



The Examining of relationship between local people's lifestyles and perceptions towards socio-cultural impacts of tourism in Antalya

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Abstract

This study mainly examines whether a significant relationship between local people's lifestyles and perceptions of socio-cultural impacts of tourism. Antalya, one of Turkey's major tourism centers, was preferred as study place. In the study, survey was used as data collection tools. As a result of study, while lifestyles were divided into six sub-dimensions (Experiencers, Fashion Lovers, Makers, Innovators, Survivors and Unusual People), perceptions of socio-cultural impacts of tourism were divided into eight sub-dimensions (Social Problems, Social Structure, Acculturation and Cultural Participation, Language and Art, Cultural Heritage, Local Peace, Service Quality and Attractiveness, Religion and Cultural Patterns). Hypothesis that there is a significant relationship between local people's lifestyles and perceptions of socio-cultural impacts of tourism was partly accepted. The study has provided important data for tourism planners and politicians.

Keywords: Local people, Lifestyles, Perceptions, Socio-cultural impacts of tourism

1. Introduction

The tourism sector is one of the world's largest and fastest growing sectors. According to the United Nations World Tourism Organization (UNWTO), international tourist arrivals worldwide are expected to increase by 3.3% a year from 2010 to 2030 to reach 1.8 billion by 2030. International tourist arrivals (overnight visitors) grew by 5% worldwide in 2013, reaching 1087 million arrivals. International tourism receipts reached US\$ 1159 billion worldwide in 2013, up from US\$ 1078 billion in 2012 (UNWTO, 2014, p. 2-3). The tourism activities that started to draw attention with the "Industrial Revolution" in the world have become more effective especially after 1950's (Akış, 2007, p. 1). In Turkey, tourism has entered into a rapid development process with the Tourism Encouragement Law which entered into force in 1982, especially with large-scale accommodation facilities investments which started to be realized based on coastal tourism (Çevirgen and Üngüren, 2009, p. 638). Turkey ranked 6th among the most visited countries in the world in 2013. (UNWTO, 2014, p. 6). In Turkey, in 2013, the total contribution of travel & tourism to GDP was TRY192.6 billion (12.3% of GDP) and the total contribution of travel & tourism to employment, including jobs indirectly supported by the industry, was 9.1% of total employment (2,317,500 jobs) (WTTC, 2014, p. 1). The number of visitors arriving Turkey in 2013 was 39 860 771 (The number of foreign visitors: 34 910 098, The number of citizen visitors who resides abroad: 4 950 673) (Yatırım ve İşletmeler Genel Müdürlüğü, 2014). As tourism becomes a locomotive sector with globalization, changes in the relationship between individual, society, and space have led to change in the perception towards tourism (Tuncer and Çavuş, 2016, p. 413). Understanding local people's perceptions is essential for tourism development because tourism development relies on local people's support. Anger, apathy, or mistrust from the residents might ultimately be conveyed to the tourists. Conversely, tourists tend to be reluctant to visit places where they feel unwelcome (Yoon, Gürsoy and Chen, 1999, p. 30).

A number of factors have used in the studies investigating local people's perceptions: **stage of tourism development** (e.g. Butler, 1980); **type of tourist** (e.g. Cohen, 1972); **tourist/resident ratio** (e.g. Horn and Simons, 2002), **seasonality** (e.g. Sheldon and Var, 1984), **economic dependence on tourism** (e.g. Pizam, 1978; Haralambopoulos and Pizam 1996; Korça, 1998; Sirakaya, Teye and Sönmez, 2002; Kuvan and Akan, 2005), **distance from tourist region** (e.g. Korça, 1998; Williams and Lawson, 2001; Jurowski and Gürsoy, 2004), **length of residency** (e.g. Brougham and Butler, 1981; Um and Crompton, 1987; Haralambopoulos and Pizam, 1996; Faulkner and Tideswell, 1997; Snaith and Haley, 1999; Weaver and Lawton, 2001; Tatoglu, Erdal, Ozgur and Azakli, 2002; Tosun, 2002; McGehee and Andereck, 2004; Haley, Snaith and Miller, 2005; Kuvan and Akan, 2005; Huh and Vogt, 2008), **communicating condition with tourists** (e.g. Pizam, 1978; Brougham and Butler, 1981; Akis, Peristianis and Warner, 1996; Weaver and Lawton, 2001; Andereck, Valentine, Knopf and Vogt, 2005), **tourism knowledge level** (e.g. Andereck et al., 2005; Davis, Allen and Cosenza, 1988), **many demographic variables [gender]** (e.g. Mason and Cheyne, 2000; Harrill and Potts, 2003; Huh and Vogt, 2008), **age** (e.g. Broughman and Butler, 1981; Bastias-Perez and Var, 1995; Haralambopoulos and Pizam, 1996; Chen, 2000, Fredline and Faulkner, 2000; Cavus and Tanrisevdi, 2003; McGehee and Andereck, 2004; Kuvan and Akan, 2005; Huh and Vogt, 2008; Weaver and Lawton, 2013), **marital status** (e.g.

Haralambopoulos and Pizam, 1996; Kuvan and Akan, 2005; Tosun, 2002), **birth place** (e.g. Um and Crompton, 1987; Davis et al., 1988; Bastias-Perez and Var, 1995; Snaith and Haley, 1999; Sirakaya et al., 2002; McGehee and Andereck, 2004; Kuvan and Akan, 2005; Haley et al., 2005), **education** (e.g. Korça, 1998; Teye, Sirakaya and Sönmez, 2002; Haralambopoulos and Pizam, 1996; Andriotis and Vaughan, 2003; Andriotis, 2004), **income** (e.g. Nepal, 2008; Chen, 2001; Haralambopoulos and Pizam, 1996; Lee, Li and Kim, 2007; Huh and Vogt, 2008)]. On the other side, Zamani-Farahani and Musa (2012) examined the influence of Islamic religiosity (measured on dimensions of 'Islamic Belief', 'Islamic Practice', and 'Islamic Piety') on local people's perceptions of socio-cultural impacts of tourism. This study will mainly examine relationship between local people's lifestyles and perceptions of socio-cultural impacts of tourism. Currently, most lifestyle research is done commercially rather than published academic areas. The information is held privately and the public has limited access to it (Lin, 2003, p. 2). The study is specific in terms of both filling this gap and directly examining relationship between local people's lifestyles and perceptions of socio-cultural impacts of tourism.

Eventhough the tourism sector having big potential for economy that has big impact on social and cultural structure unavoidably (Avcıkurt, Karaman and Köroğlu, 2007, p. 18), and also it has important for local poeople (Andriotis, 2005, p. 68),there is only a limited number of studies investigated the local people's perceptions about the socio-cultural impacts of tourism in Antalya (Toros, 1997; Korça, 1998; Tayfun and Kılıçlar, 2004; Kuvan and Akan, 2005; Mansuroğlu, 2006; Muradov, 2006; Akman, 2007; Çevirgen and Kesgin, 2007, Demircan, 2010; Demirkaya and Çetin, 2010; Dikici and Sağır, 2012). In this context, the study was carried out in Antalya (one of Turkey's major tourism centers) and objectives of this study are:

1. to identify local people's lifestyles
2. to identify local people's perceptions towards socio-cultural impacts of tourism
3. to examine relationship between local people's lifestyles and perceptions of socio-cultural impacts of tourism

2. Literature review

2.1. Socio-cultural impacts of tourism

Since the early 1970's, the study of socio-cultural impacts of tourism has been the subject of research for many theorists, researchers, and academics and this subject has become increasingly a focus of attention (Nunkoo and Ramkisson, 2007, p. 139; Sebastian and Rajagopalan, 2009, p. 5). According to Cohen (1984, p. 385) the socio-cultural impacts of tourism are numerous and varied, but most of them can be classified under one of ten major topics: "community involvement in wider frameworks", "the nature of interpersonal relations", "the bases of social organization", "the rhythm of social life", "migration", "the division of labor", "stratification", "the distribution of power, "deviance", and "customs and the arts". Figuerola identifies six major categories of social and cultural impacts: impact on population structure, transformation of forms and types of occupations, transformation of values, influence on traditional lifestyle, modification of consumption patterns, and benefits to tourists (Haralambopoulos and Pizam, 1996, p. 504). Rätz (2000, p. 5) has approached the topic of socio-cultural influences of tourism either as a result of the development of the tourism sector or as a result of the presence of tourists (and the nature of the tourist-local people relationship), and he divided these effects into six groups as positive and negative: "impacts on population", "changes in labour market", "changes in community structure, characteristics (two sections)", "impacts on individual and family level", "impacts on cultural and natural resources"

According to Mathieson and Wall (1993, p. 137) the literature which examines the socio-cultural impacts of tourism has usually been directed towards either social or cultural aspects. According to them the social studies usually consider interpersonal relations, moral conduct, religion, language and health, whereas the cultural studies consider both material and non-material forms of culture and processes of cultural change. There is no clear distinction between social and cultural phenomena but this dichotomy is useful in categorizing studies and organizing this subject. In this context, the socio-cultural impacts of tourism have examined in the framework of social and cultural impacts and this impacts have presented in Table 1 prepared in the light of literature.

Table 1.The social and cultural impacts of tourism

<i>SOCIAL IMPACTS</i>	<i>CULTURAL IMPACTS</i>
<p><u>Undesirable habits and / or behaviors</u></p> <ul style="list-style-type: none"> • <i>Prostitution & Sexual permissiveness/ openness</i> <ul style="list-style-type: none"> ○ <i>Prostitution</i> ○ <i>Sexual permissiveness / openness</i> • <i>Gambling</i> • <i>Alcoholism</i> • <i>Drug</i> • <i>Crime</i> • <i>Vandalism</i> <p><u>Recreation and shopping opportunity</u></p> <ul style="list-style-type: none"> • <i>Recreation opportunity</i> • <i>Shopping opportunity</i> <p><u>Social values and relationships</u></p> <ul style="list-style-type: none"> • <i>Honesty</i> • <i>Generosity</i> • <i>Friendliness</i> • <i>Politeness and good manners</i> • <i>Confidence & Sincerity</i> • <i>Community spirit and togetherness</i> • <i>Division of community</i> • <i>Friction between local residents and tourists.</i> • <i>Human relationships</i> <p><u>Family structure</u></p> <p><u>Urbanization</u></p> <p><u>Social inequality</u></p> <p><u>Social pride</u></p> <p><u>Political structure</u></p> <ul style="list-style-type: none"> • <i>World peace</i> • <i>Politic approach</i> • <i>Political corruption</i> <p><u>Overcrowding</u></p> <p><u>Traffic problem</u></p> <p><u>Local services</u></p> <ul style="list-style-type: none"> • <i>Emergency services (health services / police protection / fire protection)</i> • <i>Pressure on local services</i> • <i>The quality of service in restaurants, shopping centers, and hotels</i> <p><u>Education</u></p> <ul style="list-style-type: none"> • <i>Education quality</i> • <i>Education experience</i> • <i>Foreign language learning request & The development of foreign language skills</i> • <i>Need for trained staff</i> <p><u>Migration</u></p> <p><u>Fashion</u></p> <p><u>A balanced local community</u></p> <p><u>To be an interesting and exciting place of destination</u></p> <p><u>Be destroyed the level of residence quality</u></p> <p><u>Be fostered the construction of modern buildings</u></p> <p><u>Dynamism and liveliness of community</u></p>	<p><u>Cultural exchange</u></p> <p><u>Experience to learn – understand of different people/cultures</u></p> <p><u>Cultural activity diversity</u></p> <p><u>Revival of local art & Corruption of local art</u></p> <ul style="list-style-type: none"> • <i>Revival of local art</i> • <i>Corruption of local art</i> <p><u>Change the values, norms, customs, and traditions</u></p> <p><u>Impact on religious beliefs and behaviors</u></p> <p><u>Language contribution& Language erosion</u></p> <ul style="list-style-type: none"> • <i>Language contribution</i> • <i>Language erosion</i> <p><u>The exploitation of the local people-culture</u></p> <p><u>Protection of local culture</u></p> <p><u>Cultural identity & Ethnic identity</u></p> <p><u>To be more considerate of foreign tourist than domestic tourists</u></p> <p><u>Cultural pride</u></p>

2.2. Value and lifestyle concept

Thomas and Zaraniecki define values as "...objective, social elements which impose them-selves upon the individual as a given and provoke his reaction." Bronowski suggests that "a value is a concept which groups together some modes of behavior in our society"(Vinson, Scott and Lamont, 1977, p. 44). According to Rokeach (1973, p. 5), a value is "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence". According to Schwartz and Bilsky (1987, p. 550) values are "cognitive representations of three universal requirements: (a) biological needs, (b) interactional requirements for interpersonal coordination, and (c) societal demands for group welfare and survival". Schwartz (1994, p. 21) define values as "desirable transsituational goals, varying in importance, that serve as guiding principles in the life of a person or other social entity". According to Hofstede, Hofstede and Minkov (2010, p. 9), "values are broad tendencies to prefer certain states of affairs over others."

Lifestyle is how a person lives (Hawkins, Roger and Kenneth, 2004, p. 429), a pattern of consumption reflecting a person's choices of how he or she spends time and money (Solomon, 2002, p. 173), a means of characterizing any culture or group to distinguish it from others (Berkman and Gilson, 1974, p. 189), "distinctive behavioral expression of a characteristic pattern of values and attitudes" (Horley, Carroll and Little, 1988, p. 385). Chaney (1999, p. 14) defines lifestyles as "patterns of action that differentiate people". According to Max Weber, who brings the concept of lifestyle to the sociology literature, lifestyle is an observable expression of the status group membership (Madran and Kabakçı, 2002, p. 82-83). According to Adler, lifestyles are conditioned very early in life and tend to continue throughout life as high level organizers of complex behaviors (Thorne, 1975, p. 236). According to William Lazer lifestyle "a systems concept. It refers to a distinctive mode of living in its aggregate and broadest sense. ...It embodies the patterns that develop and emerge from the dynamics of living in a society." (Plummer, 1974, p. 33). Even though social scientists have popularized the term and most people know roughly what it is supposed to mean, no universal definition is accepted by all researchers (Berkman and Gilson, 1974, p. 189). Probably the most notable feature of the literature on lifestyle is the lack of consensus on the meaning of the term. There are over thirty definitions of lifestyle in the literature (Veal, 2000, p. 9).

2.3. VALS

VALS, short for values and lifestyles, is a way of viewing people on the basis of their attitudes, needs, wants, beliefs, and demographics (Shih, 1986, p. 2; Anandan, Prasanna and Madhu, 2006, p. 99; Astor, 2006, p. 26). The VALS program was created by SRI International in 1978 in an attempt to understand people in the marketplace, economically, politically, sociologically, and humanly (Astor, 2006, p. 26).

VALS (in the literature, also referred to as the original VALS or VALS 1) is based on Maslow's need hierarchy and the theoretical basis of Riesman, Glazer and Denny's concept of social character (Kahle, Beatty and Homer, 1986, p. 405). The VALS instrument consists of 800 specific questions regarding demographics, attitudes, finances, product consumption, and activity data (Lin, 2003, p.14). The basis of the VALS Program is the VALS typology. It divides Americans into nine lifestyles which are grouped in four categories. These are need driven groups (survivor lifestyle and sustainer lifestyle), outer-directed groups (belonger lifestyle, emulator lifestyle, and achiever lifestyle), inner-directed groups (I-am-me lifestyle, experiential lifestyle, and socially conscious lifestyle), and combined outer- and inner-directed group (integrated lifestyle) (Shih, 1986, p. 2).

1989, the SRI institution introduced a new VALS (VALS 2). According to the official SRI VALS report, VALS2 includes 400 questions. The original survey is not accessible; however VALS 2 e-survey includes 35 psychographic questions and 5 demographic questions (Lin, 2003, p. 16, 18).

In 2003, VALS 2 was developed further and returned back to its original name VALS. Authors changed titles of names of some segments; however, in terms of methodology or overall concept no major changes were made (Urbonavičius and Gindra Kasnauskienė, 2005, p. 81). VALS e-survey includes 35 psychographic questions and 6 demographic questions (sex, age, education level, income, enrollment status at college or university, e-mail address). In this system, adults are divided into eight segments (Figure 1).

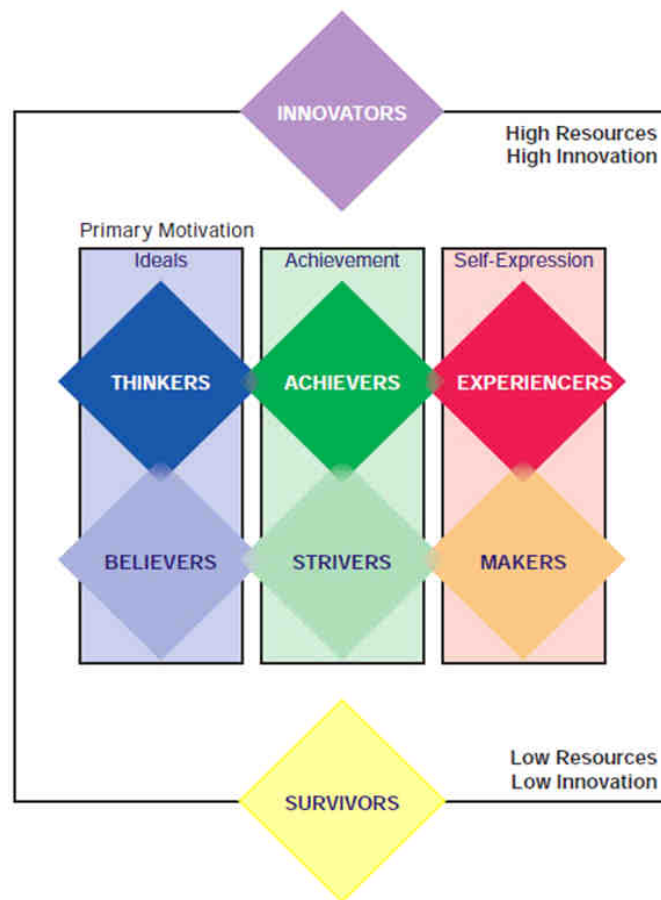


Figure 1.VALS Framework

Source:<http://www.strategicbusinessinsights.com/vals/ustypes.shtml>

3. Methods

3.1. Study site and sample

Antalya, one of Turkey's major tourism centers, was preferred as study place. The number of foreign visitors arriving in Antalya in 2013 is 11 122 510 (Share of Antalya in Turkey: 31.86%). By the end of June 2013; there are 716 facilities, 168 124 rooms and 359 912 beds with Tourism Establishment Certificate; there are 154 facilities, 32 440 rooms, and 71 382 beds with Tourism Investment Certificate in Antalya. By the end of 2012, there are 1 369 facilities, 55 373 rooms, and 119 573 beds with Municipal License (Antalya İl Kültür ve Turizm Müdürlüğü, 2014; Yatırım ve İşletmeler Genel Müdürlüğü, 2014). According to the data of Turkish Statistical Institute (TurkStat-TÜİK) (2013) area of Antalya province is 20 791 km² and Antalya has 19 districts including the central districts. Due to the cost and time constraint study that is thought to be carried out on the local people living in all the coastal districts of Antalya province is limited with a specific region and sample, and it is conducted on local people aged 18 years and overliving in the centers of Kemer, Manavgat and Alanya that are Antalya's most popular tourist destinations. In the literature, it is stated that 50 is very weak, 100 is weak, 200 is medium, 300 is good, 500 is very good, and 1 000 is perfect for sufficient sample size in factor analysis (Çokluk, Şekercioğlu and Büyüköztürk, 2012, p. 206). Moving from this scientific reality and obtained findings should be a structure that embraces the life style of a larger mass, the survey was distributed to a total of 1 200 people. The study was conducted on voluntary individuals who agreed to participate in the study between September-October 2013. The surveys were distributed in proportion to the population of the district centers (Table 2).

Table 2. Study districts, district center population, share of district in the central population, number of distributed survey, and number of evaluated survey

Study districts	District center population	Share of district in the center population (%)	Number of distributed survey	Number of evaluated survey
Kemer	22 732	10,03	120	118
Manavgat	99 254	43,81	526	507
Alanya	104 573	46,16	554	536
TOTAL	226 559	100,00	1 200	1 161

3.2. Data collection

The survey consists of three parts. In the first part, there are 35 closed-ended VALS e-survey questions to identify the local people's lifestyle adapted from "Strategic Business Insights". In the second part, there are 32 closed-ended questions to identify the local people's perceptions towards the socio-cultural impacts of tourism. These questions were selected and adapted from the previous studies (Akis et al., 1996; Anderect and Vogt, 2000; Chen and Chiang, 2005; Choi and Sirakaya, 2005; Dyer et al., 2007; Faulkner and Tideswell, 1997; Fredline and Faulkner, 2000; Gilbert and Clark, 1997; Gursoy and Rutherford, 2004; Haralambopoulos and Pizam, 1996; Huttasin, 2008; Kim, 2002; Ko and Stewart, 2002; Korça, 1998; Kuvan and Akan, 2005; Nunkoo and Ramkissoon, 2010; Pappas, 2008; Tatoglu et al., 2002; Teye et al., 2002; Tomljenovic and Faulkner, 2000; Tosun, 2002; Upchurch and Teivane, 2000; Vargas-Sánchez et al., 2009; Weaver and Lawton, 2001; Williams and Lawson, 2001; Yoon, Gursoy and Chen, 2001). In the last part, there are 5 closed-ended questions (gender, marital status, education, working condition in tourism sector, and communicating condition with tourists), 2 semi-closed-ended questions (home ownership, child condition), age, 6 open-ended question (birth place, length of residency, occupation, monthly average income and number of people in the dwelling). The 5-point Likert type scale (1=Disagree, 2=Slightly Agree, 3=Moderately Agree, 4=Mostly Agree, 5= Completely Agree) was utilized for measuring lifestyles and socio-cultural impacts of tourism. In order to determine whether the study scale expressions were understood, pilot studies were conducted on 50 people and then survey was rearranged by making small changes in unintelligible expressions.

3.3. Data analysis

The obtained data were analyzed with the IBM SPSS Statistics 22.0 program. Descriptive statistics were used primarily in the study. In this context, arithmetic mean and standard deviation values of the given responses were calculated and interpreted. The results of Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett Sphericity Test were examined for factor analysis. KMO value is considered as bad between 0.50-0.60, weak between 0.60-0.70, medium between 0.70-0.80, good between 0.80-0.90, perfect over 0.90. If this value is lower than 0.50, factor analysis is not continued. The Bartlett Sphericity Test is used to determine whether the data come from multivariate normal distribution. The significance value is checked and if this value is greater than 0.05, factor analysis is not performed (Akdağ, 2011, p. 25). The reliability of the scales was determined by calculating the Cronbach alpha reliability coefficient (α). According to the Cronbach alpha reliability coefficient, if the reliability of the scale is $0.00 \leq \alpha < 0.40$, the scale is not reliable; if the reliability of the scale is $0.40 \leq \alpha < 0.60$, the scale is low reliability; if the reliability of the scale is $0.60 \leq \alpha < 0.80$, the scale is quite reliable, and if the reliability of the scale is $0.80 \leq \alpha < 1$ is highly reliable (Kalaycı, 2008, p. 405). The explanatory factor analysis was applied to the scale of life style and socio-cultural impacts of tourism. In explanatory factor analysis, there is a process devoted to find factor, to produce theory by moving from relations among variables (Büyüköztürk, 2002, p. 472). The factor load value of a item is low in factor analysis indicate that item is not strongly associated with the mentioned factor. There is a widespread view that the factor load value of item is at least 0.30 in the literature. Items below this load value is eliminated. It is also stated that the load value should be 0.32, 0.40, 0.45. Regardless of the sign, it is defined as high size the load value of 0.60 and above, moderate size the load value between 0.30-0.59 (Büyüköztürk, 2002, p. 474; Akdağ, 2011, p. 26; Çokluk et al., 2012, p. 194). In this study, 0.40 was assumed as the lower limit of the factor load value in determining whether the items were included in the scale. As a result of the analyzes, binary items were eliminated (*Binary Items: If a item gives the high load value in two factors, the difference is looked at. The difference between the two high load values should be at least 0.10. If the difference is less than 0.10, this item is a binary item and is eliminated.*) (Akdağ, 2011, p. 26). Correlation Analysis was applied to determine the reciprocal relationship between lifestyle scale sub-dimensions and socio-cultural impacts of tourism scale sub-dimensions in the study and "Pearson Correlation Coefficient" between all variables was calculated. The level of the relationship between the variables is considered as very weak if the correlation coefficient is between 0-0.25, weak if it is between 0.26-0.49, medium if it is between 0.50-0.69, high if it is between 0.70-0.89, very high if it is between 0.90-1 (Ural and Kılıç, 2005, p. 219-220).

4. Results

4.1. Sociodemographic profile

69.9% of the local people who are involved in the study are male, 54.5% are married, 61.8% are born in Antalya, 59.6% are high-school graduate, 72.9% are not working in tourism sector, 59.9% are household members for 3-4 people, 51.4% are renter, 51.2% have children, 56.1% are workers, and 78.3% are communicating with tourists. Length of residency was distributed as followed: 1-5 years (20.6%), 6-10 years (18.9%), 11-15 years (10.9%), 16-20 years (18.3%), 21-25 years (10.3%), 26 years and over (20.9%). Income groups of the local people were distributed as balanced. Other age groups have a share of about 20% and the age group with a minimum share of 13.4% is 45 years and over.

4.2. Objective 1: to identify local people's lifestyles

Descriptive analysis of VALS items is presented in Table 3. As seen in this table, "I follow the daily events in Turkey and in the world closely." item has the highest mean with 4.03. This item was followed by "I like a lot of variety in my life.", "I like outrageous people and things.", "Just as the Koran says, the world literally was created in six days." = "A woman's life is fulfilled only if she can provide a happy home for her family." items respectively. On the other hand, "I like my life to be pretty much the same from week to week" item has the lowest mean with 2.03.

Table 3. Descriptive analysis of VALS items

Item	Mean	S.D.
I follow the daily events in Turkey and in the world closely.	4.03	1.137
I like a lot of variety in my life.	3.79	1.076
I like outrageous people and things.	3.68	1.083
Just as the Koran says, the world literally was created in six days.	3.67	1.285
A woman's life is fulfilled only if she can provide a happy home for her family.	3.67	1.255
I like the challenge of doing something I have never done before.	3.48	1.185
I like doing things that are new and different.	3.48	1.178
I like being in charge of a group.	3.47	1.197
I like to learn about art, culture, and history.	3.47	1.205
I like to make things I can use everyday.	3.46	1.130
I like trying new things.	3.40	1.220
I often crave excitement.	3.39	1.207
I like to make things with my hands.	3.37	1.215
I would like to spend a year or more in a foreign country.	3.34	1.340
I would like to understand more about how the universe works.	3.34	1.222
I like to lead others.	3.31	1.256
I like a lot of excitement in my life.	3.27	1.253
I am always looking for a thrill.	3.26	1.266
I have more ability than most people.	3.25	1.193
I follow the latest trends and fashions.	3.24	1.236
I like to look through automobile shops or automotive stores.	3.21	1.351
I would rather make something than buy it.	3.20	1.255
I like to learn about things even if they may never be of any use to me.	3.20	1.273
I am really interested only in a few things.	3.18	1.255
The government should encourage prayers in public schools.	3.15	1.300

There is too much sex on television today.	3.15	1.289
I like to dress in the latest fashions.	3.12	1.290
I dress more fashionably than most people.	3.09	1.216
I want to be considered fashionable.	3.05	1.290
I am very interested in how mechanical things, such as engines, work.	3.01	1.419
I must admit that my interests are somewhat limited.	3.00	1.296
I like making things of wood, metal and so on.	3.00	1.348
I consider myself an intellectual.	2.88	1.352
I must admit that I like to show off.	2.82	1.413
I like my life to be pretty much the same from week to week.	2.03	1.261

Factor analysis results of VALS are presented in Table 4. KMO value is 0.829. The result of Bartlett Sphericity Test is significant ($p < 0.01$). The data are acceptable level for factor analysis. Since the lower limit of the factor load was defined as 0.40 in the exploratory factor analysis, the items keep below this value and the items whose factor load values are closer than 0.10 were eliminated. Therefore, as a result of applied factor analysis, the number of items in the 35-item lifestyle scale was reduced to 22 (Eliminated items: I follow the daily events in Turkey and in the world closely./I like to make things I can use everyday./Just as the Koran says, the world literally was created in six days./I like being in charge of a group./I like to learn about art, culture, and history./The government should encourage prayers in public schools./I like trying new things./There is too much sex on television today./I like to lead others./A woman's life is fulfilled only if she can provide a happy home for her family./I like to learn about things even if they may never be of any use to me./I like to make things with my hands./I would like to understand more about how the universe works.). 22 items were divided into 6 sub-dimensions as a result of content validity. The Cronbach alpha reliability coefficient was calculated as highly reliable for 22 items ($\alpha = 0.802$). This coefficient was found quite reliable for Experiencers and Fashion Lovers sub-dimensions, low reliability for Makers, Innovators, Survivors and Unusual People sub-dimensions.

Table 4. Factor analysis results of VALS

Factor/Item	Mean	Factor Loadings	Variance Percentage	Cronbach's Alpha
Factor 1: Experiencers	3.37		11.180	0.694
I like a lot of excitement in my life.		0.727		
I would like to spend a year or more in a foreign country.		0.625		
I often crave excitement.		0.608		
I am always looking for a thrill.		0.548		
I like doing things that are new and different.		0.513		
I like the challenge of doing something I have never done before.		0.460		
Factor 2: Fashion Lovers	3.12		9.983	0.715
I dress more fashionably than most people.		0.734		
I want to be considered fashionable.		0.706		
I follow the latest trends and fashions.		0.680		
I like to dress in the latest fashions.		0.617		
Factor 3: Makers	3.10		8.304	0.575
I like to look through automobile shops or automotive stores.		0.688		
I am very interested in how mechanical things, such as engines, work.		0.676		
I like making things of wood, metal and so on.		0.574		
I would rather make something than buy it.		0.543		
Factor 4: Innovators	2.98		7.241	0.558
I consider myself an intellectual.		0.711		
I must admit that I like to show off.		0.668		
I have more ability than most people.		0.426		
Factor 5: Survivors	2.73		7.190	0.467
I am really interested only in a few things.		0.715		
I must admit that my interests are somewhat limited.		0.644		
I like my life to be pretty much the same from week to week.		0.609		
Factor 6: Unusual People	3.73		6.652	0.571
I like outrageous people and things.		0.787		
I like a lot of variety in my life.		0.718		

Kaisere-Meyere-Olkin measure of sampling adequacy-0.829 / Bartlett's test of sphericity- X^2 : 4360.634, SD:231, $p < 0.01$

4.3. Objective 2: to identify local people's perceptions towards socio-cultural impacts of tourism

Descriptive analysis of local people's perceptions towards socio-cultural impacts of tourism is presented in Table 5. As seen in this table, "Tourism has increased the use of alcohol." item has the highest mean with 3.81. This item was followed by "Tourism has improved the quality of service in shops, restaurants and hotels.", "Tourism has increased the rate of use of foreign words in daily life.", "Tourism has allowed the preservation and restoration of historic buildings.", "Tourism has caused the commercialization of traditional handicrafts" items respectively. On the other hand, "Tourism has affected local people's worships like prayer, fasting negatively." item has the lowest mean with 3.04.

Table 5. Descriptive analysis of local people's perceptions towards socio-cultural impacts of tourism

Item	Mean	S.D.
Tourism has increased the use of alcohol.	3.81	1.403
Tourism has improved the quality of service in shops, restaurants and hotels.	3.79	1.167
Tourism has increased the rate of use of foreign words in daily life.	3.73	1.224
Tourism has allowed the preservation and restoration of historic buildings.	3.71	1.193
Tourism has caused the commercialization of traditional handicrafts.	3.69	1.158
Tourism has provide the local people more understanding about protection of cultural heritage.	3.68	1.300
Tourism has provided the local people to feel more proud of their local culture.	3.67	1.194
Meeting with tourists from different parts of the world of local people has provided them a valuable experience for better understand the culture and society of tourists.	3.65	1.182
Tourism has improved the language skills of local people.	3.63	1.265
Tourism has made a interesting and an exciting placethe district where I live in.	3.60	1.240
Tourism has enabled more cultural exchanges between local people and tourists.	3.59	1.203
Tourism has increased demand for historical and cultural exhibits.	3.58	1.226
Tourism has increased prostitution.	3.57	1.366
Tourism has encouraged local people to participate in a wide range of cultural activities like handicrafts, fine arts and music.	3.57	1.243
Tourism has increased the quality of emergency services (police, fire and ambulance).	3.55	1.217
Tourism has caused excessive use of cultural property.	3.54	1.203
Tourism has increased the use of drugs.	3.53	1.374
Tourism has limited the use of the recreational facilities like entertainment centers and beaches by the local people.	3.51	1.289
Tourism has become increasingly difficult for local people to find a quiet place to rest.	3.48	1.310
Tourism has affected young people's behavior negatively.	3.42	1.325
Tourism has increased crime rates.	3.40	1.382
Tourism has increased traffic congestion.	3.40	1.290
Tourism has caused the decline of honesty in society.	3.34	1.310
Tourism has caused <i>deterioration</i> of the traditional cultural patterns.	3.31	1.263
Tourism has weakened neighborhood relations.	3.27	1.322
Tourism has increased the level of exploitation of local people.	3.26	1.306
Tourism has reduced mutual confidence among people.	3.24	1.339
Tourism has caused <i>deterioration</i> of family ties.	3.24	1.376
Tourism has caused social inequality.	3.18	1.312
Tourism has increased women's participation in domestic decisions.	3.17	1.329
The increase in tourist numbers has caused frictions between local people and tourists.	3.08	1.331
Tourism has affected local people's worships like prayer, fasting negatively.	3.04	1.347

Factor analysis results of local people's perceptions towards socio-cultural impacts of tourism are presented in Table 6. KMO value is 0.888. The result of Bartlett Sphericity Test is significant ($p < 0.01$). The data are acceptable level for factor analysis. Since the lower limit of the factor load was defined as 0.40 in the exploratory factor analysis, the items keep below this value were eliminated. Therefore, as a result of applied factor analysis, the number of items in the 32-item socio-cultural impacts of tourism scale was reduced to 30 (Eliminated items: Tourism has caused the decline of honesty in society./Tourism has reduced mutual confidence among people.).The Cronbach alpha reliability coefficient was calculated as highly reliable for 30 items ($\alpha = 0.865$). This coefficient was found highly reliable for Social Problems sub-dimension, for quite reliable Social Structure, Acculturation and Cultural Participation, Language and Art, Cultural Heritage and Local Peace sub-dimensions, low reliability for Service Quality and Attractiveness, and Religion and Cultural Patterns sub-dimensions.

Table 6.Factor analysis results of local people's perceptions towards socio-cultural impacts of tourism

Factor/Item	Mean	Factor Loadings	Variance Percentage	Cronbach's Alpha
Factor 1: Social Problems	3.50		11.240	0.855
Tourism has increased the use of drugs.		0.851		
Tourism has increased the use of alcohol.		0.828		
Tourism has increased crime rates.		0.814		
Tourism has increased prostitution.		0.767		
Tourism has increased traffic congestion.		0.572		
Factor 2: Social Structure	3.25		8.349	0.740
Tourism has increased women's participation in domestic decisions.		0.712		
Tourism has caused <i>deterioration</i> of family ties.		0.648		
Tourism has affected young people's behavior negatively.		0.620		
Tourism has weakened neighborhood relations.		0.523		
Tourism has caused social inequality.		0.487		
Tourism has increased the level of exploitation of local people.		0.473		
Factor 3: Acculturation and Cultural Participation	3.62		7.332	0.719
Tourism has provided the local people to feel more proud of their local culture.		0.746		
Tourism has enabled more cultural exchanges between local people and tourists.		0.680		
Tourism has encouraged local people to participate in a wide range of cultural activities like handicrafts, fine arts and music.		0.613		
Meeting with tourists from different parts of the world of local people has provided them a valuable experience for better understand the culture and society of tourists.		0.601		
Factor 4: Language and Art	3.68		6.826	0.675
Tourism has increased the rate of use of foreign words in daily life.		0.700		
Tourism has improved the language skills of local people.		0.660		
Tourism has caused the commercialization of traditional handicrafts.		0.614		
Factor 5: Cultural Heritage	3.62		6.742	0.639
Tourism has provide the local people more understanding about protection of cultural heritage.		0.681		
Tourism has allowed the preservation and restoration of historic buildings.		0.666		
Tourism has increased demand for historical and cultural exhibits.		0.609		
Tourism has caused excessive use of cultural property.		0.584		
Factor 6: Local Peace	3.36		6.004	0.614
Tourism has become increasingly difficult for local people to find a quiet place to rest.		0.774		
Tourism has limited the use of the recreational facilities like entertainment centers and beaches by the local people.		0.742		
The increase in tourist numbers has caused frictions between local people and tourists.		0.425		
Factor 7: Service Quality and Attractiveness	3.64		5.438	0.585
Tourism has increased the quality of emergency services (police, fire and ambulance).		0.639		
Tourism has made a interesting and an exciting place the district where I live in.		0.615		
Tourism has improved the quality of service in shops, restaurants and and hotels.		0.549		
Factor 8: Religion and Cultural Patterns	3.17		5.320	0.589
Tourism has affected local people's worships like prayer, fasting negatively.		0.800		
Tourism has caused <i>deterioration</i> of the traditional cultural patterns.		0.681		

Kaisere-Meyere-Olkin measure of sampling adequacy-0.888 / Bartlett's test of sphericity- X^2 : 9835.831, SD:435, $p < 0.01$

4.4. Objective 3: to examine the relationship between local people's lifestyles and perceptions of socio-cultural impacts of tourism

As shown in Table 7, as a result of the applied correlation analysis;

- While there is a very weak significantly positive linear correlation relationship between Experiencers sub-dimension and Social Problems ($r:0.150, p<0.01$), Social Structure ($r:0.246, p<0.01$), Acculturation and Cultural Participation ($r:0.247, p<0.01$), Language and Art ($r:0.221, p<0.01$), Local Peace ($r:0.221, p<0.01$), Religion and Cultural Patterns ($r:0.169, p<0.01$) sub-dimensions, there is a weak significantly positive linear correlation relationship between Experiencers sub-dimension and Cultural Heritage ($r:0.302, p<0.01$), Service Quality and Attractiveness ($r:0.293, p<0.01$) sub-dimensions.
- There is a very weak significantly positive linear correlation relationship between Fashion Lovers sub-dimension and Social Problems ($r:0.185, p<0.01$), Social Structure ($r:0.214, p<0.01$), Acculturation and Cultural Participation ($r:0.118, p<0.01$), Language and Art ($r:0.070, p<0.05$), Cultural Heritage ($r:0.145, p<0.01$), Local Peace ($r:0.205, p<0.01$), Service Quality and Attractiveness ($r:0.143, p<0.01$), Religion and Cultural Patterns ($r:0.182, p<0.01$) sub-dimensions.
- While there is a very weak significantly positive linear correlation relationship between Makers sub-dimension and Social Problems ($r:0.191, p<0.01$), Acculturation and Cultural Participation ($r:0.107, p<0.01$), Language and Art ($r:0.058, p<0.05$), Cultural Heritage ($r:0.200, p<0.01$), Local Peace ($r:0.198, p<0.01$), Service Quality and Attractiveness ($r:0.167, p<0.01$) sub-dimensions, there is a weak significantly positive linear correlation relationship between Makers sub-dimension and Social Structure ($r:0.303, p<0.01$), Religion and Cultural Patterns ($r:0.267, p<0.01$) sub-dimensions.
- While there is a very weak significantly positive linear correlation relationship between Innovators sub-dimension and Social Problems ($r:0.141, p<0.01$), Social Structure ($r:0.218, p<0.01$), Acculturation and Cultural Participation ($r:0.059, p<0.05$), Local Peace ($r:0.222, p<0.01$), Service Quality and Attractiveness ($r:0.068, p<0.05$), Religion and Cultural Patterns ($r:0.187, p<0.01$) sub-dimensions, there is not significant relationship between Innovators sub-dimension and Language and Art, Cultural Heritage ($p>0.05$) sub-dimensions.
- While there is a very weak significantly positive linear correlation relationship between Survivors sub-dimension and Social Problems ($r:0.127, p<0.01$), Social Structure ($r:0.134, p<0.01$), Language and Art ($r:0.061, p<0.05$), Local Peace ($r:0.068, p<0.05$), Service Quality and Attractiveness ($r:0.075, p<0.05$), Religion and Cultural Patterns ($r:0.104, p<0.01$) sub-dimensions, there is not significant relationship between Survivors sub-dimension and Acculturation and Cultural Participation, Cultural Heritage ($p>0.05$) sub-dimensions.
- There is a very weak significantly positive linear correlation relationship between Unusual People sub-dimension and Social Problems ($r:0.208, p<0.01$), Social Structure ($r:0.214, p<0.01$), Acculturation and Cultural Participation ($r:0.161, p<0.01$), Language and Art ($r:0.159, p<0.01$), Cultural Heritage ($r:0.196, p<0.01$), Local Peace ($r:0.159, p<0.01$), Service Quality and Attractiveness ($r:0.198, p<0.01$), Religion and Cultural Patterns ($r:0.151, p<0.01$) sub-dimensions.

5. Discussion and conclusion

The present study mainly examined relationship between local people's lifestyles and perceptions of socio-cultural impacts of tourism. The study also examined local people's lifestyles and local people's perceptions towards socio-cultural impacts of tourism. The majority of the local people who are involved in the study were males (69.9%). This result overlap the findings of Zamani-Farahani and Musa (2012) Kuvan and Akan (2005) and Tosun (2006). As Zamani-Farahani and Musa (2012) stated at study, this situation can be explained by the reluctance of women to talk to strangers.

While the highest agreement in lifestyle scale was found "I follow my daily events in Turkey and in the world closely." item, the lowest agreement in this scale was found "I like my life to be pretty much the same from week to week." item. On the other hand, local people's belief about "Just as the Koran says, the world literally was created in six days." is stronger than "The government should encourage prayers in public schools.". Therefore, it can be said that local people in a certain religious maturity are more cautious about the direction of the state in worship. When examined the results regarding socio-cultural impacts of tourism emerged that local people were more worried about "Tourism has increased the use of alcohol." (the highest agreement), "Tourism has increased the rate of use of foreign words in daily life." and "Tourism has caused the commercialization of traditional handicrafts.". On the other hand, local people were the least worried about "Tourism has affected local people's worships like prayer, fasting negatively." and local people showed a moderately agree about this. Some authors (Pizam, 1978, Ko and Stewart, 2002, Tosun, 2002, Milman, 2004, Karaman and Avcıkurt, 2011) have reached the conclusion that they have increased the use of tourism alcohol in their study. The results are paralel to the results of their studies conducted outside of Antalya. Korça (1998) found that local residents in Antalya believe that tourism increases in occurrences of alcoholism, prostitution, and traffic problems. The results of the present study are consistent with the results of this study. Karaman and Avcıkurt (2011) found that local people in Samsun believe that tourism have not an impact upon on religious beliefs and behaviors. Zamani-Farahani and Musa (2012) found that local people in Sare'in and Masooleh (tourist attractions in Iran) agreed that tourism affects on religious practices. Similarly Huttasin (2008) found that local people in Baan Tawai (one of the most popular tourist attractions in the north of Thailand) remain neutral about "Because of careers related to tourism, villagers go to the temple less frequently.". The results of present study also indicated that local people's highest agreement item into positive impacts was "Tourism has improved the quality of service in shops, restaurants and hotels.".

Table 7. Investigation of relationship between perceived lifestyle and socio-cultural impacts of tourism (Pearson correlation analysis)

Factor		Social Problems	Social Structure	Acculturation and Cultural Participation	Language and Art	Cultural Heritage	Local Peace	Service Quality and Attractiveness	Religion and Cultural Patterns
Experiencers	r	0.150**	0.246**	0.247**	0.221**	0.302**	0.221**	0.293**	0.169**
	p	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Fashion Lovers	r	0.185**	0.214**	0.118**	0.070*	0.145**	0.205**	0.143**	0.182**
	p	0.000	0.000	0.000	0.017	0.000	0.000	0.000	0.000
Makers	r	0.191**	0.303**	0.107**	0.058*	0.200**	0.198**	0.167**	0.267**
	p	0.000	0.000	0.000	0.049	0.000	0.000	0.000	0.000
Innovators	r	0.141**	0.218**	0.059*	-0.022	0.036	0.222**	0.068*	0.187**
	p	0.000	0.000	0.043	0.449	0.225	0.000	0.020	0.000
Survivors	r	0.127**	0.134**	0.056	0.061*	0.048	0.068*	0.075*	0.104**
	p	0.000	0.000	0.057	0.037	0.102	0.021	0.011	0.000
Unusual People	r	0.208**	0.214**	0.161**	0.159**	0.196**	0.159**	0.198**	0.151**
	p	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

* p<0.05, ** p<0.01

Lifestyles were divided into six sub-dimensions as Unusual People (M=3.73) Experiencers (M=3.37), Fashion Lovers (M=3.12), Makers (M=3.10), Innovators (M=2.98) and Survivors (M=2.73) in the result of the exploratory factor analysis. Similarly some authors (Can, 2006; Chan, 2003; Leung, 2006 and Ng, 2003) identified six lifestyle groups using VALS in their studies. The findings of Can (2006)'s study indicated that consumer in Erzurum (A province in Turkey) were divided as Experiencers, Strivers, Makers, Believers, Fulfilleds, and Intellectual Unusual People. Can (2006) found that lifestyles had effects on appearing of the need, determining and evaluating alternatives, decision of purchasing and the attitudes and behaviours after purchasing. The findings of Chan (2003)'s study indicated that internet users in Hong Kong were divided as Experiencers, Strivers, Innovators, Makers, Thinkers, and Survivors. Chan (2003) found that lifestyles were not predictive of likelihood to adopt or overall level of online news use, they are important predictors for types of online news read and online news attributes used (Specifically, it has been revealed that being an experienter have a significant impact on seeking international/China news on the Net, as well as enjoying the convenience nature of online news.). Chan (2003) stated that newsreaders with different lifestyles have distinctive online news adoption behavior, implying that customized news services are required to satisfy different needs of newsreaders with diverse lifestyle orientations. The findings of Leung (2006)'s study indicated that iPod users in Hong Kong were divided as Experiencers, Strivers, Thinkers, Makers, Believers, and Innovators. Results showed that among the 78 iPod users, entertainment was the strongest motive, and most of the users use iPod to combat boredom and pass time. Results also showed that iPod users tended to behave more like Strivers, they perceived iPod as cool, simple, enjoyable and free more than non-iPod users did. The findings of Ng (2003)'s study indicated that internet users in Hong Kong were divided as Innovators, Experiencers, Strivers, Believers, Survivors, and Makers. Ng (2003) found that lifestyles were be associated with Electronic Service Delivery (ESD) usage and likelihood to use (Specifically, it has been revealed that being an "Innovator" have a significant impact on level of ESD use.). On the other hand, Astor (2006) found that the adoption and likely adoption of 3G services appear to relate to certain lifestyles patterns and attributes toward 3G services. Özgül (2010) found that Fulfilled, Makers, Strugglers and Experiencers were associated with sustainable consumption (This relationship had emerged negatively in experiencers.). The results of this study also indicated that VALS value and life styles were quite low for explaining sustainable consumption, but voluntary simple life style scale was more meaningful in explaining sustainable consumption.

Local people's perceptions of socio-cultural impacts of tourism were divided into eight sub-dimensions as Language and Art' (M=3.68), "Service Quality and Attractiveness" (M=3.64), "Acculturation and Cultural Participation" (M=3.62), "Cultural Heritage" (M=3.62), "Social Problems" (M=3.50), "Local Peace" (M=3.36), "Social Structure" (M=3.25) and "Religion and Cultural Patterns" (M=3.17) in the result of the exploratory factor analysis. As a result of the correlation analysis, it was found that there is a significant correlation relationship between lifestyle scale sub-dimensions and socio-cultural impacts of

tourism scale sub-dimensions except for the relationship between Innovators sub-dimension and Language and Art, and Cultural Heritage sub-dimensions; Survivors sub-dimension and Acculturation and Cultural Participation, and Cultural Heritage sub-dimensions.

As Shih (1986, p. 11) has stated, an individual's lifestyle is not fixed and immutable. As a person grows through the life cycle, his or her values, preferences, needs, wants, attitudes, and beliefs may change significantly. For this reason, it should be known what the local people said. The level of support for tourism can be increased by revealing sensitivity points of local people and positive view condition towards tourism and tourism impacts. In this sense, the study has provided important data for tourism planners and politicians. Cooperation between central government, local government, non-governmental organizations, tourism enterprises and tourism suppliers is also a necessity for making the right decision for Antalya tourism and for moving Antalya tourism to a better place.

6. Limitations and future research

In this study, local people's lifestyles and perceptions of socio-cultural impacts of tourism were examined in a limited area. In future studies, local people's perceptions of socio-cultural impacts of tourism can be examined in a wider area. All the impact dimensions of tourism can be examined with the VALS scale. A similar research can be conducted again according to the fact that local people live in touristic and non-touristic region(s), in rural area(s) or in different city center(s). A study similar to study conducted to determine the relationship between destination selection factors and VALS groups by Shih (1986) can be conducted in Antalya or at different tourist center(s). In future studies; Rokeach Value Survey, List of Values, Schwartz Value Survey, Activities, Interests and Opinions can be used to compare the perceptions of local people about tourism and tourism impacts.

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