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**THE IMPORTANCE OF ALTERNATE TYPES OF TOURISM IN THE
CONTINUOUS DEVELOPMENT OF THE TOURISM INDUSTRY:
ANTALYA CASE**

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ABSTRACT

Tourism is one of the world's fastest growing industries and a major source of foreign exchange for many developing countries. Employment opportunities, environmental consciousness and protection, and an influx of foreign currency to the host nation are just a few examples of the contributions that the tourism industry can make to the economy of a country. Most examples show that the benefits from foreign tourism will significantly outweigh the promotional costs only when the tourism industry is developed in a sustained and planned manner. Although tourism can be highly diverse, two broad types can be distinguished; traditional mass tourism and alternative tourism. For the last twenty years, mass tourism has failed to achieve its because of environmental and cultural reasons. Holiday resort areas are located in certain densely populated regions of countries; especially in the bay areas as in Turkey. Erosion of sea shores, deforestation, and spoiling of other natural environmental beauties are a result of pollution created by the overcrowding of people in certain places at certain times of the year. Types of alternate tourism have emerged in order to reduce the negative effects of traditional mass tourism and to meet the demands of tourists seeking new experiences. Ecotourism, green tourism, nature tourism, culture tourism, and adventure tourism are some types of alternative tourism. This study evaluates types of alternate of tourism, which emerged in response to the persistent problems of the tourism industry in Antalya. Empirical research has been conducted to find out possible types of alternate of tourism via interviews with travel agencies located in Antalya. This research aimed to reveal the problems and needs of the tourism sector in Antalya. It also aimed to learn the ways to develop types of alternate tourism in an cost-effective way based on the information gathered from the travel agencies which are the main marketers of tourism.

Keywords: *Alternative Tourism, Mass Tourism, Sustainable Tourism, Antalya*

INTRODUCTION

For many countries, especially developing ones, the tourism industry is seen as an important income source. Those developing countries, which have a weak balance of trade, see the tourism industry as a quick way of balancing their trade through rapid development of tourist amenities for gaining foreign currency.

The tourism industry is an important source for creating new job opportunities throughout the world. According to the World Travel and Tourism Council, there are more than 200 million people working directly or indirectly in the tourism industry. This illustrates that one in nine people in the world economy work in the tourism industry (Wheat, 2003).

It is necessary to carefully study the impact of a rapidly developed tourism industry in developing countries since there may be many unforeseeable economic, cultural and environmental implications due to the development of the tourism industry.

In developing a tourism industry it is possible to make many mistakes in investments and tourism policies in trying to attract tourists. Many hidden costs associated with mass tourism are not taken into consideration. The rapid development of tourism can destroy local communities, environments, local cultures and ecosystems. The spoiling of cultural, natural and historical environments that form the most important aspects of the tourism industry create big problems which are very difficult to renovate (Nepuni ,2002).

Tourism which is developed as an alternative to traditional mass tourism tries to prevent deterioration caused by traditional mass tourism and tries to restore the business apprehension and structure of the tourism industry.

Types of alternate tourism can come in different forms and various models. Types of alternate tourism consist of such themes as culture and history tourism, rural and ethical tourism, ecotourism, national parks and preserved areas, nation based tourism etc. For example; rural tourism tries to preserve original rural attractiveness. At the same time, it tries to promote services of local businesses and jobs whilst resisting the development of modern holiday villages in rural areas (San, 1997).

Some other benefits of alternative tourism are to make tourism available throughout the year instead of one or two seasons, spread tourism to all areas throughout the country instead of some regions, and to increase participation of the local population and entrepreneurs to tourism industry.

Sustainable tourism that essentially tries to preserve and develop natural and cultural environments is another form of alternative tourism. The basis of sustainable tourism is creating harmony between the social and cultural point of view, and maintaining a balance between the ecology and economic factors for the long term. (Kiskeya, <http://www.kiskeya-alternative.org/descrip-eng.html>).

This paper tries to determine the importance and impacts of types of alternate tourism have for increasing the benefits of the tourism industry in Antalya in the long term. The importance of the development of types of alternate tourism industry are explored and studied.

Various forms of alternative tourism in Antalya are researched. An interview form was used to solicit the opinions of travel agencies about the possibilities for types of alternate tourism in Antalya. Travel agencies are companies specializing in the marketing of the travel (tourism) industry.

Concept and Importance of Types of Alternate Tourism

1980 is used as a reference mark for the tourism industry in Turkey. After 1980, there was a huge development in the tourism industry. The number of tourists dramatically increased the amount of foreign currency available for balance of trade equalization. "The Tourism Promotion Act" no. 2634 helped to promote the tourism industry in ways not previously seen.

During this period there were large tourism investments in the erection of new hotels and holiday villages substantially increasing the number of beds available for tourists. These investments were primarily aimed at promoting mass tourism, traditionally referred to 3 S (Sea-Sand-Sun) tourism. As a result after 1980 beach resorts were mostly occupied by concrete, high storey buildings. Natural, cultural and historical environments were ignored (Yalçın, 2001).

Together with "The Tourism Promotion Act" in Turkey, the seashores of the Mediterranean and Aegean seas experienced dense development causing apprehension regarding the traditional tourism viewpoint relating to summer tourism or 3 S (Sea-Sand-Sun) tourism relative to the tourism industry. Traditional tourism is usually used as the first stage of developing tourism in one country or region.

Traditional tourism is referred to as the 3'S (Sea-Sand-Sun) tourism and the primary source of tourism in the Mediterranean, Aegean and Marmara Regions even up to the present time based on a period from April to October as the tourism season (Tokmak, 2004).

In the Turkish tourism industry, the predominant form is coastal (seaside) tourism. Coastal tourism depends on sea-sand and sun, addresses masses and is available in other Mediterranean countries and in many places around the world. For that reason competition for attracting tourists is severe, and the risk of losing market share is high (Köletavitoğlu,2002).

Until the second half of 1990, 3 S (Sea-Sand-Sun) form of tourism was that largely accepted by most countries. However, with the change of tourist preferences, countries, companies and agencies associated with the tourism industry were forced to supply new touristic products. Countries having existing tourism potential started developing new touristic products, destinations and strategies to be able to compete and to receive higher market share. As a result of this, types of alternate tourism concept has emerged (Aymankuy and Aymankuy, 2003).

Abroad the 3”S (Sea-Sand-Sun) tourism model appeals mostly to travellers at the low income level. This translates into a large number of travellers but with a limited amount of spending money. This situation leads to employing more staff at considerable expense but with little economic return and limited foreign exchange currency revenues. This illustrates the need to create new destinations and increase the variety of tourism products.

In addition to increasing the variety of tourism products, new ideas have been expressed on how minimize the negative effects of mass tourism have on destroying the natural environment. These ideas are broadly titled as “Alternative Tourism” (Burns and Holden, 1995).

Types of alternate tourism are a new concept hard to define which appears to be derived from the reactions to mass tourism and is proposed as an alternative. For this reason, mass tourism is characterized as “hard”; alternative tourism is characterized as “soft”. Types of alternate tourism are also described as green, rural, or ecotourism.

Cater (1995) emphasizes the fact that many characteristics of alternative tourism are opposite to the characteristics of mass tourism. The most important difference between mass tourism and types of alternate tourism is that types of alternate tourism is more effective on a smaller scale For instance, smaller hotels or pensions can be operated instead of bigger hotels, such as Hilton or Hyatt. The number of rooms and beds can be the same as the numbers in a big hotel due to a larger number of smaller hotels owned and operated by local entrepreneurs. This ensures that income derived from types of alternate tourism and touristic sources remain thus creating new job opportunities for local people, and demand for the services they provide (Burns and Holden, 1995).

Based on these concepts types of alternate tourism can be described as follows;

- A type of tourism that encourages the development of new hotels not only around the shore areas but also in rural areas and providing alternate touristic activities throughout the whole year.
- Ecotourism, soft tourism, or sustainable tourism developed and implemented to resolve mainly environmental problems created by bigger groups of people participating in an unplanned manner in the sea-sand-sun form of tourism.
- An opposite to Mass Tourism.
- Types of alternate tourism which have occurred was described by Ay-mankuy and Aymankuy 2003 as follows;
 - Changes in the demands of tourists,
 - A reduction in the mass form of tourism at certain periods of time and in certain regions of the country and extending touristic activities to the whole country throughout the year,
 - By attracting more tourists the host countries increase tourism revenues to offset their balance of payments in a positive way,
 - By developing types of alternative tourism suited to every region throughout the country, new touristic services can be created thereby minimizing differences between regions,
 - By creating protected areas in the country new tourism facilities can be utilised in a more balanced and effective manner.,
 - By creating new employment opportunities, brought about by new development and tourist demands, in an industry already employing a large workforce, provides the opportunity to operate utilize this workforcr throughout the whole year
 - The tourism industry affects more than 30 different sectors directly or indirectly which providing an increased positive effect on general economic conditions, ,
 - By varying types of tourism, demand and promotion activities will increase.
 - These touristic promotional activities will promote cultural and economic policies.

In the light of reasons pointed out above, the Turkish tourism industry has reached a point where it must realize that in addition to the traditional 3'S , sea - sand – sun, types of alternate tourism emphasizing the cultural and historical heritage of the country, present many possibilities which should be considered. By realizing the value of this type of tourism, presents the opportunity for it to be provided at a low cost in some regions during certain seasons of the year on a scale suitable for smaller groups of tourists.

One of the most important reasons for developing alternative types of tourism are the revenues that can be generated however, initial development costs for types of alternative tourism are more than those associated with 3' S (Sea - sand - sun) tourism. Unfortunately, due to the lack of planning and policy making relating to investment and promotion in the Turkish tourism industry, left many areas barren and subject to severe competition from other sectors of the Turkish economy (Köletavitoğlu, 2002).

Turkey has an important potential with her precious natural, cultural and climatically beautiful regions to attract the worldwide demand for adventure tourism, ecotourism and special cultural tours. Turkey has one of the richest cultural and archeological heritages in the Mediterranean region containing over sixty thousand historical remains which have been barely visited by tourists and yet remains the wealthiest country of the Mediterranean region.

The document "Vision 2023 Transportation and Tourism Pre-report of TUBITAK" suggests that for development in the tourism industry, types of alternate tourism must be promoted. Since tourists preferences are likely to be polarized, the demand for new and varied types of alternative tourism will be increased and the emphasis on comfort and adventure are likely to be dominant factors.

In product development, the 3'S (Sea-Sand-Sun) type of tourism will be superseded by the 3'E (Exiting - Educational - Entertainment) type of tourism (Avcı-kurt, Köroğlu and Doğdubay 4.5.2004, s.2). For this reason, it is necessary to table the development of types of alternate tourism in a balanced manner.

Understanding how a stable and balanced tourism industry can be achieved will help address sustainable tourism. Sustainable tourism aims to establish a balance of "optimization" instead of "profit maximization" in the long term for developing countries. In establishing such a balance, the important advantages of continuous mass tourism and increased tourism revenues can be compared against the development of types of alternate tourism in a sustainable tourism context. (Birkan 2002).

Research on Types of Alternate Tourism Available in Antalya and Surrounding Areas

Antalya is known as the "Turkish Riviera" because of its archeological and natural beauties. Antalya has one of the most beautiful and the cleanest seashore and clearest water in the Mediterranean with a magical harmony of the sun, sea, history and nature. Along the entire 630 km length of Antalya seashore there are

antique cities, antique harbors, mausoleums, bays like lacework, sandy beaches, and forests (Minister of Culture and Tourism, 2003).

Tourism in Antalya is based on five important natural and historical elements: "warm Mediterranean climate, sea, sandy beaches, seashores, and historical heritage". The Antalya seashore attracts the "sea - sand - sun" type of traditional mass tourism preferred by European tourists seeking a warm climate and sea. The natural surroundings, historical and cultural richness help to increase the variety of tourism activities (Siyahhan, 1999).

As indicated in Action Plan of Antalya Agenda 21, the Antalya region becomes densely populated only in the six month period of the summer season despite the increased construction of tourist accommodation and increased bed capacity. 80 % of the total tourist population visit during the summer season, with the remaining 20 % of tourists visiting during the other six months off season. It is predicted that by taking the necessary steps to diversify touristic products a greater number of tourists will visit the Antalya area during the winter and spring seasons. This predicted increase in tourism will have a vitally important, positive, effect on the utilization of the labour force and associated impact on the socio-economic development throughout the region.

Whilst the seashores of the Antalya region have traditionally attracted the 3' S (Sea-Sand-Sun) type of mass tourism with its luxury hotels and holiday villages, a new understanding of how by offering alternative programs and projects are able to increase tourism revenues that can be shared with local population is required.

The local population receives less daily income from the tourist industry due to because hotels and holiday villages implementing an all inclusive payment system for tourist attractions and amenities. This hotel policy increases complaints of lack of trade by small businesses lack of employment opportunity for local people, particularly the young population, and unbalanced earnings affecting life style expectations.

For the reasons stated above, the tourism industry in Antalya region has reached a point where types of alternative tourism must be taken into consideration as an addition to the traditional 3's (sea-sand-sun) type of mass tourism..

The Antalya region has very important resources for different types of alternate tourism.. By evaluating these resources it is likely that new investments in tourist related industries will spread inland of the region and allow tourism to take place throughout the whole of the year. This will allow the local population to

be involved more in the tourism industry resulting in the distribution of revenues generated by tourism to be shared more equally amongst the population.

Types of alternate tourism such as city tourism, rural tourism, mountain and plateau tourism, winter tourism, sports tourism, golf tourism, bicycle tourism, botanic and bird watching tourism, hunting and fishing tourism, camping and caravan tourism, cruise tourism, canyoning, rafting and diving tourism, cavern tourism, yacht tourism, congress, seminar and fair exhibition tourism, shopping tourism, health tourism, culture and history tourism, belief tourism, entertainment and adventure tourism must be developed in the Antalya tourism industry.

Purpose of the Research

For years, many developing countries looked upon the tourism industry as an important resource for generating economic income. However, to implement a successful tourist industry policy, it is necessary to carefully examine how the tourism industry should be developed and the impact it will have on the country. It is important that a policy is adopted to maintain sustainable tourism development. This can only be achieved by emphasizing the importance of developing types of alternative tourism embracing a variety of different activities.

This research is aimed at obtaining data based upon the viewpoints expressed by travel agencies about the types of alternate tourism opportunities available and the importance of developing types alternate tourism throughout the Antalya region. Travel agencies operating in Antalya region were chosen since they were likely to have the best knowledge for marketing these new activities in the tourism industry.

The purpose for obtaining this data is to assist in the development of the tourism industry and understanding how the benefits of developing policies for different types of alternate tourism can affect future touristic trends without destroying the traditional 3'S type of tourism.

Basis of the Research

Antalya province attracts most tourists and has the most potential for developing different types of alternate tourism and the infrastructure for promoting types of alternate tourism. The source of the research data is A Group Travel Agencies that operate throughout the Antalya region. The choice of travel agencies canvassed was based on their membership of TURSAB (Association of Turkish Travel Agencies). This category of membership showed that 474 A Group Travel Agencies operate throughout Antalya province. Data was collected from 154 of the 474 A Group Travel Agencies indicating that 32 % of the membership responded to the survey.

Method of the Research

In order to obtain the best data for the research a method of data collection utilizing an inquiry form consisting of 20 questions based on the use of existing literature. To ensure a quick response, inquiry forms were filled out using a face to face method. The data was evaluated using SPSS for Windows 13 packet program (Statistical Program for Social Sciences) due to codes used in the data inquiry forms for making the necessary analysis.

Results of the Research

Results of the research data are summarised as follows:

Based on the questions relating to the development levels of types of tourism 3 S (Sea - sand - sun) tourism known as traditional mass tourism, is perceived as the most developed type of tourism by 72.7% of the respondents. Culture and history tourism (10.5%) and entertainment tourism (8.1%) are perceived to be the first choice for development when compared to mass tourism.

Other types of alternate tourism such as rafting, diving, sports tourism, shopping tourism, golf tourism, and congress and seminar tourism are equally ranked by only 2 % of administrators of agencies as developed types of tourism. The development of alternate types of tourism can be a supplement to tourism revenues presently generated in Antalya province. According to the opinions of agency managers, it is perceived that the biggest supplements can be obtained from the development of gambling tourism (79.5 %) culture and golf tourism (61.7 %), and history tourism (57.7 %). Other types of alternate tourism such as entertainment tourism 42.5 %, fair, exhibition tourism 36.4 %, yacht tourism 31.6 %, sports tourism 31.8 %, belief (religion) tourism 31.1 %, congress and seminar tourism 29.1 %, cruise tourism 23.0 %, shopping tourism 19.7 % are seen as another source of creating increased tourism revenues throughout Antalya province. Other alternate types of tourism such as cavern tourism, bicycle tourism, mountain and plateau tourism, and rafting, diving tourism are only likely to increase tourism revenue by less than 10.0 %.

When the managers of travel agencies were asked the reason for developing alternate types of tourism when compared to the arithmetical average values of the research data the main reason is seasonality of 3 S (Sea-Sand-Sun) tourism (3.93%). Other reasons were the decline of tourism incomes (3.68%) due to traditional 3 S mass tourism effecting nature (2.88%) tourism investments in densely populated regions (2.23%) and severe competition in sea-sand-sun tourism (1.62%).

When agency managers were asked to express opinions about the advantages of developing alternate types of tourism these were ranked as follows; participa-

tion of the local population in the tourism industry and increased income (86.4 %); important to increase the development and preservation of natural and cultural environments (85.7 %) an increase of interest by national and local investors to invest in the tourism industry (80.5 %), tourism development is planned (71.2 %), and the desire to increase tourism revenues (70.1 %).

Other important opportunities identified are as follows: the ability to create an increase in new employment opportunities (69.1 %), the potential to increase the number of tourists (61.0 %), increased market growth (61.0 %), the development of the tourism industry in various regions previously not considered as tourist areas (59.1 %), year round tourism (58.4 %), the ability to sustain continuous employment throughout the year (50.0 %).

The ability to increase a competitive edge over rival countries (36.8) and a decrease on the dependence on national and international conjecture (26.6 %) are stated as having minor positive affects. When asked the direction the development of the tourism industry would likely take in the future, 85.1 % of the travel agencies suggested that types of alternate tourism the most important development whilst only 53,3 % of travel agencies think that sea-sand-sun tourism will continue to be the main development in the future.

Travel agencies considered that training and educating staff in the tourism industry the most important factor in order to develop and sustain a viable tourism industry (98 %), and the development of types of alternate tourism (96 %), and the protection of natural and cultural environments were equally ranked by (96 %).

Other important matters for consideration were: Government support for the development of types of alternate tourism (92.6 %), the ability to adapt to the changing preferences of tourist's demands (91.4 %), the preparation of long term plans and policies for the tourist industry, the creation of tourism throughout the year by increasing types of tourist products, the development of the economy by expanding touristical services to the whole area, and the ability to be more competitive by increasing the types of alternate tourism .

CONCLUSION

In recent years, the tourism industry continued to develop despite small growth in the world economy and a recession in some industries. As world globalization takes place, it is predicted that the tourism industry will continue to develop and renew itself. However, the tourism sector will develop at a gradual pace to maintain stable development. Especially important for developing countries is to create specific tourism policies for developing a long term plan for the tourist

industry. Often decisions that are not relevant to the real and long term development of the tourist industry in the country are made in order to meet their short-term needs for creating foreign currency reserves and revenue, how it assists in providing solutions for unemployment and how to satisfy their desire for creating fast income.

In Turkey, during the 1980's the government encouraged the formation of a tourism movement and foundation to advise on the future development of the tourism industry. However, this movement failed to produce a tourism policy defining a long term plan that could be immediately put into effect. The touristic movement in our country, similar to that in many developing countries, was created on the basis of developing mass tourism, or sea-sand-sun tourism, which ultimately came to be known as the type of traditional tourism for our country and remains so today.

The long term problems associated with this type of mass tourism are now apparent throughout the country and can be summarized as follows:

- it creates dense seasonal population in selected areas,
- the all inclusive package offered by many hotels effectively prohibits any interaction by local people at the social and cultural level
- the large seasonal population increase tends to destroy the natural environment,
- the seasonal population increase prevents long time employment throughout the year,
- it appeals to that group of people at the lower income level.

In order to eliminate the disadvantages of this type of mass tourism it is essential to develop long term plans and policies relating to the development of types of alternate tourism, adhere to these plans and policies, but remain flexible to change in response to tourist's demands.

By acknowledging the disadvantages of this type of mass tourism, helped create the need to develop a market for types of alternate tourism. This strategy has the advantage of producing a stable tourism industry capable of appealing to social and cultural groups who can market and exploit local sources of activities for the benefit of the tourist industry. The main purpose of this study is to research the types and importance of developing types of alternate tourism throughout the Antalya region which is regarded as one of the most important tourist areas in Turkey. The results of the data collected from the travel agencies who completed the survey questions indicate the following:

In addition to the traditional sea-sand-sun type of tourism, types of alternate tourism such as cultural and history tourism, yacht tourism, and entertainment

tourism have seen considerable growth. However, other types of alternate tourism, notably, golf tourism, congress tourism, have contributed to help make Antalya the preferred city of choice for tourists. Underwater and/or rafting activities are viewed as attractions catering to the sea-sand-sun tourists on a daily activity.

It is considered that the future development of types of alternate tourism, particularly gambling, golf, culture, historical, spa, entertainment, yachting, sports, fair, congress, and seminar will contribute greatly to tourist revenues in Antalya. At present, developing a type of gambling tourism is forbidden, but it is believed that gambling tourism will make the biggest contribution to an increase in tourism revenues.

The most important reason for creating types of alternate tourism types alongside 3s, sea - sand - sun tourism is that the latter is seasonal, does not produce tourist revenue throughout the year hence a decrease in income for local people, is concentrated in certain areas and has to compete with other regions to attract tourists.

The problems created by the traditional mass, 3S (sea-sand-sun) type of tourism can best be resolved by developing types of alternate tourism that are likely to produce the most positive results are classified as follows:

- The preservation and continued development of the natural and cultural environments are considered most important.
- The increased participation by the local population and therefore increased income and better standard of living.
- The increased opportunities to attract the interest of national and local investors to the tourism industry
- Increased tourism revenues.
- New employment opportunities providing year round employment
- Increased diversified market share and the ability to attract a greater number of potential tourists .
- Year round tourism throughout the whole region.
- Increased competitive advantage over rival countries and less dependence on international and national opinions relating to tourist attractions.
- Create Requests for Proposals for developing types of alternate tourism based on the following order of importance:
 - Develop policies specifically aimed at developing a type of alternate tourism based on the culture, historical, and natural richness of the country which very few other countries in the world possess.

- Promote historical buildings under local ownership.
- Prepare an inventory of all cultural, historical, and natural resources throughout Antalya. Select those cultural and historical sites requiring major renovations to include amenities such as parking places, shopping centers, information offices, restrooms, etc. to satisfy tourists needs. Develop policies and procedures to allow local governments to be included in sharing revenues generated from the development of these historical and cultural sites with specific reference that such revenues must be used for the preservation and upkeep of these cultural and historical sites
- The importance of educating all members of the workforce , both local government and local tradespeople, with all the different aspects of operating a successful tourism industry.
- Policies developed and adopted to capable of producing long term growth and development of types of alternate tourism..
- The preservation of special natural, historical, and cultural specialties of the region responsible attracting tourists to this country rather than elsewhere..

At the national level, apart from existing policies focussing on how to increase tourism, a gradual change is taking place on how to best introduce types of alternate tourism, how they should be marketed and the development of a better customer service. At this time it is not possible to ascertain how effective these changes have been. It is essential to develop a comprehensive framework where all the various elements of the tourist industry can be assembled to produce realistic and long term goals. However, while developing cultural, archeological, and the places of natural beauty, it is crucial that the ecological balance of these areas remains the same by implementing strategies for sustainable development. The Ministries of Tourism, Culture, and Environment should be responsible for undertaking the coordination of this new framework.

As a result, the possibilities for future research exist though not in the exact same context as this study, but suggest that future research may be conducted in our country based on the following;

- More in depth study of the traditional sea-sand-sun type of tourism begun in the 1980s and how it affects future tourism development. How the "Everything is included" type of policy used in the type of mass tourism should be analyzed in greater detail to identify the magnitude of the effects it has on future tourism development.

- The importance of the interaction and participation of the local population in tourism activities with particular reference to the cultural, socio-cultural, economic, and environmental development of that region to the country since it has been under -emphasized or not encouraged in the past.
- The ownership of all elements associated with the tourism industry by regional, national or foreign persons or governments.

Finally any country with an educated population, knows how importance the natural, cultural, and historical background of the country has on the huge potential for developing a multi-faceted tourism industry. However, to be successful requires that we pay attention to the points raised in this paper, if agreed upon, implement them in a planned order to maximize a rapid increase in tourists to the country and thus generate additional tourist revenue for the Turkish economy.

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