DETERMINING DESTINATION QUALITY FROM THE SECOND HOME OWNERS' POINT OF VIEW:
THE CASE OF ALANYA

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ABSTRACT: The aim of this study is to see destination quality of Alanya from the point of view of second home owners who live in this region. A questionnaire was designed in order to collect data. In the questionnaire under three main groups namely socio-cultural, economic and environmental, 37 statements such as infrastucture, traffic system, social activities, healthcare, city atmosphere, safety and security, human relations, climate, natural beauties and cost of living were asked to participants. Besides, the second home owners' level of being happy in Alanya and level of recommendation of living in or visiting Alanya to others were also sought. ANOVA, t-test and Factor analysis were used in the study. According to findings, it was seen that second home owners are quite happy to live in Alanya. While climate and natural beauties have the highest ranking that second home owners love the most, bureaucracy, fair prices for locals and expats and traffic system have the lowest rank. Besides, female second home owners were found to be more happy than male ones in the destination. **Keywords**: Second Home Tourism, Destination Qulity, Alanya,

INTRODUCTION

Nowadays, tourism is an important industry around the world since it creates employment, increases foreign exchange and causes social developments. Especially economic return of tourism has led countries to invest in tourism infrastructure to get more visitors and benefits (Uysal et al. 2012: 1). Recent statistics of World Tourism Organization (2014) has shown that international tourist arrivals worldwide exceeded 1,087 million in 2013 and is expected to be 1.8 billion in the year of 2030.

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Depending on recent development of tourism sector, rivalry between tourism destinations has been increasing in order to get more revenue. To raise awareness, destinastions have been conducting marketing and advertising applications, creating alternative tourism activities and new tourism attractions and, increasing destination quality.

The purpose of this research is to find out destination quality of Alanya from the point of view of second home owners who live in the region. Alanya is an important summer resort for Turkish tourism and gets approximately 2 million visitors yearly, also it hosts over 15.000 second home owners in the region that are mainly from North Europe. Since local life and tourism life engaged in the region, investments which aim to raise the tourism quality can effect local life as well. Findings of this research will indicate Alanya's destination quality with a different aspect.

Destination Concept

According to WTO (2007: 1) tourism destination is defined as a physical space where tourists spend at least one overnight and it includes tourism products such as support services, attractions and tourists resources. Destinations are perceived as a whole by visitors and visitor's perceptions on a destination are shaped by different factors such as hotels, restaurants, transportation facilities, superstructure and infrastructure, culture and recreational activities (Crouch, 2007: 1). Buhalis (2000: 101) classified destinations under 6 different groups, namely; Urban, Seaside, Alpine, Rural, Authentic third world and Unique-Exotic-Exclusive.

Table 1. Classification of Destinations

Type of Destination	Customers	Activities
Urban	Business- MICE	Meetings-incentives-conference-exhibitions Education-religion-health
Seaside	Leisure Business- MICE Leisure	Sightseeing- shopping- shows-short breaks Meetings- incentives- conference- exhibitions Sea-sun-sand-sex-sports
Alpine	Business-MICE Leisure	Meetings- incentives- conference- exhibitions Ski-mountain sports-health
Rural	Business-MICE Leisure	Meetings- incentives- conference- exhibitions Relaxation-agriculture-learning activities-sport
Authentic third World	Business-MICE Leisure	Exploring business opportunities incentives Adventure-authentic-charities-special interest
Unique-exotic-exclusive	Business-MICE Leisure	Meetings- incentives-retreats Special occasion-honeymoon-anniversary

Source: Buhalis, 2000: 101

Destination types, customer profiles and activities are shown in the table 1.

Buhalis (2000: 98) stated that destinations may have six different specialties, namely:

- **Attractions:** Natural, man-made, artificial, purpose built, heritage, special events,
- **Accessibility:** Entire transportation system comprising of routes, terminals and vehicles,
- **Amenities:** Accommodation and catering facilities, retailing, other tourist services,
- **Available Packages:** Pre-arranged packages by intermediaries and principals,
- **Activities:** All activities available at the destination and what consumers will do during their visit,
- **Ancillary Services:** Services used by tourists such as banks, telecommunications, post newsagents, hospitals etc.

There has been conducted some research in order to determine destination quality of countries or cities. According to Yale University's study on environmental quality of countries, Switzerland gained the top spot out of 178 countries. In the research, different factors were examined to rank countries such as air quality, water resources, climate, energy, forests, fisheries and agriculture. Switzerland is followed by Luxemburg, Australia and Singapore (Yale University Environmental Performance Index, 2014). The international consulting firm, Mercer, released a quality of living survey, comparing 221 cities based on 39 different criteria including politic and economic stability, safety, education, culture, environment, recreation, transportation and health care. Vienna, the capital of Austria, won the title as the highest ranked city, followed by Zurich and Auckland. According to another survey from the same firm, Singapur was selected the best city, based on its performance of electricity, water availability, telephone, mail, public transport and traffic congestion. Frankfurt, Munich and Copenhagen were ranked on the top of the list as well. (Mercer Survey- 2012 Quality of Living Worldwide City Rankings, 2013). Another study on the most livable cities was carried out by the Economist. According to research results, Melbourne was selected the most livable city in the world by its performance on stability, healthcare, culture and environment, education and infrastructure. It is followed by Vienna, Vancouver and Toronto (The Economist, Global Livability Survey, 2013).

Second Home Tourism

The second home notion includes vacation homes, seasonal homes, weekend homes, summer homes, cottages, retirement homes and rec-

reational homes (Roca et al., 2009: 3). Second homes can be used for short breaks as well as long summer holidays and future retirement homes (Müller, 2002a: 69). After some years, second home owners may consider themselves as a part of host community and feel familiar with local traditions, the environment and the people of host community (Müller, 2002b: 429). Rapid growth in international mass tourism after the 1950s increased knowledge and experience of other countries. Return, repeat holidays led to seasonal or permanent emigration, often via the purchase of a holiday home (Willims et al., 2000: 31). In the present day, second homes became a part of tourism and travel industry and are very important for international tourism market around the world (Hall and Müller, 2004: 3).

Table 2. Second Home Relative Space-Time Characteristic

Second Home function	Frequency of visit	Length of visit	Form of mobility	Location relative to primary residence
Weekend home	High	Short	Circulation	Dependent
Vacation Home	Low	Long	Seasonal migration	Independent
Future Permanent Home	Decreasing	Increasing	Migration	Independent

Source: Müller 2002a

As seen in table 2, frequency and length of visit vary according to function of second homes. Besides, length of visit shapes the form of mobility.

Second home tourism causes a different social and economic development than other forms of tourism since it mostly requires purchasing of property in the destination. Second homes provide economic benefits to the importing region, through the purchase price of the property, spending on renovation and maintenance, increased tax incomes and spending on food, leisure and other services. Furthermore, second home owners are paving the way for destination promotion and marketing by word of mouth. On the other hand, second homes may cause a series of problems such as lack of sustainable development of a destination, increasing land and property prices, threatening the authentic character of local region by means of overbuilding and cultural erosion (Brida et. al. 2011, 142-143).

Second home owners may have different motivating factors on choosing the destination. It can said that, climate and cheap living conditions are the main reasons for Northern Europeans to move to the South Europa (Diaz et al. 2004, 354). According to Warnes and Petterson's (1998) study on British who settled in Malta, cli-

mate was the main motivating factor on decision making. Rodriguez et. al. (1998) stated that Costa Del Sol region of Spain, was a preferred choice of foreigners because of its climate, economic condition and Spanish culture. South Asian countries such as Singapore, Thailand and Malaysia has been an attractive place for second home ownership with the help of health tourism implementations since 1990s (Chee, 2007: 4). Recently, Americans' settling in Mexico after their retirement is also becoming popular since living conditions and healthcare are cheaper in Mexico (Methvin, 2009: 9). According to Balkırın and Kırkulak's (2007) research on second home owners in Antalya, Turkey, climate, social relations and living condition were found to be the main reasons for second home owners to move in this area.

METHODOLOGY AND FINDINGS

Methodology

Survey methods were used to collect data with the survey instrument consisted of three sections, (i) demographic information, (ii) socio-cultural, economic and environmental statements on Alanya, (iii) overall thoughts on Alanya. The survey was developed by researcher himself which were 5-point likert scale format. While developing the survey, the researcher utilized related studies of following authors; Kim K, (2002), Berli, A. and Martin, J. (2004), Laura, W. (2010) and Andereck, K. and Nyaupane, G. (2011). The target population of this study was second home owners who live in the Alanya district. Firstly, the survey was pilot tested on a sample of 50 second home owners who had already lived in the region with average of 4.3 years, between October-December 2012. This means, the sample group were already familiar with the destination in terms of giving dependable responses. Cronbach's Alpha score of the pilot survey was found (.91) that shows a high reliability. For main research, a total of 650 survey were delivered to second home owners between February and June 2013 by using different methods of distributions such as participating in official meetings of foreigners, contact with heads of foreign communities or asking friends who knew foreigners personally. As a result, a total of 386 usable responses were received, giving a response rate of 60 per cent. First of all, a reliability test was carried out using SPSS, and Cronbach's Alpha value for socio-cultural, economic and environmental statements scored (.90) which means a high reliability.

Findings

Demographic findings indicated that the majority of respondents were females (69.2%), married (61.9%), age category is 61 and above (40.7%), British (18.4%), university degree holders (44.0%), staying in own house (66.8%), duration of living in Alanya one to three years (27.7%), spending 10 to 12 months in Alanya yearly (47.6%), spending time with both Turkish and other foreigners (73.3%) and not working in Alanya (76.9%).

Table 3. Demographic Profile

Variable	F*	%
Gender		
Female	267	69.2
Male	117	30.3
Age		
61 and above	157	40.7
46-60	102	26.4
18-35	61	15.8
36-45	52	13.5
Nationality		
British	71	18.4
Russian	70	18.1
German	61	15.8
Norwegian	61	15.8
Finnish	52	13.5
Dutch	46	11.9
Other	25	6.5
Marital Status		
Married	239	61.9
Single	77	19.9
Other	58	15.0
Education		
University	170	44.0
High School	154	39.9
Primary School	39	10.1
Post Graduate	21	5.4
Having Turkish spouse		
No	276	71.5
Yes	92	23.8
Years Spent in Alanya		
1-3 years	107	27.7
4-6 years	92	23.8
10 years and above	70	18.1
7-9 years	62	16.1
Less than a year	47	12.2

(cont.)

Variable	F*	%
Annual Duration of Stay		
10-12 months	184	47.6
4-6 months	88	22.8
1-3 months	56	14.6
7-9 months	50	13.0
Community That Time Spend With		
Turkish and Foreigners	283	73.3
Foreigners	64	16.6
Turkish	32	8.3
Working in Alanya		
No	297	76.9
Yes	82	21.2
Place to Stay in Alanya		
Own House	258	66.8
Rented House	104	26.9
Other	21	5.4

*Note: * may not add up to the total number of respondents due to missing data.*

In the survey, There were 37 statements which are related to destination quality of Alanya. Statements were offered as 5 point likert, 1-very unsatisfactory, 2-unsatisfactory, 3-neutral, 4-satisfactory, 5-very satisfactory.

Table 4. Means and St. Deviations of Statements

Statements	F*	Mean	St. D.
1. Climate	380	4.48	0.60
2. Natural beauties	383	4.40	0.71
3. Number of restaurant	374	4.20	0.84
4. Number of shopping facilities	379	4.06	0.84
5. Number of parks and green fields	382	4.01	0.99
6. Number of health care services	379	3.95	0.75
7. Attitude and approach of locals	383	3.95	0.82
8. Quality of air	386	3.91	0.86
9. Variety of restaurants	384	3.89	0.86
10. Quality of health care services	376	3.84	0.80
11. Night life attractions	378	3.81	0.80
12. Quality of shopping facilities	381	3.71	0.88
13. Public transportation facilities	385	3.69	1.08
14. Quality of restaurants	376	3.68	0.79
15. Appearance of physical environment	377	3.67	0.87
16. Security and safety	381	3.64	0.89
17. Quality of beaches	386	3.63	0.99
18. Quality of sea water	381	3.63	0.96

(cont.)

Statements	F*	Mean	St. D.
19. Attitude and approach of workers	382	3.60	0.91
20. Attitude and approach of foreign settlers	381	3.51	0.78
21. Opportunities of Turkish language course	385	3.40	9.98
22. Quietness and peacefulness of the city	386	3.36	0.97
23. Attitude and approach of tourists	382	3.36	0.79
24. Goods and services prices	381	3.33	0.90
25. Cleanliness of environment and streets	384	3.31	1.22
26. Number of social and cultural activities	382	3.31	1.00
27. Number of live sport activities	378	3.30	0.88
28. Housing / real estate prices	379	3.27	0.93
29. Prices in general	382	3.25	0.93
30. Quality of roads	386	3.24	1.08
31. Infrastructure quality	385	3.21	1.14
32. Quality of sidewalks	386	3.14	1.17
33. Number of museum	384	3.07	0.98
34. Traffic system	377	2.86	1.28
35. Number of places for religious practice	379	2.84	1.03
36. Fair price for locals and foreigners	386	2.51	1.10
37. The way that bureaucracy works	382	2.27	1.03

*Note: * may not add up to the total number of respondents due to missing data.*

Mean ranges of the 33 statements were either from neutral (3) to satisfactory (4) or from satisfactory (4) to very satisfactory (5). Only 4 statement had means below 3. Climate ranked first among 37 statements with its 4.48 mean. This result is compatible with former researches on second home owners and it supports the idea of climate is the most important thing for second home owners. Climate was followed by natural attractions with its 4.40 mean, number of restaurant (4.20), shopping facilities (4.06) and, number of parks and green fields (4.01). Since Alanya is visited by 2 million tourists yearly, the mean of number of restaurant and shopping facilities can be explaind by touristic side of Alanya. On the other hand, while the mean of number of restaurant was 4.20, mean of quality of restaurant was only 3.68. This shows that there are some quality problems regarding restaurants in Alanya and not only quantity, but also quality should be improved. Although Alanya destination leans on sea-sun-sand tourism, quality of beaches and quality of sea water were both found below satisfactory with their 3.63 means by respondents. This result is very important for the future of Alanya as a tourism destination.

The statement of 'the way that bureaucracy works' had the lowest mean with 2.27. This result shows that second home owners are having difficulties with formal procedures in Alanya and not satisfied with how it works. Second lowest mean belongs to statement of fair price for locals and foreigners with 2.51. This may be considered as an outcome of being a resort city. Number of places for religious practice was another statement that has low mean with 2.86. According to this, it can be said that local authorities should develop more places for second home owners' religious practices, especially when it is considered there are over ten thousand second home owners in Alanya destination.

Apart from socio-cultural, economical and environmental statements, 4 different statements were asked to evaluate respondents' generel thoughts on Alanya. The satements were asked as 5 point likert, 1-strongly diasgree, 2-disagree, 3-neutral, 4-agree and 5-strongly agree.

Table 5. General Thoughts of Respondents on Alanya

Statements	F*	Mean	St. D.
1. I would like to visit Alanya if i move back to my home country	376	4.39	0.69
2. I recommend my friends and others to visit Alanya	386	4.38	0.62
3. I am happy to live in Alanya	386	4.32	0.60
4. I recommend my friends and others to live in Alanya	382	3.92	0.87

*Note: * may not add up to the total number of respondents due to missing data.*

Results show that respondents were very happy to live Alanya. The statement of "I am happy to live in Alanya" had 4.32 point which means that even though second home owners have some negative thoughts on Alanya, these do not effect their being happy in the destination. Besides, revisit intention of respondents were also pretty high which shows the loyalty of those. On the other hand, although tendency of recommendation to visit Alanya had a high rate, tendency of recommendation to live in Alanya was less.

The thirty-seven social, economic and environmental statements on Alanya were factor analyzed utilizing principle components with varimax rotation. The overall significant of the correlation matrix was .000 with Bartlet test of saphericity value of 595. It was found that there was a significant correlation between the variables. The Kaiser-Meyer-Olkin value was .802 which means the data was suitable for the factor analysis. Scree Plot chart showed that the items could gather under six different factor groups at the first attempt of performing factor analysis. Therefore factor analysis reapplied by using the fixed number of factors and 6 factor solutions were identified, representing 53.7% of the total variance. Ten statements out of thirty-seven were excluded from the analysis because of the low reliability or contradiction.

Table 6. Factor Analysis

	Factor loading	Eigen value	Explained variance	Reliability	Mean	St. D.
Factor 1: City infrastructure		8.002	22.863%	0.782	3.15	0.86
Quality of sidewalks	.782					
Traffic system	.753					
Quality of roads	.701					
Infrastructure quality	.543					
Cleanliness of local environment	.523					
Factor 2: Natural attractions		2.712	7.748%	0.748	4.08	0.60
Natural beauties	.771					
Climate	.734					
Quality of air	.648					
Number of parks and green fields	.636					
Quality of beaches	.513					
Factor 3: Social and cultural events		2.443	6.979%	0.738	3.13	0.73
Number of museums	.771					
Number of social and cultural activities	.708					
Number of live sport activities	.670					
Number of places for religious practice	.593					
Factor 4: Price		2.244	6.412%	0.811	3.08	0.77
Goods and services price	.836					
Prices in general	.836					
Housing-real estate price	.676					
Fair price for locals and foreigners	.586					
Factor 5: Shopping and F&B		1.810	5.173%	0.705	3.90	0.56
Number of shopping facilities	.701					
Variety of restaurants	.682					
Quality of shopping facilities	.618					
Number of restaurants	.598					
Quality of restaurants	.552					
Factor 6: Human relations		1.599	4.568%	0.727	3.60	0.61
Attitude and approach of second home owners	.765					
Attitude and approach of locals	.641					
Attitude and approach of workers	.592					
Attitude and approach of tourists	.566					
Total variance explained			53.743%			

Note: Sociocultural, economic and environmental statements: 1:very unsatisfactory and 5:very satisfactory
Extraction method- principal component analysis
Rotation method- Varimax with Kaiser normalization
Kaiser-Meyer-Olkin=.802; Bartlett's Test of Sphericity, p= .000

First factor includes the items which are related to physical and environmental infrastructure of the city, so that it named *City Infrastructure* and explained the highest percentage of the total variance (22.8%), Second factor consists of natural and environmental characteristics of the city. It named *Natural Attractions* and explained the second highest percentage (7.7%). Third factor contains social and cultural activities in the destination, that's why it named *Social and Cultural Events* and explained (6.9%) of the total variance. Fourth factor is about fiscal side of the city so that it named P*rice* and explained (6.4%) of the total variance. Fifth factor is about quality and quantity of the city's shopping and F&B services and it named *Shopping and F&B* and explained (5.1%) of the total variance. Sixth factor consists the items that show relationships between stakeholders in the destination so that it named human relations and explained (4.5%) of the total variance.

Table 7. Level of Being Happy According to Gender

Gender	F	Mean	St.D.	t	p
Female	267	4.37	0.61	2.573	0.011
Male	117	4.20	0.56		

p=0.011 < 0.050

In order to see if there is any significant difference between genders, one sample t test was performed. According to t test analysis, significant difference was found between the genders' level of being happy in Alanya. It is seen that female respondents (F= 267, mean= 4.37) were happier than male respondents (F=117, mean=4.20).

Tablo 8. Level of Being Happy According To Age

Age	F	Mean	St.D.	F	p
18-35	61	4.50	0.56		
61 and above	157	4.33	0.65		
36-45	52	4.09	0.63	4,481	0.004
46-60	102	4.30	0.50		
Total	372	4.32	0.60		

p=0.004 < 0.050 (F=4,481; p=0,004)

As the age groups were normally distributed, a one-way ANOVA test was performed to find out if there is any significant difference between age groups relevant to level of being happy in Alanya destination. ANOVA analysis (followed post hoc – scheffe steps) showed that there are significant difference between the age groups regarding level of being happy in Alanya. According to findings, age group 18-

35 (F=61, mean=4.50) feels happier to live in Alanya than age group 36-45 (F=52, mean=4.09).

Table 9. Level of Being Happy According to Nationalities

Nationality	F	Mean	St.D.	F	p
Norwegian	61	4.54	0.59		
British	71	4.46	0.55		
German	61	4.37	0.58		
Other	25	4.36	0.56	6,077	0,000
Russian	70	4.28	0.54		
Finnish	52	4.15	0.60		
Dutch	46	3.95	0.63		
Total	386	4.32	0.60		

p=0.000 < 0.050 (F=6,077; p=0,000)

According to ANOVA analysis (followed post hoc – scheffe steps) which is aimed to show differences between nationalities' level of being happy, Norwegians (F=61, mean=4.54), British (F=71, mean=4.46) and Germans (F=71, mean=4.37) are happier to live in Alanya than Dutch (F=46, mean=3.95).

DISCUSSION AND CONCLUSIONS

This study attemped to examine destination quality of Alanya by second home owners' thought. Alanya has been hosted second home owners since early 1990s and nowadays they are part of the daily life in the destination. To determine destination quality and to see positive and negative aspects are crucial for the destination future. These results may guide the local authorities to plan next steps in order to rise the destination quality.

According to results, climate was found the most important feature of Alanya destination. Besides, natural beauties and park and green fields were also found above satisfactory. These outcomes show that natural attractions are the strongest side of Alanya destination. Yet another result has showed that most of the second home owners were above 60 years old. At this point, it is of utmost importance to have enough number of high quality health care. According to another result, while the number of shopping facilities were found satisfactory, the quality of them was found below satisfactory which means that not only quantity but also quality of shopping facilities should be improved. One of the main problem

in the destination was found the fair prices for locals and foreigners. This negative opinion may cause difficulties to feel part of the local life for second home owners. Fair price can be considered as a problem of all resorts cities. Yet, local authories and decision makers should take action regarding to find a solution. Another negative idea on Alanya destination was lack of the number of places for religious practice. Although there are some places for religious practice in the region, this seem not satisfactory and should be increased. All in all, results indicated that second home owners were happy to live in Alanya destination. Also, they have a tendency to visit the region, if they go back to their homeland in the future. This may seen as destination loyalty. Furthermore, the tendency of recommendation to visit the region to friends were also found high which means word of mouth marketing.

Alanya is an important destionation in Mediterranean region where local life and tourism life are in close touch. As a result of being that close, there are intensive and mutual interactions in the region. Considering the findings of this research may help improvement of Alanya destination quality which will be useful for both locals and tourists.

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