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FUTURE'S TOURISM: A CASE ANALYSIS WITH QUALITATIVE RESEARCH IN ANTALYA REGION

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ABSTRACT

Demographic changes across the world, increasing competition, globalization and environmental problems will no doubt influence the tourism director and lead to greater changes in the foreseeable future of the tourism sector more than ever. Future scientists envisage that the tourism will be restructured and gained more importance with a major change in its role in the 2050s. The tourism sector is directly influenced by global transformations, changing demographic structures and technological advancements. Although there are so many works about tourism and accompanying developments in the literature, researches about tourism and its future interaction are restricted. However, it is a fact that change comes and goes. This is the core notion that builds the theme of this study, which we call "Future's Tourism." The better we understand the situation and priorities of the sector and take necessary measures, the more the expectations about the new tourism scenario will be met. In this study, we aim to determine basic dimensions that define the world tourism's future. During the research, semi structured interviews were made to collect data within the frame of the qualitative approach and as data analysis method, content analysis was also conducted. These interviews were made with 10 prominent opinion leaders of the region's tourism sector. In this study, our goal is to compare and contrast different opinion leaders who express their predictions about "Future's Tourism" and afterward discuss the future of tourism. We also suppose that the data we gathered will produce knowledge for "Future's Tourism" phenomenon and can give the opportunity to a context-specific generalization attempt.

Keywords: Tourism, Future, Tourism industry

INTRODUCTION

The aim of this study is to determine and define basic dimensions of "Future's Tourism" and discuss the phenomenon of "future", a very delicate issue for the sector, within the framework of the called dimensions. It is of great importance to know what the "future" is in tourism sector just like others since the construction and features of tourism sector shaped by the context it falls in are under the influence of many economic, social, cultural, technological and psychological factors. The common view that future's tourism will be much more different than today's within tourism literature attracts general attention. Throughout the literature, authors emphasize that the process of preparation for the future can never be

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thought independently from the future needs of people, which makes it an important research question for the analysis of tourism sector. Now, it is inevitable to make some predictions for the future. Various studies on how tourism will be sustained and shaped in the "future" have been conducted individually and institutionally since the beginning of the 1990s.

World Tourism Organization tries to make some predictions about the dimensions tourism will reach, the products to gain importance and the markets to be prominent, which has been monitored by the United Nations. Moreover, academicians and researchers study on the future of tourism (Dwyer et al.,2009; Enger et al., 2015; Kibedi,1981). In a sector like tourism, the understanding of future's dynamics draws an important axis for the evaluation of opportunities of future trends, whose detection is unexpected, quick adaptation to changes and handling uncertainty (Varum et al.,2011). Having knowledge about the "future" of tourism, which remains and survives in a context determined by the opportunities and threats throughout the world and a view upon what chances and disadvantages await for tourism sector requires deep and original responses. Within this context, we believe that our study will help and shed light on the development of any kind of project for tourism's future and detection of factors that impact upon competitive power, the realization of positive future plans for the tourism sector and new roles that tourism sector will play in the 22nd century.

LITERATURE REVIEW

In this section, developments in tourism's future throughout the world and accompanying predictions will be mentioned within the conceptual framework of this study.

CONCEPTUAL FRAMEWORK

We live in an era when intense future predictions about socio-economic situation and politics are made and the importance of futurism and futurology is on the rise. Future experiences and trends appear before academicians and researchers and occupy their fields more than ever. And the field of tourism has its own share of this intellectual advancement. Increasing competition all over the world, economic and political changes, transformations in the lives of travelling people on the one hand and developments in destinations and rising tourism potential on the other make tourism sector one that must be laid attentive emphasis on (Dwyer et al., 2009; Murpy, 2011; Dator and Yeoman, 2015). The literature comprising of researches examining the relationship between tourism and the future constitutes a conceptual framework that will help understand future trends in the tourism sector.

According to UN World Tourism Organization 2016 Projection, international tourist arrivals will be 1.4 billion in 2020 and 1.4 billion people in 2030 with an increase of 43 million, an average growth of 3.3%. Destinations belonging to developing economies like those of Asia, Latin America, Mediterranean, Middle East and Africa will make these countries with developed economies by 43%. Until 2030, the share of Europe and America in international tourism arrivals will decrease in an important amount while the greatest growth will be experienced in Asia and Pacific regions (UWTO, 2016).

Dwyer et al. (2009) grouped five main trends to determine tourism's future fewer than five main headings like economic, social, environmental, political and technological. These factors determine both the values and needs of tourists and destinations and businesses and thus influence the tourism market deeply while leading to a global transformation in the sector. Horwath HTL (2015), offering global consultancy services for accommodation and entertainments business, defined main trends to be foundational in tourism's future as silver-haired tourists, Y, and Z generations, widening middle class, new destinations, political problems and terrorism (https://www.hospitalitynet.org). When evaluated under the light of conceptual and empirical studies that shape this one, we can observe that so many factors interact with each other in those trends determining the future's tourism and have a multi-dimensional structure. In accordance with this, when we reviewed the literature, we found it possible to group basic trends that determine the future's tourism under these main headings:

Changes in the Fields of Information Technologies, Travelling, and Sales

Information technologies are rapidly and inevitably changing all around the world, which make a heavy impact on offering tourism-related services. Dwyer et al., (2009) emphasized that innovations in information-communication-transportation technologies that influence the suppliers of the tourism industry and tourists are especially related to tourism and usage of technology for products and services is really important for the success of tourism establishments when competition is considered. Many studies in the literature of future's tourism argue that this process will make great changes in sales and marketing

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channels, in other words, tourism distribution systems. Significant transformations have also taken place in the fields of traveling and sales. Distribution system, one of the most important competitive tools for tourism establishments, function as the bond between various tourism suppliers and individual customers or customer companies (Page 2007; Buhalis and Laws 2001). Information technologies as one of the factors leading to the transformation in the distribution system in the last fifteen years have created a phenomenon in distribution channels (Mihajlovic, 2012). Especially developments in information technologies have abandoned the economic boundaries and formed a new market order. With the increase in internet usage, fundamental changes in marketing strategies have occurred, which have also influenced the tourism sector. While advancements in information technologies decrease the costs of information-sharing, they also create a global marketing instead of the regional one. Amiling et al. (2007) mentioned the importance of travelers and preferences and the latest technological developments in travel choices. In addition to this, Cheyne et. al (2006) have underlined some research results showing the importance of giving value-added goods and services beside ticketing and reservation processes. E-travel agencies (MBe Travel, Musafir.com, Travelcity), search engines (Google, Yahoo, Yandex, Kayak), destination management systems (Sabre Travel Network, visitbritain.com), Web 2.0 portals (tripadvisor, hotelchatter.com), price comparing websites (travelsupermarket.com, trivago.com) make today's independent and well-supported consumers' work easier while they are planning their own travels or deciding which tourism product or service to buy (Yıldız and Yıldız 2015). Today's most popular social media tools like Linkedin, twitter, YouTube etc. have increasing importance in sharing memories, photos and unforgettable situations (Mihajlovic, 2012). Within the relationships between firms and consumers, the latest developments in information Technologies play an important role(Buhalis and Law, 2001).

Besides, information-sharing on touristic destinations, accommodation facilities, service quality etc. has become one of the important components of touristic marketing. The spread of information technologies' usage within tourism sector has changed business models of touristic marketing and accordingly tourism distribution system and travel agencies (Yıldız and Yıldız, 2015). According to Law and Jogaratham (2005) in order to have sustainable growth of firms especially managers should insist on investments based on information technologies. The Internet has started a worldwide "industrial revolution" by developing simultaneously with technological tools like digital TV and smartphones (Chen and Popovich, 2003). It is accepted that developments in transportation, information technologies, and communication with the help of improving technology will influence each and every point of the tourism sector and the future of tourism industry will depend on online travel tools to a great extent (Werthner and Klein, 1999). Today, we have 3.6 billion internet users throughout the world and one-third of the world population are active internet users. 73.9% of Europe, 45.6% of Asia, 61.5% of Latin America and Caribbeans, 89% of Western America meet their needs immediately via internet without any kind of mediator (Greenwood ve Quinn, 2017). It has become possible to find easy transportation, accommodation, car rental and relevant travel activities thanks to e-tourism, e-commerce, e-marketing, and e-financing. And what we see even today is the reconstruction of the tourism sector under the light of the called developments. Now, customers are able to handle everything about their holiday and travel thanks to smartphones, tablets etc. that have come into our lives with information technologies. The main goal of tourism establishments, just like any business, is to increase performance and maximize the profit, which can only be realized by an increase in revenue, a decrease in production and operation costs, creation and promotion of awareness about the product and service.

When we view future's tourism especially from accommodation perspective, we can see that those who rapidly access travel information throughout the world are not the ones only working with agencies or great establishments but using direct sales channels, social mediums and all other channels, whose echoes will be experienced in the following years. This case supports Poon's argument (1993) that international tourism will abandon standard mass tourism format and become more flexible, sensitive to consumer wish, integrated and focused, which will create conscious consumers accessing the information more quickly and easily, knowing well what to buy and wanting to buy an exceptional value in return for the money they pay (Buhalis and Costa, 2006). Now, the consumers who have organized his holiday via travel agency for years can easily be accessed by online

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sales method and they have the opportunity to make a booking on the appropriate date with the appropriate price. Besides, hotels prepare holiday packages for picking their own customers from online sales websites. Hotels that once worked depending completely on agencies and tour operators can now offer products to online sales sites and create their own online sales strategies. Today, we may encounter such arguments that tour operators will disappear due to great opportunities provided especially by marketing advancements and other changes and customers will create their own holiday packages, which makes tour operators and similar elements unnecessary. Realizing the power of the internet for advertising, branding, and sales, the tourism sector has begun highlighting digital marketing among sales and marketing channels. Social media, as one of the effective future marketing methods, have now had its place among marketing channels for all shareholders in tourism sectors especially airline companies, agencies, and hotels. New channels are appearing day by day and manifolding channels like Facebook, Twitter, Instagram, Youtube, Vkontakte (Russian) Google Plus, Foursquare and Youtube used by the whole tourism sector particularly holiday-makers. Moreover, websites like HolidayCheck, TripAdvisor, Zoover being more of an evaluation and prestige management tools and price comparison websites are also employed like social media.

Social media, used by large communities and masses, is changing the definition of classical marketing since it is actively used by both holiday-makers and tourism agencies. Social media, which has outdistanced websites thanks to spreading speed, is able to attract attention to the websites of tourism agencies and increase direct sales (Rok V Klacknik, 2006). In other saying, digital tourism is becoming a necessity since there is a mass of people who can use all technological opportunities religiously and artfully in the 21st century. More clearly, computers, tablets, smartphones that make everything accessible everywhere and all the time change the expectations of the mass to use the products and services (Lee et al., 2015). According to the researches about worldwide internet usage in June 2016, we can see that there is a 918.3% increase in between 2000 and 2016, which makes nearly half of the world's population internet users (www.internetworldstats.com, 2016). Social media opens a new door for tourism agencies in digital marketing. While classical media measures its target audience with a restricted number of people, social media cuts corners hereabout (Alizadeh, 2015). With its advantage of customer communication, a very important component of the tourism sector, social media can contribute to bookings indirectly. Social media can attract attention to hotels' websites and increase direct sales. It is a must to catch and manage the change wave. So, one of the most essential points in future's tourism is to follow the evolution of customers' needs beginning from booking process since we can see that online bookings are having a bigger share within annual bookings of international hospitality establishments in recent years (Yang, 2010).

Downward Trend in Labour-Intensive Qualities

As stated before, each and every kind of application, arrangement and management within tourism sector will be made with technological help and tourism points will base upon the advancements in communication and technology. When we add speedy and comfortable access to information without any kind of restriction, great opportunities will arise for the future of tourism sector. Since users leave electronic footprint after visiting a tour operator or a hotel's website, it will be easier to know how much time they spend on the website and which pages they search for and thus the communication with users can be directed. So, marketing and sales strategies will change depending on this changing and improving system while mediating activities in the tourism sector will decrease to a great extent, which indicates that labour-intensive characteristic of tourism sector will also be less effective than before. Even though this tendency is on the rise and opportunities for communication, marketing and sales improve, efficient role of human labour will never dissappear. Essence of this matter, just like anything, is human and labour regardless of the marketing and advertisement channel. A management system that serves with an accurate and quality understanding, provide the service fully and on time, uses the appropriate communication tools and offer the services demanded by consumers will always be successful, since the essential component of tourism is human labour. Although the effective role of human labour has been discussed nowaday, authorities have a consensus on its necessity. Human touch will always be of great importance and the most significant subject of the sector will always be to satisfy customers. Like all other sectors, directing customer demands and understanding brand perceptions and needs of customers will have great importance in tourism and establishments will work and find solutions

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accordingly. Globalization has great impacts upon employment in tourism sector, some of which are as follows (Becherel ve Cooper, 2002):

- Employees' need for different skills and capabilities to overcome technology and especially spreading speed of internet
- Interest of mergers and strategic alliances in the consequences of recruitment
- Repositioning of employees' and social and cultural sensitive's of employees' working away from home
- New touristic forms that utilize natural and cultural contexts create demands for native employees' who can offer more quality and original products and services.
- Meeting the needs of "highly qualified tourists" that demand more experienced and quality products and services.

Environmental Changes:

Re-planning environment and tourism sector in a balanced and consonant way is one of the most important issues in recent years within the sector. And again, one of the most important issues that determine future's tourism will be focusing on responsible and sustainable tourism. Studies (Viner and Nicholls, 2006; Miller and Twining-Ward, 2006; Font and Tribe, 2001, Postma et al., 2017; Webster and Ivanow, 2016)indicate that accommodation establishments will have a great mission since they have a great share in the consumption of natural resources. In today's world, guests prefer staying in hotels active in nature-friendly projects and these hotels have the greater share in the sector. Establishments which follow the trends will work with experts; invest in nature and labor, which will change the outlook and image of the relevant destination. Researches argue that natural life will have gained more importance by 2050 and standards for this issue will be prepared captiously with the increase in environmentally-friendly facilities and implemented. As it seems, global warming, provision of clean drinking water, submerging of shores, hunger and global migration will heavily influence tourism. The sector has to embrace an ecological approach improving methods for preserving natural resources. If tourism sectors grounds on ecology, it will outlast. In sum, (Viner and Nicholls 2006; Lambert et al., 2010; Tamiotti et al., 2009; Turton et al., 2010; Peake et al., 2009; Schwartz et al., 2008)climate changes and global warming, restriction of natural resources, carbon emission, water problems, decrease in plant and animal species, increase in solar radiation will be key questions of the future.

Demographic Changes:

Demographic changes in 21st century constitute the dynamics to directly influence tourism. It is predicted that aging of the world's population in a globalizing sphere will be the main demographic factor since the population over 85 will dramatically increase in the 2050s. Thus, the life quality of people will rise and their expectations will also change (Hall, 2006). Researches show that healthcare tourism will gain more importance due to this aging population. The healthcare population will be the one to make the most money. Today, healthcare and wellness tourism is accepted as one of the most important markets for the development of future's tourism by National Touristic Strategic Plan (2006-2015). People who want to engage in quality activities on their free time are increasing and a special attention to satisfy these customers must be paid as well as meeting their needs and fulfilling their wishes (Quintela et al., 2010). Accordingly, SPA and wellness centers of many establishments will also be improved. Especially, it is indicated that regions with thermal energies will improve. Moreover, people over 60 reached a figure of 700 million by 2015 and it is expected that this figure will be 2 billion people in 2050. 10% of the world population is over 60 years old and in 2050, this figure is estimated to reach 22% in 2050. Global retirement market in 2020 will reach $46 trillion with the propellant effect of developing Asian countries (http://www.tkhk.gov.tr). The importance of service units for the aged will increase. Many investors and facilities will shift to business areas for the aged in the future. Besides all kinds of units for resting, entertainment and leisure-time activities in five-star hotels, holiday camps with improved gardens with healthcare units will rise.

Need for Safety/ Political Tendencies

Another essential dimension to determine future's tourism is safety. Travel safety and feeling safe will always be one of the most determining factors for customers. As tourism authorities argue (Feichtinger et al., 2001; Sönmez et al., 1999)political images of countries have a very important role in destination choices of customers. This dimension is regarded as a very important phenomenon in future's tourism and the future of tourism. Concordantly, travel safety and feeling safe rank normally in the first place. Safety is not a reason to travel but a fair expectation from traveling. Tourism Expert Doug Lansky

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and futuristic management expert Solis considered safety and terrorism as the biggest concern for today and tomorrow in their speeches made in the opening of London WTM 2016. Especially researches and professionals express that terrorist activity in the Middle East, Parsi, Nice, London and other European countries will adversely echo in travel market and influence tourism sector seriously and deeply (Taylor and Toohey, 2007). Terrorist attacks in common areas and especially airports changed the plans of tourists all around the world. In other words, terror is the worldwide threat. That is why, terrorist attacks, political conflicts, and geo-political discrepancies have an essential place in future's tourism scenario. Moreover, US effect, widening Europe, Japan people's aging, China, and India as new global actors, safety problems and terrorist attacks, cyber terrorism, regional conflicts, Islamic intellectual opposition, Middle-Eastern issues and infectious diseases will be key questions to influence future's tourism.

Regional Changes/Heading for Alternative Tourism Methods

A wave of global transformations in tourism industry began in the 1990s and attracted attention to a new millennium. New markets including Russia, China and India emerged (Buhalis and Costa, 2006). Today, world tourism focuses on Europe as the continent and Mediterranean's sun-sea-sand as region and product. However, in the following period, Asian will be focused on as a continent, countries like Thailand, Cambodia, Vietnam, and Malaysia will be focused on as regions and cultural travels will be products, whose main reason is the rise of Asia. Asia is rising rapidly in tourism just like the economy, technology etc. Centre of world tourism in Europe, for today but the Asian population is not getting old and growing bigger than Europe economically. When we take the size of the Asian population into consideration, we can see that the population of China and India, as continental leaders, approximates to 5 billion. Asia is the continent to rise and grow better in future's tourism. Vocational desires and expectations of Asian people must be detected and meet (UWTO). And their need for guide must be already met. Increase in travel spendings will occur due to Asia. The share of Europe in travel spendings will recede to 41% from 51%, while Asian share will rise to 32% from 21%. Another rising continent will be Africa. Even though its population is not as large as Asia, Africa must also be taken into consideration thanks to its potential. Researches indicate that rapid-rising tendency will shift to alternative tourism models.

Tourism sector will focus on cultural programs. As to another common view, the sector has achieved satisfaction with a vacation type of sun-sea-sand and culture-bound trips will become prominent from now on. Especially movie tourism(Privitira,2015; Hudson and Ritchie, 2006; Vagionis and Loumioti, 2011), sports tourism (Shonhkand Chelladurai, 2008; Unbehaun et al., 2008; O' Brien and Ponting, 2013), congress tourism (Pechlaner et al., 2007), healthcare tourism (Pourkhaghan et al., 2013; Costa et al., 2015), gastronomical tourism (Scarpa 2002, Brotherton and Wood 2000, Santich 2004; Wolf 2006; Hashemi et al., 2015) are prominent ones. Healthcare tourism will particularly gain importance due to the aging population. Improvement of healthcare tourism throughout the world goes parallel to the increase in gross national product, aging of the population, increase in population and governmental expenditures. In2012, a significant quantitative increase in the healthcare sector has been achieved (1.9%). This increase was estimated to reach an average of 5.3% in 2013-2017 annually. In 2017, the world's population over 65 was estimated to be 10.3% and healthcare spending per person was estimated to be $1.620, while it was $1.154 in 2008. As the world's population grows, healthcare services and spendings per person will also increase (Deloitte, 2014). As an extension of healthcare tourism, thermal tourism will gain more importance.

We can especially state that regions with geothermal fields will develop better and gastronomy promises hope for future's tourism. In recent years, one of the reasons for many tourists to travel is to discover cuisines of other cultures. Gastronomy has become a touristic product on its own instead of its complementary feature in touristic regions and will play a very important role in creating a destination image. 70% of tourists traveling for the purpose of gastronomy bring regional food, recipes, wine etc. to their own city and share them with their friends and thus make a good advertisement of the country/region they have been to (Gökdeniz et al., 2015). So many destinations employ their cuisines as the tourist attraction and operate as the niche market (Horng et al., 2012). Recent usage of gastronomy as attraction centre has set the ground for it to be traveling motive and create an important potential in this field (Hjalager and Richards, 2003).

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FUTURE'S TOURISM: A CASE ANALYSIS WITH QUALITATIVE RESEARCH

Method

Research Model

The research is planned with a phenomenological design, one of the qualitative research methods, to collect data for determining basic dimensions of future's tourism. Phenomenological research is a descriptive and inductive method that focuses on the human phenomenon and aims to define the meanings of experience expression (Saban and Ersoy, 2016). Individual experiences underlie the phenomenological approach. The researcher handles the subjective experiences of the participant and examines the perceptions and attributions of an individual using this approach (Baş and Akturan, 2008). In phenomenological research that tries to put forth the experiences and views of opinion leaders working in the tourism field, experiences, perceptions, orientation and other cases can be examined in detail. Experiences related to the phenomenon have been questioned with an effort to get to the bottom since a study on "Future's Tourism" requires a wide variety of data to reveal accounts about all dynamics of professional guides' business life. We cannot have this data abundance with quantitative methods easily. And since the topic "Future's Tourism" requires a broad understanding, we have decided to use phenomenological analysis, a qualitative method for aiming at results.

Interwoven single case design has been preferred because of multi-analytic units used for research, the necessity for the in-depth examination of the future phenomenon, opportunities for subsequent researches through examining cases that have not been examined before and work over extreme, contrarian and specific cases (Yıldırım and Şimşek, 2013). Additionally, we aim to compare and contrast different opinion leaders who speak of "Future's Tourism".

Study Group

10 prominent opinion leaders of the tourism sector in Antalya region were chosen for the study group. What made them get included in the research was their activities in the sector. A sample of the research was detected with the method of "maximum diversity", one of the purposeful sampling methods, to make an in-depth examination on the events or individuals as the subject of this research. Besides, we choose our sample shareholders (business owners and/or managers) considering their power in Antalya and Turkey's tourism, knowledge about the future of tourism and infrastructure of the sector, ability to answer our questions about the future of tourism. In accordance with these measures, 10 tourism shareholders (opinion leaders) took role voluntarily within the study group to express their views in detail, help to discover and explaining "future's tourism" phenomenon. Since we realized that data from opinion leaders satisfied us and quotes began to repeated, the number of participants was limited to 10.

We paid special attention to include various employees from different tourism establishments with various titles and genders. Thus, we were able to multiplex participants (Table 1).

Table 1. ***Information About Tourism Shareholders***

Establishments	*E1	*E2	*E3	E4	E5	E6	*E7	*E8	*E9	*E10
Participant Codes	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
Title/Shareholder type	*BO	*B.G.M	B.O	*E.B.M	*H.F	B.O	B.O.	B.G.M.	İ.G.M.	İ.G.M.
Gender	*M	M	M	M	M	M	M	M	M	*F

*E1, *E2, *E3, *E7, *E8, *E9, *E10; Five-star tourism establishment
*BO., Business Owner; *B.G.M Business General Manager; *E.B.M., Executive Board Member, *H.F., Head of Foundation
*M, Male; *F, Female

Data Collection and Analysis

Research data were collected with a semi-structured interview form prepared by researchers to make individual interviews be conducted in a coherent style and handle all main topics about the research. Data were resolved with individual interview method. Questions in the semi-structured form were prepared by reviewing the literature and benefitting from relevant researches. Questionnaire draft was offered to academic members experienced in the field of tourism. The draft was edited in accordance with their suggestions and finalized with a main framework and content for the interviews with sector representatives. Within this framework, two questions were asked to shareholders to determine basic dimensions of "future's

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tourism" and detect the countries ready for future's tourism: 1) What are the clues for future's tourism according to world's tourism movements and new trends in near and far future? 2) Which country is the most prepared one for Future's Tourism?

In January 2017, individual interviews with 10 shareholders (10 participants working in various establishments) were completed. Each individual interview lasted 60-120 minutes and happened face to face in the offices of participants on the time they desire based on voluntariness. Prior to interviews, participants were informed that their identities would be kept confidential, results of data from the research could be discussed and published in scientific circles, no physical and psychological risk was involved, a record of interviews was subject to their personal permission and they could withdraw from the study whenever they wanted. In accordance with participants' permissions, interviews were recorded with a voice recorder. Instead of using real names of participants, code numbers like "P1", "P2", "P10 standing for participants were used.

Analysis and evaluation process of data was planned within the systematic proposed by Creswell (2013). And raw texts comprising of 33 pages were obtained, voice records of data were made written in an electronic environment and then voice records were listened to again, compared to written texts and texts were verified. NVivo 11.00 package program was used for data analyzed via content analysis method. Each interview text was chosen as an analysis unit and the inductive approach was also preferred since there was no theoretical background about the examined phenomenon. Within this context, during the content analysis, we followed the model proposed by Creswell and made encoding, determined categories, gave names and defined the features related to categories. Texts were read previously by researchers in accordance with this process and code schemes were obtained. Interview texts were examined by researchers considering these schemes and codes were created. Then, these codes were compared by researchers contributing to research, similar and similar points were detected and the common structure of interviews was tried to be revealed. Afterward, common themes were determined with categorical consolidation gathering sub-categories similar to each other together. The high similarity between main themes found by researchers who read all data files one by one was encountered and a consensus for determining dimensions was reached. The similarity between dimension-forming and naming as a result of this process operated by researchers contributed a lot to the reliability of research. Then, tables were created to ease data offering and perception, which led to the determination of dimensions and quotes.

Structural validity, internal validity, external validity and reliability as criteria were used for meeting conformity criteria of research (Yin, 1994). For structural validity, semi-structured interviews were conducted in accordance with methodologic necessities and data coherence was obtained. To have internal validity, a research must reveal the path leading it to available consequences clearly and present relevant proofs in a way that other people can access (Yıldırım and Şimşek, 2013). And in this research, common themes and sub-dimensions were determined, the pattern was found and internal validity was thus achieved. External validity is about generalizing research results. A statistical generalization is out of the question in case analyses but an analytical generalization can be made. Theoretical evaluations were offered in sections Conclusion and Discussion. And also, the process of research and data herefrom was offered clearly and comprehensively.

Findings

Main themes, findings of research, are categorized into two groups as 1) basic dimensions that decide future's tourism and 2) shareholders' opinions on the most prepared countries for future's tourism.

(1) Basic Dimensions Determining Future's Tourism

According to shareholders; basic dimensions that determine future's tourism are transformation of travel preferences and growth of direct buying channels *(f = 8),* technology *(f= 7),* accessibility *(f = 4),* increase in alternative tourism options *(f = 3),* safety *(f = 2),* environment *(f = 2),* gastronomic tourism *(f = 1)* customer satisfaction and human resources management *(f = 1)* (Table 2).

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Table 2: ***Basic Dimensions That Determine Future's Tourism***

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	f
Transformation of travel preferences and growth of direct buying channels	√	√			√	√	√	√	√	√	8
Technology	√		√	√	√		√		√	√	7
Accesibility		√		√			√	√			4
Increase in alternative tourism options		√			√			√			3
Safety			√			√					2
Environment						√			√		2
Gastronomic tourism								√			1
Customer satisfaction and human resources management				√							1

Opinions on "transformation of travel preferences and growth of direct buying channels" (f=89that have the highest frequency are as follows:

"Planning vacations will be easy in the future. When you want to make a holiday, you will be able to do this easily. Travelers will increase and if holiday-makers are now 10 billion people, then they will 20 billion." (P1, B.O, M)

"Sales and marketing strategies will change a lot. I think the biggest change will take place between consumer and supplier and distances and mediators will be removed. Travel agencies and tour operators can also be removed. Agencies will alter their identities in the 2050s and maybe disappear mostly." (P2, B.G.M, M)

"European population is getting old and I believe that they won't fly long distances in the following years. I think near countries will invest in each other in terms of tourism. I think people will head towards more economic and comfortable destinations and desire to stay in more desolate and quiet places."(P5, H.F, M)

"Direct sales channels grow bigger in percent. Marketing strategies will access guests easily in a globalizing world and we need to make direct sales channels more accessible. Our products must be renewed and this 'what is gonna happen'cries to emerge at the beginning of the 2030s will make tourism agencies really busy." (P6, B.O, M)

"People will be able to prepare their own packages rather than one offered to them. Technology will make this faster and easier. As it seems, we are being bombarded by communication technologies. Social media keeps people so busy that people feel comfortable while in it. Those channels giving freedom and space for expressing themselves will be connected to each other in the near future." (P7, B.O, F)

"We see that individual trends will increase due to cheap flight opportunities, active and dynamic participation of charter companies in the markets, which have led an increase in individual travels. Thus, a structure begins emerging and a dynamic package process began. Each and every kind of opportunity has begun increasing for individual travels and everything will change accordingly, distances will be shortened, travel times will be reduced. And so the mobility of people will generally increase. With this increase in mobility, development in transportation opportunities and infrastructure, people will be able to reach everything very easily and travel anywhere they want since flight tickets etc. are offered in the digital environment now."(P8, B.G.M., M)

"Basically, the chain between service supplier and consumer will be shortened and package tours will be restructured." (P9, B.G.M., M)

"To me, future's tourism will head completely for digitalization. I want to state that future's tourism will certainly be digital. I suppose information technologies and tourism intertwined since everything like hotel check-ins and outs and any other benefits will be dealt with digitally.

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Individual service wills the future's trend."(P10, B.G.M., F).

Views upon technology code (f=7) are as follows:

"*We need to concentrate on online channels and spend a great amount of money. We need to pay special attention to photos and their resolution on electronic environment. We need to create an interface in online base, either. We need to approach in a professional manner and not avoid social media. To follow social media is easier and we must adapt to it and take action accordingly. Otherwise, we cannot be successful and competitive."* (P1, B.O, M)

"I'm the man of an era when pages of reports were written with typewriters. Now, I do not need to stay in the hotel to access information. Thanks to technology, we can immediately intervene in reports, which is very adequate both for correspondences and communication. Technological ways of check-in, check-out and booking will be prominent in holidays but the attraction of all-inclusive menus in food and drinking sector will contuniue. The time will gain much more importance... As booking system survives, guest will make their choices over a screen without needing a bellboy or receptionist. I think, F&B will also disappear and everything will go much more practical. City hotel management is prominent now. Yet, everything included will be pacified like check-ins and outs, credit card usages or transportation, which have already been troublesome issues. You may encounter a mirror in your room or a digital environment where you can do everything from watching TVs to tapping on keyboard. Everything will be at your service" (P3, B.O, M)

"Technology, absolutely. There was no internet 20 years ago. At first, this technology has increased the capacity of accessing information, easy transformation, moving more freely and less costly. Moreover, increasing consumer demands have also led to new products. And I think current infrastructure must be adapted to this just to meet current and future demands due to the developmen of technology. At this point, to me, technological developments are the first component in both product development and consumer preferences. We also need to talk about transparency created by technology. Previously, the guest used to go to a destination and learn what it was like there. But now, he can have any kind of information about the country, region, city and the hotel. We also should remember the importance of social media…" (P4, E.B.M., M)

"*If our guest is able to check in and out before coming, nobody will need more workers than the past. A change will occur in the field of employment but personnel to sustain digital activities will be needed, which will lead a transformation of occupations."* (P5, H.F., M)

"*Technology will be on the upper level and people will create their own package quickly. And even before that, technology will advance more and get quicker."* (P7, B.O., M)

"*Digital environment informs us that the line between service supplier and consumer will shorten." (*P9, B.G.M., M)

"The importance of social media is great for future's tourism. Social media is a sine qua non, now. We talk about a wide range of areas where INFOTVs will survive, kids will play, women will make shopping. So, I think a well-recepted internet around the hotel will be the most popular thing, since people show their destinations via their telephones and when this person sees any kind of malfunction, he immediately uploads it on Youtube or shows his relatives. We live in such an era." (P10, B.G.M., F)

P2 (P2, B.G.M, F) talked about accessibility code (f=3) and stated the following: "*…Transportation will get cheapier, easier and faster, which will increase the number of travels. Everyone wants to see the world*", while P8 (B.G.M., M) said "*One of the most important things is the increase in flight opportunities… Then, far destinations will have come near."* P4 (E.B.M., M) expressed his views on the subject as follows:

"The most important component to develop tourism is easy transportation. Change in flight times will lead destinations to come

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near. So, people interested in traveling demand more. And I think tourism will be more comfortable, accessible and affordable."

P5 (H.F, M) talked on the increase in alternative tourism options (f=3) code as such: "*...European population is getting old and I do not believe this people will fly far away."* While P8 (B.G.M., E) said: "*Classical holidays like sea-sun-sand will transform into more active and dynamic types."*

P3 (B.O, M) talked about safety (f=2) code and expressed the following: "*The most important thing is trust and peace... If terror awakes, no peace remains"* and P6 (B.O, M) also put his words forth like "*Security.Our another weak point is the actions by various organizations, which trigger the fear of our guests. The safety and security and this environment we live in have become threatening components for us. These are all out of our control*."

The opinions of P6 (B.O, M) about environment (f=2) codes are as follows:

"To me, tourism will gain importance in the regions where natural resources are preserved. I think, we will have a clean and available sea in Mediterranean. I suppose tourism is heading for Black Sea due to climatic and environmental changes. And to me, all these will happen in 2030.

The opinion of P9 (B.G.M., M) is as follows:

"Ecologic issues have not come to our agenda even though it is a very important question for world population. Of course, it is also important for us since it is one of the columns of sustainable tourism. Natural heritance must be preserved and passed to next generations, which will add values to them... Everyone talks about green destinations and aviation. But aviation is considered as one of the most problematic factors for carbon emissions. Tourism is considered together with aviation, which is another problem for it. The world tries to deal with it using two methods: Taxation and incentives. And thus we understand that environmentalism is an important motivator for destination choosing."

P8 (B.G.M., M) expressed his views upon gastronomy tourism code (f=1) as such: "Individuals want to taste and see new things and places while travelling.... I expect refreshment sector to present something really serious. To me, a really serious development must occur in gastronomy sector" while P4 (E.B.M., M) talked about customer satisfaction and human resources management code (f=1) like this:

"I think, customer satisfaction and human resources management play a very important role in the success of business, but guests must leave happily. My main suggestion is that business should have a model at the beginning and base their touristic product on this model. A happy employee and a happy guest should meet since only a happy employee can satisfy the guest. And the happy guest can sustain the commercial success of a business and contribute to it. Touristic products must be produced with this awareness."

(2) The Most Prepared Country for Future's Tourism

According to shareholders; the most prepared countries for future's tourism are USA and South America *(f = 4),*the still countries with a robust and safe infrastructure and democracies are*(f = 4),* European Union countries *(f = 4),* Far East ones *(f = 3)*, Turkey *(f = 2),* Mediterranean countries *(f = 2),*India *(f = 2),* Asian-Pacific countries*(f = 2)* and Middle East *(f = 1)* respectively(Table 3).

Table 3 The Most Prepared Country for Future's Tourism

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	f
USA and South America	√			√		√		√			4
Still countries with a robust and safe infrastructure and democracies	√	√							√	√	4
European Union countries				√	√	√				√	4
Far East						√			√	√	3
Turkey						√				√	2
Mediterranean countries			√	√							2
India		√								√	2
Asian-Pacific countries				√						√	2
Middle East				√							1

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According to shareholders, USA and Latin America (f = 4)and European Union countries (f = 4)and still countries with robust and safe infrastructure and democracy(f = 4) have the highest frequency (f =4) for the theme of most prepared country of future's tourism.P1's opinion (P1, B.O, M) on U.S.A and Latin America (f = 4) is as follows: "It might be the USA. Bombs explode but people still go there. The US believes in human rights and people trust there, which is very appropriate for tourism." And P8 (B.G.M., M) has such ideas as "If you ask me, the most prepared country for future's tourism is the USA, they have an amazing flow. They send so few people abroad but have a very dynamic structure inside and no tour operating system as we know. They had destroyed the current system long ago and they are preparing for the future."

Following opinions are for safe and sound countries with robust infrastructure and democracy code (f=4):

"It might be the USA. Bombs explode but people still go there. The US believes in human rights and people trust there, which is very appropriate for tourism."(P1, B.O, M)

"You hail a cab in New York but nobody stops. There are so many people that want to stay away from all these and go up to the mountains. A remarkable amount of people." (P10, B.G.M., F)

"The most prepared ones are those with the strong infrastructure. We are among the top 10 countries, now and I don't know which of these countries will survive for 35 years. I hope we can. To me, countries with strong democracies and legal systems get it more. These countries are also the richest. If there is no change in positions, these countries will keep their places among the first. Apart from these, if we can develop our democracy, legal system, human rights, we can also survive among the first 10 countries." (P2, B.G.M, M)

"People care for more human rights and freedoms. They focus on new things and that's why the Far East will be the preferred destination." (P9, B.G.M., E)

P10's (B.G.M., F) opinions on European Union countries code (f=4) are as follows: "If you are asking for Europe destinations, to me, even if tourism ends in the future in Europe, Spain goes on. Spain has both history and gastronomy and has also a very good transportation system. I think Spain is really powerful in this."P5 (HF., M) also stressed that "I think countries following technological developments closely will be prominent. And to me, Europe is following and we can say it is ready for future's tourism."

P9 (B.G.M., M) talked on Far East code (f=3) as such: "People care for more human rights and freedoms. They focus on new things and that's why the Far East will be the preferred destination" while P10 (B.G.M., F) uttered the following:

"I think future's tourism has its best in Hong-Kong, now. When you look closely, you can see Hong-Kong as the best of Asia-Pacific. It has both natural beauties and integrates them with technology and is doing well as one of the world capitals. It seems to me that Hong-Kong will continue its leadership in the Asia Pacific, the USA won't matter that much. Because natural things and spiritual travels have increased, which we must not skip while talking about future's tourism. People have raised awareness."

P10 (B.G.M., F) opined on Turkey (f=2) code and said "*A presentation about Antalya and outdoor sports recently. Someone has photographed Olympos and ministry wants to work with him, now. We are the fifth country in the world and third in Europe for trekking and climbing in wild nature. We have so many natural resources in this term." P6 (B.O., M) expressed his views and said "Europe has certain capitals like Berlin, Paris, London, Amsterdam, Barcelona, and İstanbul is one of them. Increase in transportation will make people come here more easily."*

While P3 (B.O., M) talked about Mediterranean countries code (f=2) like this Tourism movements throughout the world in near and medium future will make Greece, Spain, Portugal and Adriatic coasts", P10 (B.G.M., F) uttered her opinions on India (f=2) code and Asia-Pacific countries (f=2) code and said "I observe that touristic attractions beginning with message and leading to yoga and purification in India have developed more than ever since people want to go back to nature, stillness, simplicity, and peace. Asia Pacific countries are ready for future's tourism since they have all of it. Transportation opportunities are also great. You must be ready for transportation to get ready for future's tourism."

Some shareholders argue that there is more than one country ready for future's tourism. P6's views (B.O, M) on USA and South America, European Union countries, the Far East and Turkey are as follows:

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"USA. It is the best for marketing. Europe has certain capitals like Berlin, Paris, London, Amsterdam, Barcelona, and İstanbul is one of them. Increase in transportation will make people come here more easily. Transportation can also accelerate in new destinations. Faster planes will shorten distances. For example; Far East. When transportation opportunities from Europe to Far East increase, Far Eastern countries will have more guests in a short time."

P4 (E.B.M., M) passed his opinions on Asian Pacific countries, USA and South America, Mediterranean countries and Middle East countries:

"When you mention the most prepared country for future's tourism, USA comes to my mind. I think the USA has a robust tourism infrastructure since it can develop and manage more technological tools, its infrastructure investments are systematic structure, its geopolitical positions is safe and sound and poses no question for tourists, accessing the USA is easy and its transportation is systemic, it can meet all needs for entertainment, education, and healthcare, balance between countries keep the interest in the region alive, it can constantly produce new products and export these products to other regions. Merging of Starwood and Marriott hotels formed the biggest hotel group in the world. So, this country has its power because it exports products and carries its own economy to a strong position. It does not rank first among the countries hosting tourists but one of the countries having most tourism revenues and benefitting most from touristic activities. The most fundamental things are technological infrastructure and product development...

Two regions growing fast in recent years have been South America and the Asia Pacific. Increasing touristic movements will accelerate here and these regions will become prominent as the future's countries…

For example, Spain, Italy, and America have well-matured markets.

And we have also Africa and the Middle East, underdeveloped due to political problems, but I think their tourism potential will be revealed until 2050. Political problems will be resolved all over the world, peace will come and human rights will be deepened, all of which will improve the Middle East, Asia Pacific and Caribbean Islands.

CONCLUSION

The collected data revealed that main themes determining future's tourism are the transformation of travel preferences and growth in direct sales channels, technology, and accessibility, alternative options in tourism, environment and gastronomy tourism. These main themes show the similarity between the themes indicated by Dwyer et al. (2009). These themes are topics and dimensions discussed by tourism sector and especially development pace and content, safety and environmentalism and gastronomical tourism are newer themes and seem like more attractive in the 22nd century.

Today, we live in a world where everyone knows the only thing that does not change is the change itself. Both countries and tourism sectors have to make the macro, meso and micro plans for their destinations to outcompete considering not only the present day but also tomorrow. While considering today and tomorrow of the tourism sector, all shareholders must use both qualitative and quantitative methods, which will cause a healthy growth and gain competitive advantage. During this research, conducted with qualitative methods, very important messages for both Turkey, a possible actor to have a voice in world's tourism in present day and tomorrow, and Antalya region were obtained via interviews with opinion leaders.

Sample opinion leaders listed already popular countries prepared for future's tourism (USA, Latin America, EU countries, Far East, Asian Pacific ones and Mediterranean countries) and also countries to become increasingly popular like Turkey, India and Middle Eastern countries. When global tourists, tourism spendings, and travel preferences are considered, a statistically similar case can be seen.

We can also argue that this research has both conceptual and methodological contributions to relevant literature. Conceptually, this study ranks among the limited studies dealing with future's tourism in Turkey. This study has contributed to the literature in that it revealed similar and different traits of opinion leaders expressing their predictions about the future's tourism. The methodological contribution of this study is that it has brought a novel method for future's tourism researches in Turkey. Relevant studies have generally been conducted with the quantitative method and based on statistical data,

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but throughout this study, we analyzed the opinions of leaders with a descriptive approach and used the qualitative method and interpreted the data grounding on their views on future's tourism. Within this framework, we have proved that a qualitative method can be used to understand the future's tourism.

This research, expected to contribute to the literature on tourism, have also some restrictions just like other researches. First one is about the sample. Even though we worked with an adequate sample for this research, it is generally suggested to work with more people. The aim of this kind of studies is not the generalization, but takes a portion of the current situation and reveals the necessary opinions. However, different people at different positions in the sector can also be included in the sample and results may be widened, all of which will contribute to the literature. Another restriction is about timing. This research took place in Turkey and Antalya at a time when the tourism sector went through a crisis. Thus, this kind of researches must be repeated in the productive and high-demanding periods.

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