

Determination of Satisfaction Factors For Local Community in Sports Tourism

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Abstract: Manavgat is one of the most important tourism destinations in Turkey. It also takes attention with its own nature and water resources. It has been stagnant water and rivers with different degrees of discharge so it is very convenient for water sports. Especially these water sources are able to cater to different branches of canoe sports. Canoeing is a sport to join by the local community and tourists. However canoeing is a new sport in region and it is necessary to create awareness with recreational activities such as festivals, camping and races. Recreational activities support tourism and provide benefit for the local community. In this way, primarily local people later tourists coming to the region can do canoeing will be provided.

Individual satisfaction of the activity effects positively on decision of performing again the activity and recommending this activity. Therefore, In the research it is aimed to reveal the satisfaction of the local people participated Manavgat Canoe Festival. Quantitative research methods have been used in the study. The research universe is 270 participants who attended the Manavgat Canoe Festival, the sample of research are 107 participants attended the festival. The data were collected by researchers between 20.04.2015 and 22.04.2015 applying the questionnaire to the participants of the festival. This study has been focused on the local community primarily. The aim of the study is to reveal the feeling satisfaction for the community of Manavgat on canoeing activity. Frequency analysis, t-test and ANOVA statistical analysis have been made. It has been determined that Canoe Festival creates high tourism value and satisfactory activitate for the local people.

Key Words: Sports Tourism, Canoeing, Local Community, Satisfaction

1. Introduction

Manavgat tourism destination attracts tourists with trio (sea-sand-sun) as resort tourism. The destination needs product diversification to increase its competitive advantage and to make it sustainable. The most important values are nature and water sources in the region. There have been sea, river, lake and waterfalls as rich water sources. And also mountains and forests are already intertwined with these water resources. From this point the destination is very convenient for nature sports and water sports.

It is more possible that water sports activities which is shaped to focus over canoeing will be success. Because the region of Titreyengöl-Sorgun has a favorable geographical conditions to this sport in Manavgat. Appropriate infrastructure of tourism is available to develop combination of sports and tourism. There are approximately 30,000 beds and 30 5-star hotels in the area. This capacity is not used between October and April due to the seasonality characteristics of the tourism. These months are very suitable for nature sports and water sports so alternative tourism activities in this area may extend the tourism season and increase the competitive advantage in the region. Thus, it is expected that these ecological values of Manavgat destination will make a major contribution to develop

Manavgat destination brand. Manavgat destination should develop brand identity with its unique tourist products in this direction to achieve a sustainable competitive advantage. For this purpose the unique nature and water resources of Manavgat destination can be developed for sports tourism. In this way Manavgat destination will reveal new tourism products in a different direction from other tourism destinations so tourism will spread further apart in time and space.

Stagnant water and river in different stream degrees in terms of water resources are very convenient for water sports. These resources are able to cater to the different branches of canoeing. The local community and tourists of all ages could easily participate to canoeing sport. However canoeing is a new sport, so it is necessary to create awareness with recreational activities such as race, festivals and camping. Recreational activities nourish tourism and provide the benefit for the local population. In this way, it will be provided that primarily local people later tourists coming to the region can do canoeing. So the tourists coming to the region will be more satisfied with their vacation experiences, as well as special interest tourists which deal with canoeing will come to the region. The satisfaction of tourists on resort experience will affect the

decision to revisit the destination and their propensity to recommend to others.

The general purpose of this study can be expressed to reveal the role of canoeing as an alternative tourism to become a tourist destination brand for Manavgat. In this study the importance of ownership of this alternative tourism opportunity oriented to being satisfied by the local population from alternative tourism activities on canoeing and to identify the factors affecting this satisfaction has been demonstrated. Therefore, the study has aimed to reveal their satisfaction towards the local people participated to Manavgat Titreyengöl Dragon Canoe Festival. This study has been focused primarily on the local community. In this sense, it has been important that determination of the satisfaction factors and satisfaction of the people is the most important impulses for the motivation.

2. Materials and Methodology

In this study, the survey was applied on the local community after participating of Manavgat / Titreyengöl Dragon Canoe Festival on 20-22 April 2015. The festival has total of 27 teams with 10 people in every team. So the universe of this study consist 270 people participated in canoe festival. Although we desired to collect data on the entire universe, 111 surveys were collected due to the reluctance of participants. However, after examining the surveys, 4 surveys were disqualified and analysis based on 107 surveys.

Gender, marital status, age, education and professional knowledge of the participants were

determined by frequency analysis on the surveys of 107 participants. Also the thought about Dragon Canoe Festival of participants was determined by the 23-item scale. The questions of the scale were formed on utilizing the research by Alaeddinoğlu and Okudum (2014) which they had done in the Festival of Van Lake Water Sports.

Analysis of the data was made by SPSS 16.0 statistical software. Frequency analysis has been made as regards to demographic data. Besides, the impact to the questions in the scale of the demographic data was analysed for multiple groups by t-test for paired groups by ANOVA. Values for the significant difference is $p < 0.05$.

3. Findings

According to demographic data from participants; male participants %92.5, female participants %7.5. In this sense, it was determined that the activities of Canoeing Festival were more preferred by men. The marital status were determined that married participants %34.6, single participants %65.4. Looking at the distribution of the age group that the proportion of participants aged 18-35 (42.1%) were higher than other groups. Participants less than 18 years were % 25.2; participants between 36-42 years were % 17.8. Participants in relation to education; the proportion of high school graduates %55.1, the proportion of associate degrees and undergraduate %31.8, and it has been found that only a small proportion in primary education and graduate.

Table 1. Findings on Gender

Gender	n	%
Female	8	7.5
Male	99	92.5
Total	107	100,0

Table 2. Findings on Marital Status

Marital Status	n	%
Married	37	34.6
Single	70	65.4
Total	107	100,0

Table 3. Findings on Age

Age	n	%
Under 18	27	25.2

18-35	45	42.1
36-42	19	17.8
43-50	7	6.5
Over 50	3	2.8
Total	101	94.4

Table 4. Findings Related to Education.

Education	n	%
Primary Education	7	6.5
High School	59	55.1
Associate Degrees	18	16.8
Under Graduate	16	15.0
Graduate	3	2.8
Total	103	96.3

Table 5. Findings Related to Professional Status

Profession	n	%
Public Servant	20	18.7
Tourism Business	31	29.0
Sportive	1	0.9
Self-employment	5	4.7
Student	42	39.3
Total	99	92.5

The distribution of the participants for their profession; students %39.3, tourism business %29 and public servant %18.7, self-employment %4.7, sportive %0.9.

The t-test for paired groups of gender and marital status and the influence on questions of scale variables were examined. Among the participants in relation to gender; Especially, male participants expressed that The Festival had affected the image of destination ($p=0.17$), It had been made an adequate level of publicity for the festival ($p=0.14$), it had been adequate environmental cleaning ($p=0.003$) and they had wanted to participate in this festival again ($p=0.001$).

Marital status among the participants regarding the variables of married participants thought that the festival would offer the opportunity to meet new people for local community ($p=0.31$), it would create opportunities on entertainment for local community ($p=0.20$) and canoeing had been useful for a healthy life ($p=0.003$).

Looking at the results of ANOVA test done, the participants regarding the age variable; During the festival they felt happy ($p=0.009$), all the festival events made a sensation for them ($p=0.001$), they

wanted to share their experiences with others ($p=0.008$), they thought the existence of the festival made a positive contribution to Manavgat ($p=0.005$), the festival helped to show that to outside the local people the unique and special local values of the village ($p=0.018$), it offered recreational opportunities for the local community ($p=0.005$), it offered the opportunity to interact among local community ($p=0.002$), the festival was advertising and promotional at national level for Manavgat ($p=0.004$) and they thought canoeing was useful for a healthy life ($p=0.013$) significant difference was determined in premise.

Regarding the education level of the participants; During the festival they felt happy ($p=0.001$), all the festival events made a sensation for them ($p=0.003$), organized events were adequate level ($p=0.004$) and it offered the opportunity to interact among local community ($p=0.012$) significant difference was determined in premise.

As regards the reliability of the scale used in this study Cronbach's alpha value was determined to be 0.903 according to the used scale value the reliability is significantly higher.

Table 6. Reliability Cronbach's Alpha Value

Reliability	
Cronbach's Alpha	n
0,903	23

4. Discussion

Destination can also offer recreational opportunities with tourism activities for local community. A number of disadvantages brought by urbanization has been reduced the quality of human life. In this regard, the recreation quality of tourism destinations is extremely important for people in order to minimize the loss of life factors such as stress and refresh themselves (Türker, Güzel and Özaltın Türker, 2014:72). Destinations can offer the opportunity of sport for local people in sports tourism. Local people can benefit from infrastructure opportunities which will be created for sports tourists. One of the most important role here falls to local governments as well. Rebuild the structure of the organization and provision of recreational services-oriented mode of operation is extremely important to ensure the sustainability of activities and local awareness for sports tourism (Ağılönü and Mengütay, 2009:174).

Sport tourism is a major tourism areas of rural and urban communities and has power to redefine economic approaches especially in developing countries. Such as tourism can improve the welfare of the local population also increases the individual quality of life (Honari and et. al, 2010:5659).

The local people should be preferential at all kind of alternative tourism. The community play an important role in activities aimed sports tourism. Thus, sports culture develops in society and it contributes to local development (Wall and Mathieson, 2006:307). The approach to tourism of local community is having a direct impact on the process of tourism development in the region. The destination where has absence of positive approach to tourism and tourism activities is not supported by local people does not ensure adequate development (Türker and Türker, 2014:81).

Recreational activities, competitions and festivals can be done for water sports in the region, which is rich about water resources. Even some cities

and villages carry out recreational and sports activities in the field by creating artificial water sources. Eskişehir is a good example. Sports organizations and recreational activities for local community have been made in artificial ponds in Eskişehir.

Tourism product is a rest from experience of sporting activities, at this point there is a service production in sport tourism. The local community are also in the service production stage. They share the same sporting experience with sports tourists coming to the destination and follow sporting activities having all the efforts to take over the role of activities. In this regard, it can be considered that local community is as a part of the services offered at sports tourism.

It is essential that society on the basis of the understanding and implementation of sustainable tourism with the support of local community. It is necessary to work to increase the absolute market access if local community are thought the inclusion of as stakeholders for strategic destination management (Tükeltürk and Boz, 2013:57).

Ensuring the healthy development of tourism in a newly opened destination is possible with the implementation healthier relationship and interaction the local community-tourist and, removing the positive effects to the highest level, reducing negative effects to the lowest level by economic, social, cultural and environmental dimension of tourism (Duran and Özkul, 2012:501).

Canoeing is one of the emerging sports in our country. An indication of this; Canoeing and Rafting Federation were established in 2002. In 2006, Turkey Canoe Federation started to operate resigned from canoeing and rafting.

As we look at alternative forms of tourism it will increase interest in the sport and can be expected to give the local community in terms of adoption if they are informed about canoeing. So 'Sharing Value' expressed by Porter and Kramer (2011:5)

makes sense at this point. It will be able to create social and environmental value for this sport and sharing process will go on with the economic value of shares and market value of the process. As with many research the research Duran and Özkul (2012:514) were found clearly to need the public support for sustainability and market as tourist destinations and products.

Similarly the research results of Özaltın Türker and Türker (2014:97) shows that economic benefits of tourism would be provided by local public dissemination. On this point, according to data demographic of women and elder people the social conditions in which they find meaning individual's negative perspectives on the impact of tourism may be broken. In this way, local people can be encouraged to adopt tourism development and investment opportunities can be provided.

5. Conclusion

Manavgat has been limited sea-sand-sun as a tourist destination there is a need for new tourist products. Manavgat should develop unique tourist destination products and focus on this product. Original tourism products are needed on developing brand identity of the destination. Manavgat tourism remained limited in time and space as a certain range. The tourists who come to spend their holidays at hotels all-inclusive in Manavgat can not see the natural beauty of Manavgat. The intense competition in the tourism market, Manavgat destinations should develop differentiation strategies based on the source.

On the result of studies it can say that canoeing is quite convenient in Manavgat destination. In the light of the data obtained, there is a very big potential for canoeing sport tourism with the local people's power and the nature and water resources of Manavgat destination. The nature and water resources have been emerging as a privilege Manavgat brand. These resources should be evaluated with sports tourism and in particular the advantages of nature sports and water sports.

The important factor affecting the development specially of canoeing sports tourism activities is to ensure the awareness and support of the local community. The creation of a distinctive brand

features has been not considered independent of people support. Ensuring adherence and sustainability of the brand in addition to the basic work must be performed for tourists in mind with the local community support. At this point young people have the potential to be an important position of power in Manavgat.

Research results in the context of a survey conducted to examine perceptions of participation of indigenous peoples in canoeing reached the following findings. Determined that the participants of the canoeing think will add value to district, activities they deem useful and necessary, they are satisfied and they think should be provided continuance. In particular, water sports activities were found useful for the communication of indigenous people. Potential features carried by local people show that the district has good conditions for the implementation of canoeing. Women are important to be included in this process effectively. In terms of raising awareness about women's canoeing it is necessary to ensure their participation in the sport. Such activities will increase the sustainability aspect of sports tourism to the adoption by the local people.

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