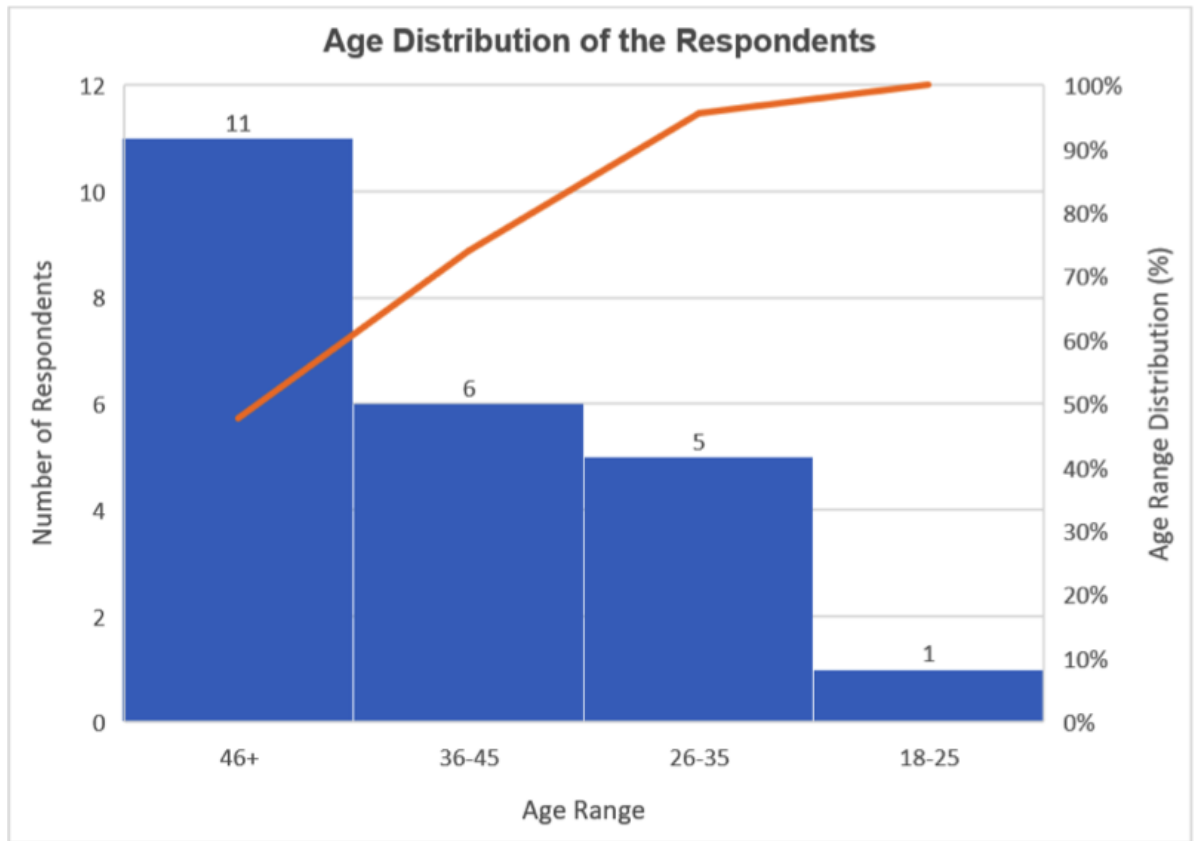


Fig. 3. Age distribution of the respondents

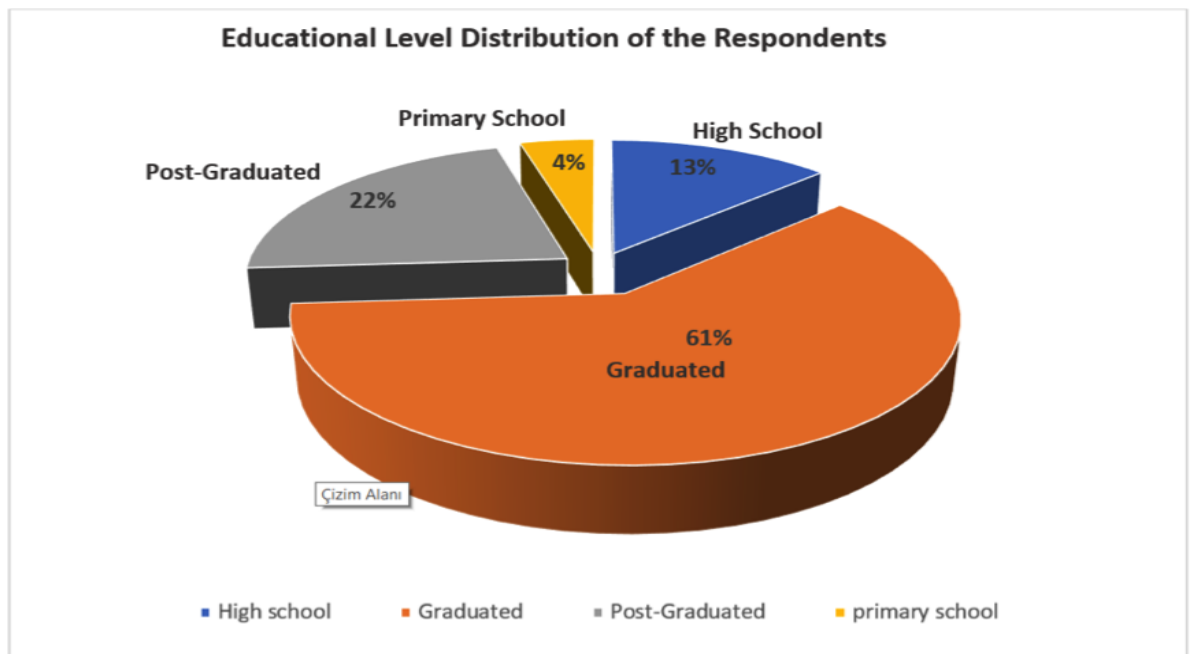


Fig. 4. Educational level distribution of the respondents

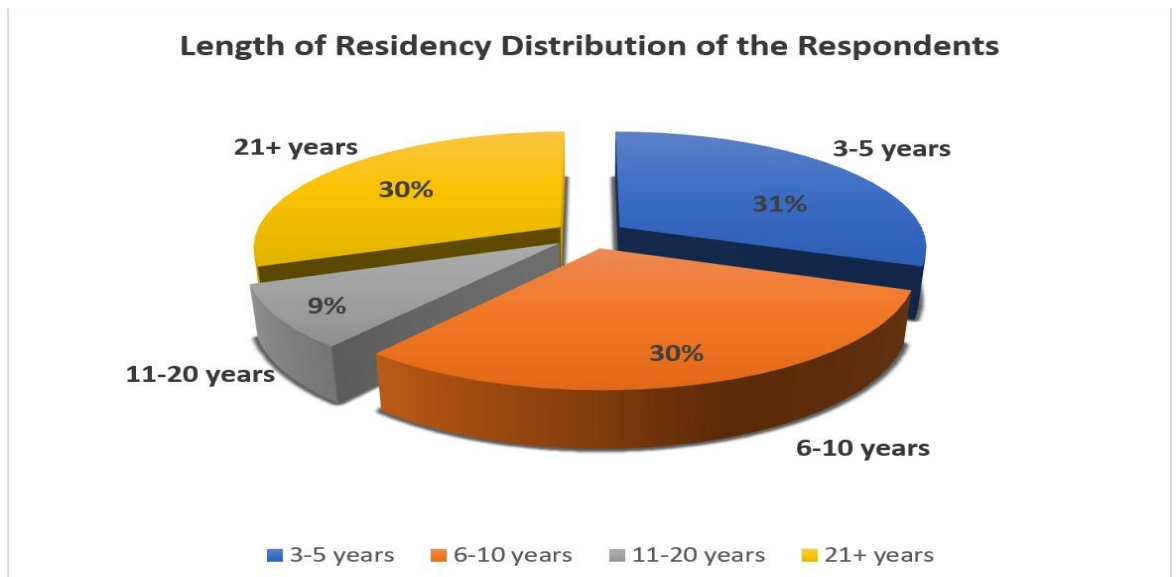


Fig. 5. Length of residency distribution of the respondents

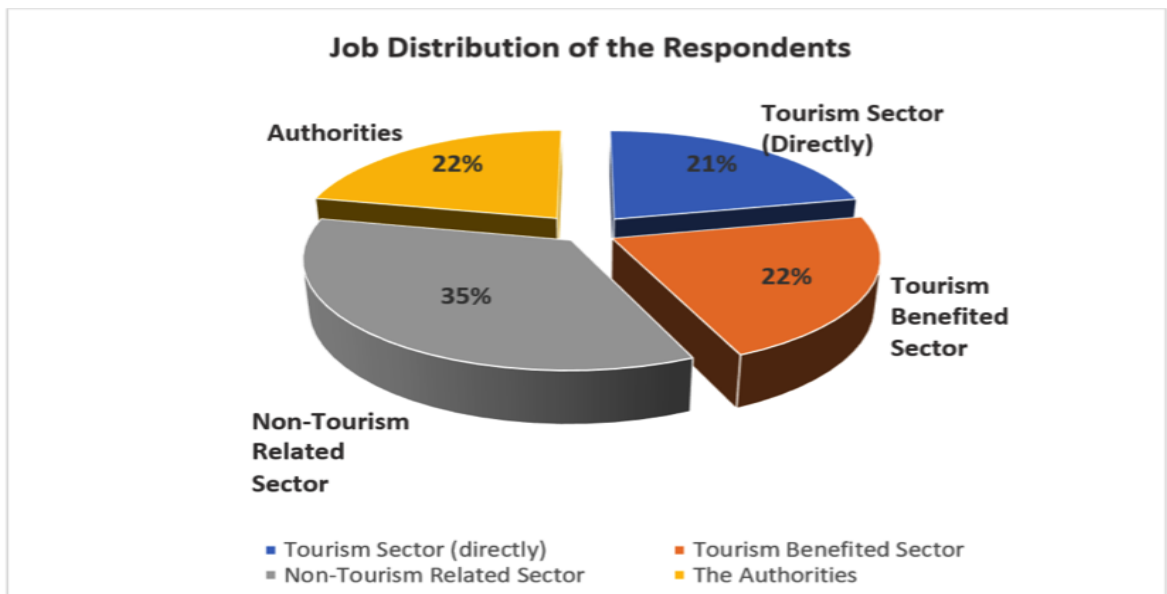


Fig. 6. Job distribution of the respondents

Table 1. Characteristics of the Respondents: The Tourism Sector

Respondent Identity	Job Title	Length of Residency	Gender	Age Bracket
R1	Splendid Hotel Food & Beverage	3 years	Male	26-35
R2	Boutique hotel manager	25 years (born here)	Male	18-25
R3	Splendid Hotel General Manager	3 years	Female	36-45
R4	Anatolia Club Hotel Sales Manager	8 years	Male	46+
R5	Receptionist	5 years	Female	46+
Tourism benefited sector				

R6	Restaurant Owner	Since 1944 (born here)	Male	46+
R7	Phaeton Driver	35 years (born here)	Male	26-35
R8	Café-Bar Manager	6 years	Female	26-35
R9	Baker	6 years	Male	45+
R10	Souvenir Shop Owner	40 years	Male	45+

Table 2. Characteristics of the Respondents: Non-Tourism Related Residents

Respondent Identity	Job Title	Length of Residency	Gender	Age Bracket
R11	Architect	10 years	Male	45+
R12	Vet	26 years	Male	45+
R13	Artist	11 years	Male	45+
R14	Gastronome	15 years	Female	45+
R15	Typographer,	66 years	Male	45+

	Architect	(born here)		
R16	Manager, retired	4 years	Male	45+
R17	Sculpture	6 years	Male	36-45
R18	HR Manager	5 years	Male	36-45

Table 3. Characteristics of the Respondents: The Authorities

Respondent Identity	Job Title	Length of Residency	Gender	Age Bracket
R19	City Planner	23 years	Female	36-45
R20	Local Planning Authority	5 years	Male	36-45
R21	Environment and Urban Planning Department	6 years	Female	26-35
R22	Environment and Urban Planning Department	10 years	Female	26-35
R23	Police Department	4 years	Male	45+

5.3. Qualitative study

Doyle (2004) stressed that qualitative research interviews need various skills like intensive listening, note taking, careful planning and preparation. As Doyle (2004) points out the importance of interview design process. In line with his views there are many decisions that were carefully considered, such as who to interview, how many interviewees will be required, what types of interviews should be conducted, and how the interview data will be analyzed in this study. Based on these decisions, interviewers were chosen from Büyükada residents who live or work on the island.

Municipality workers and a police officer have been interviewed as well. Twenty- three face-to-face interviews, which lasted for at least one hour each, have been made in total. The answers were recorded and the audio files were transcript to make sure no parts have been skipped. Most of the interviews were performed where the interviewee work or live; Hotel owners and keepers were interviewed in the hotel lobby or the cafe.

Before interviewing municipality workers, appointments were made but upon arrival, the opportunity to perform more interviews presented itself. A member of “City Council” , which consists of people who live on the island and have a high level of awareness about its issues, arranged meetings with people who are involved in conservation and development projects.

City Council member also shared a large number of articles and books about the Orphanage, which is a subject of his recent studies. A City Council meeting was observed and a lengthy interview with three of the participants was performed. Then, the participants led to a few key people like restaurant proprietor and writer Respondent 6.

In this study, general open questions and directed ones were asked, which are presented in Appendix A. To understand the public opinion about specific sustainability issues on the island deeply, open-ended questions were used as well. With the help of these questions it was aimed to gain a deeper understanding of residents' approaches.

The questions were aimed at examining the island's approach to sustainable tourism in three areas. Many of the questions took too long to get their answers because they were in-depth and the ones who asked for ideas. The 20 questions in the first part of the interview were followed by the questions on the demographic characteristics of the respondents. Since the study intends to understand designated residents' perception deeply, different types of questions were asked for different goals. All residents have their own understanding of sustainability issues. Dimensions of sustainability have not been given equal importance in different residents.

In order to find answers to research questions, primary data collection were used. Semi-structured interviews were used. In this interview, information was collected from individuals about their own practices, beliefs, or opinions. These will be used for gathering information on past or present behaviors or experiences. These questions are designed to examine residents' current understanding of approaches to sustainable tourism and their suggestions about economic, social and environmental dimensions of sustainable tourism.

Demographic questions were asked in the last part of the questionnaire: age, sex, occupation, which is important to understand the different approaches to sustainable tourism, marital status, and others. The residents were also asked the "How long have you been living in Büyükada?" question to evaluate the impact of

number of years of residence. Also, their occupation was asked. According to this question, tourism perceptions of residents may change and it will be more clear that how residents working in tourism related jobs think about sustainable tourism in Büyükada and how residents working in other sectors think about the same issue.

5.4. Content analysis

Data analysis was defined as the process researchers use to reduce data to a story and its interpretation (Le Compte and Schensul, 1999). It is the process of reducing large amounts of collected data to make sense of them. Content analysis has been described as a replicable and systematic technique for compressing a great number of words of text into fewer content categories based on precise rules of coding (Berelson, 1952; GAO, 1996; Krippendorff, 1980; and Weber, 1990).

Thanks to content analysis, researchers are able to deal with large amounts of data in a systematic relatively easy fashion (GAO, 1996). It allows inferences to be made, which can then be corroborated using other methods of data collection. Krippendorff (1980) notes that "much content analysis research is motivated by the search for techniques to infer from symbolic data what would be either too costly, no longer possible, or too obtrusive by the use of other techniques" (p. 51).

Perhaps the most common notion in qualitative research is that a content analysis, and may simply mean doing a word-frequency count. The assumption made is that the words that are mentioned most often are the words that reflect the greatest concerns.

In this study, the word frequency has been determined by the word frequency search formula in Excel after all 23 interviews were imported to it. Some words came up as both words and groups of words, for example houses and historical houses.

Since the formula counts the “houses” in “historical houses”, measures had to be taken to make frequency data dependable. Content analysis extends far beyond simple word counts, however. What makes the technique particularly rich and meaningful is its reliance on coding and categorizing of the data. The basics of categorizing can be summed up in these quotes: "A category is a group of words with similar meaning or connotations" (Weber, 1990, p. 37). "Categories must be mutually exclusive and exhaustive" (GAO, 1996, p. 20). Mutually exclusive categories exist when no unit falls between two data points, and each unit is represented by only one data point.

When applied accurately, content analysis can be a potent data reduction technique. The fact that it is replicable and systematic tool for narrowing large amounts of text into fewer content categories. This technique is more than a simple word frequency count. Content analysis is a tool better suited to enhance the utility of the analysis (Krippendorff, K. 1980).

CHAPTER 6

FINDINGS

In this qualitative study, interviews are made to obtain a deeper understanding of sustainable tourism perception of respondents in Büyükada from the perspective of environmental, socio- cultural and economic dimensions of sustainability.

Respondents were chosen from the residents who are one of the most important stakeholders on the island based on their length of stay, occupation and willingness of making interview.

6.1 Content analysis findings and discussion

Questions were created to understand the perceptions of residents about sustainable tourism regarding environmental, social and economical aspects. We also took these aspects into account when creating the appropriate categories for themes and subthemes.

When the data was transferred to Excel, a large number of themes (more than 70) and subthemes (more than 750) were merged. During the categorizing phase, the subthemes were removed and the similar ones were merged. As an example: the sub themes of local tourists don't spend enough money", " local tourists don't spend enough", and "local tourists spend less money" have been merged into tourists don't spend enough (3). Thus the number of sub themes went down to 496 and there were considered as themes. The list of 496 themes and their frequencies are shown in Appendix C.

The author reviewed themes in 17 categories; aspects of the place/ environment/ trademark assets, attitudes toward assets, characteristics of the Island (Demographic, Locational), difficulties of management, economic conditions (prices), environmental problems, management of the Island, negative impacts of tourism, positive impacts of tourism, social aspects /issues, suggestions for the environmental issues, suggestions of administration of public spaces, suggestions of increasing the tourism based economic activities, suggestions of preserving the cultural and social structures, tourist's behavior, transportational issues and types of tourists respectively. Then, to ensure reliability, these themes and categories were sent to two students of Boğaziçi University. They were asked to match 496 themes with 17 categories. Differences in the answers were determined by using the if formula on Excel.

Reliability was measured according to the methods investigated by Zimmer and Golden (1988) and Perreault and Leigh (1989) for this process. Firstly, the method used by Zimmer and Golden (1988) was applied. Judges assigned each theme to one of the most suitable categories. Out of 496 items 412 matched. A z-score was calculated as a next stage in order to obtain the probability of obtaining 412 matches out of 496 themes. The z-score is measured according to the following formula:

$$z = \frac{k - E}{\sqrt{np(1 - p)}}$$

In this formula n represents the total number of items, which is 496; k represents the number of matching themes out of n, which is 412; E represents the total number of items / number of categories, which equals 496/17; and p represents

1 / number of categories, which is 1/17.

$$z = 73.05$$

$$z = \frac{412 - \left(\frac{496}{17}\right)}{(496)\left(\frac{1}{17}\right)\left(1 - \frac{1}{17}\right)} = 73.05$$

The z-score and matching details are listed in Table 4. Because the z-score is found to be 73.05 and is greater than a z-score of 2.33, which is corresponding to an alpha of 0.01 the result is accepted as significant. Consequently, it means there is a significant agreement between these two judges.

The reliability concerning the level of agreement between the judges is measured according to the calculations of Perreault and Leigh (1989). The formula of Perreault and Leigh (1989) is:

$$R = \sqrt{\left[\left(\frac{F}{N}\right) - \left(\frac{1}{k}\right)\right] \left[\frac{k}{k-1}\right]}$$

In this formula, F represents the number of agreed themes, which is 412; N represents the total number of themes, which is 496; and k is the number of categories, which is 17 in this study.

$$R = \sqrt{\left[\left(\frac{412}{496}\right) - \left(\frac{1}{17}\right)\right] \left[\left(\frac{17}{17-1}\right)\right]} = 0.9055$$

$$= 0.9055$$

The reliability for this content analysis was found to be 90.55% according to this formula. This percentage is greater than the minimum value suggested by Perreault and Leigh (1989), which is 80%.

Table 4: Matching Themes and Z-score

Total number of themes	496
Number of matches	412
Percentage matching	83.1%
Z score	73.05

In Table C1 in Appendix C, categories and the frequency of themes within these categories were specified based on their repetition times. Each category is composed of themes related with that particular category and each category has its own frequency. Categories with the higher frequencies mean that they are most mentioned during the interviews and therefore are thought to have more importance than those with lower frequencies. Pivot analysis was used to measure all this.

According to this frequency analysis, categories of Aspects of place/environment/Trademark assets (316 frequency), Negative impacts of tourism (197 frequency), Tourist's behavior (134 frequency) and Difficulties of the management (110 frequency) with more than 100 frequencies, they were the most mentioned categories in the study. Management of the Island (94 frequency), Positive impacts of tourism (89 frequency) and Environmental problems (86) were also quite frequent.

As seen by the categorization in Table C2, many of the themes appearing in the interviews reflect a concern of residents about social, environmental and economic perspectives of tourism. Some environmental aspects are also frequently mentioned, especially in terms of negative side of tourism and environmental problems. In addition, the difficulties of the management, especially the conflict

between local municipality and metropolitan municipality and rant are repeated by most of the residents. The data obtained via the content analysis are expanded through the use of ethnographic summary techniques.

When we look at the most emphasized categories in the table below, we see that the category that mentions the island's beauty, history, houses and natural environment comes first with 23.34%. However, this is followed by the negative effects of tourism at a rate of 14.55%. Then there is almost 10% disapproval rate of tourists' behaviors. This is followed by management difficulties with a similar rate of 8.12%. This is followed by management difficulties with a similar rate of 8.12%. In the same way, the participants reemphasize the administrative problems on the island by 6.94%. The positive effects of tourism and environmental problems are among the subjects mentioned at the same rate (6%).

When the table is interpreted in general, it can be said that; participants have ambivalent feelings regarding what tourism brings to the island. Some of them talk about the positive effects of tourism on the island, but also feel uncomfortable about the effects on the environment. Because almost all of the participants say that the most beautiful part of the island is its natural and cultural assets. But they also realize that these assets are not adequately protected due to administrative problems.

Table 5: Categories and Their Frequency in Themes

CATHEGORY (THEMES)	NUMBER OF THEMES	PERCENTAGE
Aspects of place/environment/Trademark assets	316	23,34%
Negative impacts of tourism	197	14,55%
Tourists' behavior	134	9,90%
Difficulties of the management	110	8,12%
Management of the Island	94	6,94%
Positive impacts of tourism	89	6,57%
Environmental problems	86	6,35%
Social aspects/issues	84	6,20%
Suggestions of administration of public spaces	56	4,14%
Economic conditions (prices)	52	3,84%
Transportational issues	39	2,88%
Characteristics of the Island (Demographic, Locational)	32	2,36%
Attitudes toward assets	20	1,48%
Suggestions for the Environmental Issues	14	1,03%
Types of tourists	11	0,81%
Suggestions of increasing the tourism based economic activities	11	0,81%
Suggestions of preserving the cultural and social structures	7	0,52%
Difficulties of the Island	2	0,15%
Total	1354	

Table 6: Subthemes and Their Frequency in the Themes

SUB THEMES	NUMBER OF THEMES	PERCENTAGE	CATEGORY (THEMES)
tourists eat food	37	2,73%	Tourist's behavior
unjustified economic gain (rant)	37	2,73%	Difficulties of the management
crowd	30	2,22%	Negative impacts of tourism
income increases	30	2,22%	Positive impacts of tourism
environment	28	2,07%	Aspects of place/environment/Trademark assets
houses	26	1,92%	Aspects of place/environment/Trademark assets
pollution	20	1,48%	Environmental problems
waste	18	1,33%	Negative impacts of tourism
Arabs leave happily	18	1,33%	Positive impacts of tourism
tourism doesn't increase the crime rate	16	1,18%	Social aspects/issues
tourism doesn't influence social and cultural life	14	1,03%	Social aspects/issues
phaetons, bike renters, restaurants, fish restaurants, souvenir shops, ice cream shops, hotels get benefit	12	0,89%	Positive impacts of tourism
leave their rubbish around	11	0,81%	Tourist's behavior
environmental pollution	10	0,74%	Environmental problems
renting prices get higher	10	0,74%	Economic conditions (prices)
real estate prices don't increase a lot	10	0,74%	Economic conditions (prices)
Municipality is inadequate for high population	9	0,66%	Difficulties of the management
the Island needs proper management for sustainable tourism	9	0,66%	Management of the Island
carrying the garbage to mainland is hard	7	0,52%	Environmental problems
it needs to be planned	7	0,52%	Management of the Island
sit alanı	7	0,52%	Characteristics of the Island (Demographic, Locational)

As it is seen in Table 6 at the most common words in the categories, all participants talk about changing tourist profile, and especially a habit of tourists from the Arab world in the last 5 years: their coming to the island just to eat and have carriage rides. On the other hand, the issue of corruption on the island is the subject that residents touch most. Again in this table, we see that the positive and negative impacts of tourism are repeated at the same rates. Overpopulation created by tourism and the economic contribution of tourism is mentioned 30 times each. Natural beauty, the environment and the architecture of the island have been repeated as more than 2% as the most prominent assets. However, some people who consider

this as an environmental problem seem to complain about pollution. Waste and waste management are also at the top of the list as negative impacts of tourism. (1.33%)

6.2 Ethnographic summary and discussion

Ethnography is most useful when exploration of beliefs, behaviors, language of a cultural group and its dynamics is needed. The next step should be identification and location of a culture-sharing group. (J. W. Creswell & D.L. Miller ,2000) . As discussed by Hammersley and Atkinson (2007), Wolcott (1987, 1994b, 2008-1), and Fetterman (2009), This group must have the following characteristics; the group members must have shared language, patterns of behavior and attitudes, which may produce discernible patterns. The group in question can also be a marginalized one. Then cultural themes, issues or theories must be selected to study the group. These are needed in order to provide a framework for the study.

In this research, ethnographic data is used to provide conclusions about residents' perceptions of sustainable tourism in Büyükada. Using quotations from the interviews was a method employed here to widen the conclusions. The residents, who at least lived three years on the island, are categorized according to their relations to tourism. Five of the respondents are in the tourism sector directly; most of them are hotel managers or work in a hotel as a receptionist or department manager. Other five of the respondents are chosen from the residents who work in tourism-benefited sectors, who are restaurant owner, phaeton driver, café manager, baker and souvenir shop owner. In order to understand different perspectives of residents on sustainable tourism eight respondents are chosen by non-tourism related sector residents. Also five respondents were interviewed from the local authorities to understand the governmental outlook of these residents.

There are some important common findings about tourism and Büyükada. Most of the respondents believe that the beautiful nature, historical backgrounds socio – cultural as well as buildings and houses, clean air and peaceful atmosphere of the Island are resources of the Island. However, most of these respondents also mentioned how unplanned tourism has damaged these resources and created crowd, waste, noise, pollution, traffic and many other problems, affect their quality of life quality to the extent they cannot even go to market at weekends in summer.

Respondent 22 states the effects of tourism in her life as:

I like silent and peaceful places, but because of that tourism affects my life badly. I restrict my activities and stay home during the summer time.

Similarly, Respondent 21 explains himself as:

If I were a businessman, I would probably like the tourism on the island. But it's so crowded now, it affects my life negatively. I just can't go out and enjoy a nice walk, or swim in the sea. Of course, these facts affect the quality of my life.

However, Respondent 10 who is phaeton driver emphasizes the economic benefits of crowd, and assumes that his quality of life has increased. Now with his higher income he can buy more owing to tourism and high tourist population on the island.

Another respondent (R14) considers the management issues of tourism on the island.

She argues as:

Density and lack of planning affect the residents. Daily visitors and Arab tourists are also a part of the problem. Because of the political situation here in Turkey, we don't really get European tourists. Most of the tourists we get add no value to the island. There is a leadership problem. Local municipality and district governorships need to work hand in hand. And they need to have planned projects. Tourist population is so high in Büyükada, we (city council) suggested that municipality and district government to split this tourist density to other islands like Heybeli or Burgaz as well. But they ignored us. Since local municipality and district governorship has conflicting political views, they don't work well together. Metropolitan municipality doesn't answer our needs. We (city council and island council) oppose the shady construction deals. We make reports but government does not take them into consideration. We (city council) try to make transportation and tourism more functional. There are 48 NGOs but most of them are non functional. Island

Foundation, City Council and Island Council do their best.

6.2.1 Findings concerning environmental sustainability

In the research, environmental sustainability comes up as one of the most crucial issues. Concerning the environmental dimension, a mostly negative perspective is prevalent. Environmental problems are considered as negative impacts of tourism and tourists are mainly considered as daily Arabs and local visitors who only bring pollution, waste, and plastic bottles to the Island.

According to environment and urban planner (R21), “The number of daily visitors needs to decrease. They cause a considerable amount of pollution. And the politics of tourism need to change. Now, tourism creates pollution.” Also café-bar manager (R8) agrees to “control the waste of daily visitors.” Respondents who are hotel managers (R2, R3) and city planner (R19) agree that charging an entry toll to daily visitors to prevent exceeding carrying capacity, environmental pollution and cheap tourists is necessary. Moreover, some of the residents consider tourism related environmental problems in a deeper level. Respondent 15, typographer, architect and members of the city council was born in Büyükada, relates the environmental issues directly the management of the Island:

These are all related to management. If I am not mistaken there is a temporary law for construction from 1984 for the Island and the Island is still using it. They abuse the construction laws. They used the elevation difference and built 6 story buildings. Thus the construction has reached saturation. There is almost no more space left on the island. Transportation needs to be more accessible. We should switch to phaetons with electric motors. A master plan is needed. Metropolitan Municipality made a 1/5000 scale general plan for the city. It included the Island as well. But this general plane was not suitable for the island and it was discarded. That's why the Local municipality 1/1000 scale plan, which is depended on that bigger plan, was also left unfinished.

While creating a plan municipality needs to work with other stakeholders, like

NGOs, groups, councils, associations, foundations, some related institutions need to be there. These need to represent the community. Also city council member and gastronome (R14) highlights the same subject:

The carrying capacity is exceeded here. In summer time, 150-200 thousand people come here and damage the Island's ecosystem. The island is a "sit alanı" and cannot cover that much population. Sewage goes directly to the sea. Daily visitors leave their waste in the coastal areas and the forest. The Island can't handle this many people because the infrastructure is not suitable. Many piers were built but the island ecology cannot cope with them. Water ecosystem was damaged. There are 400 motor vehicles, 48 of them belong to the state, some of them belong to institutions for example, post office has four vehicles. In the past, they didn't have any motor vehicles, only bikes. This led to a damaged land ecosystem as well. In 90s there were only garbage trucks and some municipality vehicles. Now, there are also 400 battery-powered cars. People were walking and biking, but after 2009 number of vehicles increased drastically. District governorship and provincial directorate of traffic in Ankara (Ankara İl Trafik Müdürlüğü) support these motor vehicles. Traffic is horrible on the island. And yet the island is a protected area. Phaetons, bikes, battery-power cars, utility vehicles, pedestrians... All are on the same road at the same time. This of course creates traffic accidents, unfortunately some of them deadly. Around 20 people die every year; more become physically disabled.

As she (R14) mentions negative side of tourism is just related to lack of management of the Island. At this point an architect, writer and member of Councils on the island (R11) emphasizes the "importance of visitor plan", "there is no visitor plan". And (R16) retired a manager believes that "participation of stakeholders is important while making plans." Artist (R13) also indicates the importance of "stakeholder involvement."

Actually, the Island is so vulnerable environmentally and has a big problem with waste management. Collecting and delivering the waste to mainland is time and money consuming. In summer, the local municipality has difficulties to distribute services and have trouble with, "waste management" according to department manager (R1), "collecting rubbish" according to R10, "especially collecting rubbish" as R20. It is mostly because of "inadequate personnel of the local municipality"

states R16.

As an environmental perspective, environment and urban planner of the local municipality (R22) explains the issue as:

Pollution is a major problem. Collected garbage is transported to the mainland via ferries, which is costly and sometimes if there is a heavy wind, garbage trucks have to wait in the mainland, which create delays. There should be garbage treatment plant on the island. The island is a “sit alanı” and no major garbage collecting area can be built here. Local municipality doesn't have enough budgets to deal with this in an efficient manner.

Another notable environmental issue, which is quite related to tourism, is the matter of phaetons. Most of the respondents agree limiting the usage of phaetons and finding another way of transport. Respondent 1 says “ phaetons create 60% of pollution while daily visitors create 40% of it.” Respondent 4 offers to “ban the phaetons since they cause crashes”, only suggests, “keeping around 15-20 phaetons to protect nostalgic atmosphere of the Island”.

Phaetons are directly related with daily visitors' activities. Respondent 8 indicates that: Arabic tourists have special arrangement with some restaurants. They eat at particular restaurants and join phaeton tours and then leave. Respondent 16 emphasizes that:

I am not racist, but tourists of the Island, who are from Iran, Tunisia, and Algeria or from the Gulf, are interested in eating, phaetons and biking and nothing else.

Also Sculptor (R17) says: “ Arab tourists get on phaetons and take selfies.” As phaetons create pollution and as R13 states “animals are treated badly”, phaetons seems to be one of the most notable problems which is fed by daily visitors attention while the residents waiting for a permanent solution. Transportation on the island is another important issue that affects both visitors and residents lives badly.

Police office (R23) states that:

Transportation problem must be solved. We need some kind of a light rail

system. We need technological solutions. Phaetons can switch to electric motors. Horses are a problem for us all. Their handlers don't have a place to stay. They live with their horses in the stables.

Additionally, exceed carrying capacity is mentioned as negative side of tourism which causes environmental problems. City planner (R19) considers tourists as population pressure and she thinks current tourist profile damages the Island. She believes exceeding carrying capacity causes so many problems beyond pollution, it causes crashes, horse injures, and some of the crashes result in loss of life. She argues, "There should be collaboration," to minimize the negative impacts of tourists visits.

As it is stated above, transportation issues, which are mostly related to planning and environment, are problematic on the island. Most of the respondents emphasized that there are many piers on the island and they aren't being used efficiently and "damages the Island's ecosystem" (R14).

In this study, it is observed that length of reside increased the awareness of environment by a large margin. Restaurant owner and writer (R6) who was born in Büyükada states that "the Island is "protected by the law and needs to be properly protected, yet because of the amount of money involved, they broke the rules in the 80s, now the Island has turned into a highway." Another resident who has been living on the Island for 26 years (R12) thinks, "project should be boutique and special for the Island." He gives a good example, "Seferihisar made it, Citta Slow is applied there successfully." He thinks overcoming the environmental problems can be achieved by changing the perspective. Another resident (R11) just gives a practical example, "when I go trekking, I see many plastic bottles and other rubbish in the forest. I try to collect them all but unfortunately I cannot reach the ones in the cliff".

Protecting the sea ecology is another major challenge. High population, ferries and some of the piers damage the sea ecology. Unfortunately, excavations of buildings in Yassı Island killed corals in the sea of Marmara (Yeşil Bülten Açık Radyo, 2018) and that worries the residents. Some of the residents are members of City Council, the Island Council or Associations, Respondent 14 is a member of all these groups, and she explains the situation as such:

There is a place called Seferoğlu located in a beautiful natural bay. Before it was a nice place and served tourists well. The Greeks owned it. After it was sold to the local government, it turned into a concrete jungle. Now, there is no approved plan on the island, that's why construction is stopped there. However, there are some six story buildings just near the seaside, these are all built thanks to bribes when the Island had 1/5000 city plan. Although coastal areas belong to the public, they built hotels in these areas during that period which leads to sea pollution.

Like many other respondents, local planner (R20) mentions, “stopping the mass tourism”. He believes that mass tourism brings all problems associated with it. “Daily visitors just come, pollute the Island and leave. They pollute the sea, too. As there is already hunting ban, there should be some restrictions regarding the usage of coastal areas.” Environment and Urban planner (R21) agrees with R20 and adds; “Daily visitors pollute the environment a lot and North-west wind brings all the rubbish back to the coast.” It seems that nature gives the people what people give the nature. Another environment and urban planner (P22) mentioned the pollution in the sea during the high season as well, “Beaches are usually clean but during the high season pollution goes unchecked.”

Although the sea is one of the most valuable aspects of the Island, due to exceeding capacity and some management problems, it is getting polluted. This will be further discussed in governance section. It is safe to say the most essential aspects of the Island are damaged the most. The dilemma here is that tourists damage the very things they travel to see.

6.2.2 Findings concerning socio – cultural sustainability

During the interviews, cultural heritage of the Island was considered as one of the most important components of the Island. As the Island has a long historical and demographic background, loss of these values is considered as one of the most threatening issues.

Respondents who were born on the Island or live on the Island for a long time, are mainly more sensitive about these demographic changes which have changed the culture as well. Respondent 6, born on the Island, explains the historical background of cultural corruption as:

Pastoral atmosphere, architecture, houses, nature, sea and also demographic characteristics were so charming in Büyükada back then. It was affected by historical political conditions. There was a trade agreement between Greece and Turkey, signed in 1934. But in 1964, during the Cyprus crisis, Turkey cancelled this agreement arbitrary. During that time minorities left the island. Also this movement increased in 1975 during the Cyprus Operation. In 1980, the Island got immigrants from Anatolian side of Turkey. A large number of them were peasants. Political issues affected the Island demography negatively. In 80s Turkey undertook tourism initiatives and the Island started to spoil.

Similarly Respondent 10 who has been living on the island for forty years, has a souvenir shop and he is the only Assyrian respondent in this study thinks that this demographic and social changes is directly related to “Turkish Politics.” He also added that “I am from Antakya, when I go there, I feel like a dinosaur.” He also assumes:

Actually, crime rate increased due to the changing demography of the Island. Tourists don't change the crime rate a lot. But this season we have seen many cases of theft. Back then, you didn't need to lock the doors, people left their valuables unattended in their shops. But now, things have changed. Lately, in front my souvenir shop, a German magazine fell from the shelf, and then I saw a local tourist who picked it up. I asked him where he got it, he just told me he found it lying there. Actually it was obvious that this magazine just fell down from the stand. I asked him if he spoke any German at all. After that, he was ashamed and left. It is about the manner of the community. Morality of the community is broken.

Most of the respondents relate the decreasing morality values with R3 “Turkish Politics” R3: “There was more freedom before.” R13 also mentions “violation of others' freedoms” and states, “impolite, rude people spoil the island's culture.” Respondent 15 added, “Moral values change according to the morals of the people in charge. If your prime minister says, ‘my public servants know how to handle their stuff,’ you bet they’ll manage their business.” And the local planner emphasizes the some problems of changing demography and inappropriate treatment of tourists by tradesmen, which damages the socio cultural structure of the Island. He (R20) says:

Morality is affected by tourism. Let’s say, if there is this bike rented for 30 TL and the price increases to 40 TL in few minutes according to demand, I would challenge the morality of this tradesman.”

Most of the residents stated that the departure of non-Muslim minorities caused socio cultural corruptions. The environment and urban planner (R21) indicates the important contribution of minorities to the island. She explains: Greek cuisine, especially their patisseries were so important for the Island. There were more Greek restaurants on the Island before but when the minorities moved and the culture of the island has changed. We couldn't preserve the culture. There is only one patisserie left name is Büyükada Patisserie. The current owner of the patisserie is not Greek, but she learnt all the recipes from Greeks.

Respondent 12, is a vet and have been living on the Island for 26 years, he also states that “Since Minorities left, Büyükada is not the mosaic as it was before.” Respondent 14 who is a gastronom and had once owned a restaurant and has been a resident of the Island for 15 years gives that example:

For instance; I use an herb found on the island named Karabaş, I brew a beverage from it. Actually, I had learned it from our Greek neighbors. And I

also taught it to my students in public education center and some historical hotels. Greeks who lived here before, they made their wines, olive oils, on their own. In Nizam, there was a gristmill and minorities used it. In Aya Nicola, they grew their own vegetables. There were water wells and cisterns. In 2007 municipality filled them with stones and they are out of order now. In 2006, water supply network reached to the Island, before that there used to be water tanks in the houses. But before that, we used to use the water in the cistern in our gardens, bathrooms or kitchens... In Aya Yorgi Hill, there is a water fountain; the quality of the water is same as Bursa's famed mineral water.

She explains the changing culture of the Island. The resident who happens to be an architect, and was born on the Island shares the history of the Island:

There used to be a copper mine on the island before. There was a rakı atelier, named "The Island". There were olive trees. Of course, non-Muslims did all these jobs. They were talented craftsmen. Greek and Armenian craftsmen used to produce their own paint, and they painted the houses too. Those paints used to last 10 years. It resisted the elements for a long time. Yet these craftsmen died before they transferred their knowledge and skills. Tourism target of the island needs to match with the nature of the island, socio-cultural structure. I don't know it well. But this is all about planning. The master plan covers all these issues.

All these long-time residents seem to have more knowledge about the historical and cultural background of the Island and they are mostly not pleased with the current situation of the Island. Most of the residents, especially those who do not work in tourism related sectors are sensitive about protecting and enhancing the culture of the Island, and most of them seem deeply worried about the future of the Island. This issue considers political, also Respondent 17, sculptor states that

Actually, preserving cultural and social structure is a problem of Turkey. Minorities are getting away both from the island and also Turkey. It is mostly a political issue.”

Residents who work in tourism business mostly emphasize the importance of European, high added value tourists. The receptionist (R5) is really angry with management of the Island and wants to leave the Island because of cultural degeneration. She says:

There is no cultural and social structure. That was 15 years ago. There were tourists with books in their hands. Now, the island is like a big mall. Büyükada should be more natural and cultural. Yet it needs to accept less tourist but quality ones.

The souvenir shop owner (R10) also emphasizes the importance of European tourists. He believes that preserving cultural and social structure and changing tourist profile are related to political issues. He says:

We need to increase the number of European tourists. They don't like phaetons, but Arabs are another case. Five of them is getting on a phaeton. They don't partake. European tourists will bring quality back; it is all related to politics.

Additionally, the sales manager in Anatolian Club (R4) states that because of changing profile of tourists there are more misbehaving tourists. He says there is almost no other foreign tourist than Arabs. He assumes:

Nice tourist profile is changing, real residents (Greeks, Jews) are leaving the Island, they are selling their homes. Migration of residents causes the loss of culture which isn't valued or protected enough.

Respondent 3, the general manager of Splendid Hotel, has a more optimistic approach to tourism. She is happy with tourists who prefer their hotel. Actually, they do not serve all tourists. They choose their guests to protect the atmosphere of their hotel. She believes that Büyükada could be like Capri Island if it is managed well.

She also gives some suggestions for socio cultural life of the Island:

Mizzi Palace may be used as cultural place. It is being renovated now. Or the Orphanage, It is not decided yet but it might be used as special cultural place. The places like Mizzi and the Orphanage need to be taken care of with haste. Some serious initiatives are needed. For example; during the Biennial of 2015, the Island was advertised pretty well. Maybe Island is not really a suitable place for cultural activities but these activities bring quality tourists to the Island. We need more of that kind of activities. Jazz concerts and stuff like that. Spirit of the Island needs to be considered. Or some cultural routes may be determined and tourists may use some apps and they may listen to the story of old houses or Island culture with their headset. We try to do what we can on our own. We need to work together.

6.2.3 Findings concerning economic sustainability

In the research, economic sustainability comes up as one of the most crucial problematic issues of the Island. Most of the resident states that there is not quality tourist anymore and the visitors do not spend a lot. Most of the respondent stated the unequal distribution of income. Most of the respondents think that tradesman; phaeton owners, bike renters, restaurants and hotels get more benefit. Especially tradesmen get benefit from the tourism on the island. Respondent 5 thinks that tradesman gets more benefit. And the system needs to change from the top. As most of the respondent stated, respondent 6 who is born on the island, He is not happy about changing profile of tourists. He remembers the old beautiful tourism days of the Island, decades ago and knows he is not satisfied with the tourists. He thinks the Island is only serve to cheap tourists and in order to stop the increasing number of lower quality tourists, he things the Island needs to be more expensive, nobody may afford to come to the Island easily. Cause he thinks these tourists only bring wastes and creates waste and they do not have any added value. He says:

Let me tell you who benefits: people who rent bikes and drive phaetons, owners of the restaurants near the coast, and fish sandwich vendors. Because of that tradesman profile has changed. There are only two groceries and butchers. Supermarkets are everywhere.

Respondent 4, hotel sales manager also doesn't think that there is unfair distribution income of tourism. He says:

Only phaetons and restaurant owners make any money. Arabs come here with tour guides, get on phaetons, eat lunch, ice cream and leave. Locals buy their water from the mainland and bring it here since it's cheaper. They even bring their camp cylinder with themselves. They are picnic tourists; they bring everything from the mainland.

Another long-lived resident, respondent 14, she explains the shares of all parties from the tourism income as:

Restaurants, phaetons, hotels and mansions make money. But daily visitors just come and some of them just have sex and leave the island. Nobody cares

about the Island. It is like an orphan kid.

Most of the respondents think that the unjust distribution of income from tourism is mostly related management problems. On the contrary of most of the respondents, some respondents state that there are some quality tourists both national and international who spend well. Respondent 3, hotel manager, she has a positive view of tourism on the island and states that:

Expense of the tourists depends on the target group. The tourists who stay in our hotel are mostly from Europa, England and so on, they spend well. Also, we have local guests from Istanbul, Bursa, İzmir, they spend well too.

Respondent 17, he also thinks that the tourists probably spend well. He says:

Probably, they spend well. They all have the latest smartphones, and all the good stuff. Their purchasing power seems high. Nevertheless, big number of the respondents is not satisfied the expenditure of tourists.

Respondent 14, she states:

Europeans spend well but Arabs don't. I had a restaurant called Ada Ev Yemekleri, I run that business 10 years. I opened it as a part of social work. But I'm really getting tired of the misbehaving Middle Eastern tourists. They eat whole portion and say; "I eat only half in order to pay less. They eat messily, they use their hands. But Middle Eastern tourists who were educated in Europe, oh they are nice, they know how to behave. But others, sorry but no.

Daily visitors and Arab Tourists are usually considered as low valued tourists. While Arabs come with a tour and spend only 4-5 hours on the island and only join some organized activities like phaetoning and eat specific restaurants and then they leave, daily local visitors come with ferries in the morning, bring their waters, meals with themselves, have a picnic and come back with the last ferries. Daily national visitors usually buy some goods from the markets and do not spend any money in the restaurant or any other places on the island. These are two main visitor groups who are not really welcomed by respondents, but only tradesman.

Some respondent feel so sorry about tourists not contributing in a cultural or economic way and cause pollution. Respondent 9 also thinks that the way of increasing the tourists' expenses is related to offer them quality products.

Respondent 5 also thinks that there are not enough products and services for the tourists. She says:

They just buy magnets and knick-knacks. There are no quality tourists. Sometimes they come and stay at the Splendid Hotel. Some of them go back to mainland. It is all about education. We need more educated and quality tourists.

Some respondents argue about poor quality and high prices. They think that tradesman overcharge and tourists do not leave happily because of these unfair high prices. These high touristic prices are affected the resident lives badly. Respondent 17 shares with his memory as:

The prices definitely get high because of the tourism. For example, the small café that I visited last year increased its prices a lot. Recently, I went there again and I ordered soup and eggs, I gave them 20 TL, they asked me to give 7 TL more. I didn't say anything but I think it is a kind of revenge they get from the tourists with their high prices.

According to some respondent high prices are mostly related to Turkish economics and inflation. Souvenir owner, respondent 10 states that: Prices increase because our money lost its value. It is not related to tourism directly. Respondent 16, who is retired, also blames the Turkish economic conditions for high prices.

Respondent 22, she works in the municipality also states that:

The island is expensive place because of its location. Due to the economic issues it becomes an even more expensive place.

Most of the respondents accept the high prices in high season, summer.

Respondent 23, police officer make correlation between supply and demand. He states:

The prices are increasing, that's related to demand. In summer demand is rising and prices rise as well. Maybe a room costs 50 TL during the

wintertime but it is 200 TL during the summer.

Respondent 21, Environment Engineer in the municipality states that

The island is always expensive but the prices go up even higher during the summer.” And her co-worker, respondent 20, city planner, gives an example: “For example, during the summer months, a 500ml bottled water costs 3 TL.

As the rule of economy when the demand increases in summer, the price of the Island goods and services is increased automatically. The respondents mostly mention the increasing prices of rental houses rather than sale ones. As some tradesman of the respondents are happy about economic income of tourism on the island, most of the residents who do not work in tourism related jobs, are not happy about economic income of the tourism. They mostly think that the economic contribution of tourism on the island is less than the damage of the Island.

CHAPTER 7

DISCUSSION

The study describes the sustainable tourism perspectives of residents' of Büyükada according to three dimensions of sustainability, namely environmental, economic, and socio-cultural. The findings have important practical implications for the Büyükada management authorities, and form the basis for future research on the influence of the residents' knowledge and perceptions of sustainable tourism regarding the application of sustainability principles to Büyükada.

The research determines that the respondents' perceptions change according to their expectation and estimated benefits from the tourism as well as their educational level. Respondents, who mostly have average education and work in tourism related jobs, do not always consider the concept in all its important facets. Most of the respondents, who are tradesmen, provide increased profits for the area. Tourism stakeholders in Calgary sample of Timur and Getz (2009) also demonstrates that these interested parties mainly consider sustainability from the perspective of economic vitality for the place.

Similar to the results of Stylidis, Biran, Sit and Szivas (2013), tourism has both positive and negative impacts on residents when cost of living, crime rate, pollution, noise and congestion considered. In the case of Büyükada, the respondents mostly mention high prices, pollution and noise, which affect their standard of life badly. As Stylidis, Biran, Sit and Szivas (2013) emphasize that cultural exchange or recreational opportunities may affect the residents' attitudes toward tourism positively, most of the residents in Büyükada do not seem satisfied with the cultural

exchange. On the contrary, the residents are not comfortable with the changing tourists profile that are mostly from Middle Eastern countries. Most of the residents, especially those who do not have tourism related jobs, cannot associate cultural gain with current tourism activity of the Island. However, most of the respondents who have tourism related jobs, think tourists may bring cultural interaction and there are more facilities on the island thanks to tourism.

Furthermore, as it stated in the article of Kuvan and Akan (2005), residents who have their major source of income from tourism related jobs are more welcoming of positive changes, and less disapproving of the negative effects. Although, the residents who do not work in tourism related jobs in Büyükada complain about the negative effects of tourism in Büyükada mostly in social, environmental deterioration, low added value tourists that is not acceptable for economic growth, in contrast tradesmen do not seem uncomfortable with negative effects of tourism, and are just dissatisfied because of insufficient spending of tourists.

Actually, the tendency of mass tourism in the Island prevents sustainable development, which needs to support the higher quality of life and reduced conflict between society and business circles (WCED, 1987). As Oyola (2012) mentioned, how sustainable development is associated with carrying capacity and control over mass or conventional tourism, respondents who work in tourism related jobs mostly do not care about mass tourism as non-tourism related respondents do. Some tradesmen in Büyükada accept that there is a kind of mass tourism: “Arabs come in tour groups, join specific activities and then leave”.

Also in summer time, with ferries are full of people, the Island exceed its carrying capacity yet tradesmen take in stride and they mostly complain about 2-3

months weak term of tourism. However, almost all respondents accept that because of exceeding carrying capacity, municipality services are affected negatively, standards of living are getting worse, and pollution increases.

Although almost all respondents mentioned the exceeded carrying capacity in the Island, non-tourism related respondents reacted more strongly, while tradesmen considered the situation normal. Different perceptions of different respondents may cause a misunderstanding of sustainable development, which is dangerous for popular destinations, especially in an environmentally damaging way. Butler (1999) states that the attractive tourism destinations like the Pyramids in Egypt or Niagara Falls in the United States have some problems with carrying capacity. Like in the case of Büyükada, these places also welcome a greater number of visitors than their limited capacity, which spoils the environment and causes a dilemma. Tourists do not prefer environmentally damaged places as a tourism destination (Butler, 1999). Büyükada faces the same problems and respondents who work for the municipality and non-tourism related jobs, or member of some NGOs, stress the importance of planning of tourism. All the respondents were aware of the sustainable development problems yet only some of them were willing to change the current situation.

As Freeman (1984) stated in Stakeholder Theory creating value which interest goes same direction, Stakeholder theory is the art of not making trade offs, rather it is finding how the interest of groups goes to same direction rather than different direction. Creating values both shareholders and stakeholders, as Freeman stated and it is observed in this study partially, people worry about social responsibility, civil society, environment, sustainability, social entrepreneurship or making a company a great place to work. Business creates value in a responsible way that cares about the environment, engages with employees and makes money for

shareholders. Business ethics, sustainability, responsibility are supposed to be in the center of capitalism. According to the stakeholder theory there are lots of ways to run a business ethically, create value ethical way, and thus stakeholder approach brings “a beautiful diversity to capitalism.” (Freeman, et. al. 2007).

According to the Stakeholder Theory, there is a way of creating mutual value for all parties. Stakeholders are defined as any group or individuals both may affect or is affected in the area. By this definition, residents in Büyükada are stakeholders. As the Stakeholder Theory predicts some respondents mentioned about specific initiations, commissions who tries to strengthen the connection between residents and other business parties or authorities. In order to decrease the conflict of interest, some respondents suggested finding common solutions both for the benefit of residents, stakeholders and other parties. Nevertheless, the creation of value seems problematic in Büyükada. Some respondents, mostly tradesmen, care about profits above all, while non-tourism related respondents’ care about the environment, historical social resources of the Büyükada. So the respondents did not have a uniform stakeholder approach in Büyükada, and instead the respondents were divided into three categories, some of them support economical gains, others care about the environment, social- cultural structures of the island and a third party that includes all the respondents who act like there is a ghost responsible for all the problems, which can’t be detected or be dealt with. It is stronger than all the authorities and causes all the problems.

So, by considering Stakeholder Theory, it can be said that, there are some NGOs trying to spread stakeholder approach to local municipality, residents or government yet they have a hard time to strengthen their connections mostly because of conflict of interest. At this point the question occurs: how the conflict of interest

can be solved or managed even when people's fingerprints are different? Identifying the interests of stakeholders might be the first step of dealing with this conflict. In the Arnstein's typology of citizen study (1970) Degrees of citizen power help stakeholders to make their own decisions more than voicing their interests. It seems making active participant of all parties, with the elements of fairness, efficiency, knowledge, wisdom and stability.

Furthermore, collaborative thinking may enhance the participation of stakeholders, and this collaboration may help balancing all stakeholders. Developing an effective communication strategy with different activities like workshops, talks, events, forums may help the stakeholders to identify their interests and enhance their involvement. So communication, being open and having wide perceptions to the issues may help stakeholders to get on the same wavelength. In the case of Büyükada, it seems there are some groups who try to make these meetings but because of covert interests, mistrust, unreliability and such problems occur. As Friedman and Miles (2006) mentioned, the stakeholder involvement is still complex, problematic and often underestimated. Because of undefined management process in Büyükada, conflict of interest seems a difficult and maze-like problem to solve.

In order to understand the residents' perception of sustainable tourism development in Büyükada and managing the conflict of interest, the Social Exchange Theory (SET) may also prove helpful. In Ap's study (1992, p.669) "in terms of expected benefits or costs obtained in return for the services they supply" is affected one's evolutions. It could be said that residents consider the perceived positive impacts are stronger than potential negative impacts. In the

case of Büyükada, non-tourism related residents think negative impacts of tourism is considerably higher than the positive impacts while tradesmen assume positive impacts of tourism. Because of different interests of residents and differences in opinion creates a critical barrier to the practical application of sustainable tourism development (Blackstock, 2005; Dredge, 2006; Sautter and Leisen, 1999) .

Moreover, Ap (1990) posits that the SET offers, “ Explanations of both positive and negative perceptions, and can examine relationships at individual and collective level”. Residents who depend on tourism may be aware of its negative effects and yet still support tourism activities and development. According to the SET (Ap, 1990) positive perception of the benefits as opposed to costs is the foremost element in favorable outlook to tourism.

Which means as long as a balance can be sustained, the cost can be offset by the gain. Ap (1990) postulates that the theory “can examine relationships at individual and collective level”.

Governance, which is system of governing and broader than government, is a key requirement for implementing sustainable tourism if it is suitable and effective. As Butler stated (2010) effective governance policies related to destination knowledge, endowment power, existence of resources and rules as well as coordination and cooperation among numerous actors are needed. Also, effective local governance is a key component of a serious approach to sustainable tourism according to UNEP (2003) report. And as the EU and OECD stated in the 2030 agenda for sustainable development; openness, transparency, participation and equity in common affairs, accountability, effectiveness in delivering servicing and consistency are necessary for effective governance. However, in the case of Büyükada, some respondents mentioned that there is no transparency, the

municipality does not share information and they assume that they learn some decisions from the newspapers; they also assume that the municipality hides from residents, which affects the accountability of the municipality. Also there is a lack of effective service delivery in Büyüada especially in high season, which demonstrates the fact that governance is far from being effective.

Ritchie and Crouch (2003) believe that the good governance minimizes the conflicts of actors, provides effectiveness in decision making process, as well as yielding innovation and empowerment of actors. Yet external factors like spatial space, funding and ideological issues known as responsible of ineffectiveness of the governance (Dredge, 2006). In case of Büyükada, the metropolitan municipality and the local municipality, being from different political parties, do not have a good relationship that affects the services, funds and all kinds of governmental issues. This fact was mentioned by almost all of the respondents.

The respondents were people with legitimacy. But it wasn't clear which ones saw themselves in a position of power. It can't be said that most of them saw themselves having power. However, residents with high community involvement have legitimacy and are trying to acquire power by creating a community-based organization since they are aware of the problems and their urgency on the island.

Furthermore, a group of educated island residents, who do not have financial worries, and concerned about the present and the future of the island, established a council trying to solve the problems on the island by volunteering and made some attempts to manage the island with a sustainable tourism approach. Meetings, negotiations and efforts for this are often effective. Unlike local governmental bodies, they believe they can change things on the island, and their involvement is high, because the authorities have responsibilities and assigned powers, but they

cannot develop an initiative on the issues they are responsible for and act as if they do not have the means. They are unwilling or unable to be decision makers. This presents a strange dilemma: the inhabitants of the island, especially the city council, which is part of the community-based organization, take the initiative to do what the authority cannot do because it concerns the locals with the future of the island, and can move on to solve some of the island's problems. They do this by meeting with various national and international NGOs and receiving support from various funds. For example, under the leadership of city council member Korhan Gümüş, the restoration of the historic Greek Orphanage Europa Nostra will soon begin, with approximately \$ 50 million spent on it and the necessary payment will be provided by foreign funds. Initiatives for the Greek orphanage and their impact on the island are the initial signs that our hopeful expectations for the future will be met.

CHAPTER 8

CONCLUSION

Sustainable tourism approach is highly important for destinations to maintain economic, social and environmental needs basically. As a charming and developing tourism destination, Büyükada needs a solid sustainable tourism approach. Residents, being one of the most important sources of Island, are the people who may apply sustainable tourism to Büyükada.

The aim of the present project was to investigate the sustainable tourism perceptions of residents considering environmental, economic and socio-cultural dimensions of sustainability. The research also finds possible management models for sustainable tourism according to the residents perceptions. In this chapter, the contribution of the research to practical studies, as well as recommendations and limitations of the study are outlined.

8.1 Theoretical implications

The study contributes to the theory by testing a conceptual model of residents support for sustainable tourism development of perceived impacts of sustainability from the literature and refined through qualitative research. There have been few published studies considering the residents' perceptions concerning the sustainability of the destination. Adopted conceptual model (Figure 1) suggests that demographic characteristics, attitudes, values, and beliefs of residents and government plans and

actions influences the residents perceptions of the economic, and socio-cultural and environmental impacts of tourism, which in turn affect their level of support for sustainable tourism. The Model suggested that demographic characteristics also have a direct effect on the ultimate dependent variable: residents' support for sustainable tourism development. Additionally, demographic characteristics, attitudes, values and beliefs of residents in shaping their perception of impacts and support for sustainable tourism development were investigated. There is a structural relationship between residents' demographic characteristics, attitudes, values and beliefs and their support for sustainable tourism development in Büyükada.

Residents tend to back sustainable tourism development if there is an expectation of positive impacts outweighing potential negative ones. A more involved support for further development can be reached by favorable perception of economic impacts, which reflects the view of tourism as a tool for economic development of local communities (Gursoy et al, 2002; Prayag et al, 2013).

As in the case of Kavala (Stylidis et al., 2014), it can be said that in the inception stage of the destination life cycle and environmental impacts of tourism may not be completely evident (Butler, 1980; Dyer et al., 2007), perceived economic impacts have the strongest effect, followed by socio-cultural impacts, and environmental impacts have the weakest effect on residents' support. (Stylidis et al., 2014). Since the potential economic benefits are clear and regularly the most cherished by local authorities and residents (Gursoy et al., 2002; Prayag et al., 2013). Also, as this study was conducted during the Greek recession, this may call attention to the importance of economic and socio-cultural impacts over the environmental consideration (Nunkoo & Ramkisson, 2012; Vargas- Sanchez et al., 2009). In the example of Kavala, Greece's own unique collectivist culture may have also affected

the importance of perceived socio- cultural impacts in securing residents' support. Notwithstanding, the weaker effect of the environmental impacts on residents' support can be attributed to managerial implications.

The study results suggest significant insights for the methods of planning, policy and tourism development. It is proposed that in order to influence residents' perception of the impacts of tourism and galvanize support for more development, tourism development plans should attempt to reinforce or actually improve the residents' image of their location.

Considering the case of Kavala, developers, in order to better the quality of community services and provision of entertainment opportunities, should contemplate employing a sustainable form of tourism. In order to endure support in the long run, local authorities could consider engaging in uninterrupted internal marketing to emphasize the positive aspects of the city's image and the possible contribution of tourism development to that image.

To acquire residents' support, local authorities and developers need to create consider both local resident's priorities and commercial priorities. Also, since conditions are prone to change, residents' perception of tourism and their effect on support for more development should always be observed and supervised. Moreover, educational programs can be developed by local authorities in order to obtain residents' support and in some cases, involvement in development projects. These programs should aim to convey positive and negative impacts of tourism to residents'.

8.2 Practical implications

The current research also provides some practical insights about sustainable tourism

in Büyükada. However, as explained previously, different kinds of residents may exist, and thus the practical implications for each type of residents can differ.

The residents who work in the tourism sector or tourism related sectors mainly viewed sustainable tourism from the perspective of economic vitality for the destination. Nevertheless, some long-lived residents in Büyükada who work in tourism related jobs are not satisfied with the quality of tourists and some of them support the quality tourists rather than huge number of low valued tourists.

Another group of residents who are mostly retired or work in non tourism related jobs, are members of some initiatives, foundations in the Island They have huge knowledge and awareness concerning the sustainability of the destinations including environmental, socio cultural and economic dimensions of sustainability. As many respondents, these respondents also mentioned about ranting, environmental pollution and lack of management plans of Island. Yet in contrast to the other respondents, this group of residents does take responsibility to change the Island as a sustainable destination. They try to make the Prince Islands as a part of Unesco Cultural Heritage, and try to participate in the authority decisions or sometimes if they are not agree with authority, they voice their ideas. They write articles, make radio programs regularly and increase the awareness of sustainability in the Island.

The last group consists of the representatives of governmental authority. They have enough knowledge about the sustainable tourism in the Island. They all seem to have an idea to make the Island more sustainable place but they hesitate to take and actions. Most of the respondents in the authorities feel weak about their position and most of the time they emphasized the conflict of the Island Municipality and the Central Municipality because of being different parties. Because they do not believe

the changes of tourism in the Island to sustainable ones. Nevertheless the most of the respondents from this group only care about the environmental and socio-cultural sustainability of the Island, since they do not benefit economically, in fact, they spend more because of the tourism on the island.

To conclude, it was observed that respondents on the Island have different approaches to sustainable tourism according to their own variables. Not surprisingly, respondents with income from tourism emphasized the importance of economic sustainability, and those living on the island for a long time also placed importance on the environmental and socio-cultural sustainability of the island and emphasized that sustainable tourism on the island would be possible with high quality and cultured tourists, unlike the current profile of tourists. In summary, even in the tourism sector, those who are living on the island for a long period of time seemed more concerned about the degradation of environmental and socio-cultural values.

Similarly, the other groups who are not retired and who do not work in a job related to tourism are also concerned about the environmental future of the island and argued that it is in the best interest of the island to develop a tourism that will enrich the cultural values without harming the environment. They think there are problems involving administrative, urban plan creation, field management issues, even at unmanageable levels. Thus they are active in organizations such as the city council, organize regular meetings to, in one of the residents' own words, "to stand against the government, ministries, and regulations allowing shady dealings".

Finally, the interviewed municipal officials, the police and the respondents who are affiliated with the authority are also conscious of the island's tourism problems, but they are unable or unwilling of being active and it can be said that they can not have an impact on any kind of meaningful changes. Receiving insufficient

funding and support from the government and metropolitan municipality since they are not from the same political party and the belief that short term changes are not possible in Turkey, especially because of an overall feeling of powerlessness.

In summary, different variables change the citizens' priorities and their perception through sustainable tourism.. However, if we consider that most of the residents are conscious of sustainable tourism, it seems that all the dynamics of sustainability can be applied to the Island by finding common ground.

The case of Büyükada showed that the island already had problems and this increased due to the political climate. There is a group of people on the island which, although not as powerful as authorities, gain power by organizing, trying to emerge as individual power, trying to work outside the authority of the state. They are working for not only sustainable tourism on the island but also sustainability of the island since they see this as an urgent issue and they have certain legitimacy.

8.3 Limitations

This study, like all others, has encountered several limitations. Despite the fact that Büyükada is the busiest of the Princes' Islands, its transportation difficulties led to a problem of access. The interviews were conducted between 2018 and 2019, excluding high season. Eliminating potential interviewees who have not been living on the island for at least three years greatly increased the amount of time spent conducting the interviews. Also, although appointments had been made previously, most of the interviews with respondents who work in tourism related jobs and authorities were conducted during the work hours and interrupted occasionally. Sometimes the interviewees were not available or on the island at the moment so

further visits to the island were required. Respondents who work in jobs unrelated to tourism or are members of NGOs didn't hesitate to openly express their opinion whereas municipality employees weren't comfortable expressing their dissatisfaction with their superiors.

Also, it was very hard to reach members of the minorities despite the fact that most of the island was populated by them once; only one of the respondents interviewed was a member of a minority. This single respondent seemed to give answers mixed with forced positivity and fear. Unfortunately this respondent screened his ideas through a lifetime of repression, with a strong desire to not to be misunderstood by a stranger.

Finally, the questions in the research and the answers are divided into a lot of themes and sub-themes, which took a long time to categorize. But the result was quite high with 83.1% of the categories being matched with the themes.

8.4 Further research

This study showed that participants with different characteristics had different perspectives on sustainable tourism in the island. It was observed that priorities changed according to all these differences, and most of the time participants had an approach to sustainable tourism in their own interests.

Since the islands will be a destination that will be developed and changed, it will contribute to the island for the studies to be carried out on the administrative issues and to develop various models. It is essential to develop an island plan or develop a plan with a sustainable approach through existing plans.

Since this study is carried out with residents only out of all possible stakeholders, the

next studies can be conducted with educational institutions, tourism agencies, and other stakeholders in order to reach a wider audience and benefit all the parties with a widely recognized approach of sustainability. Furthermore, future research can be done in places where tourism density like Durusu, Çanakkale is expected to increase due to newly constructed airports, bridges and highways.

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APPENDIX A

INTERVIEW GUIDELINES

Please answer the following questions:

1. How long have you been living on the island?
2. Do you intend to continue living on the island?

Yes Occasionally No

Why?

3. In your own opinion, what are the trademark assets on the island? Do you think these are preserved properly? Why?

4. Do you have any suggestions on the following issues concerning raising the quality of life?

Environment:

Increasing the tourism based economic activities:

Preserving the cultural and social structure with tourism activities: Administration of public spaces (beaches, parks, gardens, squares, forests):

5. What do you think the large number of tourists visiting the island affected the most?

Positive Impacts Negative impacts

6. Do you think tourists who visited the island leave with good impressions?
7. Do tourism-oriented construction projects harm the environment?
8. Does the extra workload created by tourism negatively impact the municipality services?
9. Does tourism affect standard of living on the island? In what way?
10. Do you think that all segments get enough shares from the tourism income?
11. Do you think that the tourists visiting the island spend enough and contribute to the island economy?
12. Did the increase in the number of tourists in recent years increase the prices in service areas such as accommodation, eating and drinking on the island?
13. Do you think tourism has increased the real estate prices on the island?
14. Do you think tourism has increased the crime rate on the island?
15. Does tourism cause deterioration of peace on the island? How?
16. Has tourism increased the use of drugs and alcohol on the island?
17. Does tourism affect moral values on the island? How?
18. Do you think that tourism is an influence on social/cultural life on the island? How?
19. Do you think the islanders have a positive outlook of the tourists?

20. Do you think the tourism on the island is sustainable? Why?

Please pick your age group.

18-25 26-35 36-45 46 and older

Sex Male Female

Marital Status Single Married Other_____

Level of Education Primary School High School Graduate Post-
Graduate

What is your profession?

Which income group do you define yourself as?

Low, Middle, High

APPENDIX B

INTERVIEW GUIDELINES IN TURKISH

Aşağıdaki sorularla ilgili lütfen fikrinizi belirtiniz.

1. Kaç yıldır adada yaşıyorsunuz?
2. İleriki yıllarda da adadaki yaşamınızı sürdürmeyi düşünüyor musunuz? Evet
Hayır Belki

Neden?

3. Adaya has önemli varlıklar sizce nelerdir? Bunların yeterince korunduğunu düşünüyor musunuz? Neden?
4. Aşağıdaki konularda adadaki yaşamın kalitesinin geliştirilmesi için önerileriniz varsa nelerdir?

Çevre

Turizm kaynaklı ekonomik faaliyetlerin artması.....

Kültürel ve sosyal yapının turizm faaliyetleriyle birlikte korunması

Kamusal alanların (park, bahçe, meydan, orman) yönetimi.....

5. Sizce adanın çok sayıda turist tarafından ziyaret edilmesi en çok neleri etkilemiştir? Olumlu Etkiler Olumsuz Etkiler

1. 1.
2. 2.
3. 3.

6. Adaya gelen turistlerin iyi izlenimlerle ayrıldığını düşünüyor musunuz?
7. Turizme yönelik fiziki yapılanma doğal ortama zarar vermekte midir?
8. Belediye hizmetlerinde turizmin getirdiği yük nedeniyle aksamalar olmakta mıdır?
9. Adadaki turizm yaşayanların hayat standardını etkilemekte midir? Ne yönde?
10. Adadaki turizm gelirinden bütün kesimlerin yeterli pay aldığını düşünüyor musunuz?
11. Adaya gelen turistlerin yeterince harcama yapıp ada ekonomisine katkıda bulunduğunu düşünüyor musunuz?
12. Son yıllardaki turist sayısındaki artış, adadaki konaklama, yeme içme gibi hizmet alanlarındaki fiyatları artırmış mıdır?
13. Sizce turizm nedeniyle adadaki gayrimenkul fiyatlarında artış olmuş mudur?
14. Adadaki turizmin suç oranını arttırdığını düşünüyor musunuz?
15. Turizm adada huzurun bozulmasına neden olmakta mıdır? Nasıl?
16. Adadaki turizm uyuşturucu ve alkol kullanımını artırmış mıdır?
17. Turizm adadaki ahlaki değerleri etkilemekte midir? Nasıl?
18. Turizmin adadaki sosyal/kültürel yaşama etkisi olduğunu düşünüyor musunuz? Nasıl?
19. Sizce ada halkının turistlere bakışı olumlu mudur?

Lütfen hangi yaş aralığında olduğunuzu işaretleyiniz.

18-25

26-35

36-45

46 ve üzeri

Cinsiyetiniz Kadın

Erkek

Medeni Durumunuz Bekar Evli Diğer_____

Eğitim seviyeniz

İlköğretim

Lise

Üniversite

Yüksek Lisans ve Üstü

Hangi işte çalışmaktasınız?

Kendinizi hangi gelir grubunda olarak tanımlıyorsunuz? Düşük gelir, orta gelir,
yüksek gelir

APPENDIX C

CONTENT ANALYSIS FINDINGS

Table C1: List of Themes

#	List of Themes	Frequency
1	rant	37
2	tourists eat food	37
3	crowd	30
4	income increases	30
5	environment	28
6	houses	26
7	Splendid Hotel, Anatolian Club, Troçki's House,	23
8	natural beauty	22
9	pollution	20
10	sea	20
11	culture	19
12	Arabs leave happily	18
13	waste	18
14	buildings	17
15	natural	17
16	tourism doesn't increase the crime rate	16
17	residents don't have positive outlook to tourists	15

18	tourism damages the peace	14
19	tourism doesn't influence social and cultural life	14
20	forest	12
21	phaetons, bike renters, restaurants, fish restaurants, souvenir shops, ice cream shops, hotels get benefit	12
22	churches	11
23	leave their rubbish around	11
24	noise	11
25	tourism doesn't damage the peace	11
26	beaches	10
27	environmental pollution	10
28	local tourists bring their water with themselves	10
29	real estate prices don't increase a lot	10
30	renting prices get higher	10
31	crime rate increases because of inequality tourism	9
32	go to market	9
33	local municipality is inadequate for service	9
34	Municipality is inadequate for high population	9
35	the Island needs proper management for sustainable tourism	9
36	Arabs are dirty	8
37	quality tourists join the activities	8
38	tourism increases the use of drugs and alcohol	8
39	Aya Yorgi	7

40	carrying the garbage to mainland is hard	7
41	high prices	7
42	it needs to be planned	7
43	sit alanı	7
44	1/5000 scaled plan needs to be proper	6
45	Anatolian club	6
46	Arabs spend money but not too much	6
47	historical buildings	6
48	real estate prices increase	6
49	the Island is "sit alanı" nobody gets permission easily	6
50	there needs to be some cultural activities	6
51	too many piers	6
52	carriages	5
53	collaboration is needed	5
54	concerts in summer	5
55	educated tourism personnel might be problem	5
56	government and municipality need to work together	5
57	history	5
58	municipality and some groups organize activities	5
59	needs sustainable tourism management	5
60	Old buildings	5
61	silent place	5
62	theft increased	5

63	traffic accidents, some of them deadly	5
64	animals	4
65	architecture	4
66	badly treated animals	4
67	cheap tourists	4
68	daily visitors don't spend much	4
69	economic contribution to tradesman	4
70	economically tradesman are sufficient	9
71	horses	4
72	horses in the transportation is so difficult	4
73	in summer term price gets higher	4
74	many motor vehicles	4
75	more population, more crime	4
76	natural environment	4
77	noise pollution	4
78	Orphan House	4
79	phaetons create environmental problem	4
80	residents don't go out at weekends	4
81	Seferoğlu construction creates environmental problems	4
82	silence	2
83	tourists use the phaetons	4
84	tradesman get benefit	4
85	transportation problem	4

86	waste management is a big problem	4
87	waste management is needed for environment	4
88	1/1000 scaled plan needs to be proper	3
89	accommodation prices get high in high season	3
90	cats and dogs	3
91	cultural heritage	3
92	destruction	3
93	European tourists spend well	3
94	exceed carrying capacity	3
95	feasting day celebrations	3
96	festivals in summer	3
97	local tourists don't spend much	3
98	old houses	3
99	political issues	3
100	private ferries	3
101	quality tourists spend much	3
102	railway system is needed	3
103	residents are leaving because of crowd	3
104	selling prices don't increase a lot	3
105	squares could be more beautiful	3
106	tourism does not really influence social and cultural life	3
107	tourism influences social and cultural life	3
108	tourism target needs to match with nature and socio- cultural structure	3

	of the Island	
109	tourists eat ice cream	3
110	unconsciousness	3
111	55% of the Island is forest	2
112	advertisement of the island	2
113	Arabs come with tours and don't spend much	2
114	ask for visa	2
115	atmosphere	2
116	beautiful place	2
117	because of urban transformation , rental prices increase	2
118	bottles	2
119	clean air	2
120	close to the Istanbul center	2
121	daily visitors	2
122	degeneration	2
123	economic conditions of Turkey make prices down	2
124	education is important for sustainable tourism	2
125	environment doesn't protect because of demographic and rant	2
126	every year almost 20 people die because of accidents in summer	2
127	future plan is needed	2
128	green areas	2
129	green areas should be increased	2
130	harassment increased	2

131	high demand increases the prices	2
132	high income tourists spend	2
133	house prices are same because of lack of facilities on the island	2
134	injuries	2
135	Karabaş drink from Greeks	2
136	liveliness	2
137	lively	2
138	locals bring their waters	2
139	loud	2
140	loud music	2
141	low added value tourists don't spend	2
142	low income locals come and don't spend any money	2
143	management of the Island is difficult, this is about Turkish politics	2
144	Middle East tourists bargain	2
145	more festivals	2
146	music	2
147	no national estate renting	2
148	no traffic	2
149	opposing party (things are getting harder)	2
150	public areas are protected because of restrictions in the construction and maintenance	2
151	public opinion is needed	2
152	residents are not comfortable	2

153	sea side	2
154	silence, nature and cultural food make tourists pleasant	2
155	some tourists are not happy	2
156	some tourists don't have proper morality	2
157	stakeholder involvement	2
158	stakeholder participation is needed	2
159	the Island Municipality has inadequate personnel	2
160	there is no interaction btw tourists and residents	2
161	tourists eat fish sandwich	2
162	tradesman income increases	2
163	activities are not sufficient	1
164	activities in the sea	1
165	activity is stable	1
166	all we need to get education to prevent the Island culture	1
167	annoying actions of some tourists	1
168	Arab and local tourists don't spend a lot	1
169	Arab tourist has increased	1
170	Arabs go sightseeing	1
171	Arabs play instruments and make a noise on the road and ferry	1
172	Armenian, Jewish and Greek residents really care about the island	1
173	associations try to do stg	1
174	Aya Yorgi is protected well	1
175	Aya Yorgi Monastery	1

176	ayak bastı parası/ town toll is needed	1
177	background of the Island	1
178	bays	1
179	beaches could be well- kept	1
180	beaches get dirty in high season	1
181	beaches should be free	1
182	beaches should be free for residents	1
183	beautiful architecture	1
184	because of high population, environmental cleaning become a problem	1
185	belief tourism	1
186	biennial was awesome	1
187	bigger pier	1
188	bike crises	1
189	Büyükada is accessible	1
190	Centralized management has responsibility.	1
191	cheap Arab tourists	1
192	city line ferry rounds are decreased.	1
193	close to Istanbul	1
194	coasts are occupied	1
195	community needs to use public areas free and convenient	1
196	conflict btw the Island municipality and the metropolitan municipality	1

197	conflict of culture btw tourists and the Island	1
198	conflict of interests	2
199	congress	1
200	construction is not allowed because the Island is "sit alanı"	1
201	creates vitality	1
202	cultural crash	1
203	cultural tourism needs to improve	1
204	cultural wealth	1
205	culture based activities may occur	1
206	culture degeneration	1
207	culture is not protected well	1
208	cut the trees	1
209	daily visitors cause pollution	1
210	daily visitors leave their rubbish to the coastal areas and forest	1
211	daily visitors prevents to protection	1
212	danger of losing beautiful side	1
213	decreasing the number of daily trippers	1
214	Demography is affected by Historical and political conditions	1
215	different types of birds	1
216	different types of herbals	1
217	different types of mushrooms	1
218	difficult to pay municipality taxes	1
219	difficulty of transportation diminished the entertainment	1

220	dirty environment	1
221	disagreement btw Metropolitan Municipality and Island Municipality	1
222	disregard	1
223	District government depend on the government	1
224	District governorship has responsibility.	1
225	don't go downtown because of crowd	1
226	earn more	1
227	ecological damage	1
228	employees work hard but sometimes cannot answer all needs	1
229	enhancing transportation	1
230	Entrance of the Island needs to be controlled.	1
231	environmentally island is not sustainable	1
232	European and other quality tourists of us write in the journals, forums and magazines.	1
233	European doesn't annoy anybody.	1
234	exchange flow	1
235	exhibition	1
236	fauna	1
237	fear from the top	1
238	ferry rounds are more	1
239	forest needs to be protected	1
240	Fürey'a's house	1
241	garbage collection	1

242	garbage treatment is needed	1
243	General Jones House	1
244	go back to Istanbul city center easily	1
245	government brings service according to municipalities' party	1
246	government encouragement	1
247	government tourism policy affects residents life standards badly because of cheap tourists crowd	1
248	Greek cuisine	1
249	Greek houses	1
250	green areas are not protected	1
251	Hamidiye Mosque	1
252	happy with security	1
253	hard to interpose the tourists btw residents	1
254	harmful insects should be cleaned	1
255	having capability for buying	1
256	healthy life	1
257	historic fabric	1
258	historical background	1
259	historical houses	1
260	historical places are protected	1
261	house owners take care	1
262	Houses and old buildings do not protect well.	1
263	I can't live comfortably	1

264	I cannot swim in the sea	1
265	I cannot walk on the road freely	1
266	I learned many receipts from my Greek neighbors	1
267	Island doesn't have approved city plan which stops constructions	1
268	Island is life highway	1
269	Island was fishing village	1
270	Istanbul Big City Municipality and Island Municipality don't have good relations	1
271	implication needs to match the spirit of the Island	1
272	improve quality of the areas	1
273	in feasting days, people put cloth, tatters on the trees	1
274	in summer time, ferries need to be more organized	1
275	incentives for historical buildings in Europe	1
276	increased transportation system	1
277	infrastructure is not suitable	1
278	island is getting like a city	1
279	it is close to the city center	1
280	it used to be copper mine	1
281	jazz concert	1
282	kindness	1
283	lack of municipality and district governorship responsibility	1
284	less people, more happiness	1
285	local food will be presented	1

286	local government and international companies should work together	1
287	local government and state government should act together	1
288	local government, metropolitan and state contributions are needed	1
289	Local municipality and district governorship is not on the same side.	1
290	local municipality cannot control the tourists	1
291	local municipality doesn't do its responsibility	1
292	local municipality doesn't have enough budget	1
293	local municipality doesn't work efficiently.	1
294	local municipality has economical problems	1
295	Local municipality is important participant to manage	1
296	local municipality may encourage the project	1
297	mafia in the transportation	1
298	maintenance of house is costly	1
299	maintenance of houses is so difficult	1
300	make a plan	1
301	master plan is needed	1
302	members of parliament don't care about the Island	1
303	Metropolitan municipality and Island municipality don't have good relations	1
304	Metropolitan municipality doesn't help the local municipality	1
305	Metropolitan municipality has to manage the beaches, they are responsible from the coastal areas	1
306	Metropolitan municipality should help transportation problems	1

307	might be some cultural tours	1
308	might be some works related to the sea	1
309	migration the residents cause the loss of culture	1
310	Ministry of Culture and Tourism considers the Island as a special place.	1
311	ministry of environment and residents may help for proper public areas	1
312	minorities are getting away	1
313	minorities have disappeared for thirty years	1
314	minorities moved and culture of the Island has changed	1
315	misusing of construction laws	1
316	Mizzi palace may be used as cultural place	1
317	more biennials	1
318	more sportive activities	1
319	municipalities are political institution and always under the pressure	1
320	municipality may create the tourism plan	1
321	municipality needs to encourage cinema and sport centers	1
322	municipality works quite well	1
323	Nature of the island is protected	1
324	need to get educated tourists	1
325	need top down approach	1
326	needs more ferries	1
327	needs more parks and gardens	1

328	needs planning	1
329	needs some regulations	1
330	needs some rules	1
331	needs to be strict rules to protect the culture of the Island	1
332	needs to be telfer	1
333	needs to control waste of daily visitors	1
334	needs to learn resident's opinion about public spaces but state government has voice here	1
335	needs to make some meetings in the parliament	1
336	needs whole participation	1
337	new plan is needed for public areas	1
338	NGOs, public community should work together	1
339	nice demographic characteristics, but before	1
340	no activity for kids and young people's	1
341	no concretion is needed for public areas	1
342	no construction because of cancellation of 1/5000 scale master plan	1
343	no consumer for buying houses	1
344	no many things to do	1
345	no more park needed, the Island should be silent	1
346	no more quality hotels	1
347	no more quality restaurants	1
348	no motor vehicles	1
349	no positive impacts unless European comes	1

350	no proper resting place on the island	1
351	no public voice	1
352	no quality tourists	1
353	no social activities	1
354	no theatre and entertainment event	1
355	no transportation	1
356	non Arabic speaking employees are jobless	1
357	not aware	1
358	not chaotic	1
359	not enough employees in the municipality	1
360	not enough sportive activities	1
361	only concerts	1
362	only peace	1
363	Orphan House is not protected well.	1
364	Orphan house may be used as special cultural place	1
365	overcharged	1
366	Owners protect their places	1
367	parking administration is needed in the public areas	1
368	participations of stakeholder	1
369	pastoral atmosphere	1
370	patisseries	1
371	people destroy nature and historical buildings	1
372	people have to pay for public areas	1

373	people need to be more aware about nature	1
374	people needs to get responsibility	1
375	phaetons may have electric motor	1
376	Phaetons must be arranged.	1
377	phaetons occupy the streets and squares, need proper management	1
378	Phaetons should be forbidden.	1
379	picnic areas should be free	1
380	picnickers pollute the environment	1
381	plastic bags	1
382	plastic bottles are everywhere	1
383	politics need to change	1
384	politics of tourism need to change	1
385	population pressure	1
386	projects should be boutique	1
387	protecting structural heritages, schools, churches and houses	1
388	public areas are needed to control by authorities	1
389	public areas need to be publicized	1
390	public areas should be green rather than concrete gray	1
391	public place projects need to be developed for the Island air climate and narrow street structures	1
392	public places need to be open for the community	1
393	quality of beaches should enhance	1
394	quality tourists should increase	1

395	ranting problem	1
396	reality doesn't match expectation	1
397	reducing phaetons and bikes	1
398	regional doctorate of forestry needs to care about cleaning of the forest	1
399	renovation of transportation system	1
400	residents are confined to use private ferries	1
401	residents are sensitive about public areas, municipality as well.	1
402	residents live well together	1
403	residents made their wines, olive oils , and grew their vegetables	1
404	residents organize their own activities	1
405	residents should manage the public areas	1
406	rich tourists spend more	1
407	roads are dirty	1
408	rubbish truck	1
409	Ruins on the island	1
410	sea is getting dirty	1
411	seagulls	1
412	security is another problem of the country	1
413	Seferihisar is good example, cittaslow for managing the public spaces	1
414	Seferoğlu turned to concrete jungle, it was beautiful bay and nice place, served to tourists well	1

415	sewage goes to the sea directly	1
416	small minority join the cultural activities	1
417	socio- cultural backgrounds	1
418	some of them are protected	1
419	some of Turkish residents are also aware	1
420	some people are amazed	1
421	some people don't have good manners	1
422	some quality local tourists spend well	1
423	some quality tourists wrote a book about the island	1
424	some restrictions are needed to prevent cheap tourists	1
425	some tourists occupy the residents garden and have a picnic	1
426	spending less money	1
427	stop mass tourism	1
428	systematic corruption	1
429	systematic works	1
430	the Island food culture disappears	1
431	the Island has advertising problem	1
432	the Island image is changing in bad ways	1
433	the Island Municipality is conscious	1
434	the Island Museum is not visited	1
435	the Island needs special project	1
436	the Island needs to be more expensive	1
437	the Island needs visitor policy	1

438	the Island was countryside	1
439	the Island was nice summer place	1
440	the ministry of culture and tourism doesn't have a unity on the island	1
441	the place is beautiful	1
442	there are some quality places like Fıstık Ahmet	1
443	there is already hunting ban	1
444	there is European funds but local municipality don't use it	1
445	there is no cultural , social places	1
446	there is no social benefits of tourism	1
447	there is no water fountain on the walking trails	1
448	there is not enough work to protect these assets	1
449	there is paint exhibition but has lack of visitors	1
450	there needs to be electrical public systems	1
451	there should be garbage treatment plant on the island	1
452	there should be more public areas	1
453	there should be transportation plan	1
454	there shouldn't be entrance into the forest	1
455	there was a raki atelier	1
456	there was carpet shops	1
457	there was nice tourism in 20 years ago	1
458	there was olive cultivation	1
459	there were advanced craftsmanship	1
460	there were poets until 1917	1

461	there were quality tourist with books in their hands	1
462	there were water wells and cisterns	1
463	they may get the funds from buddy municipalities	1
464	tourism affects the structures	1
465	tourism agencies are not satisfying	1
466	tourism creates pollution	1
467	tourism needs to control	1
468	tourism needs to manage well	1
469	tourism perceptions need revision	1
470	Tourists are unconsciousness	1
471	tourists create noise	1
472	tourists damage the ecosystem	1
473	tourists were from Europe, America, Australia	1
474	tradesman spoil the Island culture	1
475	tradesman try to survive, they get little economic benefits	1
476	traffic jam	1
477	transportation on the island and mainland needs to be improved	1
478	transportation on the island is needed to improve	1
479	transportation needs to be more accessible	1
480	troubles with town planning	1
481	try to get grant from European Union	1
482	Turkish economy causes high prices	1
483	unbalanced price	1

484	unfair price	1
485	University participation	1
486	walk to my job in 5 minutes	1
487	waste is sent to mainland and resolved in a big city, it is time and money consuming	1
488	water ecosystem was damaged	1
489	we make music	1
490	we need to evaluate and manage the process	1
491	we need to protect the environment	1
492	we organize exhibitions	1
493	We organize reading poem days	1
494	who stay longer gets bored	1
495	whole year is active	1
496	wrong policy implemented	1

Table C2. Categories and Their Group Frequencies

<i>Categories</i>	<i>Subthemes</i>	SUM / Frequency
Aspects of place/environment/Trademark assets	environment	28
	houses	26
	Splendid Hotel, Anatolian Club, Troçki's House,	23
	natural beauty	22
	sea	20
	culture	19
	natural	17
	buildings	17
	forest	12
	churches	11
	beaches	10
	Aya Yorgi	7
	historical buildings	6
	Anatolian club	6
	silent place	5
	Old buildings	5
	history	5
silence	4	
Orphan House	4	

natural environment	4
horses	4
architecture	4
animals	4
old houses	3
cultural heritage	3
cats and dogs	3
sea side	2
lively	2
Karabaş drink from Greeks	2
green areas	2
clean air	2
beautiful place	2
atmosphere	2
55% of the Island is forest	2
there are some quality places like Fıstık	
Ahmet	1
the place is beautiful	1
socio- cultural backgrounds	1
seagulls	1
Ruins on the island	1
patisseries	1
pastoral atmosphere	1
only peace	1

	not chaotic	1
	no motor vehicles	1
	historical houses	1
	historical background	1
	historic fabric	1
	healthy life	1
	Hamidiye Mosque	1
	Greek houses	1
	Greek cuisine	1
	General Jones House	1
	Füreya's house	1
	fauna	1
	different types of mushrooms	1
	different types of herbals	1
	different types of birds	1
	close to Istanbul	1
	beautiful architecture	1
	bays	1
	background of the Island	1
	Aya Yorgi Monastery	1
Aspects of		
place/environment/Trademark assets		316
Negative impacts of tourism	crowd	30
	waste	18

residents don't have positive outlook to	
tourists	15
tourism damages the peace	14
tourism doesn't damage the peace	11
noise	11
crime rate increases because of	
inequality tourism	9
tourism increases the use of drugs and	
alcohol	8
high prices	7
traffic accidents, some of them deadly	5
theft increased	5
residents don't go out at weekends	4
noise pollution	4
more population, more crime	4
many motor vehicles	4
residents are leaving because of crowd	3
destruction	3
some tourists don't have proper	
morality	2
some tourists are not happy	2
residents are not comfortable	2
loud music	2
loud	2

injuries	2
harassment increased	2
every year almost 20 people die	
because of accidents in summer	2
degeneration	2
tradesman spoil the Island culture	1
tourists create noise	1
tourism agencies are not satisfying	1
tourism affects the structures	1
the Island image is changing in bad	
ways	1
the Island food culture disappears	1
some tourists occupy the residents	
garden and have a picnic	1
reality doesn't match expectation	1
population pressure	1
non Arabic speaking employees are	
jobless	1
no positive impacts unless European	
comes	1
no more quality restaurants	1
no more quality hotels	1
less people, more happiness	1
island is getting like a city	1

	Island is like a highway	1
	I cannot walk on the road freely	1
	I cannot swim in the sea	1
	I can't live comfortably	1
	Government tourism policy affects residents life standards badly because of cheap tourists crowd	1
	don't go downtown because of crowd	1
	culture degeneration	1
	cultural crash	1
	bike crises	1
Negative impacts of tourism		197
Tourist's behavior	tourists eat food	37
	leave their rubbish around	11
	local tourists bring their water with themselves	10
	go to market	9
	quality tourists join the activities	8
	Arabs are dirty	8
	Arabs spend money but not too much	6
	tourists use the phaetons	4
	daily visitors don't spend much	4
	tourists eat ice cream	3
	quality tourists spend much	3

local tourists don't spend much	3
European tourists spend well	3
tourists eat fish sandwich	2
Middle East tourists bargain	2
low income locals come and don't spend any money	2
low added value tourists don't spend	2
locals bring their waters	2
high income tourists spend	2
Arabs come with tours and don't spend much	2
Tourists are unconsciousness	1
spending less money	1
some quality local tourists spend well	1
some people don't have good manners	1
rich tourists spend more	1
European doesn't annoy anybody.	1
Arabs play instruments and make a noise on the road and ferry	1
Arabs go sightseeing	1
Arab and local tourists don't spend a lot	1
annoying actions of some tourists	1
activity is stable	1

Tourist's behavior

134

Difficulties of the management	rant	37
	Municipality is inadequate for high population	9
	local municipality is inadequate for service	9
	educated tourism personnel might be problem	5
	waste management is a big problem	4
	political issues	3
	the Island Municipality has inadequate personnel	2
	opposing party (things are getting harder)	2
	management of the Island is difficult, this is about Turkish politics	2
	wrong policy implemented	1
	waste is sent to mainland and resolved in a big city, it is time and money consuming	1
	troubles with town planning	1
	there is not enough work to protect these assets	1
	there is European funds but local municipality don't use it	1

the ministry of culture and tourism	
doesn't have a unity on the island	1
the Island has advertising problem	1
systematic corruption	1
security is another problem of the	
country	1
ranting problem	1
not enough employees in the	
municipality	1
no public voice	1
no construction because of cancellation	
of 1/5000 scale master plan	1
municipalities are political institution	
and always under the pressure	1
misusing of construction laws	1
Metropolitan municipality doesn't help	
the local municipality	1
Metropolitan municipality and Island	
municipality don't have good relations	1
members of parliament don't care about	
the Island	1
maintenance of houses is so difficult	1
local municipality has economical	
problems	1

local municipality doesn't work efficiently.	1
local municipality doesn't have enough budget	1
local municipality doesn't do its responsibility	1
local municipality cannot control the tourists	1
Local municipality and district governorship is not on the same side.	1
lack of municipality and district governorship responsibility	1
Island doesn't have approved city plan which stops constructions	1
House/old buildings not protected well.	1
government brings service according to municipalities' party	1
fear from the top	1
employees work hard but sometimes cannot answer all needs	1
Disagreement btw Metropolitan Municipality and Island Municipality	1
difficult to pay municipality taxes	1
conflict of interests	1

	conflict of culture btw tourists and the Island	1
	conflict btw the Island municipality and the metropolitan municipality	1
	because of high population, environmental cleaning become a problem	1
Difficulties of the management		110
Management of the Island	the Island needs proper management for sustainable tourism	9
	it needs to be planned	7
	the Island is "sit alanı" nobody gets permission easily	6
	needs sustainable tourism management	5
	government and municipality need to work together	5
	collaboration is needed	5
	stakeholder participation is needed	2
	stakeholder involvement	2
	public opinion is needed	2
	future plan is needed	2
	education is important for sustainable tourism	2
	ask for visa	2

we need to evaluate and manage the process	1
University participation	1
tourism perceptions need revision	1
tourism needs to manage well	1
tourism needs to control	1
they may get the funds from buddy municipalities	1
there is already hunting ban	1
the Island needs visitor policy	1
the Island needs to be more expensive	1
the Island needs special project	1
the Island Municipality is conscious	1
systematic works	1
stop mass tourism	1
some restrictions are needed to prevent cheap tourists	1
quality tourists should increase	1
politics of tourism need to change	1
politics need to change	1
people needs to get responsibility	1
participations of stakeholder	1
NGOs, public community should work together	1

	needs whole participation	1
	needs to make some meetings in the parliament	1
	needs some rules	1
	needs some regulations	1
	needs planning	1
	need top down approach	1
	municipality works quite well	1
	municipality may create the tourism plan	1
	Ministry of Culture and Tourism considers the Island as a special place.	1
	master plan is needed	1
	make a plan	1
	local municipality may encourage the project	1
	Local municipality is important participant to manage	1
	local government, metropolitan and state contributions are needed	1
	local government and international companies should work together	1
	incentives for historical buildings in Europe	1

	implication needs to match the spirit of the Island	1
	government encouragement	1
	Entrance of the Island needs to be controlled.	1
	District governorship has responsibility.	1
	District government depend on the government	1
	construction is not allowed because the Island is "sit alan"	1
	Centralized management has responsibility.	1
	ayak bastı parası/ town toll is needed	1
	associations try to do stg	1
Management of the Island		94
Positive impacts of tourism	income increases	30
	Arabs leave happily	18
	phaetons, bike renters, restaurants, fish restaurants, souvenir shops, ice cream shops, hotels get benefit	12
	tradesman get benefit	4
	economically tradesman are sufficient	4
	economic contribution to tradesman	4

	tradesman income increases	2
	silence, nature and cultural food make	
	tourists pleasant	2
	liveliness	2
	advertisement of the island	2
	whole year is active	1
	some quality tourists wrote a book	
	about the island	1
	some people are amazed	1
	having capability for buying	1
	happy with security	1
	European and other quality tourists of	
	us write in the journals, forums and	
	magazines.	1
	earn more	1
	cultural wealth	1
	creates vitality	1
Positive impacts of tourism		89
Environmental problems	pollution	20
	environmental pollution	10
	carrying the garbage to mainland is	
	hard	7
	carriages	5
	Seferoğlu construction creates	4

environmental problems	
phaetons create environmental problem	4
badly treated animals	4
exceed carrying capacity	3
environment doesn't protect because of	
demographic and rant	2
bottles	2
water ecosystem was damaged	1
tourists damage the ecosystem	1
tourism creates pollution	1
sewage goes to the sea directly	1
Seferoğlu turned to concrete jungle, it	
was beautiful bay and nice place,	
served to tourists well	1
sea is getting dirty	1
rubbish truck	1
roads are dirty	1
plastic bottles are everywhere	1
plastic bags	1
picnickers pollute the environment	1
people destroy nature and historical	
buildings	1
infrastructure is not suitable	1
in feasting days, people put cloth, tatter	1

	on the trees	
	green areas are not protected	1
	garbage collection	1
	environmentally island is not sustainable	1
	ecological damage	1
	dirty environment	1
	danger of losing beautiful side	1
	daily visitors leave their rubbish to the coastal areas and forest	1
	daily visitors cause pollution	1
	cut the trees	1
	coasts are occupied	1
	beaches get dirty in high season	1
Environmental problems		86
Social aspects/issues	tourism doesn't increase the crime rate	16
	tourism doesn't influence social and cultural life	14
	there needs to be some cultural activities	6
	municipality and some groups organize activities	5
	concerts in summer	5
	tourism influences social and cultural	3

life	
tourism does not really influence social and cultural life	3
festivals in summer	3
feasting day celebrations	3
there is no interaction btw tourists and residents	2
music	2
who stay longer gets bored	1
We organize reading poem days	1
we organize exhibitions	1
we make music	1
there is no social benefits of tourism	1
there is no cultural , social places	1
small <u>minority join</u> the cultural activities	1
residents organize their own activities	1
only concerts	1
not enough sportive activities	1
no theatre and entertainment event	1
no social activities	1
no proper resting place on the island	1
no many things to do	1
no activity for kids and young people's	1

	kindness	1
	jazz concert	1
	I learned many receipts from my Greek neighbors	1
	hard to interpose the tourists btw residents	1
	exhibition	1
	biennial was awesome	1
	activities are not sufficient	1
Social aspects/issues		84
Suggestions of administration of public spaces		
	1/5000 scaled plan needs to be proper	6
	squares could be more beautiful	3
	railway system is needed	3
	1/1000 scaled plan needs to be proper	3
	public areas are protected because of restrictions in the construction and maintenance	2
	no national estate renting	2
	more festivals	2
	green areas should be increased	2
	there should be more public areas	1
	Seferihisar is good example, citta slow for managing the public spaces	1

Residents should manage the public areas	1
residents are sensitive about public areas, municipality as well.	1
regional doctorate of forestry needs to care about cleaning of the forest	1
quality of beaches should enhance public places need to be open for the community	1
public place projects need to be developed for the Island air climate and narrow street structures	1
public areas should be green rather than concrete gray	1
public areas need to be publicized	1
public areas are needed to control by authorities	1
projects should be boutique	1
picnic areas should be free	1
phaetons occupy the streets and squares, need proper management	1
people have to pay for public areas	1
parking administration is needed in the public areas	1

no more park needed, the Island should be silent	1
no concretion is needed for public areas	1
new plan is needed for public areas	1
needs to learn resident's opinion about public spaces but state government has voice here	1
needs more parks and gardens	1
municipality needs to encourage cinema and sport centers	1
more sportive activities	1
ministry of environment and residents may help for proper public areas	1
Metropolitan municipality should help transportation problems	1
Metropolitan municipality has to manage the beaches, they are responsible from the coastal areas	1
local government and state government should act together	1
improve quality of the areas	1
harmful insects should be cleaned	1
forest needs to be protected	1
community needs to use public areas	1

	free and convenient	
	beaches should be free for residents	1
	beaches should be free	1
Suggestions of administration of public spaces		
		56
Economic conditions (prices)	renting prices get higher	10
	real estate prices don't increase a lot	10
	real estate prices increase	6
	in summer term price gets higher	4
	selling prices don't increase a lot	3
	accommodation prices get high in high season	3
	house prices are same because of lack of facilities on the island	2
	high demand increases the prices	2
	economic conditions of Turkey make prices down	2
	because of urban transformation , rental prices increase	2
	unfair price	1
	unbalanced price	1
	Turkish economy causes high prices	1
	traffic jam	1
	tradesman try to survive, they get little	1

	economic benefits	
	overcharged	1
	no consumer for buying houses	1
	exchange flow	1
Economic conditions (prices)		52
Transportational issues	too many piers	6
	transportation problem	4
	horses in the transportation is so	
	difficult	4
	private ferries	3
	no traffic	2
	transportation needs to be more	
	accessible	1
	transportation on the island is needed to	
	improve	1
	transportation on the island and	
	mainland needs to be improved	1
	there should be transportation plan	1
	there needs to be electrical public	
	systems	1
	residents are confined to use private	
	ferries	1
	renovation of transportation system	1
	reducing phaetons and bikes	1

	phaetons may have electric motor	1
	no transportation	1
	needs to be telfer	1
	needs more ferries	1
	mafia in the transportation	1
	increased transportation system	1
	in summer time, ferries need to be	
	more organized	1
	ferry rounds are more	1
	enhancing transportation	1
	difficulty of transportation diminished	
	the entertainment	1
	city line ferry rounds are decreased.	1
	bigger pier	1
Transportational issues		39
Characteristics of the Island		
(Demographic, Locational)	sit alanı	7
	close to the Istanbul center	2
	walk to my job in 5 minutes	1
	there were water wells and cisterns	1
	there were poets until 1917	1
	there were advanced craftsmanship	1
	there was olive cultivation	1
	there was nice tourism in 20 years ago	1

there was carpet shop	1
there was a raki atelier	1
the Island was nice summer place	1
the Island was countryside	1
residents made their wines, olive oils ,	
and grew their vegetables	1
residents live well together	1
nice demographic characteristics, but	
before	1
minorities moved and culture of the	
Island has changed	1
minorities have disappeared for thirty	
years	1
minorities are getting away	1
migration the residents cause the loss	
of culture	1
it used to be copper mine	1
it is close to the city center	1
Island was fishing village	1
go back to Istanbul city center easily	1
Demography is affected by Historical	
and political conditions	1
Büyükada is accessible	1

Characteristics of the Island	32
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(Demographic, Locational)

Attitudes toward assets	unconsciousness	3
	try to get grant from European Union	1
	there is paint exhibition but has lack of	
	visitors	1
	the Island Museum is not visited	1
	some of Turkish residents are also	
	aware	1
	some of them are protected	1
	Owners protect their places	1
	Orphan House is not protected well.	1
	not aware	1
	Nature of the island is protected	1
	Istanbul Big City Municipality and	
	Island Municipality don't have good	
	relations	1
	house owners take care	1
	historical places are protected	1
	disregard	1
	daily visitors prevents to protection	1
	culture is not protected well	1
	Aya Yorgi is protected well	1
	Armenian, Jewish and Greek residents	
	really care about the island	1

Attitudes toward assets		20	
Suggestions for the Environmental Issues	waste management is needed for environment	4	
	we need to protect the environment	1	
	there shouldn't be entrance into the forest	1	
	there should be garbage treatment plant on the island	1	
	Phaetons should be forbidden.	1	
	Phaetons must be arranged.	1	
	people need to be more aware about nature	1	
	needs to control waste of daily visitors	1	
	might be some works related to the sea	1	
	garbage treatment is needed	1	
	beaches could be well- kept	1	
	Suggestions for the Environmental Issues		14
	Types of tourists	cheap tourists	4
daily visitors		2	
tourists were from Europe, America, Australia		1	
there were quality tourist with books in their hands		1	

	no quality tourists	1
	cheap Arab tourists	1
	Arab tourist has increased	1
Types of tourists		11
Suggestions of increasing the tourism based economic activities	tourism target needs to match with nature and socio- cultural structure of the Island	3
	more biennials	1
	might be some cultural tours	1
	local food will be presented	1
	decreasing the number of daily trippers	1
	culture based activities may occur	1
	cultural tourism needs to improve	1
	belief tourism	1
	activities in the sea	1
	Suggestions of increasing the tourism based economic activities	
Suggestions of preserving the cultural and social structures	protecting structural heritages, schools, churches and houses	1
	Orphan house may be used as special cultural place	1
	needs to be strict rules to protect the culture of the Island	1
	need to get educated tourists	1

	Mizzi Palace may be used as cultural place	1
	congress	1
	all we need to get education to prevent the Island culture	1
Suggestions of preserving the cultural and social structures		7
Difficulties of the Island	there is no water fountain on the walking trails	1
	maintenance of house is costly	1
Difficulties of the Island		2
<i>TOTAL</i>		1354