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BIBLIOMETRIC ANALYSIS OF RESEARCHES ON GOVERNANCE IN TURKEY

Ali İNANIR[1], Eda TELLI[2]

Abstract *– The aim of the research is to examine the research in the area of governance in Turkey and reveal the tendencies about governance in literature. In this context, the academic database of the Council of Higher Education was scanned for the researches conducted between 2010-2020 under the topic of governance and the relevant data were obtained. The bibliometric data obtained from the database were used in the analysis of the data, and frequency and percentage analysis were performed using the SPSS 20 program. According to the results of the analysis; it is seen that researches are mostly done about paper, articles and thesis related to governance issues in Turkey. However, it has been determined that the researches on governance are mostly conducted in the field of public administration, Turkish language is used the most in publications, and researchers publish more articles and papers at international level than at national level. It is thought that this research can contribute to the relevant literature in terms of examining the studies on governance in the database of the Council of Higher Education in detail and shedding light on those who will do research on the subject.*

Keywords– Bibliometric Analysis, Governance, Turkey.

INTRODUCTION

Changes in the world affected the management area as well as all areas, which led to the emergence of new facts, understandings and concepts in the field of management and caused an incredible change of existing fact understandings and concepts. Accordingly, the concept of "governance" has begun to emerge, affecting many areas in social sciences from business to public administration, politics to international relations (Sobacı, 2007). This concept, which emerged as a combination of communication with management, revealed a decentralized management approach according to (Ruhanen et al., 2010). So, governance has taken its place in the literature as an understanding of management that establishes an accountable, transparent, democratic and reformist order (Canikalp and Ünlükaplan, 2015), and incorporates the private sector, non-governmental organizations and local people into the management process based on the privatization of the state's existence (Göymen and Özkaynak, 2008).

With the effective use of the concept of governance in management, many researches have been carried out by researchers in many fields of social sciences. According to Kozak (2000), it has been stated that it is important to examine the scientific researches carried out in any field of science in certain periods in terms of both the level of development of the subject discussed and the intensity in which areas. Therefore, it has become necessary to examine statistically the extent to which the intensity of scientific research on governance has reached. In this context, it is aimed to examine the researches carried out on in Turkey with bibliometric analysis method, which allows the examination of academic publication and various elements with the help of statistical and numerical analyses.

For the purpose of the research, literature information on governance and bibliometric analysis has been presented first. Then, a research has been conducted on the topics of articles, thesis, papers, book projects and artistic activities carried out between 2010-2020 under governance in the database of the Council of Higher Education and the obtained data has been presented after the analysis and several deductions. This research is considered to be of scientific importance because it reveals detailed data on researches in different fields of study such as thesis, articles and papers on governance.

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LITERATURE REVIEW

Especially after 1970, there has been a serious transition from the concept of the region to the concept of locality in the management literature. This has revealed the concept of governance, which is a new issue in the post-modern management approach. According to Eumen et al., (2004), this concept is based on the doable strategy focused on society, as opposed to the management approach centered on the state. By definition, governance is expressed as a management approach that encourages co-regulation, co-management, and co-production philosophy, rather than acting alone, which arises from the classical management approach that reduces productivity (Göymen, 2000). In other words, governance can be expressed as the co-action of the public sector, the private sector and the state (Dredge, 2006).

Many researchers who have done research on the concept of governance have stated that a number of elements are effective in order to ensure effective governance in the process of administrative activities. As a matter of fact, according to the Good Governance Advisory Group (2004), factors such as accountability, transparency, participation, effectiveness, equality and leadership can be effective in ensuring effective governance. Similarly, it has been specified that concepts such as planning based on cooperation between shareholders, trust, participation in decisions, cooperation, transparency, coordination, management of conflicts, performance, responsibility, equality, consensus, vision, belonging, legal obligation and auditing are effective in achieving effective governance (Ruhanen et al., 2010; Çizel et al., 2016; Çakar, 2018; İnanır, 2018; 2019). Within the framework of these elements, it is observed that many scientific researches have been carried out both in the world and in Turkey, and the intensity of these researches can be measured by bibliometric analysis methods.

Bibliometric analysis is a method that demonstrates its quality by taking into account factors such as the number of citations, impact, trend status and efficiency of scientific research (Davila et al., 2009). At the same time, bibliometric analysis is a method that allows statistical examination of data such as cited sources, year of publication, author and subject, and to establish a general structure of a certain discipline with the findings reached (Çetinkaya-Bozkurt and Çetin, 2016). In this respect, bibliometric analysis sheds light on the research process for researchers in providing quantitative and objective information (Sanchez et al., 2020). Bibliometric analysis, on the other hand, emerges as one of the qualitative research methods that contribute to research and researchers because it can reveal the direction of scientific development in any field, be applied in many disciplines and present the features related to studies in detail (Hotamisli and Erem, 2014).

It is observed that bibliometric analysis studies have been conducted in Turkey, among the social sciences, on management and organization (Demir and Erügüç, 2018), marketing (Çatı and Alpay, 2019; Zeren and Kaya, 2020), entrepreneurship (Cetinkaya- Bozkurt and Cetin, 2016; Soft, 2019) accounting and financing (Hotamışlı and Erem, 2014; Çoban Çelik Demir, 2019), Communication (Sen, 2020) and tourism (Kozak, 2000; Çiçek and Kozak, 2012; Güzeller and Çeliker, 2017; Işık et al., 2019; Çuhadar and Morçin, 2020). Upon general assessment, it has been revealed that bibliometric analysis studies have been performed in many disciplines of social sciences in Turkey over the last ten years.

METHODOLOGY

In this research, which has been carried out in order to examine the researches in the field of governance in Turkey and to reveal the trends in governance in the field article, the relevant literature has been screened first and eight different research questions have been presented in order to address the relevant subject in depth. These are:

- In what types of governance studies have been carried out in Turkey?
- What is the distribution of governance studies in Turkey according to their scope (national/international)?
- What is the distribution of governance studies in Turkey according to their subjects?
- What is the distribution of governance studies in Turkey according to databases and intricacies?
- What is the publication language of the thesis on governance in Turkey?
- What is the distribution of the thesis on governance in Turkey according to the universities where they are made?
- What is the distribution of the thesis on governance in Turkey according to the type?
- What is the distribution of the papers on governance in Turkey according to their scope (national/international)?

In this research, data have been collected through document review technique. In this context, scientific researches conducted by the Council of Higher Education (Council of Higher Education) between 2010 and 2020 using the keyword "governance" in the Higher Education Academic Search Platform database have been scanned. Accordingly, as of 18.02.2021, data on articles, thesis and papers of the type of articles, thesis and papers accessed have been obtained. Finally, bibliometric data obtained from the database have been subjected to frequency and percentage analysis using SPSS 20 software and findings have been obtained.

FINDINGS

In order to reveal the findings of the research, the concept of "governance" has been written and searched in the academic database of the Higher Education Council. According to the result, each research area (article, thesis, paper, book, project, patent, artistic activity) has been filtered between 2010 and 2020 and the distribution of publications on governance between the related years has been presented in Table 1.

Table 1. Distribution of Publications on Governance by Type

PUBLICATIONS TYPES	F	(%)
ARTICLE	308	28,2
THESIS	215	19,6
CONGRESS-SYMPOSIUM PAPER	318	29,1
BOOK	163	14,9
PROJECTS	85	7,8
PATENTS	1	0,1
ART ACTIVITIES	3	0,3
TOTAL	1093	100

When Table 1 is examined, it is observed that 1093 publications have been published in the field of governance between 2010 and 2020, and up to three publication types have been presented as papers 318 (29.1%), articles 308 (28.2%) and thesis 215 (19.7%). However, it has been found that they are published in 163 books (14.9%), 85 projects (7.8%), 3 art activities (0,3%) and 1 patent (0,1%). In order to investigate the three most published fields (papers, articles, thesis) in depth during the research process, the category and subcategory table are put forth in Table 2 based on the data obtained

Table 2. Category and Subcategory Table

CATEGORY	SUBCATEGORY
ARTICLE	SCOPE SUBJECT INDEX
THESIS	PUBLICATION LANGUAGE UNIVERSITY GENRE
PAPER	NATIONAL INTERNATIONAL

When table 2 is examined, it is observed that three categories and eight subcategories occur under these categories. Accordingly, the scope, subject and index subcategory has been revealed under the article category, the publication language, university and genre subcategory has been revealed under the thesis category, and the national and international subcategory has been revealed under the paper category.
According to the scope of the articles written by academicians on governance in Turkey, the status of national and international status is presented in Table 3.

Table 3. Distribution of Articles on Governance by Scope

ARTICLE SCOPE	F	(%)
NATIONAL	151	49,0
INTERNATIONAL	157	51,0
TOTAL	308	100

When Table 3 is examined, it is found that the articles are published in 157 (51%) international journals and 151 (49%) in national journals.
The distribution of articles on governance in Turkey according to their subjects is presented in Table 4.

Table 4. Distribution of Articles on Governance by Subject

SUBJECT	NATİONAL	INTERNATİONAL	F	(%)
PUBLIC ADMINISTRATION	51	57	108	35,3
LOCAL GOVERNMENTS, URBAN AND ENVIRONMENTAL POLICIES	12	16	28	9,2
FINANCE	10	12	22	7,2
MANAGEMENT AND STRATEGY AREAS	14	8	22	7,2
ECONOMICS	5	8	13	4,3
MACRO ECONOMIC	4	7	11	3,6
INTERNATIONAL ECONOMICS	1	5	6	2,0
POLITICAL SCIENCE	2	4	6	2,0
ECONOMIC HISTORY		4	4	1,3
ACCOUNTING	1	4	5	1,6
PUBLIC RELATIONS	6	3	9	2,9
EDUCATIONAL SCIENCES	3	3	6	2,0
INTERNATIONAL RELATIONS	4	2	6	2,0
SOCIOLOGY	1	2	3	1,0
EUROPEAN UNION	1	2	3	1,0
SOCIAL POLICY	4	2	6	2,0
REGIONAL STUDIES		2	2	0,7
QUANTITATIVE DECISION METHODS	4	1	5	1,6
MICROECONOMICS		1	1	0,3
INFORMATION AND DOCUMENT MANAGEMENT	3	1	4	1,3
POLITICAL LIFE AND INSTITUTIONS	4	1	5	1,6
ADMINISTRATIVE LAW	1	1	2	0,7
JOURNALISM AND MEDIA STUDIES		1	1	0,3
ECONOMIC THOUGHT	4	1	5	1,6

INTERNATIONAL PUBLIC LAW		1	1	0,3
ORGANIZATION	1	1	2	0,7
INFECTIOUS DISEASES AND CLINICAL MICROBIOLOGY		1	1	0,3
BASIC ISLAMIC SCIENCES		1	1	0,3
OPEN AND DISTANCE LEARNING		1	1	0,3
COMMUNICATION STUDIES	1	1	2	0,7
MANAGEMENT INFORMATION SYSTEMS	1	1	2	0,7
CRIMINAL AND CRIMINAL PROCEDURE LAW		1	1	0,3
POLITICAL ECONOMY AND INSTITUTIONAL ECONOMICS	2		2	0,7
GENERAL PUBLIC LAW	1		1	0,3
NURSING FUNDAMENTALS AND MANAGEMENT	1		1	0,3
ADVERTISING	1		1	0,3
NURSING	1		1	0,3
CITY AND REGION PLANNING	1		1	0,3
MULTIDISCIPLINARY HEALTH SCIENCES	1		1	0,3
CONSTITUTIONAL LAW	1		1	0,3
DEVELOPMENT ECONOMICS	1		1	0,3
FINANCIAL LAW	1		1	0,3
BANKING AND INSURANCE	1		1	0,3
TOTAL	150	156	306	100

When table 4 is examined, 308 articles are obtained in the Council of Higher Education academic database between 2010 and 2020. However, when we look at the distribution of articles by science fields, it is observed that 306 articles are included in the database. Based on this finding, 306 articles have been analyzed because 2 articles could not be accessed in the database. Accordingly, it is observed that forty-three different sciences in the field of social sciences have published articles on governance. In addition, it is observed that the most articles on governance are written in 108 (35,3%) public administration fields. Subsequently, with 28 (9,2%), Local Governments, Urban and Environmental Policies and 22 (7,2%) finance and management and strategy areas emerged as the areas where articles have been written the most, respectively.
The indices in which the articles on governance in Turkey have been scanned are presented in Table 5.

Table 5. Distribution of Articles on Governance by Indices

ARTICLE SCANNED INDEX	F	(%)
SOCIAL SCIENCE CITATION INDEX (SSCI)	6	2,0
ULAKBIM (TR INDEX)	101	34,1
FIELD INDICES [SCOPUS AND EMARGING SOURCES CITATION INDEX (ESCI)]	2	0,7
OTHER FIELD INDICES (EXCEPT SCOPUS AND ESCI)	118	39,9
ULAKBIM / OTHER FIELD INDICES	43	14,5
ULAKBIM / FIELD INDICES	4	1,4
FIELD INDICES / OTHER FIELD INDICES	1	0,3
NOT CRAWLED IN INDICES	21	7,1
TOTAL	296	100

In Table 5, classification has been made according to the indices. According to the table, it has been concluded that the number of articles scanned in the indices has been 296. This is because some articles can be added to the database twice or three times. Therefore, a single article has been evaluated in more than one article with the same number and as a result, a total of 296 articles have been analyzed. In addition, field indices are determined as Scopus and ESCI field indices based on the information in the literature. Other indices are considered as other field indices except ULAKBIM and SSCI. Since some articles have been scanned in multiple indices, they have been grouped according to the indices they have been scanned for. Accordingly, according to the table, it has been revealed that most of the published articles have been scanned in 118 (39,9%) other field indices. Subsequently, it is observed that the articles published on governance have been scanned in the 101 (34,1%) ULAKBIM index. The status of the publication languages of the theses submitted on governance in Turkey is stated in Table 6.

Table 6. Publication Language Distribution of the Theses on Governance

THESES PUBLICATION LANGUAGE	F	(%)
TURKISH	159	74,0
ENGLISH	55	25,5
ARABIC	1	0,5
TOTAL	215	100

When table 6 is examined, it is observed that the thesis on governance is written in Turkish, English and Arabic languages. According to the table, the majority of theses 159 (74%) have been written in Turkish. However, it has been found that 55 (25,5%) theses have been written in English and 1 (0,5%) thesis has been written in Arabic.

In Table 7, the theses written in Turkey are distributed according to the universities.

Table 7. Distribution of the Theses on Governance by Universities

UNIVERSITIES WHERE THESES ARE MADE	F	(%)	UNIVERSITIES WHERE THESES ARE MADE	F	(%)
MARMARA UNIVERSITY	20	9,3	ÇUKUROVA UNIVERSITY	2	0,9
GAZİ UNIVERSITY	13	6,0	ERCİYES UNIVERSITY	2	0,9
ORTA DOĞU TECHNİCAL UNIVERSITY	9	4,1	BAŞKENT UNIVERSITY	1	0,5
İSTANBUL UNIVERSITY	8	3,7	NAMIK KEMAL UNIVERSITY	1	0,5
SÜLEYMAN DEMİREL UNIVERSITY	7	3,2	İSTANBUL OKAN UNIVERSITY	1	0,5
ANKARA UNIVERSITY	6	2,7	GALATASARAY UNIVERSITY	1	0,5

İSTANBUL TECHNİCAL UNIVERSITY	6	2,7	YALOVA UNIVERSITY	1	0,5
DOKUZ EYLÜL UNIVERSITY	6	2,7	MUSTAFA KEMAL UNIVERSITY	1	0,5
HACETTEPE UNIVERSITY	5	2,3	YILDIRIM BEYAZIT UNIVERSITY	1	0,5
EGE UNIVERSITY	4	1,8	İZMİR KATİP ÇELEBİ UNIVERSITY	1	0,5
KOÇ UNIVERSITY	4	1,8	CUMHURİYET UNİVERSITY	1	0,5
ANKARA HACI BAYRAM VELİ UNIVERSITY	4	1,8	RECEP TAYYİP ERDOĞAN UNIVERSITY	1	0,5
GAZİANTEP UNIVERSITY	4	1,8	BEYKENT UNIVERSITY	1	0,5
ADNAN MENDERES UNIVERSITY	4	1,8	AVRASYA UNIVERSITY	1	0,5
ÇANAKKALE ONSEKİZ MART UNIVERSITY	3	1,4	NUH NACİ YAZGAN UNIVERSITY	1	0,5
VAN YÜZÜNCÜ YIL UNIVERSITY	3	1,4	İSTANBUL SABAHATTİN ZAİM UNIVERSITY	1	0,5
KARADENİZ TECHNİCAL UNIVERSITY	3	1,4	HİTİT UNIVERSITY	1	0,5
DUMLUPINAR UNIVERSITY	3	1,4	TRAKYA UNIVERSITY	1	0,5
AKDENİZ UNIVERSITY	3	1,4	BAHÇEŞEHİR UNIVERSITY	1	0,5
FATİH UNIVERSITY	3	1,4	İHSAN DOĞRAMACI BİLKENT UNIVERSITY	1	0,5
SELÇUK UNIVERSITY	3	1,4	TÜRK HAVA KURUMU UNIVERSITY	1	0,5
İNÖNÜ UNIVERSITY	3	1,4	NEVŞEHİR HACI BEKTAŞ VELİ UNIVERSITY	1	0,5
ANKARA YILDIRIM BEYAZIT UNIVERSITY	3	1,4	MUĞLA SITKI KOÇMAN UNIVERSITY	1	0,5
İSTANBUL BİLGİ UNIVERSITY	3	1,4	IŞIK UNIVERSITY	1	0,5
KARAMANOĞLU MEHMETBEY UNIVERSITY	3	1,4	İSTANBUL BİLİM UNIVERSITY	1	0,5
ANADOLU UNIVERSITY	3	1,4	MANİSA CELÂL BAYAR UNIVERSITY	2	0,9
KARABÜK UNIVERSITY	3	1,4	ERZİNCAN UNIVERSITY	1	0,5
GAZİOSMANPAŞA UNIVERSITY	3	1,4	İSTANBUL GELİŞİM UNIVERSITY	1	0,5
İSTANBUL COMMERCE UNIVERSITY	2	0,9	GÜMÜŞHANE UNIVERSITY	1	0,5
NECMETTİN ERBAKAN UNIVERSITY	2	0,9	GEBZE TEKNİK UNIVERSITY	1	0,5
SAKARYA UNIVERSITY	2	0,9	İSTANBUL UNIVERSITY CERRAHPAŞA	1	0,5
GEBZE INSTITUTE OF TECHNOLOGY	2	0,9	TURGUT ÖZAL UNIVERSITY	1	0,5

YEDİTEPE UNIVERSITY	2	0,9	KAFKAS UNIVERSITY	1	0,5
ATILIM UNIVERSITY	2	0,9	FIRAT UNIVERSITY	1	0,5
AFYON KOCATEPE UNIVERSITY.	2	0,9	YÜZÜNCÜ YIL UNIVERSITY	1	0,5
BOĞAZİÇİ UNIVERSITY	2	0,9	İSTANBUL AYDIN UNIVERSITY	1	0,5
AKSARAY UNIVERSITY	2	0,9	NİĞDE ÖMER HALİSDEMİR UNIVERSITY	1	0,5
KAHRAMANMARAŞ SÜTÇÜ İMAM UNIVERSITY	2	0,9	HARRAN UNIVERSITY	1	0,5
PAMUKKALE UNIVERSITY	2	0,9	TOBB UNIVERSITY OF ECONOMİCS AND TECHNOLOGY	1	0,5
YAŞAR UNIVERSITY	2	0,9	AĞRI İBRAHİM ÇEÇEN UNIVERSITY	1	0,5
KOCAELİ UNIVERSITY	2	0,9	TOTAL	215	100
YILDIZ TECHNICAL UNIVERSITY	2	0,9			
SABANCI UNIVERSITY	2	0,9			

When Table 7 is examined, it is revealed that theses on governance have been written in eighty-three different universities in Turkey. Marmara University 20 (9,3%), Gazi University 13 (6%) and Middle East Technical University 9 (4,1%) are the three universities where the most theses have been written.
The distribution of the thesis on governance in Turkey according to the types is provided in Table 8.

Table 8. Distribution of Thesis on Governance by Type

THESIS TYPE	F	(%)
MASTER THESIS	153	71,2
DOCTORATE	62	28,8
TOTAL	215	100

When Table 8 is examined, it is observed that the number of master's thesis in the field of governance is 153 (71,2%), the number of doctorate theses is 62 (28,8%).
The distribution of the papers written in the field of governance in Turkey based on being national and international is presented in Table 9.

Table 9. Distribution of Papers on Governance Based on Being National and International

PAPERS SCOPE	F	(%)
NATIONAL	98	30,8
INTERNATIONAL	220	69,2
TOTAL	318	100

When table 9 is examined, it is observed that the number of international papers in the field of governance is 220 (69,2%), the number of national papers is 98 (30,8%).

CONCLUSION AND RECOMMENDATION

In this research, it is aimed to examine the studies carried out in the field of governance in Turkey between 2010 and 2020 bibliometricly and to reveal the trends in governance. When the research findings have been examined, it has been concluded that 1093 publications have been made in the last ten years related to the subject of governance and that these publications have been mainly published in the form of papers, articles and thesis. This situation has revealed that the subject of governance is a subject that attracts researchers mainly in the types of papers, articles and thesis researches. However, it is observed that the studies on artistic activity and patents related to the subject are limited. In the emergence of this situation, it may be effective that the subject is not suitable for artistic activities and that patent in social sciences is more difficult to obtain than other fields. When the results of articles on governance are examined, it is observed that the number of articles published in national and international journals is close to each other. When we looked at the fields of writing the articles, the results written in the fields of public administration, local government and environmental policies, finance, management and strategy have been obtained. This supports the expected results because governance can be achieved with the aim of creating a pattern, especially with the efforts of many actors in the public sphere. At the same time, according to Mohr and Spekman (1994), the provision of effective governance in management arises through the effective implementation of the principles of governance such as cooperation, communication, transparency and participation in decisions. When the articles made in the relevant field are examined in depth, it is observed that the number of publications is limited in areas where the effectiveness of the governance activities of social sciences such as city and regional planning, management information systems, sociology, communication and tourism can be ensured. The emergence of this condition can be influenced by the low awareness of the subject of the researchers in the field.

It has been concluded that the indices in which the journals on governance are published are mainly journals scanned in ULAKBIM and other field indices. This supports the expected results. As the research covers Turkey, the number of journals scanned in ULAKBIM and other field indexes is quite high. As a matter of fact, the limited number of journals scanned in SSCI and field indices (Scopus-ESCI) in Turkey has resulted in limited in the journals scanned in these indices in their researches in the field of governance.

When the results of the thesis written in the field of governance are examined, it is observed that the majority of the writing language of the thesis is Turkish. This supports the expected result. Because the limitation of the research with Turkey results in the writing of the thesis mainly in Turkish. However, it is observed that the number of thesis written in English on governance will be not underestimated, about 25%. In the emergence of this situation, the increasing awareness of researchers in Turkey towards the internationally valid English language can be effective. When the universities where the thesis is written are examined, it is observed that they are written in established universities such as Marmara, Gazi, Middle East and Istanbul university. This is proof that governance has an important place in the scientific community. In addition, the fact that there has been a lot of research on the subject in the graduate field once again supports the importance of the subject for the scientific community.

When the events such as congresses, conferences and symposiums on governance are examined, it has been concluded that the subject has been discussed quite a lot in national and international events. This has revealed that governance is an interesting issue in studies on the basis of events such as congresses, conferences and symposiums.

In this research, the articles and papers obtained from the Council of Higher Education academic database on governance in Turkey between 2010 and 2020 are discussed with bibliometric examination and numerical analysis has been carried out that revealed the relationships between publications considering their contribution to the relevant field. The findings made for this purpose of the research may constitute a guideline for scientific studies planned in this field in the future. Depending on this situation, a number of recommendations can be made to the researchers who will carry out research in the field. As a matter of fact, those who carry out research in areas such as urban and regional planning, management information systems, sociology, communication and tourism can produce researches in different dimensions of governance. In particular, the effectiveness of different stakeholders plays an important role in the effective realization of city and regional planning activities. Because according to Çukurçayır (2002), governance emerges as an important element in the effectiveness of local governments. Therefore, in order for the activities carried out in this field to be effective, guidance studies can be put forward for the stakeholders. In addition, activities aimed at increasing the number of SSCI and field indices published in Turkish language journals can be carried out by researchers in order to know the studies written in the field in more effective indices. In addition, since it is an up-to-date concept as revealed as a result of the analysis of the subject and offers the possibility of application in different disciplines, different categories can be created from this research and more comprehensive forward-looking scientific activities can be created with bibliometric analyses.

Finally, the inclusion of the thesis, articles and papers accessed from the Council of Higher Education academic database on governance in Turkey between 2010 and 2020 as of 18.02.2021 can be expressed as the limitation of this research.

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CLUSTERS: ARE THEY PROPITIOUS ECOSYSTEMS WHEREIN SUSTAINABLE ENTREPRENEURS CAN THRIVE?

Nigar Çağla MUTLUCAN[1]

Abstract *– We live in an era marked by climate change issues, gaping social inequalities, and natural resource depletion. Traditionally, entrepreneurship is focused on profits but obtaining financial gain to the detriment of the environment and society is not sustainable. Future generations should also be able to meet their own needs. Therefore, sustainable entrepreneurs have an essential role in sustainable development efforts by creating financially viable and innovative business models that create environmental and social value. Clusters might contribute to this process by their dynamic structure that creates synergy among multiple actors. The literature review revealed that the impact of clusters on sustainable entrepreneurship is under-researched and that there is a gap. This article explores how sustainable entrepreneurship can emerge and thrive in clusters by reviewing the relevant literature on these concepts and analyzing several clusters fostering sustainable entrepreneurship. Finally, the article concludes with suggestions for the Turkish business context.*

Keywords –cluster, ecosystem, sustainable development, sustainable entrepreneurship.

INTRODUCTION

Entrepreneurship is a research field studied since the 18th century by economists such as Adam Smith and John Stuart Mill (Greco and Jong, 2017). Traditional definitions of entrepreneurship prioritize the creation of financial value (Schumpeter, 1934). Entrepreneurs have been acclaimed if they offered great returns to their shareholders and investors. However, this constrained view of doing business proved itself to be unsustainable in the long run. Targeting only financial gain and overlooking the environmental and societal effects of the enterprise is not sustainable in our era, especially with the increasing awareness of consumers and other stakeholders.

Nowadays, getting economic value at all costs is overthrown by generating sustainable development. According to Brundtland Report (1987), the definition of sustainable development is as follows: “the development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” Elkington (1994, 1997) contributed to this definition by introducing the concept of the Triple Bottom Line (TBL), or 3P (People, Planet, and Profit) that integrates the three dimensions of sustainability: the economic, the human, and the environmental systems. Hart and Milstein (1999) paired entrepreneurship and sustainable development concepts and presented sustainable development as an opportunity for entrepreneurs and innovators. Today, entrepreneurs are expected to mitigate their businesses’ negative impacts on the environment and consider prosocial and environmental values when planning their business activities (Anand, Argade, Barkemeyer, and Salignac, 2021). In other words, sustainable entrepreneurs strive to balance the triple bottom line of social, environmental, and economic goals. In addition to profit generation, sustainable entrepreneurs aim to create value for the planet (Hanohov and Baldacchino, 2017), generate employment, and improve people’s lives (Sarango-Lalangui et al., 2018). Though sustainable entrepreneurs are expected to act as key actors in sustainable development efforts, they face many challenges in merging environmental, commercial, and social logics with different values, practices, and objectives. Entrepreneurs can feel tensions when combining social and environmental values in a commercial market where financial gain is the ultimate goal (Gregory and Holzmann, 2020). Hence, they should create and align several values within their business models, and to do that, they need innovativeness, adequate information, and sufficient resources. How can sustainable entrepreneurs create innovative business models that meet these requirements? Can they reach the necessary information on their own? Are they able to find the required resources to enact their business models? Do they need assistance when following environmental and social regulations? They might achieve these multiple goals by themselves, but that will require much time, effort, and money. Therefore, being located in industry clusters seems like a better alternative since they offer an ecosystem of multiple actors that provide information, resources, and experienced labor pools.

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Clusters have been a research topic for several schools of thought since Alfred Marshall's (1890) first definition of industrial districts. However, Michael Porter (1998) brought the concept to the limelight; he conceives business clusters as places wherein several complementary actors work in harmony with high productivity, innovation, and new business formation levels. Clusters offer a suitable environment for innovation as they bring together several actors that exchange information, workforce, and raw materials. Besides information flows between firms and research facilities, local knowledge spillovers and technological spillovers contribute to creating new ideas and products/services. Moreover, business clusters are generally milieus where state-of-the-art technologies emerge because firms devote large amounts of money to research in collaboration with universities and other institutions located there. These are vibrant environments that might function as hubs of innovation and pools of skilled workers and experts. Furthermore, they can help ventures produce new products/services that alleviate environmental worries and create new jobs with higher wages. In sum, clusters can be the ecosystems wherein sustainable entrepreneurs can emerge and grow since they provide abundant resources to these entrepreneurs.

The literature review concerning sustainable entrepreneurship and clusters revealed a research gap; there are very few articles examining sustainable entrepreneurship in clusters to the author's knowledge. The most prominent one is Cohen's (2006) article. He established the framework of a sustainable entrepreneurship ecosystem. Though he did not name the ecosystem as a cluster, his definition is very close to that of a cluster.

This paper seeks to uncover the suitability of clusters for sustainable entrepreneurship. It begins with a literature review of sustainable entrepreneurship and clusters. Then, three examples of clusters from Canada, the USA, and France hosting sustainable entrepreneurs are scrutinized. Finally, the state of sustainable entrepreneurship in Turkey is examined, and several suggestions to develop sustainable entrepreneurship in the Turkish business context are provided.

LITERATURE REVIEW

Sustainable Entrepreneurship

Sustainable entrepreneurship is a subfield of entrepreneurship that has become a topic of interest, especially in the last two decades; it is deemed a means to achieve a more sustainable future (Hall, Daneke, and Lenox, 2010). Sustainable entrepreneurship serves as a link between sustainable development and entrepreneurship literature. Sustainable development has become an important concept since the 1990s. It is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." (Brundtland Report, 1987). At first, the research perspective was constrained to entrepreneurial activity and its relationship with environmental problems and solutions. Then, Elkington (1997) contributed to the expansion of the concept by introducing the triple bottom line (TBL) perspective, known as 3Ps (People, Planet, and Profit). Shepherd and Patzelt (2011, p. 137) enumerate the elements of the 3Ps and include "the preservation of nature, life support, and community in the pursuit of perceived opportunities to bring into existence future products, processes, and services for gain, where gain is broadly construed to include economic and non-economic gains to individuals, the economy, and society."

During the following years, the TBL concept became popular and entered the everyday business language. However, Elkington (2018) wrote an article in Harvard Business Review and stated that profit was still the main focus of firms though they used the TBL concept in their reports: "The original idea was (...) encouraging businesses to track and manage economic (not just financial), social, and environmental value added—or destroyed." Therefore, 3Ps comprise social, environmental, and economic impact. Furthermore, Elkington means by people the positive and negative impact an organization has on its most important stakeholders. The second P, planet, comprises the positive and negative influence an organization has on its environment. Firms can reduce their carbon footprint, use fewer natural resources, decrease toxic materials, remove waste, and restore the harm they did to nature by reforesting, for instance. The third P, profit, refers to the positive and negative effect an organization has on the local, national and international economy, such as creating employment and wealth, generating innovation, and paying taxes (Kraaijenbrink, 2019). In sum, a sustainable entrepreneur balances economic health (profit), social equity (people), and environmental resilience (planet) through entrepreneurial behavior (Hockerts and Wüstenhagen, 2010).

Greco and Jong (2017) assert that the common ground between entrepreneurship and sustainability is longevity, which means creating long-lasting products or services. However, they state that longevity should be replaced with a positive impact in the case of sustainable entrepreneurship because the needs of future generations cannot

be accurately predicted since they change rapidly. Therefore, being adaptive is of central importance, and the ultimate goal of sustainable entrepreneurs should be creating prosperity (İyigün, 2015, p. 1230).
Sustainable entrepreneurship also requires innovation because it strives to positively impact society without harming the natural balance of our planet in an uncertain environment. Sustainable entrepreneurs should implement new business models, discover new resources, or find new ways of combining existing resources. Hence, they should have risk-taking abilities and exhibit an innovative attitude and alertness while complying with ethical standards. Of course, opportunity creation is as important as it is in the traditional entrepreneurship literature. Greco and Jong (2017, p.14) define sustainable entrepreneurship as follows: "the discovery, creation, and exploitation of entrepreneurial opportunities that contribute to sustainability by generating social and environmental gains for others in society."
Sustainable entrepreneurship is closely related to the fields of social and environmental entrepreneurship. These three forms of entrepreneurship have some commonalities but also some differences. They all create value for others by identifying and seizing upon opportunities engendered by problems in society that have been insufficiently tackled by public or private organizations (Schaltegger and Wagner 2011; York, O'Neil, and Sarasvathy, 2016). As for the distinction between sustainable, environmental, and social entrepreneurship, it is mainly the objectives pursued by them. The main objective of the social entrepreneurs is to "create social benefits by addressing societal problems such as increasing access to healthcare, sanitation, and water in slum areas and revitalizing deprived communities" (Hoogendoorn, van der Zwan, and Thurik, 2019, p. 1135). Generally, the creation of social benefits prevails over economic benefits; therefore, social entrepreneurship thrives in a not-for-profit context. Environmental entrepreneurs, though, seek profits, but they also aim to create eco-friendly businesses (Thompson. Kiefer, and York, 2011). In the final analysis, sustainable entrepreneurship combines social and environmental entrepreneurship and integrates them into one practice.
As mentioned previously, innovation is of central importance in sustainable entrepreneurship activities. The resources of our old planet are continually deteriorating; pollution, deforestation, and global warming issues are just some of the problems that will threaten the sustainability of life for future generations. The old techniques used to get mass production are obsolete, and they need to be replaced by eco-friendly ways of producing. In addition, organizations should strike a balance between the interests of their business and those of the multiple stakeholders. As a result, enterprises should put forth new products/services, new processes, new forms of organization, or new sources of supply; they need to be innovative. Traditionally, organizations used to create innovations within their walls and on their own, but the social and environmental requirements of our age necessitate a more collaborative approach to this matter. Therefore, clusters seem to offer an ecosystem of multiple actors who can contribute to the innovative processes. Clusters are not just geographical agglomerations of businesses belonging to the same industry; they comprise companies, suppliers, universities, research facilities, financial institutions, trade associations, and regulatory institutions.

Clusters

The origins of clusters go back to Alfred Marshall's 1890 classic, the Principles of Economics. Marshall studied specific industries in particular districts and underlined the external economies of localized specialization (Marshall, 1927). He pointed at three types of external economies (Asheim, Cooke, & Martin, 2006): a group of skillful workers, growing complementary businesses, and a local inter-firm division of labor. The incumbents of clusters work in harmony since they share explicit and tacit knowledge of business practices in a supportive social and institutional environment. There have been several terms to define local agglomerations of specialized activity, such as industrial districts, new industrial spaces, local production systems, local high-tech milieu, local and regional innovation systems, or learning regions (Asheim et al., 2006). However, Michael Porter's concept of industrial or business clusters brought them to the public attention. Porter (1998, 2008) defines clusters as "geographical concentrations of interconnected companies, specialized suppliers, service providers, firms in related industries, associated institutions (for example universities, standards agencies, and trade associations) in particular fields that compete but also co-operate" (p. 197).
The boundaries of a cluster may vary according to the strength of the spillovers in the cluster and their importance to productivity and innovation. For example, a cluster may consist of a single city, a state, a country, or even a network of neighboring countries. Porter (2008) identifies the constituent parts of a cluster as follows: first, large firms or concentration of like firms is taken into account, and then upstream and downstream firms and institutions are examined. Next, industries that use common channels or produce complementary products and services are identified in the horizontal dimension. Then, other horizontal chains of industries that use

similar specialized inputs or technologies or with different linkages to suppliers are taken into account. Afterward, institutions that offer specialized skills, technology, information, capital, or infrastructure are included. Finally, government or other regulatory bodies that have an important impact on the incumbents are added. In sum, all firms, industries, and institutions with strong linkages, whether vertical, horizontal, or institutional, are counted as members of the clusters, but those with weak or non-existent linkages can be disregarded.

Firms within a cluster have the opportunity to rapidly grasp new buyer trends because they are in contact with many firms that have strong relationships with buyers, several firms in related industries, some specialized information-generating institutions, and sophisticated buyers. Moreover, their existing relationships with cluster members, site visits, and frequent face-to-face contacts help cluster participants learn new technological, operating, or delivery possibilities. Cluster firms always have the opportunity to observe other firms directly. A firm within a cluster can rapidly acquire the new components, services, machinery, and other elements necessary for innovations. Also, local suppliers can actively take place in the innovation process; thus, their supply will exactly meet the firm's requirements. In case of new approaches, firms can easily recruit new, specialized personnel within the cluster. Thus, nearby participants contribute to innovation with their complementary resources. Another advantage of being within a cluster is that firms can experiment without incurring high costs. Once they know that a new product, process, or service will be successful, they can make significant commitments.

In addition to these advantages, firms need to innovate in geographically concentrated clusters because competitive pressure, peer pressure, and constant comparison are abundantly present. As the basic circumstances, such as labor and utility costs, are similar for firms within the cluster, they have to be creative in order to outwit their multiple rivals. As a result, though individual firms in the cluster cannot protect their position for a long time, they grow and perform better than firms located in non-cluster locations.

EXAMPLES OF SUSTAINABLE ENTREPRENEURSHIP IN CLUSTERS

Victoria, British Columbia, Canada

In an effort to apply the concept of entrepreneurial ecosystem literature to the development of a sustainable valley, Cohen (2006) described the framework to create a sustainable entrepreneurial ecosystem. He defined sustainable entrepreneurial ecosystems as an "interconnected group of actors in a local geographic community committed to sustainable development through the support and facilitation of new sustainable ventures." This definition can also be applied to business clusters where sustainable entrepreneurship can readily burgeon. He studied one community, Victoria, British Columbia, in Canada to explore the components of such a system. Following Neck, Meyer, Cohen, and Corbett (2004), he scrutinized the formal and informal network, physical infrastructure, and culture of Victoria. Figure 1 presents the sustainable entrepreneurship ecosystem in Victoria. The formal network comprises "a research university, regional government agencies, professional and support services (e.g., lawyers, accountants, consultants, suppliers), capital sources (e.g., venture capitalists, business angels, and banks), talent pool and large corporations." The University of Victoria (UVIC) has several departments that offer programs about sustainability, such as green legal theory taught by the law school, an interdisciplinary program developed by the school of environmental studies, a school and center of Earth and Ocean Science, a Center for Forest Biology, a Center for Social and Sustainable Innovation (CSSI) and a sustainable entrepreneurship program in the curriculum of the business school.

Governments can encourage businesses to create innovations that will contribute to sustainability. They can organize green business plan competitions, reward firms that achieve resource conservation by innovative methods, and help the create sustainable high-technology development centers. The federal government in Victoria ratified the Kyoto protocol in December 2002, which raised public awareness about global warming and greenhouse gases. In addition, it introduced an innovative program to increase the ethanol content in gasoline and offered rebates to customers who made green renovations in their homes. The federal government also founded Sustainable Development Technology Canada (SDTC) that aims to help firms in developing sustainable technologies. The private sector collaborated with the government; they provided more funds to the STDC than the government did. The regional government in Victoria created the "GoGreen" campaign by promoting alternative transportation, helping organizations in diminishing their environmental impact, and informing people on environmental challenges. Moreover, the provincial government funded the conversion of a former health care facility into a state-of-the-art technology park in Victoria (Vancouver Island Technology

Park – VITP). Finally, the City of Victoria partnered with a local landfill and a private company to produce electricity from methane gas.
Cohen (2006) states that professional and support services are open to development in Victoria; the fast-growing technology sector attracts advisers, but they are mainly from Seattle or Vancouver. However, nowadays, the City of Victoria has developed and implemented Victoria 3.0, a long-term plan for a sustainable city that will create high-value jobs. In addition, the City collaborates with the private sector to create an Ocean and Marine Innovation Hub. Therefore, professional and support services are better than 2006 (City of Victoria, 2019).

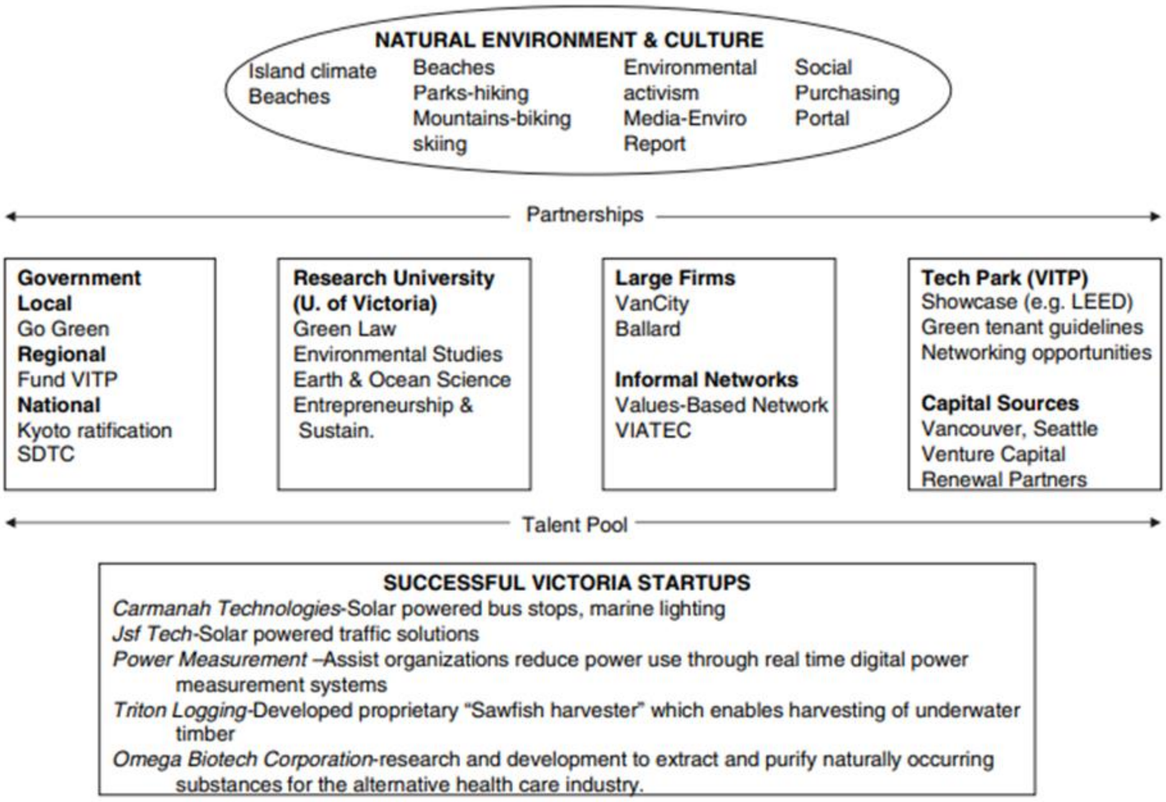

Figure 1. Sustainable Entrepreneurial Ecosystem of Victoria, B.C., Canada.

Source: Cohen (2006, p.5).

As for the capital sources, Cohen (2006) reports that there are a few venture capital firms and business angels along with a very short supply of green capital, such as Renewal Partners and VanCity Credit Union. Nevertheless, the situation improves as Kozakowski (2018) analyzes the technology cluster and points at the existence of angel investors, which are former tech executives, that help incubate start-ups and assist growing firms with finding funding.
The talent pool and large corporations in Victoria had a promising potential in 2006 since there was a growing technology base in the area and three institutions of higher learning, but there were few large employers. According to the 2018 KPMG British Columbia Technology Report Card, there are several high-tech clusters in British Columbia "including software design, information and communications technology (ICT), animation, film, gaming, life sciences, cleantech, AR/VR and more." (Subeh, 2018). Also, employment has increased 24% since 2006. Victoria is home to a high number of tech talent; VIATEC's Economic Impact of the Technology Sector in Greater Victoria study points at the tech sector's growth in Greater Victoria over the past decade, "with industry revenues increasing more than fourfold from $1 billion in 2004 to $4 billion in 2017. The tech sector in Greater Victoria has a total economic impact of $5 billion—a 30% increase from 2013—and employs 16,775 people." (Subeh, 2018).
As for the informal networks, the Vancouver Island Advanced Technology Centre (VIATEC) is a network of over 600 technology-based organizations on the island. Another network in Victoria is the Values-Based

Network (VBN), the mission of which is “to develop and promote a sustainable business culture in their community.” (Cohen, 2006. p.6).

The tenants of the technology park in Victoria, VITP, have a high awareness of environmental issues. As a result, the VITP was the first building in Canada to receive the LEED gold award for environmental building design. Also, the establishment of “green tenant guidelines” is another effort of VITP to attract sustainable entrepreneurial ventures to the area.

There are some limitations to the physical infrastructure in Victoria. One of them is them is the high real estate prices. Moreover, Victoria is located on an island; therefore, young and vulnerable start-up firms might prefer to locate elsewhere to avoid high shipping costs.

Finally, the culture in Victoria is suitable for the development of a sustainable entrepreneurship system. There are many environmental activists in British Columbia and Victoria. Furthermore, the media is interested in environmentally questionable practices in Victoria. In addition, the natural landscape and climate attract individuals who care about the environment and want to work for or found sustainable ventures (Cohen, 2006).

Silicon Valley, California, USA

Silicon Valley is a region in the southern part of the San Francisco Bay Area in Northern California. Silicon Valley is deemed a cluster of innovation composed of complementary and interdependent economic actors. Clusters of innovation are “global economic hot spots where new technologies germinate at an astounding rate and where pools of capital, expertise, and talent foster the development of new industries and new ways of doing business” (Engel, 2015, p. 37). Several technology firms, such as Apple, Google, HP, and Facebook, are located between San Francisco and San Jose.

There are several key components of the Silicon Valley cluster: research universities, entrepreneurs, investment capital, workforce, social and professional networks, business environment, and quality of life (Munroe, 2017). Three entrepreneurial research universities in the San Francisco Bay Area are at the heart of the cluster: Stanford University, the University of California at Berkeley, and UC San Francisco. More than 150 companies in electronics, software, biotechnology, and other high-tech fields are located in the Stanford Research Park, which was created in 1951. Apart from these entrepreneurial research universities, many major corporations, such as HP, IBM, and Samsung, created R&D centers in the Valley. Also, there are other independent R&D centers spun out of university relationships, such as Stanford Research Institute (SRI) International (Engel, 2015). The mission of SRI International is as follows: “Together, we create world-changing solutions that make people safer, healthier and more productive.”. Their mission allows them to help and support businesses with technologies and projects that offer environmental benefits. For instance, Baker Hughes acquired an exclusive license from SRI International for Mixed Salt Process technology for carbon capture. This technology is an innovative and sustainable solution to reduce CO2 emissions to meet global 2050 climate and net-zero emissions targets (SRI International, 2021).

Silicon Valley entrepreneurs are not reticent to use equity capital to finance big projects. As a result, the ownership and control of the business are shared with investors, which leads to the sale of some or the entire venture to offer an appropriate return on capital to them. Generally, Silicon Valley entrepreneurs found subsequent start-ups and contribute to “Silicon Valley’s continuous self-reinvention with new industries and technologies” (Engel, 2015, p. 40).

Workers also adapt to the temporary nature of start-ups; they often move from one start-up to another every three to five years. Several investors and entrepreneurs, and managers left one company and used their expertise to start or invest in new companies. Moreover, most of the workforce is international; there is a flow of workers between Silicon Valley and other countries, such as India, Germany, or France. Knowledge and technology are also mobile, moving with people from one venture to another.

As for the venture capital firms in the Valley, 50 grand firms, such as Sequoia Capital, provide funds with many other investment companies. There are about 2,000 venture capitalists in Silicon Valley, most of which are located near Stanford.

Social and professional networks play an important role in the free flow of information and knowledge. Some networks are based on nationality. For instance, there are many Indian entrepreneurs; they can connect and collaborate with other Indian workers or investors. Another type of network includes former colleagues or associates who already trust each other. They can exchange information, work together, and provide resources to each other. Finally, there are networks linked to universities; networks of Stanford or Berkeley graduates and students collaborate and form entrepreneurial groups. As these networks contribute to the vitality of Silicon

Valley, venture capital firms choose to be present in them and recruit people from there to tap into the strategic information and resources necessary for their activities. Social networks involve relations that are hard to disentangle from professional relationships; people are neighbors, their children go to the same schools, or they are members of the same association or non-profit organization. Moreover, the coexistence of dense innovation networks makes them resilient to external shocks or technological breakthroughs. In sum, these networks support innovation and entrepreneurship in Silicon Valley (Ferrary, 2017).
The business environment has recently become suitable for cleantech firms in the Valley. As a matter of fact, in the early 2000s, cleantech companies received support from Venture Capital firms (VCs), but VC firms lost over half of the $25 billion invested in cleantech firms. Clean investments proved to be poor performers compared to software and biomedical investments at the time as they had high risk and low returns (Erdman, 2018). However, the recent flood of easy ESG and impact capital made the VCs reconsider cleantech investments (van Lierop, 2021). ESG stands for Environmental, Social, and (Corporate) Governance; these are areas of interest for socially responsible investors. The increasing number of millennial investors contribute to the rise of these topics as important issues of sustainability. In addition, impact investments aim to generate positive, measurable social and environmental impact alongside a financial return. They provide capital to "sectors such as sustainable agriculture, renewable energy, conservation, microfinance, and affordable and accessible basic services including housing, healthcare, and education" (GIIN website). In 2020, VCs invested a record $17 billion into 1,009 cleantech firms. These cleantech investments are essential for the future of our planet because today, we do not yet have the technologies to achieve net-zero greenhouse emissions by 2050. Therefore, these technologies will help restrain climate change and prevent the severe and unpredictable consequences of a rise of more than 2° C above preindustrial levels (van Lierop, 2021).
The quality of life attracts people from all around the world to Silicon Valley; nice climate, beautiful scenery, several amenities, and easy access to San Francisco are the advantages of the Valley. However, traffic congestion, the high cost of housing, and fragmented public transit may deter some of them (Munroe, 2017).
Finally, Sustainable Silicon Valley is a non-profit organization founded in 2000 that aims to connect sustainable innovators, inspire positive change, and make a lasting impact. SSV's vision is as follows: "SSV champions a healthy, equitable, vibrant, clean energy Bay Area." (SSV website). According to their mission statement, they are a "think & do tank focused on water use & reuse, air quality & mobility and leading a prosperous, equitable & sustainable life in a decarbonized Bay Area." SSV envisions a net positive Bay Area by 2050. In order to attain its goal, SSV collaborates with the leading tech companies and local agencies in key focus areas of waste, energy, and water (Richmond, 2019).

The Tenerrdis Energy Cluster, Grenoble, France

Tenerrdis is an energy transition cluster in France's Auvergne-Rhône-Alpes region, including Lyon, Chambéry, Valence, Grenoble and Bourgoin-Jallieu. With 41 % of French domestic hydroelectricity production, the Rhone-Alpes region is experienced in renewable energy and has the highest number of solar panels per inhabitant in France (Grenoble INP-UGA website).
Energy transition refers to the use of renewable energy sources, that is, the abandoning of fossil-based systems of energy production and consumption, including oil, natural gas, and coal (S&P Global website). The Tenerrdis energy cluster aims to have sustainable economic growth and create long-lasting jobs in the new energy technology industries. Therefore, a network of industry, government, academia, and scientific research institutes collaborate to address the challenges of the energy transition. Tenerrdis strives to be a pioneer in distributed energy, the digitalization of the energy industry, grid flexibility, and carbon-free energy. The following industries are the main focus of the cluster: solar, hydroelectricity, biomass & biogas, wind, hydrogen, energy grids & storage, and energy-efficient buildings. There are 244 members; some of them are international companies, such as Schneider Electric, Alstom, Gaz de France, and EDF. These groups employ 100,000 employees in the Rhone-Alpes region. Also, Tenerrdis organizes approximately 60 events each year, gathering 3500 attendees.
As for the research facilities, there are 25 research organizations, universities, and technology centers; CEA (French Atomic Energy Commission), Grenoble Institute of Technology, the University of Savoy are some of them (Grenoble INP-UGA website, 2008). The data about the supported projects are impressive: 379 projects and prototypes/demonstrator systems funded, €2.1 billion in total R&D spending, and €707 million in government funding secured. Tenerrdis' main mission is to support R&D and innovation projects. Tenerrdis'

staff helps find the right partners and sources of finance, introduces members to financers, and provides expert advice to increase each project's chances for success (Tenerrdis website).
Tenerrdis is not a cluster isolated from other clusters in Europe and around the globe. In fact, it participates in the International Cleantech Network (ICN), which involves 16 regional clusters from around the world. These networks typically comprise companies (primarily SMEs), public authorities, and research institutions. As members of ICN, cluster incumbents can expand their international networks and work with project owners located elsewhere (ICN website).
Tenerrdis is also a member of the European Cluster Collaboration Platform (ECCP), an online hub for industry clusters of Europe. The European Cluster Collaboration Platform aims to provide cluster organizations with modern tools that help them find potential partners, collaborate transnationally and internationally, develop new value chains through cross-sectoral cooperation, tap into the actual information on cluster development and ameliorate their performance as well as their competitiveness (EU- Gateway Business Avenue website). This platform is an initiative of the European Commission, funded by the EU program for the Competitiveness of Enterprises and SMEs (COSME) (ECCP website). In fact, European Commission considers clusters to be important actors in sustainable economic development; therefore, it started different projects indirectly related to the improvement of the environment. For instance, the European Cluster Alliance was founded to form a network of institutions that support transnational cooperation between clusters (Derlukiewicz et al., 2020). The alliance comprises "18 national cluster associations, public agencies or country ambassadors, more than 800 cluster organizations, 150,000 innovative businesses, and over 11,000 universities, research centers and public institutions" (European Cluster Alliance website). In sum, European Union is aware of the importance of clusters in sustainable development, and it provides the necessary tools for clusters to thrive and collaborate with other clusters.

SUSTAINABLE ENTREPRENEURSHIP IN TURKEY

Environmental concerns prompted many countries to sign the Kyoto Protocol in 1992 to reduce human-emitted greenhouse gases. It went into effect in 2005, and Turkey became a party to it in 2009. As the Kyoto Protocol was expected to end by 2020, the Paris Agreement was adopted at the Paris climate conference in December 2015. It went into force in 2016 when the European Union formally ratified it by all of its members. "The Paris Agreement sets out a global framework to avoid dangerous climate change by limiting global warming to well below 2°C and pursuing efforts to limit it to 1,5°C" (European Commission website). Turkey signed the agreement on April 22, 2016, but has not been a party to it yet. However, Turkey declared its intended nationally determined contribution and promised an 18% to 21% reduction in GHG emissions by 2030 compared to the Business as Usual (BAU) Scenario (Republic of Turkey Ministry of Environment and Urbanization website).
Sustainable development has recently gained traction in Turkey. For example, the Turkish Green Building Council (Çevre Dostu Yeşil Binalar Derneği, ÇEDBİK), a non-governmental organization with more than 100 prominent members from different industries, aims to contribute to the construction industry's development by applying the principles of sustainability (Ballı, 2019). The Sustainable Development Association, founded in 2017, contributes to the sustainable development of Turkey. The association identified 11 areas to work on, such as "environmental, economic, and social development; quality of life and increase in welfare; strengthening disadvantaged people; improving lifelong education and skill; development of human resources in all sectors; protection of the environment and natural systems; conservation of water and terrestrial biodiversity; sustainable production and consumption; innovation, R&D, and competitiveness; effective management and institutional capacity increase; and governance, democracy, and human rights." (Sustainable Development Association website).
Turkey is striving to increase the percentage of energy produced by renewable energy sources such as wind power, solar energy, geothermal energy, hydroelectricity, and biomass. The share of renewable energy plants in electricity generation, which was 42.5% in 2020, stood at 33.6% in January 2021. In the same period, dam-type hydroelectric power plants produced 12.7% of the total generation, while wind power plants provided 10.7% of the total generation (Hakyemez, 2021).
As mentioned before, sustainable entrepreneurship combines environmental and social entrepreneurship. There are some efforts to promote environmental entrepreneurship, but it would be wrong to assume that sustainable entrepreneurship is widely practiced in Turkey. There are some good examples of environmental endeavors, but they are still paving the way to sustainable entrepreneurship. For instance, Eczacıbaşı Group became the first representative of the World Sustainable Business Council from Turkey in 2007. The Group made a significant

contribution by reducing the consolidated energy consumption of its production facilities by 9.8 million MW/h in one year. Koç Bilgi Group's Green Information Platform organized events to increase environmental awareness in society and collected 51 tons of waste through waste management activities. Thanks to the use of technologies that will reduce carbon emissions at the airports it operates in Turkey, TAV Airports has saved 3.5 million KW/h of energy from one terminal in a year. TSKB, Turkey's first carbon-neutral bank, has reduced 68% of the amount of carbon it has released to nature in a period of two years (Ballı, 2019. p. 476).

The BIST Sustainability Index, one of the BIST Stock Indexes launched on November 4, 2014, is another step toward sustainable entrepreneurship in Turkey. BIST Sustainability Index sets a benchmark for Borsa İstanbul companies with high performance on corporate sustainability and promotes the practice of sustainability in Turkey. With the start of the index calculation, companies that manage their corporate risks and opportunities effectively are provided with a competitive advantage, while they can develop new investment products to attract capital and funding. Fifty-eight companies take place in this index by December 1, 2020; they are all big companies, such as Arçelik, Doğan Holding, Turkish Airlines, Doğuş Otomotiv, Akbank, etc. (BIST website). Therefore, they can assume the role of a pioneer in the journey toward sustainable entrepreneurship. Hopefully, they can set an example for other ventures in different industries.

Ballı (2019, p.477) states some of the issues that hinder the development of sustainable entrepreneurship in Turkey, such as the inadequacy of some incentive programs that will contribute to the development of sustainable entrepreneurship, the lack of awareness and interest of the consumer in terms of environmentally compatible goods and services, and the dearth of environment-friendly technological developments. In addition, new ventures, especially those that could not set a competitive advantage yet, have difficulties accessing the financial resources necessary for sustainable entrepreneurship. The costs they have to incur may cause problems for young companies compared to big and well-structured firms with more abundant resources. Therefore, the creation of a sustainable entrepreneurship ecosystem is indispensable for SMEs and young businesses. Such an ecosystem can be easily built in clusters to provide access to investors, a large and specific labor pool, knowledge, infrastructure, and technology. Furthermore, cluster members prompt each other to innovate since they reach similar resources within the cluster; they obtain a competitive advantage by outperforming their rivals through innovations.

Clusters provide a more propitious environment for SMEs and start-ups to thrive as they are surrounded by a support system that offers partners and funds necessary for their companies. There are several successful business clusters in Turkey, such as the automotive cluster in Bursa, the textile cluster in Denizli, the tourism cluster in Muğla, and the carpet cluster in Gaziantep. Sustainable entrepreneurship has not gained impetus yet, but it can be implemented in these clusters with the help of public and private institutions. In fact, the 11th Development Plan (2019-2023) published by the Presidency of Strategy and Budget (PSB) devotes an entire section to sustainable development. The government plans on facilitating access to financial support for entrepreneurs, providing the R&D support needed for the development of new technologies, taking measures to increase national and international competitiveness, increasing tax incentives and supports, providing consultancy services, and promoting clustering (Ballı, 2019). Also, the aforementioned plan sets “Sustainable Development Goals (SDGs)” for Turkey. It builds “a National Sustainable Development Coordination Board for the follow-up and review and the coordination of SDG implementation at the national level” (11th Development plan, p. 212, PSB website). This board will comprise representatives of local administrations, academia, the private sector, and NGOs, in addition to related public institutions.

Turkish government acknowledges the importance of clusters in the economic growth and competitiveness of its industries. The automotive industry, for example, is one of the prioritized industries by the government; the objective is to create a high-tech domestic brand along with a highly competitive supply industry. The 11th Development Plan emphasizes that “promotional activities will be carried out to ensure that the sector can benefit from the cluster support program and the cluster cooperation in the automotive industry will be supported at a higher level within this scope” (11th Development plan, PSB website p. 91). The automotive cluster in Bursa is mentioned in the plan; vocational schools and vocational high schools will be established to provide a qualified labor force to the industry. Bursa is home to two factories that produce automobiles and one factory that produces minibuses and a few pickup trucks. According to the Bursa Municipality and the Chamber of Commerce and Industry, by the end of February 2018, 9,000 employees worked in these factories, and 1,824 firms operated in the automotive industry (Mutlucan, 2019).

Though the Turkish government and some companies are involved in promoting and supporting sustainable development and sustainable entrepreneurship, other measures should also be taken. First, the concept of sustainable entrepreneurship should be understood by all stakeholders. Sustainable entrepreneurship is for the benefit of all, all stakeholders should require its implementation. Hence, the curriculums of the universities should include sustainable entrepreneurship courses. In addition, people should be familiarized with the terms sustainable development and sustainable entrepreneurship. In order to do that, public service announcements can be broadcasted on television to raise awareness of sustainable development in the first instance. Moreover, sustainable entrepreneurs should be more present in the media; their success stories and the benefits that they provide to the environment and society should be covered. Finally, regulations, laws, and policies about sustainable development and environmental issues should be updated.

CONCLUSIONS AND SUGGESTIONS FOR THE TURKISH BUSINESS CONTEXT

Sustainable development is the inevitable reality of our age as the resources of our old planet are not infinite, and climate change is happening. As the saying goes, we do not inherit the earth from our ancestors; we borrow it from our children. Therefore, all countries should collaborate, take precautions to prevent global warming, and preserve the natural resources to hand down a prosperous future to the next generations while generating social benefits. Turkey is a developing country that depends on foreign countries for energy, raw materials, and financial resources (Ballı, 2019). Hence, sustainable development must be a priority for Turkey, as mentioned in its 11th Development Plan. Moreover, sustainable entrepreneurship should be supported by the government and other stakeholders in order to create ecosystems wherein it can thrive.

Clusters seem the best structures where sustainable entrepreneurs can find the support and resources they need. Also, the competition among the cluster members will lead to innovations that will ameliorate the lives of their stakeholders and the prosperity of society. Furthermore, the wages and working conditions of the employees will improve in clusters that foster sustainable entrepreneurship as the social bottom line also includes the protection of workers' rights. Here are some suggestions to create and promote clusters that foster sustainable entrepreneurship:

- Raising awareness of sustainable development is imperative. People should know that we all play a part in the harmony of life today and tomorrow. Our actions will have repercussions on the upcoming generations' lives. Only people who are conscious about the issues we face today can require from companies and public institutions the necessary changes and actions. The responsibilities of every citizen in sustainable development can be taught in schools. Furthermore, sustainable development topics can be covered by the media. As the circulation figures of journals are low, talk shows and podcasts can be used for that purpose.
- Sustainable entrepreneurship should take place in the curriculum of the universities. Future young entrepreneurs should be sensitive to and knowledgeable about sustainable entrepreneurship's environmental and social dimensions as early as possible.
- Government subventions and support are necessary to create clusters that welcome sustainable entrepreneurs. Also, KOSGEB and other public institutions can provide credits or grants to sustainable entrepreneurs. In addition, the government should provide or help build these clusters' technical and technological infrastructure, such as fast internet connection, easy access to ports, highways, or airports, subsidized electricity and water prices, etc.
- Incubation centers and accelerators expert on sustainable entrepreneurship should be established.
- Financial resources should be available for sustainable entrepreneurs. Angel investors and venture capitalists should invest in the businesses of sustainable entrepreneurs. They should acknowledge that these types of businesses require a longer time to get returns on their investment. However, the returns of sustainable ventures are for the benefit of all; therefore, investors should adopt a long-term perspective on the expected returns of their investments.
- A collaboration among academia, research institutes such as TÜBİTAK, and NGOs should be established to shape the future of sustainable development and sustainable entrepreneurship in Turkey.
- The government should update the laws, regulations, and policies about sustainable development. In addition, it should promulgate new regulations, if necessary, to support the ecosystem of sustainable entrepreneurship within clusters.
- Connection to international networks of clusters should be made. Sustainable entrepreneurs working in clusters should be willing to communicate with these networks in order to keep their businesses up-to-date with the technological changes and new knowledge created by the research organizations located there. Also, they should build virtual and/or real collaboration platforms with other clusters specialized

in the same or complementary industries at national and transnational levels. They can demand the help of the public and/or private institutions to make these connections.

This article aspired to examine the suitability of clusters for the development of sustainable entrepreneurship. The literature review revealed the gap in this area; there are very few articles that combine the fields of research on clusters and sustainable entrepreneurship. The examples of clusters that are home to promising sustainable entrepreneurship implementations were scrutinized. These examples are from the clusters located in developed countries, but one can draw some practical implications for the Turkish business context even though Turkey is still a developing country and that several challenges should be handled. These challenges were identified, and several suggestions were offered to improve the conditions to create successful sustainable entrepreneurs. However, the first step is to ensure that the public grasps the importance of sustainable development. There is an urgent need to change the obsolete ways of considering businesses as providing benefits to their shareholders and investors. Moreover, the conventional ways of production incur environmental and social costs. New generations deserve to inherit a life that is healthy, fair, and prosperous. Sustainable entrepreneurship may be a way to achieve a better future, and clusters can be the incubators for sustainable entrepreneurs.

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DOES INTERNATIONAL TRADE EFFECT INCOME INEQUALITY: EVIDENCE FOR G-7 COUNTRIES

Ferda NAKIPOGLU ÖZSOY[1], Aslı ÖZPOLAT[2]

Abstract: *It has been widely accepted that international trade contributes significantly to increasing the size of the market, increasing domestic production, increasing productivity and ultimately economic growth. However, as the volume of international trade has increased significantly, income inequality has long been a topic of interest in the field of economy. It appears that there is no consensus on the impact of international trade on income inequality in the literature. While some studies suggest that the increasing volume of international trade contributes to narrow the income gap in countries, some studies argue that international trade negatively affects the income distribution or the effect of trade on the income gap is not clear. Accordingly, the study examined the relationship between exports, imports, economic growth, foreign direct investments, and income inequality in terms of G-7 countries in the 2003-2019 period. As a result of the findings of the FMOLS estimator, there is a close relationship between income inequality and international trade. For selected developed countries, increasing exports and imports further increase the income gap, while economic growth and foreign direct investments reduce income inequality.*

Keywords: FMOLS estimator, G-7 Countries, International Trade

INTRODUCTION

In a country, international trade is very important not only to take advantage of economies of scale and market size, but also to increase domestic production, increase productivity and competitiveness, and ultimately contribute to economic growth. In addition, there is an increasing concept of income inequality within the country or between countries in recent years. This income inequality, which emerged especially in the period when the international trade volume increased significantly, attracted attention. Considering the literature, an increase in income inequality greatly increases the income level of the rich, while it is accepted as a common belief that the poor are harmed, but it is also seen that there is no common consensus on the impact of international trade on income inequality. In addition, there are different opinions on the effects of foreign direct investments, which play an important role in economic development, on income inequality.

In this direction, the aim of the study is to examine the relationship between international trade and income inequality in terms of G-7 countries for the 2003-2019 observation period. The G-7 countries are the world's seven largest and advanced economies. Moreover, these countries are the most industrialized nations and leading export countries in the world. Because of this reason, these countries have been selected to investigate the link between foreign trade and income inequality. The possible contribution of the study to the literature is as follows: i) The relationship between international trade and income inequality for G-7 countries was analyzed with the FMOLS estimator and the Dumitrecsu-Hurlin Panel Causality test. ii) While creating the empirical model, the examination of the effects of economic growth and foreign direct investments on income inequality has not been ignored. In the remainder of the study, primarily a literature review is included on the relationship between international trade, economic growth, foreign direct investment, and income inequality. In the next stage, empirical model, data, and methodology are mentioned and empirical findings are conveyed. In the last part, results and policy recommendations are made.

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LITERATURE

There are many studies in the literature that examine the relationship between international trade and income inequality. These studies are generally explained by the income distribution theorem proposed by Stolper-Samuelson (1941) to analyze the effect of international trade on income inequality. Until about a hundred years after the Ricardo Model, economists adopted the view that free trade was beneficial to all people living in a country, and protective policies were to the detriment of all people. However, Stolper and Samuelson reveal the elimination of this misperception. According to Stoper and Samuelson, free trade is in favor of the factor used extensively in export industries. Protectionism also benefits factors that are used extensively in industries that rival imports. The returns on capital increase in industry that substitutes imports return on capital decreases in the export industry, money wages increase, and income level of local producers also increases in protectionism practices. According to this theorem, free trade increases the real income of the factor that the country has abundantly and decreases the real income of the scarce factor (Minabe, 1967).

According to the Stolper-Samuelson Theorem, opening countries to trade will change the income distribution in favor of the production factor, which is used extensively by the exported product. For this reason, while free trade increases the income level of those working in the export sector, it causes a decrease in the income level of local producers that produce goods that rival imports. Although the customs tariffs seem to protect the factor used extensively by the goods subject to import, they also have a decreasing effect on the income of the production factor used intensively by the exported product. Therefore, in a restricted economy, the income level of local producers increases (Ford, 1982).

When the literature has been examined, generally researches indicate that a positive relationship between GDP per capita and income equality. Although the relationship between the variables is predominantly positive in the literature, the direction of the relationship is closely related to economic policies. It is known that this relationship has a fragile structure. For example, Rubin and Segal (2015) tested the link between economic growth and income inequality in US during 1953–2008 and found that there is a positively associated with growth and income inequality. Wang et al. (2020) examined the relationship between economic growth and income inequality for 58 countries in 2005-2014 and reported that increase in economic growth causes higher income inequality. Besides these studies in the literature, it can be seen negative link among the variables. Gyimah-Brempong (2002) investigated the relationship between economic growth and income inequality in 21 African countries for the 1993-1999 periods and found that economic growth has a negative effect on GINI.

There is no clear consensus in the literature on the impact of international trade on income inequality. While there are studies showing that increasing international trade volume contributes to narrowing the income gap in developed countries, there is also increasing evidence that international trade negatively affects income distribution. Ghose (2004) examined the trade liberalization and income inequality nexus during 1981-1997. According to the results of the study, while the liberalization of trade increases in the inter-country inequality, it decreases the international inequality. Roser and Cuaresma (2016) assessed the link between income inequality and international trade for 32 developed countries and reported that an increase in trade leads to worsen income inequality. Barusman and Barusman (2017) examined the impact of openness to trade on income inequality in the US over the period 1970-2014. Findings show that trade increases income inequality. Moreover, an increase in trade volume leads to a wider income gap as it shifts to the richest people. While detailing the trade on the export and import side, both were found to contribute significantly to a higher income inequality as measured by GINI. On the other hand, Beaton et al. (2017) investigated the nexus between trade and inequality for Latin America and the Caribbean and reported that the relationship between income inequality and trade in developing countries was not clear. They argued that many factors other than international trade may affect income inequality, such as technological changes or the capital market.

FDI, which has a significant impact on economic development, also has some effects on income inequality. However, there are different views on the relationship between FDI and income inequality, as well as the relationship between international trade and income inequality. Herzer and Nunnenkamp (2013) researched the effect of inward and outward FDI on income inequality in Europe and identified a negative interaction of inward and outward FDI on income inequality in the long-run. In addition, Ucal et al. (2015) examined the effect of FDI on income inequality for Turkey during 1970-2008. According to the results of the study, there is a negative and significant relation between GINI coefficient and FDI in the short and long-run. On the other hand, there are some studies find that a positive relationship between income inequality and FDI such as Choi (2006), Zhang and Zhang (2009) and Jaumotte et al. (2013), Wang et al. (2020). Choi (2006) investigated the impact of FDI on income inequality for 119 countries in 1993-2002 and found that FDI promoted inequality. Basu and

Guariglia (2007) studied the relationship between FDI, income inequality, and growth in 119 developing countries and found that FDI increases both inequality and economic growth. Zhang and Zhang (2009) researched the FDI and inequality nexus in China and reported that FDI caused the widening income gap. Jaumotte et al. (2013) analyzed interactions between income inequality, trade, and financial globalization in 51 countries the period from 1981 to 2003. They found that trade globalization contributed to a decrease the inequality. Moreover, financial development -especially FDI- increases inequality. Wang et al. (2020) examined the relationship between international trades, FDI and income inequality for 58 countries in 2005-2014 and found that the higher export and import rate of GDP causes more income inequality in developing countries than in developed countries. In addition, increasing FDI leads to higher income inequality in developing countries compared to developed countries.

EMPIRICAL MODEL AND DATA

In this study, the relationship between exports, imports, economic growth, foreign direct investments and income inequality in terms of G-7 countries in the 2003-2019 periods. The following equation has been formulated:

$InGini_{i,t} = a_0 + a_1 InY_{i,t} + a_2 InEX_{i,t} + a_3 InIM_{i,t} + a_4 InFDI_{i,t} + \varepsilon_{i,t}$ (1)

In the model, t, i and $\varepsilon_{i,t}$ indicate that period, cross section, and residual term, respectively. $InGini_{i,t}$, GINI index is World Bank estimate. $InY_{i,t}$ is natural log of GDP per capita (constant 2010 US$), $InEX_{i,t}$ is natural log of exports of goods and services (constant 2010 US$), $InIM_{i,t}$ is natural log of imports of goods and services (constant 2010 US$), $InFDI_{i,t}$ is natural log of Foreign direct investment, net inflows (% of GDP). All variables are sourced from the World Development Indicators 2021 (World Bank) and all variables for the model are shown in table 1.

Table 1. The Dependent and Independent Variables

Variables	Obtained from	Representation in the model
The dependent variable GINI	World Bank	$InGini$
The independent variables Economic growth	World Bank	InY
Export	World Bank	$InEX$
Import	World Bank	$InIM$
Foreign direct investment	World Bank	$InFDI$

In the study, the relationship between exports, imports, economic growth, foreign direct investments, and income inequality has been investigated using panel data approach. In the first step, the stationary of variables is tested with IPS unit root test developed by Im, Pesaran and Shin (2003). The hypothesis of IPS is as follows:

$H_0 = \beta_i - 0$ for all (I)

$H_1: \beta_1 < 0$, and 1=1,2,3,…,N1, $\beta_i = 0_{\delta i} = N_1 + 1. N_1 + 2, \dots, N$ (2)

Change in βi indicates to an alternative hypothesis for across groups in the panel while equation 3 states that the alternative hypothesis of the individual process is different from zero.

$\Delta\gamma_{it} = \mu_i + \rho\gamma_{it-1} + \sum_j^k = 1 \quad a_j \Delta\gamma_{it-j} + \delta_{it} + \theta_t + \varepsilon_{it}$ (3)

In the second step, the long-run parameters of each variable are examined with FMOLS estimator developed by Pedroni (2000, 2001). To estimate the panel cointegration parameters, $\hat{\beta}_{GFMOLS} = N^{-1} \sum_{i=1}^{N} \beta_{FMOLS}$ can be used.

Finally, in the last step, the causality among variables is searched with a panel causality test developed by Dimutrescu-Hurlin Causality (2012). Dimutrescu-Hurlin Causality test is estimated as follows:

$$\gamma_{i,t} = a_1 + \sum_{k-1}^{K} \gamma_i^{(k)} \gamma_{i,t-k} + \varepsilon_{i,t} \quad (4)$$

EMPIRICAL RESULTS

The results of the stationary properties of the variables are shown in Table 1. According to the results of the IPS unit root test, all series is non-stationary in level however, all variables are stationary in the first differences. Moreover, all series are integrated at I (1).

Table 2. The result of Unit of Root (IPS)

Variables	Level	First
INGINI	-0.737	-5.0274***
INY	1.688	-3.578***
INEX	0.592	-3.435***
INIM	0.918	-3.742***
INFDI	-0.861	-4.163***

*Note: *, **, *** indicates %10, %5, %1 respectively*.

Table 2 shows the results of the panel FMOLS estimator. The results of individual variables are significant. While economic growth and foreign direct investments reduce income inequality, exports and imports increase income inequality.

Table 3. The Results of the FMOLS Estimation

Variable	Coefficient	Prob.
LY	-0.161040	0.0176
LIM	0.134846	0.0027
LEX	0.170811	0.0038
FDI	-0.216494	0.0814

Finally, Table 4 indicates the results of the Dumitrescu-Hurlin panel causality test. There is unidirectional causality from GINI to economic growth, FDI, export, and import.

Table 4. Dumitrescu Hurlin Panel Causality Test Results

Null Hypothesis:	W-Stat.	Zbar-Stat.	Prob.
DY does not homogeneously cause DGINI	4.34988	1.15270	0.2490
DGINI does not homogeneously cause DY	5.67730	2.01306	0.0441
DFDI does not homogeneously cause DGINI	3.22865	0.50482	0.6137
DGINI does not homogeneously cause DFDI	5.05787	1.77214	0.0764
LEX does not homogeneously cause DGINI	3.07070	0.32360	0.7462
DGINI does not homogeneously cause LEX	5.25551	1.73968	0.0819
LIM does not homogeneously cause DGINI	4.46141	1.22499	0.2206
DGNII does not homogeneously cause LIM	6.55222	2.58015	0.0099

CONCLUSION AND POLICY IMPLICATIONS

In this study, the relationship between exports, imports, economic growth, foreign direct investments, and income inequality in terms of G-7 countries in the 2003-2019 period using panel FMOLS estimator and Dumitrescu Hurlin Panel Causality. According to the empirical results, there is an indirect relationship between GDP per capita and income inequality.

It is seen that the increase in imports and exports leads to a widening income gap in developed countries. This result is the similar with Roser and Cuaresma (2016) and Barusman and Barusman (2017). In addition, according to the results, it was determined that the increasing income inequality around the world was negatively affected by FDI in developed countries. The studies of Herzer and Nunnenkamp (2013) and Ucal et al. (2015) are also supported these results. Moreover, economic growth reduces income inequality, and this result is supported by Gyimah-Brempong (2002). In this direction, it is necessary to take steps to reorganize the trade policies of developed countries and to ensure the strength of income to regulate the global income inequality especially related to trade.

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EMOTION MANAGEMENT AND PERFORMANCE: A STUDY ON EMPLOYEE PERCEPTION

Fahriye Burçak TEKÇE[1], Burcu GÜVEN[2]

***Abstract* –** *In addition to competition, the increasing importance of customer satisfaction over time has caused organizational structure managers and employers, especially those operating in the service industry, to be much more controlling over their employees. The aim of this study is to determine the effects of emotion and behavior control effort, which is stated to be especially necessary for service industry employees, on the performance level of employees. The research was carried out with the participation of a total of 14 employees, 4 women and 10 men who provided call center services for a law firm that carries out receivables follow-up works subject to enforcement files of a well-established company serving in telecommunications. In the interviews conducted with in-depth interview method, 8 open-ended questions were asked to the participants aged between 22-35. When the participants were evaluated in terms of demographic characteristics, it was seen that singles (64%), male participants (42.86%) and participants with undergraduate education (35.71%) exhibited surface acting. 7 participants (50%) whose seniority is between 1 and 2 years and who earn between 1000-2500 TL stated that they exhibit surface acting. It is seen that the behavioral rules applied in order to keep the performance of the employees under control, to a certain standard and to keep them at the maximum level can help achieve the goals set for the organizations in terms of the desired criteria but trigger negative courses on the employees such as stress, leaving the job, loss of motivation and divergence from organizational citizenship. We can state that there is a decrease in the rate of surface acting depending on the increase in the amount of earnings obtained and therefore there is an inverse correlation between them.*

Keywords– Burnout, Emotional Labor, Employee Performance, Surface Acting

***Özet* –** *Rekabetin yanı sıra müşteri memnuniyetinin zaman içerisinde daha da önem kazanması özellikle hizmet sektöründe faaliyet göstermekte olan örgütsel yapı yöneticilerinin ve işverenlerinin, çalışanları üzerinde çok daha kontrolcü olmalarına neden olmuştur. Bu çalışmanın amacı, özellikle hizmet sektörü çalışanlarının göstermek durumunda olduğu ifade edilen duygu ve davranış kontrolü çabasının, işgörenlerin performans düzeyine olan etkilerinin belirlenmesidir. Araştırma, telekomünikasyon sektöründe hizmet veren köklü bir şirketin, icra dosyalarına konu olan alacak takip işlerini yürüten bir hukuk firması için çağrı merkezi hizmeti sunan firmanın 4'ü kadın, 10'u erkek toplam 14 çalışanın katılımı ile gerçekleştirilmiştir. Derinlemesine mülakat yöntemi ile gerçekleştirilen görüşmelerde yaşları 22-35 arasında değişmekte olan katılımcılara 8 açık uçlu soru yöneltilmiştir. Demografik özellikler açısından katılımcılar değerlendirildiğinde bekârların (%64), erkek katılımcılar (%42.86) ile lisans eğitimi almış olan katılımcıların (%35.71) yüzeysel davranış sergiledikleri görülmüştür. Kıdem süresi 1 ile 2 yıl arasında olan 7 katılımcı (%50) ve 1000-2500 TL arasında kazanç sağlayan 7 katılımcı (%50) yüzeysel davranış sergilediğini belirtmiştir. Çalışanların performanslarının denetim altında tutulması, belli bir standarda bağlanması ve maksimum düzeyde tutulması amacıyla uygulanan davranışsal kuralların örgütler açısından belirlenen hedeflere, istenen kriterler açısından varılmasına yardımcı olabildikleri ancak çalışanlar üzerinde stres, işten ayrılma, motivasyon kaybı ve örgütsel vatandaşlıktan uzaklaşma gibi olumsuz süreçleri tetiklediği görülmektedir. Elde edilen kazanç miktarındaki artışa bağlı olarak yüzeysel davranış sergileme oranında düşüş yaşandığı ve bu sebeple de aralarında ters yönlü bir ilişkisi olduğunu ifade edebilmekteyiz.*

Anahtar Kelimeler- Duygusal Emek, İşgören Performansı, Tükenmişlik, Yüzeysel Davranış

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INTRODUCTION

Competition and being preferable, which are the most crucial points of the cold war in market conditions, stimulate the desire of managers and employers to control their employees as well as their competitors. It is observed that organizations operating in the service sector, in particular, focus more on controlling, auditing and performance processes. The positive effect of surplus time on money and income causes both customers and organizations to seek alternative ways in their acting processes. For this reason, while customers tend to online platforms, corporate structures target faster and lower-cost solutions such as e-mail, online correspondence and call center during the communication phase with customers.

It is known that in the last twenty years, especially the call center units have been the busiest unit providing communication with the customers of the institutions. Although call centers provide benefits on employment, they can sometimes have challenging conditions in terms of working conditions. Since its structure based on the principle of customer satisfaction and the representation of the institution are in question, both employers and managers constantly try to keep their employees under control and direct them to predetermined goals and objectives, which can cause the working conditions to be much more stressful for employees.

Although the controlling and supervisory attitude of the managers in order to reach the goals contributes positively to the realization of the organizational goals causes negative results on the stress and motivation levels of the employees (Morris and Feldman, 1996; Grandey, 2000). Even if the control measures applied in order to keep the employee performance at the maximum level during the supervision process and to adapt the employees to the organizational acting rules seem to be beneficial in the institutional sense, it can cause burnout and weakening of the bond with the organization for the employees.

It has been revealed that the concept, which is expressed as emotional labor in the literature and explained as an effort to control the emotions and behaviors of the employees working in the service sector, indirectly reflects the negative results on the performance and psychology of the workers.

CONCEPTUAL FRAMEWORK

The concept of emotional labor, which was first expressed by Hochschild in the literature in 1983, has been interpreted as “reflection of employees’ regulated emotions to the other side with facial and body movements that can be observed from the outside”. According to the researcher, employees exhibit the emotions they expect organizations to fulfill rather than their own emotions. Emotions, which are used intensively especially in the service sector are a part of the work performed, but it turns the workforce into a commodity with trading value. This leads us to the assumption that emotions have exchange value because they are fulfilled for a fee. Hochschild, who compared the behavioral situation of the employees in the business environment to the performance of a theater play, positioned the working environment as the stage; the employees as the actors and the customers as the audience. He suggested that employees who have to keep their emotions under control and adapt to the organizational behavior rules should act like the best performers in order to gain the appreciation of the customers. Hochschild stated that employees exhibit surface acting or deep acting while expressing their feelings, while behavioral changes are observed in people in surface acting, there is no change in the emotions felt, only the feeling is given. In the deep acting dimension, the employee feels the expected emotion by regulating and controlling his/her emotions at the same time. This ensures a natural harmony between behavior and emotion. Hochschild states that it is a tiring process for employees in both dimensions but after a while employees have argued that negative consequences such as an increase in stress levels and triggering the feeling of burnout may occur (Hochschild, 1983).

Ashforth and Humphrey (1993) were focused on the behaviors of employees rather than their emotions and expressed the concept as the process of displaying emotions within the framework of social identity theory. In addition to the more expressed surface and deep acting dimensions, they gained the genuine acting dimension. According to the researchers, whether the superficial dimension or the deep dimension is exhibited, after a while, employees will make this behavior a habit and sometimes the behavior that should be exhibited and the behavior that the individual wants to exhibit can adapt and there will be no need to pretend or make an effort to harmonize it. Ashforth and Humphrey (1993) stated that how realistic the behavior is perceived is as important as the fulfillment of an expected behavior and it was emphasized that this process determines the degree of impact it will have on the other side and that the behavior will be reflected in the quality. As a result of research on the concept, in addition to contributing to the customer satisfaction, productivity and quality stages in terms of organizations, it has been determined that it has a positive effect on the reinforcement of the sense of self efficacy and the resolution of communication problems for the employees and it has been concluded that the feeling of burnout can have a negative effect on the employees (Ashforth and Humphrey, 1993).

Morris and Feldman (1996) have expressed the concept of emotional labor as making efforts, planning and controlling the emotions that should be exhibited in line with the expectations of the organizations. Our researchers suggested that even if the employees fulfill their duties sentiently, they should make some effort and the employees already endeavored on the concept of emotional labor because they use their emotions in the work environment. In the research, they concluded that they have to act within the rules of emotional behavior outside of their own initiative about the feelings of the other party. In their models, which focused on the consequences of behaviors and the effects of organizational and individual factors, they discussed the concept of emotional labor within the framework of four dimensions: effort, variety of emotions, emotional disharmony and frequency of display of emotions. Our researchers supported Hochschild's (1983) argument for the commodification of labor and its monetary value. They argued that if the emotional contradictions that individuals will experience are high, the emotional labor effort that should be shown will increase. They concluded that the concept, which provides positive results such as reaching the planned goals and objectives in terms of organizations, may cause work satisfaction, a feeling of burnout and emotional contradictions in employees (Morris and Feldman, 1996).

Grandey (2000) has included the concept of "emotion regulation" in his model, which is a mix of previous studies and he expressed as the ability of the individual to control his emotions when faced with any stimulus and to provide an appropriate reaction to the situation by providing emotional balance. According to Grandey, the content and style of communication, whether it is temporary or permanent, the employee's autonomy in the interaction process and the complexity of the interaction are the four factors that are important in the display of emotional labor. Defining the concept of emotional labor as the display of both emotions and behaviors in line with the goals and objectives of the organization, Grandey supported Hochschild (1983) in the process of sub-dimensions, expressing that employees tend to exhibit superficial or deep behavioral dimensions when they engage in emotional labor effort. The researcher, as a result of his research on the management of emotions model, concluded that the effort of emotional labor can create negative effects on employees such as stress, burnout and depersonalization (Grandey, 2000).

Since it is important that emotions and behaviors overlap with organizational expectations, it may cause employers and managers to apply the orientation, control and supervision processes on employees much more intensely. Although the control of criteria and standards in line with organizational decisions and targets contributes to the increase of organizational performance, it is seen that it causes an increase in the stress level on employees who have to fulfill their duties under constant control and supervision. The content and style of communication, whether it is temporary or permanent, the autonomy of the employee and the complexity of the interaction, and the effort exerted, the variety of emotions, emotional disharmony and the frequency of display of emotions depend on the dimensions. It has been determined that the emotional labor effort to be shown causes a decrease in the level of stress, burnout, work satisfaction and self-efficacy in parallel with the intensity of the effort (Morris and Feldman, 1996; Grandey, 2000).

METHODOLOGY OF RESEARCH

Purpose And Importance of The Research

The purpose of this study is to determine whether the call center employees, who are at the forefront of the busy working environments in the service sector, prefer to show surface or deep acting while showing their feelings and behaviors during the emotional labor effort they have shown in order to comply with the organizational behavior rules. At the same time, the effects of control, supervision and compliance processes of emotions and behaviors that form the basis of the emotional labor process on employees and their reflection on their performance have been tried to be clarified.

As a result of the findings, it is predicted that it will be beneficial to determine the processes affecting the concept of emotional labor in order to minimize the negative effects such as the increase in the level of stress and burnout, the formation of work satisfaction and the thought of quitting the job for the employees working in the organizational structures operating in the service sector.

Universe And Sample of The Research

The research is about the employees of the legal follow-up unit of a call center serving in the district of Kadıköy, Istanbul. It was carried out with 14 employees who are responsible for the collection of the debts subject to the legal follow-up process at the call center by a company operating in the telecommunication sector. The average age of the participants, whose ages were between 22 and 35, was 28, and 4 participants were women and 10 participants were men. Only 1 of the participants was married, and all of them were receiveing bonuses depending on their performance in addition to the minimum wage. 3 employees in our research were graduated from high school, 3 has associate degree, 7 undergraduate and 1 graduate degrees. In terms of seniority, it is seen that 8 participants have worked in the institution between 1 and 2 years, and 6 participants between 3 and 4 years.

Method of Data Collection and Evoluation

In the data collection phase, a qualitative research method was preferred and it was deemed appropriate to conduct interviews with the in-depth interview method so that the participants could express their emotions more clearly. Although interviews were planned as face-to-face, they were completed as one-on-one video-call interviews with each participant via online applications. During the interviews, eight clear and open-ended questions were asked to the participants. These questions were;

1. Are the behaviors and attitudes that they expect you to reflect on your customers in your workplace, the attitudes you do in your normal life, or do you only exhibit the behaviors that are requested from you?
2. Does your attitude in communication with your customers exhaust you? (You can exemplify, I would like to do it like this but they want me not to do that)
3. How do you think you communicate with your customers? Is your language in communication realistic or superficial? How would you like to behave?
4. Does the expectations of your employers and managers from you in your communication with your customers create a feeling of burnout in you? (Do you have thoughts like why am I still working in this workplace, I don't belong here?)
5. How do you think the standardized behavior and customer relations affect your performance?
6. Do you find the salary you have earned, your position in the company and the appreciation you receive from your managers sufficient for the efforts you have made in order to realize standardized behavior and customer relations?
7. If you are offered better working conditions and a better salary, would you consider working in a different company on the condition that you still do the same job?
8. Which expectation of your managers from you is the biggest source of stress in your working life? If you have any suggestions to reduce this effect, can you share?

The qualitative data obtained from the answers to these questions were analyzed according to the demographic characteristics of the participants. The expressions, that the participants used frequently in the interviews were determined by word cloud analysis with Nvivo qualitative data analysis method. Word tree analysis was also applied, in order to determine the language that the participants used in common and the subjects they focused.

RESULTS

According to the demographic results[1]; while it was determined that 10 people (71%) of 14 employees who participated in the study exhibited surface acting and 4 (29%) exhibited genuine acting; it was observed that all of the employees who stated that they exhibited genuine acting were male employees. It is seen that 5 out of 10 people exhibiting surface acting have a bachelor's degree and the ratio of this to the general is 36%. We have

[1] This study is generated from the MA thesis titled "The Effects of the Concept of Emotional Labor on Employee Performance: A Qualitative Practice for Call Center Employees" conducted within the scope of Beykoz University - International Trade Department.

determined that 7 employees (50%) with a monthly income of up to 2.500 TL indicate that they exhibit superficial behavior. In the increase in income level, while the rate of showing surface acting decreased, the rate of showing genuine acting increased. In the answers to the open-ended questions directed to the participants, it was remarkable to explain that the attitudes of the managers that do not attach importance to the feelings and thoughts of the employees in the process of reaching the determined goals negatively affect their motivation and performance levels. In particular, employees who stated that they exhibited surface acting stated that being constantly supervised increased the pressure on them, and they distanced themselves from their work because they could not behave like themselves. All of the participants, who stated that the income obtained was low compared to the effort and effort despite the heavy working conditions, stated that they wanted to work in better terms and conditions, but they continued to work under the current conditions because they believed that the market conditions were not that different in this regard.

In Figure 1, image of the word cloud of the most repeated expressions of the participants that were obtained by Nvivo qualitative data analysis is shared.

Figure 1. Nvivo Qualitative Data Analysis (v12) - Word Cloud Analysis Report (Report in Turkish

According to the word cloud analysis report of the participants performed with Nvivo qualitative data analysis application, the first ten words frequently included in the interviews were identified as follow: stress (39), burnout (28), "surface acting" (28), "I have to/have to" (24), constantly (19), effort (15), empathy (14), "I wanted/want to quit my job" (13), "I would like/want to change" (11), job satisfaction (11), swearing/insulting (11). The participants expressed the feeling of burnout as "boring" and "overwhelming" as a common expression in their comments. On the other hand, in their statements that they prefer surfical behavior, it was seen that they often include common expressions such as "we have to", "it is exhausting", "it is stressful", "I take it down", "I suppress", "I do what is asked to me" and "I wanted to be like myself". In addition to the behavior and sincerity that the managers expressed that they found artificial to them, they thought that they were not realistic and fair; it is also noteworthy that they use the expressions "pity" and "unfortunately" for the monthly targets they are expected to achieve.

CONCLUSION AND RECOMMENDATIONS

As a result of in-depth interviews with 14 participants, it was determined that 71% of the participants preferred to perform surfical acting and it was observed that they have stated that they felt under stress and pressure while performing their duties and that they had a feeling of burnout. It is seen that the repetition of organizational

standardized emotions and behaviors many times during the day while performing their duties causes a decrease in the level of job satiety on the participants and triggers job satisfaction. The result we have obtained is similar to the results of Morris and Feldman in 1996. It has been determined that the participants, who stated that the injustices in reward and punishment practices especially perform surfical acting, may cause them to have the thought of quitting their job. The result we have obtained supports the argument that intensely used emotions become a commodity and become a part of the service offered (Hochschild, 1983; Morris ve Feldman, 1996).
Based on the results of the word cloud and word tree analysis reports obtained by the Nvivo qualitative data analysis method, results were obtained indicating that the participants experienced a decrease in stress, burnout, quitting, surface acting, job satisfaction and satiety. It is seen that the demographic and interview data analysis results of the participants and the Nvivo results support each other.
We can state that the style and attitude of the managers while communicating with their subordinates is related to motivation and performance. In order to be impartial and transparent, especially in the auditing process, it is foreseen that the independent and feedback process will be carried out with experts, and evaluation and feedback will be made regularly. In order to reveal the real performances of the employees, it is recommended to implement multiple criterias such as the managers, customers, co-workers and the performance targets that the employee is in contact with while performing their duties. It is foreseen that the employees will be allowed to use autonomy within the framework of the organizational vision and mission while performing their duties to minimize the possible negative effects of emotional labor effort and to achieve the determined targets.

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EXAMINATION OF GENERATION Z'S PREFERENCES OF AGRO TOURISM TYPE: ANALYSIS IN İZMİR DURING COVID-19

Pınar ELDEM ÇULHAOĞLU[1]

***Abstract** - Although agro tourism has been a topic that has been discussed in the tourism literature for a long time, the relationship between agro tourism types and generations has been associated relatively recently. In this study, tourism and agriculture practices are integrated into the Agro tourism type preferences of generation Z members in the context of farm accommodation, farm catering, participatory agro tourism, farm retailing, therapy at the farm, holiday in the farm and farm entertainment is aimed to be examined. During the pandemic, 322 volunteer generation Z members, who contributed greatly to the harvest that could not be collected in the farms during the solidarity process, was reached in Izmir. In total, the data obtained using the MAXQD2020 program of face-to-face interviews with 30 people from 30 different districts of İzmir were interpreted. Based on these findings, the Agro tourism market can be segmented according to these differences that occur depending on Generation Z.*

Keywords- Agro Tourism, Another Agriculture is Possible, COVID-19, Generation Z, İzmir,Types of Agro Tourism.

Z KUŞAĞININ AGRO TURİZM TÜRÜ TERCİHLERİNİN İRDELENMESİ: COVID-19 SÜRECİNDE İZMİR ANALİZİ

***Özet** – Agro turizmi, turizm literatüründe uzun süredir tartışılan bir konu olmasına rağmen, agro turizm türleri ile nesiller arasındaki ilişki nispeten yakın zamanda ilişkilendirilmiştir. Bu çalışmada, turizm ve tarım uygulamaları, çiftlik konaklaması, çiftliğin yiyecek ve içecek servisinden yararlanma, katılımlı agro turizm faaliyetleri, çiftlik ürünlerinin perakende satışı, çiftlikte terapi, çiftlikte tatil ve çiftlikte eğlence bağlamında Z Kuşağı üyelerinin Agro turizm tipi tercihlerine entegre edilmiş ve incelenmesi hedeflenmektedir. Salgın sırasında dayanışma sürecinde çiftliklerde toplanamayan hasada büyük katkı sağlayan 322 gönüllü Z Kuşağı üyesine İzmir'de ulaşıldı. Toplamda, MAXQD2020 programı kullanılarak İzmir'in 30 farklı ilçesinden 30 kişi ile yüz yüze görüşmeler yapılarak elde edilen veriler yorumlanmıştır. Bu bulgulardan hareketle Agro turizm pazarı, Z kuşağına bağlı olarak ortaya çıkan bu farklılıklara göre bölümlere ayrılabilir.*

Anahtar Kelimeler- Agro Turizm, Agro Turizm Türleri, Başka Bir Tarım Mümkün, COVID-19, İzmir, Z Kuşağı

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INTRODUCTION

Agro tourism, which integrates the common features of agriculture and tourism and gathers them on a common denominator, is one of the tourism types that countries attach importance to within the framework of sustainable tourism. In recent years, instead of people vacationing in big hotels or in unnatural environments; the prominence of the desire to rest by consuming more natural foods, living in more natural environments and living quite calmly has revealed a new form of tourism, "slow tourism". Agro tourism practices also overlap with the components of slow tourism. It is thought that the slow city model also makes important contributions to local development as an example of a good "agro tourism" practice (Hekimci, 2014). Lowry & Lee (2011) slow tourism; can be evaluated in both urban tourism and rural tourism. Agro tourism is seen as a tool to ensure the economic and socio-cultural development of local people, especially in rural areas.
Moving forward to be the pioneer of agro tourism, İzmir makes a difference both in tourism strategies and agricultural strategic activities. According to the Izmir Tourism Promotion Strategy and Action Plan 2020-2024, the holistic management of the attraction centers in different regions of Izmir within themselves and in relation to each other is one of the important steps to be taken in order to develop the tourism potential of Izmir. In this direction, the second pillar of the tourism-promotion cycle is the 'Destination Management' strategic objective. The spread of activities that are concentrated in similar date ranges in different tourism regions throughout the year and their communication in a single language are among the most important issues. The strategic purpose of Destination Management covers not only organizational planning but also activities that require physical interventions. The 'Destination Management' pillar, which includes activities such as the dissemination of İzmir visual identity work throughout İzmir, the arrangement of orientation and information boards for tourists, and the planning and communication of events in line with a common calendar, consists of five strategic objectives. In order to achieve these goals, it will bring İzmir to the forefront from other destinations, especially in domestic tourism. The main aim of the project is to increase the tourism potential and accordingly employment in these areas through physical and organizational interventions and routing studies. Among these five strategic goals, the place, importance and development of agro tourism are studied (Soyer, 2021).
According to the Strategic Plan of Izmir Metropolitan Municipality 2020-2024, among the strategic objectives and targets, reducing poverty, ensuring food security, improving nutrition, supporting sustainable agriculture, making progress in İzmir by supporting tourism, developing agricultural areas in a way that will protect the ecosystem, developing natural areas, It is the most accurate place where agro tourism practices can be observed, as there are efforts to stop the loss of biodiversity (Soyer, 2021).
It is very important to be dynamic in a process where service and consumption are almost simultaneously in the tourism sector. The most important factor that will bring dynamism to the effective and efficient market segmentation. Market segmentation is to bring together consumer groups with similar needs or similar demand structures, similar perceptions about goods and services, and similar purchasing tendencies and behaviors, and dividing the market into subgroups (Blocker and Flint, 2007: 811). Although the tourism market is segmented at a micro level, such as the socio-demographic and behavioral characteristics of individuals, and at a macro level, such as the shelf characteristics of countries (Lin et al., 2019), the concept of generation, which is an age-based but not limited to this, is also a meaningful segmentation criterion. However, it is seen that the subject of generations and agro tourism is not sufficiently addressed in tourism researches. However, the studies carried out on generations from various perspectives will provide important clues in understanding the unique tourism preferences, attitudes and behaviors of different generations (Özel, 2017: 3).
However, with the pandemic process, our behavior and preferences are changing. It has been seen that the effects of this process on Generation Z, who prefer agro tourism, are not sufficiently related as a research subject and it is aimed to fill this gap with this study. From this point of view, the relationship between the types of agro tourism put forward by Sznajder and Przezbórska (2014) generation Z tourists in this study during the pandemic process was examined. In addition, İzmir's agro-tourism practices were examined.

LITERATURE REVIEW

Labels such as agro tourism, farm tourism, farm-based tourism and rural tourism are often used interchangeably (Phillip, et al. 2010: 755). This type of tourism is seen as a type of agriculture-related rural tourism and conceptually it is generally considered a part of the rural tourism concept (Faganel, 2011:27). Although these concepts are often seen as the same terms, they are separated from each other (Zoto, 2013: 210). Rural tourism is a more general term and generally the activities carried out in this type of tourism are based on the rural environment. Agro tourism activities, on the other hand, are based on farms and farmers, and this concept is considered to be a more limited concept than rural tourism (Kosmaczewska, 2008: 145). Agro tourism is a multi-functional type of tourism that provides tourists with the opportunity to participate and obtain information about agricultural areas, agricultural professions, local products, traditional cuisine and people's daily life. This type of tourism offers tourists a variety of rural activities where they can enjoy traveling, learning and exploring. Agro tourism deals with leisure activities organized by farmers in order to appeal to visitors and refers to various forms of tourism related to agricultural activities or agricultural facilities (Dinçer and Emiroğlu, 2017:2). Agritourism, also called agri tourism or agro tourism, is a type of tourism carried out in regions where agricultural production is intense. With this feature, agro tourism creates an additional income source for producers. Thus, instead of replacing agricultural production with tourism, it may be possible to integrate with tourism. In other words, agro tourism gains importance as a new field of tourism activity that does not destroy agricultural areas, which are frequently seen in developing regions, in the name of tourism management, but on the contrary develops tourism together with agriculture (Küçükaltan, 2002: 151).

The development of tourism and the gaining in importance of different types have not been able to have the same rate of increase in recent years. It is known that some terrorist incidents, epidemics and natural disasters have negative effects on regional tourism and international tourism movements (Bahar and Kozak, 2008). If an evaluation is made for Turkey, tourism should be diversified, agro, eco, farm tourism and organic agriculture should be integrated with tourism and the product should be marketed and presented. The new facilities owned by the country should be constantly emphasized on social media, with all advertising channels where guests can spend their holidays comfortably and safely on issues such as cleanliness, hygiene and health. Thus, the historical artifacts in the country and the rich and unique variety of agricultural products should be used well and marketed with a very good strategy (Bahar and Çelik, 2020: 127).

According to another study, which deals with the difficult process experienced by the tourism industry and makes predictions, Khalilzadeh (2020) states that the effects of Covid-19 are more negative than other epidemics; It was stated that many airlines, hotel chains, theme parks and casinos were closed and thousands of employees were temporarily laid off. On the other hand, it has been stated that one or two years after the end of the epidemic, the tourism sector will be good, but structural and functional changes will occur in the sector. It is stated that these changes will increase the tendency of localization, many young workforce will be employed, tourism will shift from existing destinations to different destinations and new airline brands may emerge. Hall et al., (2020) stated that Covid-19 will cause changes in the tourism sector, and in this context, countries will re-plan their domestic economies and education systems and turn to local and more sustainable forms of tourism, and international tourism will also continue.

Apart from the studies carried out to create predictions in the tourism sector, there are studies that include predictions for the Z generation after Covid-19. According to Buheji (2020), it is emphasized that Generation Z will be very careful about living or spending like minimalists and this generation will reshape products and services. It is thought that as they suddenly experience the reality of how fragile this world is, they will become more careful about taking financial risks. It is thought that most of the post-Covid-19 generations will find it difficult to be optimistic about the future. Despite this picture, it is thought that the youth of this generation will turn to other possibilities that will lead to global change, a change that will respect the environment, health, quality of life and eliminate capital-based economic control. However, it is also mentioned that after the emergence of this essence of life crisis, after Covid-19 there will be a more dynamic and resilient generation that is more ready and agile to unforeseen challenges and capable of surviving and thriving in potentially adverse events. The amount and extent of changes witnessed in the Covid-19 pandemic was unprecedented in many generations before that, and certainly not for those born after 2000. These experiences have taught younger generations how things can suddenly turn around quickly and sharply. Many of these generations have survived this crisis, or have changed or will change as a result of this crisis. Another unexpected global crisis that youth generation has learned and continues to learn is that they may emerge suddenly and they need to be resilient in order to overcome them (Mpaata, 2017).

METHODOLOGY

Purpose and Importance of the Research

The aim of this study is the current situation of the agro tourism activities of the Z generation carried out throughout the province of İzmir, the reasons for choosing agro tourism, the activities selected within the scope of agro tourism, which tourism type or activity is selected when agro tourism is not preferred, how Covid-19 affects the choice of agro tourism type, whether there are factors that negatively affect agro tourism, and what activities are necessary for the development of agro tourism for İzmir. The study is important in terms of determining all these and giving suggestions in this direction, strengthening the development of agro tourism activities in the region and shaping the agro tourism activities according to the preferences of the Z Generation, by raising awareness of agro tourism operators and all other stakeholders in this direction and taking precautions where necessary. It is very inclusive and up-to-date because it includes the effects of Covid-19.

Population and Sample

As a result of the literature review, it is observed that such farms are increasing rapidly throughout İzmir, apart from the conclusion that agro tourism activities in Turkey are most effectively carried out in Tatuta farms, which are a part of the Tatuta project and carried out by the Wheat Association. For this reason, the research population is the province of İzmir, which is rapidly developing in terms of agro tourism activities. While determining the sample in qualitative research, the relevance of the sample to the research subject is taken into consideration rather than its representativeness. In this type of research, more multi-purpose sampling method is used. In this study, easily accessible case sampling was chosen from purposive sampling methods. This sampling method brings speed and practicality to the researcher. In this method, the researcher chooses a situation that is close and easy to access. For this reason, Seferihisar, where agro tourism activities are the most intense in İzmir and even prioritizing for the first time in the research sample, Bergama within the scope of the Ruritage project, which will make a great contribution to the development of Northern İzmir, Urla, which integrates the best examples of wine tourism with agro tourism applications, Tire, which offers live, living, good, clean and fair food, Cesme, which is slowly transforming, Kemalpaşa, which presents the best examples of solidarity in harvest, all the districts where Tatuta farms are located and even 30 districts of İzmir constitute working with thematic routes. In the research, semi-structured interviews were conducted with 9 people with the conscious youth of generation Z to get information about the current situation of agro tourism in İzmir, the reasons for preference, their activitiesvin the Covid-19 period, the situations that will be adversely affected and the activities necessary for agro tourism development.

Research Method

In the research, semi-structured interview technique, which is one of the data collection methods for qualitative research, was used. The research was carried out in May and June 2021. In the study, face-to-face interviews were conducted with people representing the conscious, environmentalist and solidarity volunteer Z generation, who work voluntarily in order to prevent the harvest from remaining on the farm in İzmir, each of which lasted for 40-45 minutes. Within the scope of the interview, 9 open-ended questions were asked to the participants, and in addition to the questions asked in the interview form, provided that they do not go beyond the boundaries drawn with the pre-determined subject headings, in order to fully determine the thoughts of the participants; why, how, what exactly did you mean, do you have any other suggestions? In the form of questions, it was tried to give deeper information to the questions. The questions asked to the participants within the scope of the interview are as follows:

Question 1: Could you give information about the general operation and current status of agro tourism activities in İzmir?
Question 2: Can you explain the main reasons why you prefer agro tourism?
Question 3: What is the activity you like to do most during the agro tourism holiday?
Question 4: What type or activity would you prefer when you do not use the type of agro tourism?
Question 5: Did you participate in agro tourism before Covid-19?
Question 6: Did you participate in agro tourism during the Covid-19 process?
Question 7: Did you participate in agro tourism after Covid-19 ended?
Question 8: Are there any factors that negatively affect the development of agro-tourism activities in İzmir?
Question 9: What should be done first for the development of agro tourism activities in İzmir?

In the research, it was seen that the data repeated itself after a point, data saturation was reached and the interview was completed with 9 people. Morse (1995) saturation defined data adequacy and stated that it functions as the collection of data until no new information is obtained. Descriptive and content analysis techniques were used in data analysis. The data obtained in the descriptive analysis can be summarized and interpreted according to the previously determined themes. The data can be organized according to the themes revealed by the research questions, or it can be presented by considering the questions or dimensions used in the interview and observation processes. In this type of analysis, direct quotations are included in order to reflect the views of individuals (Yıldırım and Şimşek, 2011). In the content analysis method; Similar data are brought together within the framework of certain concepts and themes and interpreted in a way that the reader can understand. In this study, the themes were presented by considering the questions used in the questionnaire consisting of open-ended questions. In this direction, the meaning of the data collected with open-ended questions in terms of the research question, their relations with each other and the patterns they exhibit as a whole were tried to be revealed. The results obtained were constantly compared and interpreted by the researcher (Yıldırım and Şimşek, 2006). The "expert review" method was used as a second strategy to ensure credibility in the research. In order to determine how functional the created categories are, four documents (participant forms) were randomly selected from the data set and sent to academician who is expert in the field of Tourism Management and are also experts in using the MAXQDA 2020 program. The codes made by the experts were compared with the codes made by the researcher, and the necessary arrangements were made by reviewing the codes in line with the suggestions from the experts. In line with the feedback received, the code list was revised and necessary changes were made on the MAXQDA 2020 program. The data obtained within the established themes and focal points were handled without making any changes in the expressions of the participants, and each participant was given codes as P:1, P:2, P:3,… while collecting and analyzing the data.

RESULTS

The demographic information of the participants participating in the research is presented in Table 1. 44.44% of the participants participating in the research are women and 55.55% are men. Looking at their educational status, 88.88% are university students and 11.11% are high school students. He is 100% single as of his marital status. Looking at their age, 55.55% are 21 years old and 44.44% are 20 years old. The frequency and percentage distributions of the answers of the participants participating in the research are shown in Table 1.

Table 1. Descriptive Information on the Demographic Information of the Participants

GENDER	**FREQUENCY (f)**	**PERCENT (%)**
Women	4	44,44%
Male	5	55,55%
TOTAL	**9**	**100%**
EDUCATION LEVEL	**FREQUENCY (f)**	**PERCENT %**
High School	1	11,11%
University	8	88,88%
TOTAL	**9**	**100%**
MARITAL STATUS	**FREQUENCY (f)**	**PERCENT %**
Single	9	100%
TOTAL	**9**	**100%**
AGE	**FREQUENCY(f)**	**PERCENT %**
20 years	4	44,44%
21 years	5	55,55%
TOTAL	**9**	**100%**

The views of the participants on the current situation of agro tourism activities in the region and their thoughts on this issue are shown in Table 2. As it can be understood from Table 2, the participants are mostly informed about agro tourism activities in İzmir, that exemplary activities in agro tourism accelerate, respect for ecological balance occurs with agro tourism, people of İzmir have a high level of awareness about agro tourism, volunteerism and solidarity in agro tourism and agro tourism It has been stated that we take care of our essence, our food and our culture. The statements of the participants about the current situation of agro tourism activities in the region and their thoughts on this issue are shown in Table 3.

Table 4 shows the reasons for choosing agro tourism. Participants mostly think that it is the best way to be alone with nature. Apart from this, they stated that they support a balanced life with the ecological system, being a partner in solidarity and understanding the labor of the farmer, reaching healthy food, integrating and protecting the soil, healthy and dynamic lifestyle and rural development. Table 5 shows the statements of the participants about the reasons for choosing agro tourism. As can be seen from Table 6, the preferred activities in agro tourism are indicated. Participants can enjoy beekeeping, consuming healthy food on the spot, meditation and sports, festivals and events, herb collection, aromatic plants, dealing with vineyards, cycling tours, walking on village paths, enjoying the sea in deserted bays, fishing, vegetable and fruit growing and farm animals. expressed as interest. The expressions of the activities preferred by the participants in agro tourism are shown in Table 7. In Table 8, which tourism type or activity is selected instead of agro tourism is given. The participants stated that they are cultural tourism, wine tourism, cycling, mountaineering, fishing, meditation or yoga, trekking, motorcycle trip and backpacking. Table 9 shows the statements of the participants about which tourism type or activity they choose instead of agro tourism. Table 10 includes the selection of agro tourism before, during and after the pandemic. All of the participants stated that they would prefer agro tourism after covid 19. Table 11 shows the statements of the participants regarding their selection before, during and after covid 19. In Table 12, clean energy facilities, traffic, lack of promotion and information, zoning policies, price increase in the region, controlled promotion and advertisement, and migration, which negatively affect or may affect agro tourism, are given. The statements of all participants about the factors that negatively affect or may affect agro tourism are shown in Table 13. Necessary activities for the development of agro tourism in Table 14; employment creation, municipality, NGO, City Council etc. where young generations can take initiative. support of all stakeholders, legal regulations, inspection of agro tourism facilities, flexible working in institutions, adaptations from foreign examples, organization together with the public to increase common awareness, domestic and international promotion, clean energy facilities, traffic, lack of promotion and information, which may or may affect negatively, zoning policies, price increase in the region, controlled promotion and advertisement, and migration are included. Table 15 shows the statements of all the participants about the activities necessary for the development of agro tourism.

Table 2. Current Situation and Operation of Agro Tourism Activities in İzmir

CURRENT SITUATION AND OPERATION OF AGRO TOURISM ACTIVITIES IN IZMIR	f
Agro tourism activities have gained momentum	8
Respect for ecological balance is created with agro tourism	5
The level of awareness of those participating in agro tourism is high	3
Volunteering and solidarity in agro tourism	1
Protection essence, food and culture with agro tourism	1

Table 3. Quatations of the Current Situation and Operation of Agro Tourism Activities

CURRENT STATUS AND FUNCTIONING IN AGRO TOURISM	FOCUS POINTS
P1: "We meet with all my friends and go to farms where agro tourism practices are in place. We generally prefer Karaburun. I really like the functioning and current situation of agro tourism activities in Karaburun. Being in the cultivation of agricultural products and being able to do this with a discipline is our biggest gain. We make our accommodation in our tents. There is a separate shower and toilet for us, as well as a washing machine. Apart from that, there is an area where we can cook for ourselves from the fruits and vegetables we collect. The information we learn about agriculture and animal husbandry every day is very valuable, and being able to socialize with my friends is invaluable." P2: "I am originally from Muğla. Although it is thought that agro tourism practices are more developed there and in the Mediterranean, I do not agree with this. There is such an opinion because the awareness of foreign tourists coming to these regions is more about agro tourism. Of course, they are all the same. Efes-mimas road, olive road, vineyard road and efeler road, which have been and will be actively implemented, will improve existing formations and enable many more new ones to come to life." P3: "Seferihisar is the land where I was born and grew up. This is where you first hear citta slow. Citta means city in Italian and slow means slow in English. It is used to mean the Calm City and is part of the Slow Movement. The Citta slow philosophy advocates living life at a pace to be enjoyed. The Citta slow movement has set out with the goal of being a realistic alternative to cities where people can communicate with each other, socialize, are self-sufficient, sustainable, protect their handicrafts, nature, traditions and customs, but at the same time do not have infrastructure problems, use renewable energy sources and benefit from technological conveniences. All these were tried to be realized in Seferihisar. Producer markets with healthy, carbon footprint minimum have been opened. Thanks to the Can Yücel seed center, our ancestral seeds have been reproduced. Our ancient seed, karakılçık wheat, has been multiplied and healed many people. We witness that the slow city practices that started in Seferihisar spread all over İzmir thanks to Mr. Tunç Soyer. Can Yücel Seed Center, which was opened in the Bornova Aşık Veysel Recreation area, ensures the preservation, production and reproduction of seeds in all districts of İzmir. In this center, trainings are given on agriculture, soil, compost, and beneficial insects. The awareness of every individual living in İzmir about the environment and ecology is increased. Seed exchange festivals, the collection of the harvest left in the farm with the volunteer army during the pandemic period, the increase in the number of the people's grocery store, where the products coming through the rural cooperatives are sold, actually constitute the big outputs of the small activities of agro tourism." P4: "Thematic routes started to gain momentum. Ephesus-Mimas and Efeler Road are among the ones I know now. These routes will lead to an increase in agro tourism applications, as they allow the existing agricultural activities to be combined with tourism. The fact that the producer's markets established in many districts are preferred by the conscious people of İzmir and that they are purchased from the People's Grocery are an indication of the desire to reach healthy food through the cooperative."	Agro tourism activities have gained momentum

P5: "I also experienced the farms in Karaburun, Foça, Urla, Bayındır and Menemen. The information I learned about agriculture and soil, especially in Karaburun Bozköy, opened my horizons. Especially in this farm, the first goal was learning and self-development by living before rest and relaxation. In Seferihisar and Alaçatı, besides TATUTA farms, I had the opportunity to see businesses engaged in agro tourism." P7: "My grandparents' grandparents also lived in Tire. The lands of my roots have never lost their essence from past to present. The market, which was established on Tuesday, is gaining more importance and value with each passing day. I think I grew up in a magical place where fresh fruits, vegetables and herbs are transformed into delicious meals first hand, with no carbon footprint. It started to integrate these features with tourism. There are activities that combine agricultural production and gastronomy in Derekahve, Topçu and Kaplan. You must be here once in the spring festival, nowruz. It is very important for everyone, big or small, to celebrate this holiday as a festival in the most beautiful way in nature cannot be explained but lived". P8: "Agro tourism practices in Urla are not only wine-based. With the cooperation of cooperatives and women, agricultural products are produced in the healthiest way, delivered to the consumer in the most direct way and added value to the products. Artichoke, Melon and herb festivals are very remarkable. This region, which combines agriculture and tourism, also has a jazz festival and artistic works made by the hands of women. The best examples of agro tourism emerge when the TATUTA application, producer markets, thematic routes, viticulture, the power of cooperatives are blended with the natural and cultural heritage of İzmir. Another important reason for this success is the high level of consciousness of the people of İzmir. The most obvious proof of this is that the number of people's grocery stores exceeds 5, the number of producer markets is increasing day by day, and it is the CittaSlow Metropolitan, with the belief that the food is healthy and the effort of the cooperatives. Agro-tourism reshapes rural life with the right direction of this potential by the municipality". P9: "There are many places that perform agro tourism. It is possible that we can encounter such a practice in almost every district of İzmir. The practices that combine the understanding of hosteling, in which traditional Turkish hospitality is exhibited, with agriculture are both warmer, sincere and high quality. Soaps made from rain water and fresh olive oil in Seferihisar, bottling of centaury oil for healing, transforming tangerine or lavender into cologne and pure oil show that agro tourism is not just a recreation but a tool for revealing innovations".	Agro tourism activities have gained momentum

P2: "First of all, vacations that used to be thought to be only in ultra all-inclusive hotels where you can interact with the sea and the sun showed the fact that they can turn into a small but boutique and stylish holiday in Alaçatı. Now, there are even businesses that stay in wonderful bungolavs and make agro tourism in Alaçatı. You can even collect bees and take care of the bees. Everything is changing and Izmir can see these changes in the fastest way and adapt itself to them. P3: "...It is used as a Calm City and becomes a part of the Slow Movement. The philosophy of Citta slow advocates living at a pace where you can enjoy living. The Citta slow movement is a renewable energy system where people can communicate with each other, socialize, self-sufficient, sustainable, protecting their handicrafts, nature, traditions and customs, but at the same time without infrastructure problems. It set out with the goal that cities using ivory and benefiting from technological conveniences would be a realistic alternative.... " P4: "Pergamons take their animals and go to the highlands without the hot times raging. Our President came to the plateau this year. We stayed in bristle tents. Singing our most beautiful songs together. P5: "Importance and goals of TaTuTa Strengthening the communication between groups, individuals and different cultures in the ecological life movement, Creating and reproducing healthy examples for ecological production to create a permanent source of life, friendly to natural cycles, primarily for the rural population, By experiencing life, internalizing the responsibilities of ecological life and putting them into practice more in their daily life, First-hand ecological method, experience and knowledge sharing in consumer and producer activities, By supporting nature-friendly production and consumption models, soil, air, water quality, biological diversity, climate and contributing to the healthy continuation of other natural cycles". P6: "We were grateful for the blessings of mother earth offered to us every new day and we experienced the joy of feeding our animals naturally".	Respect for ecological balance
P1: "Even though İzmir is a big city, I feel like I live in a small, sincere, self-sacrificing small town that respects the environment and animals, and is compassionate with its matriarchal structure. Not just me, but my age group all feel almost the same. We see that there are changes that we can learn by diversifying the places we go for agro tourism and by being involved in different activities. While getting to know the vineyards in a farm, we can learn about the cows in one place and the life of the bees in another place. I am sure that all these will be different in İzmir." P4: "The fact that the producer's markets established in many districts are preferred by the conscious people of İzmir, and that they are purchased from the 'Halkın Bakkalı' are an indication of the desire to reach healthy food through cooperatives". P5: "The people of İzmir, who have a high level of consciousness, reach out to the countryside and try to convey this knowledge to those in the farthest corner and give trainings".	The level of awareness of those participating in agro tourism is high
P5: "When you like this tourism, I don't think these places need advertising. In any case, those who set their heart on this work convey these activities to each other by ear. Volunteering is essential in both the advertised work itself".	Volunteering and solidarity in agro tourism

P7: "Thanks to the thematic routes that have been implemented and are still being implemented, it is possible to travel around İzmir in a much more comfortable way by bicycle. I hope that the beauties of dash, Ödemiş and Bozdağ will come to the for even more through Efeler route. If I try not to think about my attachment to the place where I was born, not just here, every hidden rural area of İzmir reveals itself. Thanks to these routes, we will be able to feel our culture, local food, customs and traditions in the most accurate way again".	We protect our essence, food and culture with agro tourism

Table 4. Preferred Activities in Agro Tourism

PREFERRED ACTIVITIES IN AGRO TOURISM	f
Beekeeping	2
Consuming healthy food on the spot	2
Meditation and sports	2
Festivals and events	2
Picking herbs	1
Growing aromatic plants	1
Growing plants in the garden	1
Cycling tour	1
Walking on village paths	1
Enjoying the sea in deserted bays	1
Fishing	1
Vegetable and fruit cultivation	1
Taking care of farm animals	1

Table 5. Quotations Regarding Preferred Activities in Agro Tourism

PREFERRED ACTIVITIES IN AGRO TOURISM	FOCUS POINTS
P2: "Now, there are even businesses that stay in wonderful bungolavs and do agro tourism in Alaçatı. You can even collect lavender and take care of the bees". P3:"I can't remember Einstein's words, 'If the bees disappear from the face of the earth, man will only have 4 years to live".	Beekeeping
P1:"I always remember the smell of pancakes prepared by my grandmother in the wood fire, and the happiness of breakfast with fresh vegetables." P3:"It makes me feel very lucky to be able to smell the honeycombs they make and even consume them for breakfast."	Consuming healthy food on the spot

P4: "Breathing exercises increase our energy and brain functions, enable us to move to a happier and more enjoyable state emotionally and mentally. Being able to do this activity in a place within the agro-tourism activity in the countryside and to be able to integrate this knowledge in this way will make it much more special. P5: "The biggest activity that provides my inner peace is yoga. The clean air of nature, the sound of nature's creatures, finding the balance of the body and reaching the healthiest mind are very important to me".	Meditation and sports
P7: "You have to be here for Nowruz in the spring festival. The fact that everyone, big or small, celebrates this holiday as a festival in the most beautiful way in nature is very unspeakable, but it is experienced". P8: "Artichoke, Melon and herb festivals are very remarkable. This region, which combines agriculture and tourism, also has a jazz festival and artistic works made by the hands of women".	Festivals and events
P9: "Gathering aromatic plants and herbs are my favorite activities".	Picking herbs
P8: "I saw how a wide variety of herbs turned into healing".	Aromatic plants
P8: "Working in the hanging gardens all day and watching the sunset".	Gardening
P7: "Cycling is a lifestyle for me, being on the saddle, feeling the wind, being aware of all the colors of nature, new places the way you want".	Bike riding
P6: "Walking in the forest and on the village paths without thinking about anything, inhaling the smell of pine forests, thinking about the animals that you may encounter gives energy to me".	Trekking in village
P5: "During the pandemic process, my frequency of participation in agro tourism types has increased even more. As long as the weather allowed, my father and I always sailed on our small boat. This time, we caught fish not only for ourselves, but also for other villagers who could not go out, and gave it to them. The more we share, the greater the abundance of our fish. In fact, in the future, I aim to both participate in these activities and do this job with those who buy a small village house and set their heart on fishing. I want to do agriculture in the small garden of our village house and combine two activities".	Fishing
P6: "Being able to swim in the private coves that I discovered with untouched, desolate sea creatures, diving and observing the natural life".	Enjoying the sea in deserted bays
P5: "The sea and fish are indispensable in my life, and it is unique to be able to see them together with the vegetables and fruits that I helped to grow".	Vegetable and fruit cultivation

P1: "I know how to milk a cow very well. Getting the eggs from under the chickens and spending time with them were very precious memories for me".	Taking care of farm animals
P6: "It is very special for me to smell the peace that comes from simplicity, to light a fire outside and have warm conversations with my friends around it and sleep in a warm tent".	Otantic experience in tent

Table 6. Which Tourism Type or Activity Is Selected Instead of Agro Tourism

WHICH TOURISM TYPE OR ACTIVITY IS SELECTED INSTEAD OF AGRO TOURISM	f
Culture tourism	1
Wine tourism	1
Cycling	1
Mountaineering	1
Fishery	1
Meditation or yoga	1
Trekking	1
Motorbike tour	1
Backpacking trip	1

Table 7. Quotations on Which Tourism Type or Activity to Choose Instead of Agro Tourism

WHICH TOURISM TYPE OR ACTIVITY IS SELECTED INSTEAD OF AGRO TOURISM	FOCUS POINTS
P9: "When we did not prefer the agro tourism type, we were participating in cultural tours with my family".	Culture Tourism
P8: "I worked voluntarily in many farms in Spain, France, Italy and Portugal in order to live and experience wine tourism".	Wine Tourism
P7: "Cycling is a lifestyle for me, being on the saddle, feeling the wind, being aware of all the colors of nature, being able to travel to new places as you want without harming the ecological balance is very different and special".	Cycling
P6: "There are plenty of hiking and mountaineering clubs in our city. It is possible to go from village to village and to camp every weekend as part of these groups".	Mountaineering
P5: "Actually, we went fishing with my father in small boats in the early morning. It's our family tradition".	Fishery
P5: "When we can't go fishing, the biggest activity that gives me energy and gives me inner peace is yoga. The clean air of nature, the sound of nature's creatures, finding the balance of the body and reaching the healthiest mind are very important to me".	Meditation or yoga
P3: "The moments when we took shelter in nature instead of staying at home during the pandemic process have increased. But I was trekking before the pandemic. With the pandemic process, I continued my trekking activities and tried to stay in agro tourism businesses as long as possible".	Trekking
P2: "In my spare time, I travel by motorbike".	Touring by motorcycle
P1: "Before agro tourism, I was taking my backpack and exploring new places and staying in a tent".	Backpacking trip

Table 8. Selection of Agro Tourism Before, During and After the Pandemic

AGRO TOURISM SELECTION BEFORE, DURING AND AFTER THE PANDEMIC	f
Choice after the COVID-19	9
Choice during the COVID-19	12
Choice before the COVID-19	8

Table 9. Quatations on the Choice of Agro Tourism Before, During and After the Pandemic

AGRO TOURISM SELECTION BEFORE, DURING AND AFTER THE PANDEMIC	FOCUS POINTS
P1: "We have always participated in activities where we can be in touch with nature, and before the pandemic, we were participating in agro tourism. We participated in the name of solidarity during the pandemic process. After the pandemic, we will participate in order to contribute to the environment". P2: "I will continue to participate after the agro tourism pandemic process". P3: "Apart from continuing agro tourism activities after the pandemic is over, I will struggle to find a place for myself in the lands where you grew up so that this can be my way of life. At first, I wanted to find a good job and work in the big city, but I experienced the pain of not being able to catch up with the hustle and bustle of the big city, and the fast-moving life at the workplace I wanted to work at while I was studying in Istanbul. All my day wasted in traffic, the strict rules of the workplace, unnecessary superior-subordinate relations felt very suffocating". P4: "I want to deal with agro tourism activities after the pandemic is over, but my greatest desire is not only to participate in their activities, but also as a participant and even as a business owner". P5: "I want to deal with agro tourism activities after the pandemic is over, but my greatest desire is not only to participate in its activities, but also as a participant and even as a business owner". P6: "Of course, I can't wait to escape to nature". P7: "I want to have a holiday like this after the pandemic is over, anyway, the purpose of choosing this type of holiday was not to be isolated due to the pandemic. It was to benefit from the services offered to us by agro tourism". P8: "Although we need all kinds of tourism, agro tourism will reshape our future. It will ensure access to good, clean and fair food. I think that the preference of this species will increase after the pandemic is over. Although they preferred this type more in order to be protected from cov-19 at first, they started to be abandoned after this type of recreation was adopted. The increase in caravan sales and the fact that they can only raise the supply until 2022, and the increase in bungalow-style house sales are the most striking examples of this". P9: "I want to participate in agro tourism activities after the pandemic is over. Although we have been going through difficult times due to the pandemic for about 1.5 years, these closing times have taught me very valuable information about how to process aromatic plants. Actually, the pandemic has been an advantage for me. It revealed what I could do next and my hidden talent. In the future, I want to start a business that provides added value related to aromatic plants".	Choice after the pandemic

P1: "During the pandemic, my frequency of camping increased even more in order to be isolated from people. I was able to camp and breathe during the weekend curfews. I have been to many farms, helping with chores as a family and staying in my tent". P2: "I tried to reach the places that were open during the pandemic process. While help"ing with the cherry harvest in Kemalpaşa, a good farmer hosted me in his own home, even though his farms were not ready for agro-tourism. We became friends, even relatives, with people who were rich enough to open their homes to me. I think these are actually a part of agro tourism. Although there is no special accommodation activity in the farm life, their hosting in their home is much more special". P3: "I went to Seferihisar with my mother when there was a total closure during the pandemic process. During harvest times, I supported the farmer as much as I could, helped raise livestock and grow fruit and vegetables. Even those who are not interested in these businesses understood the importance of healthy food and nature. First of all, I adopted agro tourism practices as my lifestyle for 78 days. I lived a much more peaceful and calm life. It took all my bad thoughts and future worries to the ground". P4: "During the pandemic process, my frequency of participation in agro tourism types has increased even more. I live in Bergama. I work hard with my elders so that the required efficiency in all of our stuffed pines can reach the desired level again, and at the same time, we are getting ready to switch to house boarding with the new projects of our Municipality. I have been interested in these issues without stopping". P5: "During the pandemic process, my frequency of participation in agro tourism types has increased even more. As long as the weather allowed, my father and I always sailed on our small boat. This time, we caught fish not only for ourselves, but also for other villagers who could not go out, and gave it to them. The more we share, the greater the abundance of our fish. In fact, I aim to both participate in these activities and do this job with those who buy a small village house and set their heart on fishing. I want to combine two activities in agriculture in the small garden of our village house. We were participating in activities where we could do even one of these activities in nature every time we got out of full closures. It is very meaningful to be able to take my bike and travel on special routes and interact with the local people". P7: "Every time we came out of total closures, we were participating in activities where we could do even one of these activities in nature. It is very meaningful to be able to take my bike and travel on special routes and interact with the local people". P8: "I want to participate in agro tourism in my spare time. Although I am in the management section of this type of tourism, it is necessary to closely follow the agro tourism practices abroad". P9: "I want to participate in agro tourism in my all spare time".	Choice during the pandemic

P1: "I used to prefer it before the pandemic process. I think this is the type of tourism that will make the future more livable. I think that it will not only protect the soil, seeds and the environment, but also support small producers and bring the handicrafts that are on the verge of extinction to the surface and take the necessary importance". P2: " I was participating before the pandemic process". P3: "The moments when we took shelter in nature instead of staying at home increased during the pandemic process. But I was trekking before the pandemic. With the pandemic process, I continued my trekking activities and tried to stay in agro tourism businesses as long as possible". P4: "Before the pandemic process, I preferred agro tourism. Apart from agro tourism, I also benefited from sea tourism, but we did not stay in ultra all-inclusive hotels, which were intended to consume everything quickly. We preferred smaller hotels, hostels, campsites or caravans". P5: "Before the pandemic process, I preferred agro tourism. We actually went fishing against the sabha in small boats with my father. This is our family tradition. Still the smell of the sea and waiting patiently for hours were the most precious moments of my life. Since we were very tired after getting off the boat, we used to have a wonderful feast in the evening together in the mansions of our relatives in the village we went to". P7: "I was participating in the harvest activities voluntarily when there was no total shutdown during the pandemic process. P8: Before the pandemic, I preferred agro tourism. I worked voluntarily in many places in Spain, France, Italy and Portugal in order to live and experience wine tourism". P9: "Before the pandemic, I preferred agro tourism".	Preferred before the pandemic

Table 10. Reasons for Preferring Agro Tourism

REASONS FOR PREFERRING AGRO TOURISM	**F**
Being alone with nature	9
Balanced living with the ecological system	3
Join the solidarity	3
Reaching healthy food by understanding the farmer's labor	3
Integration and ownership of the land	2
Reaching and owning ancestral seeds	1
Reaching a healthy and dynamic lifestyle	1
Supporting rural development	1

Table 11. Quotations on the Reasons for Preferring Agro Tourism

REASONS FOR PREFERRING AGRO TOURISM	FOCUS POINTS
P1: "It is very valuable for me to be alone with nature, to achieve something with effort and to understand the value of hard work". P2: "Actually, there is no single reason for this. Being in touch with nature". P3: "They work and strive for environment and health together with the environment, without destroying nature". P4: "Nature is the only type of tourism that I can realize". P5: "My most special moments when I feel integrated with mother earth emerge in this type of vacation ". P6: "I feel that nature is embracing me". P7: "I can get away from the noise of the city and focus completely on nature". P8: "The most special type of holiday where we can hear all the sounds of nature". P9: "Being able to act with nature apart from being with nature"…	Being alone with nature
P4: "The existence of bees is essential for the continuation of the ecological system, and in order to maintain this, beekeeping must be given importance". P7: "Agro tourism is not only a recreation and relaxation, but also the most important element that establishes the balance of the ecological system". P9: "It is the preservation of the ecological balance by revealing the medicinal herbs that mother earth offers us and ensuring that the groves can create added value".	Balanced living with the ecological system
P1: "I want to be a partner in the farmer's work with my friends from the same age group and see what's wrong with one hand and how two hands have a voice". P3: "Solidarity seems like an action you offer when someone is not enough, while solidarity is joining forces together. To be able to share intelligence, effort and self-sacrifice". P6: "I want to be able to create and produce something with teamwork. My biggest goal is not to listen to the memories of such experiences of my friends, but to collect these memories on my own".	Join the Solidarity

P2: "I don't think it needs to be organic in order to reach healthy food. The places where these agro-tourism practices are established with the experienced farmers who have been working in agricultural production for years and the professionals from whom the competent business owners receive the necessary agricultural information support, fully comply with good agricultural practices. While doing all this, we become aware of what is going on in the countryside, its culture, and our customs and traditions that are on the verge of being forgotten. Past methods or experiences do not mean that they are outdated, in fact, they have been tested with thousands of years of experience and experience and the truth has been reached, the most valuable, the most valuable, has been put into the acid test many times and as a result, the most suitable form for that environment is extracted. When these experiences and methods are combined by agro tourism operators with professionals who blend today's knowledge, even more solid results emerge". P3: "Even though it is thought that we live in virtual reality, participatory activities in which we can feel the value of labor are very valuable for us". P5: "Especially the pandemic has shown how difficult it is to reach the healthy food we eat, and reveals the necessity of acting together with the farmer".	Reaching healthy food by understanding the farmer's labor
P3: "First of all, I adopted agro tourism practices as my lifestyle for 78 days. I lived a much more peaceful and calm life. It took all my bad thoughts and future worries to the ground".	Integration and ownership of the land
P5: "The most important reason why I prefer agro tourism is that I can be involved in the activities while resting in a participatory manner. I would like to touch the tangible and environmental benefits of these activities. There is no place in the pleasure of buying a big slice from the oven made in the stone oven, which makes the tomato smell really good, and the ancestral seeds, especially the karakılcık wheat, which keeps the stomach healthy and does not tire the stomach".	Reaching and owning ancestral seeds
P1: "I like the dynamism we are in while helping the growth of fruits and vegetables and seeing the growth of healthy food and growing them".	Reaching a healthy and dynamic lifestyle
P4: "First of all, agro tourism provides a healthier and more natural nutrition opportunity without disturbing the nature, apart from helping rural development. I think it is the most environmentally friendly tourism model with its ability to provide a more peaceful holiday and rest and protect the ecosystem, so I prefer it".	Supporting rural development

Table 12. Activities Required fort he Development of Agro Tourism

ACTIVITIES REQUIRED FOR THE DEVELOPMENT OF AGRO TOURISM	f
Creating employment where Z generations can take initiative	9
Municipality, NGO, City Council etc. support of all stakeholders	2
Legal regulations	2
Inspection of agro tourism facilities	2
Flexible working in institutions	1
Adaptations from overseas examples	1
Organization with the public to raise shared awareness	1
Domestic and international promotion	1

Table 13. Quotations on Activities Required for the Development of Agro Tourism

ACTIVITIES REQUIRED FOR THE DEVELOPMENT OF AGRO TOURISM	FOCUS POINTS
P1: "Although I think that cultivating the soil is very valuable, I think that while doing all these, I should have gains in the future. It is very important for me to be responsible for the management of the place where they will serve healthy food or to be able to receive a part of their income when I create a value-added product. I think that he should also provide financial support to sustain my life on my own". P2: "I already have a lot of future concerns. I even had to deal with epidemics caused by natural events. It is very necessary that at least I have a place to stay where I can feel safe, a gold bracelet where I can learn and succeed "... P3: "I am very lucky because being young and dynamic showed me as a person with forward-looking dreams and vision, not inexperienced. I owe a lot to the farm owner who really saw me and gave me value and responsibility "... P4: "I can improve myself, learn a profession and earn money. Apart from that, I help our veteran farmer, who was sentenced to wait for the harvest for six months, to open extra income doors so that he can earn money. I can make great meals from the fruits and vegetables we grow". P6: "....I also needed to feel that I was making money and securing my future. As part of agro tourism activities, I learned how to make wine and had the opportunity to market this special product ". P7: "As I learned how to create wonderful aromatic products from the healing power of plants, I also opened different marketing areas for myself and the farm owner by using the power of social media and reached many audiences ". P8: "I socialized, earned money and felt very important ". P9: "Not only can I spend time with my friends, but I also help them complete their inner journey, and at the same time I can earn money. Yoga and meditation is the meaning of life ".	Creating employment where Z generations can take initiative
P1: "We can see that the municipality support is given in full, apart from all these, I think it is necessary to make the necessary promotions". P3: "However, these individual efforts should also be supported by Chambers of Agriculture, District Agriculture Directorates, City Council and NGOs (Non-Governmental Organizations). It already receives very serious support from the Izmir Metropolitan Municipality. The fact that it is a metropolitan CittaSlow for the first time is the most concrete indicator of this. The adoption of solidarity, unity and holistic movements away from individuality by the people who have a say in İzmir will make agro tourism more permanent".	Municipality, NGO, City Council etc. support of all stakeholders
P4: "I think that the pace of development of agro tourism activities has accelerated, but after this point, the most important thing to pay attention to is the preservation of the natural texture at the points where tourism and agriculture are intertwined. It should have applications that make life easier without going into luxury, but while balancing this, we should not harm the cycle of the environment. Decisions of the Ministry of Culture, the Ministry of Environment and Urbanization, and the City Council should always emerge in this way". P5: "Decisions of the Ministry of Culture, the Ministry of Environment and Urbanization, and the City Council should always emerge in this way".	Legal regulations

P6: "Caravan camps, modern camp centers are important in terms of supporting thematic routes and agro tourism activities". P7: "Of course, it is also important to operate and supervise these facilities with an understanding in line with the spirit of nature".	Inspection of agro tourism facilities
P2: "My company said that I can continue to work remotely after the pandemic is over. Since I don't have to be at work, I decided to live in the rural areas of İzmir right now. I would like to support agro tourism activities in terms of accommodation in the place where I will settle. I think that starting a structuring in this way can pave the way for agro tourism activities in İzmir".	Flexible working in institutions
P8: "Adaptations should be made from foreign examples of agro tourism. While doing these, our local characteristics should not be overlooked and our essence should be preserved".	Adaptations from overseas examples
P9: "The people of İzmir, who are already conscious, should be provided to sign organizations together, and the common consciousness should be spread".	Organization with the public to raise shared awareness
P1: "Although me and my friends and our environment know these, agro tourism facilities should be brought to the forefront with promotions. This should be done not only in the country but also abroad".	Domestic and international promotion

Table 14. Factors Negatively Affecting Agro Tourism

FACTORS NEGATIVELY AFFECTING AGRO TOURISM	f
Clean energy facilities	2
Traffic	2
Lack of publicity and information	2
Reconstruction policies	1
Price increase in the region	1
Controlled promotion and advertising	1
Immigration	1

Table 15. Quatations on Factors Negatively Affecting Agro Tourism

FACTORS NEGATIVELY AFFECTING AGRO TOURISM	FOCUS POINTS
P4:"The most important factor to be considered is the HEPP or JES that are planned to be established in these regions under the name of clean energy. Renewable power plants should not be established in any district of İzmir. Such practices reduce the fertility of the soil, and have harmful effects on the smell of sulfur, waste water and the migration points of birds". P5: "Renewable power plants should not be established in any district of İzmir".	Clean Energy Facilities
P7: "…of course traffic". P9: "Traffic increases in places where agro tourism accelerates".	Traffic
P1: "Although we share a lot with my friends by word of mouth and even on social media, we think that more information should be given to the places that make these applications". P2: "This type of tourism, which is best described in another agriculture-possible policy of the municipality, will be overcome when people become familiar with these practices".	Lack of publicity and information

P6: "Unfortunately, immigration, wrong and ambitious reconstruction policies and of course traffic".	Reconstruction policies
P8: "The emergence of price increases in places where agro tourism accelerates may affect this development".	Price increase in the region
P3: "We missed all the beauties of life, even the smallest details, when we were free, free and able to share, socialize, work and produce together, when we did not experience even the smallest details during the pandemic process. All these events showed how precious his life was. At the same time, we all know that we should be more respectful to the ecological system that the increase in such epidemics is due to the deterioration of the balance of nature. One of the ways we can somehow maintain this balance will be agro tourism instead of mass tourism. There may be a lack of advertising and promotional activities that may adversely affect agro tourism, but this should have a certain limit. There should not be a prolonged traffic, an area flooded by people, activities where the soil and nature are pushed into the background in order to achieve absolute happiness as a result of the fact that the business where the agro tourism activity takes place gives a lot of advertising and promotion. It is necessary to make promotion and advertisement, but maintaining it in a controlled manner should be the most important management tool".	Controlled promotion and advertising
P6: "Unfortunately, immigration, wrong and ambitious zoning policies and of course traffic".	Immigration

CONCLUSION AND RECOMMENDATIONS

In the tourism sector, the continuation of development and the opening of new profit areas for the continuity (sustainability) of the sector have revealed the concept of sustainable tourism. For this purpose, tourism types such as alternative tourism, ecotourism, nature tourism, consciousness tourism, responsible tourism, green tourism, agro tourism have been created. According to this environmentalist tourism discourse, new types of tourism have emerged that use nature without changing, spoiling and consuming resources. But to use means to transform, to change, to influence. Therefore, behind this environmentalist discourse, there is the reality of expanding the market by selling new investments, goods and services in rural and natural areas for the tourism sector and finally reaching new profit areas (Erdoğan, 2010: 43). Tourism; In developing countries, their share in the tourism market is not high enough. It is stated that they should diversify the tourism services and products they offer in order to increase their market share (Öztürk and Yazıcıoğlu, 2002:184).

In this direction, this study, which divides the agro tourism product and service specified by generation Z and Sznajder and Przezbórska (2004), who voluntarily came to collect harvests in the province of İzmir in 2021, in seven separate sections, also asks open-ended questions, and the Z generation-agro tourism presents important findings on the relationship between tourism types.

First of all, according to Sznajder and Przezbórska (2004), types of agro tourism products or services, which are divided into seven: farm accommodation, catering to the farm, participating agrotourism activities, retail sale of farm products, therapy on the farm, vacation on the farm and entertainment on the farm. The answer to the open-ended question "What should be done primarily for the development of agro tourism activities in Izmir?" shows that the answer of all the participants to create employment in agro tourism by using the initiative has gained the same meaning in the same direction. Generation Z is result, productivity and career oriented; have the understanding of providing work and life balance; who likes to work while having fun and constantly learning; prefers flexible working hours; willing to work with inspiring, democratic and honest leaders; dislikes authority; looking for a large number of job changes and flexible job opportunities in short periods; the most important job motivation tool is to love and adopt his job, with social opportunities; appears to be innovative and creative. Generation Z employees expect leaders and managers to be encouraged, motivated, and appreciated for their achievements. It also hopes to take the initiative according to its responsibilities by considering its active responsibility in management and management (Taş and Kaçar, 2019: 668).

Generation Z expects to grow up quickly because they are young, active, energetic and fast-adapting individuals. At the same time, Generation Z prefers to work in a social and collaborative manner. This generation adopts a more democratic and leadership structure; does not like authoritarian management (Taş and Kaçar, 2019: 669). Ultimately, a manager acting as a coach to guide the Z employee and provide emotional support reduces their stress and anxiety while helping employees develop. By implementing these strategies, managers can reduce turnover by increasing workplace satisfaction and productivity by successfully integrating new employees into the workplace (Schroth, 2019: 14). Unlike other classical career models, although employees can be motivated by salary expectations, having a meaningful job is the most important motivation for Generation Z. The business itself is not a goal, it should have a deeper meaning to achieve and achieve certain goals (Alp, 2019: 806). For today's younger generation, innovative work is more motivating than money. Generation Z members find that their parents work hard, spend less time at home, and are more likely to fire themselves. That's why they believe that life is more than a high salary. Therefore, external rewards are of lower value for Generation Z members (Twenge, 2010). Participating as a participant in the activities that should be done as a priority for the development of agro tourism activities in İzmir, by using the initiative, is a dream come true when examined in depth. Instead of spending their lives in the part-time service sector, which they think will not add much to them, they can participate in agro tourism activities and learn to work the soil, contribute to the care of pets, and in the retail sale of on-site farm products, which are expected to bring extra income within the scope of agro tourism with their technological skills and broad vision, or the food and beverage of the farm. It is revealed that they are satisfied with the support they receive in their service and in return they receive the reward of their efforts, both financially and in terms of accommodation, enough to sustain their own lives. Generation Z rejects authoritarian rule that supports independence and freedom. For this reason, it is thought that the democratic management style is more suitable for the Z generation (Taş and Kaçar, 2019: 668). They stated that municipalities, NGOs, city councils and all stakeholders should participate in the development of agro tourism activities. Apart from this, the importance of legal regulations, the supervision of agro tourism facilities, the introduction of flexible working in institutions, adaptations from foreign examples, organizing organizations with the public to increase common awareness, increasing domestic and international activities were mentioned. Regarding the current situation of agro tourism practices in İzmir, it was emphasized that the activities gained momentum, the level of awareness of the participants was high, volunteerism and solidarity were effective, and that we protected our essence, our food, and our culture thanks to agro tourism. When the type of agro tourism is preferred, the preferred activities are bee breeding, activities to consume healthy food on the spot, meditation and sports, festivals and activities, collecting herbs, aromatic plants, dealing with vineyard or garden, bicycle tour, walking on village paths, enjoying the sea in deserted bays, fishing. It has been stated that growing vegetables and fruits, taking care of farm animals and having an authentic experience in the tent. When the type of agro tourism is not preferred, it is stated that the types and activities they prefer are cultural tourism, wine tourism, cycling, mountaineering, fishing, meditation and yoga, trekking, motorcycle trips and backpacking trips. It has been revealed that the participants will participate in agro tourism activities before, during and after the pandemic. The reasons for choosing agro tourism are to be alone with nature, to live a balanced life with the ecological system, to be a partner in solidarity, to reach healthy food by understanding the farmer's labor, to integrate with the soil, to reach and own the ancestral seeds, to reach a healthy and dynamic lifestyle and to support rural development. has been emphasized. The factors that can negatively affect agro tourism are expressed as clean energy facilities, traffic, lack of promotion and information, reconstruction policies, price increase in the region, lack of controlled promotion and advertisement, and migration.

Based on these findings, it guides the professionals by revealing the reasons why the tourism marketers and decision makers in the sector prefer agro tourism of the Z Generation, the activities they want to be in the most, and what they do when they do not accept this type of tourism or activity. It offers clues that may lead to the reshaping of the agro tourism type, which will be preferred after the Covid-19 epidemic, from the perspective of Generation Z.

Agricultural activities in the world have undergone great changes since it started in 8500 BC (Diamond, 2018: 110). Agricultural activities that contributed to the formation of civilizations experienced a transformation called the "Green Revolution", again with the technological innovations brought by the modern era. Farmers, who have been planting different products every year to maintain the balance in the soil for millennia, have focused on growing products with high financial returns today. This revolution, which is indexed to the global trade of agricultural products, also suggests that agricultural areas should be expanded in order to increase food production even if it is not needed. Therefore, forest areas must be destroyed first for the Green Revolution. It should be noted that the conversion of forested lands into areas where agricultural production will be carried out, in particular, paves the way for water scarcity (Shiva, 2016: 18). Although the basis of all this green revolution is the principle of ending hunger, researches show that every country in the world has the capacity to meet its own food needs. Despite this, the source of an ongoing hunger problem should not be sought in the lack of food, but in the fact that people who took control of large agricultural lands by purchasing the lands of local farmers after industrialization, instead of producing agricultural products to meet the food needs of the local people, tend to produce more profitable products for export (Capra, 2018: 303). It is a priority to take political and economic measures in order to establish fair rules in the fight against hunger. In these research, the question of which of the 17 sustainable development goals is the most important for you was also asked. The answer of all participants is a healthy and quality life, which again shows how conscious and visionary Generation Z is. The change and transformation that started with the slogan of another agriculture is possible, especially in İzmir, will set an example for the whole of Turkey with the contribution of Generation Z and the guidance of professionals. Both tourism and agriculture will re-emerge with this slogan, and together they will turn into a holistic movement.

Finally, the fact that the study was conducted only in İzmir can be seen as a limitation. It is a suggestion that will enrich the literature to include all Z Generation tourists in Turkey by taking İzmir as a model. Although nine people were reached in the depth interview, 322 volunteers were interviewed one by one. In line with the strategies that emerged with the vision of another agriculture possible in İzmir, the awereness level of the generation has increased a lot, and they both want to participate in agro tourism and also want to earn their living from agriculture. To sum up, this desire of the Z generation can be shaped in the best way, both rural employment and the cycle of agriculture, tourism and the ecosystem as a whole can be achieved.

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EXAMINATION OF INDIVIDUALS' PERSONAL MEASURES AGAINST COVID-19 AND EXPECTATIONS FROM HOTELS DURING THE PANDEMIC PERIOD

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***Abstract** – With the Covid-19 epidemic turning into a pandemic, the world has faced global health problems, socio-cultural and economic crises. The travel and tourism sector is among the sectors most affected by the epidemic due to the closure of hotels and travel restrictions applied almost everywhere in the world. Tourist behavior has an important place in tourism's fragile structure that can be easily affected by such crises. This study was planned and carried out in order to reveal the effects of the measures taken in hotels on tourist behavior and the expectations of tourists about hygiene from hotels while passing from the pandemic process to the normalization period. The data of the study were obtained by applying the statements in the circular titled "Precautions to be Taken in the COVID-19 Accommodation Facilities" published by the Ministry of Health to a group of 156 people by transferring them to the questionnaire. According to the findings of the study; As the individual measures of the participants increase, their tendency to find the implementation of Covid-19 measures necessary during the service provided at the hotels also increases.*

Keywords – Covid-19, hygiene, accommodation facilities, tourist behavior, hotels

INTRODUCTION

The tourism sector is one of the important causes of human mobility in the modern world. Considering that national and international mobility are important factors in the disease becoming a pandemic, the tourism sector, which is an umbrella sector, is one of the sectors where the negative effects of the pandemic are felt the most. (Aydın and Doğan, 2020). In the "World Tourism Barometer" January 2020 report of the United Nations World Tourism Organization, which includes numerical data on the performance of world tourism in 2019, the number of tourists in the international arena last year was 4.8% (54 million tourists increase) and 1.5 billion. (UNWTO). Yet, the new global epidemic called Covid-19 not only brought all socio-economic structures to a standstill, but also disrupted the globalization of businesses and their global operations. It is not surprising that one of the sectors most affected by this situation is the tourism sector. In addition to the disruptions caused by the virus in the retail industry worldwide, in areas such as food, consumer goods, health services, the effect of the restriction of travel and tourism activities in most countries was more severe than expected (Ranasinghe et al. 2020).

In line with the measures taken within the scope of the Covid-19 epidemic, tourism-related expenditures are at the top of the expenditures that individuals reduce the most with the effect of social distance restrictions (McKinsey, 2020). According to the World Tourism Organization's Travel Restrictions Report on Covid-19, as of April 20, 100% of all destinations in the world have imposed travel restrictions in response to the pandemic (UNWTO, 2020). Along with travel restrictions, flights, hotel reservations, events, festivals have been canceled and this has greatly affected global tourism (Bahar and İlal, 2020). Country entry-exit bans, applied quarantines, canceled organizations and travel restrictions, which are measures implemented by countries, have been developments that directly affect the tourism industry (Strielkowski, 2020).

The World Health Organization has introduced many precautions and restrictions after researches in various fields. Most of the measures introduced are directly or indirectly related to tourism activities. The first measures taken usually start with stopping or restricting flights to China. After the World Health Organization declared COVID-19 a pandemic on March 11, 2020, the measures taken are starting to become even more stringent. The main precautions and restrictions taken in the world; Stopping all non-essential flights to the USA in the European Union on March 15, closing the borders of the European Union to countries outside the Schengen area on March 16, quarantining the whole country in Spain, quarantining the whole country in Italy, March 17 in France It is a partial curfew application as of 2020. With these measures taken, international tourism activities

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have been stopped, and many destinations and museums have been temporarily out of operation. In Turkey, after the first case on March 11, various restrictions were quickly introduced. On March 13, flights mainly to Far East countries started to be stopped. Shortly after the flight bans, measures were also taken in land transportation, and the borders with neighboring countries Azerbaijan and Georgia were closed mutually. On March 17, flight restrictions were imposed on 9 more countries, including European countries. On March 21, intercity travel within the country was subject to the permission of the governorships. After the travel restrictions, the measures were further expanded and as of April 11, a temporary curfew was declared for 30 major cities and Zonguldak province (Demir and Türkmen, 2020).

In this direction, the Ministry of Culture and Tourism, which is the official institution that manages tourism activities in Turkey, has started to take measures regarding Covid-19 and hygiene practices so that tourism enterprises are least affected by this process. The main purpose of these practices is to prepare for the period when the negative effects of the pandemic will end, to prepare for the period when the businesses will start their activities again, to meet the high hygiene and safety expectations by eliminating the concerns of the epidemic contamination of the visitors. (TGA, 2020:3). In addition, the basic infection prevention and control principles recommended to be applied in accommodation facilities are listed with the guide titled "Measures to be Taken in COVID-19 Accommodation Facilities" published by the Ministry of Health on 21.04.2020. In the guide, which emphasizes the need to pay attention to prevention and control measures in order to reduce the risk of infection in accommodation facilities, within the scope of the measures, the records of the guests staying in the hotels (name-surname, address, contact, passport information, the countries they have been to in the last 14 days and the travel plan within the country after their stay) It is stated that it is of great importance to keep the) completely and regularly and to manage the contacts correctly in case of possible cases (Ministry of Health; 2020).

When the relevant literature is examined, the studies on the pandemic process are generally related to the economic effects of the epidemic on the tourism sector (İbiş, 2020; Ünlüönen and Çeti, 2020; Alaeddinoğlu and Rol, 2020; Centeno and Marquez, 2020; Wanjala, 2020; Karim et al., 2020; Acar, 2020). ; Bakar and Rosbi, 2020; Hoque et al., 2020; Karadeniz et al. 2020), the increase in the competitive environment in the tourism sector and the decrease in prices (Grössling et al., 2020), the effects of the epidemic on Chinese tourism (Hoque et al. 2020), the effects of the crisis on tourism workers. effects (Yang et al., 2020), holiday expectations of tourists after the epidemic (Demir and Turkmen, 2020), tourist behavior (Aydın and Doğan, 2020), employment losses in the tourism sector (Folinas and Metaxas, 2020; Gürsoy et al., 2020; Günay et al., 2020).

In the fight against the current crisis of the tourism sector, it is extremely important to investigate the opinions of domestic and foreign tourists on the subject in order to make accurate and reliable predictions and take precautions in the current uncertainty environment. In this study, it is aimed to reveal the precautions to be taken in the accommodation sector, which will become fully active after the pandemic, and the expectations of tourists about hygiene from hotels.

METHODOLOGY

The research data were obtained by applying the statements in the circular titled "Precautions to be Taken in COVID-19 Accommodation Facilities" published by the Ministry of Health to a group of 156 people who participated on the internet on a voluntary basis, by transferring them to the questionnaire. The scale was designed according to a 3-point Likert scale, and the scoring of the 3-point-scale expressions; It was made as “1: I find it necessary”, 2: I am undecided, and 3: I find it unnecessary”. One-way analysis of variance (Univariate ANOVA) tests were applied to test the hypotheses of the research (Çokluk, Şekercioğlu and Büyüköztürk, 2012; Tabachnick and Fidel, 2007). In cases where there was a difference in the ANOVA tests, the Scheffer post-hoc test was applied to determine which subcategory or categories the difference originated from in the independent variable. Pearson Moments Coefficient analysis was used in the hypotheses examining the relationship between the two variables (Field, 2017). At the end of each analysis, the relevant effect values were also calculated and the quality of the results was evaluated.

Research Questions

1. What is the level of the participants' personal measures against Covid-19 and the expectations of the Hotels from the measures taken against Covid-19?

2. Is there a significant relationship between the personal measures of the participants against Covid-19 and the expectations of the Hotels from the measures they take against Covid-19?

3. Do the personal measures of the participants for Covid-19 differ according to demographic variables and Covid-19 anxiety?

4. Do the expectations of the participants from the measures taken by the Hotels against Covid-19 differ according to the demographic variables and the Covid-19 concern?

RESULTS

Percentage and frequency distributions regarding the individual characteristics of the participants in the study are presented in Table 1.

Table 1. Distribution of Participants by Individual Characteristics

		f	%
Gender	Woman	102	65,4
	Man	54	34,6
Age	18-25	109	69,9
	26-32	19	12,2
	33-40	16	10,2
	41-50	10	6,4
	51 and above	2	1,3
Educational Status	Primary school and less	3	1,9
	High school	46	29,5
	University	96	61,5
	Master's/PhD	11	7,1
Income Status	Low	36	23,1
	Middle	113	72,4
	High	7	4,5
Marital Status	Married	25	16,0
	Single	131	84,0
Working Status	Employed	45	28,8
	Unemployed	111	71,2
Covid-19 Disease Concern Level	I'm not worried at all	8	5,1
	I'm a little worried	60	38,5
	I'm So Worried	88	56,4

65.4% of the participants were female and 34.6% were male; 69.9% of them were between the ages of 18-25, 16.0% were married; 61.5% of them were university graduates; 72.4% of them had a medium income; It was determined that 71.2% of them did not work. In addition, 56.4% of the participants stated that they were "very worried" about the Covid-19 outbreak (Table 1).
Research question 1: What are the participants' personal measures against Covid-19 and what are the expectations of the Hotels from the measures they take against Covid-19?

Table 2. Descriptive statistics of the variables "Personal measures against Covid-19" and "Expectations from the measures taken by hotels"

	Mean	Standart deviation	Lowest	Highest
Personal precautions for Covid-19	15.64	1.85	7.00	18.00
Expectations from the measures taken by hotels against Covid-19	21.22	4.00	19.00	42.00

When the results given in the table are examined, it is seen that the personal measures taken against Covid-19 are at a very high level. Considering that the highest score that can be obtained from the related scale is 18, it can be said that the participants applied the measures at a rate of 86.88% (found by dividing the average value of 15.64 by the highest value, 18). In addition, the small standard deviation indicates that the individual differences are not large when these measures are taken. It is seen that the participants have moderate expectations regarding the expectations from the measures taken by the hotels against Covid-19. The small standard deviation indicates that individual expectations do not differ much. The ratio of expectations was found to be 50.52%.

Research question 2: Is there a significant relationship between the participants' personal measures against Covid-19 and the expectations of the Hotels from the measures they take against Covid-19?

In order to answer this research question, the Pearson Moments coefficient was calculated. As a result, it was seen that there was a moderate, negative and significant relationship between the two variables ($r = -,505$, $p < .001$). It is seen that the variances of this relationship between the two variables are common at a rate of 25.50%. As the individual Covid-19 measures taken by the participants increase, it is seen that the coefficients of considering the implementation of Covid-19 measures necessary during the service provided at the hotels also increase.

Research question 3: Do the participants' personal measures against Covid-19 differ according to demographic variables and Covid-19 anxiety?

The results of the one-way ANOVA applied to answer this research question and the descriptive information of personal measures for Covid-19 according to demographic and Covid-19 concern are given in the tables below.

Table 1. Descriptive Information of Personal Measures Against Covid-19 by Demographic Variables and Covid-19 Concern

		Personal precautions for Covid-19	
		Mean	Standard deviation
Gender	Woman	15.78	1.66
	Man	15.37	2.15
Age	18-25	15.81	1.54
	26-32	15.26	2.94
	33-40	15.56	1.86
	41-50	15.10	2.02
	51 and above	13.50	3.54
Education Status	Primary school and less	11.00	4.00
	High School	15.80	1.78
	University	15.61	1.64

	Master's/PhD	16.45	1.57
Income Status	Low	15.33	2.14
	Middle	15.77	1.77
	High	15.14	1.46
Marital Status	Married	15.36	2.38
	Single	15.69	1.74
Work Status	Employed	15.31	2.30
	Unemployed	15.77	1.62
Covid19 state of concern	I'm not worried at all	13.88	3.40
	I'm a little worried	15.17	1.64
	I'm So Worried	16.12	1.63

Table 2. ANOVA Result of Personal Actions to Covid-19 by Demographic and Covid-19 Concern

Resource	**sum of Squares**	**sd**	**Mean Square**	**F**	**p**	**Partial η^2**
Corrected model	149,798	14	10,700	3,969	,000	,283
Intersection	2608,837	1	2608,837	967,763	,000	,873
Gender	6,057	1	6,057	2,247	,136	,016
Age	20,892	4	5,223	1,937	,107	,052
Education Status	*51,434*	*3*	*17,145*	*6,360*	*,000*	*,119*
Income Status	12,417	2	6,209	2,303	,104	,032
Marital Status	1,822	1	1,822	,676	,412	,005
Work Status	1,890	1	1,890	,701	,404	,005
Covid-19 Concern Status	*36,156*	*2*	*18,078*	*6,706*	*,002*	*,087*
Error	380,099	141	2,696			
Total	38694,000	156				
Corrected Total	529,897	155				

When the results of the analysis are examined, it is seen that personal measures for Covid-19 differ significantly only according to education status and Covid-19 anxiety level among demographic variables (Table 4). Educational status can explain 11.9% of the total variance of personal measures against Covid-19, and Covid-19 anxiety state 8.7%. Considering the sub-categories of these two variables, post-hoc tests were applied to understand from which category the significant differentiation originated.
The comparison table of the mean values of the sub-categories of the educational status variable is given below.

Table 3. Comparison of Means of Personal Measures for Covid-19 by Educational Status Sub-Categories

		Mean difference (I-J)	Standard error	p	95% confidence interval	
					lower limit	higher limit
Primary School and less	High School	-4,80*	,978	,000	-7,57	2,04
	University	-4,61*	,963	,000	-7,34	-1,89
	Master's/PhD	-5,45*	1,069	,000	-8,48	-2,43
High	Primary School and less	4,80*	,978	,000	2,04	7,57
	University	,19	,294	,937	-,64	1,02
	Master's/ PhD	-,65	,551	,708	-2,21	,91
University	Primary School and less	4,61*	,963	,000	1,89	7,34
	High School	-,19	,294	,937	-1,02	,64
	Master's/ PhD	-,84	,523	,463	-2,32	,64
Master's/ PhD	Primary School and less	5,45*	1,069	,000	2,43	8,48
	High School	,65	,551	,708	-,91	2,21
	University	,84	,523	,463	-,64	2,32
* p < ,05						

When the table results are examined, it is thought that the difference in education status in terms of personal measures against Covid-19 is due to the fact that the participants, especially those with primary school and less education, stated that they took less personal precautions than other groups.
The comparison table of the mean values of the sub-categories of the Covid-19 anxiety state variable is given below.

Table 6. Comparison of Averages of Personal Actions to Covid-19 by Covid-19 Concern Subcategories

		Mean difference (I-J)	Standard error	p	95% confidence interval	
					higher limit	lower limit
I'm not worried at all	I'm a little worried	-1,29	,618	,116	-2,82	,24
	I'm So Worried	-2,25*	,606	,001	-3,75	-,75
I'm a little worried	I'm not worried at all	1,29	,618	,116	-,24	2,82
	I'm So Worried	-,96*	,275	,003	-1,64	-,28
I'm So Worried	I'm not worried at all	2,25*	,606	,001	,75	3,75
	I'm a little worried	,96*	,275	,003	,28	1,64
* p < ,05						

When the results are examined, it is seen that the group, which stated the Covid-19 concern status as "I am very worried", took personal measures against Covid-19 at a higher rate than the other sub-categories. The reason why the sub-categories of Covid-19 anxiety status differ in terms of personal measures against Covid-19 is due to the group that answered "I am very worried".

Research question 4: Do the expectations of the participants from the measures taken by the Hotels against Covid-19 differ according to demographic variables and Covid-19 anxiety?

The results of the one-way ANOVA applied to answer this research question, and the descriptive information regarding the expectations of the Hotels from the measures taken against Covid-19 according to the demographic and Covid-19 concern status are given in the tables below.

Table 4. Descriptive Information on the Expectations of Hotels from the Measures They Take Against Covid-19 by Demographic and Covid-19 Concern Status

		Personal precautions for Covid-19	
		Mean	**Standard deviation**
Gender	Woman	20,56	2,68
	Man	22,48	5,54
Age	18-25	20,78	2,51
	26-32	21,00	3,13
	33-40	21,75	6,82
	41-50	24,10	7,46
	51 and above	29,00	14,14
Education Status	Primary school and less	28,00	9,00
	High School	21,33	3,90
	University	21,12	3,92
	Master's/PhD	19,82	1,08
Income Status	Low	22,14	5,52
	Middle	20,88	3,43
	High	22,00	2,94
Marital Status	Married	21,64	5,33
	Single	21,15	3,72
Work Status	Employed	21,47	4,90
	Unemployed	21,13	3,60
Covid 19 state of concern	I'm not worried at all	25,00	6,61
	I'm a little worried	21,45	4,02
	I'm So Worried	20,73	3,53

Table 5. Expectations from the Measures Taken by Hotels Against Covid-19 by Demographic and Covid-19 Concern Status ANOVA Result

Resource	**sum of squares**	**sd**	**Mean square**	**F**	**p**	**Partial η^2**
corrected model	698,883	14	49,920	3,945	,000	,281
Intersection	9214,001	1	9214,001	728,128	,000	,838
Gender	*76,628*	*1*	*76,628*	*6,055*	*,015*	*,041*
Age	*253,102*	*4*	*63,275*	*5,000*	*,001*	*,124*
Education Status	93,424	3	31,141	2,461	,065	,050

Income Status	64,882	2	32,441	2,564	,081	,035
Marital Status	*87,719*	*1*	*87,719*	*6,932*	*,009*	*,047*
Work Status	24,612	1	24,612	1,945	,165	,014
Covid-19 Concern Status	*80,869*	*2*	*40,435*	*3,195*	*,044*	*,043*
Error	1784,265	141	12,654			
Total	72757,000	156				
Corrected total	2483,147	155				

When the results of the analysis are examined, it is seen that "Expectations from the measures taken by the hotels for Covid-19" differ significantly according to gender, age, marital status and Covid-19 anxiety among demographic variables. Gender can explain 4.1% of the total variance of personal measures against Covid-19, 12.4% by age, 4.7% by marital status and 4.3% by Covid-19 anxiety. When the gender variable is examined, women (Average = 20.56, SD = 2.68) find that the measures that hotels should take are more necessary than men (Mean = 22.48, SD = 5.54). In addition, the fact that the standard deviation for men is higher than for women shows that men have individual differences in the necessity of the measures that hotels should take. Looking at the marital status, it is seen that singles (Average = 21.15, SD = 3.72) think that Covid-19 measures are more necessary in hotels than married people (Average = 21.64, SD = 5.33). In addition, while the interpersonal differences are less in singles, this difference is higher in married people due to the high standard deviation. Variables with more than two subcategories (age, marital status, and Covid-19 concern) were checked by post-hoc tests from which category the significant differentiation originated.
The comparison table of the mean values of the sub-categories of the age variable is given below.

Table 6. A Comparison of the Averages of the Expectations of the Hotels from the Measures Taken by the Covid-19 According to the Age Variable Subcategories

		mean difference (I-J)	**Standard error**	**p**	**95% confidence interval**	
					Lower limit	**Higher limit**
18-25	26-32	-,22	,884	1,000	-2,98	2,54
	33-40	-,97	,952	,903	-3,94	2,00
	41-50	-3,32	1,175	,099	-6,99	,35
	51 and above	-8,22*	2,538	,037	-16,14	-,30
26-32	18-25	,22	,884	1,000	-2,54	2,98
	33-40	-,75	1,207	,983	-4,52	3,02
	41-50	-3,10	1,390	,295	-7,44	1,24
	51 and above	-8,00	2,644	,063	-16,25	,25
33-40	18-25	,97	,952	,903	-2,00	3,94
	26-32	,75	1,207	,983	-3,02	4,52
	41-50	-2,35	1434	,613	-6,83	2,13
	51 and above	-7,25	2,668	,123	-15,58	1,08

41-50	18-25	3,32	1,175	,099	-,35	6,99
	26-32	3,10	1,390	,295	-1,24	7,44
	33-40	2,35	1,434	,613	-2,13	6,83
	51 and above	-4,90	2,755	,533	-13,50	3,70
51 and above	18-25	8,22*	2,538	,037	,30	16,14
	26-32	8,00	2,644	,063	-,25	16,25
	33-40	7,25	2,668	,123	-1,08	15,58
	41-50	4,90	2,755	,533	-3,70	13,50
* p < ,05						

When the results given in the table are examined, it is seen that the significant difference created by the age variable is due to the significant difference arising from the 18-25 age group and the 51 and over age group. The 18-25 age group considers the measures that hotels should take less necessary than the 51 and over age group.
The comparison table of the mean values of the sub-categories of the variable "Covid-19 anxiety state" is given below.

Table 7. A Comparison of the Averages of the Expectations of the Hotels from the Measures They Take to Respond to the Covid-19 According to the Covid-19 Subcategories of Worrying

		mean difference (I-J)	**Standard error**	**p**	**95% confidence interval**	
					Lower limit	**Higher limit**
I'm not worried at all	I'm a little worried	3,55*	1,339	,032	,24	6,86
	I'm So Worried	4,27*	1,314	,006	1,02	7,52
I'm a little worried	I'm not worried at all	-3,55*	1,339	,032	-6,86	-,24
	I'm a little worried	,72	,596	,481	-,75	2,20
I'm So Worried	I'm not worried at all	-4,27*	1,314	,006	-7,52	-1,02
	I'm a little worried	-,72	,596	,481	-2,20	,75
* p < ,05						

When the results in the table are examined, the group, which states the Covid-19 concern state as "I am very worried", considers the measures taken by the hotels against Covid-19 to be more necessary than the other sub-categories. The reason for the significant differentiation of the Covid-19 anxiety status is due to the group that chose the phrase "I am very worried".

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

After the Covid-19 global epidemic, many researchers have studied the effects of the epidemic on tourism. In addition, a limited number of studies have been reached on the hygiene expectations of domestic and foreign tourists from accommodation facilities after the epidemic.

According to the results of the research titled "Domestic tourism demand in Turkey during the COVID-19 process: “Current situation and expectations" prepared by Müsiad in 2020, the hygiene expectations of the participants for the kitchen, restaurant, hotel rooms, hotel pools and general areas were examined qualitatively. Accordingly, the hygiene expectations of the participants for their hotel rooms are as follows; Performing regular Covid-19 tests on floor personnel, providing informative and result-oriented training on Covid -19 to floor personnel, documenting that the personnel on the floor have passed the necessary health checks, taking certain personal sterile precautions for each floor, entering the room until check-out. not entering the staff, having hand disinfectant in the rooms, more ventilation during room changes, disinfecting all the objects in the room with chemicals suitable for this purpose, having a checklist of the sink/bathroom products with the most hand and face contact, writing the name of the cleaning personnel and the cleaning time, taking into account the occupancy rates, providing an empty room and 72-hour empty rooms between two full rooms in order to ensure social distance, especially at the start of the season, fogging disinfection after the exit procedures of the rooms in high season, the spread of disposable items, frequent replacement of mattresses, underpads and sheets, removing appliances that are used repeatedly such as kettles and glasses, and taking care of hygiene in the sink and bathroom.”

According to the results of the study conducted by Demir and Turkmen (2020); 84% of the participants expressed the expectation of cleanliness and hygiene among the measures to be taken by the enterprises. Tourists, who expect cleanliness and hygiene from businesses in general, have expressed their expectations especially in terms of room, common areas, pool, ventilation and toilet cleaning. In addition, regulations for the protection of social distance within the enterprise were specified and expectations were presented that the enterprises would not work at full capacity. In addition, businesses were asked to take measures for food safety. In addition, there are tourists who expect health screenings, not accepting foreign tourists and not opening the pools.

In this study, the expectations of individuals regarding the measures they think should be taken in accommodation establishments after the epidemic and the measures they take personally were investigated and the following results were obtained:

- Among the people participating in the research, it is seen that the personal measures taken against Covid-19 are at a very high level, but the expectations of the hotels from the measures they take against Covid-19 are at a moderate level.
- As the measures taken by the participants individually, it has been revealed that they find it more necessary to implement the Covid-19 measures during the service provided at the hotels.
- Again, as the education level rises, it is seen that the measures taken for the epidemic differ. Particularly, it was determined that the participants with primary school and less education took personal precautions at a lower level than the other groups.
- It was determined that the participants, who expressed their Covid-19 anxiety status as "I am very worried", found that the measures taken by the hotels for Covid-19 were necessary at a higher rate than the other sub-categories.

When the findings of the study are evaluated in general; It can be said that the accommodation sector was caught unprepared for the current epidemic. It is thought that the measures that will enable the sector, which has been affected more economically by the epidemic, to fight more effectively with possible epidemics, should be applied continuously in their enterprises. The necessity of ensuring sustainability in terms of hygiene and health in the sector has emerged in the current epidemic. Therefore, it is thought that businesses operating in the accommodation sector should be prepared at any time in order to prevent any kind of crisis that may occur in this and similar situations, and they should make arrangements by taking into account hygiene measures. In addition, it can be said that it would be beneficial to carry out studies in which the subject is evaluated in terms of hygiene among the studies on the subject.

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THE COMPARISON BETWEEN PRE AND POST WTO PERIOD FOR EMERGING COUNTRIES

Aslı ÖZPOLAT[1], Ferda NAKIPOĞLU ÖZSOY[2]

Abstract *- Although international trade is not the only source of economic growth, it has contributed significantly to the development of the world economy. Developing countries, which direct their economies to foreign trade, have accelerated their economic growth by taking advantage of foreign markets, especially in periods when international trade is rapidly developing. In this paper, WTO effect on foreign trade has been examined in selected emerging countries for the period of pre and post WTO. At the first stage of the analysis, Compound Annual Growth Rate (CAGR) has been estimated. At the second stage, the causality relationship between foreign direct investment, import, and export. According to result, WTO increased foreign trade less than expected.*

Keywords - Foreign Trade, WTO, Emerging Countries, Trend Analysis

INTRODUCTION

Although international trade is not the only source of economic growth, it has contributed significantly to the development of the world economy. Developing countries, which direct their economies to foreign trade, have accelerated their economic growth by taking advantage of foreign markets, especially in periods when international trade is rapidly developing. Countries that developed through foreign trade after the Second World War followed policies of opening up on the basis of industrial development and diversification. National economic breakthrough programs and neo-liberal foreign trade policies initiated after World War II gave a new impetus to international trade. In this direction, GATT (General Agreement on Customs Tariffs and Trade), which accepted as its main goal to gradually remove all obstacles to international trade within the framework of neo-liberal policies, transferred its place and functions to the WTO on January 1, 1995. The foundation of the World Trade Organization (WTO) was laid by the USA, which became the world's most important economic and political power after World War II and shaped the new world order (WTO, 2021).
The organization is unique with many responsibilities such as imposing and enforcing trade sanctions (Nordstrom 2005), providing a forum to negotiate agreements, contributing to economic development by reducing barriers to international trade and providing an equal environment for all (Lawton and McGuire 2001; Rose 2004), transforming international trade into multinational firms (Czinkota 1995), regulating international trade. Thus, WTO has been recognized as the strongest trade regulator that facilitates and controls international trade (Paul, 2015). While the percentage of exports in GDP in developed countries was 11.2 in 1913, it reached 23.1 in 1985; In imports, these values were 12.4 percent in 1880-1900 and reached 21.7 percent in 1985. One of the most important reasons for this increase in these rates is that GATT and WTO want to increase the role of developed countries in world trade (Castells, 2014). Developed countries generally export manufactured goods. However, the measures they take regarding raw material production cause a narrowing effect on world trade. The reason for this is that the cautious measures taken to eliminate the disproportionate demands harm the world economy and developing countries (Erturk, 2002).
Pre-WTO, the trade policy of developing countries was based on quota restrictions on imports. In the following process, various trade policies for import substitution and protection of domestic industry began to be formulated (Paul, 2011). The WTO, which paved the way for industrialization, introduced policies that began to allow manufacturers to import raw materials and capital goods at a lower cost over time. Thus, economic globalization has begun to increase worldwide trade for developing countries. The main reasons for this have been accepted as the increase in productivity, high market efficiency, low trade barriers, low costs and increased competition with the emergence of new investment opportunities (Paul, 2011; Banerji, 2000). For this reason, in this study, improvement of trade and the effect of financial liberalization on trade has been examined for Pre-

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WTO and Post-WTO period. The contribution of the study to the existing literature is that it includes an economic analysis on developing countries.

LITERATURE

When the literature is examined in general, studies in this field are quite limited. Studies mainly examine the effects of tariff reductions on foreign trade. For instance, Banerji (2000), indicate that decreasing tariff has led to increase in import. Subramanian and Wei (2007) examined the effects of WTO on trade over the period of 1950-2000. The findings show that the WTO has a strong positive effect on trade. However, they found that this effect was not the same for every country group. According to the results, it has been determined that while WTO membership has little effect on the imports of developing countries, its exports have increased significantly. On the other hand, there is a positive effect of WTO membership on industrialized country imports. The exports of developing countries to industrialized countries increased even more thanks to WTO. Singh (2014) investigated the trade for India according to the pre- and post-WTO. The data covers ten years pre and ten years post the WTO. According to the study results, there is a slightly positive effect of the WTO on international trade in India. The results show that India's trade volume increased after the WTO, although not very well compared to world trade. In addition, although the growth rate of both exports and imports increased after the WTO, it was concluded that the rate of increase in imports was higher than the rate of increase in exports and the trade balance was deficit. Suh and Poon (2014) investigated the impact on WTO for computer industry in South Korea. They indicate that WTO effect positively export in Korea because of reduction on tariffs and improving intellectual property rights. Zaki (2014), concluded that trade liberalization affects trade and welfare in developed countries. Paul (2015) investigated the effect of WTO on trade in pre- and post-WTO period for India and China. It has been concluded that the WTO encourages both exports and imports in India and China, and that WTO policies facilitate international trade. However, a high rate of increase in imports has been observed in India. On the other hand, it is the conclusion that China achieved a relatively higher export growth before joining the WTO.

DATA AND METHODOLOGY

The study will be analyzed in two stages. In the first stage, the effect of the world trade organization on foreign trade will be examined. In the second stage, the effect of financial development on foreign trade has been tested through causality analysis. The study covers the years 1987-2019. In order to analyze the effect of the World Trade Organization, the analysis was made according to two date ranges. The years 1987-1995 (pre-WTO) were taken into account in the first interval, and the years 1996-2019 (post-WTO) in the second interval. Thus, the two periods will be compared. Eight emerging countries (Argentina, Brazil, India, Indonesia, Mexico, South Africa, Turkey and South Korea) are included in the study. The development of the import variable between the Pre-WTO and Post-WTO periods is given in Figure 1.

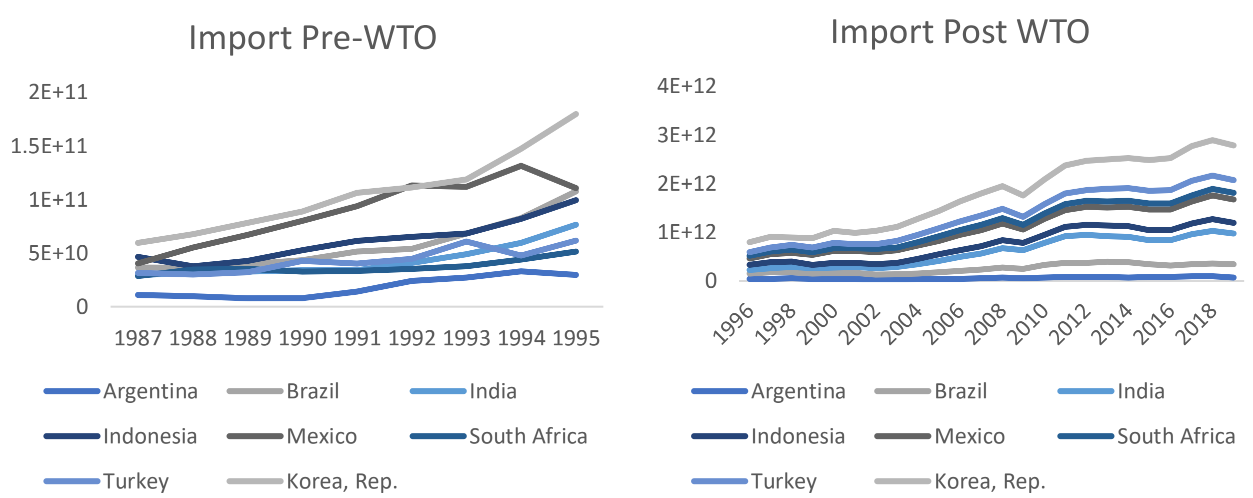

Figure 1. Import for Pre-WTO and Post-WTO (World Development Indicator, 2021)

According to the figure, there is an increase in import figures for all countries in every period. However, it can be stated that this increase was more in the Pre-WTO period. Figure 2 shows the development of export figures between the Pre-WTO and Post-WTO periods.

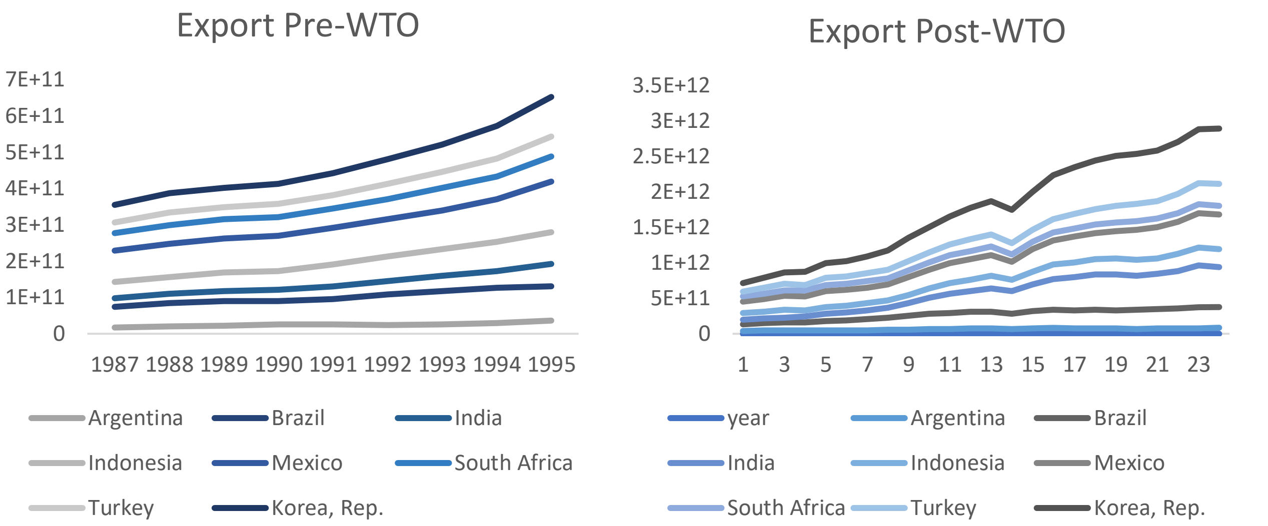

Figure 2. Export for Pre-WTO and Post-WTO (World Development Indicator, 2021)

According to the data in the figure 2, there is an increase in export in both periods. It can be said that this increase is more in the Pre-WTO period.
The impact of the World Trade Organization was measured with the Compound Annual Growth Rate (CAGR). The analysis method used in the study was taken from Paul (2015). The results obtained for export are given in Table 1.

Table 1. CAGR for export

Period	Argentina	Brazil	India	Indonesia	Mexico	South Africa	Turkey	South Korea
1987-1995	13.24259	8.789266	17.25849	11.7326	8.342345	6.196797	10.97422	14.498
1996-2019	3.164761	4.817279	9.427224	4.146745	4.760498	2.161555	6.616417	8.077996

When the two periods are compared, it is seen that the average growth rate in exports in all countries in the Pre-WTO period is higher than the Post-WTO period. The highest average growth rate in both periods belongs to South Korea. The lowest rate is in South Africa in both periods. Therefore, the data obtained show that the world trade organization does not affect the exports of developing countries in an increasing way. Table 2 shows the CAGR analysis results for imports.

Table 2. CAGR for Import

Period	Argentina	Brazil	India	Indonesia	Mexico	South Africa	Turkey	South Korea
1987-1995	18.59511	19.63827	17.37718	13.58972	18.28138	10.27217	11.88792	20.22721
1996-2019	3.191886	3.722091	9.239212	3.147567	5.645227	3.639317	5.350309	5.397251

When the import figures are evaluated, it is seen that the import growth rates in the Post-WTO period decreased significantly when compared to the Pre-WTO period.

In the second stage of the analysis, the effect of financial development on trade in the world pre- and post-trade period was examined. For this purpose, Heterogeneous causality test (Dumitrescu and Hurlin, 2012) was performed. Test can be estimated with following:

$$y_{i,t} = \alpha_1 + \sum_{k-1}^{K} \gamma_i^{(k)} y_{i,t-k} + \varepsilon_{i,t} \qquad (1)$$

An important advantage of heterogeneous causality analysis is that the variables do not need to be equally integrated. Therefore, unit root analysis was not performed as a pre-test. In Table 3, the existence of a one-way relationship between imports and financial development index in the pre-WTO period is obtained.

Table 3. Heterogeneous Causality Test for Pre-WTO

Null Hypothesis:	Zbar-Stat	Prob.
LEX does not Granger Cause FDI	1.16173	0.2453
FDI does not Granger Cause LEX	0.168830	0.8663
LIM does not Granger Cause FDI	7.44909	0.0009
FDI does not Granger Cause LIM	0.22346	0.8232

In Table 4, the causality relationship between financial development and foreign trade in the Post-WTO period is examined. Accordingly, in the post-WTO period, a one-way relationship between financial development and exports and a two-way relationship between imports was obtained.

Table 4. Heterogeneous Causality Test for Post-WTO

Null Hypothesis:	Zbar-Stat	Prob.
LEX does not Granger Cause FDI	6.89101	0.0006
FDI does not Granger Cause LEX	1.27933	0.2008
LIM does not Granger Cause FDI	6.08791	0.0001
FDI does not Granger Cause LIM	3.93742	0.0008

CONCLUSION

In the study, the effect of the world trade organization on foreign trade was examined by comparing the average growth rates of exports and imports of emerging countries before and after the world trade organization. The results show that the world trade organization has a reducing effect on trade in this country group. When the results in the literature are examined, it is seen that the world trade organization has increased the trade of developed countries, but this effect is limited in developing countries. In the second stage of the analysis, the effects of financial liberalization were examined. When the Pre-WTO and Post-WTO periods are examined separately, there is a one-way relationship between imports and financial development in the Pre-WTO period. In the Post-WTO period, there is a two-way relationship between financial development and imports, and a one-way relationship between exports.

When the results are evaluated, it is seen that the world trade organization does not have a trade-increasing effect in developing countries. It can be said that the policies implemented with this effect, and especially the practices of the World Trade Organization, have an effect in favor of developed countries. In the existing literature, it is concluded that there is a trade-increasing effect in developed countries. It can be stated that developing countries have not achieved the expected effect from trade liberalization.

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THE IMPACT OF THE COVID 19 PANDEMIC ON THE TOURIST ECONOMIES OF THE BALKAN COUNTRIES

Ivana Božić Miljković[1]

Abstract: *The Balkan countries are among those in whose exports tourist services are of special importance. The growth of exports of tourist services that these countries have achieved in the last twenty years has provided them with a stable and growing foreign exchange inflow and had positive effects on the balance of payments of each of them. Such a trend was interrupted at the beginning of last year, with the proclamation of the COVID 19 virus pandemic. the negative consequences of this crisis are reflected in their balance of payments and economic development in general to varying degrees. The task of this paper is to investigate the extent to which the tourism industry of the Balkan countries is affected by the pandemic crisis and to quantify the losses suffered by the tourism economies of these countries due to available and relevant statistical data, using historical methods, as well as methods of analysis and comparison. pandemics. The paper will also analyze the perspectives of tourism development in these countries in the post-COVID period, having in mind their specifics, the structure of the offer of tourist services, and the positions they previously had in the international tourism economy.*

Keywords- Balkan countries, economy, pandemic COVID 19, tourism

INTRODUCTION

From an economic and historical point of view, all Balkan countries except Turkey and Greece belong to the group of countries in transition. This group can be further divided into EU member states (Slovenia, Romania, Bulgaria, and Croatia) and non-member countries (Albania, Bosnia and Herzegovina, Serbia, Montenegro, and Northern Macedonia). This division is extremely important from the aspect of analyzing the dynamics of development of the service sector in these countries, increasing the share of that sector in the structure of their economies, and increasing the share of services in their exports. Starting from the 1980s until today, the Balkan countries have followed the trends of the global economy in their economic development and paid a lot of attention to inclusion in international economic flows. The structure of their foreign trade is in line with the trends of modern international trade that apply generally in the global economy and also in the European Union. The main feature of the structure of that trade is that the services sector has a dominant share in it, within which, in the last two decades, the rapid growth of the share of tourist services has been noticeable. That growth was interrupted in early 2020 due to the global pandemic of the COVID 19 virus. As an industry that shows a high degree of sensitivity to crises, tourism has suffered enormous economic damage. The crisis caused by the pandemic differs in its characteristics from other crises that have an economic cause. The unpredictable transformation of the virus and the possibility of easy transmission completely stopped tourist travel on a global level in the first months of the pandemic, and in that period, almost all tourist and catering companies suspended their activities. The discovery of the vaccine gave a new chance to continue the active development of tourism where it left off at the end of 2019. Today, tourist trips are possible everywhere in the world, even in the Balkans, with certain restrictions and respect for measures against the pandemic. However, the nature of the virus and the tendency towards mutations and increasingly contagious strains, the unavailability of the vaccine in all parts of the world, as well as the resistance of the world's population to the vaccine, are determinants of the future of tourism globally, in the Balkans. In the economic sense, the previous year left deep consequences on tourism, and these negative effects will remain present in the long run. In the period after the pandemic, a strategy should be found for the recovery and further development of tourism in the Balkans, which will be based on the comparative advantages of each country separately. The tourist offer will be of high quality if it is tailored to meet the needs of tourists and at the same time 1 feature of countries in transition (McKinsey Global Institute). The turn towards the development of the services sector and the dynamics of the development of that sector in

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the countries in transition can be seen primarily as their strategy for a more efficient transition to the concept of market economy and faster integration into the international market (Božić Miljković, 2018). When it comes to changing the economic structure of the Balkan countries in favor of greater participation of services, it should be noted that at the beginning of this process, not all Balkan countries had equal starting positions, but in some of them, the process was faster, in others slower, with incentives branches and activities for the development of which they have comparative advantages. For example, Turkey, Greece, Croatia, and Albania, thanks to their geographical location and potential for the development of coastal tourism, already had a traditionally developed tourism and hospitality sector. During the transition period, they continued to develop and strengthen these sectors by introducing new service branches and activities in the field of banking, insurance, telecommunications, transport, and the like. In other Balkan countries, in the pre-transition period, the industrial sector was recognized as a carrier of economic development (Uvalić & Cvijanović, 2018). Entering the transition process and changing the economic system in favor of greater participation of services in the creation of GDP, was a great challenge for them. The applied measures and results of economic policies pursued during the first two decades of the transition process are still the subject of numerous analyzes and criticisms. The application of the concept of deindustrialization, the results of which were significantly contrary to expectations and which caused great damage to countries in transition, is especially criticized. The shift of the focus of development policy from industry to other activities and branches, especially those in the services sector, was conditioned, among other things, by the need to compensate for the negative effects of deindustrialization (Przywara, 2017). The service sector has developed and strengthened with the privatization and opening of the markets of these countries to foreign companies in the field of telecommunications, finance, insurance, logistics and transport of passengers and goods, and the like. Liberalization of capital, goods, and services in transition countries had, in addition to economic and political aspects, that is determined by the need for progress of this group of countries in the process of approaching the European Union and other international integrations.

Table 1. Trade In Services In The Balkan Countries (% Gdp)

	1990.	2000.	2005.	2010.	2015.	2019.
Albania	3.0	25.5	32.9	38.5	34.4	40.6
Bosnia and Herzegovina	-	13.0	12.7	13.1	13.9	15.4
Bulgaria	7.0	29.0	26.0	19.8	25.8	25.4
Croatia	-	29.7	28.0	24.9	30.9	36.5
N. Macedonia	-	19.0	19.7	19.2	26.5	26.0
Greece	9.8	23.6	19.8	19.4	26.4	31.5
Romania	3.6	9.5	15.4	11.3	17.2	20.3
Serbia	-	-	-	16.9	21.9	27.9
Montenegro	-	-	-	35.8	44.9	47.9
Slovenia	-	16.4	19.1	23.0	26.4	29.5
Turkey	7.4	10.1	7.9	7.2	9.4	12.0

Source: https://databank.worldbank.org/source/world-development-indicators; Accessed on August/2021

At the beginning of the observed period, almost all Balkan countries recorded a rapid growth of the share of services in GDP. In the group of countries in transition, such a trend can be explained by the application of the postulates of this process, which, following the example of Western European economies, initiated faster development of the services sector. In the period between 2005 and 2010, due to the negative effects of the global economic crisis, most countries recorded a decrease in the share of trade in services in GDP compared to that in the previous period. The recovery took place in the period between 2010 and 2015, and stable growth of the observed parameter was observed in all countries except Albania. In some of them, lower values of that growth were recorded during the world economic crisis, but those reduced values did not last in the long run, ie the recovery in this sector of the economy was fast with stable parameters. Taken as a whole, we can say that the Balkans today, in European relations, is a respectable area of export of services with a realized value of exports of close to 197 billion dollars in 2019 (UNCTAD). Also, in the same year, this region was promoted as a significant importer of services with a value of 100 billion dollars (UNCTAD). Some countries in this region are considered to be important exporters of services on a global scale and are characterized by the fact that their exports of services are many times higher in value than exports of goods. That group of countries includes Albania, which in 2019 exported goods worth 1,015 million dollars, and services worth 3,808 million dollars, then Croatia, whose value of exports of goods in the same year amounted to 14,371 million dollars, and the value of exports of services 16,702 million dollars, Greece, with exports of goods worth $ 36,308 million and services worth $ 44,876 million, and Montenegro with a realized value of exports of goods of $ 520 million and a value of exports of services of $ 1,895 million. (https://data.worldbank.org) Regarding the sectoral structure of trade in services, there are large differences between the Balkan countries, and they are presented in Table 2 through the percentage share of certain categories of services in the total values of imports and exports of services.

Table 2. Sectoral Structure of Trade In Services In The Balkan Countries In 2019 (In %)

	Import				Export			
	Goods-related-services	Transport	Tourism	Others	Goods-related-services	Transport	Tourism	Others
Albania	0.2	16.8	60.0	22.9	21.2	8.9	44.0	25.9
Bosnia and Herzegovina	1.6	39.3	20.3	38.7	20.5	27.3	26.8	25.4
Bulgaria	2.3	26.8	23.2	47.7	5.9	20.9	20.4	52.7
Croatia	3.2	16.5	18.4	61.8	5.5	10.0	54.2	30.3
Greece	2.1	64.9	5.0	28.0	0.7	60.9	19.3	19.1
Montenegro	0.9	46.6	5.5	47.1	0.7	39.4	21.8	38.1
N. Macedonia	0.4	30.6	13.0	56.0	19.4	24.3	15.2	41.0
Romania	2.8	18.9	19.1	59.3	12.4	29.1	5.3	53.2
Serbia	2.1	24.1	19.4	54.4	4.9	16.1	17.7	61.3
Slovenia	2.1	23.5	12.8	61.6	4.3	33.9	15.7	46.0
Turkey	3.1	35.5	4.3	57.1	4.6	41.5	29.8	24.1

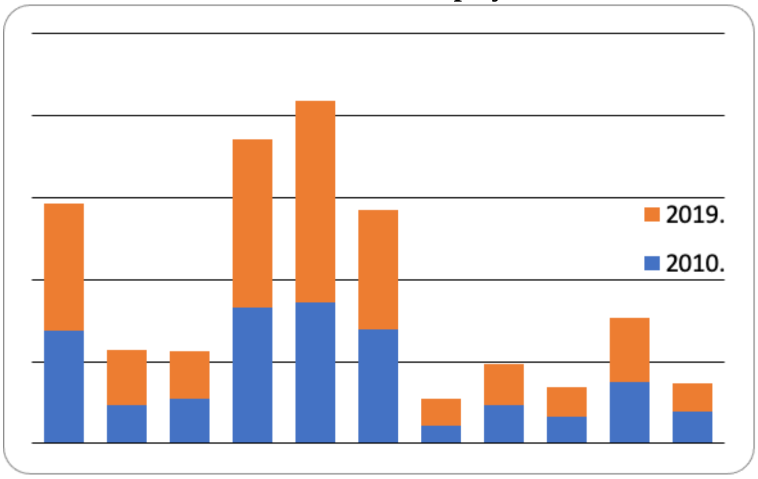
Source: https://data.wto.org Accessed on August/2021

The data presented in the table refer to those sectors that have a dominant share in the structure of services. These are goods-related services which include manufacturing services, maintenance, and repair services, and freight transport and insurance as a subcomponent of transport (UN stats); then, transport services and tourist services. Based on the data, it can be concluded that the expansion of the development of the services sector over the last two decades, especially in the group of countries in transition, has led to an increasing share of services in the structure of their trade. In addition to traditional service sectors such as transport and tourism, there has been a development of trade and other services such as financial, educational, health, business and professional services, communication services, environmental services, etc. (WTO). In most of the observed countries, transport services have a dominant share in the structure of imports of services. The exceptions are Albania, Croatia, and Romania, in whose structure of services imports, tourism services have the largest share. The situation is similar on the side of exports of services, where the share of tourist services in the structure is Albania, where exports of this type of services account for more than a third of total exports, and Croatia, where exports of tourist services account for more than half of total exports.

TOURISM AS A GENERATOR OF ECONOMIC DEVELOPMENT IN THE BALKANS

In addition to the economic aspect of tourist services, their political, cultural and social aspect is also important. These aspects of non-economic nature are especially important in parts of the world that have had a negative image due to political instability and where trade in tourist services has the function to improve that image and at the same time contribute to achieving positive economic effects. Such an area in the Balkans, especially the part of it that consists of countries in transition, in which the last decade of the last century was marked by sanctions from the international community, war conflicts, and NATO aggression. In that period, they were marked as a particularly risky zone for tourist trips, and that, even long after the situation calmed down, hurt their export of tourist services. Thanks to the turbulent past of the Balkan peoples and historical events that have left a deep mark in this geographical area, the Balkans have not been recognized as an attractive tourist destination for a long time, nor have the potentials for tourism development been used. The development of the tourist economy in this area came only in the 70s of the last century when the Balkan countries identified their comparative advantages, cultural features, and natural beauties and needed their tourist and economic valorization. The fusion of different nations, cultures, and religions in this area, which took place in earlier historical periods, due to frequent conflicts between them, was often an obstacle to the development of tourism, but on the other hand, had a great impact on cultural heritage and ethnogenesis. Today, the Balkans is an area that has the characteristics of Balkan-Slavic, Islamic-Oriental, Central European, and Western European culture, which makes it specific in the tourist valorization of space and mapping of Balkan countries as tourist destinations. The development of the tourism economy in the Balkans has not been smooth. Tourism, as an economic branch, first developed in Greece, the former Yugoslavia, Turkey, and Romania. At the end of the last century, Bulgaria also promoted its tourist offer and became recognizable by its summer and winter tourist centers, while Albania developed its tourist economy only in the first decade of this century. The Balkans, as a geographical area, has numerous features that make it an attractive tourist destination in Europe and the world. Temperate-continental and partly Mediterranean climate, a large number of hours of sunshine per year, access to the Adriatic, Ionian, Aegean, Mediterranean, and Black Seas, mountain ranges of the Dinarides, Shar-Pind Mountains, and the Balkan Mountains along the southeastern part of the peninsula, thermal springs provide an opportunity for the development of summer, winter and spa tourism. Untouched nature, especially in the hilly and mountainous part of the region, affects the development of adventure tourism and some types of ecological and health tourism. In recent years, rural tourism has been increasingly promoted as a Balkan brand among tourist services (Metodijeski & Temelkov, 2014). The basis of this type of tourist offer is family farms arranged in such a way as to provide the opportunity for a peaceful holiday filled with various facilities such as picking herbs, mushrooms, or wild fruits, learning old crafts, and learning about cultural and historical sights in the area. Contrary to this form of tourism, city break tourism has been developing rapidly in the Balkans in recent years. Unlike rural tourism, which bears the epithet Balkan brand, city break tourism is one of the European brands. As in Europe, this type of tourism takes place in metropolises and large cities, so Athens, Thessaloniki, Belgrade, Istanbul, Skopje, Ljubljana, Zagreb, and other larger cities are especially interesting in the Balkans, providing opportunities for rich nightlife and accompanying urban areas. contents such as catering facilities, shopping malls, cultural and entertainment facilities, etc. From the 1970s until today, the tourism economy in the Balkans has developed significantly, and in some of them, it has become the engine of economic development. In the last two decades, the development of tourism in the Balkan countries has been faster, the tourist offers more substantial, and tourist services have an increasing share in the structure of exports of services. When we talk about the positive economic effects of the growing share of services in general, and within them the tourist services in the structure of exports of the Balkan countries, it should be noted that they are most visible in improving their balance of payments positions. Many Balkan countries face a high and chronic trade deficit, while on the other hand, they have a surplus in the export of tourist services. In that way, the balance of payments is corrected and balanced, and services become a generator of the economic growth of exporting countries. Also, the development of tourism in the Balkans has effects on reducing unemployment, due to the constant need to employ permanent and seasonal workers. Based on the data from Graph 2, we can conclude that in all balanced countries in the previous ten years the share of employees in tourism in total employment has increased. The largest increases were recorded in Albania, Croatia, Greece and Bosnia and Herzegovina, while other countries also recorded growth but much more moderate than the mentioned countries.

Graph 1. Travel And Tourism Direct Contribution To Employment – Share Of Total Employment In %



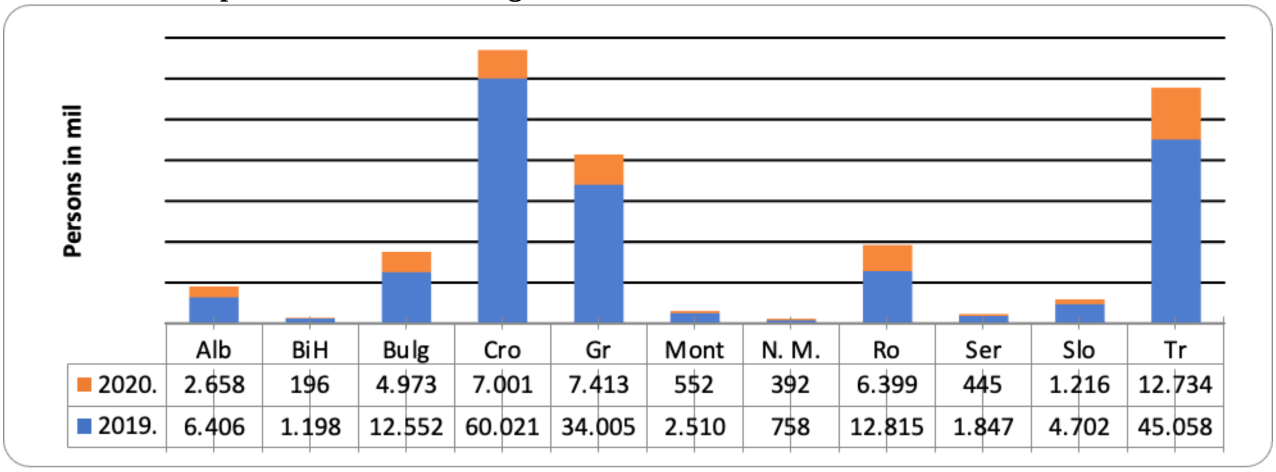
Source:https://tcdata360.worldbank.org/indicators/tot.direct.emp?country=TUR&indicator=24644&viz=line_chart&years=1995,2028 Accessed on August/2021

Certain types of occupations in tourism are suitable for the employment of women, which in some developed tourist countries amounts to up to 70% of the total number of employees. (Unković & Zečević, 2016). As part of the positive implications that the development of the tourism economy has on the economies of the Balkan countries, we should also mention those related to investments in the development of tourism. Thanks to foreign direct investments, many Balkan countries can boast of modern accommodation facilities built on the reputation of those that exist in well-known European tourist centers, as well as ancillary facilities that complement the tourist offer and make it better.
These positive trends in the development of tourism in the Balkans were interrupted at the end of 2019 by the appearance of the COVID 19 virus and the pandemic that soon followed, partially or completely limiting economic, social, and cultural-entertainment activities. In the year of the pandemic, tourism in each of the Balkan countries suffered huge economic losses, and recovery from the negative consequences will have a long-term perspective.

CONSEQUENCES OF THE COVID-19 VIRUS PANDEMIC ON THE DEVELOPMENT OF TOURISM IN THE BALKANS

The first case of infection with the COVID 19 virus was recorded at the end of 2019 in the Chinese city of Wuhan. Transmission of the virus from China across Asia, the United States, and Europe occurred just two months after the first case was isolated, and the speed with which the infection spread and the dynamics with which its negative impact spread to all segments of the economy marked a prelude to a global crisis (Ceylan & al, 2020). The negative effects of the pandemic, already in the first weeks after its outbreak, mostly affected those sectors of the economy in which there is a large fluctuation of people and direct contact between people that cannot be reduced to epidemiologically controlled frameworks. Such sectors are tourism and catering, creative industry, transport, storage, processing industry, etc. (Chamber of Commerce of Serbia). Tourism is one of those activities that show high sensitivity when it comes to crisis events that bring into question any aspect of tourist safety or the environment (Abbas & al, 2021). In this context, the impact of the pandemic on tourism trends should be observed and the result of that impact should be expressed by measuring the economic effects caused by the absence of tourism industry activities. The negative effects of the pandemic on tourism are more pronounced in those countries where tourism has a large share in the creation of GDP, ie those that generate significant revenues from the export of tourist services. Among the Balkan countries are Montenegro, Croatia, Turkey, and Greece. During the years of the pandemic crisis, the economies of these countries suffered great damage due to the travel ban, and tourism, in most of them, temporarily lost the role of the leading economic activity and generator of economic development.

Graph 2. Arrivals Of Foreign Citizens In Balkan Countries 2019/2020



Source:https://tcdata360.worldbank.org/indicators/ST.INT.ARVL?country=BRA&indicator=1841&viz=line_chart&years=1995,2019 Accessed at August/2021

Comparative analysis of data from Graph 1, based on the author's budget, we can conclude that, due to the pandemic, tourism suffered the most negative consequences in Croatia, where there were 88.3% fewer arrivals of foreign tourists in 2020 compared to 2019, Bosnia And Herzegovina 83.6%, Greece 78.2% and Montenegro where the number of foreign tourists in the observed period decreased by 78%. The common feature of these four countries is that they are recognized for the export of tourist services and popular destinations for winter and summer tourism. In other words, tourist services are a very important export brand in these countries. In such countries, exports of services can to some extent compensate for the deficit on the export side of goods, but this is usually not enough to ensure stable and sustainable economic growth. If a country exports tourist services but imports durable consumer goods partly to make its offer better, it will significantly limit the development opportunities of that economy (Gligorov, V, 2012). For countries like Greece, Croatia, or Montenegro to ensure sustainable consumption growth, it is necessary to develop industrial production (Gligorov, V, 2012). This is necessary to, on the one hand, reduce the import of industrial products and support the development of tourism by domestic industry, and on the other hand, to increase revenues and contribute to macroeconomic stability by exporting goods. In other observed countries, calculated based on the data from Graph 1, a significant decrease in the number of foreign tourists was recorded by Serbia (75.9%) Slovenia (74.1%), Turkey (71.7%), Bulgaria (60.4%), Albania (58.5%) and Romania (50.1%). Northern Macedonia is the only Balkan country in which the decline in the number of foreign tourists in 2020 compared to 2019 was lower than 50%. The analysis of these data should take into account the fact that the Balkan countries during the summer tourist season had milder travel restrictions than most Western European countries. In that way, the tourist traffic was realized to a certain extent, and foreign tourists were travelers from the neighboring countries of the region. With a negative PCR test, in 2020, in one part of the summer tourist season, it was possible to spend the summer in Turkey, Albania, Montenegro, and Bulgaria. Thus, in these countries, the damage that would have occurred in the tourism economy if the policy of complete closure of border crossings had been applied has been minimally mitigated. In addition to the fact that the decline in business activities in the tourism sector is reflected in the turnover of goods, it certainly has implications for the turnover of ancillary services that make the tourist offer meaningful and complete. Reducing the export of tourist services reduces the need to perform business activities in other services such as restaurant services, entertainment, transport, wellness and spa, and various other services that complement the tourist offer. Considering that the pandemic crisis started just at the beginning of the preparations for the summer tourist season and continued during the winter months, a significant part of investments in tourism was lost in that period, which will have long-term consequences for the economies of all Balkan countries. The negative effects of the pandemic on the tourism economies of the Balkan countries can be expressed in other indicators, such as the number of employees in tourism. The voluntary suspension of business activities that occurred at the beginning of 2020, which was initially believed to be short-lived, took a chronic course and covered every tourist season. Many catering and tourism companies have suffered huge financial losses, some of them have gone bankrupt and workers have lost their jobs. Tourism sector, which is a sector based entirely on human workforce and mass gathering of people, is one of the first sectors that was banned suddenly with Covid-19 and lost its importance instantly (Ozen, 2020). For example: in Croatia in 2019, 41,000 workers were employed in tourism and catering, and in 2020 that number dropped to 34,800; In Greece, in 2019 the number of employees in tourism and catering was 824,700, and in 2020 759,300; Turkey had 2.62 million employed tourist workers in 2019 and 2.19 million in 2020. The decrease in the number of employees in tourism and catering was also recorded in Slovenia from 98,700 workers in 2019 to 94,100 in 2020 (Chamber Investment Forum WB 6). The decrease in employment in tourism was recorded in all Balkan countries, but the ones most affected were those in which tourism has the status of a leading or one of the most important economic activities, such as Croatia, Greece, and Turkey. The decline in demand for tourist travel and catering services indicates a decline in demand for industrial, agricultural, and other products, as well as for many activities that monitor and support the work of the tourism industry (transport, insurance, finance, etc.) (Riestyaningrum & al, 2020). These activities also had a reduction in the number of employees during the pandemic year. In addition to the drastic reduction in the number of tourist arrivals in the Balkans and based on that, the reduction in tourism revenues and the number of employees, another in a series of negative consequences of the pandemic is stopping or postponing investments in tourist facilities. Most Balkan countries, especially non-EU transition countries, do not have their accumulation but show a high degree of development dependence on foreign capital inflows. The method of attracting investors is similar in all of them and is based on simple administrative procedures, subsidies to the investor, reduction of corporate income tax, allowing the investor to repatriate profits, and equal treatment of domestic and foreign investors. Investments in the tourism industry are higher in volume and value in those Balkan countries that are recognized as important tourist destinations: Turkey, Greece, Montenegro, Albania. According to the data of the Investment Agency of Montenegro, there are about 400 business entities in that country, whose owners are citizens of Turkey. The largest investors in the tourism industry of Greece come from the countries of the European Union: Germany, Luxembourg, the Netherlands, and France (www.mfa.gr), while the development of tourism in Albania is mostly supported by Italian companies, but also Turkey and Arab countries. Numerous investment projects in all of these countries have been halted at the start of the pandemic and postponed for a period when business activities in tourism will return to normal.

PERSPECTIVES OF TOURISM DEVELOPMENT IN THE BALKANS IN THE PERIOD AFTER THE PANDEMIC CRISIS - CONCLUDING REMARKS

Tourism is a very important factor in the economic development of most Balkan countries and its survival is a regional issue. In the period after the pandemic, the development of tourism in the Balkan countries will be led by the same factors that will apply to all other countries in the global tourism economy. Tourism is the industry that is most sensitive to emergencies in the world; pandemics, terrorist attacks, war conflicts, but it is also a branch that shows a high degree of resilience and recovers quickly after a crisis period (Nientied & Shutina, 2020). The peculiarity of this pandemic crisis is that it cannot be compared to any previous world crisis in terms of the uncertainty it brings in terms of the development course and duration. All the more so for the tourist economy to survive, survive and adapt to the new conditions in the circumstances of the "new normality". This involves building systems that can withstand shocks and stressors and quickly regain balance (Calgaro et al, 2014). A very important element of this system would be crisis management composed of experts trained in crisis management in tourism. Then, the concept of supply diversity: There are countries whose tourist offer is based on only one landmark or only one type of tourism. For example, many Balkan countries are narrowly oriented in their tourist offer to beach tourism or mountain tourism, so they are recognized in the region and beyond, and cannot change their offer in a short time to, for example, nature or rural tourism as a dominant product. A diversified tourist offer consisted of one dominant tourist product, but also other sights that are attractive to tourists can prevent or reduce the losses that the tourist economy suffers as a result of the influence of exogenous negative factors in times of crisis. Finally, innovation in tourism can be a reliable tool in combating the crisis and limiting the effects of its negative effects. Productivity in the field of innovation or their adoption and rapid implementation in modern tourism means that there is a possibility for constant contact between tourists and tourism service providers, conducting sales without personal contact, and maintaining a continuous exchange of information.

When it comes to the introduction and application of innovations in tourism, digitalization stands out as an ongoing process of recent date that has several manifestations, and from the aspect of tourism companies means a comparative advantage. Thanks to digitalization in the provision of tourist services, time and money are saved by the tourist service provider and tourists as end-users: it is possible to buy a tourist arrangement online, make accommodation reservations, buy plane tickets or tickets for museums, and shows. Also, tourists have at their disposal numerous mobile applications designed according to their needs and type of travel (Nikolskaya & al, 2019).

The benefits of the introduction of digitalization in the field of tourist services became visible during the pandemic, especially at the beginning of this year, when tourist trips started again under rigorous conditions and with obligatory respect for protection measures. Providing services electronically before and during travel without direct personal contact means less possibility of transmitting the infection during travel, which is of great importance in times of new virus strains and new pandemic waves.

The pandemic crisis is still going on and, although tourist trips have been possible this year, the performance of the tourist economy from 2019 is difficult to achieve. This is true both globally and for all Balkan countries. The revival of tourism this year has been guided by a short-term perspective, and based on this year's tourist trends, it cannot be concluded with certainty what the dynamics of tourist travel will be after the pandemic or how it will be realized. What can be predicted with certainty is that tourist trips will be conditioned by the behavior of tourists, ie their decisions whether to travel, in what way and to which destinations. In services research in the context of the COVID-19 pandemic, risk management has been identified as a significant factor influencing an individual's belief that the threat of a pandemic is under control (Rahman & al, 2021). The behavior of tourists and their decision-making in extraordinary circumstances and the period immediately after the danger depends on numerous subjective and emotional factors such as the psychological sense of security and safety. The cognitive image of tourists about previous trips provides an opportunity for intentions regarding future trips to be motivated by previous positive experiences (Rasoolimanesh & al, 2021). As for the Balkan countries, the question is how much potential they have to attract tourists from Europe who are reluctant to go to various European and world popular destinations. The potential of the Balkan tourist offer is certainly not strong to that extent. Also, the answer to the question still cannot be found: will tourists look for urban resorts or will they prefer to choose quieter areas (Lew & al, 2020)? From the aspect of the tourist offer of the Balkan countries, it is also unknown whether popular cities with high tourist density such as Kotor in Montenegro or Mostar in Bosnia and Herzegovina will continue to attract many tourists or visitors will look for places with more opportunities for physical distance.

Researchers in the travel and tourism industries have a very important task to rethink and reshape revival strategies to bring back the following normal economic activities (Aliperti et al., 2019). Accordingly, the COVID-19 tourism impacts and related research will increase awareness by educating the masses, nurturing, reshaping, and handling such an economic crisis by implanting innovation and change to revive the industry (Abbas & al., 2021). The pandemic crisis has left numerous negative consequences that will limit the full economic valorization of tourist destinations around the world for many years to come. However, the crisis has another positive side that will be expressed in the behavior of tourists in the future, and that is that ethics will be as important as the aesthetics or beauty of the destination (Del Valle, 2020). Due to increased environmental and social awareness, tourists will give priority to those destinations that take care of sustainable development, use renewable energy sources, have developed waste recycling systems and healthy drinking water. That may be an advantage of the Balkan countries. Even before the pandemic, most of them based their tourist offer on the principles of sustainable development and promoted natural beauty and a healthy environment.

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IV. International Congress on Tourism, Economics and Business Sciences

Looking into the Future: Digital Transformation and Managerial Approaches

20-22 OCTOBER 2021 BEYKOZ-ISTANBUL/TURKEY

Key Note Speakers

Asst. Prof. Katia IANKOVA

Prof. Dr. Vicky KATSONI

Prof. Dr. Thomas R. GILLPATRICK

Assoc. Prof. Selin Damla AHİPAŞAOĞLU

ONLINE

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WEDNESDAY, October 20th		
09:30 - 10:00	**Opening Ceremony** Prof. Dr. Mehmet Durman, Rector of Beykoz University Prof. Dr. Sadettin Hülagü, Rector of Kocaeli University Prof. Dr. Baki Aksu, Congress Chair and Dean of Faculty of Business and Administrative Sciences	
PANEL		
10:00 - 11:00	**Keynote Speaker: Vicky KATSONI** **"Dijital Storytelling in Tourism"**	
11:00 - 11:15	COFFEE BREAK	
PANEL 1	New Analytical Techniques in Food & Beverage Industry MODERATOR: ASSOC. PROF. PINAR ACAR	
11:15 - 12:30	Achieving Efficiency in Kitchen Logistics: Portfolio Analysis in Kitchen Supply Management	*Ezgi Uzel Aydınocak*
	E-commerce amidst Covid-19	*Mikaela Aishel J. Flores, Kenneth A. Tucay*
	How Corporate Social Responsibility Helps Hotels and Restaurants of Pakistan to Elevate Brand Loyalty and Consumer Satisfaction	*Rizwan Qaiser Danish Muqqadas Rehman Hafiz Fawad Ali Ibrar Mansoor*
12:30 - 14:00	LUNCH BREAK	
PANEL 2	Rural Tourism MODERATOR: PROF. AYŞE GÜNSEL	
14:00 - 15:00	Examination of Generation of Z's preferences of Agro Tourism Type: Qualitative Data Analysis in İzmir During Covid-19	*Pınar Çulhaoğlu*
	Farmers Attitude Towards Rural Tourism in Pakistan	*Muhammad Imran Salman Tahir Orhan Özçatalbaş*
	The Contribute of Rural Area Landscape Design on Tourism Recreation: The Case of Çanakkale	*Füsun Erduran Nemutlu Şule Güdücü*
15:00 - 15:15	COFFEE BREAK	
PANEL 3	Finance and Economics MODERATOR: ASS. PROF. FATMA RABİA AKTAŞ ŞENKARDEŞLER	
15:15- 16:45	The Comparison Between Pre and Post WTO Period for Emerging Countries	*Aslı Özpolat, Ferda Nakipoğlu Özsoy*
	Initial Coin Offerings in the Blockchain System and Their Effects on Entrepreneurial Opportunities and Innovation	*Burcu Güven*
	Money Supply Process and Endogenous Money	*Serpil Kuzucu*
	The Importance of Digital Maturity Level in the Digital Transformation Strategy Process	*Funda Kılıç*
16:45 - 17:00	COFFEE BREAK	
17:00 - 18:00	**Keynote Speaker: Thomas R. GILLPATRICK** **"Covid Impact on Consumption"**	

THURSDAY, October 21st		
PANEL 4	Covid and Impacts on Various Sectors MODERATOR: ASS. PROF. NESLİHAN BALCI VAROL	
10:00 - 11:00	The Impact of the Covid-19 Pandemic on The Tourist Economies of the Balkan Countries	*Ivana Božić Miljković*
	Individuals 'Financial Health During The Covid -19 Pandemic	*Zeynep Çopur Nuri Doğan*
	The Study of Population Concentrated in Urban Peripheries After the Pandemic in the Context of Rural Gentrification	*Huriye Çalışkan Mimarlar Aysun Çelik Çanga*
	Examination of Individuals' Personal Measures Against Covid-19 and Expectations From Hotels During the Pandemic Period	*Leyla Ateşoğlu Sibel Erkal*
11:00 - 11:15	COFFEE BREAK	
PANEL 5	Environment and Tourism MODERATOR: ASS. PROF. BURCU GÜVEN	
11:15 - 12:15	Ecotourism Strategy in the Use of Protected Areas and Çanakkale Example	*Füsun Erduran Nemutlu*
	Preparation of a Tourism Plan Within The Scope Of Conservation and Utilization Balance in Salt Lake	*Aysun Çelik Çanga Ceren Boran*
	Landscape Plan Proposal for Sustainable Tourism in Protected Areas	*Aysun Çelik Çanga Diba Şenay*
12:15- 13:30	LUNCH BREAK	
13:30 - 14:30	**Keynote Speaker: Selin Damla AHIPAŞAOĞLU** **"Recent Advances in Discrete Choice Theory"**	
PANEL 6	Contemporary Issues in Different Sectors MODERATOR: ASSOC. PROF. EZGİ UZEL AYDINOCAK	
14:30 - 15:30	Emotion Management and Performance: A Study on Employee Perception	*Fahriye Burçak Tekçe Burcu Güven*
	Bibliometric Analysis of Researches Made on the Area of Governance in Turkey	*Ali İnanır Eda Telli*
	Sports and Tourism as a Tool of Well- Being of the Hosting Nation: Glimpses from India	*Ved Pal Singh Deswal*
15:30- 16:00	COFFEE BREAK	
PANEL 7	Sustainability MODERATOR: ASS. PROF. EMRE ERGÜVEN	
16:00 - 17:00	Does International Trade Effect Income Inequality: Evidence for G-7 Countries	*Ferda Nakipoğlu Özsoy Aslı Özpolat*
	International Trade and Circular Economy: A Path Forward	*Raquel Pereira*
	Sustainable Tourism and Poverty Alleviation in Brazil	*Gianluca Goffi*
	Clusters: Are They Propitious Ecosystems Wherein Sustainable Entrepreneurs Can Thrive?	*Nigar Çağla Mutlucan*

FRIDAY, October 22nd		
10:00-11:00	**Keynote Speaker: Katia IANKOVA** **"The paradigm shifts at the verge of a new era: Societal, economic and moral implications"**	
PANEL 8	New Topics in Tourism MODERATOR: ASS. PROF. NİGAR ÇAĞLA MUTLUCAN	
11:00 - 12:00	New Trends in Gastronomy: Neuro-Gastronomy	*Günay Hasdemir Nağme Boran Saime Küçükkömürler*
	Virtual Tourism: Scope and Opportunities in the Pandemic Era: A Look Into The Traditional Art and Handicrafts Market For Compilation of E-diary	*Anil Kothari Shilpi Mohan*
	Proposal of Cultural Tours in Odessa, Ukraine Based Upon Literature, Cinema, Theater, Opera and Ballet	*Claudia Maria Astorino*
12:00- 12:15	COFFEE BREAK	
PANEL 9	Current Debates on Consumer Study MODERATOR: ASS. PROF. ÖZGÜR BURÇAK GÜRSOY	
12:15 - 13:15	Role Of Leaders' Positive Communication in Facilitating Change	*Muhammad Taufiq Amir Bambang Sukma Wijaya*
	Impact of Entrepreneurs' Improvisation on Innovation: Mediating Role of Resilience	*Rizwan Qaiser Danish Muqqadas Rehman Sara Shabbir Abid Hussain Hafiz Fawad Ali*
	The Impact of Marketing Mix On Purchase Decisions of Smart Automobile Industry in the Egyptian Context	*Niveen El-Sagheer*
13:15 - 14:00	**CLOSING SPEECH: Prof. Dr. Halit Suavi AHİPAŞAOĞLU**	

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