

Evaluation of destination image: Antalya – Belek Tourism Center

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Abstract:

The aim of the study is to evaluate the destination image of Belek Tourism Center, which stands out as an important center for tourism activities in Turkey. In addition to the destination image of the area, the study reveals the comments of the local people on tourism development, the image data created in the facilities in the area by the designing architects and their contribution to the image of the area. The data in the study was collected through literature study, a questionnaire that was distributed to the volunteering local and foreign visitors and interviews made with the managers of the tourism facilities in the area. The study has tested the effect of natural environment data and socio-cultural structure of the area on the destination image and the hypotheses questioning the relationship between architectural formation of the facilities and the destination image.

According to the results of the study, the image of the area was shaped by the concepts of 'sea-sand-sun-golf pitches'. The tourists are not acquainted with the local people, their life styles and customs. While the first time visitors to the area think that there are still natural attractions around, the ones who visited the area previously state that natural attractiveness has been lost. With respect to architectural formation of the facilities, the architect's search for different images in accordance with his own point of view stands out.

Keywords: *Destination image, Belek Tourism Center, architecture image.*

Introduction

Rising as an economic power in global market, tourism industry has been increasing the competition among destinations. As the competition grows, marketing strategies are gaining significance. As a consequence, the concepts of destination image and destination image management increase in importance. Destination image management also gives strength to the destinations economically due to the fact that it influences the perceptions of the tourists.

Destination image has been defined by many researchers and several criteria that affect the image have been put forward. Based on these definitions, the destination image can be defined as the image perceived by a certain tourist market about the destination (Hunt, 1971). Crompton (1979), on the other hand, defines destination image as the totality of beliefs, impressions, opinions and expectations a tourist has about a destination. When we look at the related studies, the focus has been on the topics like the differences between the image perceived by the tourist and the image that destinations try to present, the effect of previous visits on current perceptions, distance of the tourist to the destination, relationship between geographical position and image, measurement of the destination image or factors affecting the degree of the image, temporal factors in image change, relationship between image and travel purposes and the relationship between destination image and socio-demographical profile of the tourist (Fayeke and Crompton, 1991; Gartner, 1993; Bramwell and Rawding, 1996; Dann, 1996; Baloğlu and Brinberg, 1997; Baloğlu and McCleary, 1999). However, in most of the related studies, the focus has been more on how tourists perceive the destination and the way the local people, designer or facility manager perceive the destination has not been investigated. Furthermore, architectural image data which directly guides the destination image and is formed by tourism mentality, tourist behaviour, tourist profile and expectations, has not been examined.

The concept is effective in subsistence, competition and marketing of the destination and is formed in accordance with visitor demands, characteristics and behaviours of the local people (Seaton and Bennet, 1996). In the recent years, the touristic image and attractiveness of the destination is dependent on the protection of natural environment and it is an important factor in the competition among destinations. Researchers from various disciplines agree with the idea that image structure embraces both perceptual and emotional evaluation (Baloglu and McCleary, 1999). Cognitive component of the image arises as a result of evaluating the physical features of a place, people living there and events taking place. Emotional component of the image, on the other hand, is shaped through evaluating the emotions and understanding that people have of a certain place. Clearly, the predominating view is that emotional image of a place, that is, liking or disliking a place, depends on the information, beliefs, thoughts that people have of that place, which constitutes cognitive image. Evaluating a destination cognitively and emotionally leads to the formation of a general image of that destination (İlban et al., 2008). On the other hand, image evaluation made by people is not sufficient on its own to prefer a destination. Certain variables such as means of transport to the destination, geographical distance and prices in the destination affect the preference of the destinations (Mayo, 1973). Beerli and Martin (2004) emphasize the necessity of analysing firstly the natural resources and social environment, and then the general and touristic infrastructure of the area in order to measure the destination image. With respect to the analysis of the natural resources, the features like weather conditions (temperature, rain, humidity, number of sunny days), coastal conditions (temperatures of sea water, the length of the beach and the crowd of the beach), richness in scenery (protected natural resources, lakes, mountains, deserts, etc.) and variety in flora and fauna stand out. In the social environment analysis, hospitality and geniality of the local people, their economic status and life quality have been studied. In the general infrastructure analysis of the area, the quality and development of the transportation (airways, motorways and ports), public and private

transportation services, health services, telecommunication, commercial infrastructure and building development have been examined. Finally, in the touristic infrastructure analysis, hotel quality in accommodation and food services (number, category and quality of beds), restaurants (number, category and quality), bars, discos and clubs, easy access to destination, activities in the destination, touristic centers, network for touristic information access have been investigated (Martin and Beerli, 2004). For the measurement of the destination image in the study, the content of the cognitive, perceptual and general image have been constructed by the analyses in Beerli and Martin's study.

Being quite competitive among destinations with its natural environment data obtained in 1986, Belek Tourism Center has gone through some deformations in its image perceptions due to the changes in planning decisions. The aim of this study is to examine the destination image perceived by local-foreign tourists and local people. In addition, the study reveals the comments of local people on tourism development in the area, image data created in the facilities by the designing architects and their contribution to the image of the area. The literature mostly focuses on the tourists' points of view for defining and researching the concept and topics like behaviours and characteristics of the local people and the features of the area are ignored. The data in the study was collected through literature study, a questionnaire that was distributed to the volunteering local and foreign visitors, photography and interviews made with the managers of the tourism facilities in the area.

Belek Tourism Center

After Tourism Encouragement Law came into force in 1982, there has been a fast increase in mass tourism. The concepts of "Tourism Region", "Tourism Area" and "Tourism Center" have been current terms with the advent of this law and Antalya-Belek Tourism Center has been designated as Tourism Development Area.

The area located within the borders of Serik county of Antalya is 30 km. far from Antalya city center. Having Aksu Rivulet in its west and Acisu stream in the east, Belek has been identified as an investment area and is comprised of a beach approximately 15-20 km. long. The area is rich in flora and fauna. It presents various features such as forest, rivers, fields, sand dunes, sand plants, sea turtles (*Caretta Caretta*) and bird species. However, fast-improving touristic facilities due to some changes in plannings in the region had negative impacts on this wealth (Figure 1).

The area is one of the most attractive touristic centers of Antalya. The area was visited by 914,361 people in 2004, 956,291 people in 2005, 830,494 people in 2006, 1,121,654 people in 2007, 1,292,075 people in 2008 and 2,085,732 people in 2011. The tourist profile is mostly of Russian, German and British.

Belek Tourism Center development project is one of the examples of public-private sector cooperation. It is the first time in Turkey that all investors in the area have assigned the management to an institution called BETUYAB (Union of Tourism Investors of Belek) for the sake of area's development. BETUYAB was established as an administrative union in 1988 by the investing companies of the area with the support and guidance of Ministry of

Tourism. Any company investing in Belek Tourism Center has to be a member of BETUYAB. The union undertakes some tasks on behalf of its partners (all the investors) such as solving various problems, working in coordination with public institutions, advertising the area in the country and abroad (Sami Kılıç, Interview, 20.05.2006). The borders of Belek Tourism Center were determined in 1984 with the suggestion of Ministry of Tourism and the decision of the Council of Ministers. Tourism investment areas situated near the coast are located inside the determined borders and with the changes in the border in 1990 and 1997, Kadriye and Belek settlements were taken inside the border of Belek Tourism Center in order to prevent unplanned development behind the tourism development areas (Figure 2).

The area was opened for international tourism investments in 1987 and land allocations to the investors in exchange for rent for 49 years were started in 1989 by the Ministry of Tourism (Kızılgün, 2001). The latest regulation for Belek Tourism Center and its environment was made on 25th of November, 2012 with the name of "Plan of Environment Regulation of East Antalya, Belek Revision with a 1/25000 scale" and the Plan of Administration of Belek was prepared by World Wide Fund for Nature in 1996.

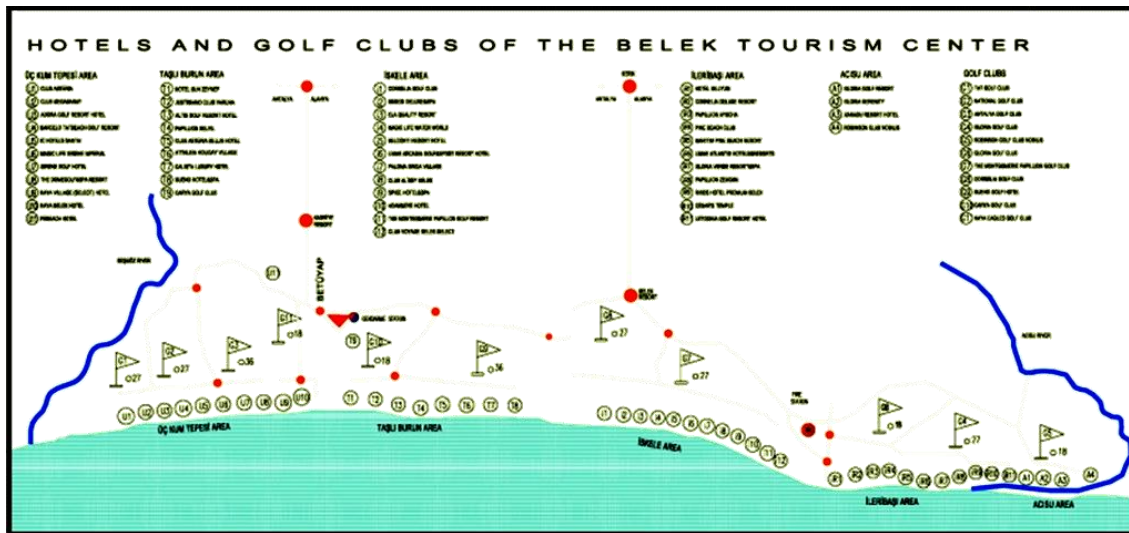


Figure 1. The tourism premises located at the shore of the Belek Tourism Center.

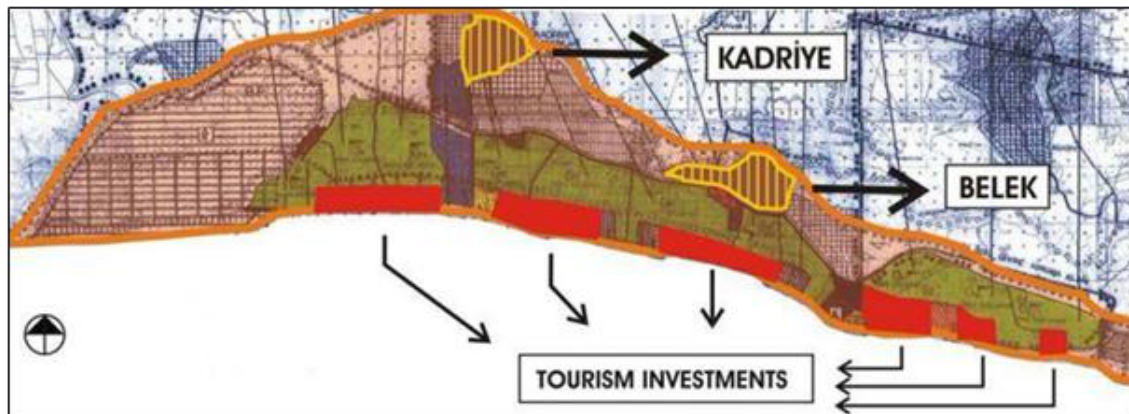


Figure 2. Kadriye and Belek villages, later included into the borders of Belek Tourism Center.

The area was chosen for study because of the following reasons:

- It has rich ecological value.
- It is a project formed by public-private sector cooperation.
- Most of the tourists coming to Turkey visit the area.
- It is one of the best examples of Tourism Encouragement Law, Tourism development approaches and planning.
- It is an internationally well-known area.
- And it has an accumulation of data for 25 years.

Methodology of study

After completing the literature study, 354 people were given questionnaire forms in total, namely 70 local people, 264 local and foreign tourists and 20 touristic facility managers in the area between the dates of 28th of October, 2008 and 9th of November, 2008. The questionnaire was tested by the pilot studies, testing its reliability and validity. 186 of the forms (108 local and foreign tourists, 68 local people and 10 facility managers) were marked as applicable and were analysed by various statistical methods.

In order to detect the test reliability of the questionnaire given to the local people, correlation coefficient among the local people was detected and Cronbach Alpha value was found as 0.825. This value indicates high reliability of the questionnaire given to the local people. The Cronbach Alpha value in the test reliability of the questionnaire given to tourists was found as 0.953. This value indicates high reliability of the questionnaire given to the tourists as well. Factor analysis studies for each questionnaire form and question items were done.

Questionnaire form for local people was developed by the researcher in order to access personal information of local people and learn the effects of tourism and their ideas about the image of the area. The form consists of 53 semi-structured question items and 9 open-ended questions. The questionnaires were given in a face-to-face interaction by the researcher. Questionnaire form for local and foreign tourists consists of 43 items and three sub-dimensions developed by the researcher in order to access personal information of visitors and identify the reasons of their preference of the area and their ideas about the destination image and architectural image of the tourism facilities. Questionnaire forms were prepared in 4 different languages, namely German, English, Russian and Turkish. The questionnaire form for facility managers consists of 22 question items including the questions related to personal questions. 14 question items were designed to elicit the assessments of facility managers about the facilities and 2 question items were designed to collect data about 'the Image of the Area and Architectural Image' (Figure 3). In addition, questions that were aimed at touristic facility designers in the area were sent to the designers' e-mail addresses.

Between the dates of 20-25 April 2009, 19 facility managers in the area were interviewed and data about both their facilities and the other facilities in the area were collected. The facility managers were asked which hotel in the area they liked most, why they liked it, why tourists preferred that hotel, what the purpose of the refurbishments in their facilities was, whether they knew the architects designing places in the area and why tourists in their facilities preferred their facilities (Figure 3).

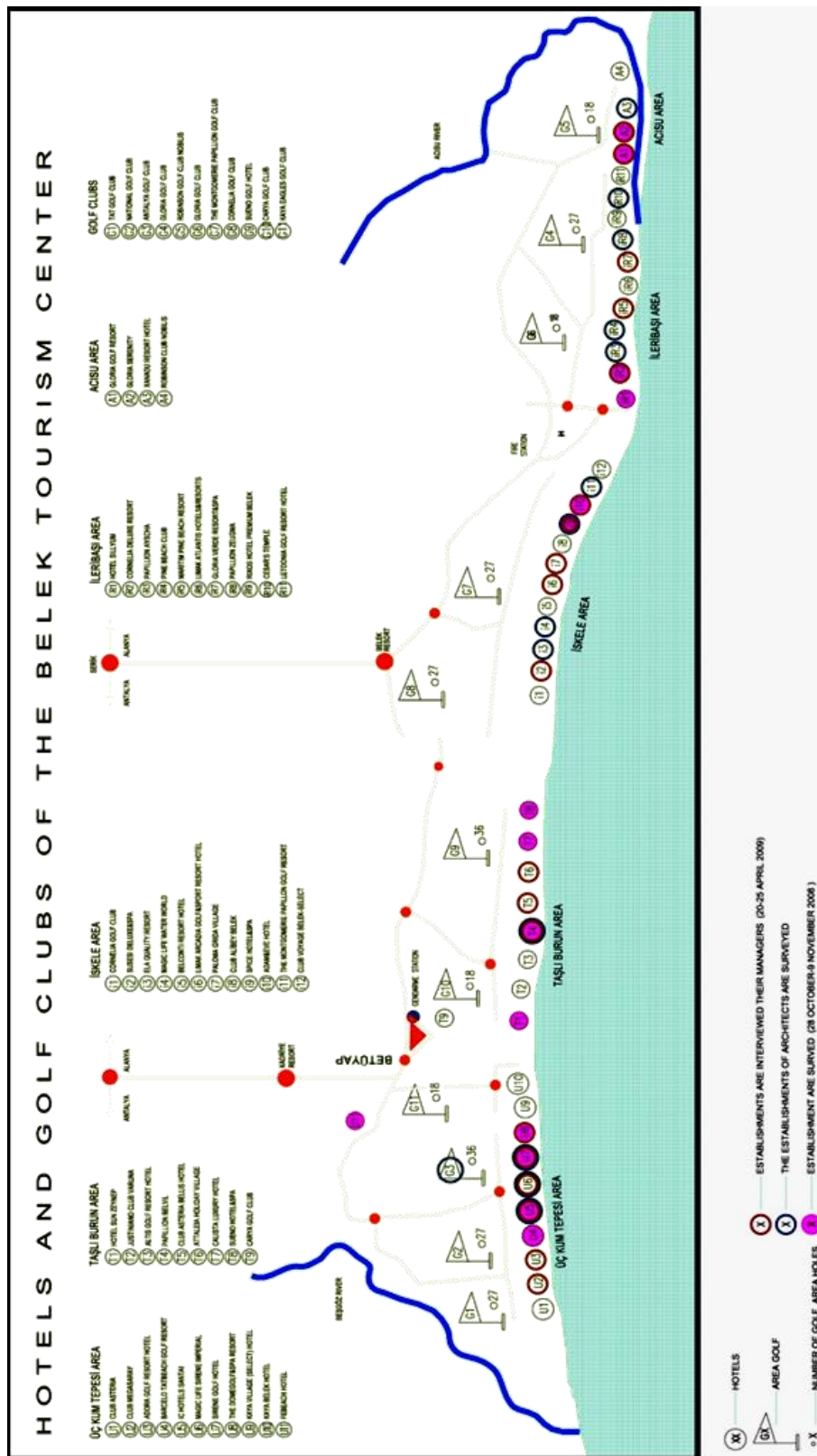


Figure 3. The visualization of the tourism premises applied to the survey.

The hypotheses presented in this context are as follows;

- A negative destination image arise as a result of not being able to protect the natural environment, changes in socio-cultural structure and artificial deteriorations in environment,
- Seeking diverse images for architectural and exterior space elements of touristic facilities affects the destination image of the area negatively.

In accordance with the discussed concepts and identified hypotheses, study model was addressed under three titles.

1. Actors taking active roles in tourism planning process (local people, public institutions, tourists, local administration, architects)
2. Destination image data affecting the survival of the touristic destination, its ability to compete and its marketing and destination image data that depend on visitors' demands, protection of natural resources, characteristics and behaviours of local people,
3. Architectural image data in tourism facilities which directly affects the area's image and is shaped by tourism mentality, tourist behaviour, tourist profile and expectations of the tourist.

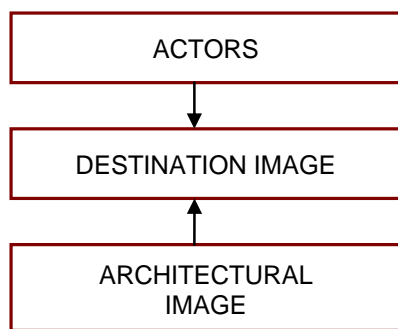


Figure 4. The research model.

Figure 4 visualizes the model and Figure 5 shows its method of application in the area.

Findings and interpretations

Studying the actors' viewpoints in the area related to tourism development, destination image and architectural image

Data received from local and foreign tourists visiting the area

108 people participated in the questionnaire study which was carried out in 15 facilities situated along the coast of

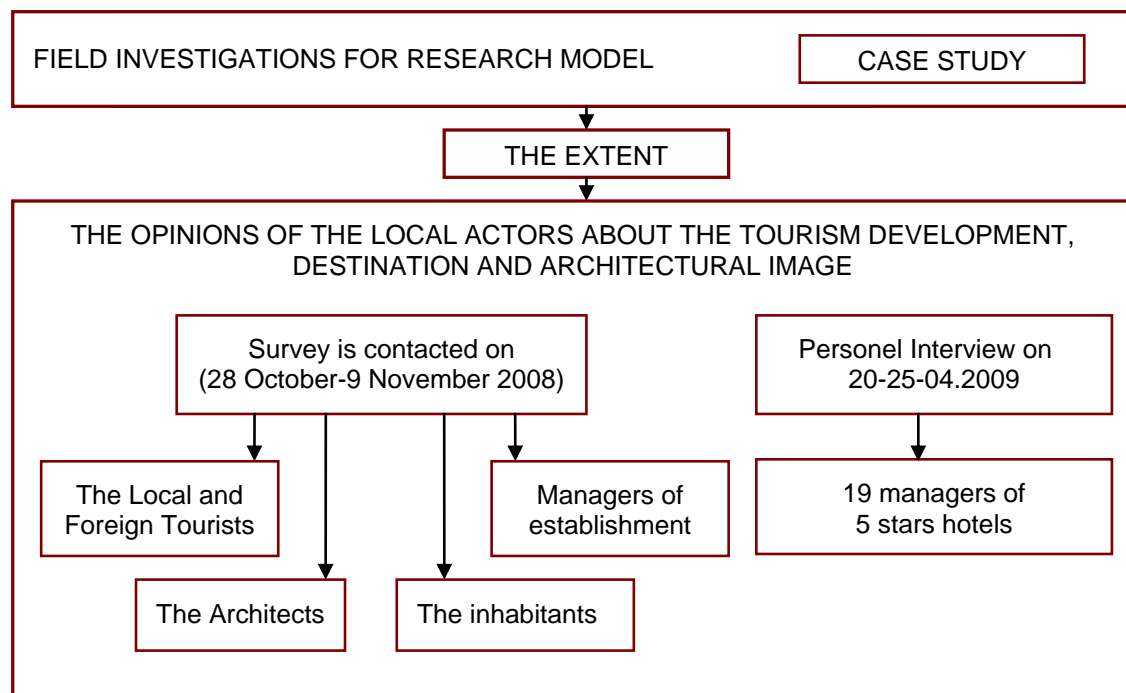


Figure 5: The methods used.

Belek Tourism Center and in 1 facility in Kadriye town. Especially people in the age group of 55-64 were more effective in the study with a rate of 22.2%. 37% of the participants are high school graduates and 32.4% of the participants are university graduates. 25% of the tourists participating in the study are self-employed, 19.4 % of them are civil servants working in private sector and 13.9 % of them are retired. 44 of the tourists participating the study (especially Germans), namely 40.7 % of the participants have not specified their monthly income. 10.2% of the tourists have a monthly income of 4000 Euros and more. 38% of the tourists come from Germany, 14% from England and 10% from Russia. In addition to these top three countries, there are also tourists coming from the Netherlands, Belgium, Australia, Ukraine, Finland, Scotland, Sweden, the United States, Romania and France. The rate of the local tourists is 7.4%.

51.4% of the participants in the study preferred the area because of 'sea-sand-sun'. This shows that tourism in the area serves for mass tourism. Another reason to prefer the area is the golf pitches inside forested land. The number of people choosing the area because of its natural beauties is quite small. There are many subsequent visits by the tourists to the area and its biggest reason is the presence of 5-star tourist facilities, climate, sea and the sun.

47.2% of the tourists in the area visited either Kadriye or Belek villages at least once in a week during their visits. Their reasons of visit are shopping and sightseeing in the first and second place, getting to know the local culture in the third place. More than ¾ of the tourists consider the society as hospitable. Tourists visiting the area previously stated that there is too much construction and destruction of the natural environment in the area and that this damages its image.

43.7 % of 87 participants identify Belek Tourism Center with the concepts 'sea-coast-sun-climate-holiday-beach'. 32.2% of them identify it with the natural golf pitches. These are the concepts that define the image of the area.

Half of the tourists in the study came to the area via travel agencies and 40% of them preferred the area with the help of their family's or friends' suggestions and the Internet. This shows that the image of the area in participants' minds is shaped by travel agencies' guidance and perceptions.

Table 1 shows cognitive and emotional image creating the structure of destination image and the general image perceptions arising as a result of these.

In the evaluation of the destination image of the tourists, 4 factors have been determined in the factor analysis made for the 22 items prepared for the tourists.

- First factor is related to the pleasure of spending a holiday in the area and touristic infrastructure. This factor explains 25.4% of the total variance. This result shows the importance of the tourists' emotional perceptions about the area. It also explains the positive image achieved around the area.

- Second factor is related to the area's social environment and comfort issue. This factor explains 48.1% of the total variance. The result shows that tourists staying in the facilities in the area could not express their opinions about local people's life styles, customs and the merits of the area.
- Third factor is related to infrastructure services in the area. This factor explains 62.8 % of the total variance. The result shows that tourists have a positive attitude towards infrastructure services in the area.

Table 1: The evaluation of destination image by domestic and foreign tourists.

		Image Dates	C.V.	++ (5)	+ (4)	0 (3)	- (2)	-- (1)
Cognitive Image	Natural Resources	Unique scenery and natural beauty	100	21	33	30	10	6
		Unique flora nad fauna	99	22	30	32	10	5
		Climate is suitable for tourism	103	59	25	12	3	4
		Beach conditions is suitable to holiday	102	54	34	6	5	3
	Social Environment and comfort	Friendly and warm people	101	36	41	10	10	4
		Inhabitants has well income	99	21	33	38	5	2
		Traditions are teaching	103	25	32	25	16	5
		Inhabitants have interesting life style and traditions	101	18	22	44	8	9
		Interesting cultural events are hosted	98	19	28	36	9	6
		Local foods are delicious	100	22	40	21	12	5
	General infrastructure	Region has good quality roads	102	24	37	27	9	5
		Private and public transportations are sufficient	100	24	30	29	11	6
		Health services are sufficient	95	25	24	37	5	4
		Items are cheap	99	22	23	24	20	10
		Region is secure for tourism	101	30	39	24	7	1
	Infrastructure for tourism	Accomadation opportunities are convenience	103	45	42	7	7	2
		Tourism buildings are clean and hygienic	102	38	38	16	9	1
		Area has an alive night life	98	21	27	29	14	7
Emotional Image		The area is relaxing and peaceful	101	50	34	9	5	3
		The area is exciting	100	33	27	28	10	2
		Spending holidays in the area is satisfying	102	40	43	8	9	2
General image		Area is beautiful for holiday	103	41	41	8	11	2

C.V. The number of people who respond

+ + Totally agree (5)

0 I'm undecided (3)

- - Strongly disagree (1)

- Fourth factor is related to the natural beauties of the area. This factor explains 72 % of the total variance. The result shows that tourists visiting the area previously have a negative perception about the natural environment and that the ones visiting the area for the first time have a positive perception about it.

Although tourist facilities situated along the coast offer all kinds of resources to the local and foreign tourists with respect to building designs and designs of the surrounding area, guests are not acquainted with the area's natural environment and local people's life styles and customs, which has been very effective in the formation of the destination image. This is also connected to the tourism mentality based mainly on hotels in our country. Guests are hosted inside the facility and informing the tourists about the location of the hotel and local people remain in the backburner. The transformation that natural beauties of the area went through was perceived negatively by the tourists visiting the area before.

Related to the tourist facilities in the area, 64.2 % of the participants in the study ask for the presence of architectural elements in their facility that will make them feel they are in Turkey and the Mediterranean. However, the results of the questionnaire indicate that tourists have not observed such elements in the facilities where they stayed. Architect's designing the facility as part of his own architectural perspective comes into prominence. Features that stand out in the architectural structure of the facility are the features of inner space with a rate of 47.9 % and its design of open space with a rate of 45.8 %. $\frac{3}{4}$ of the tourists state that they prefer the facility because of its service quality. Half of them prefer it because of its qualities of comfort. 37 % of them prefer it because of the recreational activities it offers and 30 % of them prefer it because of economic factors.

Data gathered from the local people in the area

In the course of evaluation of the data gathered from local people living in Kadriye and Belek, these two villages have been compared with each other in order to present different points of view. 35 people from Kadriye village and 33 people from Belek village participated in the study. Almost all the people in these villages live there for more than 15 years. Therefore, they constitute an excellent group for the study, capable of evaluating the effects of tourism development in the area. Kadriye village is composed of Crete immigrants and Belek is composed of Thessaloniki immigrants. The questionnaire form prepared for the local people was applied through face-to-face interaction. Of 68 participants in total, 55.9 % of the participants are women and 44.1% of them are men. Nearly all participants are married, over 30 years old and primary school graduates. Nearly all the women are housewives. Men are mostly tradesmen, civil servants and farmers. The local people have not been willing to specify their financial status.

Local people's evaluation of the effects of tourism development in the area is included in the questionnaire forms under three different titles, namely economic dimension, socio-cultural dimension and physical-ecological dimension.

In local people's evaluation of the effects of tourism development in the area, 11 factors are specified in the factor analysis made for 33 question items which were addressed to the local people about tourism development in the area.

- First factor is related to the positive and negative economic effects caused by tourism development in the area. This factor explains 9.8 % of the total variance. This result indicates that local people make money substantially thanks to tourism.
- Second factor is related to positive socio-cultural effects of tourism development. This factor explains 18.8 % of the total variance. This result indicates that tourism is an educational experience of meeting tourists coming from different countries and getting to know them and it leads to cultural exchanges between local people and foreigners.
- Third factor is related to positive and negative social effects of tourism development. This factor explains 26.3 % of the total variance. The result indicates that tourists do not contribute to local people's value judgements and customs but that they show respect to their life styles.
- Fourth factor is related to negative social effects of tourism development and its negative impacts on natural environment. The factor explains 33.8 % of the total variance. With the development of tourism in the area, the result indicates an increase in bad habits such as alcohol use, gambling, etc., corruption of family structure, rise in crime and violations in natural environment.
- Fifth factor is related to negative impacts of tourism development on nature-wild life. The factor explains 40.3 % of the variance. The result indicates that tourism development led to violation of sea turtles' habitats and that tourism facilities disrupt natural beauty of the coasts in the area. Other variables perceived by the factor indicate that tourists give importance to the laws and life styles of the local people and that they do not cause disturbing crowds in parks/beaches.
- Sixth factor is related to its positive effects on artificial environment. The factor explains 46.6 % of the variance. The result indicates that local people are respectful towards tourists and that the area turned into a more organized place thanks to tourism development. Furthermore, the other variance perceived by this factor indicates that tourism and facilities are not burden to the services of municipality.
- Seventh factor is related to the negative effects of overcrowding. The factor explains 52.4 % of the variance. The result indicates the concerns about the big number of tourist facilities in the area and the rise in the traffic problems due to tourism development.
- Eighth factor is related to positive effects of social and cultural dimension. The factor explains 58 % of the variance. The result indicates that tourist facilities provide service to local people throughout the year and that all the local people have financial gains from tourism.
- Ninth factor is related to negative economic effects. The factor explains 62.9 % of the variance. The result indicates that tourism creates a rise in real estate and house prices in the area.
- Tenth factor is related to economic effects of tourism. The factor explains 67.4 % of the variance. The result indicates that tourists do not have to pay more than local people in order to make use of recreation facilities.
- Eleventh factor is related to social effects and overcrowding. The factor explains 71.9% of the variance. The result indicates that local people are not disturbed by the tourists visiting the area and that protection of the nature is vital for more tourists to come.

In local people's evaluation of the destination image, 7 factors are specified in the factor analysis made for 20 question items which were addressed to the local people.

- First factor is related to cognitive image and general image. This factor explains 11.6% of the total variance. This result indicates that infrastructure services and local people who constitute the social environment of the area create a positive image. In addition, it reveals that the area is a beautiful place to spend holiday.
- Second factor is related to emotional image. This factor explains 22.8 % of the total variance. This result is interpreted differently by the two groups of people in the area. Belek people perceive the area as comfortable- relaxing- exciting and pleasing while Kadriye people are indecisive about it.
- Third factor is related to negative cognitive image. This factor explains 33.8 % of the total variance. This result indicates that scenes and natural beauties in the area are being perceived negatively and tourists visiting the area are not informed about the customs of the area.
- Fourth factor is related to positive cognitive image. This factor explains 43.4 % of the total variance. This result indicates that accommodation facilities and their comfort are being perceived positively by the local people.
- Fifth factor is related to negative cognitive image. This factor explains 53.3 % of the variance. This result indicates that diversity of flora and fauna in the area is being perceived negatively and that touristic infrastructure creates a negative image.
- Sixth factor is related to positive cognitive image. This factor explains 61.2 % of the variance. This result indicates that general infrastructure services are perceived positively.
- Seventh factor is related to cognitive image. This factor explains 68.8 % of the variance. This result indicates that coastal conditions and health services in the area are being perceived positively.

Data gathered from architects designing in the area

As part of the study of architectural image of the facilities in the area, questionnaire forms composed of 10 open ended questions were prepared for architects working in the area. On 28th October-9th November 2008, questionnaire forms were sent to 10 architects through e-mail However, only one person, architect İbrahim Hasan Erkan filled in the questionnaire. In February 2009, architects were contacted through telephone and then questionnaire forms were re-sent to their e-mail addresses upon their request. However, 4 of them filled in the forms. Figure 3 shows the facilities designed by architects who filled in the questionnaire.

The features which were considered in the formation of the architectural image of the facility that was designed by Cafer Bozkurt are as follows:

- Relationship between the land and the sea (marsh, vistas/scenes, streams, etc.) and natural vegetation (pine trees)
- Compactness and porosity on the building surface, use of material, choice of material color, shades and day light in the building

The features which were considered in the formation of the architectural image of the facility that was designed by İbrahim Hasan Erkan are as follows:

- Scale of village houses (wooden windows and doors, Turkish style roof tiles, rooftrees, bay windows)
- Sea view and the area covered by the real estate

The features which were considered in the formation of the architectural image of the facility that was designed by İlhan Bakışlı, Birol Gültekin and Hasan Sökmen are as follows:

- The concept determined by the employer
- Decisions in favor of increasing the bed capacity

Findings and interpretations achieved through interview with tourism facility managers about the identification of architectural image

On April 20th -25th, 2009, 19 facility managers were interviewed and data related to their own facilities and the other facilities in the area was collected. Picture 3 shows facilities which were contacted. Facility managers were asked what their most favourite hotel was in the area, why they liked that hotel, why tourists preferred the hotel that managers liked most and if they knew the architects who designed facilities in the area.

The answers to these questions help to specify the image that architects try to assign to their hotels in the area and the criteria that stand out while managers evaluate the facilities other than their own. In the process of architectural design of the facilities, here are the issues about which managers influence the architect:

- Disappearance of the buildings in the nature
- Heights of the buildings
- Seljuk architectural style
- Landscape architecture
- Materials used in the front side of the buildings and colours of the material
- Moroccan-Indian architectural style

Facilities which have positive image in the area according to facility managers in the interviews are as follows:

- Gloria Golf Resort, Gloria Serenity and Gloria Verde Resort, designed by architect Ahmet Özsüt, are the most popular facilities in the area. The reasons why these facilities are liked are the distribution of the buildings in the area, landscape architecture, architectural structure, decoration, easy use of the spaces, easiness of finding the direction, customer profile, institutionalized management structure and service principles of high quality.
- Xanadu Resort Hotel, designed by architect İbrahim Hasan Erkan, is the second most popular facility in the area. The reasons why this facility is liked are the materials used in front of the building, decoration, architectural aesthetics, easy use of the spaces, service principles of high quality and providing personnel's satisfaction.
- Ela Quality Resort Hotel, designed by architect Birol Gültekin is the third most popular facility in the area. The reasons why this facility is liked are choices of land use, interior decoration, easy use for customer and personnel.

Conclusion and evaluation

Tourism sector which is very important for developed and developing countries has been a vantage point with its economical and socio-cultural effects. This development caused countries to generate new marketing strategies and compete with all their strength to reach their market share. This competition brings in financial gains to the countries and it also leads to changes in social, cultural and physical environment. These changes being

practiced in areas open to tourism enable the country to earn money from tourism. However, unplanned tourism policies and practices in many countries harm natural-social-cultural environment seriously. Belek Tourism Center is one of these practices and wild life and natural environment, which existed before the tourism development in the area, started to disappear due to tourist facilities and golf pitches.

Therefore, by the help of literature search and questionnaires, this study manifests hypotheses saying 'Natural resources are not protected in Belek Tourism Center.', 'A negative destination image emerges as a result of changes in socio-cultural structure and artificial environment deterioration.', 'Search for different image for architectural elements and outer space elements of tourism facilities in the area affects the destination image of the area negatively'.

Tourism development in the area brought in intensive amount of construction. As a result of this, natural environment was destructed and mass tourism which is associated with concepts of sea-beach-sun and climate came into prominence. Moreover, changes in socio-cultural structure emerged. Bad habits like alcohol use, gambling, etc. increased. Family structure deteriorated and crime rates went up. Furthermore, artificial environment was deteriorated and habitats of sea turtles were harmed. As a result of all these, deteriorations in natural and artificial environment, changes in socio-cultural structure brought in negative destination image in the area.

Architect's search for different images as part of his own view formed architectural structure of the facilities. Criteria of managers' demands, increase in bed capacity and location of the sea came into prominence in the process of architectural image formation of the facilities in the area. As a result of this, construction disconnected from the environment became dominant in the area and the destination image was perceived negatively by the local and foreign visitors.

This study reveals how local and foreign tourists visiting the area and local people perceive the image data of Belek Tourism Center which is of great importance for our country. Further studies in areas which will be opened or are already opened for tourism development will provide database about destination image perceptions. Furthermore, a union should be established in the area in order to regulate area's image and non-governmental organisations, academicians, central and local administration authorities, architects and local people should be included in this union. Tourism networks should be set up between tourist facilities on the coast and villages, which will enable local people and tourists to get together.

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Antalya-Belek Turizm Merkezi'nde destinasyon imajının araştırılması

Çalışmanın amacı, Türkiye'nin turizm hareketinde önemli bir merkez olarak ön plana çıkan Belek Turizm Merkezi'nin destinasyon imajını değerlendirmektir. Ayrıca çalışmada bölgenin destinasyon imajı ile birlikte yerli halkın bölgedeki turizm gelişimini yorumlaması; bölgedeki tesisleri tasarlayan mimarların tesislerde oluşturdukları imaj verileri ve bölgenin imajına katkıları ortaya konulmuştur. Araştırmanın verileri; literatür çalışma, bölgedeki yerli ve yabancı ziyaretçilerden gönüllü katılımcılara uygulanan anket ve yöredeki turistik tesis işletmecileri ile yapılan görüşmeler sonucu elde edilmiştir. Araştırmada bölgenin doğal çevre verileri ile sosyo-kültürel yapısının destinasyon imajı üzerindeki etkisi, ayrıca bölgedeki tesislerin mimari biçimlenmesi ile destinasyon imajı arasındaki ilişkiyi sorgulayan hipotezler sınanmıştır.

Çalışma sonuçlarına göre; yörenin imajını deniz-kum-güneş-golf sahalarının şekillendirdiği görülmüştür. Turistler yerli halkı, halkın yaşam biçimini ve geleneklerini tanımamaktadır. Bölgeyi ilk defa ziyaret eden turistler halen doğal çekiciliklerin var olduğunu düşünürken, daha önce bölgeyi ziyaret eden turistler doğal çekiciliğin kaybolduğunu ortaya koymuştur. Tesislerin mimari yapılanmasında, mimarın kendi görüşü çerçevesinde yarattığı farklı imaj arayışları ön plana çıkmıştır.