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Examination of the Relationship between Positive Effects of Tourism and Attitudes towards Sports Tourism

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ABSTRACT

This study aims to examine the attitudes of teachers towards sports tourism as well as their perceptions of the positive effects of tourism within the scope of the perception of tourism development effects. The study also aims to reveal whether there is a relationship between the perception of the positive effects of tourism and the attitude towards sports tourism. It is a quantitative study carried out in a relational survey model. The sample of the research consists of 210 participants working in schools within the Göksun and Pazarcık District Directorates of National Education of Kahramanmaraş province in Turkey. The data were analyzed using statistical software package programs. As a result of the research, the perceptions of the participants towards the positive effects of tourism and their attitudes towards sports tourism were found to be positive in all sub-dimensions in the scale of perception of tourism development effects. Positive, high, and medium-level relationships were found between the participants' perception scores of the positive effects of tourism and their attitudes towards sports tourism in terms of sub-dimensions. According to the path analysis, the positive dimensions of the "Perception of Tourism Development Effects Scale", which include the economic and socio-cultural dimensions, predicted all the sub-dimensions of the "Attitude towards Sports Tourism Scale" at a significant level and that the environmental dimension, which is another positive dimension, predicted only the job opportunity sub-dimension at a significant level.

Keywords: Teacher, Positive Effects of Tourism, Sports Tourism, Attitude.



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INTRODUCTION

Sport has been diversifying and developing from past to present. In recent years, the sport industry has entered into close relations with other industries in socio-cultural, economic, environmental, employment, organization, and similar dimensions. With the close relationship of the sport industry with other sectors, new paradoxes have inevitably occurred. In the context of developments diversity continues to increase as new entrepreneurial ideas emerge. In addition to its relationship with different sectors, the sport industry continues to develop in close relationship with the tourism sector in various dimensions. The field of sports and tourism has an important role in the life of the individual and society. Therefore, within the scope of the purpose of this research, research on sport and tourism is considered important in terms of accessing new and useful information. By means of the scales used in this study, it is predicted that it will provide a good benefit for understanding teachers' attitudes towards sports tourism and their perceptions of the positive effects of tourism and for studies in this context.

With the increase in the living standards of people living in developed countries, sports tourism has emerged as a new type of tourism in line with the different needs and expectations that arise in consuming free time (Hazar, 2007). The concept of sports tourism is defined as the involvement of individuals in tourism events in order to participate in sporting events or to watch sports competitions. Sports tourism includes individual or group participation in sports-related competitions, watching competitions or travel within or outside the country for these competitions (Hudson, 2003). Sports tourism is divided into two categories. The first one is to participate in sports while the second one is to travel as a sports spectator. Therefore, sports tourism is the departure from the place of residence of those who define travelling, participate in sports activities, or participate as spectators, perhaps for non-commercial reasons. Sports tourism includes travel from home or work for all sports activities with active and passive participation, incidental or planned participation, or participation for commercial or non-commercial reasons (Alpullu, 2011).

It is possible to evaluate the sporting and touristic values of destinations under the name of sports tourism. Sports tourism activities, which have the potential to contribute to local development, can positively affect the health and quality of life not only of participants and spectators but also of local residents (Akyol & Akkaşoğlu, 2021; Bertan, 2010). Tourism effect is expressed as a set of activities that broadly regulate the environment or region in which it is located. Tourism development has an impact on the public at various levels. The tourism development effect falls into three categories: economic effects, socio-cultural effects, and environmental effects (Andereck et al., 2005; Güneş, 2014).

Sports and tourism are intertwined. Sport functions as a sub-dimension of tourism, and tourism functions as a sub-dimension of sport, and they turn into a concept called 'sport tourism' together with infrastructure, participants, and other factors (Atılğan & Tükel, 2022). Today, sports tourism is highly popular and crucial. The concept of sports tourism is generally called sports tourism or tourism sport in two ways (Robinson & Gammom, 2004).

Sports and tourism converge as individuals prefer being engaged in new sports branches or activities in places other than those preferred for their daily exercise habits or lifestyles and keep being engaged such activities even upon return from travel. Sport and tourism can contribute to the development of each other in different ways. Sports events are recognized as a strong component of sports tourism (Duman, Şahin, Uluç & Bulut, 2021; Gammon & Robinson, 2003; Ntloko, & Swart, 2008; Weed & Bull, 2004; Zauhar, 2004). Tourism and sports are key elements of today's culture and have a certain impact on the behaviour of society.

Especially since the 1960s, sports have become an international issue with the great media attention, money, and political attention (Ottevanger, 2007). From an economy point of view, since the 1970s, investments in both tourism and sports have increased rapidly (Zgurovski & Akin, 2016). With the effect of sports organizations that have a global impact on sports tourism, positive contributions were made to the promotion of the country organizing the organization, to its economic development, to the increase of employment areas, to its commercial activities, to the increase of interest in sports, and to the prestige of the country. The opportunities for the joint development of the concepts of sports and tourism have also resulted in organizations that host large-scale events and sporting events (Akyol & Akkaşoğlu, 2021; Duman et al., 2021). The increase in business opportunities, the personal contributions of individual entrepreneurs and the economic contributions of investors are significantly effective in the positive effects of tourism. In addition to these factors, good organizations will help witness socio-cultural, environmental, and economic benefits more concretely.

METHODS AND MATERIALS

Research Model

The study is a quantitative study carried out in a relational screening model. This study was aimed at determining the attitudes of physical education teachers, classroom teachers, and other branch teachers towards sports tourism and their perceptions towards the positive effects of tourism. In addition, the level of relationship between the attitude towards sports tourism and the perception towards the positive effects of tourism was determined. In this study, consent was obtained from all participants with the 'Informed Voluntary Consent Form'.

Study Site Selection and Research Questions

Kahramanmaraş region, which is one of the Turkish cities, hosts skiing, mountaineering, plateau and cave tourism and has many important historical and cultural sites such as the Eshab-ı Kehf, cave of the seven sleepers, castle, Döngel Waterfalls, historical mosques, the ancient city of Gernemicia, museum, ruins and many other touristic destinations (Atılğan & Tükel). The research questions are as follows in this regard:

- 1- What are the levels of participants' perceptions towards the positive effects of tourism and their attitudes towards sports tourism?
- 2- What is the relationship between teachers' perceptions of the positive effects of tourism and their attitudes towards sports tourism in terms of sub-dimensions?
- 3- What is the level of relationship between teachers' attitudes towards sports tourism and their perceptions of the positive effects of tourism in terms of sub-dimensions?
- 4- Are there any sub-dimensions between teachers' perceptions of the positive effects of tourism and their attitudes towards sports tourism?

Population and Sample

The population of the study consists of teachers working in Kahramanmaraş province. The sample of the study consists of 210 participants working in schools selected by the random sampling method within the Göksun and Pazarcık District Directorates of National Education in Kahramanmaraş province of Turkey operating under the Kahramanmaraş Provincial Directorate of National Education. The reason why teachers were chosen as the sample is that they have professions that raise children and young people who make up the next generations, guide them and make a significant contribution to their learning, in terms of their reflection on society. Data collection began in March 2022 and was completed in June 2022. Scale forms

were sent online and face-to-face to participants through school principals and individually, providing usable feedback from 210 participants.

Table1. Participant information included in the research sample

Demographic Variables		N	%
Gender	Female	78	37.1
	Male	132	62.9
Age	20-30	36	17.1
	31-40	90	42.9
	41 and over	84	40.0
Branch	Physical Education and Sports	48	22.9
	Classroom Teaching	31	14.8
	Others	131	62.4

Data Collection Tools

Attitude towards Sports Tourism Scale: In this study, the attitude towards sports tourism scale developed by Kardaş & Sadık (2018) was used to examine teachers' attitudes towards sports tourism. As a result of the Exploratory Factor Analysis based on the data obtained, a scale consisting of 14 items emerged. Cronbach Alpha and Spearman – Brown correlation tests were used for reliability analysis. The Cronbach Alpha value of the scale was .86 while it was .73 for job opportunity, .82 for personal contribution, .81 for economic contribution, and .68 for organization. In this study, Cronbach Alpha coefficient was .95 while it was .84 for job opportunity, .87 for personal contribution, .81 for economic contribution, and .54 for organization.

Perception of Tourism Development Effects Scale: The scale developed by Güneş (2014) consists of statements aimed at measuring the perceived positive effects and negative effects of tourism. 5-point Likert-type scale was used. Turan (2018), who found parallel results with the dimensions obtained by Güneş (2014), found the Cronbach Alpha value .70 for the overall scale, .80 for socio-cultural, .75 for economic, and .79 for environmental. In this study, Cronbach Alpha coefficient was .95 while it was .89 for socio-cultural, .94 for economic, and .94 for environmental. Within the scope of this study, the perceived positive effects of tourism were evaluated for analysis.

Data Collection and Analysis

Scale forms were prepared face-to-face and online and sent to the participants to fill out. The data of the study were analysed by using statistical software package programs. The arithmetic mean and standard deviation values of the participants' perception towards the positive effects of tourism scale and the sub-dimensions of the attitude scale towards sports tourism were determined. The relationships between the variables were examined by the path analysis method. Path analysis, unlike regression analysis, is a type of analysis that allows more than one dependent variable to be used together (Şen, 2020). In the path analysis, the positive dimensions of the "Perception of Tourism Development Effects Scale", which include environmental, economic, and socio-cultural, are extrinsic (exogenous), while the sub-dimensions of the "Attitude towards Sports Tourism Scale", which include economic contribution, personal contribution, job opportunity, and organization are internal (endogenous) variables. The "Maximum Likelihood (ML)" method, which is used as the most common method for estimating parameters for path analysis, was preferred (Şen, 2020).

FINDINGS

In this section, statistical evaluation of the data was made and the results of the evaluation were shown in tables.

Table 2. Arithmetic mean and standard deviation values of the participants' perception towards the positive effects of tourism scale and the sub-dimensions of the attitude towards sports tourism scale

Scales and Sub-dimensions		N	Min-Max	\bar{x}	SD
Attitude Towards Sports Tourism Scale	Job Opportunity	210	1-5	4.21	.67
	Personal Contribution	210	1-5	4.37	.70
	Economic Contribution	210	1-5	4.40	.70
	Organization	210	1-5	4.20	.77
Perception Towards the Positive Effects Of Tourism Scale	Socio-cultural	210	1-5	4.24	.74
	Economic	210	1-5	4.40	.70
	Environmental	210	1-5	3.86	1.07

Table 2 highlights that the perception of participant towards the positive effects of tourism and their attitudes towards sports tourism are at a high level and positive in all sub-dimensions.

The Relationship Between the sub-dimensions of the “Perception of Tourism Development Effects Scale” and the Positive Effects of Tourism and the Attitude towards Sports Tourism: The "Pearson Moments Multiplication Correlation Coefficient" technique was used to determine the relationship between the participants' perceptions of the positive effects of tourism and the attitude towards sports tourism and the results are presented in Table 3.

Table 3. Pearson Moments Multiplication Correlation Results between Participants' Perception towards the Positive Effects of Tourism Scores and Attitude towards Sports Tourism Scores

Variables	1	2	3	4	5	6	7	8	9
1.Overall	-	.899*	.895*	.854*	.801*	.690*	.796*	.811*	.644*
2. Socio-cultural		-	.849*	.599*	.822*	.730*	.811*	.821*	.634*
3. Economic			-	.573*	.849*	.762*	.842*	.843*	.643*
4. Environmental				-	.507*	.396*	.508*	.533*	.458*
5. Attitude Scale - Overall					-	.947*	.933*	.943*	.817*
6. Job Opportunity						-	.814*	.848*	.741*
7. Personal Contribution							-	.889*	.670*
8. Economic Contribution								-	.704*
9. Organisation									-

N=210 *p<,05

Table 3 highlights that the participants’ scores for perception towards the positive effects of tourism and the variables of personal contribution (r=.80) and economic contribution (r=.81) were positively high while there were positive, moderate, and significant relationships between the variables of job opportunity (high level limit) (r=.69) and organization (r=.64). A positive high level was found between the scores of the participants for the attitude towards

sports tourism scale and socio-cultural ($r=.82$) and economic ($r=.85$) variables while there were positive, moderate, and significant relationships between the scores of the participants for the attitude towards sports tourism scale and the environmental ($r=.51$) variable.

Path Analysis Findings Regarding the Relationships between Variables:

As a result of the path analysis performed using the Maximum Likelihood method, the chi-square value of the model was found to be significant ($p<.05$). However, it was seen that the model fit values were estimated as CFI=.94, TLI=.93, RMSEA=.07 and SRMR=.05 and the values were within acceptable limits. A diagram model of standardized path coefficients for path analysis is presented in Figure 1. In order to make it clear in the model, only meaningful path coefficients are included.

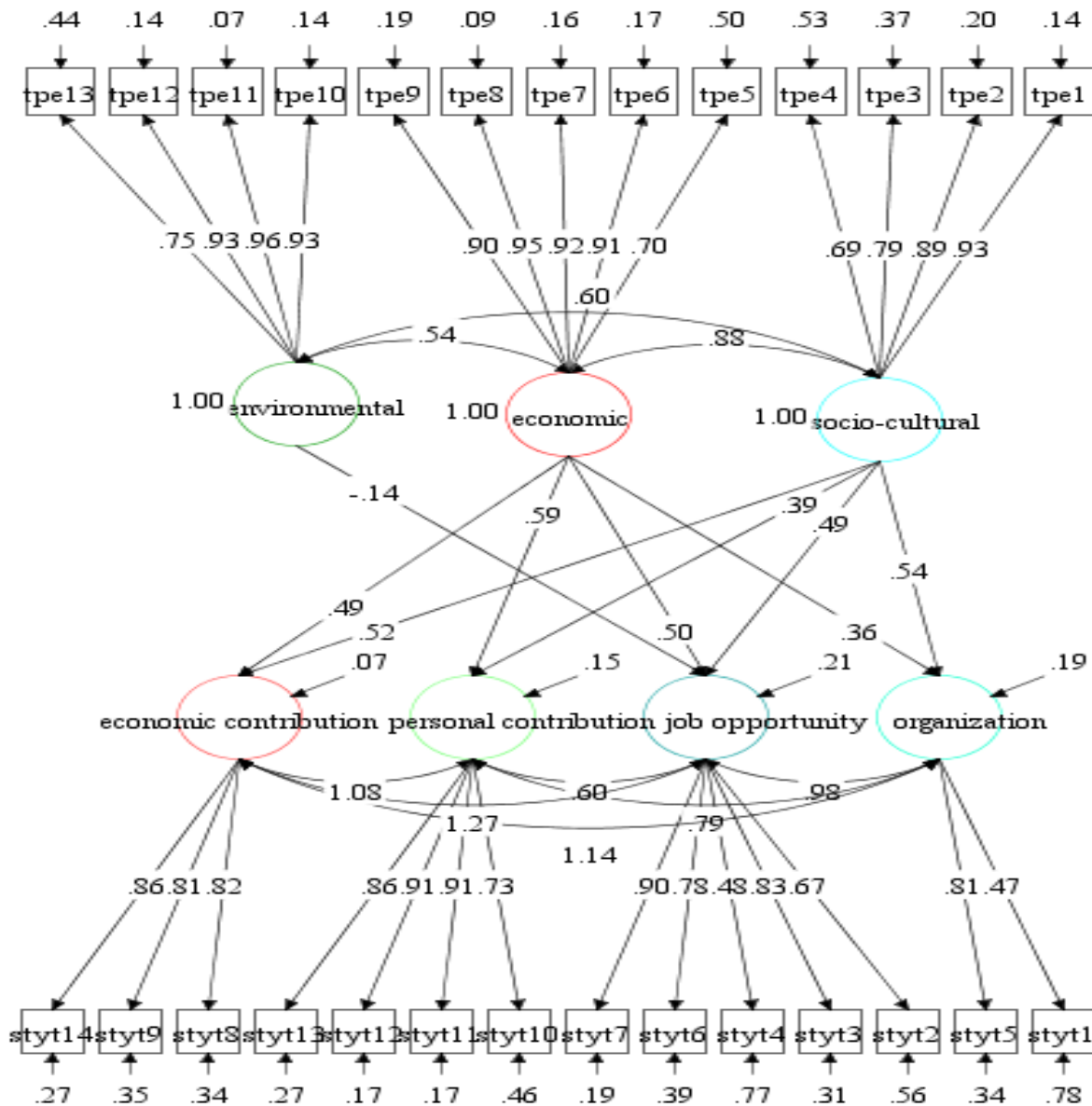


Figure 1. Diagram model for path analysis

Considering the standardized coefficients of the road analysis, it was observed that the economic and socio-cultural dimensions, which are the positive dimensions of the "Perception of Tourism Development Effects Scale", significantly predicted all the sub-dimensions of the "Attitude towards Sports Tourism Scale" ($p<.05$). It was also observed that the environmental dimension, which is another positive dimension of the "Perception of Tourism Development

Effects Scale”, significantly predicted only the job opportunity sub-dimension of the “Attitude Scale towards Sports Tourism” ($p < .05$). Finally, the environmental dimension was not a significant predictor of the organization, personal contribution, and economic contribution dimensions ($p > .05$).

The standardized regression loads of economic contribution, personal contribution, job opportunity, and organizational dimensions on the socio-cultural dimension were .52, .39, .49, and .54, respectively, while the standardized regression loads of these dimensions on the economic dimension were estimated as .49, .59, .50, and .36, respectively. The standardized regression load of the job opportunity dimension on the environmental dimension was estimated as -.14.

The direct relationship coefficients between the variables show that there was a positive and moderate relationship between the positive attitude towards the socio-cultural and economic effects of tourism and the attitude towards sports tourism. There was a low and negative relationship between the positive attitude towards the environmental effects of tourism and the job opportunity dimension.

In addition, the r-square value was calculated as .93 for economic contribution, .85 for personal contribution, .78 for job opportunity, and .81 for organization. In other words, the socio-cultural, economic, and environmental dimensions explain 93% of the variance in the economic contribution variable, 85% of the variance in the personal contribution variable, 78% of the variance in the job opportunity variable, and 81% of the variance in the organization variable.

DISCUSSION

In this study, the perceptions and attitudes of Physical Education and Sports Teachers, Classroom Teachers, and the teachers of other branches were determined.

What are the levels of participants' perceptions towards the positive effects of tourism and their attitudes towards sports tourism?

It was found that the perception of the participants towards the positive effects of tourism and their attitudes towards sports tourism were at a high level and positive in all sub-dimensions. Turan (2018) reported that the general average of the perceptions of the local people about the effects of tourism and the economic and environmental positive effects sub-dimensions were high, and the general average of the socio-cultural positive effects sub-dimension was at a moderate level. Scientists who conduct research and studies on the effects of tourism have called these effects as economic, environmental, and socio-cultural (Akova, 2006). According to Harrill (2004), when tourism activities are not carried out with the right planning or management, the economic benefits of tourism do not show an equal distribution. The results of the research are different in the dimension of socio-cultural positive effects and support each other in other dimensions.

A positive high level was found between the participants' scores for perception towards the positive effects of tourism and the variables of personal contribution ($r = .80$) and economic contribution ($r = .81$) while there were positive, moderate, and significant relationships between the variables of job opportunity (high level limit) ($r = .69$) and organization ($r = .64$). It can be stated that as the participants' attitudes towards job opportunities, personal contribution, economic contribution, and organizational variables increase, their perceptions of the positive

effects of tourism regarding the development effects of tourism increase. According to Güneş (2014), tourism is viewed as a crucial development tool for developing as well as developed societies. Recognizing the positive economic, social, and environmental impacts resulting from tourism development, local people are taking more initiatives to ensure that more tourists visit their regions.

What is the relationship between teachers' perceptions of the positive effects of tourism and their attitudes towards sports tourism in terms of sub-dimensions?

A positive and high-level relationship was found between the participants' scores for attitude towards sports tourism and socio-cultural ($r=.82$) and economic ($r=.85$) variables while there were positive, moderate, and significant relationships were found between the environmental ($r=.51$) variable. It can be stated that as the participants' perceptions of socio-cultural, economic, and environmental variables increase, their attitudes towards sports tourism increase. Duman et al. (2021) concluded that sport and tourism are integrated concepts and each event that occurs in tourism can affect sports tourism as well as the given country's economy. Sports tourism is an important element of tourism, which is one of the most important industries in the world and in Turkey (Akyol & Akkaşoğlu, 2021). Researchers have made statements that support the results of this study.

In modern tourism, sports not only have a perceptual role, but also an important content of accommodation and often the main motive for traveling to a particular tourist destination. Tourism-based activities, products, services reveal significant social, economic, and environmental impacts that vary from community to community. In some cases, tourism development has varying levels of impact on the public. One of the factors that encourage people to participate in tourism is sport. Factors such as the level of development of the tourism region, the life expectancy of the people, the economic commitment to tourism, whether the region is a local or not, the level of communication with tourists, the types of sport and sport services, and the unique experiences expected from sports activities can be decisive in the results of scientific papers (Aracı, 1999; Dyer et al., 2007; Güneş, 2014; Peric, 2010).

What is the level of relationship between teachers' attitudes towards sports tourism and their perceptions of the positive effects of tourism in terms of sub-dimensions?

As a result of the path analysis using the Maximum Likelihood method in the path analysis findings for the relationships between the variables, the chi-square value of the model was found to be meaningful. Model fit values were determined to be within acceptable limits. The value ranges of confirmatory factor analysis and concordance indices, which are included in the studies of Erkorkmaz et al. (2013) and the value expressions found in this research support each other.

Considering the standardized coefficients of the path analysis, the positive dimensions of the "Perception of Tourism Development Effects Scale" predicted all sub-dimensions of the "Attitude towards Sports Tourism Scale". The environmental dimension, which is another positive dimension of the "Perception of Tourism Development Effects Scale", was found to predict only the job opportunity sub-dimension of the "Attitude Scale towards Sports Tourism" at a significant level. It was also determined that the environmental dimension was not a significant predictor on the dimensions of organization, personal contribution, and economic contribution. According to Güneş (2014), in addition to economic effects, tourism development, which brings socio-cultural and environmental effects, requires careful planning process.

Are there any sub-dimensions between teachers' perceptions of the positive effects of tourism and their attitudes towards sports tourism?

The standardized regression loads of economic contribution, personal contribution, job opportunity, and organization dimensions on the socio-cultural dimension were .52, .39, .49, and .54, respectively. Besides, the standardized regression loads of these dimensions on the economic dimension were estimated as .49, .59, .50, and .36, respectively. The standardized regression load of the job opportunity dimension on the environmental dimension was estimated as -.14. These values show that a one-unit change in the socio-cultural and economic dimension scores of the participants can cause .52 and .49 points change on the economic contribution dimension, .39 and .59 points change on the personal contribution dimension, .49 and .50 points change on the job opportunity dimension, and .54 and .36 points change on the organization dimension, respectively. Besides, a one-unit change in participants' environmental dimension scores can also cause a -.14 point change in the job opportunity dimension. Although these values do not mean causality, they statistically reveal that the positive attitude towards the positive socio-cultural and economic effects of tourism can positively increase their attitudes towards sports tourism in terms of job opportunities, personal contribution, economic contribution, and organization. In addition, a positive attitude towards the environmental effects of tourism shows that it may cause a decrease in the job opportunity attitudes of the participants. There may be a decrease in the attitude of the participants towards the possibility of work due to the positive attitude towards the protection of the environment. For example, while tourism sectors are engaged in building in the environment, areas of trees and forests are decreasing, the natural structure of the environment is deteriorating, visual, air, and sound pollution is increasing. The increase in the number of people who are sensitive to these and similar reasons can suppress the job opportunity factor.

The direct relationship coefficients between the variables show that there was a positive and moderate correlation between the positive attitude towards the socio-cultural and economic effects of tourism and the attitude towards sports tourism. There was a low and negative relationship between the positive attitude towards the environmental effects of tourism and the job opportunity dimension. In case of showing sensitivity to environmental effects, job opportunities can be thrown into the background. In this context, Özdemir (2020) reported that if tourism-related activities cause destruction in nature, tourism will in a way set itself on fire. If tourism adds a quality to these products, it will also strengthen its own future. Remembering that we get 50% of our oxygen from algae in the sea, we must protect our seas, separate waste water, protect our oxygen storage forests, install filters in factory chimneys to protect oxygen in the air, appreciate the world we live in and leave it to future generations in a liveable way. As a result of the research conducted by Ekici (2013) on the relationship between the perceived positive effects of tourism and the attitude towards tourism development support, as the positive effects perceived by local people increased, the support perception increased. Research results show parallelism.

The r-squared value was calculated as .93 between independent variables and economic contribution, .85 between independent variables and personal contribution, .78 between independent variables and job opportunity, and .81 between independent variables and organization. In other words, the socio-cultural, economic, and environmental dimensions, which are the positive dimensions of the "Perception of Tourism Development Effects Scale", together explain 93% of the variance in the economic contribution variable, 85% of the variance in the personal contribution variable, 78% of the variance in the job opportunity variable, and 81% of the variance in the organization variable. Bulut et al. (2021) reported that

tourism is an industry that intensively needs natural, environmental, and cultural resources and uses them as economic inputs. According to Lepp (2007), one of the indicators that tourism is accepted is the attitude of the local people towards tourism. According to Ko & Stewart (2002), the fact that tourism development has negative effects at the local level other than positive effects is the most important reason for focusing on the studies carried out in this area. According to Akyol & Akkaşoğlu (2021), there is an important and growing intersection between sports and tourism. The statements of the researchers support the results of this study.

RESULT

This study has some limitations. The research was carried out only on Physical Education and Sports, Classroom and other branch teachers. Teachers and other education workers outside these branches were not included in the study. The research methods were chosen correctly and sufficient sample samples were used to show the objectivity of the results. In the study, care was taken to use current and modern literature sources.

As a result, within the scope of this research, the level of relationship between teachers' attitudes towards sports tourism and their perceptions towards the positive effects of tourism and the dependent variables of independent variables were determined. In the following studies, it may be possible to reach new results by using the scales used in this study together with different scales. For example, it is estimated that significant contributions will be made to the literature if analyzes can be made on the positive effects of tourism, the negative effects of tourism, and the scales for the benefit dimension of tourism, sports tourism, recreation, animation and similar concepts. Thus, opportunities for the development of new ideas can be offered. In addition, by including all education staff in the research, conducting research in different regions and in different countries will provide very solid and interesting findings.

Recommendations

Employment and job opportunities are increasing in regions where tourism is developed and active. There must be organizations that will benefit tourism by developing a positive understanding of the attitudes and behaviours of the people and providing personal contributions to the development of socio-cultural values and the number of such organizations must be increased.

The central and local authorities, which are authorized to provide a positive perspective for the development of sports tourism and general tourism, have important duties. Authorized bodies can implement the necessary innovations and regulations in line with positive expectations through cooperation and coordination with entrepreneurs and investors. New steps that will benefit the general can be taken. As a result, it is recommended that all stakeholders act in cooperation in accelerating the positive effects of tourism towards the desired levels.

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