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Life Cycle-Stages in History of Tourism in the Republic of Macedonia

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The aim of this paper is to explore the historical development of tourism through identified stages of the life cycle (TALC) model. Many of the major destinations in the world have a far longer history and go through various successive cycles with different phases. In this article, we present the case of Macedonia, as a Balkan mainland tourist destination. The analysis is based on primary and secondary data sources for an extended period. The article shows the life cycle of the tourist destination in combination and adaptation of new TALC model that matches regulation theories and the Ford paradigm of global model for tourism development of mass production and consumption. Finally, the paper suggests and recommends practical advice aimed at motivating key players in the formation of economic policy for tourism development.

Keywords: life cycle, TALC model, history of tourism, regulation theories, Ford paradigm, Macedonia

Introduction

Tourism as a global process is present in all countries including the Republic of Macedonia. Every country designs, adopts and implements strategies aimed at attracting more tourists and raising the competitive position in the global tourism (Avraham & Ketter, 2015; Huybers, 2007; Pike, 2005; Telfer & Sharpley, 2008).

The paper deals with the history of tourism represented first by proto tourism and the most frequently used life cycle (TALC) model for analyzing the development of tourism known as Butler (1980) model.

Because of its continental geostrategic location, the Republic of Macedonia functions as a bridge for the southern Balkan states, or more broadly speaking between Southeast Europe and Southwest Asia. Historically and traditionally, it is considered a space rich in various natural, cultural, social and economic values.

In recent years, much of the Macedonian economy has been geared towards the service sector and in this context, tourism has become one of the main “industries” in the state. The dynamics of the Macedonian tourism over the last few years, despite the changing situations of its main markets, is constantly increasing, particularly the number of tourist overnight stays. However, the process of tourism development in the Republic of Macedonia has been little studied from a historical perspective.

Our research finds that the first forms of proto-tourism were set in the late 19th century. The emergence of tourism and its growth was interrupted several times in history because of international actions in several wars, economic crises followed by the dissolution of the former Yugoslavia, as well as a civil conflict that occurred in one area in the country.

These wars caused several interruptions in the development of tourism, i.e., we differentiated five TALC models of tourism. The focus is on the role of social communities through the various stages in the development of tourism running from the '50s onwards, and especially in the '60s, '70s and '80s when tourism gained massive character.

The study has three objectives: firstly, to identify the early proto tourism, secondly, to identify the stages of development or life cycle (TALC) model of tourism, and thirdly, to explore the role of social communities and government in the process of policy making and planning related to the development of tourism, which corresponds to the regular theory and Ford's paradigm of global model for tourism development of mass production and consumption.

Literature Review

The literature that studies the origin and development of tourism in the country is insufficient and mainly deals with medium-term analyses of economic geography. In the analysis, nobody goes beyond the 20th century (Karanfilovski, 1967; Baseski, 1976; Panov, 1996, Stojmilov & Toshevska, 2016; Petrevska & Krainer, 2016). On the other hand, international studies show that the history of tourism is relatively new material (Butler & Wall, 1985; Towner, 1988) and that the main research interests focus on cultural-historical evolution of tourism (Buzard, 1993; Inglis, 2000; Pemble, 1987). In recent years, research in the history of tourism has made significant progress with new experiences (Walton, 2005; Garay & Cànoves, 2011). In this case, as a good practice in the life cycle of historical stages, we are guided by the example of Catalonia (Garay & Cànoves, 2011).

According to Butler (2009), the TALC model works well for destinations whose lifespan was founded a century ago or more. One of the main values of the TALC is that it interprets several evolutionary stages of tourism development. The TALC model interprets the changes in the number of tourists visiting the area (demand) and the subsequent expansion of infrastructure, mainly that of accommodation (offer) and communication (transport).

Special attention is paid to public intervention in the development and characterization of tourism, local stakeholders and the relationship between the two. Butler, as a custom set of theories, has previously been used in many fields, such as sociology and management. The model is quite recognizable when it explains the development of tourism in certain areas or countries (see Figure 1).

At the same time, the Butler model is represented through several stages and theories of scenarios. The process begins with phase "survey" of the tourist area where a small group of tourists are attracted to the natural and cultural environment and are interested to visit and stay in the studied tourist area. In the second phase, called "inclusive", local initiatives produce activities for the development of tourist facilities and enhancement of the area by increasing the number of new tourists.

The third phase, "development", is characterized by a progressive increase in the number of tourists, who are attracted by the increased promotion of the destination. In the next phase, "consolidation" the rate of visits by tourists can decrease, despite the fact that in absolute terms this is not perceived. The next stage, "stagnation", is known for record numbers of tourists, but the destination is no longer a fashionable one, it becomes conservative, part of the tourism infrastructure is now used by other types of businesses, etc.. From this point, many scenarios are possible. Initially, if there is no reorientation of tourism through the activities of private local stakeholders or the public administration, destinations will enter the sixth stage called "decline" in

which the hospitality area is not able to compete with its rivals and is found in a spacious and numerical recession. However, if private local stakeholders and the public administration conduct some reorientation of the tourist area, its tourist activities may enter a different phase. This phase involves reorientation or re-discovery of the tourist area, and consequently the sixth phase will fit rejuvenation dedicated almost completely to changing the features and attractions of the tourist area. Following the publication of the article for TALC model (Butler, 1980), there were and still are frequent bibliographic references to the model in addressing various aspects in the development of different tourist spots but also opening up new topics for discussion. Among them are those who debated on the functionality of the model, especially the transition between Fordist and post-Fordist phase (Lagiewski, 2009).

In fact, through the study and development of the tourist destination according to the Fordist context for more decades, we wanted to see whether this concept can be combined and applied to a particular destination.

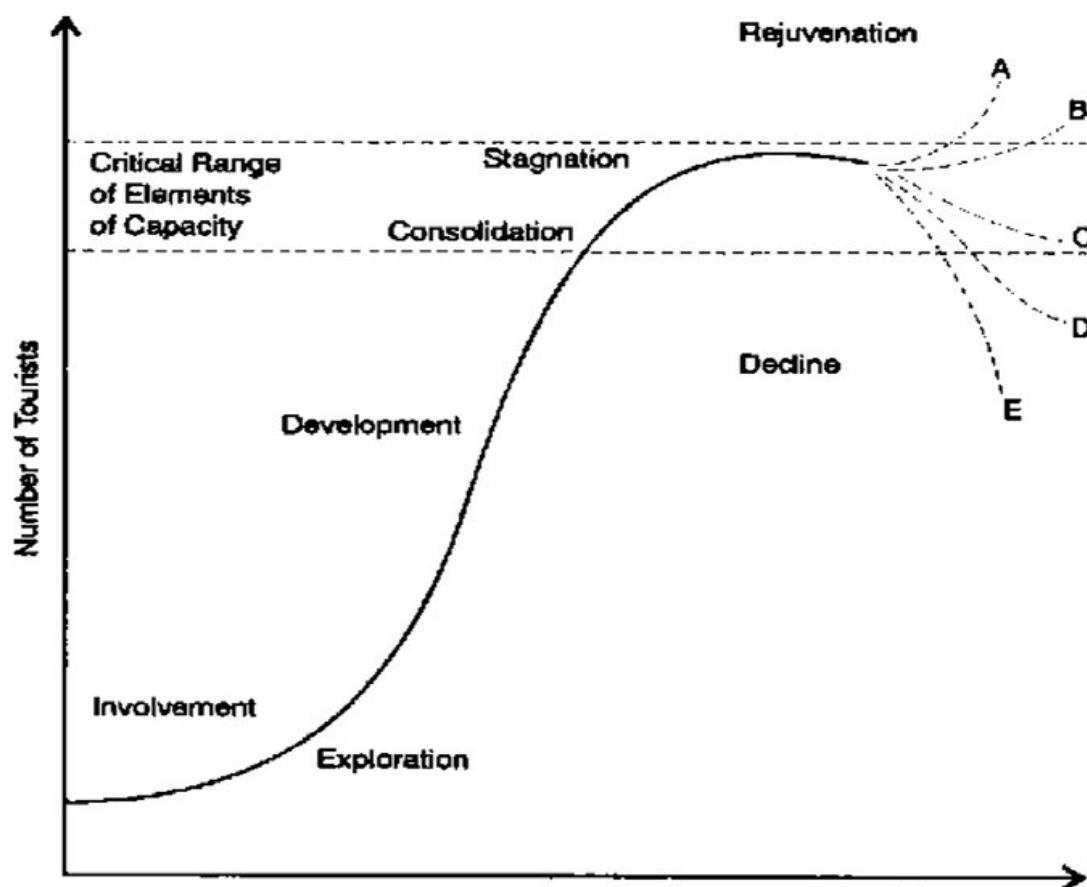


Figure 1. The tourism area life cycle model (Butler, 1980).

Material and Methods

After reading this literature, we conclude that TALC can serve as a good theoretical framework but should be combined with other approaches for two specific reasons. Firstly, because his explanation to the decline process after a period of stagnation seems to be too simplistic and restrictive (in accordance with the ideas of Agarwal, 2002). Secondly, because our idea was that evolution and decline of tourism is the result of long-term analysis, a life cycle with several large consecutive stages.

In this respect, one of the main assumptions of our idea is that tourism in the country went through five TALC models traced through four major phases (proto-tourism, pre-Fordism, Fordism and post-Fordism) of tourism development during the past century. These phases are characterized by different modes of accumulation of tourism (production and consumption of tourism activities) and tourism models of regulation (political, institutional forms and competence regarding tourism), the evolution and transformation are influenced by cultural, social, economic and technological elements. The uniqueness of the location and interaction between different tourism stakeholders (domestic and foreign) are also decisive in this evolution. As Butler (2009) pointed out, tourism is much more than economic activity, and as such, is more susceptible to be influenced by non-economic factors. In turn, these stages of tourism are closely related to the general regime and the accumulation of the economy that drive the dynamics of tourism in the destination.

From this premise, we use a methodology aimed at detecting changes in these elements (cultural, social, economic and technological) where the territorial element and dialogue between the actors play an important role and reorganization of the industry. Finally, and perhaps one of the most important points of each of these stages of tourism can be described by a differentiated Butler TALC, where the dialectics between tourism, society and the environment is taken into account. In this sense, we use a wide range of primary and secondary sources, i.e., statistical and bibliographical sources starting with the initial discovery of historical descriptions made by the first travelers, observers and tourists, and ending with the official database of statistics on tourism - regarding the number of tourists and overnight stays.

From Discovery to Professionalization

The survey about the beginnings of tourism in the country, i.e., the stage of proto-tourism, comprises the period from the late 30s of the 19th century, a period when Macedonia was part of the Ottoman Empire. It is a time of the so-called "Grand Tours", directed towards the Ottoman Empire. The majority of travelers headed along the famous route Via Egnatia, and rarely on the route north - south (at least not until 1873). Interest in the European part of the Ottoman Empire is gathering momentum from the mid-19th century, when a small group of travelers (scientists, artists, diplomats, etc.) from Western and Central Europe, explored and stayed in the larger Macedonian cities. These "first tourists" after returning to their home countries published their impressions and discoveries in various natural-scientific, economic, social, cultural, religious, political and other articles. Based on their descriptions, the first guides and the various items they carried with them to organize exhibitions of artifacts, drawings, photographs, postcards, etc. were published (Matkovski, 1992a; 1992b; 2000; 2001; 2002; 2005).

Almost in all descriptions, in addition to natural beauty, monasteries and spas, it is emphasized that opportunities for longer and mass stay in this area are uncertain and doomed to failure from the beginning. The weak culture of central and administrative authorities, but also the attitude of the local population towards foreigners, the lack of adequate hotel accommodation, poor hygiene and the ability to easily get sick, the lack of freedom of movement, the possibility of easily getting into trouble or becoming prey to robberies, etc. are stated as reasons for that.

The situation was improved with the emergence of the railway line Thessaloniki - Skopje - Belgrade in 1873, when along the railroad the first hotels in Skopje, Veles and Gevgelija were built. Hotels were also built along the route Via Egnatia, in Bitola and Ohrid, especially after the construction of railway line from Thessaloniki to Bitola in 1894. Later on, hotels were built in other Macedonian cities. In 1912 in Macedonia, there was a total of 16 hotels (see Figure 2) (Matkovski, 1992a; 1992b; 2000; 2001; 2002; 2005). Data for

guests in hotels are not available, it is likely that no records were kept or were lost. Proto-tourism or this first TALC phase was interrupted by the Balkan Wars and World War I, when the crumbling Ottoman Empire and Macedonia were divided between the neighboring countries.

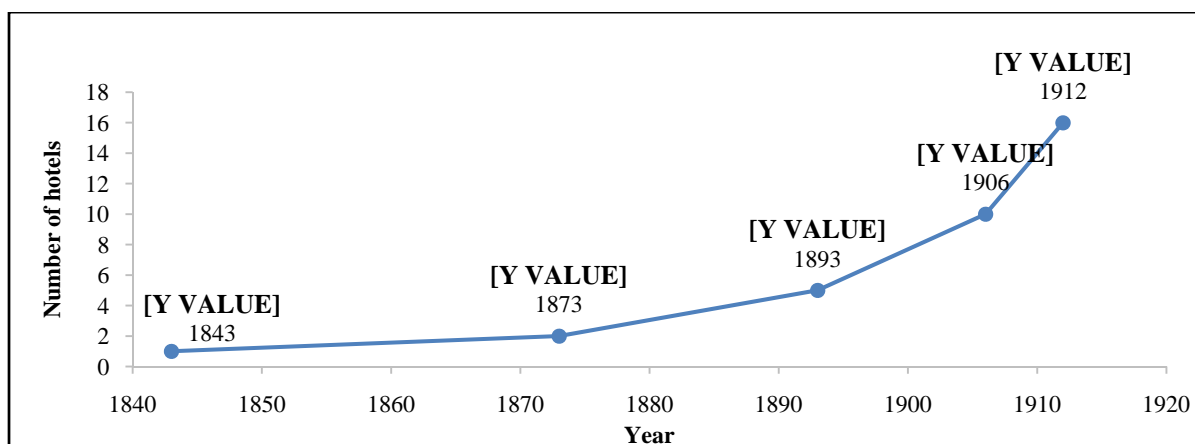


Figure 2. The movement of hotels in the Republic of Macedonia for the period of 1843-1912. Source: Matkovski (1992a; 1992b; 2000; 2001; 2002; 2005).

The second TALC model is actually the beginning of the tourist stage. This phase lasted for about 15 years (1925-1939), but was followed by social, economic and political problems. It is the period when the area of the Republic of Macedonia was part of the Kingdom of Yugoslavia (1919-1941). During this period, influenced by new cultural, economic, social and technological changes, tourism had significantly transformed and adapted the market to a new type of demand. Then the first better hotels (with higher quality in the rooms, lifts, garages, etc.) appeared. There appeared the first modern restaurants (with modern kitchens and services), new forms of transport (cars, buses, planes), the first organized tourist visits (in cities, spas, monasteries in major cities, but also abroad), the first statistics (for domestic and foreign tourists and overnight stays), the first children resorts, spa sanctuaries, tourism and mountaineering associations and unions (the building of hiking and other lodges), emergence of tourist trips, the first swimmers in the Ohrid Lake and printed guides. There was a new regulation for hotels and restaurants, new organization and professionalization for hotels and restaurants, etc.. The movement of tourists in this period oscillates from 78,193 tourists in 1929 to 46,385 in 1934, again increasing to 55,122 tourists in 1939 (see Figure 3) (GSS, 1929-1940).

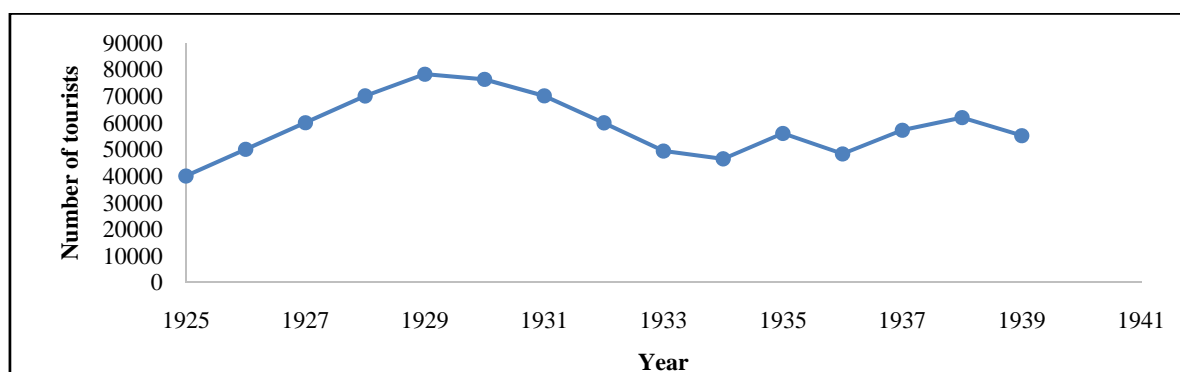


Figure 3. The movement of tourists in the Republic of Macedonia for the period of 1925-1939. Source: GSS statistical yearbook 1929, 1930, 1931, 1932, 1933, 1934-1935, 1936, 1937, 1938-1939, 1940.

Finally, in terms of the stage of development of tourism in this pre-Fordist phase, in accordance with the regulation and TALC theory, significant efforts were made in the field of tourism. Nevertheless, social change, military and political problems (economic crisis and World War II) seriously disrupted the initial development of tourism (see Figures 4-6).

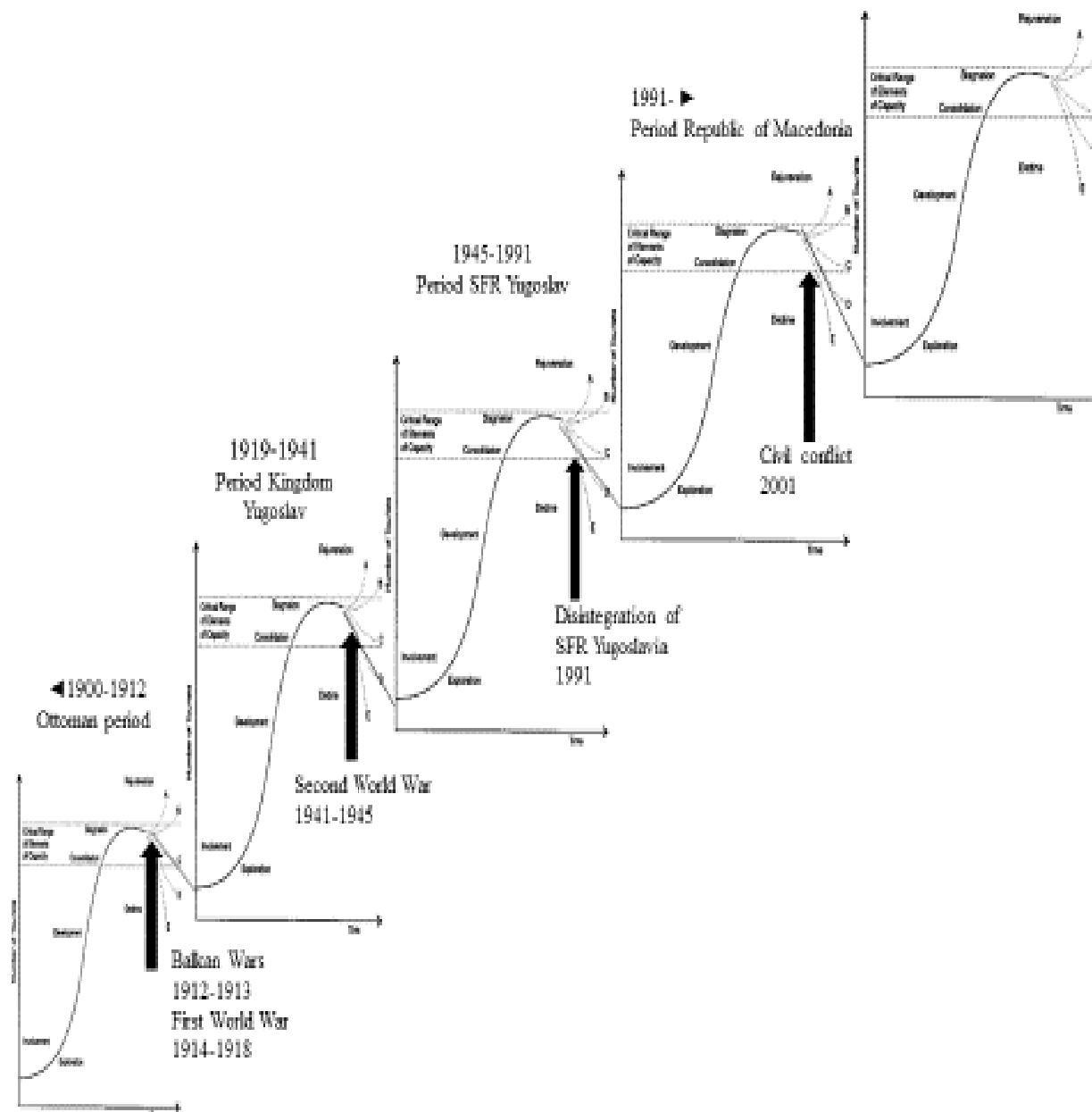


Figure 4. The evolution of tourism in the Republic of Macedonia explained by TALC model. Source: Garay and Cànoves (2011), adapted to a Macedonian case study. Preparation by the author.

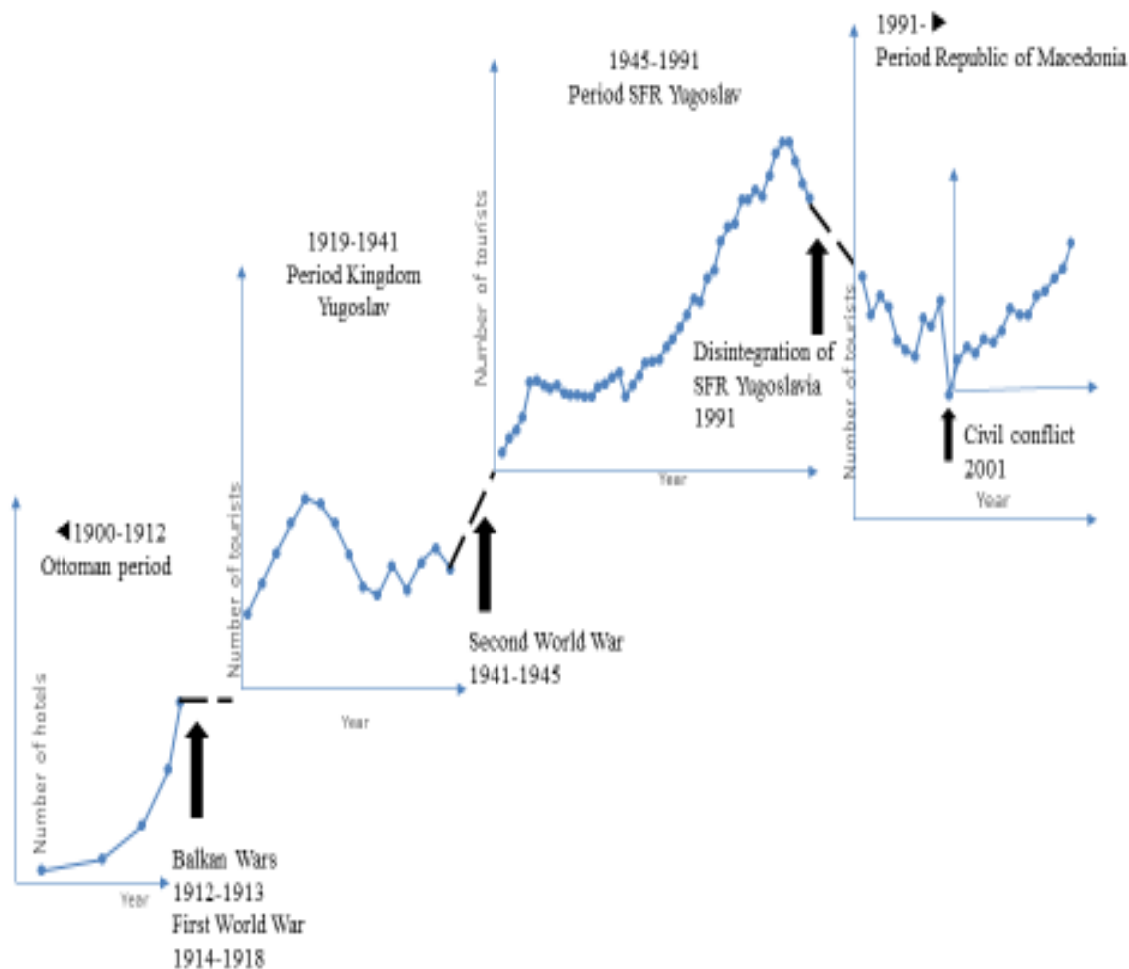


Figure 5. The evolution of tourism in Macedonia by periods, number of hotels in the Ottoman period and number of tourists in the Kingdom of Yugoslavia, SFR Yugoslavia and period of the Republic of Macedonia. Source: State Statistical Office of the Republic of Macedonia (SSO). Statistical yearbook for SFRJ, PRM, SRM, 1956, 1961, 1962, 1966, 1971, 1976, 1981, 1986, 1988; SSO. Statistical yearbook for Republic of Macedonia, 1991, 1992, 1998, 2001, 2006, 2011, 2016; SSO. Tourism 2003-2007, 2004-2008, 2005-2009; SSO. Tourism in Republic of Macedonia, statistical review, 2006-2010, 2007-2011, 2008-2012, 2009-2013, 2010-2014, 2011-2015. Preparation by the author.

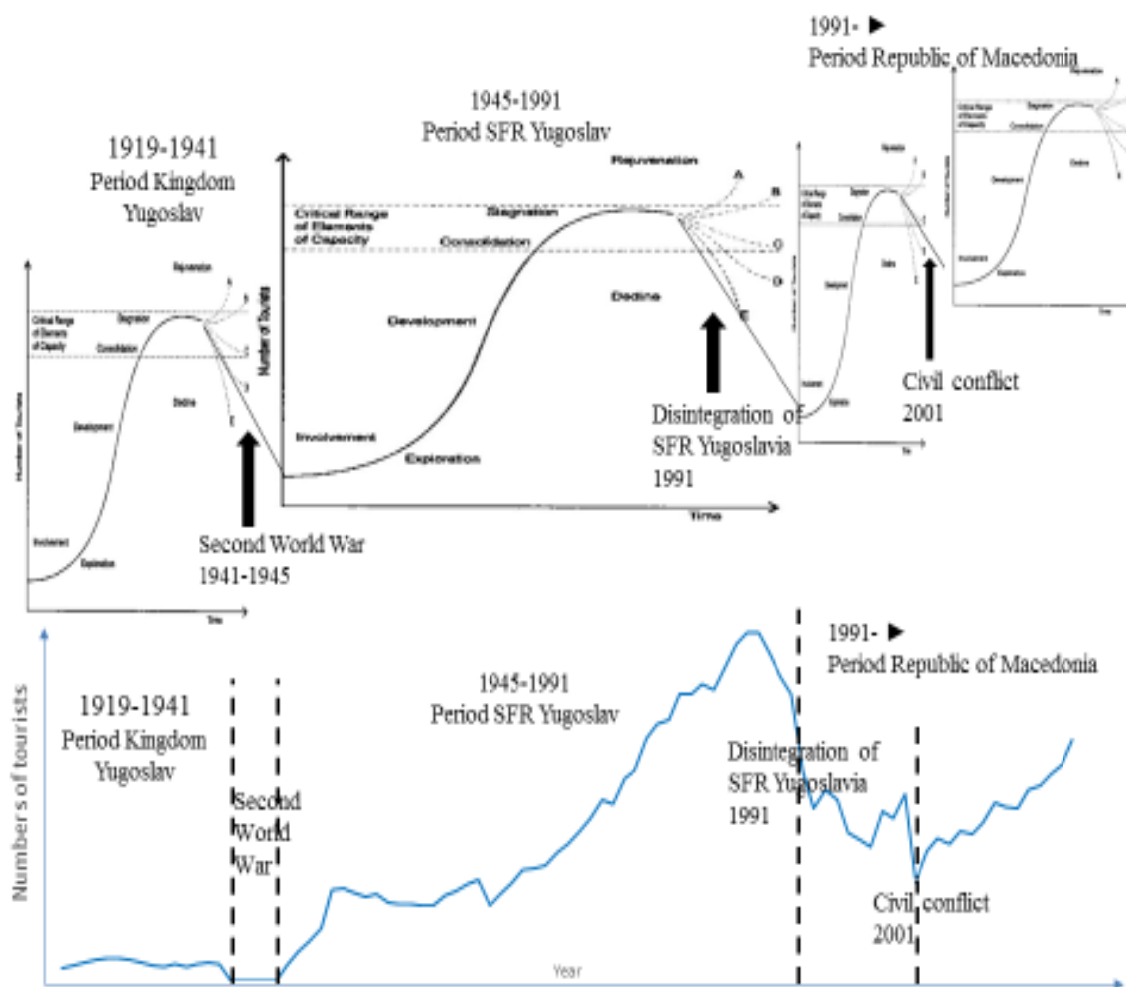


Figure 6. The evolution of tourism in the Republic of Macedonia explained by TALC model and number of tourists after the period from 1925 to 2015. Source: SSO. Statistical yearbook for SFRJ, PRM, SRM, 1956, 1961, 1962, 1966, 1971, 1976, 1981, 1986, 1988; SSO. Statistical yearbook for Republic of Macedonia, 1991, 1992, 1998, 2001, 2006, 2011, 2016; SSO. Tourism 2003-2007, 2004-2008, 2005-2009; SSO. Tourism in Republic of Macedonia, statistical review, 2006-2010, 2007-2011, 2008-2012, 2009-2013, 2010-2014, 2011-2015. Preparation by the author.

From Mass to Flexible Manufacturing

The third TALC model in the post-war crisis started with the entry of Macedonia as a federal unit of SFR Yugoslavia (1945-1991). In fact, the third TALC model is a typical example for all stages of the life cycle of a destination. During the first years after the war, there was a period of renewal and industrialization with underdeveloped material base for development of tourism.

The period from 1947 to 1953, named as the investigation phase, is characterized by a centralized administrative system of planning and management of the economy, with a focus on domestic tourism. The new phase of involvement of tourism starts from 1954-1968, when the country introduced incentives for the development of tourism, through the abolition of the beneficial treatment of the workers resorts and starting free pricing, introducing grants for hospitality facilities, construction of accommodation facilities, etc.. In 1957-1961, the material basis in hospitality significantly increased.

The number of tourists was increasing primarily due to various measures and activities undertaken for the introduction of “open doors” (“open door”) and the policy of “good neighbor” of the government. The years between 1961 and 1965 influenced by economic and currency reforms had seen a significant expansion in the international tourism. In the period from 1965-1990, the tourism industry is categorized as an activity of special importance in the overall economic development.

Around the same time, in most countries in Western Europe, this Fordist phase of mass tourism (from 1959 onwards) was represented by a new system of accumulation and coherent model for the regulation of activities in tourism based on mass production and consumerism as well as consolidation of welfare. This phase of the new social and economic paradigm is known as the golden age of capitalism, where tourism played a leading role in most Western countries and is considered the fourth wave that changed the lives of most of its citizens (Dower, 1965). This new phase has also been associated with a new life cycle.

In this Fordist phase, the nature of tourism also began to change in Macedonia, namely, there was a new influx of tourists. These new tourists were not traditional - domestic, but foreign tourists from neighboring countries, as well as tourists from other European countries (the first Germans, French, British, Dutch tourists etc. came), attracted by the Macedonian sun, natural beauty and cultural affinities, and of course the low prices of the underdeveloped destinations (Ohrid, Prespa, Dojran, Skopje, etc.). With the growth in the number of visitors and overnight stays, the number of accommodation facilities of small low-quality hotels moderately increased, the financing for which was done by the local capital.

During the development phase (1969-1980), the government engaged in meaningful interventions including the introduction of tax credits, construction of new tourist facilities, use of loans and credits for regional development and a number of other stimulating elements designed to boost tourism demand. In the observed period, high investments were noted in tourism, and tourism is characterized as an activity of particular importance for the overall economic development. This also applies to a new stage in the assumption of the TALC model which means involvement of the country's political economy in one of the most important steps in using funds from the World Bank for Macedonia. Therefore, from the early seventies, the construction of large and modern hotels began in all major cities in the country, which is one of the most important steps in the development of tourism.

On one hand, from the natural and cultural perspective, Macedonia is seen as an exotic destination with a long history, untouched and unknown to tourists. On the other hand, the increase in supply and demand results in increased revenue, the active involvement of the local economy and some technological improvements and especially attractive charters have become favorable for the development of the tourism in the region.

The government work focuses heavily on promotion of Macedonian tourism (from a national point of view only, excluding regional peculiarities) and was less concerned with regulation and intervention. In fact, the goal was not to interfere too much with activity while enjoying spectacular growth and driving the rest of the economy. However, the total lack of regulation (especially in terms of territorial planning of local destinations) was supposed to have a crucial impact in the future.

At the end of the 70s, the demand continued to grow, compensated by strong growth in national demand, resulting from growth in the Macedonian gross domestic product per capita. Finally, after 20 years of uninterrupted growth, the destination has experienced stagnation (see Figures 7-11).

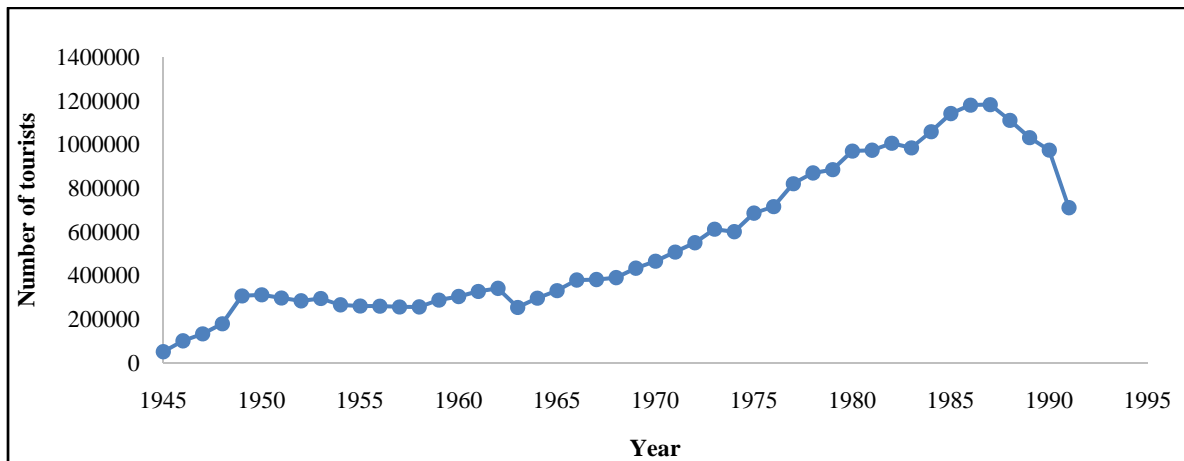


Figure 7. The movement of tourists in the Republic Macedonia for the period of 1945-1991. Source: SSO. Statistical yearbook for SFRJ, PRM, SRM, 1956, 1961, 1962, 1966, 1971, 1976, 1981, 1986, 1988; SSO. Statistical yearbook for Republic of Macedonia, 1991, 1992, 1998, 2001, 2006, 2011, 2016; SSO. Tourism 2003-2007, 2004-2008, 2005-2009; SSO. Tourism in Republic of Macedonia, statistical review, 2006-2010, 2007-2011, 2008-2012, 2009-2013, 2010-2014, 2011-2015.

During the 70s and 80s, there was a multiple rise in the prices of fuel, due to the global economic crisis, and it has affected the demand for charter flights (Iribas & Gaviria, 1974). The intermediary companies and tour operators finally reached the local network by increasing the prices. Almost identical things happened in Macedonia, and in addition to this, there was a growth of labor costs in the area of tourism. In this context, the consolidation phase (1981-1985) started, restating the importance of regulation in the consolidation of Fordist paradigm and the evolution of its connected life cycles. At this stage, the total number of tourists increased by 30% compared to the preliminary stage. Shortly after came the phase of stagnation (1986-1988) when investment in hospitality and tourism shrank. Nevertheless, the number of 1,183,160 tourists and 3,978,028 overnight stays was reached. In 1987, the Assembly of Yugoslavia adopted a strategy for development of tourism in Yugoslavia where a particular place was given to Macedonia. Still, starting from 1988, unfavorable trends in tourism were recorded as a result of economic and political crisis.

The last phase is the phase of decline (1989-1990) characterized by a decrease in the total number of tourists, tourist spending, the quality of the tourist product, social problems, instability, resulting in armed conflict and the beginning of the disintegration of Yugoslavia.

TALC fourth model starts from 1991, i.e., from the dissolution of Yugoslavia and the declaration of independence of the Republic of Macedonia. This is connected with the beginning of a new cycle of the life of tourism. Again tourism was put in transition, and a process of discovery started, or a new series of cycles according to Butler, but also in the overall pattern of development in the post-Fordist stage. The interval between 1991-2001 for the Republic of Macedonia meant quite unstable period and is characterized with destructive effects caused by many destabilizing events (economic crisis, sanctions, blockades, political instability, internal ethnic conflict, etc.), and decline in the number of tourists on 333,308. However, in the world, especially after 1994, a new stage of development phase of post-Fordism began, with a new record demand in tourism (Garay & Cànoves, 2011).

From 2001 onwards, the fifth TALC model started, which included a constructive tourism cycle. Namely, it started with new studies, low-key and rare visits, followed by the inclusion of a new type of tourist demand of educated and experienced people who were interested in finding new forms of tourism that were affected by the uniqueness of the location, therefore giving greater importance to rural areas, cultural, urban and spa tourism (Cànoves, Villarino, Priestley, & Blanco, 2004).

These forms of tourism suddenly saw much greater demand, which increased the total number of tourists, while traditional (lake) sun and sand embraced new strategies and emergent products in order to become rationalized (Clave, 2004).

The progressive development of the destination began in 2005 through a blend of two general life cycles of mass tourism, which were under consolidation and extension of post-Fordist tourism. These processes are related to the democratization of the phenomenon of tourism and the culmination of the national demand for tourism, which has become dominant in relation to the total level of demand. In Macedonian tourism, this is clearly evident through two processes that are common in the general post-Fordist paradigm: on one hand, the transfer of tourism whose competencies were previously assumed by the country in favor of supranational bodies such as the decentralization of the tourism authorities and the policies of the new democratic government. This was also the time when many local councils began to think about promoting tourism with a new understanding of the implications of the sector for infrastructure development and economic growth in general, which again is closely related to the assumptions of TALC and Fordist paradigm.

In this context, the new autonomous policy of tourism arising from the decentralization process from 2010 fundamentally increased for better understanding of the evolution of this new post-Fordist period and the management of tourism by bringing it to the location. This is especially important because of the greater familiarity and knowledge about the reality of the sector by the local government, their greater contact with business representatives (chambers of commerce, business associations, local entities) and their capacity to deal with the specifics of each destination and find out how to become more specialized and give more attention to the tourists. In this process of transformation and improvement, ICT had a significant impact on Macedonian tourist companies, as the basis for a new technological paradigm and change in tourism consumption. The involvement of the public and private sector to improve the destinations with significant growth of accommodation capacities and the growth of certain types of tourism should also be referred to in this context.

In this sense, the role of the government is evident in the increased demand for domestic tourism (subsidized climate - thermal treatments for pensioners, weekend and monastery tourism, etc.), while international tourism returned to the scene thanks to an increase in certain types of tourism (especially the urban concentrated in Skopje), then the promotion of new activities in lake resorts (Ohrid, Dojran, etc.), expansion of airports, subsidizing low-cost charter flights to several European destinations, subsidized tours for foreign tourists, transformation of demand related socio-cultural changes, subsidizing the promotion and organization of numerous events aimed at tourism, etc..

Finally, the article suggests that we are facing the definitive consolidation of post-Fordism in Macedonia, which is characterized by adjusting the product for tourism especially oriented to the value of territorial resources and tourist experiences.

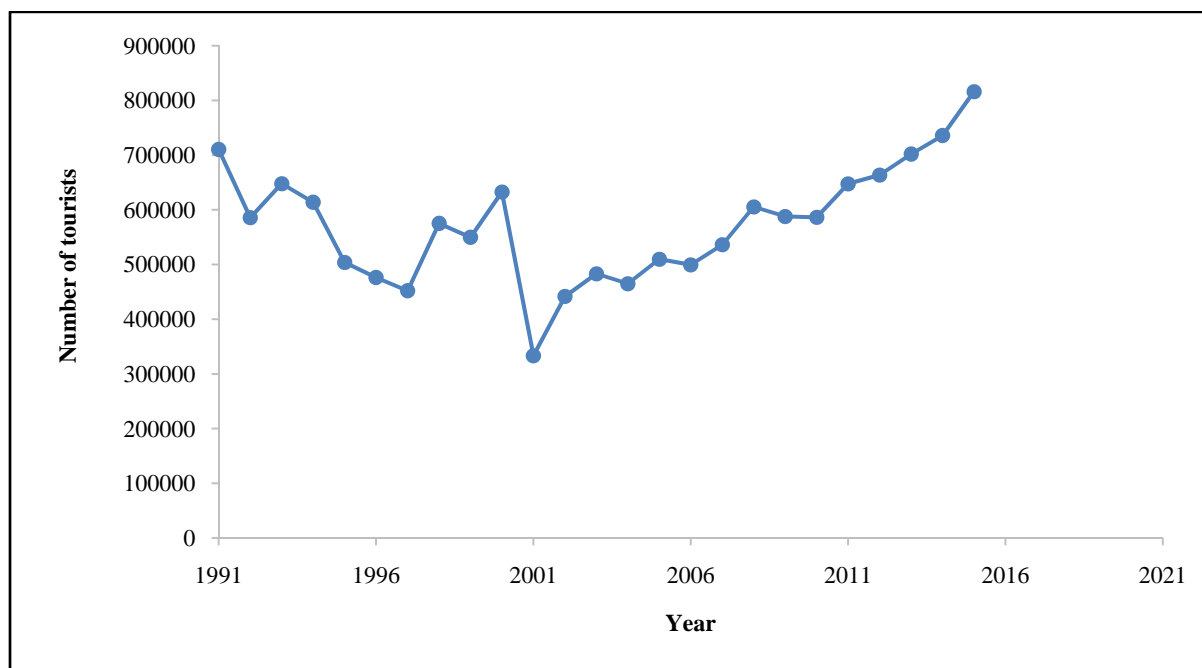


Figure 8. The movement of tourists in the Republic of Macedonia for the period of 1991-2015. Source: SSO. Statistical yearbook for Republic of Macedonia, 1991, 1992, 1998, 2001, 2006, 2011, 2016; SSO. Tourism 2003-2007, 2004-2008, 2005-2009; SSO. Tourism in Republic of Macedonia, statistical review, 2006-2010, 2007-2011, 2008-2012, 2009-2013, 2010-2014, 2011-2015.

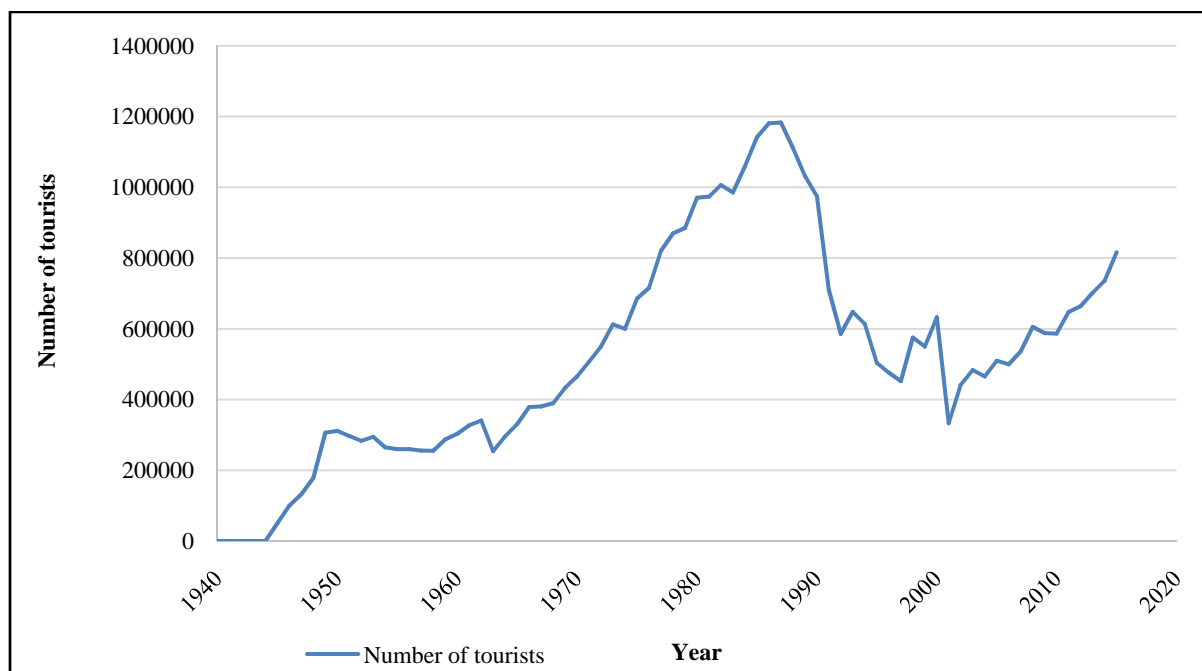


Figure 9. The movement of tourists in the Republic of Macedonia for the period of 1945-2015. Source: SSO. Statistical yearbook for SFRJ, PRM, SRM, 1956, 1961, 1962, 1966, 1971, 1976, 1981, 1986, 1988; SSO. Statistical yearbook for Republic of Macedonia, 1991, 1992, 1998, 2001, 2006, 2011, 2016; SSO. Tourism 2003-2007, 2004-2008, 2005-2009; SSO. Tourism in Republic of Macedonia, statistical review, 2006-2010, 2007-2011, 2008-2012, 2009-2013, 2010-2014, 2011-2015.

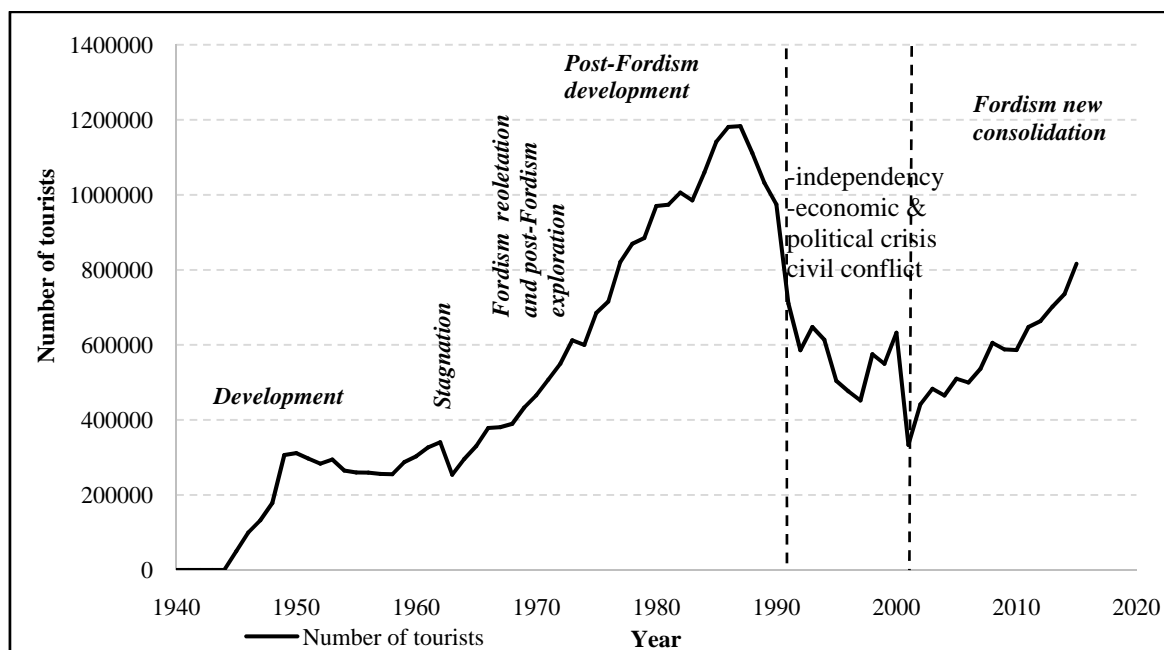


Figure 10. The evolution of tourism in the Republic of Macedonia explained by TALC and regulation theories. Source: SSO. Statistical yearbook for SFRJ, PRM, SRM, 1956, 1961, 1962, 1966, 1971, 1976, 1981, 1986, 1988; SSO. Statistical yearbook for Republic of Macedonia, 1991, 1992, 1998, 2001, 2006, 2011, 2016; SSO. Tourism 2003-2007, 2004-2008, 2005-2009; SSO. Tourism in Republic of Macedonia, statistical review, 2006-2010, 2007-2011, 2008-2012, 2009-2013, 2010-2014, 2011-2015.

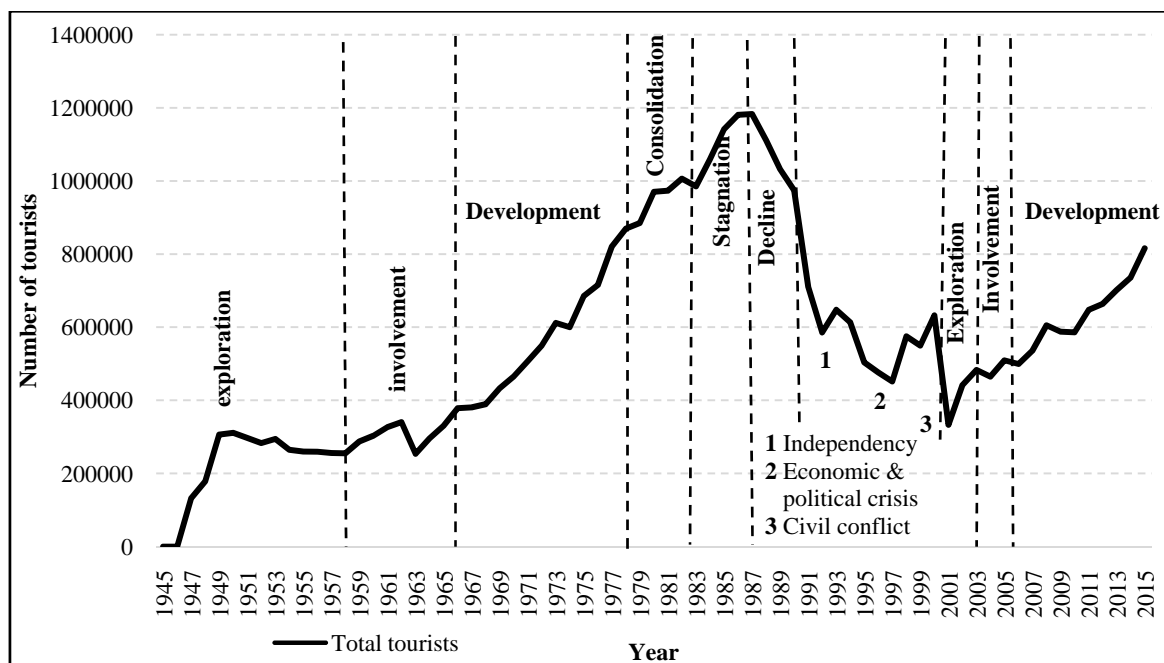


Figure 11. Macedonia's tourism life cycle, 1945-2015. Source: SSO. Statistical yearbook for SFRJ, PRM, SRM, 1956, 1961, 1962, 1966, 1971, 1976, 1981, 1986, 1988; SSO. Statistical yearbook for Republic of Macedonia, 1991, 1992, 1998, 2001, 2006, 2011, 2016; SSO. Tourism 2003-2007, 2004-2008, 2005-2009; SSO. Tourism in Republic of Macedonia, statistical review, 2006-2010, 2007-2011, 2008-2012, 2009-2013, 2010-2014, 2011-2015.

Conclusions

The article proves that the TALC about regulatory theory can create a valid framework for describing and understanding the history of a tourist destination. By means of all the featured images, the evolution of the destination can be displayed, explained and understood in this theoretical framework. We saw how the first proto-tourism paradigm or phase began with the research phase, which started with the arrival of the small number of the first explorers and adventurers. The pre-Fordist stage involves the beginning of a new TALC, associated with industrialization and the beginning of tourism and consumption limited to elites, but also promotion of the associations and the public sector. After a break during the war and post-war period, tourism in Macedonia began a new TALC which corresponds to the new paradigm, the Fordist paradigm. It is a period of adaptation in the field of regulation and development of a new phase of mass production and consumption in a destination and a period of mass tourism in Macedonia. Finally, in the 70s, after the impact of energy and economic crisis, there were changes in the demand, motivated and linked to the telecommunications revolution and the period of a new post-Fordist stage.

However, tourism development was interrupted by the break-up of Yugoslavia. It took 10 years for the new, independent Macedonia to deal with severe economic and political crisis also affecting tourism consumption and to start moving forward again.

From the perspective of TALC, the article shows how each of the main paradigms which analyze the history of tourism can be understood through a life cycle (earlier applied especially in the case of mass tourism). However, the TALC does not offer a complete guide on how the transition from one phase of the life cycle actually works. In that sense, regulation theory offers a good approach to finding out what led the restructuring process between these paradigms, and we believe that this is probably one of the most innovative aspects of the article. In this respect (Butler, 2006), it is possible to observe the historical development model that is similar to the one shown in the pictures, but it deals with the establishment of new centers in neighboring locations, and not a restructure in one destination.

Finally, in this article, we see how production and consumption of tourism systems faced major structural transformations and produced crises, which were overcome by adaptations to the regulation of tourism (new institutions, laws, competences, new forms). As a final consideration, we believe that history can offer good lessons by observing the historically developed model (shown in Figure 12) for the present and future of this industry. As demonstrated in this paper, if we want sustainable and profitable growth in the future, the current goal should be to defeat conservative positions and short-term visions and to support new facilities in tourist destinations.

In order to achieve this, we propose and recommend systematic changes through improvement of the tourism product, introduction of new innovative approaches, better promotion, strengthening of the role and coordination between the central and local authorities in favor of better quality tourism.

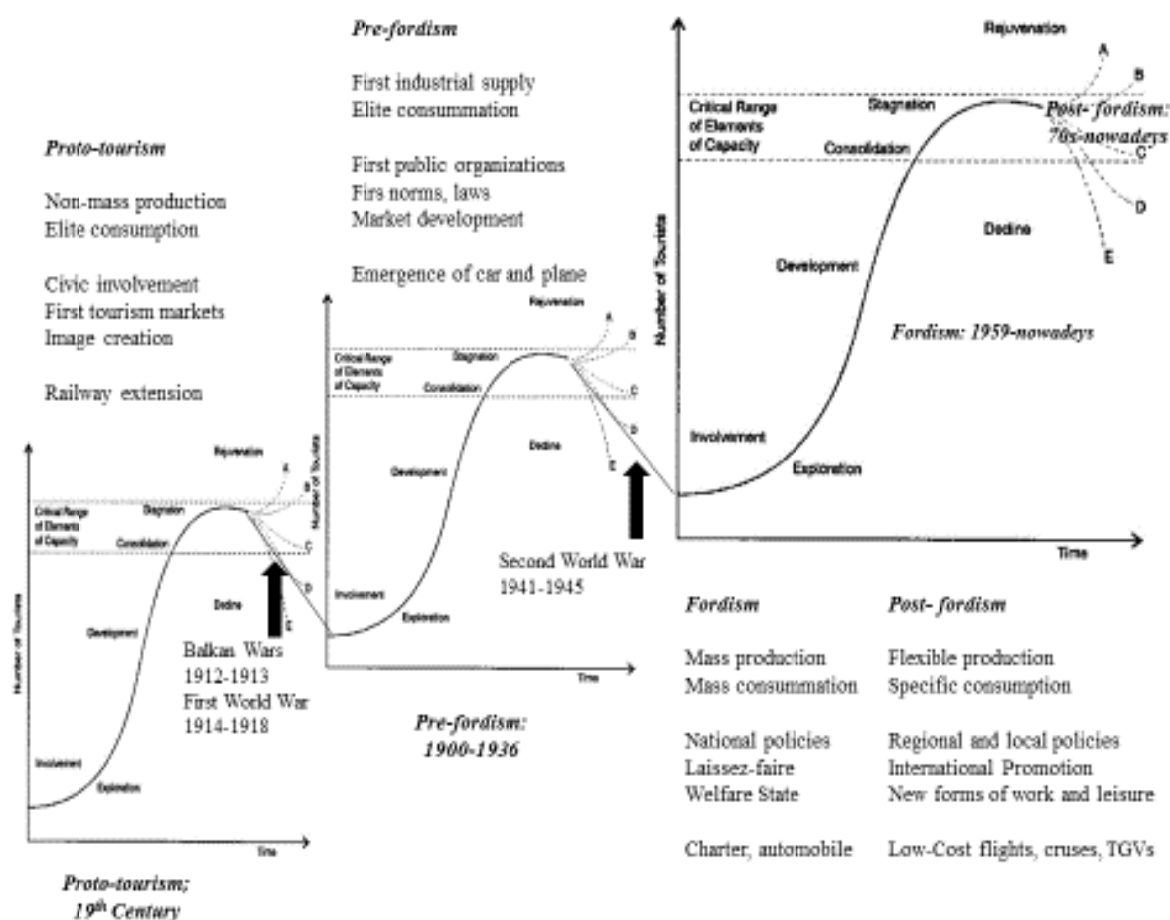


Figure 12. The evolution of tourism in Macedonia explained by TALC and regulation theories. Source: Garay and Cànoves (2011), adapted to a Macedonian case study.

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The Prospects of Rural Tourism Development in the Continental Touristic Region of Croatia: A Survey Conducted Among Younger and More Educated Respondents*

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The paper represents a product of mentor-graduate student cooperation, developed at the graduate study of Business Economics, major Tourism. The destinations and types of tourism are listed that exist in this area but also have room for improvement and further development. The goal is to prolong the season and not only focus on the coastal part of Croatia, following the examples of neighboring countries. The final goal of the research is to examine the behavior and opinion that participants have about Croatian tourism, what are their preferences when it comes to the choice of destination, on what grounds, how much are they familiar with rural tourism offer, and whether they think that further development would be crucial for rural tourism improvement. The research was conducted through a questionnaire on 203 respondents residing in the Republic of Croatia.

Keywords: rural tourism, offer expanding, decisive factors in the choice of destination, seasonality, tourism in Croatia

Introduction

The paper represents a product of mentor-graduate student cooperation, developed at the graduate study of Business Economics, major Tourism. The authors studied rural tourism and its sub-categories, posing two main research questions:

- (1) Which are the most interesting categories of rural tourism among tourists?
- (2) What part of continental Croatia has the most potential for the development of rural tourism?

It is visible that as the world evolves, the tourist offer evolves and expands as well. Tourists do not travel only for the journey but they travel with a motive. They have desire to try something new, get to know the culture, history and the way locals live, try out something that friends or family suggested, be in popular destinations where their peers and idols travel, etc.. All these factors affect our decision when we choose a destination. This paper is about the key elements of rural tourism development. The goal is to extend the season and not only focus on coastal part of Croatia, following the example of our neighboring countries. The final goal of the research in this work is to examine the behavior and opinion that participants have about the tourism in Croatia, what are their preferences when it comes to choosing a destination, on what basis, how much are they familiar with rural tourism offer and do they think that further development is crucial for rural tourism improvement. The research was conducted through a questionnaire on 203 respondents residing in Croatia.

* This paper was presented at Economic and Social Development Conference (Madrid, September 16, 2017).
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Methodology

To know more about what tourists need, love, and what they want to be improved, as well as how they are generally satisfied with Croatian tourism, we found out with a questionnaire.

The survey was conducted through a questionnaire that consists of 23 questions. Respondents were randomly picked and they answered through online questionnaire. A total of 203 responders participated, of which 71% were female and 29% male respondents.

The majority of the respondents (38.4%) have university diploma or a master's degree. Only 1.5% respondents are specialists of their profession or have a doctorate degree. While the respondents with secondary education 28.1% and more professional qualifications or professional or university bachelors 32%. We did not have any respondents with finished elementary school as the highest level of their education.

Most respondents were between 26-30 years old (45.3%), while only 4.4% of the respondents were 45 or more years old. There were no respondents under the age of 18, while 18.2% of responders were between 18-25 years old. Respondents aged 31-45 accounted for 32%. Such results were expected as most active tourists ranged between 26 and 45 years old. The reason for this is financial independence that is most common in this age. In this range, most tourists are also interested in special forms of tourism. The reason for this is maturing, getting acquainted with personal preferences.

The fifth question of this questionnaire was about the monthly income of respondents. Most respondents earn between 4,000 and 6,000 kunas per month (31%), followed by 24.6% of the respondents earning between 6,000 and 10,000 kunas. Only 11.8% earn more than 10,000 kunas. The income of maximum of 2,000 kunas is earned by 15.3% of respondents, while 17.2% earn between 2,000 and 4,000 kunas. Given the standard of most citizens and the average Croatian wage of HRK 5,475 kunas, such results were expected.

Results

Travel Preferences

Most respondents organize their own journey, and do not use agency services (64%), while 29.1% of the respondents combine agency services and their own organization. For 5.9% of the respondents, friends or partners organize their journey, and only 1% of the respondents travel with agency only (see Figure 1). Traveling in our own arrangement can be less expensive than the one with an agency, and they can decide how much time they want to spend at some destination.

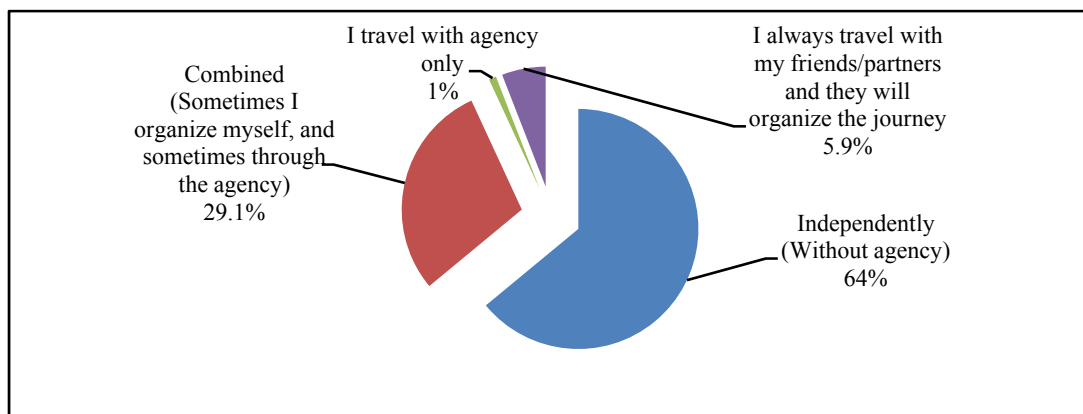


Figure 1. How do you organize your journey?

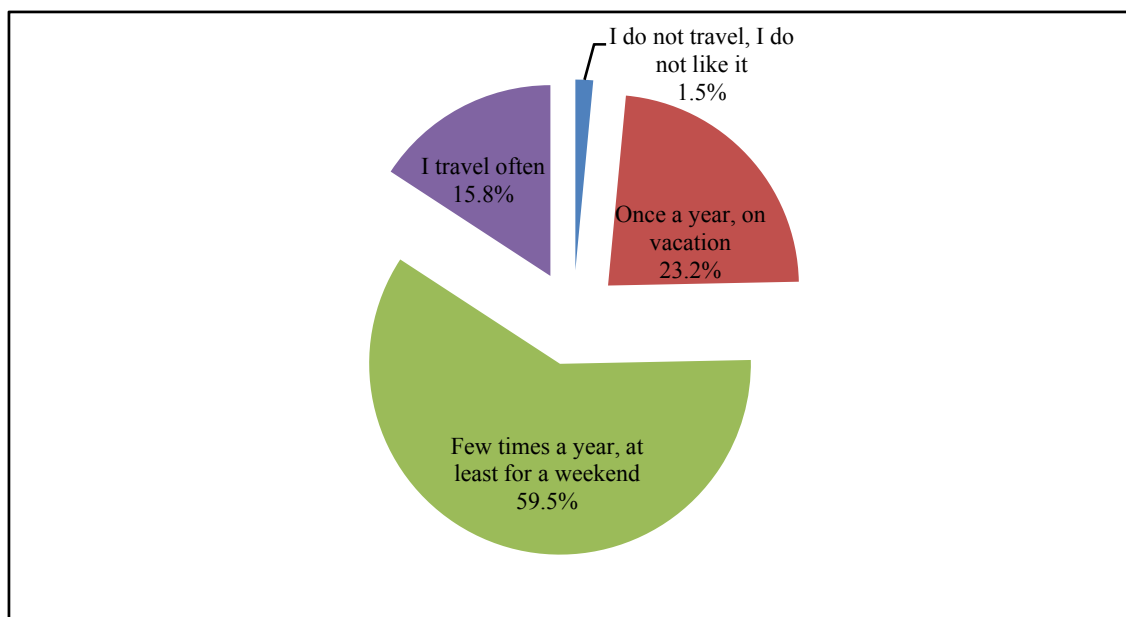


Figure 2. The frequency of travel.

As shown in Figure 2, 59.5% of the respondents travel few times a year, at least for a weekend. Only 1.5% of the responders do not like to travel so they do not travel at all. In addition, 23.2% of the respondents travel only once a year during their vacation. Respondents who travel often make up 15.8% of all respondents. By often we mean 2-4 times a year. When we sum the number of respondents who travel few times a year, and the ones who travel often we have the number of respondents who are employed and have monthly income. Frequent trips are in many cases related to business travel and these results are expected.

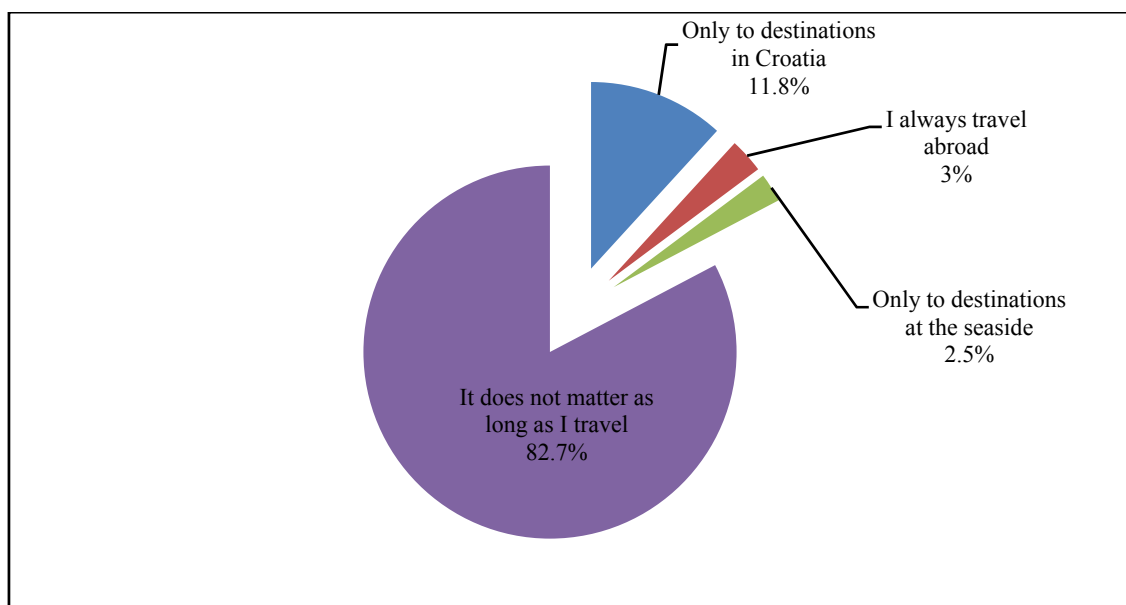


Figure 3. The importance of destinations where the respondents travel.

According to Figure 3, 82.7% of the respondents do not care about destination. It is most important for them that they travel somewhere, followed by 11.8% of respondents who travel only within Croatian borders. Only 3% of the respondents travel abroad only. They are not interested in traveling to destinations in Croatia. And 2.5% of the respondents travel only in a destination that is at the seaside.

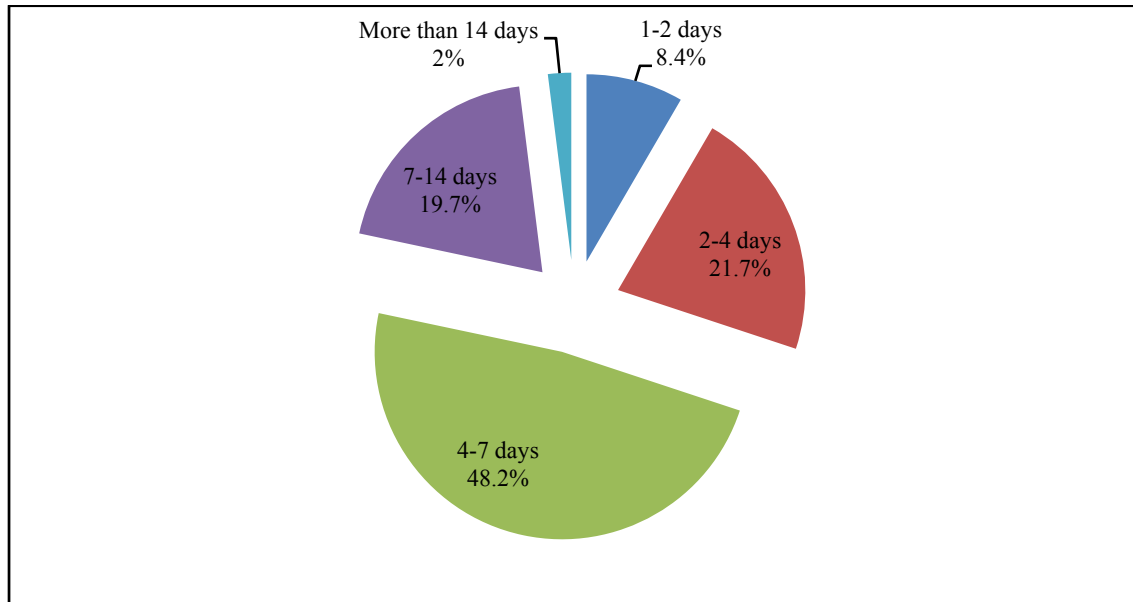


Figure 4. When I travel, I usually stay (how many days).

Most respondents spend 4-7 days on their journey (48.2%), followed by 21.7% respondents staying 2-4 days, 19.7% between 7 and 14 days. In addition, 8.4% of the respondents spend one or two days and only 2% of them spend more than 14 days (see Figure 4). Croats are famous when it comes to enjoying free days and usually connect the whole week when it has one holiday in it, so this result is as expected.

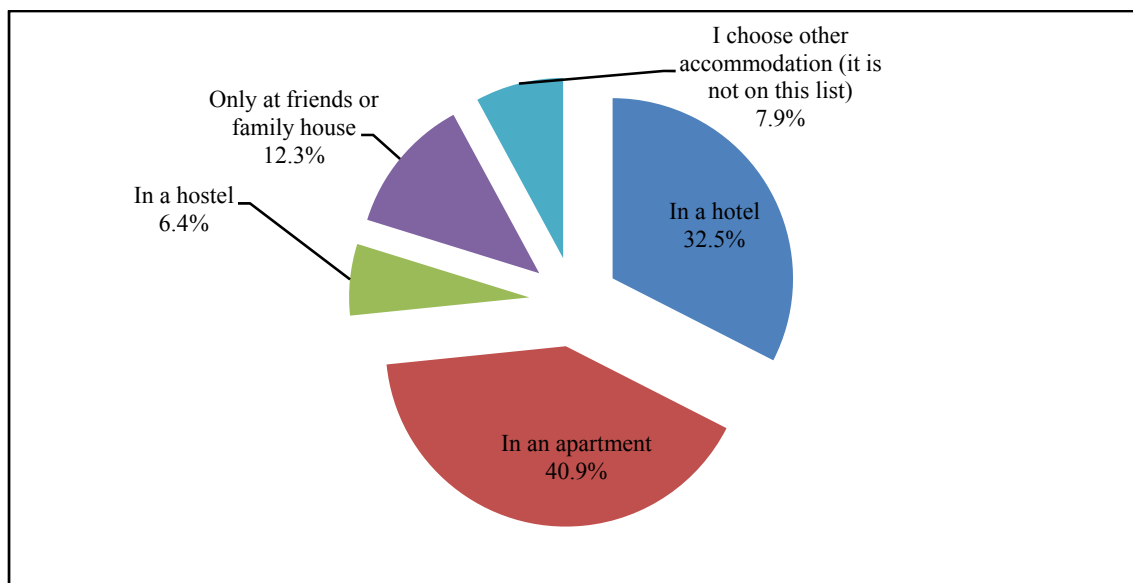


Figure 5. When I travel, I am usually staying at (accommodation preferences).

Accommodation in apartments is the most popular one among respondents. As shown in Figure 5, 40.9% prefer this kind of accommodation on their holiday. Hotel is number one choice when it comes to accommodation for 32.5% respondents and 12.3% of the respondents are accommodated in friends' or relatives' houses. In addition, 7.9% of the respondents are more likely to choose accommodation that was not suggested when answering this question (camps, bungalow, holiday house, hotel, B&B, etc.). Only 6.4% of the respondents tend to choose hostel as their preferred accommodation on holiday. Results are expected due to most popular accommodation among Croats (hotels and apartments).

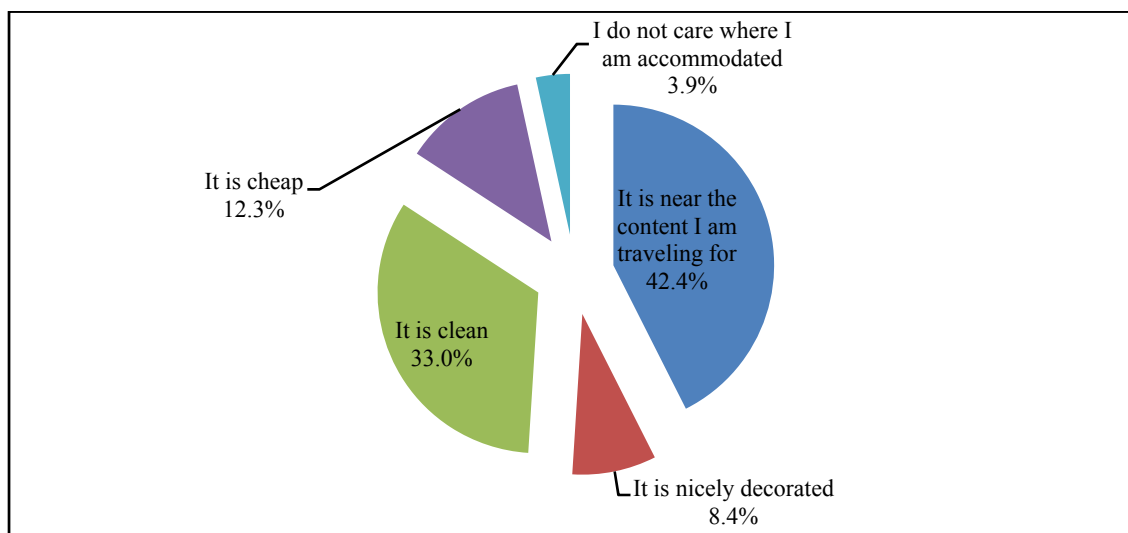


Figure 6. The most important thing when choosing accommodation.

The most important thing when choosing accommodation for 42.4% respondents is nearby content that they are travelling for. Clean accommodation is the most important factor for 33.0% of the respondents, and 12.3% of the respondents choose their accommodation based on low price. Only 8.4% choose their accommodation based on nice interior design, and 3.9% of them do not really care where they are situated (see Figure 6). Author expected this result. People on their holiday do not want to spend more time on travelling. It causes waste of time, money and nerves and that is definitely something we want to avoid on our holiday.

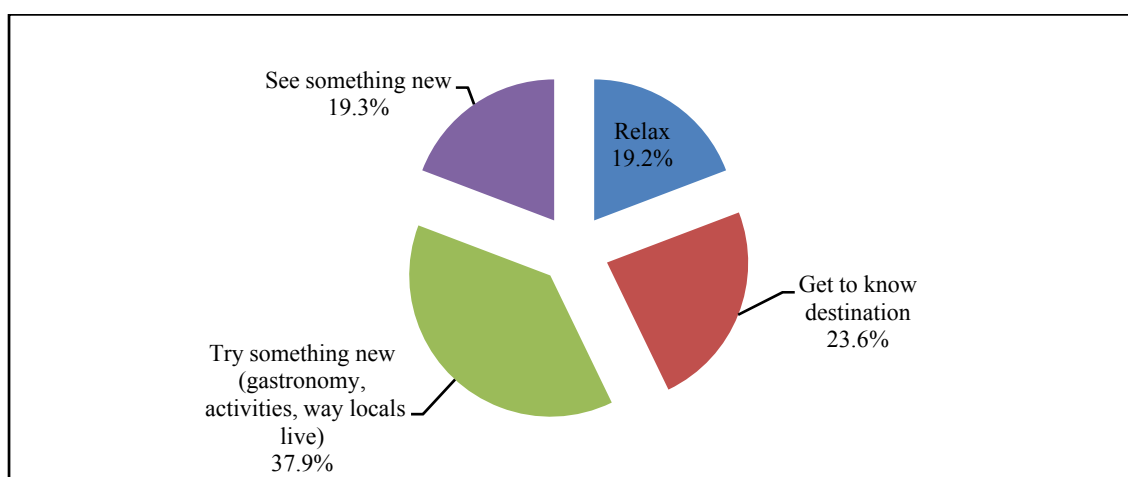


Figure 7. When I travel, I want to.

When it comes to reasons for traveling, the highest number of respondents, 37.9% of them, say that they want to try something new, like local specialties, see how locals live, spend their holiday actively. Respondents who want to get to know destination is 23.6%, while 19.2% of the respondents only want to relax on their holiday and 19.3% of them travel because they want to see and experience something new (see Figure 7).

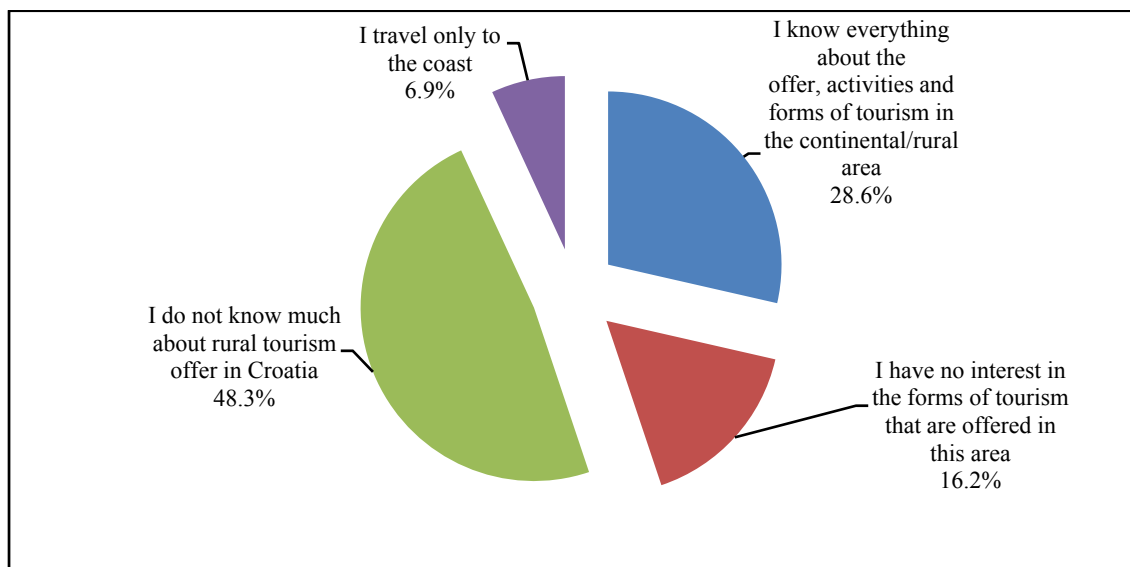


Figure 8. Are you familiar with the offer of continental/rural destinations in Croatia?

Results of this question were as expected. This is proof of insufficient advertising and promotion of rural tourism and its offer in Croatia. As shown in Figure 8, 48.3% of people do not know much about rural tourism offer in Croatia and would like to find out more. Besides, 28.6% of the respondents claim that they know everything about the offer, 16.2% of the respondents claim that they have no interest in this type of tourism, and 6.9% of them travel only to the coast.

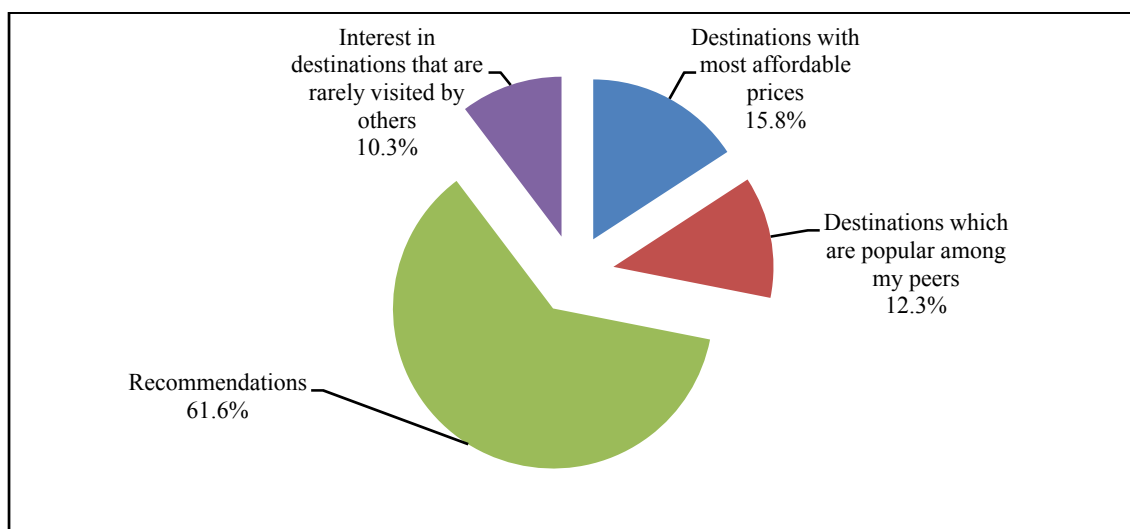


Figure 9. I choose destination based on.

Most of the respondents (61.6%) value recommendations the most. Based on recommendation and personal experience of their acquaintances, friends or family they choose their destination. As Figure 9 shows, 15.8% of the respondents tend to choose destinations with most affordable prices. Interest in destinations that are rarely visited by others was shown by 10.3% of the respondents. Destinations which are popular among their peers were chosen 12.3% of the respondents.

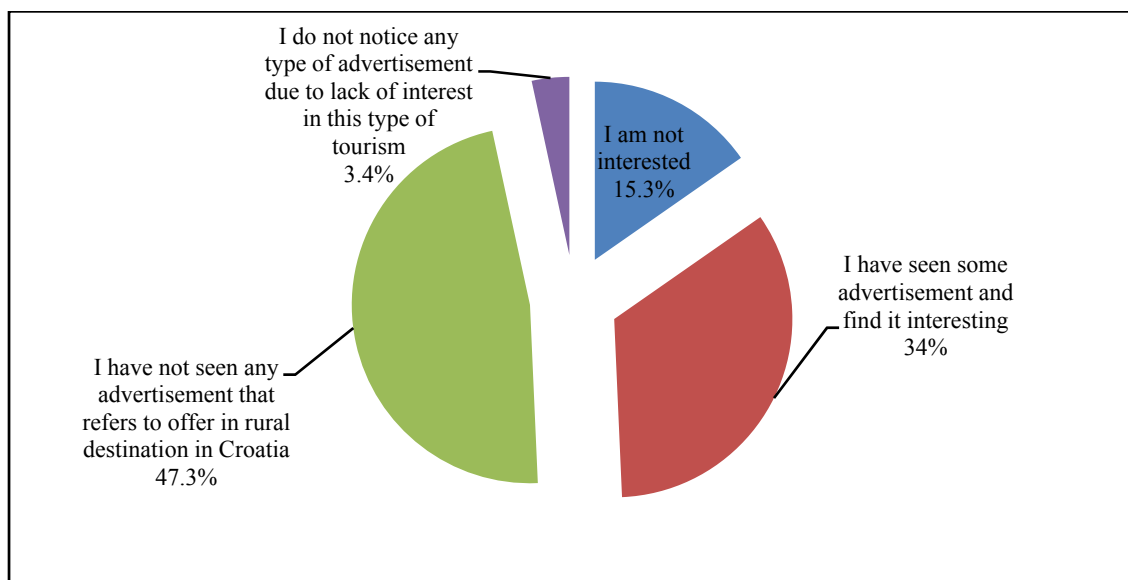


Figure 10. Have you seen some advertisement for a destination in rural/continental area of Croatia in last couple of months?

The highest number of respondents has not seen any advertisement that refers to offer in rural destination in Croatia (47.3%). Figure 10 also shows that 34% of the respondents have seen some advertisement and find it interesting. The respondents, who have seen this type of advertisement but are not interested, make up 15.3%. Only 3.4% of them do not notice any type of advertisement due to lack of interest in this type of tourism.

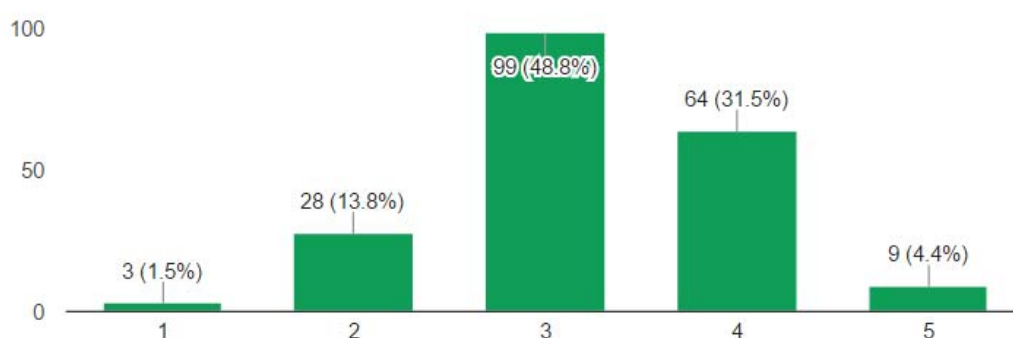


Figure 11. How do you rate your satisfaction with elements of offer in Croatian tourism?

Note. Grade from 1-5: How you are satisfied with the offer: 1-not satisfied at all, 5-very satisfied.

As shown in Figure 11, most respondents (48.8%) valued offer and quality of excursions with grade three. Grade four was given by 31.5% of the respondents. Only 1.5% of the respondents graded this offer with insufficient (grade one).

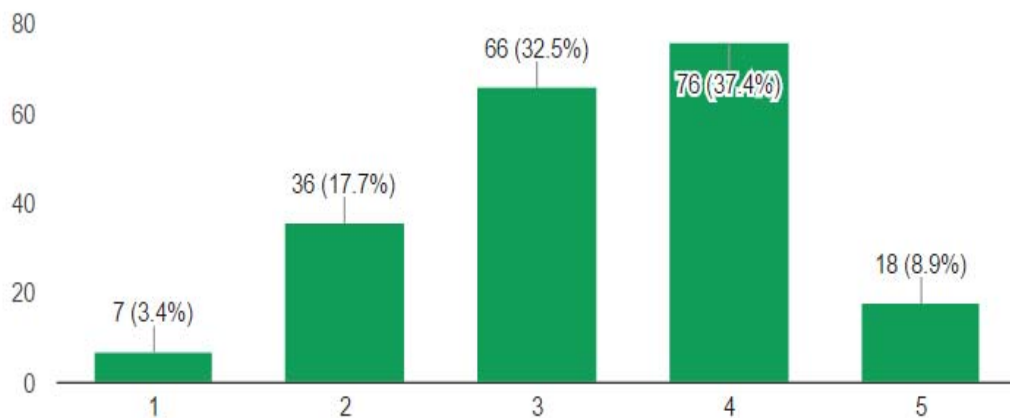


Figure 12. How do you grade the hospitality of local population?

As shown in Figure 12, the most people graded hospitality of locals with 4. Besides, 32.5% or 66 respondents think that hospitality of locals deserves grade 3. Only 8.9% of them gave the best grade (5) to hospitality, and 3.4% think it deserves insufficient grade (grade 1).

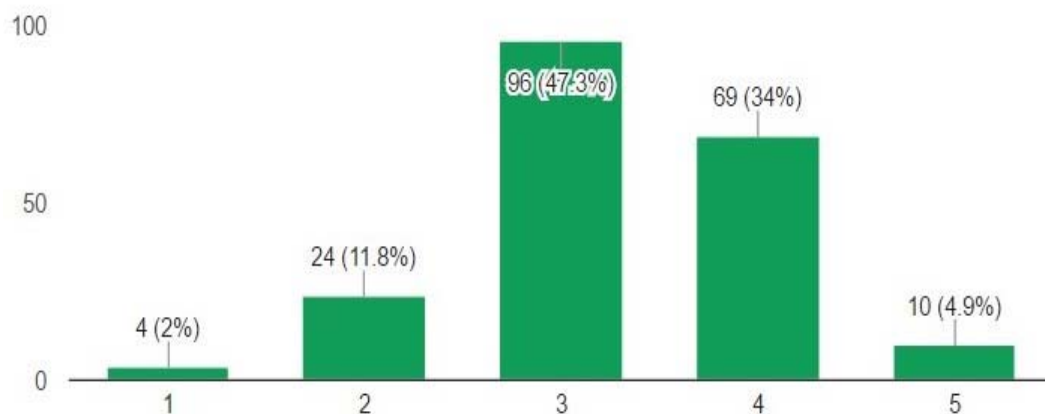


Figure 13. How do you grade tourist information in the destination?

Figure 13 shows that most respondents graded availability of information in a destination with 3 and 34% of them with grade 4. This result shows that there is place for improvement.

The results provided by respondents (tourists) about their satisfaction when it comes to tourist offer in the Croatian destinations were presented in Table 1.

Table 1

Satisfaction with the Offer in Croatian Destinations Graded by Respondents:

Item	Score	Percentage
Historical & cultural heritage	4	45.8%
Cultural and entertaining program	3	45.3%
Quality of accommodation	4	42.9%
Interior design and offerings in accommodation	4	43.8%
Gastronomy offer	4	47.8%
Public transfer	3	44.8%
Taxi transfer	3	38.4%
Shopping	3	45.8%
Safety	5	41.4%
Total cost and quality ratio	3	50.2%
Overall rating of Croatian tourism	3	48.8%

Note. 3 = It could be better; 4 = Satisfied; 5 = Very satisfied.

Rural part of Croatia is not yet developed and explored as Croatian coast is. In this question, we wanted to know what do respondents think and know about the offer in rural part of Continental Croatia and if they are interested in that kind of tourism (see Table 2).

Table 2

Opinion of Respondents When it Comes to Rural Tourism in Croatia

Statement	Score	Percentage
Rural tourism should not be developed in Croatia	1	68.5%
Rural areas are unattractive to visitors	1	54.2%
In Croatia, we should focus only on the coast	1	69.5%
Offer of continental Croatia is not sufficiently developed	4	35%
Accommodation prices in rural areas are too high	3	46.3%
There is not enough content to stay longer than 2 days	3	35%

Note. 1 = I disagree; 3 = Neutral; 4 = I agree.

Respondents show their opinions on how important are the following parameters for tourism in one destination (see Table 3).

We also wanted to find out which are the triggers that one destination can work on to attract more tourists.

Table 3

Importance of the Following Parameters for One Destination in Tourism

Item	Score	Percentage
Marketing in tourism	5	64%
Additional content offer	5	71.4%
Prices of services and accommodation	5	58.6%
Connecting more craftsmen/caterers to be able to offer more	5	59.1%
The hospitality of the caterers	5	85.2%
Additional benefit if you are a regular customer/visitor	5	66.5%

Note. 5 = Very important.

Considering what type of offer or what are the missing elements when it comes to tourism offer in Croatia? The following elements were suggested to respondents: restaurants, concerts, local entertainment, local animation, family parks, adventure parks, wine roads, theme trails (honey, gold, etc.), cultural events, agrotourism and museums. As shown in Table 4, most respondents choose adventure parks, agrotourism, local entertainment, local animation, and family parks, while restaurants, museums and wine roads have received least of votes.

Nowadays people are not only interested in sea, sun and sand. If we want to make our destination more attractive and make our tourists come back, we have to give them more. Respondents were asked to rate most attractive additional content in one destination and here is the result (see Table 4).

Table 4

Additional Content That Can Attract Most Tourists to One Destination

Statement	Percentage
Adventure parks	61.1%
Agrotourism	50.7%
Local entertainment	46.3%
Local animation	42.9%
Family parks	40.4%

Tourism is a synergy of people, emotions and content, one without another is not a full experience. We asked our respondents to evaluate the following in Croatian tourism and here is the result (see Table 5).

Table 5

Satisfaction of Tourists (Respondents) When it Comes to Services in Croatian Tourism

Services and offers	Score	Percentage
Accommodation offer	4	44.8%
Content offer	3	49.3%
Quality of content offer	3	48.8%
Educated hospitality staff	3	45.8%
Accessibility and courtesy of employees in tourism	3	36.9%
Tracking global trends	3	41.9%
Availability of content on the Internet	3	40.4%

Note. 3 = Good; 4 = Very good.

When asked the third question of the survey which is “What are the biggest problems of the Croatian tourism offer (multiple answers possible)?”, the respondents could choose between the following answers: too much information; not enough information; missing site with all information united in one place; bad websites of individual accommodation and services providers; bad reviews; uninteresting offer; not enough content; too expensive offer when comparing to other European and world destinations.

Respondents think that the following things are the biggest problems regarding the Croatian tourism:

- (1) Missing site with all information united in one place (119 answers or 58.6%);
- (2) Bad websites of individual accommodation and services providers (115 answers or 56.7%);
- (3) Too expensive offer when comparing to other European and world destinations (108 answers or 53.2%).

When asked the things that affect the respondents when choosing their destination, the results can be seen in Table 6.

Surrounded with our friends, family, colleagues, we hear a lot of different experience and stories about some destination. All these affect our decision when we choose a destination we are travelling to. We socialize and create our opinion based on experience of others who share our interests and results shown in this question confirm that.

The word of mouth is the best marketing we can have and that is the reason we have to offer the best experience to every tourist.

Table 6

Items Affecting Respondents' Decisions When Choosing Next Destination They Are Travelling to

Question	Item	Score	Percentage
How important are the following items in your opinion?	Satisfaction of my friends and acquaintances who were in the destination	4	52.2%
	Reviews on forums	3	37.9%
	Rating on booking.com and tripadvisor.com	4	42.4%
	Commercials	3	36%
	Special offers	4	40.4%
	Famous people who promote the destination	1	42.4%
	Pictures published by a famous person on social networks in these destinations	1	40.4%

Note. 1 = It does not affect me at all; 3 = Neutral; 4 = It affects me.

We can conclude that word of mouth is the best commercial a destination can have. If you treat your guest right, they will come back and bring their friends, acquaintances or family.

When asked the last question of the survey, "Is there something you have experienced outside of Croatian borders and would love to add to Croatian tourism offer?", below are some of the most interesting responses, by the authors' choice:

- (1) "Wider offer of adrenaline sports, greater availability of information";
- (2) "Sauna Park. There are plenty of different saunas in one place surrounded by the nature. In the rural area, it would be ideal. But of course with the pool, showers, dressing cabinets and free use of closets. Because I have experienced that the use of cabinets is also charged, for example, the aqua park in Budva";
- (3) "It does not matter if it is outside the borders of Croatia. There is a huge difference between Istria and Dalmatia. My answers are related to Istria. The rest of the Republic of Croatia cannot be compared with Istria";
- (4) "Artistic fairs/districts, active and open for tourists throughout the year";
- (5) "Experience tours".

Conclusion

Based on conducted research, we can conclude that most respondents believe that Croatian tourism is good but there are many opportunities for improvement. Expanding the offer, linking tradesmen, the possibility of additional benefits and developing the offer of rural areas that would be accompanied by quality marketing are some of the important conclusions that this research gave us.

Through the survey, we can also see how popularity of rural areas is growing and that the responders are interested in more information related to the same. Greater interest for rural destinations tourists showed due to today's more mass tourism on the Croatian coast, which for many is no longer appropriate and it is not the way they want to spend their holiday.

Items that were outlined through this form of research, rated the Croatian tourism with grade 3. Besides the countryside that is full of natural beauty, the human factor in tourism is also very important. We need to know how to upgrade it, place it on tourism market but we also have to work on sustainable development so these resources will not be exhausted or destroyed.

Since this paper presents only the results of the research that was performed in order to show the opinion towards rural tourism in Croatia among the more educated and younger population as a target group, no external sources were needed, and therefore were not cited.

A Study to Determine the Impact of Movies on Travel Intention: Anime Movies and Japan Sample

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The link between film/drama-induced tourism and purchase intention has been studied for a long while. By using the Internet to promote the destination apart from cinema hall and television, cost-efficient promotion tools were shaped. Anime consisting of digital drawing techniques has been one of the most remarkable examples in terms of promotion of destination and culture as well. In this paper, to evaluate the travel intention of watchers in Turkish anime forums to Japan, open ended questions based on the model of purchase intention were presented to members and followers in two popular anime forums via the Internet. The responses of 31 participants were analyzed. The results demonstrated that participants' purchase intention has been enhanced as the consequence of watching anime series.

Keywords: film tourism, anime tourism, travel intention

Introduction

After the Industrial Revolution which was generated in the second half of the 18th century, technological developments have spread all around the world from European countries especially starting from the first quarter of the 20th century. One of these developments, the World Wide Web, was used primarily for military communications during the first years of cold war. At the end of the 1980s, commercial internet service providers were developed and finally in the 1990s, internet has become open to personal usage. As a result of those developments which happened until today, changes have been realized at web-based marketing applications as well. From tourism aspect, it is observed that those applications include web advertisements, movies, TV series and cartoons. The development of technology has implied popular new trends such as movies and TV series. Diversification of cartoon production has created anime movies which not only excite the attention of kids but also of adults. As the continuation of manga, published as books and magazines, animations of Japanese cartoon characters have been broadcasted first on TV channels and then on the internet, so anime productions original to Japan have been developed. In Japanese anime movies, cultural elements of Japan like kimono (traditional costume), sushi (traditional food), sake (national drink), tea ceremony, Ikebana (flower growing), or origami (art of paper folding) can be seen. Besides using cultural elements, since the 2000s, anime production companies

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have showed touristic destinations that anime fans would like to visit, by using photos of real venues as background of the anime with benefits of developing digital techniques (Jang, 2015). Accordingly, a new term “Anime Pilgrim” has been created by anime fans. As a result of digital developments, the opportunity to reach information rapidly stimulates people’s sense of wonder and affects purchase intention in tourism sector. As sense of wonder becomes more effective, changes occur in promotion operations. Especially, it is observed that researchers have realized how travel intentions are forming the tendency of touristic behavior of individuals or masses. Kotler and Armstrong (2012) evaluated purchase intention under four titles: cultural, social, personal and psychological. In this context, the buying behaviors of consumers rely more on the need of a buying behavior than on the need of product. To determine the need of buying behavior, it is necessary to know the factors which affect individuals’ choices. This shows that personal, cultural, social, and psychological differences are important to influence the behaviors of consumers. Mediators such as advertisements, internet, word of mouth marketing, TV series and movies are used to influence the behaviors of consumers. Anime tourism has started with the occurrence of potential tourists who would like to go to Japan because of one to one or similar usage of real venues in the drawings from manga, anime and Japanese video games (Lin, 2015). Yamamura (2011; as cited in: Seaton & Yamamura, 2015) mentioned three important periods for Japan. First one is the 1990s when manga, anime, and video games demonstrated a rapid increase; second one is the first half of the 2000s when digital products were created with internet and the possibility to share with a public emerge and the last period refers to the second half of the 2000s till our time when local people have been evaluated as a media by their own since they have directly joined in the marketing and production topics. In the direction of this period, many researches have been conducted and many connections related to tourism have been found. This research aims to evaluate the travel intention from Turkey to Japan of anime movies watchers. With this scope, anime films, film tourism, and consumer behavior studies have been mentioned.

Literature Review

In the study, for better understanding the effects of anime on the intention to buy, first studies about post-modern marketing have been examined. There is an opinion as a basis of post-modern marketing that people perform buying behavior not only for their economical values and needs but also for their desires and emotional commitments. In the 2000s, the concept of post-tourism has started to occur and touristic products which have been created with the basis of individualism, surrealism, surreal experience and virtual reality have started to emerge (Akoğlu Kozak, Evren, & Çakır, 2013). Horton and Wohl (1956) indicated that in the virtual reality, people make differences in their lives as they are affected from virtual images, movie characters, movie destinations or stories. Surrealism, one of the postmodernist terms, is defined as blurring of the difference between real and unreal (Kayaman & Armutlu, 2003). Modern individuals, showing tendency to live with virtual simulations, prefer to live with surreal or in other words virtual reality at thematic centers like Disneyland, Planet Hollywood, Euro Disney instead of existing reality (Avcıkurt, 2015). Areas which were shown in movies like “Shire Hobbit Village in New Zealand” (Yılmaz & Yolal, 2008) and “Harry Potter Hogwarts Railway in Yorkshire Gothland, England” (Karpovich, 2010), can gain value with special thematic arrangements.

It is seen that factors influencing the intention are focused in other researches done on purchase intention which is one of the basic terms related to labor, “When physical products are discussed, purchase intention is measured by asking people if they would like to buy a specific product in a future date” (Altuna & Arslan,

2014). To put a finer point on it, during post-marketing process to create products which target not only physical but also psychologic, affective and sensational experiences of people, would be effective in both personal and public promotion operations (Kabadayı & Alan, 2014). Considering personal promotion extent, touristic characters which are influential on purchase intention are classified as demographic, psychographic and product oriented. In the scope of psychographic classification, grouping is done by examining person's life style, priorities, special personal interests and using common values (Cook, Yale, & Marqua, 2006).

Kotler and Armstrong (2012) divided factors influencing purchase intention into two: attractive and repellent factors and examined these factors under four titles. Those four dimensions which come forward in personal affective marketing are defined as personal, psychologic, social and cultural and additionally, each one can be grouped in itself (Kotler & Armstrong, 2012). It is one point that needs attention, that person does not always act according to his/her purchase intention. Although there is a purchase intention, factors like insufficient economic situation enough to buy the product, having other priorities or no need to have the product cause the intention not to be realized (Odabaşı & Gülfidan, 2008).

Movies and TV series are mass media which make differences in people's senses (Şahbaz & Kılıçlar, 2009). Transformation of many destinations which were mentioned in movies or TV series, to touristic destinations at the same time, shows the effect of movies and TV series on tourism (Iwashita, 2006). Within the aim of the study, studies which were done over movie and TV series tourism related to purchase intention are examined. As a result of the research, starting from the 2000s, massive increase in the number of studies including movie and tourism topics as content is observed (Connell, 2012).

Connell and Meyer (2009) evaluated movie tourism from five different perspectives in the study to review the literature for movie tourism industry. These perspectives are definitions of movie tourism, to demonstrate its effect on the destinations' restatement, usage of movies to create image, to evaluate the motivation of movie tourists and quantification of movie tourists' experiences and intention to revisit again (Connell & Meyer, 2009). Reviewing especially studies in recent years points out the domination of three different perspectives. First perspective is the effect of movies on the destinations' image creation (Croy, 2010; Çakmak, Karadağ, & Solmaz, 2012; Sahbaz & Kılıçlar, 2009; Yanmaz, 2011). The other perspectives are sustainable movie tourism and within this context; planning, development and identification of the partners' roles (Beeton, 2010; Connell, 2005; Hudson & Ritchie, 2006; Saltık, Coşar, & Kozak, 2010; Tanskanen, 2012) and the effect of movies on purchase intention, to figure out the motivations of movie tourists (Beeton, 2010; Busby, Huang, & Jarman, 2012; Heitmann, 2010; Karpovich, 2010; Kim, 2012; Nuroğlu, 2014; Shani, Wang, Hudson, & Gil, 2009; Yılmaz, 2015; Yılmaz & Yolal, 2008).

When studies related to movie tourism are analyzed, it is observed that movies create desire to go to the destination shown in the movies and enhance the desire to buy (Shani et al., 2009). In a similar way, in the research of Yılmaz and Yolal (2008) which was done to quantify the effect of movies on the destination choices of students, positive motivation of movies on the purchase intention is emphasized. In the study of Nuroğlu (2014), the result which shows that TV series presented in international market, like *Binbir Gece* (1001 Nights), *Kurtlar Vadisi* (The Valley of Wolves) have an impact on the destination choices of the tourists travelling to Turkey from Middle East and Balkan countries, is reached. According to the study of Şahbaz and Kılıçlar (2009) which was done in Mardin, it is observed that the cultural images which are used in movies and TV series create curiosity towards the destinations and are effective on the intentions of tourists.

Visiting intention to theme parks which inspired with TV series is created with people's emotional tie with characters based on wondering about the cultural structure and desire to learn the traditions by experiencing (Kim, 2012). Similarly, Busby et al. (2012) reached the result in their study that Padstow, one of the attraction points of England, gained gastronomic value after a famous food show and the reason that tourists prefer to visit this place is the critics of the chief. In addition to this, the town has been started to be called Padstein instead of Padstow within that period. In another study realized on this topic, because of a movie called Lukki from Finland which is bearing many cultural values and showed in Finnish and Japanese, it is found out that Finland is perceived more attractive by Japanese tourists (Tanskanen, 2012). All of these studies show that movies are effective on the choice of destinations.

Anime, one of the movie types having wide audience, is a reflection of commercial and cultural cross-border activities which carry properties of current media and include many sectors, by websites connected with each other (Condry, 2013). In the studies related to cultural events, it is stated that anime viewers develop the desire to learn Japanese (Spindler, 2008), and the Japanese culture transfers to the viewers from other countries by anime (Brenner, 2007; Poitras, 2008). Moreover, in the previous studies about the relation between anime and tourism, terms like "Otoku (fan of anime) Tourism", "Anime Tourism" and "Anime Pilgrim" were used (Denison, 2010; Okamoto, 2005). According to Okamoto (2014) in the recent years, the touristic behaviors of anime fans have shown an increase. This increase is investigated in the study of Yamamura (2015a) using numeric data. While the number of the participants to Toyako Manga Anime Festa event was 3,000 in 2010, it is mentioned that this number had increased till 57,000 in 2014.

Besides supply-side activities related to anime, the term, anime pilgrim, which was created by anime fans, is started to be used in literature. In some anime, the real venues are used either as exact or representative drawings (see Figure 1). In this sense, communicating via internet sites, anime fans choose the pilgrim venues to visit from the destinations that they see in anime (Yamamura, 2008).



Figure 1. One to one usage of places in anime. Source: <http://sgcafe.com/>.

According to the study of Yamamura (2015b), investigating the effect of pilgrim on tourism, the number of visitors in Washinomiya Shrine which was around 90,000 before the screening of “Lucky Star” anime, showing this place, has dramatically increased after screening to 300,000 in 2008, to 420,000 in 2009 and to 450,000 in 2010 with the contribution of the local communities.

In light of all this information, in this study, Turkish anime fans’ intention to travel to Japan is surveyed by adhering Kotler’s purchase intention scheme which was developed respected to customer behaviors.

Methodology

Sample and Data Collection

Altogether, 36 people have participated in the study. However, after the evaluation due to the improper answers of five participants to the questionnaire, evaluation stage has been realized involving 31 participants. In the analyze stage of the study, first the answers of 31 participants are coded and then the themes on which all researchers agree have been created. The time factor and variety of regions from where participants are coming since anime is watched via the internet are evaluated as the restrictive factors of the study.

In this study using a qualitative research method, open-ended questionnaires which can be answered freely by participants have been prepared to examine intentions of anime followers in Turkey to travel to Japan. Questions have been sent to the websites <http://turkanime.tv/> and disqus.com via the internet. It is aimed that participants can express their thoughts under no influence. In the evaluation of the data, descriptive analysis and content analysis together with triangulation method are used by giving attention to the validity and reliability of the study.

Research Methods

In the descriptive analysis, obtained information is summarized under the titles earlier decided and quotes are given from data sources for the reliability of the study. Based on cultural, social, psychologic and personal factors, the questions of descriptive analysis are prepared about buying behaviors and intention to visit, referring to studies of Kotler and Armstrong (2012), Kim, Agrusa, and Chon (2007), Kim, Jogaratnam, and Noh (2006) and Soliman (2011).

Content analysis is done to show the emphasis intensity and interpretation of it according to the frequency of repeating some terms in the obtained data (Kozak, 2015). In this sense, in the content analysis which is used in the study, the terms which participants have emphasized most were noted.

Researchers’ objectivity principle comes into prominence to provide the reliability of qualitative studies. To provide inner reliability which is one of the elements emerging the reliability term, writers should protect objectivity by using direct quotes as much as possible. In this context, providing inner reliability is aimed by giving direct expressions of participants in this study. On the other hand, the other element, outer reliability is related to the generalizability of the research (Karataş, 2015). Since there is no consideration for reaching statistically generalizable number of chosen samples in qualitative researches, the important point is that choosing sample to reach enough number of participant essential knowledge level (Türnüklü, 2000). In this sense, in the study interviews were done with people who are proper to the aims of the research and open-ended questions were used to understand the participants. The fact that findings show similarities with the ones belonging to previous studies points out the high outer reliability of the research.

In a scientific study, another term which is as important as validity is reliability. Qualitative research reliability term has got a complex character due to the changeability in attitudes towards fact and acts respect to time and place (Yıldırım & Şimşek, 2011). In the study, triangulation method is applied to provide the reliability in qualitative research techniques (Başkale, 2016). In this content, for providing reliability, researcher triangulation method is used. While one researcher was following the answers given via the internet by administrators and members of different websites which have got many users, other two researchers played an active role in data collection process by following correspondences related to the questions in the discussion platforms of the same websites. Yet, considering the researcher triangulation, more than one researcher has been assigned for data analysis and data evaluation processes. In data analysis section, writers have created the themes in different settings to increase the reliability. In this sense, participants' comments have recalled the same codes and themes for each writer.

Result and Discussion

Obtained data are grouped by using coding and theme creation methods for open ended questions. Descriptive statistics belonging to participants of the study are shown in Table 1.

Table 1

Indicative Statistics

		Number
Gender	Male	25
	Female	6
	Total	31
Type of living	Family	21
	Friend	4
	Alone	3
	Other	3
	Total	31
Monthly income	Under 1,300 TL	17
	1,300 TL-2,399 TL	3
	2,400 TL-3,399 TL	5
	3,400 TL-4,399 TL	2
	4,400 TL and more	4
	Total	31
Education level	Primary school	5
	Secondary school	9
	Graduate	15
	Postgraduate	2
	Total	31
Number of watched anime	1-100	14
	101-500	12
	501-1,000	3
	Total	29
Duration of anime watching	Less than 1 year	1
	1-5 years	14
	6-10 years	12
	11 years and more	4
	Total	31

According to Table 1 which shows the descriptive properties of the participants, 25 of answerers are consisted of males. As for income, 17 participants' income is under minimum wage and their education levels are respectively 15 graduate and 9 secondary education. Especially, the majority of the participants are from graduate or postgraduate levels showing the higher educational level of participants in general. It is determined that almost all of the participants have been watching anime for a long period. The number of participants who have just started to watch is only one. On the other hand, it is observed that the ones who have been watching anime for six years or more constitute almost half of all participants. Following evaluated factors after the descriptive statistics, common properties of Turkish and Japanese cultures are shown in Table 2.

Table 2

The Common Properties of Japanese and Turkish Cultures

Cultural properties	Number
Respect to the elders	9
Hospitality	6
Traditionalism	5
Family structure	4
Belief	3
Language	3
Food	2
Nationalism	2
Kindness	1
Cleanliness perception	1
Social structure	1

According to the data belonging to participants who have commented on the common properties of Turkish and Japanese cultures, shown in Table 2, respect to the elders is seen as a prominent cultural value for both countries. Other than respect to the elders, the most indicated common cultural values can be sorted as hospitality, traditionalism, family structure, belief, language and food. Besides a participant who interpreted the common property of family structure, as existence of the paternalistic character in both countries, there are participants who emphasized properties as taking of shoes before getting in the house, using home slippers and same language family as origin of both countries' languages which are pronounced as written. The information, directing the Japanese perception of participants who have commented on the common cultural properties for two countries, is shown in Table 3.

Table 3

Cultural Perception Created by Japan

Cultural values	Number	Cultural elements
Visual culture	24	Anime, manga
Food	18	Sushi, ramen, rice balls
Martial arts	11	Ninja, samurai, sumo
Clothing	9	Kimono
Events	4	Ikebana, festival, Olympiad, cosplay
Language	4	Japanese language structure
Personal values	3	Respect, honour
Cultural symbol	3	Sakura, Onsen

It is revealed that the perception created by Japan on the participants is toward the cultural direction. In the content of cultural values given in Table 3, the visual culture which is created by anime and manga is the first cultural value which comes to mind. Respectively, food culture including ramen, sushi and rice balls, martial arts including ninja, samurai and sumo wrestling and traditional costumes seen frequently in anime are the most evoking cultural elements after visual culture. The data related to the reasons to watch anime which is one of the most effective elements for perception of Japan are shown in Table 4.

Table 4

Reasons to Watch Anime

Content	Number	Elements of content
Scenario	9	Authenticity, variety, duration
Character	6	Painstaking, personal involvement
Artwork	4	Anime, manga
Music	2	Melody
Culture	2	Food, way of life, tradition, custom, historical places

According to Table 4 which includes the reasons for participants' anime watching, participants emphasized that anime is interesting due to the content and especially scenarios, characters and drawings are the main reasons to watch. As to one participant:

The main property of anime is their scenarios, even there are not better scenarios in Hollywood movies. Moreover music, characters and sense of humor of anime are really good.

Another member of forum who has got similar thoughts has shown another approach to the characters and drawing factors as the reason for watching anime by declaring that:

Since in anime series all characters are created by drawing, there is no risk of bad acting and not able to reflect the real emotions.

The answers related to the ways that participants of the study became aware of anime are shown in Table 5.

Table 5

The Situation to be Aware of Anime

Reference groups	Number
Television	13
Friend	9
Internet	7
Family	2

According to Table 5 which includes information about how participants became aware of anime, members indicated that they were informed especially by screenings of anime on TV channels. The effect of TV is indicated by a participant as:

In my childhood Moon Warrior and Candy Candy used to be televised with Turkish dubbing. Many years later when I was searching for these series in internet, I found many more anime and I have started to watch them as well.

Again, according to the information in Table 5, it is seen that as foremost reference groups for the situation to become aware of anime, circle of friends and internet are coming after television. The effects of anime on participants and the reactions of participants to these effects are shown in Table 6.

Table 6

Effects of Anime and Reactions of Participants

	Expressions	Yes
Effects of anime	Creation of curiosity about Japan by anime	27
	Creation of desire to travel to Japan by anime	24
	Causing changes in the life style of anime	24
	Situation of Japanese culture reflected by anime	20
Reactions of participants	Joining discussions in forum about anime	17
	Watching anime as life style	15
	Situation of being aware of cultural events	7
	Situation to attend to events	3

According to Table 6 including the effects of anime and the reactions formed by participants, almost all of the participants have given positive answers about anime's effect on creating the curiosity about Japan. It is shown that 27 of the participants have indicated that anime is effective for the creation of enthusiasm to visit Japan. One of the participants has shared personal view while indicating the effect of the watched anime over the intention to travel, as "I wish I could walk in the old streets of Kyoto and taste some food from street peddlers". Another participant has explained the existence of mutual affection between anime watching and the desire to travel to Japan with expressions below:

Actually, I can say that both my curiosity about Japan enhanced my interest in anime and my curiosity about anime enhanced my interest in Japan. Because of my graduate department while I was making researches about the soft power of Japan, by coincidence I started to watch anime and this enhanced my interest both in anime and in Japan.

According to other information in Table 6, it appears that more than half of the participants join the discussions about anime in forums, in the direction of reactions. Limited attendance to cultural events, although being aware of them, is seen. It is understood that watching anime makes changes in life style. It is observed that changes in their life style are shown in different ways, through the expressions of the participants. One participant has stated the changes created in his life style anime as: "I become a more *bel esprit* person; I can communicate with people more easily". Another participant emphasized that he/she has started to go to Japanese restaurants more often and another one used the expression, "Sometimes it helps me to approach the acts from a different point of view". The factors seen in anime which affect the intention to travel to Japan are shown in Figure 2 prepared by considering the elements of anime and the influences of these elements.

When Figure 2 which contains factors affecting participants' travel intention, is examined; culture (15) and environment (13) are seen as leading factors. Food and life style from cultural factors are the main elements which create the desire to visit Japan, on the other hand another factor, the way how the environment element is represented as city views, natural beauties and architectural beauties in anime, causes this desire. After culture and environment, the other two factors which affect travel intention in a positive way, are described as modernity and events. Festivals and characters' high standard of living as seen in anime, create desire to travel to Japan.

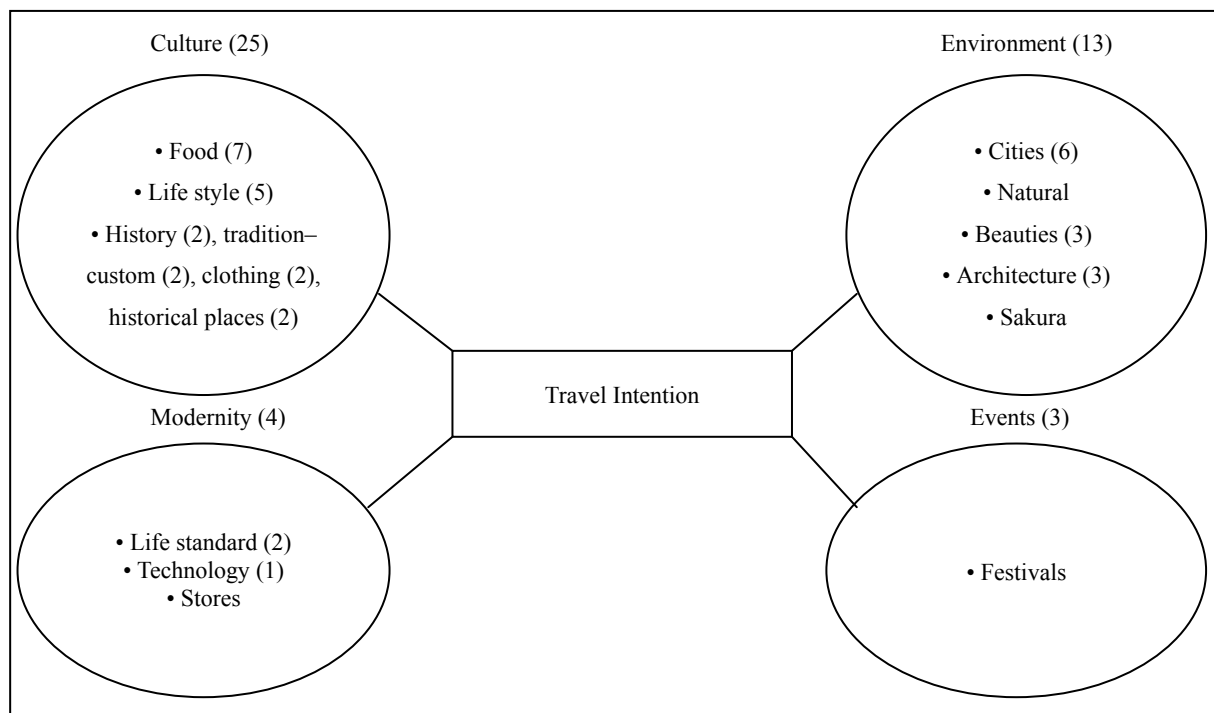


Figure 2. Factors affecting intention to travel to Japan.

Conclusions

The data interpretation of this study, done over anime watching participants' intention to travel to Japan, indicates the findings that desire to visit Japan is created on the people who watch anime. With reference to these findings, considering environmental, social and cultural factors which affect travel intention, cultural factors are the leading ones for the creation of this desire. Finding Turkish and Japanese cultures similar, cultural perception of Japan influences the audience, cultural elements special to Japan shown in the content of anime are composing the prominent factors within the cultural ones. From another point of view, participants refer to various cultural elements in anime related to gastronomy, clothing, sense-making and events like "kimono, sakura, onsen, sushi, Ikebana". The creation of these codes shows the active role of anime in the presentation of Japanese culture.

The low amount of disposable income which is the basic need for travelling makes the transformation of participants' purchase intention to action more difficult. In other words, it is seen that income level is under the middle-class and this situation creates possible economic barrier for travelling to a costly destination like Japan even though participants have got desire to visit.

Among the other factors which influence the travel intention of participants, popular content of anime, including scenarios and artworks, creating curiosity over Japan and causing transformations in the life styles of the audience take part. It is seen that most of the participants are frequent anime followers for years. Moreover, changes created in the life styles of the participants by anime watching, emphasizing particularly cities, natural beauties, shown in anime, as factors for travel intention, show the possible effect on increasing the interest in anime pilgrim, a type of anime tourism.

It is determined that most of the participants are not aware of anime events and the attendance of the ones who are aware is at very low levels. Not hearing about these events points out the insufficient publicity. In this sense, promoting attendance of website forum members and particularly moderators can support reaching the larger masses in the future events.

Parallel to the previous studies, extrapolating that the relation between purchase intention and movies is in positive direction (Beeton, 2010; Busby et al., 2012; Heitmann, 2010; Karpovich, 2010; Kim, 2012; Nuroğlu, 2014; Shani et al., 2009; Yılmaz, 2015; Yılmaz & Yolal, 2008), the findings in this study show the existence of a positive connection between anime and intention to travel to Japan as well. In future studies, how effective the anime is as an element of cultural representation can be investigated by reaching more people. Additionally, manga which is one of the leading perceived elements creating a Japan image can be evaluated in the studies about travel intention together with anime since manga is the comic magazine version of anime.

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