

## Features of the local community involvement in the social tourism development (case study – Serik district, Antalya, Turkey)

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### ABSTRACT

**Introduction of the research problem.** Tourism activities have shown a shift from privileged individuals with high purchasing power to individuals with lower income levels due to increased leisure time. Along with a high economic potential, tourism has an important social significance; namely, it ensures the restoration of human life forces spent in the work process and contributes to the spiritual and intellectual development of the individual, thereby increasing the quality of labor resources. Orientation to the development of tourism in view of the principles of sustainable development, with an understanding of the need for the development of social tourism and promoting the improvement of the level and quality of life of the population, ensuring accessibility for all segments of the population does not lose its relevance and the need to implement science-based initiatives and measures that should be based on specific research results, primarily geographical. In order to understand the opportunities and obstacles to the development of social tourism, the following questions remain essential: What is the attitude of the local population to the intensive development of tourism in the region of residence? What is the involvement of the local population in tourism? What problems does the local population face when organizing leisure activities? What are the obstacles, challenges, and opportunities for the organization of social tourism? Given the limited geographical studies on social tourism, this study is seen as an original and distinctive contribution. The significance of this research lies in its potential to serve as an example for Turkey.

**The purpose of this research** is to identify the participation of the local community living in urban and rural neighborhoods of Serik district, which constitutes one of the significant destination points in Antalya province, known as the tourism capital of Turkey, in tourism activities. Additionally, if there are any factors hindering their participation, the aim is to identify and highlight them.

**Results, scientific novelty, practical significance.** Research method was employed, and a face-to-face survey was conducted using a random sampling method between December 2022 and April 2023, reaching a total of 466 participants. Out of these, 33 surveys were used for pilot testing, and due to incomplete data, 384 surveys were entered into the SPSS software package for analysis. According to the findings, it was observed that 44.8% of the local community residing in urban and rural areas of Serik district had not had the opportunity to go on vacation in 2022 or earlier. In this context, it is evident that the most significant factor influencing the participants' inability to go on vacation is financial insufficiency. Therefore, the necessity of public and civil institutions and organizations supporting the local population with various holiday programs arises. Therefore, it is deemed necessary to integrate social tourism activities to the maximum extent possible in the tourism planning for the local community.

**Keywords:** *tourism geography, social tourism, local community, sustainability, accessibility, Serik, Antalya, Turkey.*

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**Introduction.** Tourism activities have shown a shift from privileged individuals with high purchasing power to individuals with lower income levels due to increased leisure time, along with economic and technological advancements in the 21st century [15]. Particularly, tourism activities at both macro and micro levels have moved away from being perceived as a luxury and have started to be seen as a social need, leading to an increase in the number of individuals participating in tourism activities and

their incomes [37, 38]. As these increases have reached a global scale, tourism activities have had economic, socio-cultural, and environmental impacts on countries [16, 22]. Along with a high economic potential, tourism has an important social significance; namely, it ensures the restoration of human life forces spent in the work process and contributes to the spiritual and intellectual development of the individual, thereby increasing the quality of labor resources. To achieve continuous growth in a highly

competitive environment, various countries have focused on the economic impacts of the tourism sector, which has high value-added and multiplier effects, while disregarding its environmental and socio-cultural impact [5, 13].

This situation has led to various problems for the economically weaker segments and the inability of individuals to participate in tourism activities, resulting in the antagonism stage described in Doxey's irritation index model [8]. In this context, it is crucial to prioritize social tourism to realize sustainable and accessible tourism activities. Therefore, when the relevant literature is scanned, it is seen that there are many studies on tourism on a national and international scale [1, 10, 17], but research on social tourism is limited. Social tourism is defined as a phenomenon or relationship that emerges when disadvantaged groups or economically weak segments within society participate in tourism activities [39]. The special social status of tourism and social tourism, in particular, were noted in 1980 in the Manila Declaration on World Tourism. It concerns the right to rest, vacation, and freedom of travel, and tourism is natural and inalienable for every person, which obliges countries to provide their citizens with real opportunities to access tourism. Social tourism is a goal that society should strive for in the interests of less well-off citizens. Social tourism should be a public goal for less well-off citizens in realizing their right to rest [19]. The Montreal Declaration, adopted in 1996 by the General Assembly of the International Bureau of Social Tourism (IBST), emphasizes the accessibility of tourism for all, including families, youth, and older people [23]. At the current stage, the concept of social tourism is based on such principles as providing rest and health for every member of society by attracting low-income people to the tourism environment, subsidizing tourist trips of poor citizens, and participating in state and social structures in tourism development. Akoğlu T. defines social tourism as the entirety of interests arising from the participation of social classes with limited or low purchasing power in tourism events through various special measures [3]. Based on these definitions, individuals involved in social tourism activities can participate in tourism activities with the support of non-profit organizations through various projects, incentives, and practices [35, 38].

#### **Analysis of recent research and publications.**

Our literature review revealed a scarcity of research on social tourism. Generally, research on social tourism has increased in importance in recent years, with awareness of the significance of the subject that emerged about 20 years ago and its place within development strategies.

Systematized and generalized literature based on a conceptual approach to studying the theoretical

foundations of social tourism is presented in Scott McCabe and Guanghui Qiao's paper through bibliometric analysis with the analytical review of the evolution of social tourism [20]. The latter is presented as a component of public welfare policy aimed at supporting participation in tourism activities of people whose financial or other circumstances do not allow them to do so. Recognizing its significance, a model of tourism as well-being is proposed, guiding future research development in the field of social tourism.

Many scientific papers reveal socio-economic aspects of social tourism development, both methodologically and through examples from specific countries and regions. In particular, the paper by Jana Jablonska, Matúš Jareňko, and Gejza M. Timčák [14] substantiates "social tourism" as one that aims to involve the whole society in tourism, regardless of whether they are disadvantaged due to economic reasons or conditions health, emphasizing the social benefits and opportunities of the organization. The issue of the organization of social tourism in Slovakia is considered, the rationale for creating products for social tourism is given. They contribute to the promotion and improvement of living conditions and social tourism services. The strengths and weaknesses of social tourism in Slovakia and the possibilities for its improvement are presented. Lynn Minnaert [23] reviewed social tourism networks, including beneficiaries who are usually excluded from participation in tourism. Some initiatives in the field of social tourism in Belgium are presented. Survey results reveal a common commitment to social tourism and differences in views between different groups of stakeholders in terms of factors that facilitate and hinder participation in travel. Farhad Rahmanov, Nataliia Letunovska, Oleksii Lyulyov reveal the issue of social tourism marketing as a driving tool for ensuring the growth of regional socio-economic development [34]. The authors presented the hypothesis that the same regional entity developing in the field of social tourism is perceived differently by the entities that interact with it.

An example is that the perceived quality of services and the level of available information will differ for representatives of different regions of the same nationality. As part of the study, the population of Ukraine was interviewed, notably respondents who used the services of a typical regional business entity. In our previous studies, certain issues of social tourism were considered in the context of the development of such types of tourism as rural [30], pilgrimage [26], ethnic [25], features of the involvement of the urban population, social and economic benefits and challenges in different regions of Ukraine. Several studies were devoted to developing children's and youth tourism as one of the types of social tourism [27, 28], as well as the development of tourism

in large cities [10].

A number of studies are devoted to certain aspects of the development of social tourism in Turkey. In particular, Murat Duymaz, Gamze Temizel [9] presented the social tourism environment in Turkey, evaluating positive and negative features. Authors justified natural opportunities; in particular, there are ample social and traditional tourism opportunities. The research results are widely presented and aimed at studying the evolution, meaning, and function of social tourism in Turkey by analyzing national program documents [32]. The study by Erkan Türkseven [40], utilizing the Maxqda method, aimed to determine whether Turkey needs a new social tourism policy. According to the obtained data, the study revealed the necessity for Turkey's inclusive and sustainable new social tourism policy. Therefore, efforts were made to develop a social tourism incentive model. In his study, Akdemir utilized ethnographic field research to examine alternative camps in Antalya to bring a new perspective to social tourism in the country. According to the data obtained, social tourism was identified as a means to increase disadvantaged individuals' social participation by adopting accessibility, diversity, and integrity.

In their previous research, Nehir Nur Delen and Cemali Sari [7] highlighted the population's attitude towards certain types of tourism, particularly ecotourism activities in Paris (France). Individual aspects of alternative types of tourist activities in Turkey were studied. In particular, the Cemali Sari, Musa Yüksel presented the influence of local eating and drinking culture on tourism development in certain regions of Turkey [12]. The peculiarities of the tourism industry of the Mediterranean and Aegean coasts of Turkey were considered [29]. In the study [36], a quantitative research method was employed to examine the participation of residents in urban and rural neighborhoods of the Konyaalti district of Antalya in tourism activities and identify any obstacles to their participation. According to the data obtained, it was revealed that 72.8% of the residents in the urban and rural neighborhoods of Konyaalti district did not visit the Konyaalti tourism region for vacation purposes.

Orientation to the development of tourism in view of the principles of sustainable development, with an understanding of the need for the development of social tourism and promoting the improvement of the level and quality of life of the population, ensuring accessibility for all segments of the population does not lose its relevance and the need to implement science-based initiatives and measures that should be based on specific research results, primarily geographical. In order to understand the opportunities and obstacles to the development of social tourism, the following questions remain essential: What is the attitude of the local population to the intensive

development of tourism in the region of residence? What is the involvement of the local population in tourism? What problems does the local population face when organizing leisure activities? What are the obstacles, challenges, and opportunities for the organization of social tourism? Given the limited geographical studies on social tourism, this study is seen as an original and distinctive contribution. The significance of this research lies in its potential to serve as an example for Turkey.

In this context, the **purpose of this research** is to identify the participation of the local community residing in the urban and rural neighborhoods of Serik district, which constitutes one of the significant destination points in Antalya province, known as the tourism capital of Turkey, in tourism activities. Additionally, the study aims to uncover any factors hindering their participation.

This research aims to examine the residents' participation in both urban and rural neighborhoods of Serik in tourism activities. Additionally, if any factors hinder their participation, this study seeks to identify and present them. A quantitative research method was employed to ensure the validity and reliability of the research. The quantitative research method aims to describe the existing situation or phenomenon using numerical data and to reveal causal relationships between variables through independent and dependent variables [5].

In this context, a survey, which is a quantitative research method, was utilized to collect data. A scale entitled "Is Social Tourism Forgotten, Is the Sole Purpose of Tourism to Earn Foreign Currency?" was used to prepare the survey forms. After obtaining the necessary permissions from the authors of the scale, revisions were made to the survey form, taking into account three specialists' suggestions. The scale consists of three sections. In the first section, questions were asked about the characteristics of the local residents. The second section included questions related to their attitudes towards vacation. The third section focused on their attitudes towards social tourism. A random sampling method was employed among the local residents of both urban and rural neighborhoods in Serik, Antalya province, between December 2022 and April 2023. 466 individuals who agreed to participate in the interviews were surveyed. However, 33 surveys were excluded from the analysis as they constituted the pilot study, and 49 were excluded due to incomplete data. A total of 384 surveys, which is believed to represent the population, were included in the analysis. The obtained data were analyzed using the SPSS software package, conducting frequency and descriptive analyses.

**The main material.** The research field is the Serik district located within the Antalya section of the Mediterranean Region. In Serik district, which has 96

accommodation facilities, according to BETUYAB's 2022 data [4], 1,757,035 tourists benefitted from accommodation (Figure 1), but there is no available data on the percentage of individuals residing in the urban and rural neighborhoods of the district who participate in tourism activities. As seen in Figure 2, Serik district is located west of Aksu, east of Manavgat, south of the Mediterranean Sea, and north of Bucak district of Burdur and Sütçüler district of Isparta. In Turkey, with the Local Administration General Election held on March 30, 2014, through Law No. 5747 on Metropolitan Municipality, the villages affiliated with districts were converted into neighborhoods. In this context, Serik district has a total of 66 neighborhoods, consisting of 47 rural neighborhoods and 19 urban neighborhoods (see Figure 3).

Table 1 presents the demographic characteristics of the 384 individuals who comprised the sample of the research, in terms of percentage and frequency distributions. Demographic information of the participants is shown in Table 1 along with frequency and percentage values by numbering method. Values in the table containing demographic information; participants gender Male or Female; age of participants 18-23, 24-29, 30-35, 36-41, 42-46, 47-52, 53-58, 59-64 and 65+; marital status: Married, Single, Divorced; number of children No children, one child, two, three, more than four; The birthplace of the participants is Antalya or other provinces; Educational status of the participants: Primary Education, Secondary Education, High School, Associate Degree, Bachelor's Degree; occupations of the participants are Farmer, Tradesman, Civil Servant, Housewife, Retiree, Worker, Student and Other. Finally, the

monthly income scale of the participants is No income, 3,500-5,500 TL, 5,001-7,500 TL, 7,501-10,000 TL, 10,001-12,000 TL, 12,001-15,000 TL and 15,000+ TL.

As seen in Table 1, 228 (59.4%) of the participants were male and 156 (40.6%) were female. The participants' age range from 18-23 was 68 (17.7%), in the age range of 24-29 was 40 (10.4%), in the age range of 30-35 was 51 (13.3%), in the age range of 36-41 was 54 (14.1%), in the age range of 42-46 was 42 (10.9%), in the age range of 47-52 was 37 (9.6%), in the age range of 53-58 was 34 (8.9%), in the age range of 59-64 was 27 (7.0%), and in the age range of 65 and above was 31 (8.1%). Based on these values, it is observed that the age range with the highest number of participants is 18-23, while the age range with the lowest number of participants is 59-64.

When the education backgrounds of the participants are analyzed, it is seen that the number of individuals who completed primary education is 137 (35.7%), the number of individuals who completed secondary education is 140 (36.5%), the number of individuals who completed high school education is 61 (15.9%), the number of individuals with associate's degrees is 39 (10.2%), and the number of individuals with bachelor's degrees is 7 (1.8%). Based on these findings, it can be seen that the most common educational level among the local residents participating in the research is secondary education, while the least common is a bachelor's degree.

When it comes to the marital statuses of the participants, 251 individuals (65.4%) are married, 124 individuals (32.3%) are single, and 9 individuals (2.3%) are divorced. Based on these findings, it can be stated that the majority of the participants are married.

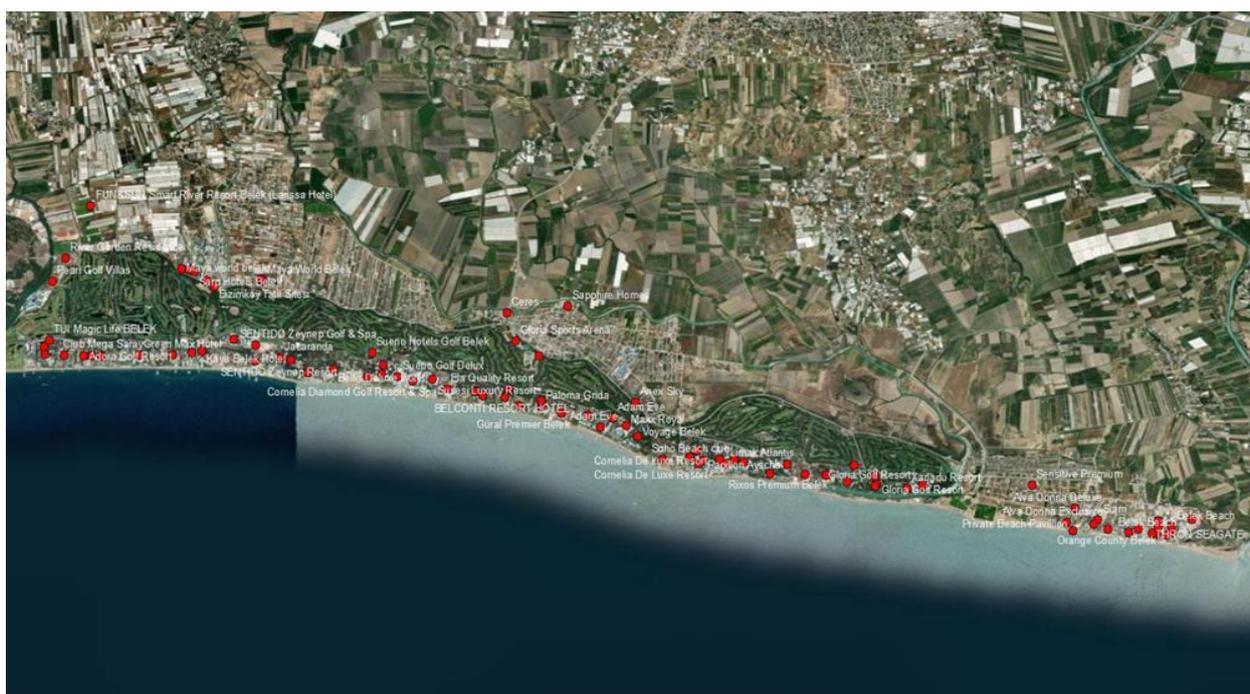


Fig. 1. Accommodation Facilities in Serik District, June 2023



Fig. 2. Serik District Location Map

The analysis of the participants' occupations shows that 74 (19.3%) are farmers, 64 (16.7%) are retired, 56 (14.6%) are self-employed, 36 (9.4%) are workers, 30 (7.8%) are housewives, and 23 (6%) are civil servants. The rest of the participants from other occupational groups (such as tourist guides, lawyers, teachers, municipal officers, mechanics, bankers, accountants, drivers, police officers, cashiers, engineers, sales representatives, etc.) is 44 (11.5%) (see Table 1). As seen, the majority of the local participants work as farmers.

As can be seen, the number of individuals with no income is 87, the number of individuals with an income ranges from 3,500 to 5,000 TL is 37, the number of individuals with an income ranges from 5,001 to 7,500 TL is 79, the number of individuals with an

income ranges from 7,501 to 10,000 TL is 53, the number of individuals with an income ranges from 10,001 to 12,500 TL is 40, the number of individuals with an income ranges from 12,501 to 15,000 TL is 36, and the number of individuals with an income of 15,001 TL and above is 52.

Regarding the participants' ability to go on vacation in 2022 or earlier, it is observed that 212 individuals (55.2%) had the opportunity to take a vacation, while 172 individuals (44.8%) did not have the opportunity to go on vacation in 2022 or earlier. When examining the reasons why participants were unable to go on vacation in 2022 or earlier, it is observed that the three most influential factors are the perception of not being able to afford a vacation at the same level as foreign tourists, lack of sufficient

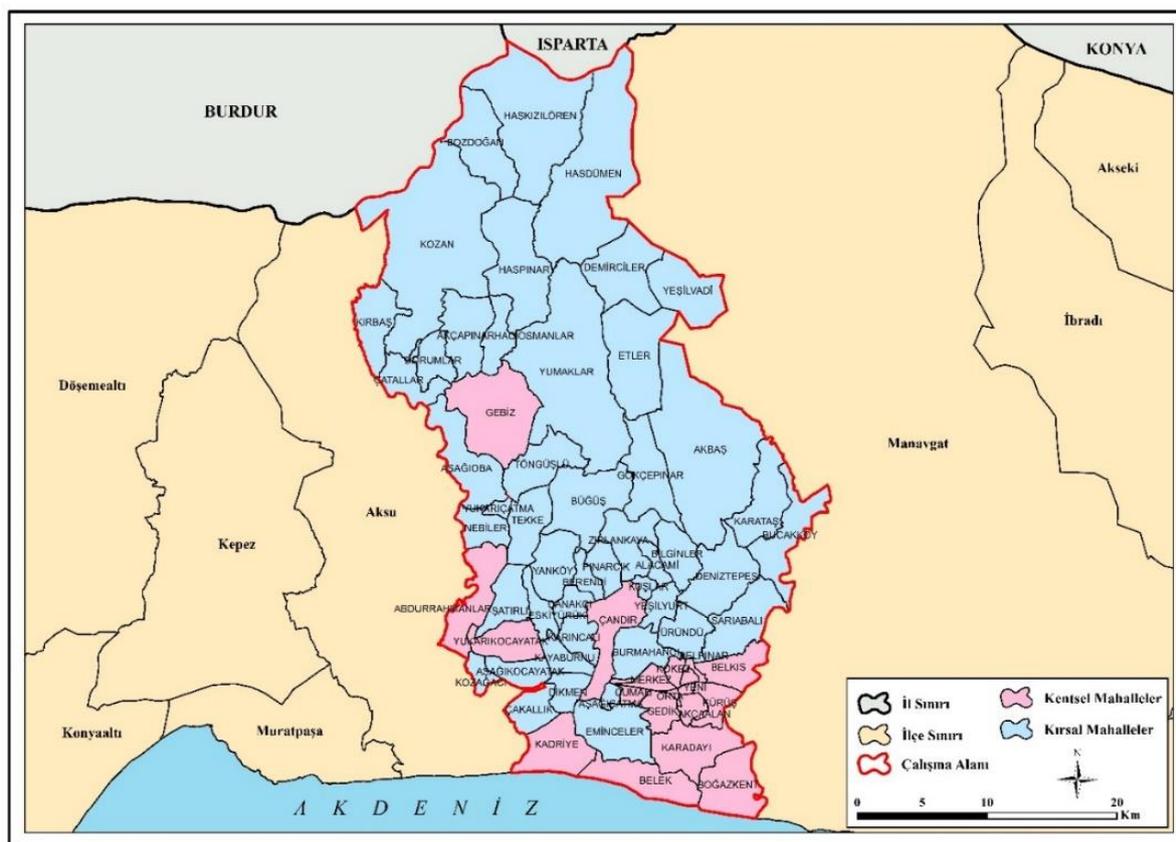


Fig. 3. Urban and Rural Neighborhoods of Serik District

funds, and accommodation issues. The three least influential factors are feeling tired of vacations, not having anyone to accompany them, and feeling unsafe. It is noteworthy that 55 participants strongly agreed and 55 participants strongly disagreed with the statement regarding their busy work schedule (see Table 2).

Of the participants who had the opportunity to go on vacation in 2022 or earlier, 128 individuals (60.4%) had the opportunity to go on vacation once a year, 38 individuals (17.9%) had the opportunity to go on vacation twice a year, 14 individuals (6.6%) had the opportunity to go on vacation three times a year, 4 individuals (1.9%) had the opportunity to go on vacation four times a year, 1 individual (0.4%) had the opportunity to go on vacation five times a year, and 28 individuals (11.8%) had the opportunity to go on vacation six times or more in a year (see Figure 4).

The analysis of the reasons for participants' vacations reveals that 94 individuals (44.3%) had vacations for entertainment, 6 individuals (2.8%) had vacations for health purposes, 10 individuals (4.7%) had vacations for adventure purposes, 9 individuals (4.2%) had vacations for cultural purposes, 11 individuals (5.2%) had vacations for business purposes, 37 individuals (17.5%) had vacations for visiting friends and relatives, 35 individuals (16.5%) had vacations for beach tourism, 1 individual (0.5%) had vacations for sports purposes, and 9 individuals

(4.2%) had vacations for other purposes such as relaxation, pleasure, tranquility, spending time in nature, honeymoon, or going to the highlands (see Figure 5).

Regarding the participants' companies in their vacations, it is observed that a total of 15 individuals (7.1%) had vacations with their families, 26 individuals (12.3%) had vacations alone, 63 individuals (29.7%) had vacations with their spouse and children, 28 individuals (13.2%) had vacations with friends, 26 individuals (12.3%) had vacations with their spouse, 42 individuals (19.8%) had vacations with relatives, and 12 individuals (5.6%) had vacations with other individuals (see Figure 6). It can be seen that the majority of the individuals had vacations with their spouse and children.

The analysis of the accommodation preferences of the participants shows that 46 individuals (21.7%) preferred staying with relatives, 35 individuals (16.5%) preferred staying in hotels, 35 individuals (16.5%) preferred staying in camping areas, 27 individuals (12.7%) preferred staying with friends, 19 individuals (9.0%) preferred staying in summer houses, 5 individuals (2.4%) preferred staying in guesthouses, 2 individuals (0.9%) preferred staying in timeshares, and 43 individuals (20.3%) preferred staying in the Kumköy pavilions in Aksu (see Figure 7). It is noteworthy to note that the participants chose primarily to stay with relatives and secondly opted

Table 1

## Demographic Characteristics of the Local Population Participating in the Study

Gender	Frequency	%	Age	Frequency	%	Marital status	Frequency	%
Men	228	59,4	18-23	68	17,7	Married	251	65,4
Women	156	40,26	24-29	40	10,74	Single	124	32,3
<b>Job</b>	<b>Frequency</b>	<b>%</b>	30-35	51	13,3	Divorced	9	2,3
Farmer	74	19,3	36-41	54	14,1	<b>Income</b>	<b>Frequency</b>	<b>%</b>
Tradesman	56	14,6	42-46	42	10,9	Havent income	87	22,7
Officer	23	6,0	47-52	37	9,6	3.500-5.000	37	9,6
Housewife	30	7,8	53-58	34	8,9	5.001-7.500	79	20,6
Retired	60	16,7	59-64	27	7,0	7.501-10.000	53	13,8
Employee	36	9,4	65+	31	8,1	10.001-12.000	40	10,4
Student	57	14,8	<b>Duration of residence</b>	<b>Frequency</b>	<b>%</b>	12.001-15.000	36	9,4
Other	44	11,5	1-10	17	4,4	15.001+	52	13,5
<b>Number of children</b>	<b>Frequency</b>	<b>%</b>	11-20	66	17,2	<b>Education</b>	<b>Frequency</b>	<b>%</b>
No children	157	40,9	21-30	61	15,9	Primary	134	35,7
1	67	17,4	31-40	61	15,9	Secondary	140	36,5
2	78	20,3	41-50	75	19,5	High school	61	15,9
3	54	14,1	51-60	39	10,2	Associate's degrees	39	10,2
4	28	7,3	61+	65	16,9	Bachelor's degrees	7	1,8
<b>Total number of participants in the research:</b>	<b>384</b>							

for the Kumköy pavilions. It was observed that individuals living in Aşağıkocayatak, Yukarikocayatak, Kayaburnu, and Çakkallik neighborhoods specifically preferred the Kumköy pavilions.

When it comes to the participants' priorities in vacation, it is observed that 42 individuals (19.8%) prioritize natural beauty of the location, 81 individuals (38.2%) prioritize affordability, 31 individuals (14.6%) prioritize quality of service, and 55 individuals (25.9%) prioritize proximity in terms of distance (see Figure 8).

When the data regarding participants' opinions on being able to have a vacation at the same level as foreign tourists are examined, it seen observed that 174 individuals (82.1%) believe they cannot have a vacation at the same level, while 38 individuals (17.9%) believe they can have a vacation at the same level (see Figure 9a). It is evident that the majority of individuals expressed their inability to have a vaca-

tion at the same level as foreign tourist. When the support received from various institutions and organizations for going on vacation is examined, it is seen that 14 individuals (3.6%) received support, while 370 individuals (96.4%) did not receive support. It is also noted that the majority of individuals who received support did not specify which program they benefited from. When the participants' perceptions of the adequacy of institutions and organizations supporting social tourism are analyzed, it is observed that 48 individuals (12.5%) found them sufficient, while 336 individuals (87.5%) did not find them sufficient (see Figure 9b).

When the participants' opinions regarding which group institutions and organizations should support for the purpose of enabling the local community to go on vacation are analyzed, the following results were obtained: 90 individuals (23.4%) expressed the need to support young people, 122 individuals (31.8%) ex-

Table 2

Reasons Why the Local Population Was Unable to Go on Vacations in 2022 and Earlier

	Absolutely I agree	I agree	I'm undecided	I do not agree	Absolutely I do not agree
Not being happy in social situations	19	20	18	18	97
Not having enough money	80	20	7	21	44
No vacation habits	47	23	20	29	53
Inappropriate program times	42	31	15	23	61
Health problems	24	21	-	35	92
Lack of facilities close to home	48	27	25	17	55
Transportation takes time	54	24	16	31	47
Intensive work/study time	55	23	13	26	55
The car lack of	34	20	5	29	84
Having no one to attend together	16	11	14	20	111
Having to make time for family	31	26	13	20	82
Not feeling safe	19	16	10	19	108
Giving a feeling of tiredness	23	15	9	10	115
Overcrowded facilities	17	13	14	23	105
Not liking the services offered	18	21	18	20	95
Not Knowing Destinations	33	16	22	32	69
Not Knowing What To Do	23	33	24	28	64
My friends/environment do not like to participate in such activities	24	15	39	24	70
Not wanting to disrupt the routine schedule	34	17	18	36	67
Hygiene conditions	27	23	40	25	57
Dominating the idea of not having a holiday at the same level as foreign tourists	90	23	22	6	31
Accommodation opportunity	68	20	19	18	47

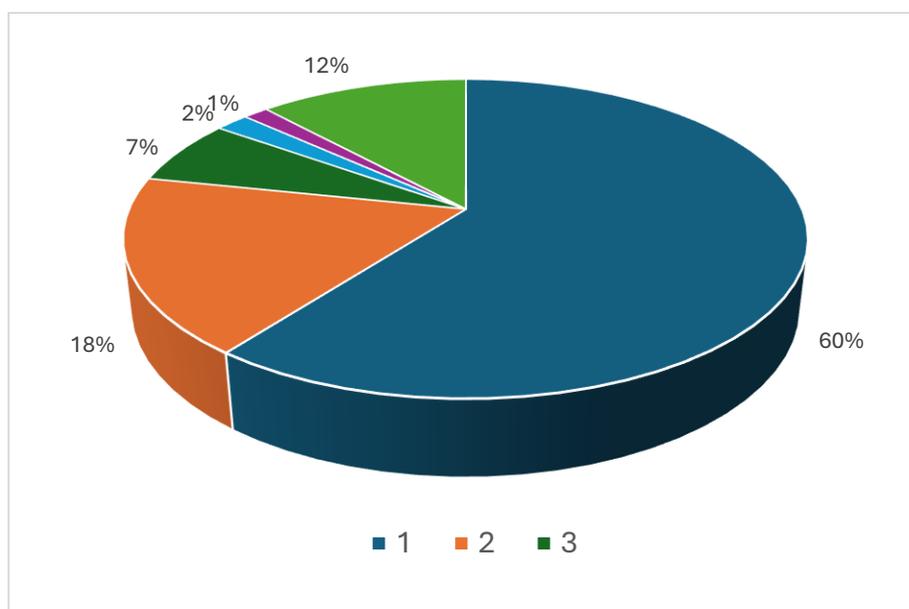


Fig. 4. Opportunities for the Local Population to Take Vacations per Year

pressed the need to support individuals without financial means, 26 individuals (6.8%) expressed the need to support disabled individuals, 31 individuals (8.1%) expressed the need to support the destitute, 25 individuals (6.5%) expressed the need to support individuals aged 65 and above, 27 individuals (7.0%) expressed the need to support children, 23 individuals

(6%) expressed the need to support the active (working) population, 4 individuals (1%) expressed the need to support divorced individuals with poor financial means, 5 individuals (1.3%) expressed the need to support divorced individuals with children, and 27 individuals expressed the need to support others (everyone, individuals who have not had the opportunity

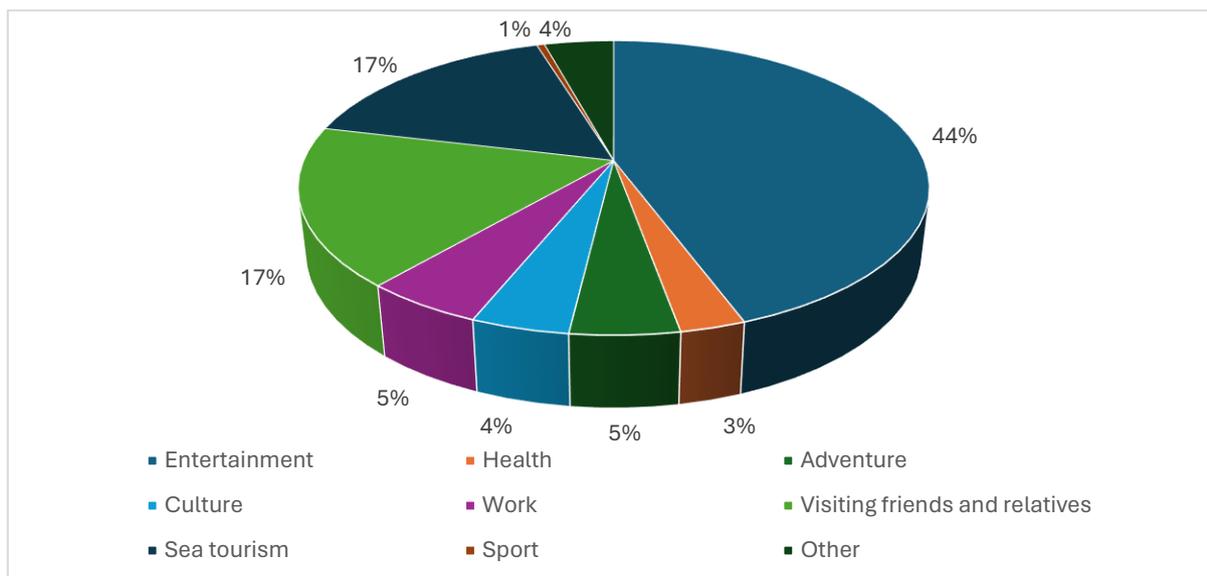


Fig. 5. Graphic Reasons Why the Local Population Takes Vacations

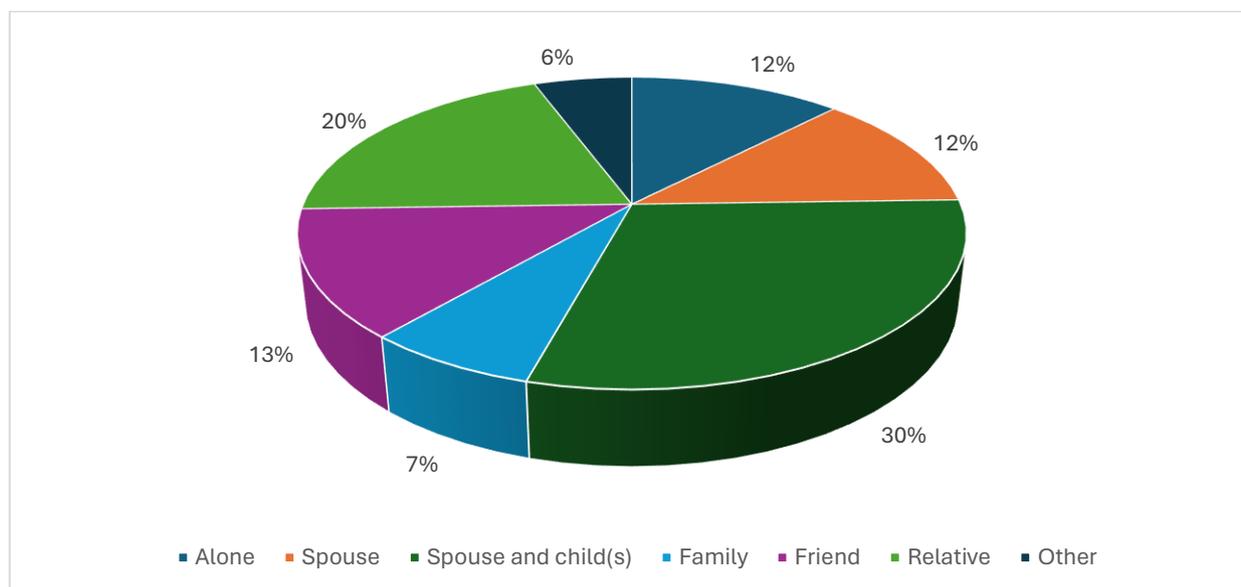


Fig. 6. Individuals with Whom the Local Population Spends Their Vacations

to vacation before, individuals who have had a regular job within the past year, newly married individuals who have not had the opportunity to vacation before, etc.) (see Figure 10). Individuals have expressed that support should primarily be given to those with limited financial means, followed by young people. However, it is suggested individuals who are divorced and have children should be supported the least.

In examining the opinions of individuals regarding which institutions and organizations should implement support and incentive policies to increase the participation rate in social tourism activities, it is observed that 197 individuals (51.3%) believe that the Ministry of Culture and Tourism should implement these policies. Additionally, 92 individuals (24%) think that municipalities should be responsible for implementation, while 27 individuals (7%) believe it

should be the duty of village heads. The opinion that the Ministry of Environment and Urbanization should be responsible for implementation is shared by 16 individuals (4.2%). Only 2 individuals (0.5%) think that Civil Society Organizations should implement these policies, while 17 individuals (4.4%) believe it should be the responsibility of the Ministry of Labor and Social Security. Furthermore, 13 individuals (3.4%) consider that the Turkish Travel Agencies Association should be in charge of implementation. The remaining 20 individuals (8.1%) expressed the view that other institutions and organizations (such as the Ministry of Youth and Sports, the government, all organizations, district governorships, etc.) should be responsible for implementation (see Figure 11). While it is observed that individuals primarily express that the Ministry of Culture and Tourism should be responsible for implementation, it is noteworthy

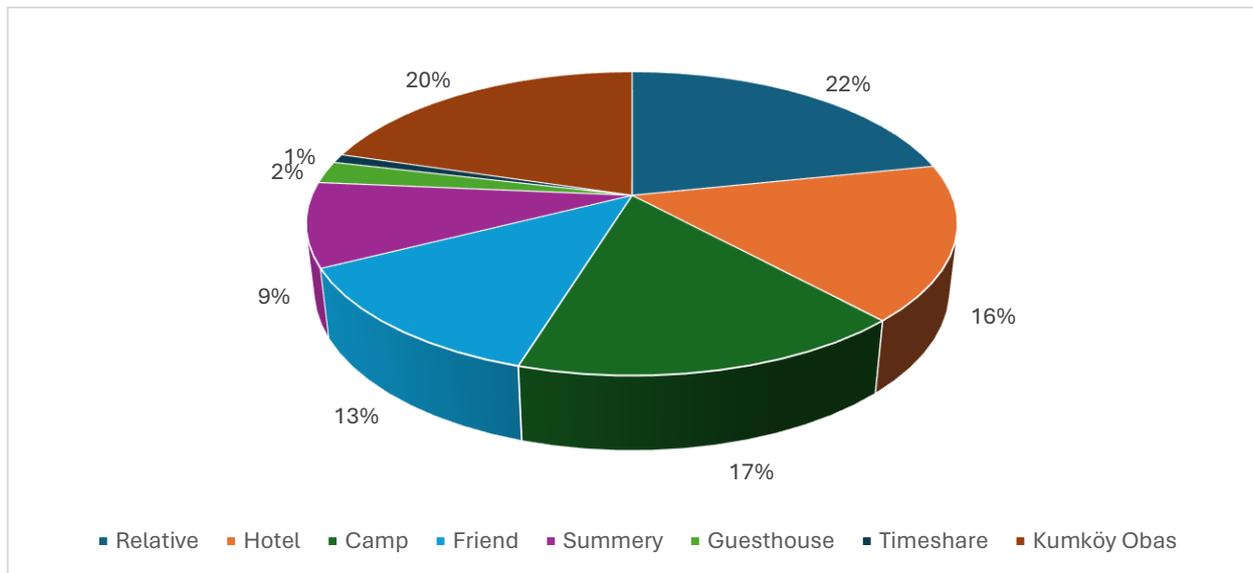


Fig. 7. Preferred Destinations for the Local Population's Vacations

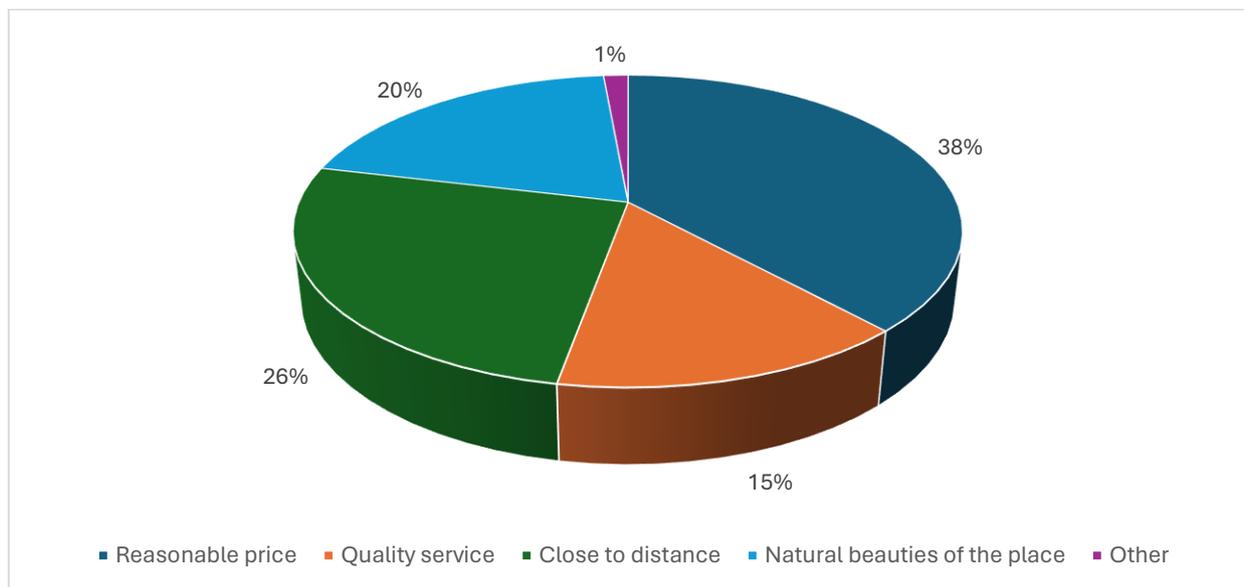


Fig. 8. Factors Influencing the Vacation Preferences of the Local Population

that they consider Civil Society Organizations to be the least involved. In contrast, in Europe, it is believed that social tourism participation rates can be increased through the efforts of Civil Society Organizations. Therefore, the views of the local community participants in the study, suggesting that Civil Society Organizations should have the least involvement, are intriguing.

In analyzing the opinions of the participants regarding the anticipated implementations to increase participation rates in social tourism activities, we observed that 70 individuals (18.2%) expressed the need for providing accommodation opportunities. 72 individuals (18.8%) believed that transportation expenses should be covered, while 120 individuals (31.3%) suggest providing cash support. Additionally, 45 individuals (11.7%) stated that specific villages or locations should be allocated for vacations,

with expenses covered by the government. 33 individuals (8.6%) propose the establishment of holiday participation centers, and 29 individuals (7.6%) believe that hotels should offer free holiday opportunities to disadvantaged individuals, ranging from 5% to 10% of their capacity. Furthermore, 15 individuals (3.9%) provided other responses, such as the idea of a holiday card, where a certain amount is deducted from individuals' salaries throughout the year under the title of a holiday support package, with financial support from the government at the end of the year. Other suggestions include a holiday tax, companies offering all-inclusive holiday opportunities to their employees on weekends, and more (see Figure 12).

The participants' opinions regarding their likelihood of applying if the government or social institutions in our country provide support for holiday purposes, it is observed that 311 individuals (81%) wo-

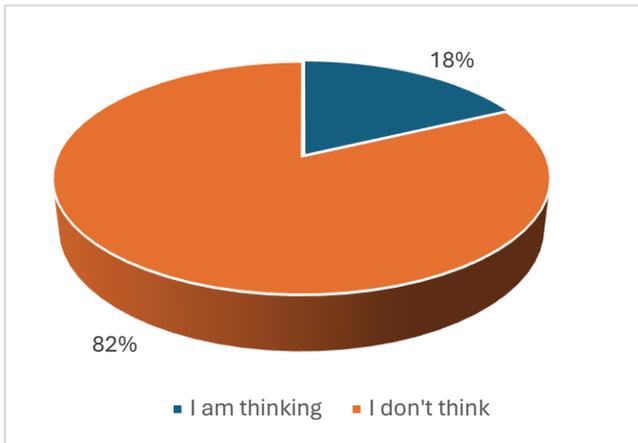


Fig. 9a. Opinions of the Local Population Regarding Their Ability to Take Vacations on Par with Foreign Tourists

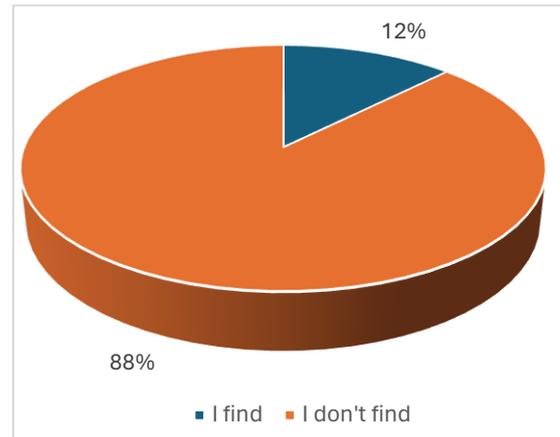


Fig. 9b. Local Population's Perception of Sufficient Institutions and Organizations Supporting Social Tourism

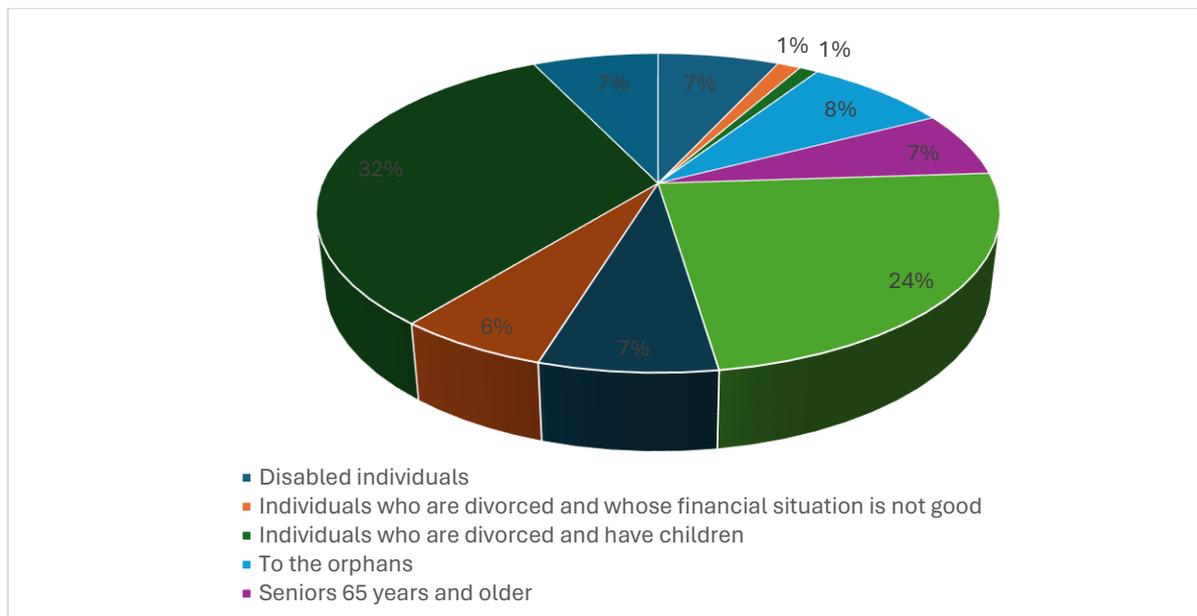


Fig. 10. Opinions of the Local Population Participating in the Study Regarding the Target Audience for Support from Institutions and Organizations for Vacation Opportunities

uld apply, while 73 individuals (19%) would not apply.

When the factors influencing the decision of local residents if the government or social institutions should provide support for holiday purposes is examined, it is observed that 4 individuals (5.5%) cited the factor of feeling ashamed, 1 individual (1.4%) mentioned not having someone to take care of their work in their absence, 25 individuals (34.2%) attributed it to their good financial means, 11 individuals (15.1%) expressed concern about the reactions of people when it becomes known that they received support, 7 individuals (9.6%) expressed fear of not being able to return to work or find a new job after taking a certain period of leave for a vacations, 11 individuals (15.1%) attributed it to not having a habit of going on vacations, there were also 5 individuals (6.8%) who mentioned other factors, such as concerns about po-

tential repayment requests in the future if they received support, prioritizing others with greater need (e.g., having two disabled children but believing that those in greater need should receive the opportunity), and expressing that they did not apply to allow young people to have the chance to go on vacation (see Figure 13).

**Conclusion and Recommendations.** Antalya province, which is among the most preferred destinations in Turkey by foreign tourists, hosted 13,508,628 tourists in 2022 [18]. According to a report by the World Tourism Organization, Antalya province has generated higher tourism revenue compared to the 39 countries classified under the European categorization [6]. However, within our research scope, it has been observed that 44.8% of the local population residing in both urban and rural areas of Serik district

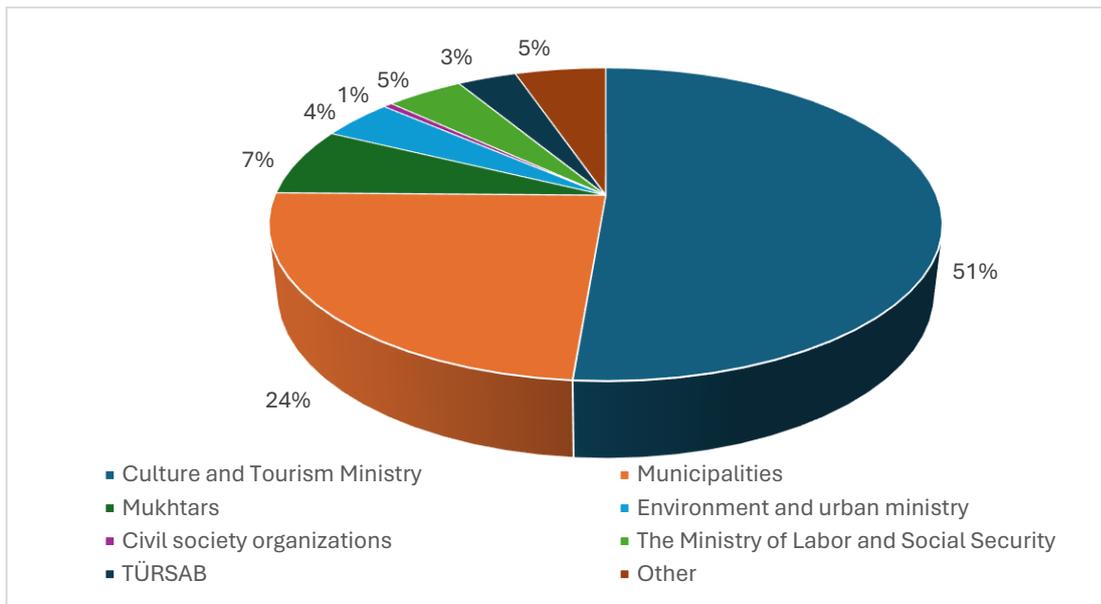


Fig. 11. Institutions that the Local Population Wants to Implement Support and Incentive Policies

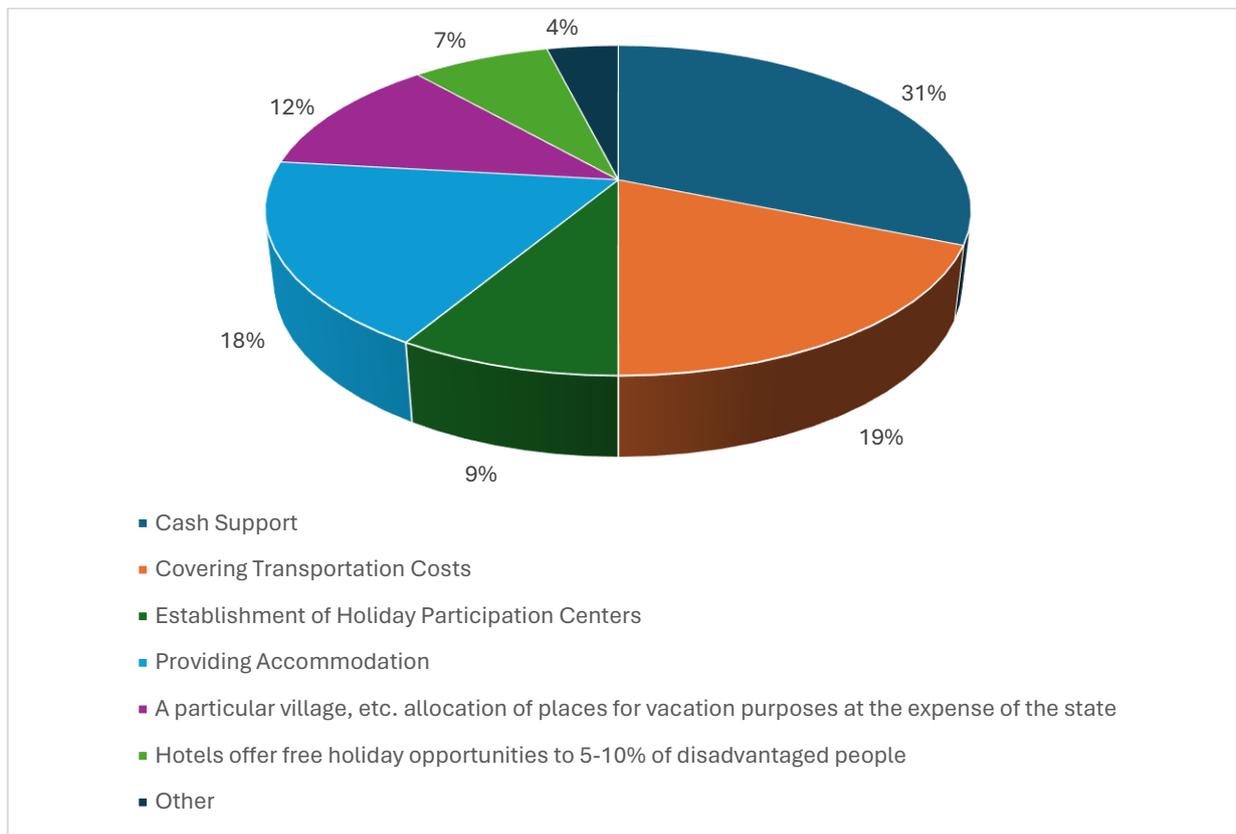


Fig. 12. Expected Practices to Increase the Participation Rate of the Local Population in Social Tourism Activities

did not have the opportunity to go on vacation in 2022 or in the previous years. Participants living in rural areas like Tekke, Yanköy, Hasdümen, and Dorumlar have limited vacation opportunities, whereas those in Orta, Çakallik, Yukarikocayatak, and Aşağıkocayatak neighborhoods have more chances for vacations. In this context, it is evident that the most significant factor influencing the participants' inability to go on vacation is financial insufficiency.

Therefore, the necessity of public and civil institutions and organizations supporting the local population with various holiday programs arises. In addition, it highlights the importance of supporting social tourism practices, as the most significant factor hindering participants who had the opportunity to go on vacation in 2022 and before from traveling today is also related to financial constraints. The existence of the social tourism facility established by TURBAN

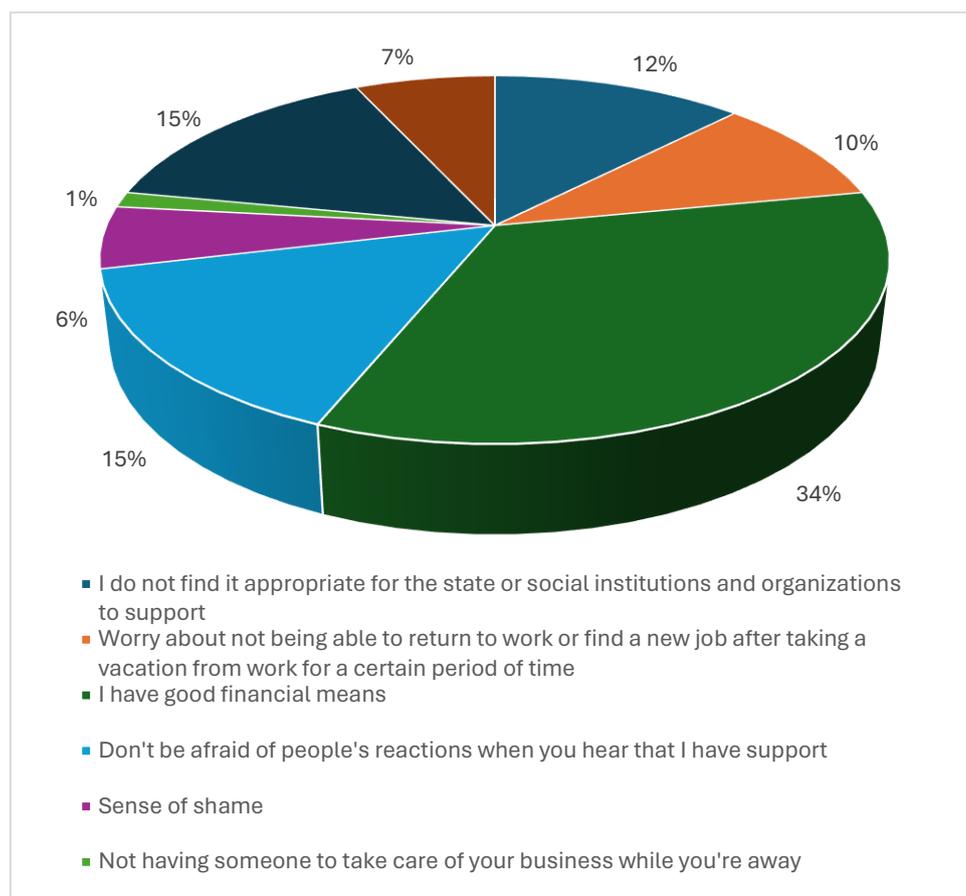


Fig. 13. Factors Influencing the Local Population's Decision Not to Apply for Support from the Government or Social Institutions for Vacation Purposes in Our Country

in Belek neighborhood of Serik district is of utmost importance; however, efforts should be made to increase their number [36]. In this way, the cost of accommodation, which is one of the factors causing concern among the participants, can be reduced, enabling the local population to have the opportunity to go on vacation. Because it has been observed that the participants generally allocate a budget ranging from 3001 to 5000 TL for a one-week vacation. Additionally, it's noteworthy that 8% of participants expressed an inability to allocate a vacation budget, which is significant for Serik district. Therefore, non-profit accommodation facilities, including various options such as social tourism centers and social tourism villages commonly implemented in Europe, can be built and made available to the local population. It has been observed that free accommodation activities play a crucial role in participants' engagement in tourism activities and their accommodation preferences. Consequently, individuals have predominantly opted for staying with relatives, followed by the preference for five-star hotels along the coastline in the Kumköy villages. It has been observed that individuals who engage in accommodation activities in Kumköy villages have a higher chance of visiting the Serik tourism region. In this context, in order to enable more indivi-

duals to participate in tourism activities, if support is provided by the government or social institutions and organizations for vacation opportunities in the research area, 81% of the participants would apply for such support. When the reasons for the 19% who would not apply were examined, it was found that the primary reasons are having good financial means, followed by the lack of a habit of going on vacation, and the fear of receiving negative reactions from people upon hearing about receiving support. Therefore, it can be stated that the lifestyle of the local community and environmental influences have a significant impact on individuals' preferences. In this context, it is important to inform the local population in order to enable their active participation in tourism planning and maximum involvement in social tourism activities. It should be remembered that the obstacles individuals face throughout their lives, or may face in the future, are not solely physical barriers but also hinder their ability to exercise fundamental rights. Therefore, efforts should be made at both local and national levels to promote equality, peace, tranquility, and, most importantly, to restore hope for individuals who have lost hope. Social tourism initiatives exemplify this effort.

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## Особливості залучення місцевої громади у розвиток соціального туризму (кейс району Серік, Анталія, Туреччина)

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Туристична діяльність показала перехід від привілейованих осіб з високою купівельною спроможністю до осіб з нижчим рівнем доходу, туристична діяльність перестала сприйматися як розкіш і почала розглядатися як соціальна потреба, що призвело до збільшення кількості осіб, які беруть участь у туристичній діяльності, збільшення їхніх доходів. Поряд з високим економічним потенціалом, туризм має важливе соціальне значення, а саме забезпечує відновлення життєвих сил людини, витрачених у процесі праці, сприяє духовному й інтелектуальному розвитку особистості, тим самим підвищуючи якість трудових ресурсів. Орієнтація на розвиток туризму з огляду на засади стійкого розвитку, із розумінням необхідності розвитку соціального туризму та сприяння підвищення рівня та якості життя населення, забезпечення доступності для усіх верств населення не втрачає своєї актуальності та необхідності впровадження науково-обґрунтованих ініціатив та заходів, що мають базуватися на конкретних результатах досліджень, у першу чергу – географічних. Для розуміння можливостей та перешкод розвитку соціального туризму важливими лишаються питання: Яке ставлення місцевого населення до інтенсивного розвитку туризму у регіоні проживання? Якою є залученість місцевого населення до туристичної діяльності? З якими проблемами зустрічається місцеве населення при організації дозвілля? Які перешкоди, виклики та можливості щодо організації соціального туризму? Метою статті є спроба визначення особливостей участі місцевої громади та визначення чинників, що впливають на участь місцевої громади в туристичній діяльності в районі Серік, одному з значущих туристичних місць у провінції Анталія, її залучення до соціального туризму з огляду на необхідність стійкої та доступної туристичної діяльності. У цьому контексті було застосовано якісний та кількісний метод дослідження та проведено особисте опитування методом випадкової вибірки в період з грудня 2022 року по квітень 2023 року, охопивши загалом 466 учасників. З них 33 опитування було використано для пілотного тестування, а через неповні дані 384 опитування було введено в програмний пакет SPSS для аналізу. Згідно з висновками, було виявлено, що 44,8% місцевої громади, яка проживає в міській та сільській місцевостях району Серік, не мали можливості поїхати у відпустку у 2022 році або раніше. Тому вважається необхідним максимально інтегрувати діяльність соціального туризму в планування туризму для місцевої громади. Встановлено, що найбільш значущим фактором, який впливає на нездатність учасників поїхати у відпустку, є матеріальні складнощі, відповідно, існує необхідність у підтримці громадськими та громадськими установами та організаціями місцевого населення програмами та заходами відповідного спрямування.

**Ключові слова:** географія туризму, соціальний туризм, місцева громада, стійкість, доступність, Серік, Анталія, Туреччина.

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