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Golf Tourism: A Research Profile and Security Perceptions in Belek, Antalya, Turkey

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ABSTRACT

Our study aim to determine the current profile of sampled golf tourists visiting Belek, Antalya in high season and their perceptions of security using questionnaires to survey golf tourists in the sample were evaluated separately. The sample consisted of a survey profile of 280 golf tourists and their responses regarding security perceptions for Belek, Antalya. Chi-square testing and descriptive statistics were used to analyze the data. Despite some negative developments in Turkey (such as terrorist attacks), the majority of golf tourists still remain satisfied and motivated to recommend the destination to others. The results of the study would be of help for tourism professionals, academicians and decision makers especially in developing future marketing strategies for Belek.

Keywords: Golf tourism, golf tourists, security perceptions, Turkey.
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1.0 DEVELOPMENT OF GOLF TOURISM

According to WTTC (The World Travel & Tourism Council) there has been an ever increasing growth in the tourism industry that in 2015 was (2.8 %) better than the global economy as a whole and greater than both the manufacturing and retail industries. In 2015, the tourism industry reached to US$ 7.2 trillion and was responsible for 284 million jobs. A continuing increase is expected for 2016 (WTTC, 2016:1).

Golf tourism, as one of the components of sport tourism has also received high attention parallel to the development of general tourism movements in the world. In *Golf Tourism*, the main motivation is to play golf while on holiday. According to IAGTO (International Association of Golfing Tour Operators http://www.iagto.com/) the golf market already exceeds $ 17 billion in size. Total number of golf players is 56 million people and geographically distributed as; 26.7 million in USA, 5 million in Canada, 5.5 million in continental Europe, 14 million in Japan and 3.8 million in the United Kingdom (www.onecaribbean.org/content/files/Golf.pdf, accessdate:12.08.2016). IAGTO has currently 2450

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members (accredited golf tour operators, golf resorts, hotels etc.) and controls approximately 87 per cent of golf holiday packages sold in the world. IAGTO announced a 10.7 per cent increase in golf package sales in 2015 and expects a continuous increase in 2016 (www.iagto.com/accessdate:12.08.2016).

Golf Tourism, as one of the value-added markets, is favoured by many destinations because of the golf tourists' high level of expenditures (Moital *et al*., 2013:40). It has a 6-7 per cent annual increase in the world, in other words this type of tourism has nearly doubled overall movements in world tourism (www.turizmyatirimdergisi.com.tr/haber-detay-10-golf-turizminde-arz-talepten-az.html, access date: 12.08.2016). According to IAGTO, the top three countries in *Golf Tourism* are; Spain, Portugal and Ireland respectively. The top 10 most popular countries are given in Table 1 (www.iagto.com/pressrelease /details/95233643-e1d3-4214-b0d6-18118252Ofaa, access date: 12.08.2016).

Table 1: Top 10 most popular countries for golf tourism

Rank	Country
1	Spain
2	Portugal
3	Ireland
4	Scotland
5	Turkey
6	USA
7	Thailand
8	France
9	Morocco
10	Italy

Source: www.iagto.com/pressrelease/details/95233643-e1d3-4214-b0d6-18118252Ofaa, access date:12.08.2016

Beside Europe, growing golf markets such as Asia, the Middle East and Mexico will naturally support the growth of *Golf Tourism* in the world. Taiwan, Malaysia, China and Thailand can be considered as emerging markets and USA, Ireland, United Kingdom, Japan, Australia and Scandinavia can be evaluated as the main competing destinations in *Golf Tourism*. The typical aspects of *Golf Tourism* according to different countries are (www.onecaribbean.org/content/files/Golf.pdf:accessdate:12.08.2016):

a. USA: 65 per cent are over 40 years old and 80 per cent male, earn over $ 50.000 annually.
b. UK: 78 per cent male and 62 per cent aged between 35-60.
c. Canada: Average age 48 years and well educated.
d. France: 65 per cent male and 70 per cent of their travel is accompanied.

Turkey located in Europe, is the 6th most popular tourist destination in the world, attracting over 30 million tourists annually (except crises) and set annual targets of 50 million tourist arrivals and US$ 50 billion tourism revenues by 2023 (www.invest.gov.tr/en-US/sectors/Pages/WellnessAndTourism.aspx, accessdate:12.08.2016). The direct contribution of the tourism industry to GDP was TRY 98.5 bn (5 per cent of total GDP) in 2015 and is forecast to rise by 0.2 per cent in 2016. In the 2015 figures, the tourism industry directly supported 600.000 jobs (2.3 per cent of total employment) and is expected to fall by 0.2 per cent in 2016 (WTTC, 2016: 1). According to the last 10 years of tourism development, Turkey, except for crises, has always experienced continuous growth. As a tourist receiving country, Turkey is benefiting from the tourism industry at a high level. In terms of economic contribution, Turkey's tourism industry provides important input to nearly 54 subsectors of the nation.

The total share of sport tourism in Turkey is around 1.5 per cent. The two main components of sport tourism are golf and soccer (www.milliyet.com.tr/550-binin-uzerinde-turist-1-milyar/ekonomi/detay-/2006675/default.htm, accessdate:12.08.2016). In terms of tourism movements, Antalya can be evaluated as the tourist capital of Turkey. In other words, Antalya is the most preferred tourist city in Turkey and according to 2014 figures, 34 per cent of foreign tourists have visited Antalya including the surrounding

towns of Belek, Kemer and Kaş (www.invest.gov.tr/en-US/sectors/Pages/WellnessAndTourism.aspx, accessdate:12.08.2016). With a 640 km seacoast from Kalkan to Gazipaşa and 300 sunny days a year, naturally there is a huge tourist demand directed to Antalya. Top three attractions of Antalya are; natural beauty, historical and cultural enrichments and specially created attractions. Currently, *Golf Tourism* is a developing market for the Turkish tourism industry. Most golf courses use Bermuda grass in order to attract more golfers seeking to play in a Mediterranean climate (www.invest.gov.tr/en-US/sectors/Pages-/WellnessAndTourism.aspx, access date: 12.08.2016).

Most of the existing golf courses in Turkey are in Antalya, Muğla and İstanbul. Only in the town of Belek, Antalya there are currently 15 golf courses. Belek with a 50.000 bed capacity and 2 million visitors annually was awarded "The Best Golf Destination in Europe" in 2008 by IAGTO (www.ktbyatirimisletmeler.gov.tr-/TR,10161/golf-turizmi.html, accessdate:12.08.2016). In addition to this, Belek also hosted the "International Golf Travel Market" in 2011, the "World Amateur Golf Tournament" in 2012 and "Turkish Airlines Ladies Open" in 2013 (www.betuyab.com.tr/tr/hotels/golf, accessdate:12.08.2016). The 2015 G20 Summit held in Antalya, focused international attention on Belek's Kaya Palazzo Hotel guest golf tourist Barrack Obama.

2.0 LITERATURE REVIEW

According to written literature as Barros *et al*., (2010) mentioned lots of research on golf players focusing on different components such as; marketing, competition among destinations, satisfaction, length of stay, profile and segmentation (Barros *et al*., 2010: 15). Even the threat of terrorism can be added to the research. As O' Connor *et al*. (2008) mentioned; Enders and Sandler (1991) carried out a research of Spain regarding the effects of terrorism. The study of Enders *et al*., (1992) showing the adverse effect of terrorist incidents on tourism revenues in Europe can also be added to this category (O'Connor *et al*., 2008: 353). Barros *et al*., (2010) analysed different studies such as (Barros *et al*., 2008; Gokovali *et al*.,2007; Hong and Jang, 2005; Kaniovski, Penedor and Smeral, 2008; Martinez-Garcia and Raya, 2008; Menezes *et al*., 2008 mentioned length of stay of golf players within survival models.

Regarding satisfaction of golf players Moital *et a*l., (2013) underlined the studies of Petrick *et al*., (1999) (On determinants of golf course satisfaction), Krohn (2008); Hutchinson *et al*., (2010) (On golf attributes), Hutchinson *et al*., (2010) (On feelings), Hennessay *et al*., (2008); Hutchinson *et al*., (2009); Moital and Dias (2012) (On service quality and value). For the studies focusing on the relationship between destination choice and sociodemographic aspects, Valle *et al*., (2008) summarized certain research such as Um and Crompton (1990) (On how people's image of a destination may be affected by the sociodemographic of visitors); Goodall and Ashworth (1988); Woodside and Lysonski (1989); Weaver *et al*., (1994); Zimmer *et al*., (1995) (How age, occupation and income effects the golf tourists' image and perceptions of their holiday experience).

As Batra (2008) mentioned, safety and security topics in the tourism industry play a vital role in the success or failure of tourist destinations (Batra, 2008: 90). Tourists choose tourist destinations according to their needs, expectations and feelings. In this regard, tourist destinations that match these needs and provide the most benefits with minimal risk will suit them best. Seabra, *et a*l., (2013) underlined that unsafe/more risky destinations will have problems in achieving the benefits mentioned in the studies of Beirman, 2003; George, 2003; Prideaux, 1996; Rittichainuwat and Chakraborty, 2009; Sönmez and Graefe, 1998).

Currently all tourist destinations promote themselves as a paradise oasis in the world to attract visitors. If a destination has a negative image, then this situation can cause a decrease in terms of tourist numbers and revenues. For example, Boakye (2012) benefiting from Allen's (1999) study, states that Egypt lost approximately US$ 1 billion in 1999 because of bad publicity after terrorist attacks and additional negative reactions to the Florida and Yugoslavia incidents (Boakye, 2012: 328). The 9/11 World Trade Center attack in New York and the Pentagon in Washington DC are extreme examples of the detrimental effects of terrorism to the tourism industry (Chang, 2010: 20).

Regarding the possible effects of demographic aspects for tourists in their perception of security, Batra (2008) benefited from different studies such as (Batra, 2008: 91); Demos' (1992) study (Previous visits and demographic profile influence perceptions), Pinhey and Iverson's (1994) research (Japanese visitors to Guam concerns about safety, younger and more affluent Japanese tourists felt less safe). Referencing Carr's (2001) study, Chang (2010) underlined the difference in motivations of young people in terms of their perceptions. Carr's study showed that youth visitor's perceptions are influenced both from socio-cultural norms, values and their desired travel experiences (Chang, 2010: 20). Feeling unsafe at a tourist destination will decrease tourism movements and limit behaviours of tourists e.g. potential tourists will choose a safer destination, the current ones in that destination are not willing to take part in any kind of activities, the current visitors will start a negative word of mouth campaign regarding the destination, will not come again and not recommend to others (George, 2003: 577).

This study is focused on profile and security perceptions of golf tourists who visited Belek, Antalya in 2016.

3.0 METHODOLOGY OF THE RESEARCH

Within the scope of this study the data were collected from golf tourists visiting the Antalya Golf Centre in Belek. In order to determine the security perceptions of golf tourists, face to face, questionnaires were distributed during May 2016. Since it was not possible to collect data for all golf tourists at the Antalya Golf Centre, a simple random sampling was used. A total of 280 golf tourists replied to the questionnaires. SPSS 20.0 was used to evaluate the data. Descriptive statistics including frequencies and percentage scores were generated to evaluate the sampled golf tourists' profile. Chi-square tests and graphical statistics were used to analyse the data.

The research model is shown in Figure 1. In this study, the hypotheses, which have significant relationships between demographic parameters, satisfying tourism destination, recommending Antalya to others, security of Antalya Airport and Central Security Control Measures and the feeling of safety in Antalya were tested.

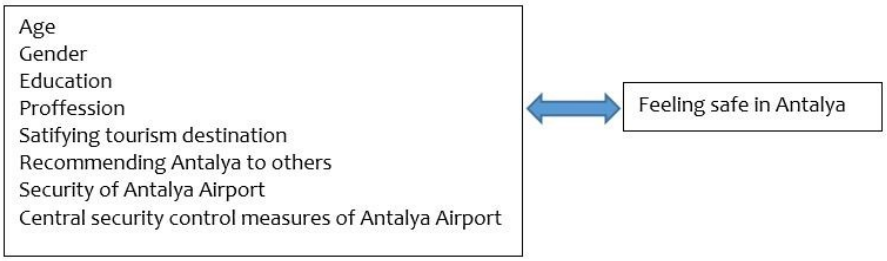

Figure 1: Research model

H_1: There is a significant relationship between considering Antalya to be a satisfying tourism destination and feeling safe in Antalya.
H_2: There is a significant relationship between thinking of recommending Antalya to others and feeling safe in Antalya.
H_3: There is a significant relationship between gender and feeling safe in Antalya
H_4: There is a significant relationship between education level and feeling safe in Antalya
H_5: There is a significant relationship between profession and feeling safe in Antalya
H_6: There is a significant relationship between age and feeling safe in Antalya.
H_7: There is a significant relationship between security and feeling safe in Antalya
H_8: There is a significant relationship between approving of central security control measures and feeling safe in Antalya.

4.0 FINDINGS AND DISCUSSION

Table 2 shows the percentages of different socio-demographic variables of the golf tourists who were taking a rest after their game in Antalya Golf Club's Pub. Regarding golf tourist's distribution by gender, the majority of participants were male (87.5%), while only 12.5% of participants were female. When we look at the distribution of age groups, the majority of participants (83.3%) were 45 years old and older, while only small part of respondents (16.7%) were 44 years old or younger. Most of the respondents (41.8%) had a secondary school diploma, and 31.1% of them had a university degree.

Table 2: Sociodemographic profiles of golf tourists

Variables	Gender	Frequency	Percent
Gender	Female	35	12.5
	Male	245	87.5
	Total	280	100.0
Age	15-24	3	1.1
	25-34	14	5.0
	35-44	24	8.6
	45-54	85	30.4
	55-64	82	29.3
	65+	66	23.6
	Total	274	97.9
	Missing	6	2.1
	Total	280	100.0
Education	Primary School	7	2.5
	Secondary School	117	41.8
	Degree	87	31.1
	Postgraduate	30	10.7
	Other	22	7.9
	Total	263	93.9
	Missing	17	6.1
	Total	280	100.0
Profession	Official	35	12.5
	Employee	99	35.4
	Self-employed	36	12.9
	Student	3	1.1
	Retiree	80	28.6
	Unemployed	4	1.4
	Other	16	5.7
	Total	273	97.5
	Missing	7	2.5
	Total	280	100.0

Looking at the respondents' profession, 35.4% of them were working as an employee, 28.6 of them retired, and 12.9% of them self-employed. These results show us that most of the golfers who came to Antalya were male (87.5%), over 44-year-old (83.3%). We can say that for women or for those under 45-years of age *Golf Tourism* is not a priority tourism attraction. This should be taken into account on future marketing strategies. In other words, this kind of research can be considered as potential data for future decision-making regarding *Golf Tourism* in Belek, Antalya.

We asked our respondents if they considered Antalya to be a satisfying tourism destination, we used a seven point Likert scale to determine to what extent (from very satisfying "7" to not satisfying "1") they saw Antalya as a satisfying tourism destination, the results are shown in table 2. As we can see from Table 3, only 3.6% of participants consider Antalya as average in their 'satisfying tourism destination' response, 3.2% of them consider Antalya not to be a satisfying tourism destination, while 85.4% of them consider Antalya to be a satisfying tourism destination.

We also asked our respondents if they are thinking of recommending Antalya to others, and they answered in three different ways "yes", "not sure", and "no". We used frequency analysis, and the results are shown in table 2. As we can see from table 2, the great majority of respondents (88.2%) are thinking of recommending Antalya to others.

Table 3: Satisfaction and security

		Frequency	Percent
Consider Antalya to be a satisfying tourism destination	1	2	0.7
	2	3	1.1
	3	4	1.4
	4	10	3.6
	5	35	12.5
	6	66	23.6
	7	138	49.3
	Total	258	92.1
Missing	System	22	7.9
Total		280	100.0
Consider Recommending Antalya to others	Yes	247	88.2
	Not Sure	15	5.4
	No	1	0.4
	Total	263	93.9
Missing	System	17	6.1
Total		280	100.0
Feeling safe in Antalya	Yes	201	71.8
	Not Sure	23	8.2
	No	6	2.1
	Total	230	82.1
Missing	System	50	17.9
Total		280	100.0
Security at Antalya Airport	2	2	0.7
	3	3	1.1
	4	17	6.1
	5	42	15.0
	6	120	42.9
	7	60	21.4
	Total	244	87.1
Missing	System	36	12.9
Total		280	100.0
Approval of Central Security Control Measures in Antalya?	2	2	0.7
	3	3	1.1
	4	9	3.2
	5	45	16.1
	6	115	41.1
	7	68	24.3
	Total	242	86.4
Missing	System	38	13.6
Total		280	100.0

Another question we asked our respondents was if they feel safe in Antalya, and there were three types of answer again "yes", "not sure", and "no". We used frequency analysis, and the results are shown in table 2. As we can see from the results, the majority of respondents (71.8%) feel safe in Antalya. These responses are unexpectedly good because when we did this survey, there had been four terrorist attacks in Turkey in last six months (two of them in Ankara, one in Istanbul and one in Diyarbakır).

We wondered that how satisfying Antalya's security system appeared to our participants, and we asked for their satisfaction level with regards to the central security control measures in Antalya. We used a seven point Likert scale to determine to what extent (from very satisfying "7" to not satisfying "1") they approved of the central security control measures in Antalya. Their responses are shown in table 2. As seen in table 2, only 1.8% of the participants rated the central security control measures in Antalya as unsatisfactory, and 3.2% of participants saw those measures as middling satisfactory, while the preponderance of participants, 87.1%, saw the central security control measures in Antalya as satisfactory. Another question about security we asked our participants was how satisfying was their experience with Antalya's airport security. Again, we used a seven point Likert scale to compare the participants' satisfaction levels of Antalya's airport security. We did a frequency analysis as shown in table 2. Table 2 indicates only 1.8% of participants see Antalya's airport security as unsatisfactory, 6.1% of participants saw it as middling satisfactory, while 79,3% were satisfied with Antalya's airport security.

To sum up, as was previously stated most of respondents (85.4%) consider Antalya to be a satisfying tourism destination. This could be a reason why they came to Antalya in spite of all the terrorist attacks. When they came to Antalya they saw all the settings and environment of Antalya, they did not see anything disturbing, and they felt safe (71.8%). Therefore, it can be assumed that the great majority of respondents (88.2%) would consider recommending Antalya to others.

H_1: There is a significant relationship between considering Antalya to be a satisfying tourism destination and feeling safe in Antalya.

It was found that P was smaller than 0.05, therefore H1 was accepted. It can be said that there was a significant relationship between considering Antalya to be a satisfying tourism destination and feeling safe in Antalya. The respondents (91.5%), who entirely agree that Antalya is a satisfying tourism destination, feel safe in Antalya (Table 4).

Table 4: Relationship between feeling safe and satisfaction

Considering Antalya to be a satisfying tourism destination	Feeling safe in Antalya			Total	Pearson Chi-Square	SD	P-value	Accept (ed)
	Yes	I am Not Sure	No					
Strongly disagree	100.0%	0.0%	0.0%	100.0%	21.634[a]	12	0.042	Accepted
Disagree	100.0%	0.0%	0.0%	100.0%				
Somewhat disagree	66.7%	0.0%	33.3%	100.0%				
Neither agree or disagree	75.0%	25.0%	0.0%	100.0%				
Somewhat agree	72.4%	20.7%	6.9%	100.0%				
Agree	90.0%	6.7%	3.3%	100.0%				
Strongly agree	91.5%	7.7%	0.9%	100.0%				
Total	88.0%	9.2%	2.8%	100.0%				

H_2: There is a significant relationship between thinking of recommending Antalya to Others and feeling safe in Antalya.

It was found that P was smaller than 0.05, therefore H2 was accepted. It can be said that there was a significant relationship between thinking of recommending Antalya to Others and feeling safe in Antalya. The respondents (88%), thinking of recommending Antalya to others, feel safe in Antalya (Table 5).

Table 5: Relationship between feeling safe and recommending to others

Recommending Antalya to others	Feeling safe in Antalya			Total	Pearson Chi-Square	SD	P-value	Accept (ed)
	Yes	Not Sure	No					
Yes	88.0%	9.6%	2.4%	100.0%	11.076[a]	4	0.026	Accepted
Not Sure	80.0%	10.0%	10.0%	100.0%				
No	0.0%	100.0%	0.0%	100.0%				

Total	87.2%	10.0%	2.7%	100.0%

H_3: There is a significant relationship between gender and feeling safe in Antalya

It was found that P was greater than 0.05 and therefore, H3 was rejected. According to respondents, 80% of females and 88.5% of males feel safe in Antalya (Table 6).

Table 6: Relationship between gender and feeling safe

Gender	Feeling safe in Antalya			Total	Value	df	Asymp. Sig. (2-sided)	Accept(ed)
	Yes	Not Sure	No					
Female	80.0%	16.7%	3.3%	100.0%				
Male	88.5%	9.0%	2.5%	100.0%	1.818[a]	2	0.403	Rejected
Total	87.4%	10.0%	2.6%	100.0%				

H_4: There is a significant relationship between education level and feeling safe in Antalya

It was found that P was greater than 0.05 and therefore, H4 was rejected. There was not a significant relationship between education level and feeling safe in Antalya. While 91.7% of post graduate respondents felt safe in Antalya, this ratio was a mere 50% for primary school graduate responses (Table 7).

Table 7: Relationship between education level and feeling safe

Education	Feeling safe in Antalya			Total	Value	df	Asymp. Sig. (2-sided)	Accept (ed)
	Yes	Not Sure	No					
Primary School	50.0%	25.0%	25.0%	100.0%				
Secondary School	89.8%	7.1%	3.1%	100.0%				
Degree	85.1%	12.2%	2.7%	100.0%	13.569[a]	8	0.094	Rejected
Postgraduate	91.7%	8.3%	0.0%	100.0%				
Other	78.9%	21.1%	0.0%	100.0%				
Total	86.8%	10.5%	2.7%	100.0%				

H_5: There is a significant relationship between profession and feeling safe in Antalya

It was found that P was greater than 0.05 and therefore, H5 was rejected. There wasn't a significant relationship between profession and feeling safe in Antalya. All students and unemployed people felt safe in Antalya (Table 8).

Table 8: Relationship between profession and feeling safe

Profession	Feeling safe in Antalya			Total	Value	df	Asymp. Sig. (2-sided)	Accept (ed)
	Yes	Not Sure	No					
Official	92.6%	0.0%	7.4%	100.0%				
Employee	90.7%	7.0%	2.3%	100.0%				
Freelance	92.0%	8.0%	0.0%	100.0%				
Student	100.0%	0.0%	0.0%	100.0%				
Retire	81.8%	16.7%	1.5%	100.0%	17.979[a]	12	0.116	Rejected
Unemployed	100.0%	0.0%	0.0%	100.0%				
Other	69.2%	30.8%	0.0%	100.0%				
Total	87.5%	10.3%	2.2%	100.0%				

H_6: There is a significant relationship between approving of Central Security Control measures and feeling safe in Antalya Airport.

It was found out that P was smaller than 0.05, therefore H6 was accepted. It can be said that there was a significant relationship between approving of Central Security Control measures and feeling safe in Antalya. In total, 88% of the respondents felt safe in Antalya (Table 9).

Table 9: Relationship between approving of central security control and feeling safe

Approving of Central Security Control Measures in Antalya Airport?	Feeling safe in Antalya			Total	Pearson Chi-Square	SD	P-value	Accept (ed)
	Yes	Not Sure	No					
2	100.0%	0.0%	0.0%	100.0%				
3	100.0%	0.0%	0.0%	100.0%				
4	100.0%	0.0%	0.0%	100.0%	18.578[a]	10	0.046	Accepted
5	83.8%	5.4%	10.8%	100.0%				
6	91.5%	6.6%	1.9%	100.0%				
7	82.3%	17.7%	0.0%	100.0%				
Total	87.9%	9.3%	2.8%	100.0%				

H_7: There is a significant relationship between security and feeling safe in Antalya

It was found that P was greater than 0.05 and therefore, H7 was rejected. It was concluded that security had no impact on and feeling safe in Antalya. In total, 88% of the respondents felt safe in Antalya (Table 10).

Table 10: Relationship between security and feeling safe

Security of Antalya Airport	Feeling safe in Antalya			Total	Pearson Chi-Square	SD	P-value	Accept (ed)
	Yes	Not Sure	No					
2	100.0%	0.0%	0.0%	100.0%				
3	66.7%	33.3%	0.0%	100.0%				
4	71.4%	14.3%	14.3%	100.0%				
5	82.4%	11.8%	5.9%	100.0%	14.053[a]	10	0.171	Rejected
6	90.8%	7.3%	1.8%	100.0%				
7	87.0%	13.0%	0.0%	100.0%				
Total	87.0%	10.2%	2.8%	100.0%				

H_8: There is a significant relationship between age and feeling safe in Antalya.

It was found out that P was smaller than 0.05, therefore H8 was accepted. It can be said that there was a significant relationship between age and feeling safe in Antalya. While all of the 15-24 age groups felt safe in Antalya, the positive response for those over 65 was 82% (Table 11).

Table 11: Relationship between age and feeling safe

Age	Feeling safe in Antalya			Total	Pearson Chi-Square	SD	P-value	Accept(ed)
	Yes	Not Sure	No					
15-24	100.0%	0.0%	0.0%	100.0%				
25-34	63.6%	18.2%	18.2%	100.0%				
35-44	95.0%	5.0%	0.0%	100.0%				
45-54	90.9%	7.6%	1.5%	100.0%	18.934[a]	10	0.041	Accepted
55-64	90.0%	8.6%	1.4%	100.0%				
65+	81.8%	16.4%	1.8%	100.0%				
Total	87.6%	10.2%	2.2%	100.0%				

5.0 CONCLUSIONS AND SUGGESTIONS

From the results, it should be noted that Belek, Antalya is very attractive destination for male golf tourists who are over 44 years of age. Additionally, security precautions may be important for this age group and according to the results, most of the people (81.5 per cent) considered central security control measures in Antalya as satisfying. Among the 8 hypotheses, half of them were accepted. This study confirmed that when participants feel safe in Antalya, there are significant relationships between considering Antalya to be a) satisfying tourism destination, b) thinking of recommending Antalya to others, c) their age level and d) approval of the central security control measures.

Despite some negative developments in Turkey, e.g. terrorist attacks, the majority of golf tourists remain satisfied and would likely recommend the destination to others. This category of golf tourists can be thought of as potential loyal customers. Their levels of loyalty can be enhanced by providing better quality and personalised golf packages by following their preferences within a CRM (customer relations management) environment.

The findings of the study are important both for theoretical and practical reasons. Regarding the theoretical perspective, the study shows that it is possible to establish relationships between the variables of a tourist's profile and other variables. From a practical perspective, the results of the study would be of help for tourism professionals, academicians and decision makers. The study shows important insights into the role played by a golf tourist's profile in security perceptions of Golf *Tourism* in Antalya.

This study can be evaluated as confirming the findings of previous studies regarding tourist profile research. The results reinforce the image of Belek, Antalya as a market leader in the *Golf Tourism* industry. In order to increase the valuable inputs of the study, periodic assessments of Belek's golf tourist profile should be made by active tourism professionals. Replicating similar studies would also be useful. In particular, the results reaffirmed that the happier golf tourists are with their golfing experience, the more likely they are to recommend the destination to others.

6.0 LIMITATIONS

As in other studies, this study has some limitations. First, all data was obtained from a single golf club. This means the results cannot be generalized (The sample consisted of a total of 280 golf tourists). The second limitation was related to the tourist season. This study was carried out in May of 2016. In other words, the study results reflect the high season of Golf *Tourism* in Belek. In order to make a full comparison, the same study would have to be performed during the low season in Belek as well. The third limitation was the language barrier. All questions were prepared in the English language. Some answers may not entirely correspond to what was asked, depending on the participants' level of their understanding of the questions.

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