The effects of mass tourism: A case study from Manavgat (Antalya – Turkey)

Ayhan Akis*

Selçuk University, Ahmet Keleşoğlu Faculty of Education, Geography Education Department, Meram/Konya/Turkey

Abstract

The area of this study is located on the Mediterranean coast of Turkey in the Antalya Sub-Region of the Mediterranean Region. The aim of this study is to present the effects of tourism on the economy, and environment. The study is divided into sub-titles like the effects of tourism on environment-immigration-lifestyle of rural areas-foreign real estate and the structural change of a city.

Keywords: Manavgat, Side, Tourism, Tourism in Manavgat, Transhumance.

1. Introduction

Tourism activities, which began to attract attention after the “Industrial Revolution”, became more effective particularly after 1950s. After some countries in the world accomplished the process of industrialization, the members of these countries increased the frequency of their journeys around the world. Tourism came to the forefront during these years in Turkey like some other countries in the world [1, 2].

The income from tourism is of great importance for the economies of the countries; particularly developing ones; to the extent that they can make a series of serious differences in their economies. Since income level of developing countries is low and their industries are not developed, the income they gain from tourism has a larger share in their general budgets. When the incomes gained from tourism activities are considered, “mass tourism” is the most important one. It can be defined as the type of tourism in which people can reach holiday facilities or as number of people making journeys and having accommodations together and integrating as a holiday group [3].

A major part of the world tourism income (735 billion $) comes from mass tourism. France tops the world’s countries list in terms of number of tourists, followed by Spain, USA, China, Italy, UK, Germany, Mexico, Australia, Russian Federation and Turkey (18,9 million tourist in 2006) [3]. Although Turkey ranks...
as the 11th in the world tourism, it ranks as the 9th (with 16.9 billion dollars) in terms of tourism incomes.

According to Christaller, the era we are in is the Fifth Tourism Period (1930-1950 and after) which Christaller regards as the turning point for modern tourism. Mass tourism gained a great importance all over the world in this period. Today developed countries have attained a level of economic wealth which enables them to travel easily regardless of their socio-economic status. This is the real reason behind the boom of mass tourism in the world [3]. In this period, as accommodation facilities reachable for people of all levels of society are being built, the middle class started mass tourism, new places are discovered and transportation opportunities have lead to the spread of tourism.

Together with mass tourism there occurred changes in many fields such as environmental pollution, in rural areas, in dwellings in urban areas, effects of migration and the use of plateaus for different purposes. This increased doubts on this type of tourism and caused this sector be in pursuit for new ways in this line. Although new ways of tourism alternative to mass tourism have started, it is obvious that undeniable superiority of mass tourism will last for a longer time. Concordantly, the pursuits for alternative to mass tourism have turned into efforts to decrease hazards of mass tourism.

Pursuits for alternative tourism indicate that countries cannot forgo tourism incomes in the face of the economic conditions the countries are in. In this case, the best way is to reduce hazards of mass tourism. While doing this as it is necessary to sustain tourism incomes, “alternative tourism” ways are sought. The real aim of alternative tourism is not to destroy mass tourism but to point out the most appropriate tourism activity method that will reduce its hazards. Just as the innocent look of tourism at first sight, which later gradually turned into a great disaster, alternative tourism can also lead to hazardous changes.

The tourism activities on earth started with “merely curiosity”. It was based on people’s need for sight seeing and to fullfill their curiosity. However, with time expectations of “interest groups” for great incomes lead to mass tourism and also made tourism one of the greatest ways of making money. This is the real situation to be avoided because investors make efforts to built the largest touristy facility and attract the greatest number of tourists to make largest income. This is nothing other than a web of endless demands.

The most important thing for nations to avoid from the destructive effects of mass tourism is to take strict regulative measures to protect both natural environment and historical places and the cultures of people. It would not be a million dollar question to answer; when asked; if it can be realized. Would putting this into effect in a way mean renouncement of imperialist economic approach? It would also require countries which make a great amount of money from tourism to give up their tourism revenues. Do you think that this is possible given that the countries which got the largest income from tourism are developed countries? If this question is considered for “Turkey”, the answer would certainly be “no” because today Turkish economy is largely dependent on tourism incomes. Just as in the example of Turkey, all countries expected to say “yes” would most probably say “no”.

Mass tourism which has become the most prominent way of earning a living in the south and west coastlines of Turkey has a great many effects in these regions. These effects can be classified as “positive and negative effects” or classified according to the areas they are observed. The aim of this study is to find out what these effects are in the scope of Manavgat County. In the scope of the study, the other aims of the study besides finding out the effects of mass tourism on economy and environment are to find out its effects on migration, country lifestyle, foreign purchases and structural changes in cities.

1.1. Study Area

Manavgat county is located in Antalya. It is surrounded by Serik (Antalya) to the west, by Sütçüler (Isparta) to the north, by Derebucak (Konya) to the northeast, by İbradı (Antalya), Akseki (Antalya) and Gündoğmuş (Antalya) to the east, by Alanya (Antalya) to the southeast, by the Mediterranean to the south (Fig. 1). The county is located on 37° 25' 45" and 36° 38' 22" north latitudes and 31° 02' 25" and 31° 44' 35" east longitudes, with a surface area of 2 283 km².
1.2. Material and Method

First of all, previous studies in this field were examined. To find out tourism potential of the study area, tourism data of the county was obtained from ATSO (Antalya Chamber of Trade and Industry). For economic data of the county, data was collected on the economy of the region from ATSO and MATAB (Manavgat Environmental Protection, Tourism Infrastructure and Facility Building and Operation Cooperative), MATSO (Manavgat Chamber of Trade and Industry) and ALTSO (Alanya Trade and Industry Chamber). For tourism data on Manavgat records from ATİM (Antalya Tourism Provincial Directorate), Ministry of Culture and Tourism were taken. In the composition of typographic and some other maps of the county, HGK’s (General Commander of Mapping) 1/100 000 scaled typography maps were used. Many field surveys were carried out. During these studies, detailed interviews with local people were made to better understand social and economic effects of tourism.

2. Findings and Discussion

The findings of this study cover two parts. First, latent tourism potential and second, the effects of mass tourism in the area. The study area has many natural, historical and cultural assets.

2.1. Tourism potential of Manavgat

Manavgat county is one of the most attractive regions of Turkey in terms of its natural beauties. The most important one is “Manavgat Waterfalls”, which also triggered tourism in the area. This is followed by the mountainous areas, water streams, woods, plateaus, sun, sea and beaches. The attractive cultural values of the county are Side Antique Theater, historical waterways and aqueducts. The clothing and food cultures of the county are other components which contribute to the tourism in the area.

Natural Tourism Potentials of Manavgat: The most important beauty in the region are Manavgat Waterfalls together with such natural beauties like; Ahmetler, Gebeler-Simoğlu and Oyampinar-Tilkiler caves. The mountains of the county add to its richness, as they have potential for plateau tourism. Güğlen Pınar Plateau, Beloluk Plateau and Yörgün Deresi Plateau lying to the north of the county are the most important plateaus.

All over the world, coastlines and beaches are the most important geographic components of summer tourism as coasts and beaches are both natural beauties and are directly used in tourism activities. Manavgat featuring low coast along the county center is of great importance for summer tourism. Although the coast shelves in the county are deep, the beaches in Side district are quite shallow and are composed of thin golden sands. Side (Fig. 2), Akçasaz and Alara beaches are the mostly visited beaches of the region.

The hydrographic potential and features are of great prominence for the county. Köprü River, Manavgat River, Alara Brook and Karpuz Brook are the most important streams of the county and attract attention with the water potentials they have and with “canyon valley” formations. Among these streams Manavgat River with two waterfalls -one being small and the other being bigger - makes a great contribution to the tourism in the region. Lake Titreyen which is the only natural lake in the county; a lagoon; is a source of natural
beauty for the tourist facilities around it.

The maquis which are the characteristic vegetation cover of the survey field contribute to the natural beauty of the land. The forests are also seen widely in the region. Forests cover an area of almost 170 000 hectares. Both the abundance of forests and diversity of plant species makes a significant contribution to “eco-tourism potential” of the area.

Fig. 2. A hotel and a highway leading to rancidity in the coast.            Fig. 3. World famous natural beauty, Side beaches.

The Historical Tourism Values: There are many historical tourist sites in the study area such as; Side Antique Theater, Selge City Ruins, Manavoğlu Castle, Kartal Castle, Kalelibelen Ruins, Seleuekeia, Delikli Ruin, Dedekale, Hisar (Zindan Castle), Saylıhsu Ruins, Düþüren Ruins, Asar Hill and aqueduct. The history of Side - Selimiye Region dates back to 4000 BC and there are many historical artifacts. The ruins in the region mostly belong to Hellenistic, Roman and Byzantine era. These include buildings and ruins like city walls and doors, columned streets, harbors, fountains, temples, agoras, theater, bath houses, basilicas. The Side museum is located on a bath built in Roman Period and there are many columns, effigies, statues and lions heads.

Historical Roads: As the region hosted many civilizations in the past, there are some historical roads in the region. Some of these historical roads have preserved their shape up to now: Alanya-Konya (Koracesium-Iconium) Historical Road, Side-Ormana (Erymna): Kesik Beli Historical Road and Side-Aspendos-Selge Historical Road [4].

2.2. The effects of mass tourism

The spread of mass tourism coincides with the time when Western countries completed their industrialization. In this era, the tourist activities of the middle class in European countries which had accomplished their economic developments gained importance. The start of mass tourism in the area coincides with the years which Christaller, defines as Fifth Tourism Stage (1930-1950 and later) and which is accepted to be the “turning point” for modern tourism [3].

The spread of stipendiary vacations between the 1950s and the 1960s, the vacation journeys shifting from railways to highways, increasing automobile ownership led to rapid changes in touristic journeys. After 1980s, together with changes in organizations, air travels available to greater parts of population made it possible for large masses to make vacation journeys to distant places [3].

With an introduction of mass tourism activity in Manavgat many effects of tourism are seen. These effects can be examined under two parts: positive and negative. With the effect of tourism, there has been great growth in economics. Growth in income lead to positive effects like building of infrastructure, increase in the number of modern dwellings, modern life style’s being adapted by large masses of people and the passage to mono-cultural cherry growing in the plateaus. The negative effects were environmental pollution, corruptions on the coast (Fig. 3), the destruction of sand dunes and increase in concrete buildings.

Overall effects of mass tourism on Manavgat can be evaluated under three headings.
2.2.1. Economic effects

The greatest positive effect of tourism in general was decrease in economic imbalance among regions. From this perspective, the people in Manavgat county found jobs in tourism facilities. Even people outside the area came to the county to work. Besides migrations from the rural areas, the county received migration from Southeast and East Anatolia as well as from nearby counties like Gündoğmuş (Antalya), Bozkır (Konya), Seydişehir (Konya) and Beyshehir (Konya). The income level of the county was low before tourism activities started, but significant economic improvements in the region are observed after the start of tourism. As a result of this economic change; some agricultural areas were replaced by tourism facilities. In the county while almost all of the people were making a living in agriculture, animal breeding, trade and small scaled industry activities till the 1980s, after the 1980s a significant part of people started to find jobs in tourism sector and earn a living from this sector.

The number of tourists, tourism facilities and incomes: Today not only developed countries but also developing countries are closely concerned with tourism incomes as in the world approximately 850 million tourists travel every year and leave almost 750 billion dollars of income. Countries all over the world are engaged in serious studies to increase their share in these incomes. Some countries make great investment solely to attract tourism and thus to have more income. The most important three countries attracting tourists are France, Spain and the USA. The grading changes the USA, Spain and France in terms of tourism income. While Turkey is in the eleventh position (2006) in terms of number of tourists, she is the ninth in terms of tourism incomes [3]. This indicates that developed countries are the leaders in tourism just as in other fields.

The most important city which brings Turkey to the ninth position in the world tourism is Antalya. About 26 million (26 379 845) tourists visited Turkey in 2008. While foreign tourists who come to Antalya make up 33 percent of the tourists visiting Turkey (8 564 513), the foreign tourists visiting Manavgat make up 18 percent (1 541 600) of tourists visiting Antalya, and 5.8 percent of the foreign tourists in Turkey. Given that income per tourist in Manavgat is 750 dollars, the county makes about 1 156 200 000 dollars income from foreign tourists [5]. Given that this is an annual income, the income from tourism is an indispensable source of income. Antalya which hosts about 9 million of the foreign tourists visiting Turkey (26 379 845), accommodates these tourists in 914 hotels. These hotels have 154128 rooms and 347105 beds capacity. Manavgat is the one which has the highest bed capacity (93 897) compared to the other counties of Antalya. In terms of bed capacity Alanya ranks the second (84 360) and Kemer (55 081) ranks the third, but there is no hotel in Demre and Korkuteli (Table 1). In Akseki there is 1 facility with 10 rooms and 20 beds, in Gazipaşa there is 1 facility with 42 rooms and 84 beds, in Finike there are 3 facilities with 607 rooms and 1349 beds [6], [7].

The effects of mass tourism on urban infrastructure: With about 1 billion 156 million 200 thousand dollars of tourism income, the infrastructure has improved as well. The building of roads, sewerage systems, electrification, communication systems, liquid and solid waste separation facilities etc. are the most important part of urban infrastructure and all are dependent on tourism incomes. There is one solid waste elimination facility. This facility was planned to solve the solid waste problems of Manavgat, Side, Çölakli, İlica and six municipalities and it is thought to be able to meet the needs of the region for 25 years. The facility is to the north of the county and 17 kilometers from the closest center of population. This indicates that the choice of location for the facility is appropriate. The area is visited by about 1.5 million foreign tourists in summer as such, besides solid waste a great amount of liquid waste is produced. For the treatment of liquid wastes; Sarılar Treatment Facility, Lake Titreyen Treatment Facility, Çölakli Municipality Treatment Facility and Kumköy Treatment Facility have been established. In the county the existence of four liquid treatment facilities indicates both that need for liquid waste treatment and that the region is adequately conscious about this issue and all these facilities can be upgraded with tourism incomes.

Increase in the number of modern dwellings: In the area till recently dwelling were nothing more than a basic need as people could only make enough money to feed themselves after working under hot and humid weather conditions. So a man could build a house that could only meet his basic needs and that of his family. However, as a result of economic improvement with the introduction of tourism in the area, this requirement has changed and people started to incline towards modern dwellings. Thus, the dwelling standards of the
local people have risen. Modern dwelling needs of the people were only possible with tourism incomes.

Table 1. Capacities of the tourism facilities in Antalya province according to their operational characteristics up to some tourism centers in 2007 [6].

<table>
<thead>
<tr>
<th>Tourism Operation Types</th>
<th>Tourism Centers</th>
<th>Total of Antalya</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>City Center</td>
<td>Kundu Belek</td>
</tr>
<tr>
<td>Operation License</td>
<td>Facility</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>Room</td>
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</tr>
<tr>
<td></td>
<td>Bed</td>
<td>13 017</td>
</tr>
<tr>
<td>Investment License</td>
<td>Facility</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>Room</td>
<td>4 966</td>
</tr>
<tr>
<td></td>
<td>Bed</td>
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<td>Tourism Investment License</td>
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<tr>
<td></td>
<td>Room</td>
<td>2 594</td>
</tr>
<tr>
<td></td>
<td>Bed</td>
<td>5 502</td>
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<td>Total</td>
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<tr>
<td></td>
<td>Room</td>
<td>7 697</td>
</tr>
<tr>
<td></td>
<td>Bed</td>
<td>28 596</td>
</tr>
</tbody>
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2.2.2. Socio-Cultural effects of mass tourism

Tourism has significant effects on cultural elements in Manavgat too. Considering tourism from socio-cultural perspective, it is seen that it affects population structure, traditional life style, the adoption of modern life style, changes in occupational types and local values.

Tourism’s effects on population: With the boom of tourism, Manavgat witnessed a great amount of migration from outside. Many people immigrated to Manavgat county from rural areas of the county and from some counties of Konya and from provinces in the eastern and southeastern regions to find a job. This situation led to changes in general population structure of the county. The gender distribution in the population of the county is the most significant difference. Although a significant part of the population immigrating to the county is composed of young males, the need for female workers also increased as tourism is a service sector. As tourism caused the population to enter a modernization process, the family structure was also modernized and helped in the emergence of a smaller city family types. Families with many children before tourism were replaced by families with few children after the emergence of tourism. It is seen that tourism also had a great effect on urbanization. While Manavgat was a small agricultural town before the emergence of tourism, it has turned into a city after the improvement of tourism in the region.

Tourism’s effect on modern life style and change in traditional life and values: If people adopt a widely-accepted modern life style without giving up their own customs and traditions, it is generally a desirable life style. Tourism is the most important means of globalization of an area in all dimensions just as the role it plays in the globalization of the culture of an area. The building of modern dwellings and the emergence of this need also means that modern life style is adopted because a development brings about another development. The economic improvement tourism caused in the county raised the life standards of the people and the requirements changed in this way. Before the boom of tourism the local people were mostly far away from getting a high and qualified education, going on visits abroad, leading a luxurious life and
sparing time for themselves like educated and knowledgeable people. However, together with tourism local people started to travel to other places and discover the world. Some of the local people brought the developments they saw abroad to their region and tried to apply these developments in their areas. Besides, together with tourism traditional consumption models were replaced with modern consumption models. Together with tourism modern life style was adopted in the region and traditional life style was given up. However, today traditional life styles are used as a means of tourism. Therefore, rural areas where traditional life style is more common started to become a part of tourism with “plateau tourism” and “traditional life styles” as alternative tourism activities.

Our evaluations have shown that in the study area differences have taken place in the social, religious and ethical perspectives after tourism. Compared to previous years, many significant differences can be seen like traditional life styles being given up and the religion component kept in the front. One of the most important developments was respect for different views.

Tourism’s effects on transhumance: In the study area, with mass tourism gaining importance some changes occurred in plateaus. Earlier the plateaus in Manavgat were places where semi-nomadic people carried out their animal breeding activities. After the introduction of tourism, most of the plateaus turned into places for agricultural activities and some turned into recreation spots. Given that about 1,5 million tourists visit the county every year, there were observed many differences in agricultural activities just as in other fields. To meet the vegetable and fruit demands of the foreign tourists visiting the county, agricultural production of the county was increased, one of these production fields is the plateau where mono-cultural cherry is grown.

2.2.3. Environmental effects of mass tourism

The most attractive and the most studied by researchers is the environmental impacts due to tourism. When tourism is seen in a place, besides economic changes there occur environmental changes. In this sense, environmental effects are mostly negative. The negative effects of tourism affect the county in general but especially its suppression in the coastal regions is more significant. With the construction of tourism facilities and highways large number of sand dunes and beaches were destroyed.

The effects of tourism on city: The mass tourism has brought about some significant changes in the urban area in Manavgat such as, urban structure. There are not many touristic hotels in the city center, possible pressure on the county has thus been low. However, city center is the organization center for tourism activities, there is a great touristic pressure in tourism season on Manavgat city center. The heavy vehicle and pedestrian traffic in summer is a result of this pressure. Because of heavy traffic, “Manavgat Bridge”- which was the only one across Manavgat River in the city center, was not enough. In 1999 a second bridge across Manavgat River which enables passage from east to west was built and the traffic in the city center decreased but the heavy traffic in the city center still goes on.

The second pressure tourism caused on the city is the dwelling demands of the immigrant workers. Excessive dwelling demand after the boom of tourism caused some unplanned urbanization in the city. In the following years, in line with the increasing tourism income new dwelling in the city center provide a better view to the city. The fact that tourism facilities were mostly in centers like Lake Titreyen, Sorgun, Side and Kumköy, decreased the pressure of tourism on the city in many aspects but not that of high dwelling demand because immigrant tourism workers prefer to live in the city center, which keeps dwelling demand in the city constantly high. In the first years of tourism boom, as a result of the pressure of tourism illegal and unsanitary buildings were highly seen, but today as result of proper policies of the city authorities the city is now far away form this negative construction. Thus together with new developments in the city, a modern, planned and environment-friendly urbanization understanding has been adopted.

The effects of tourism on water pollution: In Manavgat water pollution is a rare case. It is prevented due to liquid waste treatment facilities. Although four liquid waste treatment facilities were built up to prevent water pollution in Manavgat, still water pollution is observed in some areas, to a little extent. Lake Titreyen which is the only natural lake in the county is one the areas where such pollution is seen.

Solid waste pollution: In Manavgat solid waste pollution too is observed to a little extent. As the authorities of the county are conscious of environmental pollution, they established three solid waste
3. Conclusions

The historical ways in the study area can be partially restored and opened for tourism. These roads can be used in mountain trekking as well. But as they are in nature one needs to be careful about the artifacts as people can give harm to nature while they are used.

Manavgat compared to other counties of Antalya has the highest number of hotel beds. In 2008 1,541,600 foreign tourists visited the county and from these tourists 1,156,200,000 dollars of income was made. Tourism income is the most important income source of the county which affects all sectors and helps in the formation of new sectors. Thus, with the income from tourism the infrastructure problems of the county have been solved.

Together with tourism the county has gained a modern city look with an open society. In the area, after tourism the nuclear family type was spread, a passage from a family with many children to a family with few children and from a traditional life style to a modern life style is seen. This change in life style is not only reflected in the type of family but also in other dimensions of the society. People’s increasing habit of spending is only one of them.

As the location choices of some tourism facilities are faulty, some sand dunes and beaches were harmed. The Ministry of Culture and Tourism should take measures to prevent this type of degradations.

The serious environmental pollution after 1987 in the county has come down with the efforts of the directors of tourism and local authorities and environmental disasters were prevented.

To deal with the traffic problem and in turn noise pollution in summer months especially in the city center, new streets should be opened. With new roads both traffic jams in summer will be prevented and fast flowing traffic will decrease the noise pollution to a large extent.

To achieve a sustainable tourism in an area, environmental concerns are to be prioritized and the degradation of the area is to be prevented. The awareness among the inhabitants in Manavgat; after tourism experience since the 1980s; the tourism sector and local authorities in the county have adopted this attitude.

The hotels on Lake Titreyen, Sorgun, Side and Kumköy beaches did not lead to excessive construction in the area. From this perspective, the beaches in this area are not spoiled much which indicates that a conscious attitude is adopted in the county. However, local authorities and the tourism sector need to be very careful about construction here as any more construction on the beaches can lead to the degradation of beaches.

References