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# Local Residents' Perceptions of and Attitudes Toward Sustainable Tourism Planning and Management in Amasra (Turkey)

Bülent Cengiz

*Bartın University, Faculty of Forestry, Department of Landscape Architecture  
Turkey*

## 1. Introduction

Tourism has a prominent role in international economy, and especially for many developing countries, is a major source of income. This economic prominence has led to an increasing competition among destinations (United Nations World Tourism Organization, 2012). Diversification of tourism activities and the quality of local environment play a key role in this competition as tourists seek unique, aesthetically pleasant and culturally attractive places (United Nations Environment Programme, 2009).

For instance, coastal historical settlements have a significant tourism potential as they offer not only cultural and historical values, but also natural landscape through the merger of sea and shore, the prime elements of coastal tourism which is arguably the dominant form of tourism worldwide (Yazgan and Kapuci, 2007; Kelkit et al. 2010). Tourism activities in coastal areas have direct and indirect effects on the local and national economy and the quality of environment (Mason and Cheyne, 2000; Harrill and Potts 2003; Ernoul, 2009). The effects of tourism development vary to a great extent as it has the potential for both positive and negative outcomes, especially at the local level (Lankford and Howard, 1994; Lee et al. 2007). Lack of tourism planning and management causes loss of biodiversity and pressures on natural resources (Puczkó and Rátz, 2000; Israeli et al. 2002; Harrill and Potts, 2003; Welford and Ytterhus, 2004; Ernoul, 2009), air, water and soil pollution, degradation of natural and cultural environment, visual pollution, decline in the quality of life and public health, as well as degeneration of the socio-cultural structure.

The goals of sustainable tourism development are related to the ecological aspects (environmental quality), economic aspects (feasibility), social characteristics of the locality (acceptance by residents), and lastly, to tourist satisfaction (Dymond, 1997; Puczkó and Rátz, 2000). Sustainable tourism enables tourism development that is compatible with the carrying capacity of the ecosystem. It creates recreational opportunities for local residents and visitors alike, and is effective in the protection of historical and archaeological sites (Sertkaya, 2001).

The multifaceted nature of sustainable tourism development requires tourism policy to integrate strategies for sustainable development and poverty reduction and measures

related to climate change and biodiversity. Furthermore, to accomplish such multidimensional goals, tourism strategy should engage national, regional and local administrations alike. With respect to the sustainability of tourism benefits at the local level, an integrated approach to management is needed to protect natural resources from diverse tourism pressures (United Nations Environment Programme, 2009).

Participation of local people is important in sustainable tourism planning. In this respect, residents' expectations of tourism, perspectives on tourism and perceptions of the natural and cultural values play an important role in the development of sustainable tourism planning and management strategies.

Ernoul (2009) reports that the local residents' perceptions of tourism development are largely neglected. Several studies focus on special events in order to comprehend the perceptions of the local population regarding tourism (e.g. Soutar and McLeod, 1993; Jackson, 2008). The results of these studies suggest that tourism has a positive impact on the residents' quality of life. According to Lee et al. (2007), research on local populations' perceptions of tourism development is useful for developing measures to overcome problems due to hostility between visitors and local populations (Sethna, 1980) and for making plans to gain resident support for further tourism development.

This study measured the local residents' perception of the necessity of sustainability of the natural, cultural and historical values that constitute the resource of tourism activities in the city of Amasra in order to determine the attitudes toward and participation in tourism development of local residents. With a rational tourism planning approach, it concludes with some proposals for providing opportunities of year-long tourism activities, especially considering its coastal location, gastronomy, local handicrafts and pensions and for contributing to regional economy in terms of sustainable tourism development.

## 2. Material and methods

### 2.1 Material

#### 2.1.1 Research site

Amasra is a Western Black Sea coastal town in Bartın Province, Turkey. The town occupies a peninsula with two bays and extends toward north. Located 17 km away from Bartın, Amasra is a historic coastal residential area (Figure 1).

The town of Amasra is influenced by the Black Sea climate. The average annual temperature is 13.8 °C, annual precipitation 1035.22 mm and annual mean relative humidity 69.8 %. Northeaster blows from 15 October to 15 March and the town is also influenced by northerly, southwesterly and northwesterly winds (Anonymous, 2001).

In terms of flora, the research area is located in the sub-category of Eux of the Euro-Siberian region and in the A4 square according to the Davis grid system (Davis, 1988). Yatgın (1996) identified in a study on the flora of the region of Amasra 265 plant taxa belonging to 68 families. The dominant and characteristic species of the region are as follows: *Carpinus betulus* L. (Hornbeam), *Castanea sativa* Mili. (Anatolian chestnut), *Fagus orientalis* L. (Oriental Beech), *Ostrya carpinifolia* Scop. (European hophornbeam), *Tilia argentea* Desf. (Silver Lime). Also common in the Mediterranean maquis shrubland, the following shrubs constitute a

major part of the coastal flora: *Arbutus unedo* L. (Strawberry Tree), *Cistus creticus* L. (Pink Rockrose), *Cistus salvifolius* L. (White Rockrose), *Erica arborea* L. (Tree Heath), *Juniperus oxycedrus* (Prickly Juniper), *Laurus nobilis* L. (Bay Laurel), *Myrtus communis* L. (Myrtle), *Phillyrea latifolia* L. (Phillyrea), *Rosa canina* L. (Dog rose) and *Spartium junceum* L. (Weaver's Broom). There are also shrub species that occur naturally in forests such as *Cornus mas* L. (European Cornel), *Cornus sanguinea* L. (Common Dogwood), *Cotinus coggygria* Scop. (Eurasian Smoketree), *Crataegus monogyna* Jacq. subsp. *monogyna* (Common Hawthorn), *Corylus avellana* L. (Common Hazel), *Laurocerasus officinalis* Roem. (Cherry Laurel), *Ligustrum vulgare* L. (Common privet) and *Rhododendron ponticum* L. (Common Rhododendron).

Amasra, originally called Sesamos, has a history of 3000 years. Amasra is an important historical town that has been able to preserve the architectural properties of the historical periods and the civilizations it hosted. It is as well an important harbor town that preserves the natural and cultural landscape of many civilizations (Sakaoğlu, 1999; Sertkaya, 2001; Yazgan et al. 2005; Anonymous, 2005; Anonymous, 2007).

According to the population census of 2010, the total population of Amasra is 16.122, with the town population of 6.450 and village population of 9.784 (Anonymous, 2012a). During summer months, the population of the town is almost 40.000 due to tourists. Varying between summer and winter months due to tourism activities, population density of Amasra is 44 people per square kilometer. Population density of the central and coastal villages is more intense than the rest of the villages (Anonymous, 2012b).

The economy of Amasra is mostly based on coal production and tourism, whereas the economy of the inland villages on agriculture and animal husbandry. The coastal ones, in addition to agriculture and animal husbandry, are engaged in tourism (Aşcıoğlu, 2001).

The growth of tourism in Amasra started in the period 1940-1960. In this period, the natural and cultural values of Amasra and its surroundings were discovered by local and foreign visitors. The tourism development period of 1960-1965 was marked with the increase in the number of visitors, and thus, tourism was considered a new source of income. It is also in this period that irregular urban development took place that negatively affected the development of tourism. After 1965, Amasra faced a decline in tourism activities (Sakaoğlu, 1999). Nowadays, Amasra is one of the important regional (the Western Black Sea coastal area) and national point of attraction with its tourism potential.

## 2.2 Method

This study was conducted with a strengths, weaknesses, opportunities, threats (SWOT) analysis, questionnaires, field work and the review of the relevant literature. The data obtained were analyzed to give some suggestions.

### 2.2.1 SWOT analysis

The SWOT analysis was conducted to determine the tourism planning and management strategies regarding the natural and cultural landscape values (Kelkit et al. 2005; Ozturk Kurtaslan and Demirel, 2011; Kiper et. al. 2011). The data used in the SWOT analysis were obtained through interviews with the mayor, district governor, employees of public institutions and inhabitants, previous studies conducted in the region or in similar areas, the relevant literature and professional experience, field surveys and in site observations.



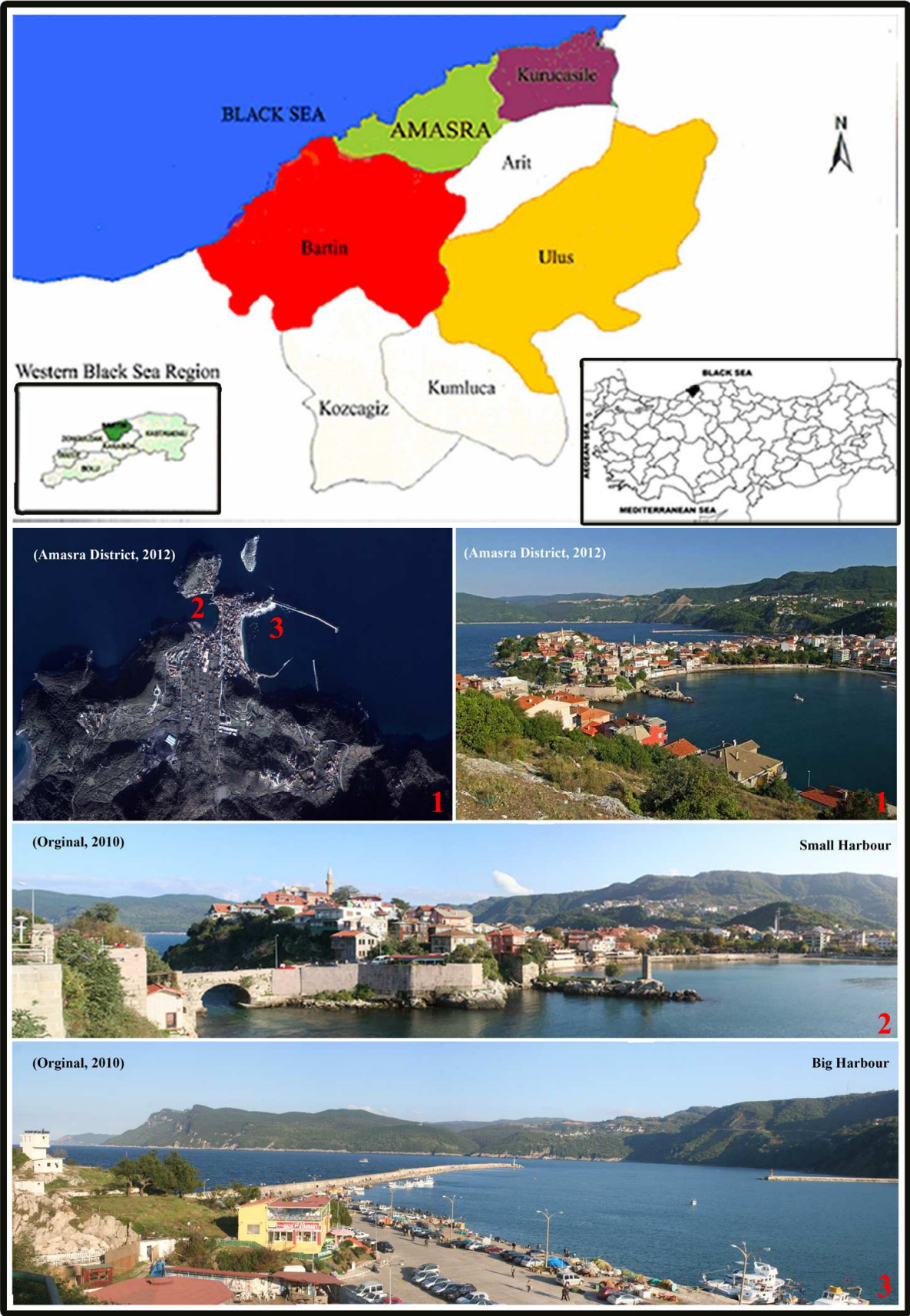


Fig. 1. Geographical location and genereal views of Amasra.

### 2.2.2 Questionnaire design and implementation

The studies of Kapuci (2004), Pereira et al. (2005), Yaslioglu (2007), and Cengiz et al. (2012) formed the basis for the questionnaire forms.

According to Daniel and Terrell (1995) the following formula, applied for finite populations, was used to determine the sample size (Atıcı, 2012).

$$n \geq \frac{Z^2 \times N \times p \times q}{N \times D^2 + Z^2 \times p \times q}$$

- **n** = Sample size,
- **Z** = Confidence coefficient (z = 1.96 for 95% confidence level),
- **N** = Population size,
- **p** = Proportion of the sample in the population (as the proportion of the sample in the population was unknown initially and due to the lack of a preliminary investigation, values p and q were taken equal to each other and 50%)
- **q** = 1-p = 0.5,
- **D** = Sampling error (% 10)

$$n \geq \frac{(1.96)^2 \times 6450 \times (0.5) \times (0.5)}{6450 \times (0.10)^2 + (1.96)^2 \times (0.5) \times (0.5)}$$

$$n \geq \frac{6194.58}{65.4604}$$

$$n \geq 95$$

According to this formula, the calculated value of “n” was 95. The questionnaire was presented by direct interviews to the local residents on weekdays and weekends within the period January-February 2011. The survey was conducted with 100 randomly selected people.

The questionnaire covered four issues: (i) personal information, (ii) local residents' attitudes toward tourism in Amasra, (iii) local residents' perspectives on the natural and cultural values of Amasra, (iv) local residents' expectations of and suggestions for tourism planning and management strategies. The first set of questions was designed to obtain information on demographic variables like gender, age, residence, educational level and occupation and was composed of nine questions. The second set of questions was composed of 12 questions aimed at determining the local residents' attitudes toward tourism, whereas the third set was composed of 5 questions on local residents' perspectives on the natural and cultural values of Amasra. The final set was composed of 5 questions about the local residents' expectations of and suggestions for the future tourism planning and management strategies. Total number of questions was 31.

The data obtained were analyzed by means of Microsoft Excel and the Statistical Package for Social Sciences (SPSS) Version 16. Contingency tables were constructed and multiple choice questions were analyzed using Chi-square test to measure independence between groups.

3. Results and discussions

3.1 SWOT analysis of the existing natural and cultural values of Amasra

In order to reveal the current status of the area a SWOT analysis was conducted. The results of the SWOT analysis are as follows (Table 1).

<p><b><u>Strengths</u></b></p> <ul style="list-style-type: none"><li>• Historical and archaeological sites/ heritage sites</li><li>• Hills (panoramic views)</li><li>• Natural protected areas</li><li>• Natural beaches</li><li>• Biodiversity</li><li>• Climate advantages</li><li>• Visual advantages (opposite shore due to the peninsula)</li><li>• Gastronomic activities</li><li>• Fisheries</li><li>• Coastal features (steep cliffs, caves, interesting coastal formation)</li><li>• Traditional handicrafts</li><li>• Folklore</li><li>• Ports/Harbours (big and small ports)</li><li>• Tourism activities dating back</li><li>• 3000-year past</li><li>• Ancient port town</li><li>• Established guesthouses</li></ul>	<p><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"><li>• Topographic obstacles</li><li>• Traffic and parking problems</li><li>• Use pressure on carrying capacity in the summer</li><li>• Lack of promotion</li><li>• Misuse of protected areas</li><li>• Factors that cause changes in the shore line (fill practice, etc.)</li><li>• Degradation in the historic urban pattern</li><li>• Aesthetic problems in urban and natural environment (visual pollution, etc.)</li><li>• Lack of infrastructure</li><li>• Activities of Turkish Hard Coal Authority</li><li>• Earthquake and erosion risk</li><li>• Lack of inventory on natural and cultural assets</li><li>• Lack of tourism education</li><li>• Insufficient accommodation standards</li><li>• Financial limitations faced by local administrations</li><li>• Lack of expertise in local administrations about planning, design and management of natural and cultural areas</li><li>• Lack of approaches to protection in local administrations</li><li>• Lack of interest by NGOs and local residents</li><li>• Irregular urban development</li></ul>
<p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"><li>• Proximity to major cities (Ankara and Istanbul)</li><li>• Local residents’ openness to innovation</li><li>• Sea tourism</li><li>• Fisheries open to development</li><li>• Proximity to Kastamonu-Bartın Küre Mountains National Park, one of the most important natural protection area of Europe for its natural, cultural and historical values</li><li>• Proximity to the Bartın River, the only waterway available for transport in Turkey</li><li>• Proximity to the museum city of Safranbolu, which is in the World Heritage List</li></ul>	<p><b><u>Threats</u></b></p> <ul style="list-style-type: none"><li>• Seawater pollution</li><li>• Anthropogenic pressures on forests</li><li>• Degradation of archaeological areas</li><li>• Coastal fill areas</li><li>• Overcrowding especially in summer months (exceeding carrying capacity)</li><li>• Increase in building density and height</li><li>• Urban development in agricultural areas (pressures on agricultural areas)</li><li>• Cultural degradation</li><li>• Changes in laws and legislations</li></ul>

<ul style="list-style-type: none"><li>• Employment opportunities in tourism for local residents</li><li>• Active Tourism Vocational School</li><li>• Accessibility through land, sea and air travel</li><li>• Being on the current tour routes</li></ul>	
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Table 1. SWOT analysis of Amasra.

3.2. Survey results

3.2.1 Socio-demographic structure

Table 2 demonstrates the socio-cultural information of the survey participants.

		Percent (%)
Gender	Female	49
	Male	51
Age	15-20	1
	21-30	35
	31-40	25
	41-50	26
	51-60	9
	60+	4
Education	Illiterate	1
	Elementary school	3
	Secondary school	6
	High school	30
	University	60
Occupation	Worker	6
	Civil servant	48
	Self-employed	19
	Retired	7
	Student	5
	Housewife	4
	Unemployed	3
	Other	8
Income (TL)	Less than 500 TL	3
	500 - 750	10
	750 - 1000	7
	1000 - 1500	29
	1500 - 2500	41
	More than 2500	10

Table 2. Socio-cultural information of the survey participants.



48% of the participants are from Amasra. 54% of the parricipants have been living in Amasra for more than 20 years. In terms of source of income, 37% of the participants are engaged in tourism, and 51% in other sectors (Table 3).

		Percent (%)
Being from Amasra	Yes	48
	No	52
For how long they live in Amasra	1 year	7
	1-3 year	12
	3-5 year	6
	5-10 year	10
	10-15 year	6
	15-20 year	5
	20+ year	54
Source of income of the family	No response	2
	Agriculture	1
	Animal husbandry	1
	Commerce	7
	Tourism	37
	Handicrafts	1
	Other	51

Table 3. Participant demographics.

3.2.2 Local residents’ attitudes toward tourism

Among the participants whose source of income is tourism, 15% are engaged in running guesthouses, 9% in handicrafts (wood engraving, filigree, etc.), and 8% are restaurateurs (Table 4).

		Percent (%)
Occupation of local residents whose source of income is tourism	No response	62
	Guesthouse management	15
	Handicrafts (wood engraving, filigree, etc.)	9
	Restaurateurs	8
	Hotel management	2
	Other	4

Table 4. Occupation of local residents whose source of income is tourism.

Amongst the primary problems faced by the participants whose source of income is tourism, the first was lack of training in tourism (13%), followed by lack of standards in the tourism sector and lack of awareness among the public about tourism (both 6%) (Figure 2).

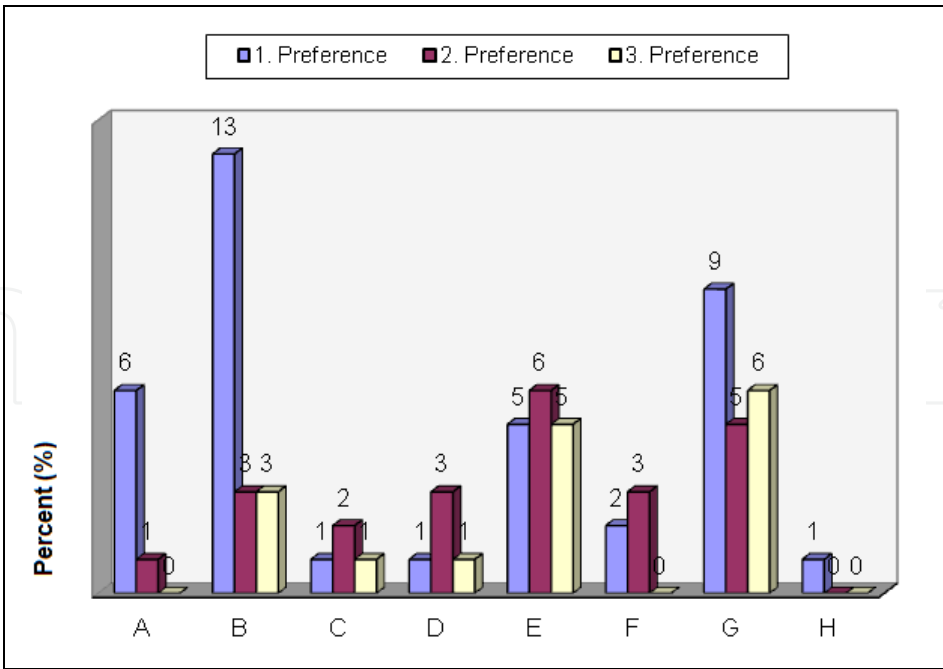


Fig. 2. Primary problems faced by participants with tourism as source of income (A. Financial difficulties; B. Lack of education in tourism; C. Limitations due to Amasra’s status as a protection site; D. Lack of attention from local administrations; E. Lack of standards in the tourism sector; F. Lack of branding; G. Lack of local residents’ awareness regarding tourism; H. Other).

The participants indicated that the busiest months of tourism activities in Amasra are July (74%), August (61%), and June (43%).

According to the participants, the tourist demand for Amasra is due to its coastal location (31%), the historical and cultural values (30%) and natural beauty of the town and its surroundings (20%). In addition, the analysis of the ranking of the first, second and third preferences belonging to the same option revealed that the choice “seafood restaurants” is of prominence with values close to each other in all the three preferences of the participants (Figure 3).

86% of the participants stated that the tourism potential of Amasra is not sufficiently utilized, in contrast with 13% of the participants who thought it was sufficiently used. 1% of the participants did not answer this question.

In terms of peripheral services developing thanks to tourism, 63% of the participants ranked guesthouses as the first choice, 28% handicrafts and 19% seafood restaurants (Figure 4).

54% of the participants stated that the impact of tourism in Amasra are positive, while 7% considered the impact negative and 39% both positive and negative. Among the participants who indicated that the impact is positive, 44% thought that it is effective in the promotion of the town. According to the participants, the negative impact of tourism is due to, first, the degradation of traditional houses because of unplanned development; second, the number of visitors exceeding the carrying capacity, and third, degradation of natural and cultural areas, and visual pollution (Table 5).

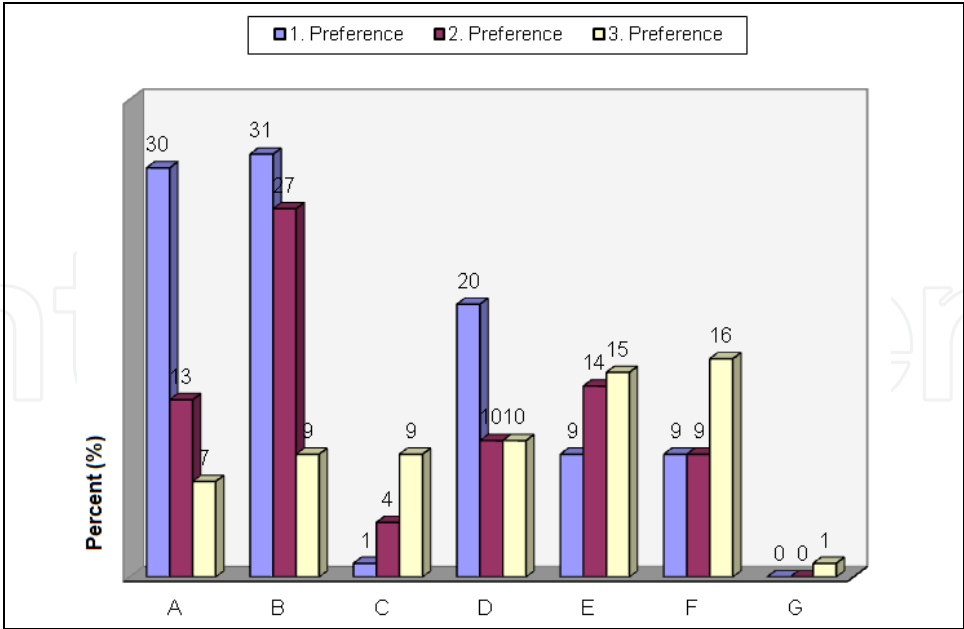


Fig. 3. The aspects of Amasra attractive for tourists (A. Historical and cultural values; B. Coastal location; C. Handicrafts (wood engraving, filigree, etc.); D. Natural beauty of Amasra and its surroundings; E. Seafood restaurants, F. Proximity to Ankara and Safranbolu; G. Being on the routes of tourism agencies).

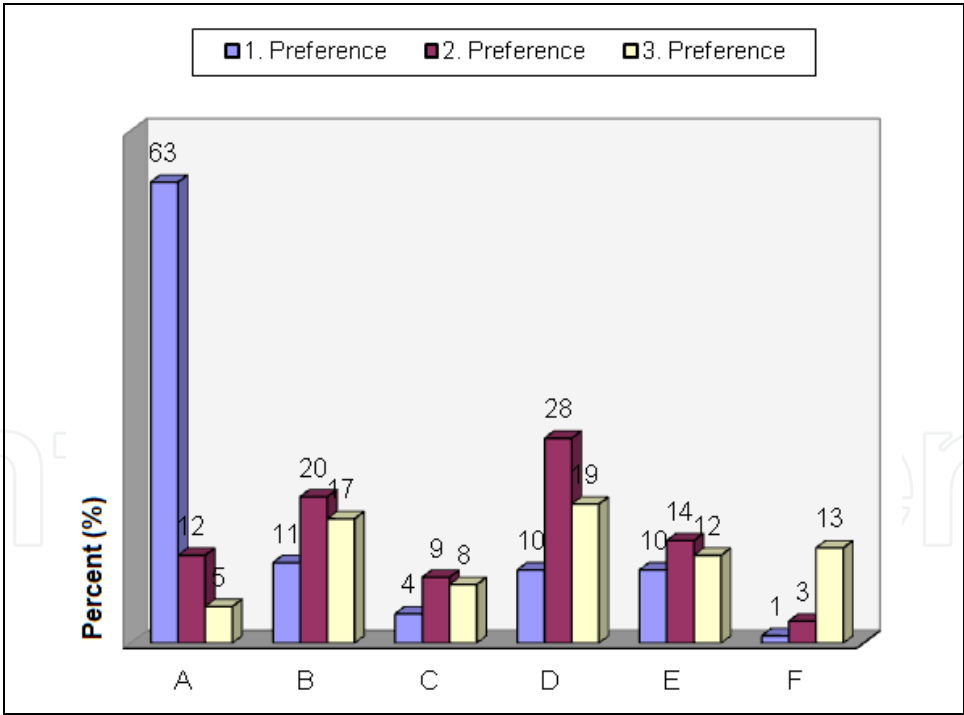


Fig. 4. Peripheral services developing thanks to tourism in Amasra (A. Guesthouses; B. Handicrafts (wood engraving, filigree, etc.); C. Sales of regional organic products; D. Seafood restaurants; E. Hotel-hostel management; F. Tourist ships).

Furthermore, 83% of the participants stated that there are negative environmental factors that could hinder the development of tourism activities in Amasra.

		I. Preference	II. Preference	III. Preference
		Percent (%)		
Positive impact of tourism in Amasra	No response	7	43	67
	Creating comfortable environments with landscape design	7	4	4
	Promotion of Amasra	44	15	5
	Protection of cultural heritage	2	16	9
	Economic contribution to Amasra	40	18	9
	Ensuring the continuity of handicrafts	-	4	6
	Other	-	-	-
Negative impact of tourism in Amasra	No response	52	69	73
	Change in local culture and traditional social structure	8	1	1
	Degradation of traditional houses due to unplanned development	15	5	4
	Degradation of natural and cultural areas due to the number of visitors exceeding the carrying capacity	4	9	1
	Degradation of the peninsula landscape and vegetation	3	4	2
	Air pollution	-	1	-
	Coast and sea pollution	8	8	4
	Soil pollution	-	-	2
	Visual pollution	4	3	8
	Noise pollution	2	-	5
	Other	4	-	-

Table 5. Local residents’ perspective on the impact of tourism in Amasra.

The negative environmental factors that hinder the development of tourism activities were listed as some buildings with historical features in a state of neglect (32%), parking problems (23%), and unplanned and dense urbanization (13%) (Figure 5).

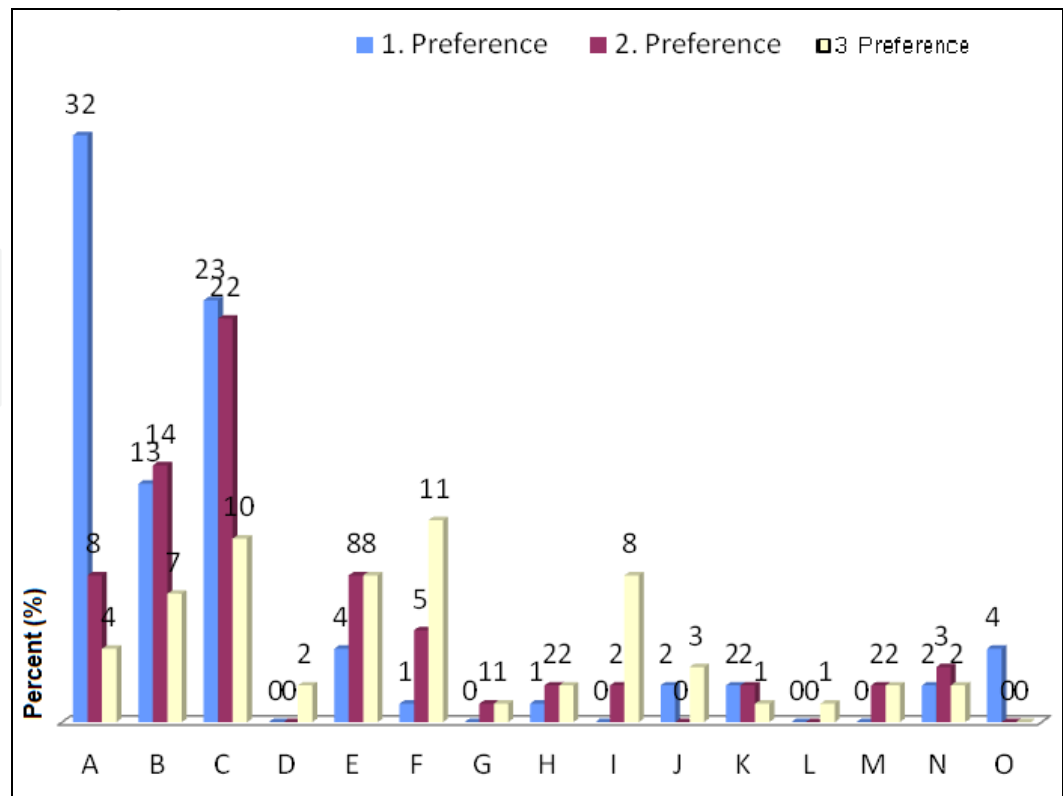


Fig. 5. Negative environmental factors that hinder the development of tourism activities in Amasra. (A. Some buildings with historical features in a state of neglect; B. Unplanned and dense urbanization; C. Parking problems; D. Sewerage; E. Visual pollution; F. Coastal and marine pollution; G. Air pollution; H. Overcrowding and noise; I. Degradation of the nature due to summer houses; J. Degradation of the nature due to road construction works; K. Difficulties in transport; L. Soil pollution; M. Problems due to physical planning and practice; N. Environmental problems caused by Turkish Hard Coal Authority; O. Other).

According to the participants, the forms of tourism that could be developed in Amasta are cultural tourism (61%), sea tourism (17%), and ecotourism (12%) (Table 6).

		I. Preference	II. Preference	III. Preference
		Percent (%)		
Forms of tourism that could be developed in Amasra	No response	3	29	56
	Cultural tourism	61	7	-
	Culinary tourism	4	4	2
	Rural tourism	3	5	5
	Sea tourism	17	23	9
	Nature tourism	12	31	27
	Other	-	1	1

Table 6. Local residents’ perspectives on the forms of tourism that could be developed in Amasra.



3.2.3 Local residents' perspectives on the natural and cultural values in Amasra

The majority of the participants stated that urban development is incompatible with the natural and historical pattern of the city and that city walls, historic buildings and artifacts discovered in archaeological excavations are significant contributions to the historical and cultural values of the city. In addition, the state of neglect of the historical buildings of the city was as a prominent opinion. 90% of the participants stated that the natural and cultural values should be protected for sustainable tourism in Amasra (Table 7).

		Percent (%)
Whether new urban development is compatible with the natural and historical pattern of Amasra	No response	1
	Yes	20
	No	79
Perspectives on the city walls, historical buildings and historical artifacts discovered by the archeological excavations in Amasra	No response	2
	They limit land use and building height	12
	They are obstacles to urban development in Amasra	12
	They are important historical and cultural values contributing to Amasra	73
	Other	1
Whether it is necessary to protect the natural and cultural values of Amasra for sustainable tourism	Yes	90
	No	10
Whether the historical buildings and spaces are in a state of neglect in Amasra	Yes	7
	No	93

Table 7. Local residents' perspectives on the natural and cultural values of Amasra.

The participants who indicated that the historical buildings and spaces in Amasra are in a state of neglect stated the reason as lack of local residents' awareness regarding protection (43%), lack of interest by the authorities (23%), and insufficient financial resources (20%) (Table 8).

		I. Preference	II. Preference	III. Preference
		Percent (%)		
<b>Factors for the neglect of historical buildings and spaces in Amasra for the participants who think that they are in a state of neglect</b>	No response	7	41	68
	Lack of local residents' awareness regarding protection	39	21	5
	Lack of interest by the authorities	43	23	7
	Insufficient financial resources	11	13	20
	Other	-	2	-

Table 8. Local residents’ perspectives on the cultural values of in Amasra.

3.2.4 Local residents’ expectations of and suggestions for new tourism planning and management strategies in Amasra

According to the participants, the activities that could take place in Amasra and its surroundings are visits to the historical and cultural buildings and spaces (54%), hiking (17%) and gastronomical activities (seafood restaurants) (17%). In terms of issues that should be prioritized in urban planning for tourism development in Amasra, 41% of the participants stated that building maintenance and repair should be done, 29% of the participants stated that parking problems should be overcome and 10% indicated the need for maintenance and repair of the city walls. The three most common suggestions in order to extend the duration of stay of daily visitors are as follows: Package programs should be prepared for accommodation facilities (e.g. boat tours, trekking, etc.), the relationship between Kastamonu-Bartın Küre Mountains National Park and Amasra should be established, and trekking routes should be created connection the historical center of Amasra and the natural and cultural assets of its surrounding area. Among the participants’ opinions regarding the future of Amasra, the first preference was protection of fishing village identity, the second was protection of the port town identity and the third was qualitative and quantitative improvement in public spaces and green areas (beaches, parks, playgrounds, sports fields, etc.) (Table 9).

According to the participants, the responsibility for the planned development of tourism in Amasra is of local administrations (80%), local residents (46%), and civil society organizations (38%).

The results of the Chi-square test indicated that whether new urban development is compatible with the natural and historical pattern of Amasra varies according to the level of education. 33% of the participants whose level of education is primary school stated that new urban development is compatible with the historical and natural structure of the city, while 85% of the participants who have a university degree found it incompatible (Table 10a). It was observed that as the participants’ level of education increases, the new development is considered incompatible with the natural and historical pattern in Amasra.

		I. Preference	II. Preference	III. Preference
		Percent (%)		
Activities in Amasra and its surroundings	No response	1	21	31
	Visits to historical and cultural buildings and spaces	54	3	4
	Water sports	9	13	5
	Hiking	11	17	7
	Picnic	1	5	2
	Nature observation	4	7	4
	Gastronomical activities (seafood restaurants)	7	12	17
	Purchase of local food	3	9	4
	Visits to local handicraft workshops / purchase of products	3	9	11
	Boat trips	4	4	15
	Other	3	-	-
Issues of priority in inner city urban planning for tourism development in Amasra	No response	1	20	27
	Maintenance and repair in historical buildings	41	6	7
	Maintenance and repair in the city walls and its environs	10	17	7
	Overcoming parking problem	29	20	18
	Raising standards of accommodation facilities	3	16	14
	Eliminating the factors causing visual pollution in the city	3	9	9
	Natural and historical patterns should be compatible	9	6	7
	Planned development of summer houses should be ensured	2	3	2
	Improvement in public spaces and green areas	-	3	9
	Other	2	-	-
Measures to be taken to increase the duration of stay of daily visitors in Amasra	No response	1	34	45
	Establishing relationship between Amasra and Kastamonu-Bartın Küre Mountains National Park	20	5	9
	Establishing routes to nearby bays by boat tours	8	11	10
	Establishing organic agriculture areas in the environs; visits to these areas and accommodation facilities	6	5	4

	Increasing the attractiveness of river tourism by establishing the relationship between the Bartın River and Amasra	7	9	8
	Preparing package programs in accommodation facilities (e.g. boat trips, trekking, etc.)	33	17	9
	Creating trekking routes between the historical city center and the close-by areas with natural and cultural value	20	19	12
	Other	5	-	3
Opinions on the future of Amasra	No response	1	39	52
	Protection of fishing village identity	30	10	1
	Revitalizing tourism and commerce	28	12	2
	Protection of historical port town identity	19	16	11
	Increase in the hard coal activities	-	3	4
	Protection of archeological and historical assets	11	12	14
	Increase in the number of summer houses	2	2	-
	Qualitative and quantitative improvement in public spaces and green areas (beaches, parks, playgrounds, sports fields, etc.)	8	5	16
	Other	1	1	-

Table 9. Local residents’ expectations regarding the new tourism planning and management strategies in Amasra.

In terms of the relationship between the participants’ education level and opinions about the city walls, historic buildings and archaeological artifacts discovered in excavations, 33% of the participants with primary school degree considered the historical structure of the city as a factor restricting land use and building height, while 33% of the participants with the same level of education stated that it is a barrier to urban development in Amasra. 80% of the participants with high school degree and 73% with university degree stated that the historical structure of the city is a significant historical and cultural value that contributes to Amasra (Table 10b). Thus, it was found out that the participants’ awareness regarding the historical and cultural values increases as education level increases.

In terms of the relationship between the educational background of the participants and opinions on the future of Amasra, it was observed that the participants with primary school degree supported that the fishing village identity of the city should be protected (67%), followed by revitalization of tourism and commerce in the city (33%). While the participants with high school degree (20%) and university degree (20%) stated that the historic port town identity of Amasra should be protected in the future, the participants who graduated from high school (20%) stated the need for qualitative and quantitative improvement in public spaces and green areas. In addition, the participants with university degree indicated that archaeological and historical characteristics of the city should be protected (18%). It was observed that as the participants' educational level increases, the opinions favoring the archeological and historical assets of the city and its identity as a historical port town are more prominent among opinions regarding the future of Amasra. As the participants did not express a significant opinion about the number of summer houses and the increase in the hard coal activities, it could be furthered that these two factors have a negative impact on the city (Table 10c).

The problems faced by the participants with tourism as source of income are lack of training in the field of tourism (35%), lack of local residents' awareness about tourism (22%), lack of standards in the tourism sector in Amasra (14%), and insufficient financial resources (14%) (Table 11).

		Educational background			
Table 10.a. Whether new urban development is compatible with the natural and historical pattern of Amasra		Primary school	Secondary school	High school	University
No response	n	0	-	-	-
	%	-	-	-	-
Yes	n	1	1	9	9
	%	33	17	30	15
No	n	2	5	21	51
	%	67	83	70	85
$\chi^2= 103.193^{***}$ $p<0.001$					
Table 10.b. Local residents' perspectives on the city walls, historical buildings and historical artifacts discovered by archeological excavations in Amasra					
No response	n	-	-	-	1
	%	-	-	-	2
They limit land use and building height	n	1	1	4	6
	%	33	17	13	10
They are obstacles to urban development in Amasra	n	1	1	1	9
	%	33	17	3	15
They are important historical and cultural values contributing to Amasra	n	1	4	24	44
	%	33	67	80	73
Other	n	-	-	1	-
	%	-	-	3	-
$\chi^2= 58.084^{***}$ $p<0.001$					



Table 10.c. Opinions on the future of Amasra					
No response	n	-	-	-	-
	%	-	-	-	-
Protection of the fishing village identity	n	2	4	10	14
	%	67	67	33	23
Revitalization of tourism and commerce	n	1	-	8	19
	%	33	-	27	32
Protection of the historical port town identity	n	-	1	6	12
	%	-	17	20	20
Increase in the hard coal facilities	n	-	-	-	-
	%	-	-	-	-
Protection of archeological and historical assets	n	-	-	-	11
	%	-	-	-	18
Increase in the number of summer houses	n	-	-	-	2
	%	-	-	-	3
Improvement in public spaces and green areas both qualitatively and quantitatively	n	-	1	6	1
	%	-	17	20	2
Other	n	-	-	-	1
	%	-	-	-	2
X2= 126.081*** p<0.001					

Table 10 a.b.c. Comparison of local residents’ perspectives in terms of educational background.

	Primary problems in tourism																	
Source of income	No response		Financial difficulties		Lack of education in tourism		Limitations due to Amasra’s status as a protection site		Lack of attention from local administration		Lack of standards in tourism sector		Lack of branding		Lack of local residents’ awareness regarding tourism		Other	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Tourism	1	3	5	14	13	35	1	3	1	3	5	14	2	5	8	22	1	3

χ2= 88.519\*\*\* p<0.001

Table 11. Primary problems indicated by participants with tourism as source of income.

Positive impact of tourism in Amasra varies according to age groups of the participants. The age group 41-60+ stated that tourism contributes to the economy of Amasra, while the age group 21-40 stated tourism contributes to the promotion of tourism in Amasra. The participants showed no awareness with regards to the contributions of tourism to ensuring the continuity of the local handicrafts (Table 12).

Age	Positive effects of tourism in Amasra													
	No response		Creating comfortable environments through landscape design		Promotion of Amasra		Protection of cultural heritage		Contribution to the economy of Amasra		Ensuring the continuity of handicrafts		Other	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
15-20	1		0		0		0		0		0		0	
21-30	2	6	4	11	18	51	1	3	10	29	0	-	0	-
31-40	4	16	2	8	12	48	0	-	7	28	0	-	0	-
41-50	0	-	1	3	12	46	0	-	13	50	0	-	0	-
51-60	0	-	0	-	2	22	0	-	7	78	0	-	0	-
60 +	0	-	0	-	0	-	1	25	3	75	0	-	0	-

$\chi^2= 43.612^{***}$   $p<0.001$

Table 12. Perspectives on the positive effects of tourism in Amasra in terms of age groups.

4. Discussion and conclusions

Together with the rapid economic, political, technological developments and changes in the world, significant changes occur also in tourism. Different forms of tourism as an alternative to mass tourism in Turkey started to develop in the 1990s. These forms of tourism are considered important tools for ensuring sustainable environments as they bear rural and cultural tourism characteristics could be developed in sensitive natural and cultural areas. In this respect, Amasra, an ancient port city located on a peninsula, has rural landscape features. Creating a significant demand for tourism with its natural, cultural and historical values, Amasra was investigated in this study in terms of sustainable tourism planning and management which prioritizes the integrity of ecology and the traditional structure and the participation of local residents. As such, the survey study conducted to determine the local residents’ participation in tourism activities, support, expectations and attitudes toward and perceptions of natural and cultural values in terms of sustainable tourism planning and management constituted an important aspect of the present study.

4.1 Tourism development

The results of the survey indicated that the participants were not aware of some of the factors that could hinder tourism activities such as problems related to summerhouses, and environmental problems caused by road construction works and by Turkish Hard Coal Authority.

The analyses demonstrated that the historic coastal town of Amasra has a strong tourism potential. The income of the local residents who are engaged in tourism activities in Amasra is based on running pensions (guesthouses) and seafood restaurants, and handicrafts. The dissemination of pensions and increasing the quality of services is important in terms of tourism development. The other source of income, handicrafts, is based on traditional methods and know-how. The unique aspects of traditional handicrafts should be protected and promoted to international markets through branding. In this respect, efforts should be put in raising the awareness of local residents about tourism and in educational activities.

The demand for Amasra is based mostly on its coastal location, the natural, cultural, historical and gastronomic (especially seafood restaurants) aspects. The continuity of the contributions of these aspects to tourism should be ensured with considering the balance between conservation and use. In addition, the production of local organic products, which are widespread in Amasra, should be promoted and awareness of local residents should be raised. In this respect, tourist tours should be organized to such areas of production.

This study investigated the positive and negative effects of tourism development in Amasra. On the one hand, tourism contributes to the promotion of the city, its economy and to the protection of cultural heritage. On the other hand, it has negative effects on the natural and traditional characteristics due to unplanned land development.

According to the survey results, there is a high tourist demand for Amasra during the summer months (June, July, August) due to its location on the coast. It is necessary to diversify tourism activities to attract tourists to the city throughout the year and extend the duration of stay. In this respect, particularly cultural and nature tourism are among the types of tourism to be developed in Amasra.

#### **4.2 Natural and cultural environment conservation**

Local residents of Amasra are aware of the natural, historic and cultural values of the town and believe that these values should be protected for sustainable tourism. Moreover, they are aware that the new land development is incompatible with the traditional urban pattern.

#### **4.3 The expectations and suggestions of the local residents regarding tourism planning and management strategies in Amasra**

First of all, the negative environmental factors (see Figure 6) that could hinder the development of tourism activities in Amasra should be overcome for sustainable tourism planning and management. An effective tourism planning and management in Amasra should be sustainable for the natural and cultural environment, economically efficient and supported by the local community. In addition, public awareness-training seminars on tourism could be organized.

In sustainable tourism planning and management, tourism development should be planned according to the carrying capacity of the city for protecting and maintaining the natural, cultural and historical values and for tourism to be sustainable. In this respect, both natural and social aspects need to be addressed as a whole, and planning should be carried out in accordance with national and international regulations.

According to the United Nations Environment Programme (2009), coordination among destinations within a region usually improves planning. Considering the ties among regional assets and attractions during the planning phase would create opportunities for linking all the regional attractions of a destination. In addition to its own dynamics, Amasra should establish relationships with its hinterland for diversifying tourism activities and making them year-long. In this respect, the natural beaches in the 59-km coastal area of Bartın, one of Europe's major ecosystems, Kastamonu-Bartın Küre Mountains National Park, the Bartın River, the only natural waterway that allows for transport in Turkey, and Safranbolu, which is in the UNESCO World Heritage List, should be integrated into the regional tourism plan as greenway planning.

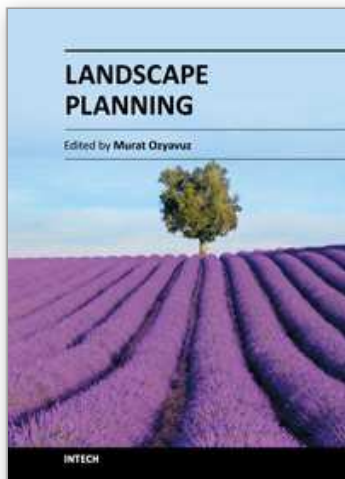
As a result, tourism planning and management strategies considering the balance between protection and use of natural and cultural values and based on public participation would contribute to sustainable regional development.

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Landscape architecture is the design of outdoor and public spaces to achieve environmental, socio-behavioral, and/or aesthetic outcomes. It involves the systematic investigation of existing social, ecological, and geological conditions and processes in the landscape, and the design of interventions that will produce the desired outcome. The scope of the profession includes: urban design; site planning; town or urban planning; environmental restoration; parks and recreation planning; visual resource management; green infrastructure planning and provision; and private estate and residence landscape master planning and design - all at varying scales of design, planning and management. This book contains chapters on recent developments in studies of landscape architecture. For this reason I believe the book would be useful to the relevant professional disciplines.

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Phone: +86-21-62489820  
Fax: +86-21-62489821

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