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OF SAFRANBOLU, TURKEY**

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# Host Community Perceptions of Tourism Impacts: A Case Study on the World Heritage City of Safranbolu, Turkey

Nuray TURKER<sup>1</sup>

## Abstract

Heritage is regarded as one of the more significant and fastest-growing components of tourism: it is becoming increasingly popular around the world, and is deemed important for tourism development. Turkey had 11 sites on UNESCO's World Heritage List in 2013. Safranbolu is one of the World Heritage Sites that has been included on the list since 1994. This paper investigates the impacts of tourism as perceived by the residents of Safranbolu. The research was conducted on two occasions, in 2006 and in 2011, in order to find out whether there were significant changes in residents' perceptions over those five years. Data were collected from 649 local residents. In 2006, 317 participants answered the questionnaire, while in 2011; the sample was composed of 332 inhabitants. The results show that residents have consistently positive perceptions toward tourism. Positive perceptions result from residents' belief that tourism improves employment facilities and business opportunities, creates community development, and, finally, increases socio-cultural activities such as entertainment. In addition, the results show that there were some differences in the perceptions of residents between 2006 and 2011: residents perceived fewer negative environmental and social impacts of tourism in the 2011 survey when compared to the 2006 survey.

*Keywords:* residents' perceptions; impacts of tourism; attitudes; world heritage site; Safranbolu (Turkey).

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## Introduction

Cultural heritage is one of the most important attractions for tourists and is also one of the largest and most quickly developing branches of the global tourism industry. World Heritage Sites such as Safranbolu, Prague, Cairo, Salzburg, Brugge, and Florence are visited by increasing numbers of national and international tourists for cultural purposes. Tourists are increasingly interested in cultural activities and experiences, and have opportunities and resources for visiting cultural areas (Wang, King & Heo, 2009). However, cultural heritage and ways of life have been affected by the presence of tourists. The excessive demand and use of heritage sites bring about many problems (Li, Wu & Cai, 2008). Tourism has important positive and negative impacts on the site and on the host communities. On the positive side, tourism can provide new livelihood opportunities for large numbers of people in local communities. Tourism can generate the financial resources needed to invest in the rehabilitation of historical buildings and conservation areas (Gunce, 2003). Tourism can help to revive dying or lost traditions, arts, and cultural practices and can provide the impetus for artisans to continue traditional crafts. It can also increase an appreciation for the historical environment, contributing to greater local and cross-cultural understanding (Gunduz & Erdem, 2010). Unfortunately, these positive impacts are often negated by the unintentional destructive impacts of tourism that rob a community of its ancestral heirlooms, undermine traditional cultural values, and alter the physical character of a tourism destination through inappropriate development and infrastructure (UNESCO, 2004).

Hall and Piggin (2001) conducted a survey of 44 World Heritage Sites and reported that there had been an increase in visitor numbers after the site gained World Heritage status. The results also revealed that congestion, crowding, and site degradation are problems for these sites due to more visitors and seasonal variations in visitor numbers. The unprecedented growth in tourism raises serious concerns about the environmental and cultural integrity of World Heritage Sites, leading to a re-examination of tourism development in the light of the increasingly popular concept of sustainable tourism development (Drost, 1996). Although tourism is a positive force for the preservation of World Heritage Sites because of its ability to draw world attention to their importance, excessive numbers of visitors are in conflict with the initial goal of the World Heritage Convention, and challenges the sustainability of those sites (ICOMOS, 1993).

Cultural heritage tourism and sustainable development have been on the agenda of the WTO since the beginning of the 1970s. In 1999, a memorandum on "Tourism and the conservation of cultural heritage" was issued jointly by UNESCO, the Council of Europe, and the Organization of World Heritage Cities (Gunduz &

Erdem, 2010). The relationship between heritage and tourism is frequently characterized by contradictions and conflicts (Nuryanti, 1996). Heritage has its special values and concerns. Although heritage tourism provides opportunities for many destinations, it may also represent different kinds of threats for residents. In order to minimize these threats, there is a need for dialogue, cooperation, and collaboration among the various stakeholders involved (Aas, Ladkin, & Fletcher, 2005). Local communities residing in the vicinity of heritage areas are increasingly being affected by the impacts of tourism development.

The local community is often recognized as the main stakeholder in heritage tourism. Tourism has to be managed in the heritage sites with the help and interest of all stakeholders (Guyer & Pollard, 1997). Understanding local residents' attitudes toward tourism development is vital for the success and sustainability of heritage tourism (Gursoy, Chi, & Dyer, 2009). The perceptions and attitudes of residents toward the impacts of tourism are considered important for planning, minimizing the negative social impacts, maximizing the support for these initiatives (Vargas-Sanchez, Porras-Bueno & Plaza-Mejia, 2011), and in policy considerations for the successful development, marketing, and operation of existing and future programs and projects (Ap, 1992; Lankford, 1994). Therefore, an understanding of residents' attitudes and perceptions and how these perceptions are formed regarding tourism development would be valuable knowledge for the tourism industry, particularly for local tourism development projects (Chandralal, 2010).

Communities in many rural, coastal, and urban destinations in Turkey are affected somewhat by tourism. Tourism and its influence on host communities have given rise to highly controversial beliefs: some suggest that it is an opportunity for underdeveloped countries to participate in economic growth and social development; on the other hand, mass tourism may hinder the permanency of local cultures (Perez & Nadal, 2005). Numerous studies on residents' perceptions toward tourism have been carried out in urban areas in developed countries, but only a few scholars have studied community perceptions of tourism in the context of World Heritage Sites in developing countries. In this study, the local residents' perceptions toward tourism development in Safranbolu, a UNESCO World Heritage city, were identified. This paper investigates the impacts of tourism perceived by the residents of Safranbolu in two different periods, 2006 and 2011, and the changes in their perceptions as they evolved over time. Safranbolu was selected for the study area, as it is a protected area because of its cultural assets and provides an ideal example for analyzing the conflicts between the local communities and the tourism industry, because the residents have a conservative understanding of the social changes and represent a long history and culture.

## **Tourism impacts on the host community and their perceptions toward tourism**

The tourism industry has wide-ranging impacts on a community's social structure, individual lifestyles, and the destination's economic development. In recent years, extensive research has been conducted on resident perceptions toward tourism development, including economic, social, cultural, and environmental impacts (Besculides, Lee & McCormick, 2002; Getz, 1986; Liu, Sheldon & Var, 1987; Brunt & Courtney, 1999). Residents' perceptions of impacts and their level of support tend to change as the destination moves from one stage of the destination lifecycle to the next. Ap and Crompton (1993) attempted to profile four levels of reactions by residents to tourism activities. The first level is embracement, which describes a euphoric stage where residents hold very positive attitudes toward tourists and their impacts, especially those who benefit from tourism. Tolerance is next on the continuum and describes residents who are positive on some impacts and negative on others. Adjustment is the third level on the continuum, where residents have learned to cope with tourists and find ways of continuing with their lives with tourists crowding their community. Finally, withdrawal takes place when local people can no longer cope with the impact of tourism, and it describes a community where residents leave when the tourists arrive.

Perceptions of impacts can differ by factors such as age, gender, education, community attachment, or length of residency (Lankford 1994), level of knowledge about tourism and the local economy (Pizam & Milman, 1986), personal economic reliance on tourism (Liu & Var, 1986), proximity to the tourist zone or contact with tourists (Sheldon & Var, 1984), socio-demographic characteristics (Williams & Lawson, 2001), political and demographic position in society (Mansfeld, 1992), type and form of tourism (Ritchie, 1988), and level of contact with tourists (Akis, Peristianis & Warner, 1996). There are controversial results in terms of the demographic characteristics of local people. Some researchers have found that demographic characteristics may affect the attitudes of residents toward tourism development (Jurowski, Uysal & Williams, 1997; Smith & Krannich, 1998; Chen, 2000; 2001). In addition, some researchers (Liu & Var, 1986; Davis, Allen & Cosenza, 1988; Williams & Lawson, 2001) have concluded that demographics do not have a causal influence on host attitudes. For example, a study of the Gold Coast of Australia revealed that older people have positive attitudes toward tourism, while a study in Turkey found the opposite; this shows how age affects attitudes toward tourism (Fredline & Faulkner, 2000; Tomljenovic & Faulkner, 2000; Cavus & Tanrisevdi, 2002).

Gender also has some conflicting results, while some studies have shown that there is no gender difference (Mason, 2003; Harrill & Potts, 2003). The level of

education factor showed consistent results, with more educated people having more positive views of tourism. A more positive attitude toward tourism is related to the following profile: being female; being employed; higher income; high educational attainment; higher political/demographic position in society; and living in an urban environment. Working in the industry (and being economically dependent on tourism) leads to a strong positive attitude toward tourism (Jackson & Inbakaran, 2006).

There have been inconsistent findings about whether the length of residency affects the attitudes of residents or not. Although some researchers reported no relationship between length of residency and attitude toward tourism (Allen et al., 1988), others have reported a negative relationship. That is, the longer people have lived in the community, the more likely they are to have negative attitudes toward tourism development (Mansfeld, 1992; Stynes & Stewart, 1993; Ryan & Montgomery, 1994; Brunt & Courtney, 1999; Jurowski, Uysal & Williams, 1997; Weaver & Lawton, 2001; McGehee & Andereck, 2004). Increasing residents' level of contact with tourists increases the degree of negative attitudes toward further tourism development. If residents, in their daily lives, have frequent contact with tourists, they are likely to report negative attitudes (Jackson & Inbakaran, 2006).

Most of the studies suggest that local residents tend to have positive attitudes toward tourism development because of its economic contributions to society. The majority of studies have shown that residents who are dependent on the industry, or perceive a greater level of economic gain or personal benefit, tend to have more positive perceptions of impact than others (Brunt & Courtney, 1999; Haralambopoulos & Pizam, 1996; Jurowski, Uysal & Williams, 1997; Lankford & Howard, 1994; McGehee & Andereck, 2004; Sirakaya, Teye & Sonmez, 2002; Gursoy, Jurowski & Uysal, 2002). In a comparative study in New Zealand that was carried out in 1996 and 1997, one in the low and the other in the high season (Young, Thyne & Lawson, 1999), the results showed that the attitudes of residents were changeable depending on the season. In 1997, when the survey was conducted at the end of summer (peak season), the perceptions of residents were that they were sick of the sight of tourists, while in 1996 they had said they liked to interact with tourists.

In this study, the impact of tourism is conceptualized as causing potential changes in environmental, economic, and socio-cultural conditions in the local community. In the latest survey by Alhasanat (2010) in the ancient city of Petra, included in the UNESCO Intangible Cultural Heritage List, respondents agreed that tourism had contributed positively in creating opportunities for people regarding investment and employment. From their perspective, these positive impacts have also enhanced the infrastructure (such as roads, parks, schools, etc.) within the region. Mohammadi, Khalifah and Hosseini (2010) found that residents of Kermanshah, which is one of Iran's cultural heritage destinations, believe that

tourism leads to more investment and spending and that it creates job opportunities. Similar findings were identified by Okech (2010), that employment opportunities, infrastructure, and standard of living were the most perceived economic impacts by residents in the World Heritage Sites of Lamu Old Town and Zanzibar Stone Town.

Earlier research findings (Liu & Var, 1986; Haralambopoulos & Pizam, 1996; Jurowski, Uysal & Williams, 1997; Yoon, 2002; Gilbert & Clark, 1997; Johnson, Snepenger & Akis, 1994; McCool & Martin, 1994; Perdue, Long & Allen, 1990) support the results that tourism has a great positive economic impact on society. Alternatively, there have been reports of no perceived benefits on some of the items in several studies, especially those items related to more jobs or related quality (Brunt & Courtney, 1999; Johnson, Snepenger & Akkis, 1994; Lankford, 1994; McCool & Martin, 1994), increased quality of life or standard of living (Lankford, 1994; McCool & Martin, 1994; Perdue, Long & Allen, 1990; Tosun, 2002), and higher prices (Brunt & Courtney, 1999). In addition, Alhasanat (2010) found that tourism had increased the cost of living in Petra, which is a negative impact of tourism, while Okech (2010) reported that cost of land, cost of living, and general prices for goods and services were the negative economic impacts of tourism in Zanzibar. In most studies (Liu & Var, 1986; Haralambopoulos & Pizam, 1996) similar results were identified.

Although economic benefits are often assumed largely to improve the quality of life of residents, the rapid expansion of tourism has led to changes in the structure of the society and these changes may not always be positive. According to some residents, this interaction threatens to destroy traditional cultures and societies. In areas with high levels of tourism, there is often a loss of resident identity and local culture (Rosenow & Pulsipher, 1979). From the negative perspective, studies have identified concern with effects on traditional family values (Kousis, 1989), cultural commercialization (Cohen, 1988), crime (Brunt & Courtney, 1999; Tosun, 2002), drugs (Haralambopoulos & Pizam, 1996; Mok, Slater & Cheung, 1991; Tosun, 2002), degradation of morality (Mok, Slater & Cheung, 1991), alcohol, openness of sex (King, Pizam & Milman, 1991), increased prostitution (Cohen, 1988; Lankford, 1994; Lindberg & Johnson, 1997; Mok, Slater & Cheung, 1991), gambling (Pizam & Pokela, 1985), crowding of public facilities and resources (Brunt & Courtney, 1999; Lindberg & Johnson, 1997; McCool & Martin, 1994), and declining resident hospitality (Liu & Var, 1986).

Alhasanat (2010) identified that while tourism overall had improved the lifestyle of residents of Petra, it had also caused the weakening of social bonds as well as family structure and had encouraged immoral behaviors in some people. On the positive side, tourism represents an opportunity for peace, understanding, and greater knowledge among different societies and nations, and can result in improved cultural benefits such as entertainment, historical, and cultural exhibits (Liu & Var, 1986) and cultural heritage (Gilbert & Clark, 1997). According to



Okech (2010), cultural identity, conservation of old buildings and cultural facilities were perceived to improve as a result of tourism development in Lamu and Zanzibar. Ryan, Chaozhi and Zeng (2011) found in their latest study that residents of Kaiping Diaolou, a UNESCO heritage site in China, think that tourism will help to preserve the heritage of the Diaolou. Mohammadi, Khalifah and Hosseini (2010) found that tourism created an increase in the recreational facilities in Kermanshah. Alhasanat (2010) also identified that cultural interaction between the locals and the tourists has a positive impact and that visitors do respect the locals' culture and traditions.

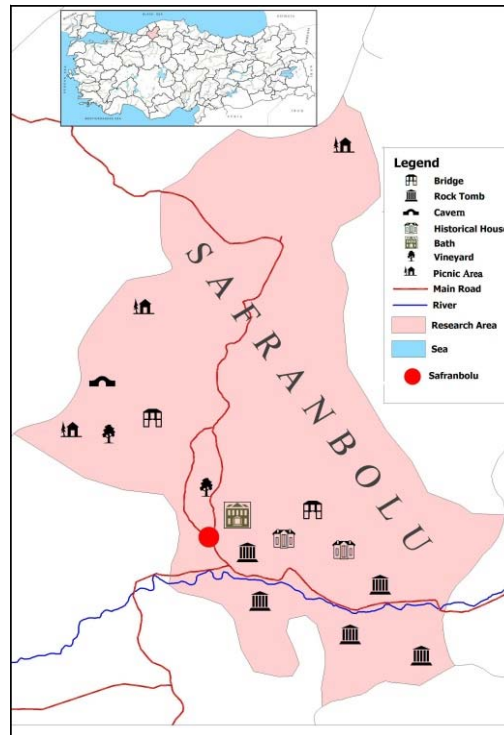
Although much of the literature reveals positive views by residents on the economic and socio-cultural aspects of tourism, it reveals some contradictory findings regarding environmental impacts. Tourism can cause significant environmental damage because it is often developed in attractive but fragile environments. In addition, there is the possibility that local development policy becomes more focused on meeting the needs of tourists, often without regard for the environment. The potential environmental consequences noted by Andereck (1995) include large buildings that destroy views; clashing and unsuitable architectural styles; noise pollution from planes, cars, and tourists; and damage to geological formations such as erosion and vandalism. Other perceived problems include litter (Brunt & Courtney, 1999; Gilbert & Clark, 1997; Lankford, 1994), overcrowding at outdoor recreation facilities (Johnson, Snepenger & Axis, 1994), pedestrian congestion (Brunt & Courtney, 1999; Reid & Boyd, 1991), and parking problems (Lindberg & Johnson, 1997). On the contrary, a study by Liu & Var (1986) revealed that respondents agreed that tourism provides more parks and recreational areas and has not contributed to ecological decline. In addition, tourism is not the cause of traffic problems, overcrowded outdoor recreation facilities, or disruption to the peace and tranquility of parks.

According to Mohammadi, Khalifah & Hosseini's research (2010), residents have positive perceptions about the environmental impacts that they believe tourism provides as an incentive for the restoration of cultural heritage. In addition, some of the negative aspects of the environmental impacts are crowded public places, traffic congestion, and noise and air pollution. According to Okech (2010), congestion, littering, and noise were perceived to increase as a result of tourism development in Lamu and Zanzibar communities.

### **Tourism industry in Safranbolu**

Safranbolu is located in the north of Anatolia, in the Western Black Sea Region (see Map 1). It has a permanent population of around 53,000 people (according to the 2011 population census). Its territory encompasses an area of 1,013 square km (*safranbolu.gov.tr, 2013*).





Map 1: Safranbolu and its location

Safranbolu has been an important cultural/heritage tourism destination for domestic and international visitors for the last ten years. Although the city first came to prominence in 1976 through the broadcasting of a documentary film titled “Safranbolu: Reflections of Time” by Suha Arin, Safranbolu’s booming tourism industry had begun by the 1990s. Safranbolu’s primary attraction is its Ottoman-style wooden houses, inherited from the eighteenth century. Based on a very old history and a rich culture, the city was a center of economic prosperity during the strongest period of the Ottoman Empire (Somuncu & Yigit, 2010). After the establishment of an iron and steel factory in Karabuk province in 1939 (8 km from Safranbolu), heavy industry has been the basic economic activity and remained so until the 1990s, when tourism became the city’s second dominant source of revenue. From that point the tourism industry has played a significant role in Safranbolu’s economy. Between the mid-1990s and the mid-2000s, local people greatly restored the old mansions and operated small-scale establishments such as a range of accommodation facilities, restaurants, and souvenir shops. Due to the visit of a small number of tourists for cultural reasons, development remained on a small scale.

Tourist arrivals show uneven demand during the history of tourism in the city because of the economic crises in 1998 (Asia-Russian crises; most of the foreign visitors are from eastern Asia), 2001, and 2008. Following these economic crises, the number of arrivals grew more moderately and in some years it showed negative growth. The number of tourists increased spectacularly, however, in 2000, 2003, 2007, and 2011. Nowadays more than 500,000 tourists (ten times the host population) experience the incomparable heritage of Safranbolu every year. In 2012, there were close to 600,000 tourists visiting Safranbolu (Tourism Authority of Safranbolu, 2013), of which 183,000 were domestic and 38,000 were international visitors (see Table 1), of which 400,000 were on an excursion of some sort, generating approximately \$50 billion dollars (US) in income. Tourism flourished very fast, with an average of almost a 10% increase in the last 15 years. The number of foreign arrivals rose after being declared a World Heritage Site by UNESCO in 1994. On average 16% of overnight stays are by foreigners. The majority of foreign visitors who visited Safranbolu in 2011 were Taiwanese, Japanese, German, South Korean, Chinese, and French.

Table 1. Distribution of Arrivals by Years

Years	Number of Foreign Tourists	Change (%)	Number of Domestic Tourists	Change (%)	TOTAL	Change (%)
1996*	2,950	-	38,750	-	41,700	-
1997	5,000	69	39,800	3	44,900	8
1998	9,300	86	40,500	2	49,800	11
1999	4,600	-50	47,800	18	52,500	5
2000	5,900	28	57,250	20	63,100	20
2001	9,000	53	55,200	-3	64,200	2
2002	11,050	23	58,350	4	69,400	7
2003	8,400	-24	76,650	31	85,050	23
2004	13,600	62	78,500	2	92,100	8
2005	17,750	31	80,050	2	97,800	6
2006	17,400	-2	91,100	10	108,500	11
2007	21,650	24	112,650	24	134,300	24
2008	17,100	-21	125,450	11	142,550	6
2009	17,400	2	116,600	-7	134,000	-6
2010	22,600	30	138,100	18	160,700	20
2011	32,650	44	173,650	26	206,300	28
2012	38,680	18	183,700	6	222,380	8

Source: Tourism Information Office, 2013

\*The tourism data first began to be collected by the Tourism Information Office

With increases in tourist numbers over the last several years, tourism facilities have been built and have dramatically increased. Growth not only in tourist numbers but also in facilities, infrastructure, motorways, and tourism services has led to a booming tourist economy built around what is perceived nationally and internationally as a “new” destination. Local investors dominate the ownership of the town’s hotels, restaurants, and bars. These enterprises mostly employ local residents to work in the tourism industry.

By 2013, the town had four large star-rated hotels, and 78 mansions had been restored to accommodate tourists. The accommodation stock was greatly increased after 1994 by the announcement of World Heritage Site status, and tourism is now seen as the second most important local economic activity. Today, there are 19 hotels with 1,039 beds licensed by the Ministry of Culture and Tourism, 63 small hotels and pensions with 1,565 beds licensed by the Municipality of Safranbolu (Tourism Authority of Safranbolu, 2013), while there were only 44 beds in 1990. 93% of the hotels and the pensions in Safranbolu are the old historical buildings that have been restored. Maybe the most interesting thing for the tourists is to be accommodated in a historical house or a mansion that has been restored according to its origin and now is in use as a hotel or a pension.

The success of tourism in Safranbolu has brought many benefits. It has generated employment, increased tax and revenues, offered opportunities for investment, and led to improvements in infrastructure and services. It also has improved the quality of life, and increased social events and entertainment facilities.

Local authorities and some non-governmental organizations (NGOs) in Safranbolu have been trying to exploit the tourism industry for its economic and social benefits. It is obvious that the tourism industry makes a great contribution to the regional, local, and national economy, as it offers both economic development and employment opportunities. Despite its economic contributions to the local economy, it is also evident that it has been a source of social conflict for different groups and has had negative impacts on the natural environment.

## **Methodology**

In this research, the perceptions of local communities toward the social, cultural, economic, and environmental impacts of tourism in Safranbolu were analyzed. Two studies were undertaken in Safranbolu to measure the perceptions of residents toward tourism development and its impacts; the first study was carried out in April/May 2006 and the second was conducted in September/November 2011 in order to identify the differences over five years. The surveys were personally administered. A total of 317 acceptable questionnaires were collected in 2006 and 332 in 2011. In this research, a structured survey was conducted with residents

through face-to-face interviews in the old town of Safranbolu, where the core touristic activities were taking place and touristic enterprises were located, outside the downtown where residents generally live. Three types of residents were defined. Type one includes the locals who are the owners of the souvenir shops, restaurants, cafés, and small hotels, who are in continuous and direct contact with tourists in the touristic area called “Carsi,” because they mostly depend on tourism. Type two covers locals who have businesses but do not only depend on tourism and have occasional communication, such as taxi drivers, transportation companies, supermarkets, restaurants, and cafés, the small businesses that have no regular contact with tourists. Type three represents locals who have no contact with tourists or see them only in passing. Afterwards, a random sampling was used to select the respondents from each type.

The questionnaire developed for the study was based on the researchers’ previous studies. However, a number of modifications had to be included, given the special characteristics of the World Heritage City of Safranbolu. A two-page questionnaire was designed. There were 19 impact statements on the positive and negative economic, social, and environmental impacts that tourism caused in Safranbolu. The same questionnaire was used in 2006 and in 2011. The respondents were asked to indicate their level of agreement or disagreement, using a 3-point Likert scale, ranging from 1= ‘disagree’ to 3= ‘strongly agree’. SPSS 18 for Windows was used to analyze the data by applying descriptive statistics such as frequency, mean, and standard deviations. Independent sample *t*-tests and one-way ANOVA tests were conducted to identify the significant differences between two groups. Where significant differences in one-way ANOVA tests were found at  $p < .05$ , a Turkey test was used to determine the source of differences across the respondent subgroups.

## Results

The demographic variables are as follows:

- In 2006, 317 participants answered the questionnaire, of which 37% were female and 63% were male.
- In 2011, the sample was composed of 332 participants, of which 31% were female and 69% were male.
- In 2006, 53% of respondents were married while 45% were single.
- In 2011, 66% of respondents were married while 30% were single.
- Regarding the age groups, in 2006 60% of participants were below 35 years old, followed by the 35-44 category (22%).
- In 2011, almost one third of participants were over 35 years old, followed by the 25-34 (26.5%) and 45-54 categories (23.8%).

- In 2006 and 2011, nearly half of participants (43% and 46%) had a university degree and one third had a high school diploma.
- In 2006, 24% of participants were shopkeepers, 21% were government officials, 14% were students, and 13% were workers, while only 10% were in the tourism business.
- In 2011, 35.8% of participants were government officials, 20.5% were workers, and 15.1% were shopkeepers.
- Average length of residence was more than 11 years (75% in 2006 and 80% in 2011).
- Half of the residents had rare interactions with tourists, while 20% on average had frequent interactions in their host community (see *Table 2*).

Table 2. Respondent Profile

		2006		2011		Total
		Frequency	%	Frequency	%	%
Gender	Female	116	36.6	102	30.7	33.6
	Male	201	63.4	230	69.3	66.4
Marital Status	Married	167	52.7	219	66	61.4
	Single	142	44.8	101	30.4	38.6
Age	15-24	77	24.3	45	13.6	18.9
	25-34	114	36.0	88	26.5	31.3
	35-44	70	22.1	97	29.2	25.9
	45-54	27	8.5	79	23.8	16.4
	Over 55	26	8.2	22	6.6	7.4
Education	Primary School	30	9.5	30	9	9.5
	Secondary School	31	9.8	34	10.2	10.3
	High School	106	33.4	112	33.7	34.5
	University	137	43.2	151	45.5	45.6
Occupation	Shopkeeper	77	24.3	50	15.1	19.7
	Student	44	13.9	24	7.2	10.5
	Housewife	15	4.7	8	2.4	3.5
	Government Official	65	20.5	119	35.8	28.1
	Worker	41	12.9	68	20.5	16.7
	Tourism businessman	32	10.1	27	8.1	9.1
	Employer	8	2.5	6	1.8	2.1
	Retired	22	6.9	16	4.8	5.8
Length of residence	Less than 10 years	79	24.9	66	19.9	22.7
	11-20 years	98	30.9	72	21.7	26.6
	21-30 years	72	22.7	77	23.2	23.3
	More than 31 years	58	18.3	117	35.2	27.4
"Interaction with tourists" in the area		73 respondents (23%=frequently), 168 respondents (53%= rarely)		65 respondents (19.6%=frequently), 169 respondents (50.9%= rarely)		(21.6% =frequently), (52.7% =rarely)

Residents believe that tourism has some positive economic impacts on their community (see *Table 3*), such as increased job opportunities ( $M=2.39$  in 2006 and  $M=2.30$  in 2011) and investment ( $M=2.29$  in 2006 and  $M=2.27$  in 2011). These findings are consistent with previous studies, suggesting that tourism development provides economic benefits (Alhasanat, 2010; Mohammadi, Khalifah, and Hosseini, 2010; Okech, 2010) to host communities in the heritage sites.

Residents also believe that entertainment facilities ( $M=2.38$  in 2006 and  $M=2.45$  in 2011) have increased, which is consistent with the literature (Mohammadi, Khalifah & Hosseini, 2010).

Table 3. Tourism Impacts

Tourism Impacts	Group	n	Mean	S.D	t	P
<b>Economic Impacts</b>						
The employment facilities have increased because of the development of tourism	2006	284	2.391	0.656	0.430	0.667
	2011	10	2.300	0.675		
The business opportunities and touristic investment have increased	2006	274	2.296	0.693	0.365	0.715
	2011	321	2.274	0.733		
The standards of substructures have improved	2006	271	2.089	0.688	-1.207	0.228
	2011	170	2.171	0.705		
Tourism has resulted in an increase in the cost of living	2006	272	1.632	0.691	-12.422	<b>0.000</b>
	2011	332	2.325	0.675		
The prices of real estate have been inflated	2006	280	2.496	0.677	14.756	<b>0.000</b>
	2011	332	1.669	0.703		
The residents have problems with the services like water, electricity and other city services because of the increasing tourist numbers	2006	274	2.474	0.742	21.817	<b>0.000</b>
	2011	170	1.147	0.355		
<b>Socio-cultural Impacts</b>						
Tourism has improved the quality of life	2006	276	2.036	0.707	-1.988	0.047
	2011	170	2.176	0.749		
Entertainment facilities have increased	2006	260	2.381	0.667	-1.183	0.237
	2011	177	2.458	0.665		
Family life has been affected negatively by tourism	2006	273	2.487	0.718	2.943	<b>0.004</b>
	2011	10	1.800	0.919		
Tourism development has increased the amount of crime in the city	2006	262	2.573	0.644	25.601	<b>0.000</b>
	2011	170	1.147	0.417		
Morality has degraded because of tourism	2006	276	2.380	0.680	15.766	<b>0.000</b>
	2011	170	1.382	0.597		
Tourism has caused a deformation of traditional culture	2006	268	2.399	0.688	16.804	<b>0.000</b>
	2011	170	1.329	0.584		
People have become more materialistic	2006	277	1.491	0.652	-13.751	<b>0.000</b>
	2011	332	2.274	0.738		
Handicrafts like coppersmithing and ironworking have become commercialized	2006	280	1.521	0.655	-14.813	<b>0.000</b>
	2011	170	2.465	0.654		
The increase in tourists in my community has led to cultural conflicts and friction between local residents and tourists	2006	267	2.292	0.702	11.627	<b>0.000</b>
	2011	170	1.500	0.682		
Tourists have damaged the area's cultural properties	2006	265	2.615	0.671	24.910	<b>0.000</b>
	2011	170	1.171	0.436		
<b>Environmental Impacts</b>						
The natural environment has degraded because of the development of tourism	2006	262	1.523	0.676	-18.371	<b>0.000</b>
	2011	170	2.665	0.554		
Tourism development has increased traffic problems in the city	2006	264	2.140	0.745	5.349	<b>0.000</b>
	2011	332	1.813	0.738		
The community has become overcrowded and noise has increased because of tourists	2006	270	2.278	0.742	12.318	<b>0.000</b>
	2011	332	1.569	0.667		

Note: Responses were based on a 3-point scale (1 = disagree, 2 = agree, 3 = strongly agree)

The mean difference is significant at the 0.05 level.

*Table 3* also shows the changes in residents' perceptions between 2006 and 2011. There have been significant differences in local people's perceptions over those five years. Residents' perceptions have changed in terms of the negative impacts of tourism development when the 2006 and 2011 surveys are compared. According to the independent sample *t*-test, there is a statistical relationship between the perceptions of residents in 2006 and those in 2011 in terms of socio-cultural and environmental impacts. Residents perceived fewer negative environmental impacts of traffic congestion ( $t=12.318, p=0.000$ ), overcrowding, and noise ( $t=5.349, p=0.000$ ) in the 2011 survey compared to the 2006 survey. Similarly, in the 2011 survey, residents perceived fewer negative social impacts of tourism in morality ( $t=15.766, p=0.000$ ), deformation of traditional culture ( $t=16.804, p=0.000$ ), conflicts between residents and tourists ( $t=11.627, p=0.000$ ), disruption of cultural heritage ( $t=24.910, p=0.000$ ), increased crime ( $t=25.601, p=0.000$ ), and deterioration in family life ( $t=2.943, p=0.004$ ). Some economic impacts that residents perceived less negatively are inadequate local services such as water and electricity ( $t=25.601, p=0.000$ ) and prices of real estate ( $t=14.756, p=0.000$ ). On the other hand, residents were more negative about some environmental, social, and economic impacts when the 2006 and 2011 surveys were compared. Residents have perceived greater negative social impacts on commercialized handicrafts ( $t=-14.813, p=0.000$ ), materialistic local people ( $t=-13.751, p=0.000$ ), environmental impacts such as degradation of the natural environment ( $t=-18.371, p=0.000$ ), and negative economic impacts on the cost of living ( $t=-12.422, p=0.000$ ). The positive impacts of tourism perceived by residents remained unchanged when the two years are compared.



Table 4. Mean scores for the questionnaire items and results of ANOVA and t-tests (gender and marital status)

Tourism Impacts		Gender	n	Mean	S.D	t	P	Marital Status	n	Mean	S.D	t	P
<b>Economic Impacts</b>													
The employment facilities have increased because of the development of tourism	Female	117	2.368	0.677	-0.430	0.668	Married	156	2.462	0.626	1.962	0.051	
	Male	177	2.401	0.642				Single	132	2.311			0.678
The business opportunities and touristic investment have increased	Female	205	2.376	0.693	2.276	<b>0.023</b>	Married	358	2.237	0.731	-2.225	<b>0.026</b>	
	Male	390	2.236	0.721				Single	220	2.373			0.674
The standards of substructures have improved	Female	152	2.164	0.675	0.970	0.332	Married	255	2.129	0.689	0.044	0.965	
	Male	289	2.097	0.705				Single	174	2.126			0.702
Tourism has resulted in an increase in the cost of living	Female	205	1.976	0.789	-0.868	0.386	Married	359	2.081	0.763	2.753	<b>0.006</b>	
	Male	399	2.033	0.751				Single	226	1.903			0.760
The prices of real estate have been inflated	Female	211	2.166	0.790	2.656	<b>0.008</b>	Married	363	1.978	0.793	-2.780	<b>0.006</b>	
	Male	401	1.985	0.806				Single	230	2.165			0.809
The residents have problems with the services like water, electricity and other city services because of the increasing tourist numbers	Female	155	2.026	0.897	1.025	0.306	Married	256	1.949	0.913	-0.576	0.565	
	Male	289	1.934	0.897				Single	175	2.000			0.878
<b>Socio-cultural Impacts</b>													
Tourism has improved the quality of life	Female	153	2.092	0.710	0.038	0.970	Married	259	2.108	0.734	0.401	0.688	
	Male	293	2.089	0.735				Single	176	2.080			0.721
Entertainment facilities have increased	Female	149	2.490	0.622	1.764	0.078	Married	256	2.410	0.668	-0.045	0.964	
	Male	288	2.372	0.686				Single	167	2.413			0.679
Family life has been affected negatively by tourism	Female	116	2.319	0.787	-2.778	<b>0.006</b>	Married	148	2.520	0.714	1.068	0.286	
	Male	167	2.563	0.681				Single	129	2.426			0.748
Tourism development has increased the amount of crime in the city	Female	152	2.053	0.890	0.700	0.484	Married	249	1.980	0.912	-1.134	0.258	
	Male	280	1.989	0.902				Single	174	2.080			0.876
Morality has degraded because of tourism	Female	156	2.032	0.790	0.612	0.541	Married	258	1.984	0.818	-1.131	0.258	
	Male	290	1.983	0.821				Single	176	2.074			0.793
Tourism has caused a deformation of traditional culture	Female	152	1.980	0.818	-0.069	0.945	Married	255	1.953	0.845	-1.280	0.201	
	Male	286	1.986	0.842				Single	171	2.058			0.817

People have become more materialistic	Female	210	1.871	0.781	-1.039	0.299	Married	362	1.983	0.798	2.625	0.009
	Male	399	1.942	0.811			Single	228	1.807	0.790		
Handicrafts like coppersmithing and ironworking have become commercialized	Female	155	1.729	0.808	-2.888	0.004	Married	260	1.888	0.790	0.885	0.377
	Male	295	1.956	0.783			Single	178	1.820	0.796		
The increase in tourists in my community has led to cultural conflicts and friction between local residents and tourists	Female	151	1.987	0.774	0.053	0.958	Married	250	1.960	0.816	-0.799	0.425
	Male	286	1.983	0.805			Single	175	2.023	0.773		
Tourists have damaged the area's cultural properties	Female	151	2.099	0.893	0.806	0.421	Married	250	2.024	0.931	-0.878	0.381
	Male	284	2.025	0.934			Single	173	2.104	0.909		
<b>Environmental Impacts</b>												
The natural environment has degraded because of the development of tourism	Female	151	1.960	0.816	-0.216	0.829	Married	245	2.000	0.844	0.749	0.454
	Male	281	1.979	0.857			Single	175	1.937	0.852		
Tourism development has increased traffic problems in the city	Female	207	1.961	0.812	0.077	0.938	Married	355	1.963	0.745	0.402	0.688
	Male	389	1.956	0.729			Single	223	1.937	0.786		
The community has become overcrowded and the noise has increased because of tourists	Female	207	1.865	0.795	-0.504	0.614	Married	359	1.891	0.782	0.103	0.918
	Male	395	1.899	0.780			Single	225	1.884	0.805		

Note: Responses were based on a 3-point scale (1 = disagree, 2 = agree, 3 = strongly agree)  
 The mean difference is significant at the 0.05 level.

Table 5. Mean scores for the questionnaire items and results of ANOVA and t-tests (age group and length of residency)

Tourism Impacts	Age group	n	Mean	S.D	F	P	Length of residency (years)	n	Mean	S.D	F	P
<b>Economic Impacts</b>												
The employment facilities have increased because of the development of tourism	15-24	113	2.35	0.67	0.60	0.664	Less than 10	77	2.34	0.66	0.38	0.771
	25-34	187	2.34	0.65			11-20	100	2.44	0.62		
	35-44	159	2.42	0.67			21-30	59	2.39	0.62		
	45-54	97	2.50	0.74			31 +	51	2.41	0.70		
	55 +	43	2.53	0.51			Less than 10	137	2.28	0.67		
The business opportunities and touristic investment have increased	15-24	86	2.47	0.60	2.91	<b>0.021</b>	11-20	160	2.43	0.67	3.49	<b>0.016</b>
	25-34	145	2.23	0.72			21-30	129	2.21	0.74		
	35-44	100	2.29	0.73			31 +	163	2.20	0.75		
	45-54	69	2.17	0.78			Less than 10	107	2.15	0.70		
	55 +	30	2.30	0.64			11-20	128	2.16	0.67		
The standards of substructures have improved	15-24	113	2.22	0.68	1.87	0.114	21-30	92	2.08	0.76	0.45	0.721
	25-34	187	2.00	0.74			31 +	106	2.08	0.66		
	35-44	159	2.17	0.70			Less than 10	137	2.03	0.78		
	45-54	97	2.19	0.62			11-20	162	1.96	0.75		
	55 +	43	2.15	0.62			21-30	133	2.05	0.76		
Tourism has resulted in an increase in the cost of living	15-24	86	1.82	0.76	2.42	<b>0.048</b>	31 +	162	2.06	0.76	0.54	0.652
	25-34	145	2.04	0.78			Less than 10	139	2.14	0.84		
	35-44	100	2.06	0.77			11-20	164	2.08	0.80		
	45-54	69	2.11	0.71			21-30	135	1.99	0.82		
	55 +	30	2.05	0.73			31 +	164	1.94	0.75		
The prices of real estate have been inflated	15-24	86	2.32	0.78	5.75	<b>0.000</b>	Less than 10	139	2.14	0.84	1.87	0.133
	25-34	145	2.08	0.82			11-20	164	2.08	0.80		
	35-44	100	1.90	0.79			21-30	135	1.99	0.82		
	45-54	69	1.91	0.76			31 +	164	1.94	0.75		
	55 +	30	2.00	0.76			Less than 10	107	2.10	0.92		
The residents have problems with the services like water, electricity and other city services because of the increasing tourist numbers	15-24	86	2.11	0.88	6.31	<b>0.000</b>	11-20	128	2.04	0.90	2.87	<b>0.036</b>
	25-34	145	2.00	0.88			21-30	94	1.91	0.86		
	35-44	100	2.08	0.93			31 +	106	1.77	0.88		
	45-54	69	1.49	0.76								
	55 +	30	2.06	0.90								

Socio-cultural Impacts												
Tourism has improved the quality of life	15-24	113	1.98	0.66	0.83	0.508	Less than 10	108	2.03	0.74	2.17	0.091
	25-34	187	2.11	0.74			11-20	128	2.20	0.68		
	35-44	159	2.14	0.76			21-30	96	1.98	0.71		
	45-54	97	2.07	0.75			31 +	107	2.13	0.77		
	55 +	43	2.18	0.68			Less than 10	105	2.45	0.65		
Entertainment facilities have increased	15-24	86	2.45	0.65	0.80	0.527	11-20	125	2.46	0.63	0.67	0.568
	25-34	145	2.43	0.67			21-30	95	2.38	0.67		
	35-44	100	2.45	0.63			31 +	106	2.35	0.72		
	45-54	69	2.40	0.66			Less than 10	75	2.55	0.70		
	55 +	30	2.23	0.76			11-20	96	2.40	0.79		
Family life has been affected negatively by tourism	15-24	113	2.47	0.73	0.35	0.846	21-30	58	2.43	0.73	0.77	0.512
	25-34	187	2.43	0.74			31 +	47	2.53	0.65		
	35-44	159	2.42	0.79			Less than 10	106	2.19	0.91		
	45-54	97	2.56	0.70			11-20	125	2.03	0.87		
	55 +	43	2.60	0.60			21-30	90	2.01	0.87		
Tourism development has increased the amount of crime in the city	15-24	86	2.25	0.85	8.89	0.000	31 +	103	1.78	0.91	3.82	0.010
	25-34	145	2.09	0.87			Less than 10	110	2.08	0.85		
	35-44	100	1.98	0.89			11-20	126	2.06	0.80		
	45-54	69	1.48	0.78			21-30	95	1.95	0.78		
	55 +	30	2.19	0.97			31 +	108	1.86	0.81		
Morality has degraded because of tourism	15-24	113	2.24	0.74	6.87	0.000	Less than 10	107	2.08	0.85	1.81	0.144
	25-34	187	1.94	0.80			11-20	126	2.06	0.80		
	35-44	159	2.08	0.82			21-30	95	1.95	0.78		
	45-54	97	1.62	0.73			31 +	108	1.86	0.81		
	55 +	43	2.18	0.88			Less than 10	107	2.08	0.85		
Tourism has caused a deformation of traditional culture	15-24	113	2.20	0.79	7.05	0.000	11-20	122	2.02	0.83	1.96	0.119
	25-34	187	1.96	0.83			21-30	94	2.00	0.82		
	35-44	159	2.07	0.84			31 +	108	1.82	0.83		
	45-54	97	1.54	0.72			Less than 10	107	2.08	0.85		
	55 +	43	2.09	0.84			11-20	122	2.02	0.83		

People have become more materialistic	15-24	86	1.73	0.79	3.25	0.012	Less than 10	139	1.85	0.81	1.56	0.197
	25-34	145	1.88	0.79			11-20	162	1.90	0.81		
	35-44	100	2.00	0.82			21-30	135	1.90	0.78		
	45-54	69	2.08	0.78			31+	163	2.04	0.79		
	55+	30	1.95	0.72			Less than 10	108	1.82	0.76		
Handicrafts like coppersmithing and ironworking have become commercialized	15-24	113	1.81	0.84	3.35	0.010	11-20	128	1.77	0.80	2.19	0.088
	25-34	187	1.88	0.76			21-30	97	2.01	0.80		
	35-44	159	1.79	0.81			31+	109	1.96	0.84		
	45-54	97	2.19	0.77			Less than 10	108	2.13	0.77		
	55+	43	1.76	0.79			11-20	124	1.98	0.79		
The increase in tourists in my community has led to cultural conflicts and friction between local residents and tourists	15-24	113	2.08	0.81	5.11	0.000	21-30	92	1.92	0.80	2.28	0.078
	25-34	187	2.04	0.76			31+	106	1.86	0.80		
	35-44	159	2.03	0.80			Less than 10	108	2.28	0.89		
	45-54	97	1.60	0.76			11-20	126	2.10	0.88		
	55+	43	2.15	0.80			21-30	89	1.99	0.95		
Tourists have damaged the area's cultural properties	15-24	113	2.32	0.85	10.63	0.000	31+	104	1.82	0.92	4.78	0.003
	25-34	187	2.09	0.93			Less than 10	108	2.28	0.89		
	35-44	159	2.06	0.91			11-20	126	2.10	0.88		
	45-54	97	1.46	0.77			21-30	89	1.99	0.95		
	55+	43	2.38	0.87			31+	104	1.82	0.92		
<b>Environmental Impacts</b>												
The natural environment has degraded because of the development of tourism	15-24	86	1.73	0.77	7.18	0.000	Less than 10	107	1.83	0.86	3.32	0.020
	25-34	145	1.95	0.85			11-20	123	1.93	0.80		
	35-44	100	1.94	0.85			21-30	92	1.97	0.86		
	45-54	69	2.42	0.72			31+	102	2.19	0.83		
	55+	30	1.87	0.90			Less than 10	137	2.06	0.76		
Tourism development has increased traffic problems in the city	15-24	86	1.96	0.80	1.45	0.215	11-20	155	1.88	0.75	1.46	0.224
	25-34	145	1.96	0.78			21-30 yr	136	1.91	0.77		
	35-44	100	1.96	0.72			31+	163	1.96	0.74		
	45-54	69	1.83	0.72			Less than 10	136	1.93	0.83		
	55+	30	2.17	0.76			11-20	158	1.90	0.76		
The community has become overcrowded and the noise has increased because of tourists	15-24	113	1.98	0.78	1.89	0.110	21-30	134	1.88	0.79	0.30	0.826
	25-34	187	1.90	0.82			31+	166	1.84	0.77		
	35-44	159	1.86	0.79			Less than 10	136	1.93	0.83		
	45-54	97	1.72	0.67			11-20	158	1.90	0.76		
	55+	43	2.02	0.83			21-30	134	1.88	0.79		

Note: Responses were based on a 3-point scale (1 = disagree, 2 = agree, 3 = strongly agree)

The mean difference is significant at the 0.05 level.

This study also attempted to analyze the relationship between socio-economic impacts and demographic variables such as age, sex, marital status, education, and length of residency in Safranbolu (see *Tables 4 and 5*). Generally, no consistent relationships have emerged when testing the connection between demographic variables and perceptions (Johnson, Snepenger & Akis, 1994; King, Pizam & Milman, 1991; Lankford, 1994; Lui & Var, 1986; McCool & Martin, 1994; McGehee & Andereck, 2004; Mok, Slater & Cheung, 1991; Perdue, Long & Allen, 1990; Sirakaya, Teye & Sonmez, 2002; Tosun, 2002). In this study, some differences by demographic variables appeared in gender, marital status, age, and length of residency. Gender was found to be a discriminator for four of the statements. Although both female and male respondents believed that tourism has had a negative impact on family life, male respondents were more in agreement ( $M=2.56, t=-2.778, p=0.006$ ) with this issue. There was also a small difference between the perceptions of male ( $M=1.95, t=-2.888, p=0.004$ ) and female respondents on the statement about commercialized handicrafts. Although both parties disagreed with this statement, males were more in disagreement. Female respondents believed more strongly that the business opportunities and touristic investment were increased ( $M=2.37, t=-2.276, p=0.023$ ) and the prices of real estate were inflated ( $M=2.16, t=-2.656, p=0.008$ ), while males disagreed about the inflated real estate prices.

Marital status was also found to be a discriminator for four of the statements. A summary of this data shows that single respondents indicated somewhat greater agreement on the statement about business opportunities and touristic investment being increased ( $M=2.37, t=-2.225, p=0.026$ ) and the prices of real estate being inflated ( $M=2.16, t=-2.780, p=0.006$ ) than did married ones, while married respondents showed greater agreement on the statements that tourism resulted in an increase in the cost of living ( $M=2.08, t=2.753, p=0.006$ ) and that people have become more materialistic ( $M=1.98, t=2.625, p=0.009$ ).

Level of education was not found to be an antecedent of perceptions toward tourism in this study, contradicting other studies that have been conducted in an urban environment (Andriotis, 2004; Nunkoo & Ramkissoon, 2010; Alhasanat, 2010). However, age was a discriminator of perceptions toward tourism for 12 statements. Respondents aged 45-54 perceived fewer negative impacts on the degradation of morality ( $M=1.62, F=6.87, p=0.000$ ), deformation in traditional culture ( $M=1.54, F=7.05, p=0.000$ ), cultural conflicts between residents and local people ( $M=1.60, F=5.11, p=0.000$ ), damage to cultural properties ( $M=1.46, F=10.63, p=0.000$ ), inadequate municipal services ( $M=1.49, F=6.31, p=0.000$ ), and increase in crime ( $M=1.48, F=8.89, p=0.000$ ) compared with younger and older respondents. In addition, respondents aged 45-54 perceived more negative impacts on commercialized handicrafts ( $M=2.19, F=3.35, p=0.010$ ) and degradation of the natural environment ( $M=2.42, F=7.18, p=0.000$ ). Additionally, young

respondents (15-24) agreed more strongly that the business opportunities and touristic investment had increased ( $M=2.47$ ,  $F=2.91$ ,  $p=0.021$ ) and the prices of real estate had become inflated ( $M=2.32$ ,  $F=5.75$ ,  $p=0.000$ ) compared with older respondents. Young respondents also perceived fewer negative impacts on cost of living ( $M=1.82$ ,  $F=2.42$ ,  $p=0.048$ ) and materialistic people ( $M=1.73$ ,  $F=3.25$ ,  $p=0.012$ ) compared with older respondents. In Alhasanat's (2010) study, the results showed that the perceptions of the Petraians do not vary according to the demographic variables of age and gender.

It was also found that perceptions varied according to the length of residency. Residents who have lived in the community for more than 31 years indicated less agreement on the statements of degradation of cultural properties ( $M=1.82$ ,  $F=4.78$ ,  $p=0.003$ ), inadequate municipality services ( $M=1.77$ ,  $F=2.87$ ,  $p=0.036$ ), and increased crime ( $M=1.78$ ,  $F=3.82$ ,  $p=0.010$ ), while showing more agreement over the negative impact of tourism in the natural environment ( $M=2.19$ ,  $F=3.32$ ,  $p=0.020$ ). Residents who have lived in the area for 10-20 years believed that the business opportunities and touristic investment had increased because of tourism ( $M=2.43$ ,  $F=3.49$ ,  $p=0.016$ ).

## Conclusion

This research aimed to determine the residents' perceptions toward the impacts of tourism development and the changes in perceived impacts over the last five years (in 2006 and in 2011) in Safranbolu, a UNESCO World Heritage Site. Furthermore, in addition to finding out the changes in perceived impacts of residents between two particular years, demographic variables were analyzed to determine whether there is a relationship between the impacts and demographic variables such as age, sex, marital status, education, and length of residency.

The findings of the study identified that tourism has both positive and negative impacts on the community of Safranbolu. From a general point of view, it seems clear that the host community acknowledges the economic benefits of tourism such as increase in employment facilities, business opportunities, touristic investment, and standards of substructure. The cultural and social benefits are also perceived as an advantage by residents. Improved quality of life and increase in entertainment facilities were the perceived positive social impacts of tourism.

There have been significant differences in local people's perceptions between the years 2006 and 2011. Residents' perceptions have changed in terms of the negative impacts of tourism development. Residents perceived fewer negative environmental impacts of traffic congestion, overcrowding, and noise. Similarly, residents perceived fewer negative social impacts of tourism in morality, deformation of traditional culture, conflicts between residents and tourists, disruption



of cultural heritage, crime, and deterioration in family life. There have been differences in terms of the perceptions of residents that as the tourism industry has gained more importance in the community, the perceptions of residents have changed positively. It can be interpreted that residents had more negative perceptions toward tourism in the early stages of development, but after recognizing the improvements in the city, residents realized that tourism would not create negative impacts in their community as they had expected.

On the other hand, residents were more negative about some environmental, social, and economic impacts when the 2006 and 2011 surveys were compared. Residents have perceived greater negative social impacts on commercialized handicrafts, materialistic thinking of local people, environmental impacts such as degradation of the natural environment, and economic impacts on cost of living.

Results indicated a number of significant relationships between demographic variables and perceived impacts. In this study, gender was found to be a discriminator in that males more strongly agreed about the negative social impacts of tourism, such as the negative impact on family life and handicrafts, while females believed more strongly in the economic impacts of tourism, in that the business opportunities and touristic investment had increased and the prices of real estate had become inflated. Marital status was also found to be a discriminator, in that single respondents indicated somewhat greater agreement on the economic impacts of tourism, such as increased business opportunities and touristic investment and the inflation of real estate prices, while married respondents showed greater agreement about the increase in the cost of living and people being more materialistic. However, age was an important discriminator of perceptions, especially in mature respondents between the ages of 45 and 54. These respondents perceived fewer negative social impacts such as degradation of morality, deformation in traditional culture, cultural conflicts between residents and local people, and damage to cultural properties. It was also found that perceptions varied according to the length of residency. Residents of Safranbolu who have lived in the community for more than 31 years indicated less agreement about the negative aspects of tourism, such as degradation of cultural properties, inadequate municipal services, and increased crime. However, this finding contrasts with other studies indicating that the longer residents have been living in a community, the more negative they will be toward tourism (Allen et al., 1988). It may be concluded that most demographic variables do not influence respondents' perceptions of tourism development, although there were some notable exceptions in the literature. In this study, there was a weak but positive correlation between age and length of residency.

Despite the negative impacts of tourism, the residents of Safranbolu support tourism and remain enthusiastic about welcoming tourists to their community. With regard to the social impact of tourism, most of the respondents have positive perceptions toward tourists, in that 60.1% of residents determine that tourists

visiting Safranbolu are friendly, while 31.4% think that they are distant. Residents also indicated communication problems with tourists because of not speaking a foreign language (48.3%). Residents are happy to meet tourists, especially from Turkey (27.4%), Europe (22.8%), and Japan and the Far East (21.8%).

The most important contribution of this study is that little research is available that analyzes the perceptions of residents about the impacts of tourism in World Heritage Sites, as most of the similar studies have been conducted in holiday destinations on the Turkish Riviera where the negative impacts of mass tourism can be seen. However, more studies concerning the impacts of tourism in World Heritage Sites are required.

The protection and sustainability of cultural heritage form a vital factor for the heritage cities. Tourism has impacts on cultural heritage through its effects on authenticity and character and on the demand for new elements that threaten heritage. In some touristic places, especially mass tourism destinations, cultural heritage has been altered in response to tourism, and cultural identity has been lost; authenticity and cultural significance are often diminished or even falsified by the effect of tourism. One of the main conclusions of this study is that the respondents perceived fewer negative impacts of tourists on cultural assets and heritage. This conclusion is very important for Safranbolu, where the main resources of tourism consisted of cultural heritage. In order to provide reason and motivation for visitors continuing to visit Safranbolu, all stakeholders must work together effectively to safeguard the wide range of heritage resources. Tourism is a driving force for the conservation of Safranbolu's tangible and intangible culture and heritage. If tourism does not contribute to the preservation of the region's natural environment, culture, and traditions, then there will be no place for tourism in the future development of the region.

In examining the impacts of tourism on the culture and environment of Safranbolu, this study provides guidelines for identifying and measuring the types of impacts that tourism has on the town's daily life. In addition, it suggests how to derive an overall strategy that manages tourism in Safranbolu in such a manner that tourism becomes a positive force for heritage conservation, as well as contributing to the improvement of the quality of life of the town's inhabitants.

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