

**RESEARCH NETWORK ON: TOURISM, REGIONAL DEVELOPMENT AND PUBLIC
POLICY**

1ST WORKSHOP : 2-4 APRIL 2008

***EGE UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
IZMIR, TURKEY***

The first workshop of the Regional Studies Association Research Network series on “Tourism, Regional Development and Public Policy” was held at Ege University, İzmir, Turkey on 2-4 April 2008. The workshop attracted an audience of around 80 people from a range of policy, academic and regional administration backgrounds and also 60 students. 26 papers were presented during a 3-day workshop.

In recent decades, tourism has occupied an increasing schizophrenic position in regional development: often sidelined by manufacturing or knowledge-oriented activities, occasionally seen as the great hope for peripheral regions, and more recently as a potential driver of a new experience economy in metropolitan areas, or even as a kind of cluster of traditional services.

The aim of this Regional Studies Association Research Network is to examine tourism diversity from the perspective of regional development in order to identify current challenges and opportunities in a more systematic manner, and hence provide the basis for a more well-informed integration of tourism in regional development strategies and move beyond political short-termism and buzzword fascination.

Across the workshop a number of different dimensions of tourism (place branding and territorial identity; travel services; on-site services; the role of tourism within the regional development strategies and organisations) that are central from a regional development perspective were covered.

OPENING SESSION

On the 2nd of April, the evening began with opening speeches from Rezan Tatlıdil, dean of Faculty of Economics and Business Administration of Ege University, Aziz Kocaoglu, mayor of Metropolitan Municipality of İzmir, Henrik Halkier from Aalborg University, Denmark and Phil Cooke from the Centre for Advance Studies at Cardiff University.

Tatlıdil began with a warm welcome and emphasized the importance of tourism on regional development. She added that tourism is one of the key sectors of both Turkey and İzmir.

Tatlidil described İzmir as an opening gate of Anatolia to the world for many centuries. She concluded her speech by expressing her hope that this workshop would produce the recommendations and conclusions that would be most insightful and enlightening towards enhancing our tourism objectives for the region's development. Kocaoglu, mayor of Metropolitan Municipality of İzmir, stressed that the Municipality is strongly committed to the objectives of achieving sustainable development and generating new employment opportunities in İzmir. To this end, the Municipality has been trying in its full effort to design and implement policies to diversify tourism activities. He briefly explained the new tourism policy plans for İzmir. Henrik Halkier from Aalborg University mentioned the key importance of the new perspective on high quality tourism as well as tourists. Although such a perspective may cause fewer numbers in tourists, it would generate higher revenues for countries. He said that due to its high tourism capacity, İzmir was chosen as the first place in which these workshop series take place. In his presentation titled "*Green Tourism, Sectors and Regional Development*", Phil Cooke from Cardiff University briefly defined the concept of "Green Tourism" and discussed the relevant costs and benefits associated to green tourism. He outlined the "Green Planning Projects" such as Bluestone, Zorrotzaure, Dogme and Oymapınar projects, and also gave some examples from different regions, such as Scotland, South West England, Bilbao, Copenhagen, Northern California and Turkey, in order to attract attention to the issues behind the perspective of green tourism. Moreover, he focused on the importance of research centres for the examination of flora and fauna of the region. In conclusion, he mentioned the benefits of new projects such as Bluestone (green tourism consumption and production can reduce (GHGs), urban green tourism (Bilbao), local food networks that stimulate green living and green tourism and their prospective impacts on positive regional development).

After the opening session, there was an informal reception to which all the academics, representatives of organisations and students participated.

PLENARY SESSION

The next morning started with a plenary session chaired by Henrik Halkier. In this session four papers were presented; Armando Montanari from the University of Rome "La Sapienza", Tim Coles from Exeter University, Marek Kozak from Warsaw University and Aurélie Beauclair from the Regional Studies Association.

The title of Armando Montanari's presentation was "*Enogastronomic Tourism, an Instrument of Integration between Coastal and Internal Tourism*". Montanari defined Enogastronomic Tourism as "good cooking art combined with knowledge of wines and their coupling with

food.” He argued that the post-modern consumer’s choice of enogastronomic product depends on the attribution of each individual and is determined by his/her cultural, social and economic characteristics, income and social group they belong to, as well as the environment in which they live. He remarked that culinary tourism means “good cooking, cookery and cuisine” and stressed the fact that not all “food tourism” can be considered as culinary tourism. According to Montanari, culinary tourism is suitable basically for rural areas where the relationship between food and tourism represents an opportunity for generating new products and marketing opportunities. Substantial changes have occurred since the 1980’s regarding the consumer / food relationship. These changes gave rise to substantial growth in commercial flows, emergence of multinationals in the agro-food sector, changes in power relations of influential economic agents which in turn affected food, nutrition and agricultural policies. He concluded that a tourist commodity is no longer a material element, but rather an ideal concept, an emotion, a sensation, a cultural and spiritual experience.

Tim Coles from Exeter University chose his study’s title as “*Tourism, Regional Development and Public Policy: A Role for the Region in Times of Neoliberalism?*” Coles argued that many regions routinely overlooked tourism studies, and yet the neoliberalisation of governance endowed with a new and vital role, have created space such as created opportunities for/around ‘formal’ administrative regions, appearance of localised priorities and solutions, hidden hand of regulation constrains nature of response, emergence of more flexible, ‘unbounded’ regional solutions for regional tourism development. On the other hand, he argued that there is still incongruity of policy between academics and practice. He added that it is not only instance of epistemology or methodological verification, but also parochialism as a counterbalance in public sector and NGOs. The other important issue about this concept is that frustration of compelling logic of concepts like “learning regions”. Furthermore, Coles outlined the importance of future tourism, regional development and public policy research. He proposed stimulating a ‘regional turn’ but to avoid a regional fetish, understanding region not as part of rigid spatial hierarchy but part of more complex arrangements, establishing tourism as a legitimate object of study in Regional Studies, encouraging greater conceptual and theoretical dialogue between regional studies and tourism, and vice versa as issues for future tourism, regional development and public policy.

Marek Kozak from Warsaw University discussed the increasing number of issues encompassing the relationships between tourism development and nature, culture, institutional development in the context of Nowa Slupia example. In his presentation, “*Between Sacrum and Nature: Tourism Development in Nowa Slupia*”, he analysed a case where all of these elements interact. He declared that natural resources play rather limited role in tourism development: most people come for cultural reasons, incl. Pilgrimage and

underdeveloped local general and tourist infrastructure hampers tourism development. Moreover, Kozak also emphasized the lack of consensus regarding regional and tourism development strategy. Also local government investment into cultural resources proved to be inefficient in generation new income or jobs in tourism. One of the the main reason for the poor performance of local tourism industry is the domination of investment projects by national parks. He pointed out that in spite of the rich resource endonments, there has been very little progress in tourism development over the last years in Nowa Slupia. Mr. Kozak stated the main reasons of poor success in this region as, lack of common vision and strategy and marginalisation of the role of local government by other key institutions in the field of development.

Auréliane Beauclair, Development Manager at the Regional Studies Association introduced the Association and explained its basic aims under the title of *“The Regional Studies Association: Its Contribution to Scholarly Endeavour”*. She expressed that the Regional Studies Association was a learned society, both a registered company and charity, and also that the Association served the regional studies community – academic, practitioners, policy makers and students. She outlined the aims of Association as developing the field of regional studies; maximising membership and community building; knowledge production; dissemination and influencing policy debate and practice. Furthermore, Auréliane highlighted the similarities and differences between the Regional Studies Association and the Regional Science Association International (RSAI) and announced the new Development Plan for 2008-2013, which includes the following priorities: developing the field of regional studies through an effective international network, maximising membership and community building, research, publishing, conferences and events, influencing policy debate and practice as well as the website. Finally, Auréliane mentioned the membership benefits 2008 such as funding opportunities, open networking, discounts and publications.

After lunch, there were two parallel workshops during the afternoon which were chaired by Tim Coles from Exeter University and Aykut Lenger from Ege University.

WORKSHOP 1: LOCAL DEVELOPMENT AND TOURISM

The first speaker was Barbara Staniscia from La Sapienza University and the title of her study was *“Tourism and Local Development: A Theoretical Approach for the Benefit of Public Policies”*. Staniscia focused on the relationship between local development and tourism from a theoretical perspective, in a post modern context. The main theoretical approaches to this presentation are transferring the principles of the “local development paradigm” to the tourist sector and identifying theoretical elements that will allow local development processes through the guidance of the tourist sector. She analysed these issues in order to make a

connection between them and build up a synthetic approach that could inspire public policies. As a support to her study, she defined the terms of local development and territory within the Fordist and Post Fordist models and then she explained the relationship among these terms. Moreover, she mentioned the process of transition from mass tourism to post tourism and also explained the notion of Local Tourist System in the Italian context and she called attention to the risk of “copy and paste” and trivialization in tourism policies.

“Clusters, Knowledge Processes and Regional Tourism Development: The Case of North Jutland, Denmark” was the title of our next speakers, Henrik Halkier and Pennie F. Henriksen, both from Aalborg University. Halkier and Henriksen talked about the 6th framework Integrated Project, Eurodite that seeks to study knowledge processes in regional development, focusing on selected territories and sectors of economic activity. They presented some initial results of applying this approach to the study of knowledge processes within tourism in the region of North Jutland, Denmark. Halkier and Henriksen assert that regional tourism development has been relatively under-researched compared to other areas of economic activity from the perspective of knowledge processes. In their presentations, they attempted to conceptualize five aspects of knowledge inspired by a small but diverse group of authors on knowledge, learning and economic development, something which leads to a reconfiguration of some of the key concepts in the Eurodite project. They also mentioned about clustering and tourism knowledge dynamics based on a review of existing literature, focusing on individual leisure holidays which are the predominant form of tourism in North Jutland. They also illuminated through an in-depth case study of knowledge processes in the emergence and redevelopment of a high-profile seaside destination and its destination management organization *Top of Denmark*. They claimed that this organization has a central role as external knowledge link for local organisations and SMEs.

The third presentation called *“Tourism Firm Clusters in Metropolitan Areas: The Case of Orlando”* was made by Shaul Krakover from Ben-Gurion University. Krakover provided evidence on concentration of the tourism industry in Orlando, one the world's major tourism centers in his presentation by using statistical and cartographical methods. He explained his reason to make such a study as analyzing reasons for agglomerations and comprehending externalities are important and long-lasting topics of research in economic geography and regional science. The research of agglomeration economies in the tourism industry however is still in its embryonic stage. He concluded that despite the large scale of the local tourism industry it tends to cluster in relatively small geographic areas in the south-western portion of metropolitan Orlando.

The last presenters of this session were Ozlem Önder, Aykan Candemir and Nese Kumral, all from Ege University. Under the title of “*An Empirical Analysis of The Determinants of Tourism Demand : The Case of Izmir*”, Kumral, Candemir and Önder emphasized that in spite of being one of the most important tourist destinations for decades, Izmir lost its importance after the 1990’s. They highlighted that although Izmir still has a significant tourism potential with its historical, cultural heritages and its natural riches, the success of becoming a highpoint destination seems quite challenging, because many new destinations and variety of touristic products have been introduced within the international tourism market and current destinations and products have been putting a lot of effort in order to strengthen their competitiveness. The aim of their presentation was to reveal the opportunities for the development of tourism in Izmir within the context of experience economy. To this end, they investigated the factors affecting international tourism demand for Izmir for the time period 1980-2005. The findings of their model reveal that price and income elasticities of the tourists’ countries are the main determinants of tourism demand. They also added that tourism is a luxury good and price elasticity is above one. Moreover, local factors related to the development level of Izmir and transportation of public capital stock has no significant effect. They concluded that the government should encourage alternative forms of tourism development such as culinary tourism, event tourism, health tourism and nature tourism besides sun, sea and sand driven mass tourism via experience economy.

WORKSHOP 2: TOURISM: AN ALTERNATIVE PATH FOR REGIONAL DEVELOPMENT

The title of the first presentation was “*Settlement of the Cyprus Issue and Probable Effects on Tourism Industry*” and belonged to Stelios Orphanides, Independent Researcher, Vedat Yorucu, Mehmet Özay and Bernard Musyck, both from the Eastern Mediterranean University. Musyck et.al. discussed the probable effects of a settlement of the Cyprus problem on the tourism industry in the two parts of the separated island. The hypothesis of the study is that a political solution of the Cyprus problem acceptable to both sides would result in a win-win situation for both the Greek and Turkish Cypriot tourism industries, which are major contributors to the GDP in both communities. They attempted to establish whether the political situation may have an impact on tourism figures based on findings in the international literature and case studies in other parts of the world. They used an empirical analysis based on a survey of Greek and Turkish Cypriot tourism stakeholders as well as non-governmental organizations. Their analysis showed that the tourism industry in both communities anticipates benefits from a political settlement while expectations in the case of the continuation of the division of the island are less optimistic. Their study also confirmed that the division is directly perceived to have major detrimental effects on the performance of

the Turkish Cypriot tourist industry while on the Greek side; respondents indicate that it is restricting the potential for development of the industry. As a conclusion, they claimed that the division remains the most important obstacle towards cooperation between the two sides in the tourism area.

Attila Sütő from Váti Hungarian Non-Profit Company for Regional Development was the next presenter. Under the title of *“Issues of Territorial Brands in Hungarian Lakeside Destinations”* Sütő focused on the issue of tourism marketing, describing the characteristics of marketing communication and branding activity in Lake Balaton, Lake Tisza, Lake Velence and Lake Fertő. His analysis concentrated both on the settlement level and also the territorial/spatial units like the level of regions and micro-regions. Moreover, he dealt with the practical side of the branding (and generally the marketing) activity of Hungary and especially its lakeside destinations in order to analyze how the marketing and branding policies function in the real life of given destination areas and what their main methods and instruments are. The results of his analysis were interesting. He emphasized the adverse effects of the lack of recognition of advantages of communication through the World Wide Web and the lack of harmony and coordination between different channels of communication (web-based and printed) especially in the field of slogans or CI. In addition to these, there are only few real territorial brands. Also he added that many of the settlements have to move forward in the field of tourist orientation and information content of their website. He emphasized the importance of territorial cooperation primarily at micro-regional level; the settlements on their own are not able to attract large number of tourists however cooperation between them would enhance their attractiveness capacity and hence create a new, cumulative territorial supply and micro-regional brand due to the effect of synergy. Lastly, in the field of marketing planning and branding the territorial approach should be enhanced as well.

Lastly, *“The Re-birth of Alaçatı (Çeşme) Through Tourism: How Has the Old Village Turned Into A Favourite Tourism Destination?”* was presented by Ahu Dalgakıran from Dokuz Eylül University. Dalgakıran provided a detailed profile of Alaçatı. Alaçatı, located in the west part of Izmir, in Cesme peninsula, experienced an impressive transformation in its socio-economic structure during the last two decades; the province which was previously based on agriculture, transformed into a region with diversified tourism sector that was supported both by local and national policies. Prior to the compulsory migration in 1923, which brought significant consequences for the development of urban space and economic structure of Alaçatı; viniculture was the main agricultural activity that made the settlement known worldwide. However, following the compulsory migration, the new citizens of the settlement have chosen tobacco growing which had limited economic return due to state policies and which inevitably let the settlement into a long-term stagnation period. The initial signs of

functional diversification in economic structure have become evident in 1990s and during this period urban space has been organized in a way that it satisfied the dense demand for second houses. 2000s stand out as a significant breaking point during when the natural and historical characteristics of the settlement have been explored and integrated into a tourism-based development. In this period, the success achieved in a very short time by a few boutique hotels and restaurants opened in the settlement has in one sense created a domino effect for the following investments and in parallel to changes that have taken place in the classical sea-sun-sand tourism conception. Consequently Alacati has become a favourite tourism destination for a group of tourists seeking for qualified, small-scaled and unexplored spaces and experiences. Dalgakıran claimed that the togetherness of unique architectural pattern existing in the settlement formed by different historical stratum and the natural features in terms of the shallow bays that provide an ideal setting for the surfing activities have been the determining factors in the re-birth of Alacati through tourism and the popularity it gained in a short period. According to Dalgakıran the basic threat that has come to the forefront of the agenda has been the externalizing impact of “elite tourism”, which targets the high-income group visitors, on local people. As a matter of fact, local people, who experience difficulties in integrating with the prevailing tourism activity in their settlements either as investors or users, have tended to sell their houses and leave their settlements to new residents. Consequently, her presentation mainly attempted to determine the conditions, strategies and motivations through which the old village of the past has become a popular tourism destination and to put forward the opinions and future expectations of the actors existing in the settlement.

Before dinner, we had two more parallel workshops chaired by Armando Montanari from University of Rome “La Sapienza” and Aykan Candemir from Ege University.

WORKSHOP 3: ISSUES IN TOURISM DEVELOPMENT: AN OVERVIEW

Tiit Kask from Pärnu College Of The University Of Tartu under the name of “*The Formation and Development Process of The Estonian Tourism Regions in The 19th and 20th Century*” analysed the formation and transformation process of the core destinations and tourism regions of Estonia over the past 170 years . He especially focused on how Estonia’s west coast destinations assumed a leading role in this process and outlined the importance of major geopolitical, economic and political (governance) changes that have had decisive impact on Estonia’s seaside resorts development. He also explained the role of the seaside resorts in formation and transformation process of Estonia’s tourism regions and the importance of communications network formation and development process that had

decisive impact on growth of Estonia's coastal tourism destinations. He added that the main force behind the continuity of the seaside resort traditions were the local people and their rooted hospitality practices, the environment as well as spatial fixity. He explained that the formation and transformation process of Estonia's seaside resorts is the main factor influencing Estonia's tourism development. Therefore, the seaside resorts turned into most competitive and sustainable core destinations of the Estonia's coastal tourism areas. He concluded that geopolitical factors, national and local tourism policies have had major impact on the development process and sustainability of seaside resorts, and also communications network development on international, national and local level have had major impact on tourism development on regional level. Finally, He said that creative local governance and rooted hospitality practices can be considered as important factors in securing sustainability of the tourism regions via involvement of local people and clustering of local industries.

Steve E Little from the Open University briefly mentioned about the advantages and disadvantages of Liverpool in his presentation named "*Liverpool'08 – Brand and Contestation*". He examined one aspect of the process of re-branding a major community - the City of Liverpool - in anticipation of its role as European Capital of Culture, 2008. He described the impact of the successful Capital of Culture bid on one particular creative resource within that city – the Picket music venue. Little said that The Picket venue was created by volunteers within the labor movement as part of the Merseyside Unemployed Resource Centre, generally referred to as the 'Unemployed Centre' in the 1983 at the nadir of the city's fortunes. Based in Hardman Street in the centre of the city the Flying Picket venue occupied part of the building, operating bars a music venue and function rooms, plus a fully equipped recording studio. This organization was founded by unemployed young musicians during the 1980s and was instrumental in the development of a number of local bands. Moreover, he added with the recovery of the local economy, and the reduction in local unemployment, the financial basis of the Centre was eroded. Subscriptions from labor movement supporters declined, and in 2003 the city council made a decision to direct grants to the organizations which occupied the premises of the Unemployed Centre rather than the centre itself. Faced with the loss of a unique resource within the city, the staff and supporters of the Picket venue established a campaign, with the initial objective of reversing the decision to sell the exiting building and to establish a viable business plan for remaining in the existing premises. He pointed out that the campaign organized "Save the Picket" fund raising concerts with local bands, achieving coverage in both local and national print and broadcast media and a wide variety of arts and music industry organizations also supported the campaign. As a conclusion, while the picket website was used as a means of publicizing the situation to a wide audience it was primarily directed at bringing pressure to bear on local actors who had some means of influencing the outcome. Ultimately the purpose of such

widespread support was to maintain pressure and profile back on Merseyside and to maintain a face-to-face audience for the events that were still organized in association with the Picket.

With their presentation under the name of *“Local Tourism Competitiveness: A Comparison Across Italian Province”* Chistina Mottironi and Roberta Rabellotti from Semeq Università Del Piemonte Oriental, argued that the level of competition between destinations is growing due to constant pressure in the tourism market place. Even though competition is present at all scales - national, regional and local - the role of the regional and local dimensions are increasingly relevant. Mottironi added that the pressure of competition is compelling local governments and policymakers to re-evaluate the existing tourism resources and to capitalize on them in order to improve the destination performance. However, policy makers and destination managers generally base their decisions on fragmented, partial and outdated sources of information, thus reducing the efficacy of destination governance and management actions. According to Mottironi and Rabellotti, the possibility to measure competitiveness helps to create a culture of planning and to focus on strategic objectives. Accordingly, it is crucial to know the potential monitoring area, data availability, and measuring methods. However, the measurement of the determinants and outcomes of local competitiveness are not dealt sufficiently well in the tourism literature. They noted that there were two main aims of their study: First aim is to evaluate the economic literature on territorial competitiveness at a local level, its determinants, variables and indices and its relevance for tourist destinations. They comment that instead of confining this issue only to the boundaries of tourism research, it would be more fruitful to take a broader approach in which research on tourism competitiveness are analysed inconformity with the major approaches in economics and business literature. Second aim is to consider the specific characteristics of tourism, calling for a peculiar approach (and variables/indices) in building a competitiveness monitor for local tourist destinations. It may also be relevant, to shift from the general literature related with competitiveness to the tourism stream of research about the topic, in order to identify points of contact and differences. The aim is to propose a framework and a methodology to measure tourist destination competitiveness at a local level that is rooted in the building blocks of tourism theory and also coherent with the main results of the territorial and spatial economics literature. There are about 50 indices identified, responding to different dimensions of competitive advantage and revealed competitiveness in tourism. The indices proposed are tested for all the Italian Provinces (NUTS 3 areas) in order to identify possible levels and patterns of competitiveness through clustering. The NUTS 3 level has been chosen since this is the smallest territorial level where comparable secondary data are available. They concluded that the indicators proposed are helpful in order to explore the revealed competitiveness of tourism destinations. Different levels and

patterns of competitiveness have emerged from the analysis, also indicating possible benchmarks for tourism destinations, which can support the design of policy and decision making process.

The last speaker was from Ege University, Cengiz Demir with his presentation titled "*General Overview of Turkish Tourism Industry*". Demir claimed that tourism provides employment for millions of people around the world, enhances a nation's tax base, and generates foreign revenue. These facts also apply to the Turkish tourism industry. International tourist arrivals and tourism receipts in Turkey have been increasing significantly since 1980. The share of tourism receipts in GNP, exports and meeting foreign trade deficits has shown significant increases in the same period. Tourism plays an important role to strengthen the relationships among Turkey, Europe and the World.

WORKSHOP 4: LOCAL ISSUES, ALTERNATIVE PROSPECTS

This session began with Sedef Akgüngör, Yeşim Kuştepelı and Yaprak Gülcan from Dokuz Eylül University and the title of their presentation was "*Tourism and Regional Development in the Aegean Region of Turkey*". Akgüngör, Kuştepelı and Gülcan said that tourism sector has become a mass industry in the last two decades in Turkey and is considered to be a significant sector for regional development particularly in the coastal areas of the southwestern and western regions. Thus, the tourism sector is a highpoint industry and a crucial public policy area for the Mediterranean and Aegean Regions. They noted that a long term national policy is necessary for sustainable public and private investments on tourism sector and thus for regional development initiatives. They examined the potentials of successful and sustainable contribution of the tourism sector to regional development in the Aegean Region of Turkey. In particular, they firstly explored the differences in Aegean region's cities (eight NUTS3 regions) with respect to differences in the importance of the tourism sector and secondly they investigated the impact of transportation infrastructure and investment initiatives on the growth of the Aegean region's tourism sector. In their analysis they compared the NUTS3 regions from the perspective of the potential of the tourism industry for regional development in order to identify current challenges and opportunities for sound public policies. They used employment data as well as investments on tourism and transportation on in NUTS3 regions for the period of 1995-2006. The analysis intended to calculate the location quotients for the tourism industry for each NUTS3 region in the Aegean region and used an econometric model to understand the impact of investments on transportation and tourism on the growth of the tourism industry in the region.

The discussion then moved to Turkish and Greek Cypriots. The title of the second presentation in this session was *“The Refugee Experience and Perceptions of Cooperation with Turkish Cypriots: Evidence from Greek Cypriot Tourism Professionals”*. Craig Webster, University of Nicosia and Stelios Orphanides, independent researcher, emphasized that tourism remains the Republic of Cyprus’ most important industry. Webster and Orphanides noted that the political division of the island continues. They investigated the willingness of Greek Cypriot tourism professionals to cooperate with Turkish Cypriot counterparts in the industry. The hypothesis explored in the study was that the refugee experience influences individuals in ways that make them more likely to cooperate with Turkish Cypriots. They added that other characteristics of Greek Cypriot tourism professionals are explored to determine whether increased levels of contact with Turkish Cypriots, size of the organization in which one works, or other characteristics play a role in influencing perceptions of the ability to cooperate with Turkish Cypriots.

From Ege University Funda Barbaros and Meneviş Uzbay Pirili presented their study in the name of *“Agro-Tourism Potential of Izmir”*. They stated the aim of their paper as a contribution to the formulation of policies regarding the development of agro tourism sector in Izmir. First they explained the “Karaburun Agro-tourism Project” (Winpeace) the first agro-tourism experience in Turkey. Second, in order to identify the agro tourism potentials of Izmir, the various assets of the city both on organic agriculture and tourism basis were presented. Finally, they suggested a policy framework for İzmir region, with reference to international experiences on agro tourism and also based on the potentials and weaknesses of the city. The policy framework was addressed to the main actors in the region namely national/regional and local authorities; non governmental organizations, other tourism related associations and academic institutions; and the private sector.

After the completion of the presentations all the presenters enjoyed the delicious dinner at the Ege University Facilities. On the 4th of April, one workshop and round table discussion were held. The last workshop was chaired by Marek Kozak. Then, after lunch, all the participants joined the city excursion tour in İzmir.

WORKSHOP 5: SUSTAINABILITY, HERITAGE MANAGEMENT AND NEW EXPERIENCES AND ISSUES IN TOURISM DEVELOPMENT

This session began with Ebru Günlü, Kamil Yağcı and İge Pınar from Dokuz Eylül University with the study titled *“Preserving Cultural Heritage and Possible Impacts on Regional Development: Case of İzmir”*. Günlü, Yağcı and Pınar outlined that culture and heritage

tourism has been gaining importance recently not only for its' economic gains but due to more sustainable approaches. They explained that as rural and regional economies go through difficult times of change, it may seem to some local communities that heritage can help in terms of economical gains. They argued that a natural link exists between cultural heritage tourism and regional development. According to Günlü, Yağcı and Pınar, regional development is a key factor which contributes to economic welfare of the host country. Moreover, they expressed that the development and application of a system to assess the tourism potentials, endowments of cultural and heritage assets including experiential values are vital for the sustainability of the tourism attractions. Their purpose was to determine whether there is a link between cultural and heritage tourism and regional development. The practical implication of their study was to point out the possible policies and better coordination policies in the form of new partnerships between government and the private sector in İzmir. They emphasized that the lack of collaboration between the public departments and the private sector as one of the main obstacles hindering the promotion of İzmir as a touristic destination. Therefore, they pointed out the need for a master tourism marketing plan to be prepared in coordination with all the authorities including the public and private sectors. They also noted the key importance of overcoming infrastructure deficiencies. Their suggestion was that İzmir should make use of its well-known attractions such as its coastal line, historical sites and history dating back to ancient times.

The next study titled *"Sustainable Tourism Options for Izmir Peninsula Area"* and prepared by Aslihan Aykaç Yanardağ from Ege University. The purpose of Yanardağ was to evaluate the potentials of tourism development in Izmir peninsula area within the framework of sustainable tourism development. She emphasized the significant tourism potentials of İzmir, given its historical background, natural resources and proximity to the metropolitan center enabling greater transportation facilities. However, proximity to the metropolitan center caused the peninsula area to remain rather backwards in tourism, as it mainly hosts second homes, next to local rural inhabitants. The area caters mainly to domestic tourism, mostly to day trippers from the vicinity. Yanardağ suggested critical sustainable development options for Izmir. The first step that she mentioned was "Conservation": Area protection/ National Parks Movement in order to earn money for the protection of the park/reserve area. Second one was "Preservation": against any kind of development. Instead, the authenticity and the wilderness are preserved on the basis of ecological and social selectivity. Third one was "Industry Regulation": can be done locally or nationally to limit the scale of operation, the extent of construction, and water usage, as well as imposing standards on conduct of business. Forth of all "Visitor Management Techniques": limiting transportation, i.e. entry of motorized vehicles, seasonal regulation. The next one was "Environmental impact assessment": A cost-benefit analysis of tourism development, environmental auditing for

pollution, waste accumulation. The last one was "Carrying Capacity Calculation": to control overpopulation of sites and over consumption of resources. Finally she had there basic critiques of sustainable policies. First of all, Politically: Governments, especially in developing countries, are ready to trade off concerns for sustainability in exchange for short-term economic returns of tourism development. Therefore, they are generally reluctant to enforce sustainable policies in order not to reject investment. Secondly, Economically: Heavy reliance on mass tourism makes it too costly for businesses to comply with sustainable policies. Thirdly, Socially: Although they are the primary beneficiaries of sustainable policies, excessive regulation may intervene in local life and practices, which may in turn challenge social order. Hence, the locals need to be involved in the decision making process.

The discussion then moved to New Experiences and Issues in Tourism Development. The first speaker of this issue was Kundi Viktória from Széchenyi István University with the study named "*New Tendencies in Tourism and Their Influence on the Development of Tourism in Hungary*". Viktória argued that changes of attitudes all over the world – like political, economical or social - are always followed by new demands such as the changing attitudes and expectations of different social groups. Those demands, which were not traditional before – like visiting of the horrors of wars or disasters - are fully recognised nowadays. She focused on both new hotel trends and the new travel trends claiming that the new tourism lines could be aggregated also on the parameters, if they were extremely or not. She identified the popular forms of tourism nowadays such as the disaster-tourism, visiting of the horrors of war, the supply of undersea-hotels or ice-hotels, which can be considered as extremely new lines in tourism. Viktória tried to explore how strong these new demands are and what kind of influence they exert onto countries. She also addressed the questions of what kinds of trends might be expected in the next years in Hungary and also how supply could fulfil these new demands on national and on regional levels.

Under the title of "*The Changing Form of the Mountaineering in Slovenia*", Jurij Senegacnik from Modrijan Zalozba, started with one of the most mass recreational and tourist activities, Mountaineering, in Slovenia. He noted that mountaineers are organized in more than 250 mountaineering clubs which are linked up in Mountaineering Association of Slovenia which was established in 1893. He added that its membership increased very quickly in the socialist period, especially in the period from 1960 to 1980 and the correlation between spreading of industry and increasing of organized mountaineering could be found in that period., Additionally, he explained that the political system encouraged the activities of mountaineering clubs in that period. In some municipalities even more than 20 % of population was included in such clubs. Senegacnik, outlined the great changes that took place after the independence of Slovenia and the reintroduction of the market economy

system in 1991. The organized forms of mountaineering were in many ways replaced by individual forms. He claimed that the personal standard of population increased, but the number of members of the mountaineering Association of Slovenia decreased. Besides, he highlighted that the number of visitors of the mountains didn't decrease, but mountaineering activity changed its form. He concluded that since the modern way of life creates needs for these kinds of tourist and recreational activities, there was no need to fear of the future of mountaineering.

The last presenter was Vahap Tecim from Dokuz Eylül University. Under the name of “*A GIS Technology for Tourism and Regional Development: Izmir Case*” he mentioned the importance of tourism sector while stressing its weaknesses and fragilities. Bearing in mind the close link between the tourism sector and the regions development he emphasized the key importance of the support to this sector. The aim of his study was to discuss the impacts of application of new technologies in the tourism sector. To this end he explored the possibilities of using an advanced technology system called Geographical Information Systems (GIS) in tourism for local and regional development. Kemeraltı, the central shopping area in İzmir was chosen as a special case study to demonstrate the GIS capabilities in local tourism. 5085 small scale retailer shops were visited in Kemeraltı to collect relevant data. Finally a web based information system together with a cite map were designed for tourists, through which they can easily pinpoint the exact place they want to visit. He concluded that GIS, being a computer system capable of assembling, storing, manipulating, and displaying geographically referenced information, it can be effectively used in the tourism sector and can even play a strategic role for the sector's improvement.

ROUND TABLE DISCUSSION ON “TOURISM, REGIONAL DEVELOPMENT AND PUBLIC POLICY” CHAIR: PHIL COOKE

The round table discussions chaired by Phil Cook revolved around the evaluation of the papers presented and of the general themes emerged during the workshop. Phil Cooke expressed his compliment on behalf of RSA, to Rezan Tatlıdil, Dean of Faculty of Economics and Business Administration and to Neşe Kumral and her colleagues for the contribution they had made to the successful organization of the Workshop. He noted that during the presentations, valuable discussions and active participation at each session the participants had the opportunity to enhance their understanding of challenging issues related to; the costs and benefits of general tourism, the potential benefits of sustainable forms of tourism and the many obstacles it faces, the design and implementation of policies towards competitiveness in tourism and regional development in the light of various case studies from different country experiences. He emphasized the key importance of a shift from an

approach based on mass tourism to one based on sustainable forms of tourism which was reflected in most of the papers while some of the presentations still adhered to the old perspective.

Round table discussions addressed two important questions. "Is there compatibility between high growth rates of regions and sustainable forms of tourism?" And "What would be the impacts on the Turkish economy if foreign tourism dried up?" Speakers commented on both of the issues and the discussions concluded that: **First**, depending on the genuine efforts exerted for the design of proper policies and implementation there would be complementarity between the two aims of regional growth and sustainable forms of tourism. **Second**, tourism plays an important role in shaping the economy of mainly Aegean and Mediterranean Regions of Turkey and particularly of İzmir and it remains a wellspring of national support for regional development. However this seems to make sense if tourism is conceived more as a part of a regional development strategy from a sustainable and green perspective than a sector producing mass consumption services.

The second workshop on this Regional Studies Association Research Network on Tourism, Regional Development and Public Policy will be held in Aalborg, Denmark, 26-28 November 2008. The headline will be: Developing Tourist Destinations. For more information on the Aalborg seminar please contact Henrik Halkier – halkier@ihis.aau.dk. The call for papers is to be announced in spring 2008.

The third workshop will be held in Warsaw, Poland, September 2009. The headline will be: Business and Cultural Tourism in Metropolitan Areas. For more information please contact Marek Kozak, m.kozak@uw.edu.pl. The call for papers to be announced in the second half of 2008.