TURIZAM
Volume 23, Issue 4
190–203 (2019)
ORIGINAL
SCIENTIFIC PAPER

Attitudes of Local People in terms of Government Trust, Knowledge, Transparency and Corruption in International Festivals: International Antalya Film Festival Example

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Received: November 2019 | Accepted: December 2019
DOI: 10.5937/turizam23-24387

Abstract

The present study aimed to measure the attitudes of local people in Antalya about the International Antalya Film Festival under the components of impact level, trust in the organizing committee, trust in the government, corruption and transparency. The study was conducted in July of 2019 in the districts of Lara, Konyaaltı, Kundu, Serik, Kemer and Kepez in Antalya city of Turkey According to ANOVA and t test results, it was concluded that only education caused a significant difference in the participants' interest in the International Antalya Film Festival. In addition to this, it is concluded that the participants have issues of trust related to the organizing committee and the government and the fairness and transparency of the management processes. Apart from the answers given to the measurement tool, several participants verbally stated that the locals were not adequately informed about the festival and they could not easily participate in the film festival. The results could be valuable for tourism sector professionals and decision-makers.

Key words: *Government Trust, knowledge, transparency, corruption, festivals, Antalya*

Introduction

MICE industry consists of different components like; conventions and meetings, expositions, corporate events,festivals,socialevents,religiousevents,specialevents,mega-events,retail events and sporting events (Fenich, 2015:20,21).

Because of attracting thousands of people and taking the interests of international and national press and sponsors, more and more countries are trying to host different kinds of events by years. Among events, hosting of mega-events, different types of Expos and interna-

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tional festivals are favourite activities nowadays.Another best example can be given for The Tour de France which is one of the largest sporting event a cross the world (Bulland Lovell, 2007:230). Many countries desired to host mega-events. Benefiting from Long and Perdue (1990), Lee et al. (2014:507) have stated the main reasons for hosting mega-events as being to attain domestic pride in culture, increasing awareness in history and customs, and increasing sponsorship opportunities. Among mega-events, Expos can be seen as mechanisms, which enable important economic and social input to the communities.It is a vast exhibition organized in different countries under the control of "Expo Organization"and it provides a placewhereparticipatingcountryrepresentativesandvisitorsareabletomeeteachotherandshareinformation (Heejeong et al., 2016:1328). According to Xue et al. (2012:746) World Expos can be seen as "Economic Olympics" due to visitors being too dependent on their cultural, technological and industrial support.With the help of mega-events,it is possible to pull potential investments in terms of both infra andsuperstructures (Ritchieand et al., 2010:145).

In addition to these,socio-cultural advantages offestivals which were celebrated by communities should be taken into account.In this study,attitudes of local people living in Antalya were measured with the help of different variables.In most of the prior studies, these kinds of measurements were done without receiving feedback from locals.

Literature Review

Government Trust

Trust can be explained as a person's belief that another individual or side will keep their promises and act in a positive way as expected. Trusting is very important starting from a person to governments. Like in most of the studies, trust plays a central role in order to reach to the desired outcomes. In OECD countries only 40 % of citizens trust to their governments (Heald, 2018:318). In fact, trusting to government or locals is vital in order to have successful and effective results (Perego, 2018:12). Facing any failure to sustain trust will have reverse impacts and may cause monetary and non-monetary results. In this context forming and developing trust is always suggested for both sides. In this study trust to government was investigated as one of the components. As governments, building trust will affect both the results of voting in elections and receiving the needed support from locals (Lanin, Hermanto, 2019:380). Especially direct and indirect supports coming from governments in terms of promoting and budgeting of the event may increase or decrease the power of the events. Trust topic has relations with different areas such as; management, philosophy, marketing, economics etc. (Settle et al., 2017:87) and important for growth and development (Gillanders, Neselevska, 2018:1288) targets of communities. Benefiting from Nunkoo and et al (2012) and Nunkoo and Smith study (2013), Gursoy et al. (2017:394) mentioned that trust topic was investigated by some academicians in tourism sector. Regarding trust in private sector, Gillanders and Neselevska (2018:1290) had given Adams and et al. study (2010) showing the results of distrust. According to the trust literature, both trust in governments and trust in organizing committees play important role. Especially trust in government is needed for the sustainability of the current systems and desired governance (Gursoy et al., 2017:396).

Knowledge

In this study the term "knowledge" was used as accessing to the information about details of the international film festival. Generally knowledge or information exist under the controlofpublicauthorities (Internet 1). Knowing something more will make promises more credible (Benson, 2001:12) and easier. In other words the more knowledge turns back as the more trust. Benefiting from Das and Teng, 1998; Hardy et al. (1998) and Poppo and Zenger (2002), Sydow and Windeler (2003:70) stated that relationships between trust, knowledge and even control were investiged by different scholars.

Transparency

Transparency can be evaluated as the availability of information given by officials. In this study this term was used as being visible and had relation with accountability. In most cases details, knowledge (Mabillard, Pasquier, 2016/2017:71) and precautions taken kept as "top secret". In fact being transparent, it is possible to sustain informing people, better understanding, and taking their contribution for the current and future organizations. Interestingly officials have been slow to spread information and rather than using modern communication tools, they prefer traditional ones (Gastil, Meinrath, 2018:31). If the decisions taken by officials will affect locals in terms of their lives (facilities, infra and superstructures), then naturally they want to see transparency (Silvestre, 2008/2009:11). Being transparent can be argued both for the developed and developing countries in the world (Saxena, 2018:163). In reality, all officials should enable transparency in their promises. Citing Meijer (2009), Grimmelikhuijsen et al. (2019:2) underlined that if officials are transparent and give the reasons of their decisions or selections, citizens or locals will have better understandings and even defence these ideas around. Referencing Hood and Heald (2006), Pina and Torres (2019:653) mentioned that the more transparency will lead to audit the works and prevent corruption.

Corruption

Corruption can be defined as using of power for private gain (Zhang et al., 2019: 65). Among corruption types theft, bribery, nepotism (Baldock, 2016:121),wrong practices in sub-contracts, unfair behaviours can be given as different examples. Corruption of course affect trust and transparency perceptions of people. According to Santos et al. (2019:27) despite the fact that corruption have negative impacts in terms of economic development and efficiency, it was not investigated too much by academicians in tourism area.

Methodology

Antalya Metropolitan Municipality has been organizing Antalya Film Festival since 1964 in Antalya city of Turkey both for locals and tourists. Starting from daily operations to the ending of international film festival, Metropolitan Municipality plays very important role in terms of details management. The present study aimed to measure the attitudes of local people in Antalya about the International Antalya Film Festival under the components of impact level, trust in the organizing committee, trust in the government, corruption and transparency. For the research, Nunkoo et al. (2018) study (which investigated the determinants of trust in mega-

event institutions and provided useful policy recommendations to host countries depending on data collected from Brazillians residing in the 12 cities) was used. In order to prevent misunderstanding of locals, totally 40 items from their questionnaire were used for this study. The study was conducted in July of 2019 (some months before opening ceremony of 2019 film festival) in the districts of Lara, Konyaaltı, Kundu, Serik, Kemer and Kepez in Antalya city by using "face to face" method. A variety of analyses were conducted for the statistical analysis of the data collected through surveys including frequency analysis performed to determine the characteristics of the sample and their opinions about the research variables, factor analysis to determine construct validity, t-test and ANOVA analyses to determine whether there was a significant difference between the research variables according to certain demographic characteristics of the participants, correlation analysis to determine the direction and level of the correlation between the research variables and finally regression analysis to figure out the impact of trust in the organizing committee on trust in the government and the impact of transparency on trust in the International Antalya Film Festival.

Findings

Table 1 demonstrates the frequency and percentage distributions related to the socio-demographic characteristics of the 222 people who participated in the study. 50.5% (112 people) of the participants were male and 49.5% (110 people) were female. The majority of the participants, 45.5% (101 people), were between 25 and 34 years old. When the educational background of the participants is examined, it is seen that the majority of the participants were university graduates with 41% (91 people). Considering their marital status, the majority of the participants were married with 56.3% (125 people).When the occupational group is examined, it is seen that 50.9% (113 people) of the participants were private sector employees. Considering their monthly income, the majority of the participants had an income of 2.173-3.620 TL with 54.1% (120 people). Lastly, when the residence period in Antalya is examined, it is concluded that the majority of the participants lived in Antalya for 30 years or more with 17.1% (38 people) and the majority of them lived in Konyaalti district with 25.7% (57 people).

Table 1. *Descriptive Statistics Related to the Demographic Characteristics of the Participants*

Demographic Characteristics	Number of Participants (N)	Percentage (%)	Demographic Characteristics	Number of Participants (N)	Percentage (%)
Gender			Age		
Female	110	49.5	16-24	52	23.4
Male	112	50.5	25-34	101	45.5
			35-44	44	19.8
			45-59	20	9
			60+	5	2.3
Total	222	100	Total	222	100
Educational background	**(N)**	**(%)**	**Marital status**	**(N)**	**(%)**
Primary school	6	2,7	Single	97	43.7
Secondary school	6	2,7	Married	125	56.3

High school	68	30.6			
University(two-year degree)	44	19.8			
University (Bachelor)	91	41			
Postgraduate	7	3.2			
Total	222	100	Total	222	100
Residential district	**(N)**	**(%)**	**Occupation**	**(N)**	**(%)**
Lara	49	22.1	Private Sector	113	50,9
Konyaaltı	57	25.7	Civil servant	18	8.1
Kundu	21	9.5	Running their own business	31	14
Serik	19	8.6	Self-employed	15	6.8
Kemer	23	10.4	Business Person	4	1.8
Kepez	53	23.9	Intern	1	0.5
			Retired	13	5.9
			Student	18	8.1
			Unemployed	9	4.1
Total	222	100	Total	222	100
Monthly Income			**Residence period (Year)**		
0-1.448 TL	18	8.1	1-5	33	14.9
1.449-2.172 TL	31	14	6-10	34	15.3
2.173-3.620 TL	120	54.1	11-15	31	14
3.621-7.240 TL	45	20.3	16-20	33	14.9
7.241 TL +	8	3.6	21-25	26	11.7
			26-30	27	12.2
			30+	38	17.1
Total	222	100	Total	222	100

Descriptive statistics of the variables were included in the study as well. For this purpose, frequency analysis was performed to examine the mean and standard deviation values of each variable in the scale that was developed within the scope of the research. The findings are illustrated in Table 2.

Table 2. *Descriptive statistics of the variables related to the festival*

Variables	Mean	Standard deviation
Impact Level	**3.3933**	**0.43420**
It brings local people living in Antalya closer together.	3.6532	0.97547
It gives local people the opportunity to meet new people.	3.9189	0.80872
It makes local people living in Antalya more proud.	3.9955	0.88475
It deteriorates local people's quality of life.	1.8153	0.99189
It causes local facilities to be overcrowded.	2.4299	1.15763
It increases crime rate.	1.9050	0.97712
It harms the natural environment.	2.0409	1.09427
It improves environmental protection and ownership.	3.4128	1.00866
It improves the provision of public and infrastructure services.	3.6313	1.00790
It increases job opportunities.	3.8063	1,09848
It contributes to renewal and redevelopment of the city.	3.9730	0.92192
It improves the reputation of Antalya with its presence in the international media.	4.3468	0.85165
It improves the image of Antalya around the world.	4.2568	0.93781
It promotes Antalya as a tourism centre.	4.3198	0.91813
Trust in the Organizing Committee	**2.9111**	**0.87397**
The organization committee makes the right decisions in event development.	2.9234	0.95533
The organizing committee does the right thing in event development without the need for constant control.	2.9005	0.88171
The organizing committee looks after the interests of local community in relation to the development of these events.	2.9095	1.05116
Trust in the Government	**2.8045**	**1.04448**
The government does the right thing in event development without the need for constant control.	2.8727	1.10211
The government makes a serious effort to involve local people in the event planning process.	2.7364	1.11491
Corruption	**3.0939**	**0.69348**
There are wrong practices related to sub-contracts placed in managing the International Antalya Golden Orange Film Festival in Turkey.	3.0364	0.76018
The works performed in the International Antalya Film Festival was not fair in some respects.	3.0773	0.77776
Personal relations play a partial role in determining the parties involved in the infrastructure of the International Antalya Film Festival.	3.1682	0.88930
Transparency	**2.5561**	**0.94674**
The whole process of the International Antalya Film Festival was explained in a transparent manner.	2.6136	1.03373
The works of the International Antalya Film Festival were conducted in a transparent manner.	2.6409	1.01712
The government provided sufficient information to the local people during the works of the International Antalya Film Festival.	2.4136	1.06648

Table 2 presents the descriptive statistics (mean and standard deviation) for the research variables. When the participants were asked about the effects of the International Film Festival on local people, they stated that it did not have much positive or negative effect ($\overline{X}$ =3.393, SD=0.434). The participants also stated that they did not have much trust in the organizing committee ($\overline{X}$ =2.911, SD=0.873) and the government ($\overline{X}$ =2.804, SD=1.044) in the International Antalya Film Festival. When the participants were asked whether there were corruptions in the planning and management processes of the International Antalya Film Festival, the majority were undecided ($\overline{X}$ =3.093, SD=0.693). Finally, the participants claimed that the planning and management processes of the festival were not carried out transparently ($\overline{X}$=2.556, SD=0.946).

T-test and ANOVA analysis were performed to figure out whether the participants' level of interest in the International Antalya Film Festival differed bygender,age,maritalstatus,educationalbackground,occupation,monthlyincome,residential district in Antalya and the residence period in the city. As a result of the analysis, several differences were noticed and these differences are explained in detail below.

As a result of the t test and ANOVA analysis, it was concluded that the participants' level of interest in the International Antalya Film Festival did not differ by gender, age, marital status, occupation, monthly income, residential district in Antalya and residential period in the city while a statistically significant difference was observed between the educational background of the participants and their level of interest in the festival. The summary of the analysis is illustrated in detail in Table 5 below.

First of all, the equality of the variances, which is one of the assumptions of the test, was examined. Regarding the homogeneity of variance, significance value was found to be p<0,05=0.922. As the value obtained as a result of the analysis was greater than 0.05,it was concluded that there was no equality between the variances, that is the variances did not show homogeneous distribution. When the ANOVA table was examined, significance value was revealed as$p$<0,05=0.023.

As a result of the ANOVA analysis, a significant difference was revealed between the participants' level of interest in the International Antalya Film Festival and their educational background (F(221)=2.677, p<0.05=0.023). The Post-Hoc test was used to figure out which groups differed. If a difference is observed between the groups as a result of the variance analysis, Post-Hoc test is used to find out which groups cause the difference. Tukey method was employed during the post-hoc test. Tukey method is one of the most widely recommended Post-Hoc test methods in the literature (Field, 2009). The data obtained as a result of the analysis is illustrated in Table 5.

Table 3. *ANOVA table of the variables to the festival*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.110	5	1.622	2.677	0.023
Within Groups	130.850	216	0.606		
Total	138.959	221			

Table 4. *Descriptive statistics of the variables to the festival*

	N	Mean	Standard deviation
Primary school	6	2.3333	1.03280
Secondary school	6	2.0000	1.09545
High school	68	1.7500	0.67746
University(two-year degree)	44	2.0455	0.86144
University(Bachelor)	91	2.1429	0.78275
Postgraduate	7	1.5714	0.53452
Total	222	1.9865	0.79295

Table 5. *Multiple comparisons of the variables to the festival*

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Primary school	Secondary school	0.33333	0.44936	0.976	-.9588	1.6255
	High school	0.58333	0.33147	0.494	-.3698	1.5365
	University(two-year degree)	0.28788	0.33872	0.958	-.6861	1.2619
	University(Bachelor)	0.19048	0.32806	0.992	-.7528	1.1338
	Postgraduate	0.76190	0.43302	0.494	-.4832	2.0070
Secondary school	Primary school	-.33333	0.44936	0.976	-1.6255	0.9588
	High school	0.25000	0.33147	0.975	-.7031	1.2031
	University(two-year degree)	-.04545	0.33872	1.000	-1.0194	0.9285
	University(Bachelor)	-.14286	0.32806	0.998	-1.0862	0.8005
	Postgraduate	0.42857	0.43302	0.921	-.8166	1.6737
High school	Primary school	-.58333	0.33147	0.494	-1.5365	0.3698
	Secondary school	-.25000	0.33147	0.975	-1.2031	0.7031
	University(two-year degree)	-.29545	0.15059	0.368	-.7285	0.1376
	University(Bachelor)	-.39286*	0.12476	0.023	-.7516	-.0341
	Postgraduate	0.17857	0.30895	0.992	-.7098	1.0669
University (two-year degree)	Primary school	-.28788	0.33872	0.958	-1.2619	0.6861
	Secondary school	0.04545	0.33872	1.000	-.9285	1.0194
	High school	0.29545	0.15059	0.368	-.1376	0.7285
	University(Bachelor)	-.09740	0.14292	0.984	-.5084	0.3135
	Postgraduate	0.47403	0.31672	0.667	-.4367	1.3847
University (Bachelor)	Primary school	-.19048	0.32806	0.992	-1.1338	0.7528
	Secondary school	0.14286	0.32806	0.998	-.8005	1.0862
	High school	0.39286*	0.12476	0.023	0.0341	0.7516
	University(two-year degree)	0.09740	0.14292	0.984	-.3135	0.5084
	Postgraduate	0.57143	0.30528	0.422	-.3064	1.4493
Postgraduate	Primary school	-.76190	0.43302	0.494	-2.0070	0.4832
	Secondary school	-.42857	0.43302	0.921	-1.6737	0.8166
	High school	-.17857	0.30895	0.992	-1.0669	0.7098
	University(two-year degree)	-.47403	0.31672	0.667	-1.3847	0.4367
	University(Bachelor)	-.57143	0.30528	0.422	-1.4493	0.3064

According to the results, there is a difference between the interest of university graduates (bachelor) in the International Antalya Film Festival ($\overline{X}$=2.142, SD=0.782) and that of high school graduates ($\overline{X}$=1.750, SD=0.677),and this difference is statistically significant (p =0.023). As a result of the ANOVA analysis, it was observed that the participants with a university degree ($\overline{X}$=2.142, SD=0.782) had higher levels of interest in the festival than those who were high school graduates ($\overline{X}$=1.750, SD=0.677).

Correlation analysis was performed to test the relationships between the variables discussed in the study. In the correlation analysis, the degree of association between the variables indicates the strength of this relationship. The correlation coefficient takes values ranging from -1 to +1.If the coefficient is close to +1, there is a positive relationship between two

variables, and if it is close to -1, there is a negative relationship between two variables. If the correlation coefficient is close to 0, it is not possible to talk about a significant relationship between two variables. For correlation coefficients, values between 0.00 and 0.25 are "very weak" between 0.26 and 0.49 are "weak", between 0.50 and 0.69 are "moderate", between 0.70 and 0.89 are "high", and between 0.90 and 1.00 to are "very high" (Field, 2009).

As a result of the analyses, first of all, a significant relationship was found between the participants' trust in the International Film Festival and the impact of the festival on local people. The results of the correlation analysis are illustrated in Table 7.

Table 6. *Descriptive statistics of the variables to the festival*

	Mean	Std. Deviation	N
Impact level	3.3933	0.43420	222
Trust	2.8578	0.86921	222

Table 7. *Correlation analysis of the variables to the festival*

		Trust
Impact level	Pearson Correlation	0.155*
	Sig. (2-tailed)	0.021
	N	222

The results of the correlation analysis in Table 7 indicate the values as r=0.155,p= 0.021 (p <0.05). According to these results, there is a very weak, positive correlation between the impact levels of the International Antalya Film Festival on local people and their level of trust in this festival (0.00 <r <0.25; p <0.05).

As a result of the correlation analysis, a significant relationship was observed between the participants' trust in the organizing committee of the International Film Festival and their trust in the government. The results of the correlation analysis are demonstrated in Table 9.

Table 8. *Descriptive statistics of the variables to the festival*

	Mean	Std. Deviation	N
Trust in the organizing committee	2.9111	0.87397	222
Trust in the government	2.8045	1.04448	222

Table 9. *Correlation analysis of the variables to the festival*

		Trust in the state
Trust in the organizing committee	Pearson Correlation	0.639*
	Sig. (2-tailed)	0.000
	N	222

The correlation analysis presented in Table 9 reveals the results as r=0.639, p=0.000 (p <0.05). According to these results, it was found that there was a moderate, positive relationship (0.50 <r <0.69; p <0.05) between the trust in the organizing committee and the trust in the government.

After correlation analysis, regression analysis was performed to determine the effect of the participants' trust in the organizing committee on their trust in the government. Regression analysis aims to figure out how a dependent variable is explained by independent variables. As a result of the regression analysis, R^2 (coefficient of determination) is obtained. This value indicates the proportion of the variance in the dependent variable that is explained by the independent variable. As the R^2 value gets closer to 1, the proportion of the variance in the dependent variable explained by the independent variables increases, and it decreases as R^2 gets closer to 0.The obtained F value gives information about how well the observed values fit to the regression model. When F statistics and significance level is considered, if $p < 0.05$, the model is concluded to be statistically significant on the whole (Field,2009).The results of the regression analysis are illustrated in Table 10.

Table 10. *The effect of trust in the organization committee on trust in the state*

	B	t	P	R^2	Adjusted R^2
(Constant)	0.580	3.081	0.002	0.409	0.406
Trust in the Organizing Committee	0.764	12.334	0.000		

According to Table 10, the results of the regression analysis, conducted to investigate the effect of local people's trust in the organizing committee that organized and managed the International Film Festival on their trust in the government, are statistically significant ($F = 152.136$; $p < 0.05 = 0.00$). Local people's trust in the organizing committee for the International Antalya Festival explained 40.6% of their trust in the government (adjusted $R^2 = 0.406$).

Finally, the correlation analysis revealed a significant relationship between the transparency level of the International Film Festival and the level of participants' trust in the festival. The results of the correlation analysis are presented in Table 12.

Table 11. *Descriptive statistics of the variables to the festival*

	Mean	Std. Deviation	N
Transparency	2.5561	0.94674	222
Trust	2.8578	0.86921	222

Table 12. *Correlation analysis of the variables to the festival*

		Trust
Transparency	Pearson Correlation	0.551*
	Sig. (2-tailed)	0.000
	N	222

According to the correlation analysis demonstrated in Table 12, $r=0.551, p=0.000$ ($p < 0.05$). According to these results, there is positive and moderately ($0.50 < r < 0.69; p < 0.05$) significant relationship between the transparency level of the International Film Festival and the participants' trust in the festival.

In accordance with the findings obtained from the correlation analysis, regression analysis was conducted to figure out the impact of the transparency level of the International Film Festival on the participants' trust in the festival. The results of the regression analysis are illustrated in Table 13.

Table 13.The impact of transparency on trust in the international Antalya film festival

	B	t	P	R^2	Adjusted R^2
(Constant)	1.564	11.113	0.000	0.304	0.301
transparency	0.506	9.806	0.000		

According to table 13, the results of the regression analysis conducted to determine the effect of the transparency level of the International Film Festival on the participants' trust in the festival are statistically significant (F=96.151; p<0.05=0.00). The transparency of the International Film Festival explained 30% of the trust in the festival (adjusted R^2=0.301).

Conclusions and Discussions

According to ANOVA and t test results, it was concluded that only education caused a significant difference in the participants' interest in the International Antalya Film Festival. As a result of the ANOVA analysis, it was observed that the participants who were university graduates ($\overline{X}$=2.142, SD=0.782) had higher interest levels than those who were high school graduates ($\overline{X}$=1.750, SD=0.677). Since there is no significant difference between level of interest and other educational background sit is not possible to claim that there is a direct correlation between educational background and level of interest, although there is a difference between the participants who were university (bachelor) and high school graduates.

When the participants were asked about the impact of the International Antalya Film Festival on the local people, they stated that it did not have much positive or negative effect ($\overline{X}$=3.393, SD=0.434). However, when the mean values of the items in the impact scale including "it improves the reputation of Antalya with its presence in the international media" ($\overline{X}$=4.3468), it promotes Antalya as a tourism centre" ($\overline{X}$=4.3198) "it improves the image of Antalya around the world" ($\overline{X}$=4.2568) were examined, it was found that the majority of the participants thought that the International Antalya Film Festival had an impact on the promotion of Antalya as a tourism centre, improvement of its reputation, and improvement of its image in the world by ensuring that it appeared on the international media. It is also concluded that the participants did not have much trust in the organizing committee of the International Antalya Film Festival ($\overline{X}$=2.911, SD=0.873) and in the government ($\overline{X}$=2.804, SD=1.044). When the participants were asked if there were corruptions in the planning and management processes of the International Antalya Film Festival,a large majority were undecided ($\overline{X}$=3.093, SD=0.693). Finally, the participants believed that the planning and management processes of the event were not carried out transparently ($\overline{X}$=2.556, SD=0.946). As a result of these findings, it is concluded that the participants have issues of trust related to the organizing committee and the government and the fairness and transparency of the management processes. Apart from the answers given to the measurement tool, several participants verbally stated that the locals were not adequately informed about the festival and they could not easily participate in the film festival.

In addition, as a result of the analysis, a significant relationship was revealed between the participants' trust in the International Antalya Film Festival and the impact of the festival on the local people. The correlation analysis indicate the values as r=0.155, p=0.021 (p <0.05). According to these results, a very weak, positive correlation was found between the impact levels of the International Antalya Film Festival on local people and their level of trust in this festival (0.00 <r <0.25; p <0.05).As a result of these findings, it is seen that the participants' trust

in the festival affects the opinions of local people about the impact level of the film festival. In addition, a significant relationship was detected between the participants' trust in the organizing committee of the International Antalya Film Festival and their trust in the government. According to these results, a moderate ($0.50 < r < 0.69$; $p<0.05$) and positive relationship was found between the trust in the organizing committee of the International Antalya Film Festival and the trust in the government. After the correlation analysis, regression analysis was conducted to determine the effect of the participants' trust in the organization committee on their trust in the government. The results of the regression analysis conducted to investigate the effect of local people's trust in the organizing committee that organized and managed the International Film Festival on their trust in the government are statistically significant ($F=152.136$; $p<0.05=0.00$). Local people's trust in the organizing committee for the International Antalya Festival explained 40.6% of their trust in the government (adjusted $R^2=0.406$).Based on these data, there is a significant relationship between the trust in the organization committee and the trust in the government and local people's trust in the organization committee affects their trust in the state with 40%.

Finally as a result of the correlation analysis, a significant relationship was revealed between the transparency level of the International Antalya Film Festival and the participants' trust in the festival. In addition, it was found that there was a positive and moderately ($0.50 < r < 0.69$; $p<0.05$) significant relationship between the transparency level of the International Antalya Film Festival and the participants' trust in the festival. In line with the findings obtained from the correlation analysis, a regression analysis was conducted to figure out the impact of the transparency level of the International Film Festival on the participants' trust in the festival. The results of the regression analysis conducted to determine the effect of the transparency level of the International Film Festival on the participants' trust in the festival are statistically significant ($F=96.151$; $p <0.05=0.00$).The transparency of the International Film Festival explained 30% of the trust in the festival (adjusted $R^2=0.301$).In short, the transparency level of the International Antalya Film Festival affects the participants' trust in the festival with 30%.

Based on these results, recommendations have been put forward to increase the interest of local people in the International Antalya Film Festival, to ensure the participation of local people in the festival, and to increase trust in the organization and the government. These recommendations are as follows:

- Local people should be informed about all the processes related to the works of the event. Information about the event processes can be provided on its website and local channels.
- The whole process of the International Antalya Film Festival should be explained transparently.
- Stands can be established in the city so that local people can easily participate in the International Antalya Film Festival or they can be informed about how they can buy tickets by means of social media, local channels and web sites.
- The organizing committee and the government should make efforts to involve local people in the event planning process and to help them make profit from the event process.

The findings of the research are important both from theoretical and practical perspectives. From a theoretical perspective, this research shows the attitudes of Locals living in Antalya In terms of government trust, knowledge, transparency and corruption during International film Festival.From a practical perspective, the results would be of help for tourism sector profes-

sionals, researchers and decision-makers.Giving more information, sustaining transparency and more marketing efforts can be underlined in terms of managerial related works.

Replication of similar research with a larger sample size is suggested in order to increase the importance of the research and to generalize the results. As in other studies, this study has some limitations. First sample size is narrow.In other words,the results can not be generalized (The sample consisted of a totaly of 222 locals).Another limitation can be stated as the time limitation of locals in answering the questions. This may have forced them to rush through the

Questionnaire. However this research is expected to contribute literature due to its methodology and the findings obtained by analysing a subject that has not been studied too much.

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