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FOREWORD

Seventh International Mediterranean Social Sciences Congress (MECAS VII) with the main theme of “Contemporary Issues in Social Sciences” is jointly organized by Bandirma Onyedi Eylul University and Komsija-Association of Balkan Intellectuals and also supported by the following universities: Istanbul Sabahattin Zaim University, International University of Sarajevo, University of Donja Gorica and Sivas Cumhuriyet University. The congress was held in Septmeber 10-12, 2019 in Budapest, Hungary. In the congress, 56 presentations were made by scholars from 40 universities across 10 countries (Bosnia and Herzegovina, Croatia, Hungary, North Macedonia, Northern Cyprus Turkish Republic, North Macedonia, Russia, South Africa, Thailand and Turkey).

The congress aimed to bring together international scholars and researchers in the areas of economics, finance, business studies, international relations, history, law, sociology, psychology, tourism, education, political science and all other areas of social sciences, in order to provide a forum for dialogue and exchange of recent research findings and ideas related to the challenges that Balkan and Mediterranean countries are facing in time of global turmoil. The Scientific and Organizing Committees are selected from academicians in different universities across the region. We received a large number of applications that given us the opportunity to choose the most excellent of them in order to reach higher scientific level.

I would like to thank all the participants for their enthusiasm to contribute to this project and their willingness both to keep to tight deadlines and to accept editorial recommendations; to all the Scientific and Organizing Committee members, for their patience, support and tolerance. Special thanks for the rectors of our partner universities for their valuable support. We hope to see you all in our next congress.

Sincerely Yours,

Prof. Dr. Suleyman Ozdemir, Rector
Bandirma Onyedi Eylul University

Seventh International Mediterranean Social Sciences
Congress

MECAS VII

Contemporary Issues in Social Sciences

Bandirma Onyedi Eylul University & Komsija

Budapest, Hungary

September 10-12, 2019

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Tai I-SAN Authenticity Values on Gastronomy Tourism in Khon Kaen MICE City

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ABSTRACT

This research aims to study and analyze the Gastronomy Tourism in Tai I-SAN Authenticity Values and proposing the Tai I-SAN Authenticity Values on Gastronomy Tourism in Khon Kaen MICE (Meetings, Incentives, Conferences, Exhibitions) City. The Government of Thailand and World Tourism Organization (UNWTO) states Gastronomy Tourism is very interesting type of tourism of Thailand. There are many captivating destinations for organizing business events and each place is unique by providing a different experience. In addition, Thailand also has a large size of convention and exhibition center located in 5 cities, which is called MICE city consisting of; Bangkok, Chiang Mai, Pataya, Phuket and Khon Kaen province. Tai I-San Authenticity identity will represent Authenticity Values on gastronomy Tourism. As a result, the Authenticity Values of Gastronomy Tourism in Khon Kaen consisted of; Historical Food, Authenticity Food, I-SAN Cultural Heritage Food, I-SAN Local Food, and Story of Food. Khon Kaen MICE City is also known as a tourism metropolis with a variety of natural attractions, historical sites, traditions, ways of life, arts and culture also hotels Large conference center, various restaurants and shopping areas to propose the Tai I-SAN Authenticity Values on Gastronomy Tourism in Khon Kaen MICE City.

Keyword: Gastronomy Tourism, Tai I-SAN Authenticity Values, Khon Kaen MICE City.

INTRODUCTION

Gastronomy Tourism is a form of tourism that reflects local culture in different countries which offers travel destinations for traveler to explore food and beverage experiences (World Food Travel Association, 2015). Food is a part of tourism activities. Bessiere (1998) explains that nowadays people living in the city tend to seek for new food experiences differently from their casual meal, leading to tourism in rural areas outside the city experiencing “Local food”. So, Gastronomy Tourism is important to persuade tourists from around the world to travel to various local causes to extend the tourist-oriented restaurant that consistently takes advantage of the economy both directly and indirectly in particular to gain more economic income to the community by using food tourists (UNWTO, 2016) from visiting destination experiencing food culture. Gastronomy Tourism is a fast-growing tourism market, which serves not only as a tool to convey the history, culture arts, local lifestyle through foods, but as a tool for job creation and income distribution to local people beginning with farmers, manufacturers, material suppliers, processors, hawkers stalls, small traders, to large restaurants. The job creation that is the sustainable developmental goals making local people in the area be aware of the value of their own culture and creating local products as a tool of development for the local economies and unremitting preserving culture, local lifestyle (4th UNWTO World Forum on Gastronomy Tourism, 2018) and is a great opportunity of Thailand to take on the role of the main coordinator of ASEAN Gastronomy Tourism Network. The Ministry of Tourism and Sports organized the ASEAN Gastronomy Tourism Fair & Forum presented quality and outstanding goods, ASEAN cuisine and interesting tourism destination supporting sustainable gastronomy tourism development-oriented system though increasing jobs in community (ASEAN Gastronomy Tourism Fair & Forum Welcome, 2019).

Khon Kaen province is a center of the northeastern region provinces, which is a center of trade, investment, and transportation. In particular, Khon Kaen is a center of tourism development strategy for conferences or conventions (C), Exhibitions (E), meetings (M), Incentives (I) supported by the Thailand Convention & Exhibition Bureau or TCEB (Public Organization). Khon Kaen is one of the terminal destinations for Thailand's developing MICE industry apart from Chiang Mai, Bangkok, Pattaya, and Phuket (Khon Kaen Governor's Office, 2018). The importance and preparation of stakeholders in MICE Industry regarding the policy on creating sustainability events and exhibitions which will be the interpretation and presentation of a part of promoting and developing I-SAN gastronomy tourism activities in order to show the I-SAN food identity conveyed from ways of life, traditions, local wisdom and culture (Thailand Convention & Exhibition Bureau or TCEB (Public Organization), 2017). And the I-SAN cuisines and cultural knowledge presented by I-SAN people through gastronomy tourism activities along with a new management innovation allows tourists understand about the I-SAN naturalness, sincerity, and expression identity which can also be developed and applied to other forms of tourism (Department of Fine Arts, 2000).

Purposes/Objectives

1. To study and analyze the current situation in Gastronomy Tourism in Khon Kaen MICE City based on the Authentic Northeastern Thai I-SAN Identity.

2. To propose value of the Authentic Northeastern Thai I-SAN Identity in Gastronomy Tourism of Khon Kaen MICE City.

Research Scope

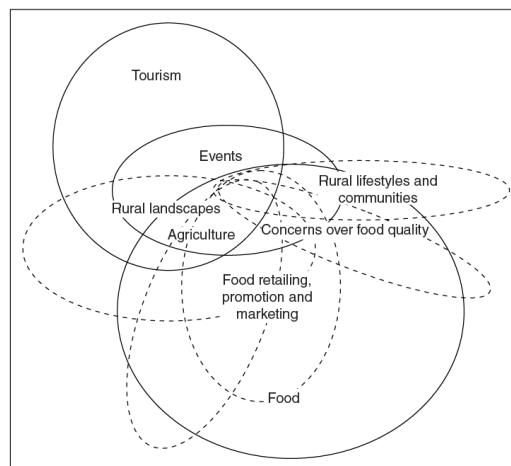
This research studied and analyzed current situation the Gastronomy Tourism in Khon Kaen MICE City according to the Authentic Tai I-SAN identities by proposing the I-SAN cultural cuisine value. Khon Kaen is the 5th MICE City in Thailand located on the center of I-SAN, the gateway to the ASEAN community. With all aspects, Khon Kaen is ready to be the gateway linked between Northeastern region of Thailand and ASEAN community suitable for being a Gastronomic Tourism Center according to Authentic Northeastern Thai I-SAN Identity.

LITERATURE REVIEW

Gastronomy Tourism

Michael, Sharples, Mitchell, Macionis, & Cambourne (2003) has defines the meaning of Gastronomy Tourism following are vital components of the tourism experience and are increasingly being seen as prime travel motivators in their own right. It offers a unique insight into this phenomenon, looking at the interrelationship between food identity, the tourism product and the tourist experience. Besides, Wolf (2002) states that is to motivate tourist to travel to destination experiencing impressive and memorable food and beverage, while Everett & Aitchison (2008) says that food is a basic experience which will persuade tourist keen to experience a local tourism.

Picture 1: Tourism and food activities relation model (Hall and Sharples, 2008)



Food tourism activities or special events indicate attracting tourists from the festival organizing various exhibitions, selling products, as well as creating a culture of consumers led to regular activity in the regional, national, and International level (C. Michael Hall, & Sharples, L, 2008).

For the above reasons, "food" can be an attraction for tourists to travel or attend festivals or exhibitions activities. Gastronomy tourists are involved in food tourism activities resulting in a new experience different from former tourism style.

Geo-Social Values

Definition of Geo-Social

The knowledge of Geo-Social, His Majesty King Bhumibol Adulyadej had a deep understanding regarding Thailand Geo-Social since he has working and traveling around Thailand. He gradually formulated his own remedies that would improve Thai people's well-being and sustainable life. Geo – Social is a physical study of lands, lifestyles, norms, cultural diversity, and traditions based around the different local area. The guidance of His Majesty King Bhumibol Adulyadej states that "the development must be based on landscape, geography, and sociological topography. For example, we cannot force people to think or do like us but what we can do, is we need to explain and find the common agreement which bring us benefits." (Office of the National Economic and Social Development Board (NESDB), 2007). Besides, Sumet (2011) has defined the term geopolitical society means geography, environment and natural environment where people have different feeling and aspect. Phusit (n.d.) has stated the meaning of Geo-Social that is "social landscape" that refers to the physical condition which includes the nature of the area, way of life, values, and diversity of traditions that differ from each area. Thirachaya (2018) states that Thailand has a diversity geographic features divided into 4 major regions, namely the northern, central, southern and northeast region. In this study, Geo-Social refers the I-SAN landscape characteristics of Khon Kaen MICE City, it's natural features, people living in settlement area, differences of cultural, and daily life which became comprised of economic, social, cultural, traditions, and way of life.

Definition of Values

The National Discovery Museum Institute (2005) believes in imperative tradition is a social community regulation or traditional belief rooted as a basic system of people lifestyle. For example, the gratitude toward parents and grandparents, compassion, sacred beliefs, and I-SAN food culture. I-SAN people has a unique food culture which food ingrediency comes from natural resources and recipes often occurs from local identities and beliefs relay from generation to generation. A markable of I-SAN food identities consist of cooking and eating seasonally with the bitter, spicy, sour, astringent taste concerning with traditional eat rules.

"Value" means something (such as a principle or quality) intrinsically valuable or desirable or ideals which most people agree and abide by (Wit, 1989). Value caused by human living procedure responding to fulfill person desire and social norms and help in the preservation and development of people's lives, access to self-improvement and appreciation. Human has a different appreciation level called personal attitude and different interpretation of various things in their own life affected to value determination. Kittima (1980) defines 2 kinds of value determination follows: First self-decision maker, decides from environment surrounding, relationship and person experiences. Second social norms or regulations decision, using social norm as a standard making decision or determine value accordance with Sirichai (2007) explains that value is depending on context and it can be changed upon the circumstances or absolute.

Types of Value

Guba and this Lincoln (1981) has classified the values into 2 types which are Intrinsic or Merit and extrinsic value. An intrinsic value or Merit refers to the inherent value and it is hard to determine regardless of any context like human being. Thus, an extrinsic value or worth refers to outside values of environment depending on the circumstances which can be determined an exact value. In accordance with Sumet (1991) which explains that things or actions might have both extrinsic and intrinsic value.

Therefore, considering " Geo-Social value " determination must consider from all aspects includes culture dimension of Khon Kaen MICE City and convey the knowledge of a heritage landscape, local wisdom of generation to generation.

TAI I-SAN AUTHENTICITY

Authenticity

ICOMOS Thailand (2019) defines the term of " authenticity " means being genuine expressing its uniqueness or as factors used to determine the cultural heritage value or reliability of technical data like creation of authenticity, materials, technical skills and objects' benefits. Generally, authenticity is being used to define tourism context, describing people's lifestyle, clothing, products, and attending in destination activities experiences though purchasing local cultural products (Fridgen, 1991). Thus, the Nara Document on Authenticity (1994) reported that there was a conclude in the 18th ICOMOS World Heritage Panel held at Phuket Province in 1994 regarding the authenticity. It can be connected between detonation and information resources and its meaning will be based on the cultural heritage nature or cultural contexts, which are presented in a variety of styles, including material designing conceptual, functional usage, benefits, traditions, techniques, location, environment surrounding, soul, and feeling however using those informations can be associated with the historic value of the variety of sources of information.

" Authenticity " is used in the context of tourism which means seeing or experiencing people's lifestyle, clothing, products, and attending in destination activities though purchasing local cultural products (Fridgen, 1991). Besides, authenticity can refer to feeling or connection between places after visiting (Timothy and Boyd, 2003). Therefore, the authenticity has different meaning upon the context and continuously changes with environment or personal direct experience.

Tai I-SAN

The term of "Thai I-SAN" according to the Royal Institute Dictionary (2011), refers to Tai Ethic in northeastern, Thailand (Royal Institute Dictionary, 2011), and the term "I-SAN" was derived from Sanskrit, a language of ancient India means northeastern region while in official contexts the term phak tawan-ok-chiang-uea. In addition, Udom (1997) defines I-SAN is on of Thailand's region located on the Bangkok northeastern region while Ruengdech (1988) explained I-SAN refers "Tai Ban Nok – Kon Ban Nok or Chao Ban Nok". In conclusion, "Tai

I-SAN” defines I-SAN people living in northeastern region of Thailand or having I-SAN lifestyle.

So that the Tai I-SAN Authenticity refers to the original or unique I-SAN authentic culture identity. I-SAN people intent to follow traditional regulations entailed from generation to generation strictly. In this context, organizing gastronomy tourism activities in Khon Kaen city can be able to present the Tai I-SAN Authenticity.

KHON KAEN MICE CITY

Khon Kaen is the major city of the northeastern provinces of Thailand bisected by Mithraphap Road, also known as "Friendship Highway", or "Highway 2" (Khon Kaen Governor's Office, 2018). Khon Kaen is one of five MICE cities: Bangkok, Chiang Mai, Pattaya, Khon Kaen, and Phuket under the government’s policy and Thailand Convention and Exhibition Bureau, or TCEB to boost the economy, and diversify and distribute income to various regions across the country on 29th July 2013, along with the Khon Kaen Province Development Plan 2018 - 2021 under the vision of being livable city and central of trade, investment and service of the Greater Mekong subregion countries. Four main missions of the development plan completion as follows: First Strengthening strong and livable community, second, Improving livable sustainability city, third, Developing products and services capabilities and quality serves market demands, and forth, strengthening the city capabilities to be the central of trade, investment and service of the Greater Mekong subregion countries.

RESEARCH METHODOLOGY

The methodology used in research was Qualitative Research by conducting fieldwork in Khon Kaen Province. The sample size collected by purposive sampling method selected 52 community leaders related to the context cultures from 26 districts in Khon Kaen province. Data collection was conducted via an observation participation, focus group discussion, and in-depth interviews with a semi-structured to provide a comprehensive view of the I-SAN Gastronomy tourism, I-SAN culture, Geo-Social Values, and the Authentic Northeastern Thai I-SAN Identity. Besides collected data, literature reviews, theories or concept principle were analyzed to conclude as of the research purposes.

Table 1: Data Collection

<i>Research Tools</i>	<i>Sample Size</i>	<i>Key Informants</i>
<i>In-depth Interview</i>	<i>52 people</i>	<i>Community leader 26 Sub-district</i>
<i>Focus Group Discussion</i>	<i>4 groups: 13 people per each group in total 52 people</i>	<i>Community leader 26 Sub-district</i>
<i>Observation Participation</i>	<i>7 people</i>	<i>I-SAN Culture Experts and Professors</i>

FINDINGS/RESULTS

I-SAN Food Culture

The results of this research show the food ingredients and resources that come from 3 resources: natural resources, man-made resources which is like planting and stores, or markets

resources. Thus, I-SAN food ingredient will turn to circulate throughout the year, based on seasonal ingredients, which I-SAN people would cook food depend on season of ingredients all year round.

Geo-Social Values

The results of this research found that the dimension of cultural and natural areas caused I-SAN Geo-Social Values includes social aspects, economic, administrative, religious, and traditional or beliefs which values continuously evolving.

Khon Kaen MICE City

Khon Kaen is the Centre of the Northeastern Region, the main tourist destination of the Central Northeast provinces. Khon Kaen is readiness to become a destination for trade, investment, logistics, transport linked between the Friendship Highway 2, running from Bangkok to Nong Khai (gateway to Vientiane, the capital of Laos, via the Thai–Lao Friendship Bridge) located on the east - west Economic Corridor (EWEC) on the route R9 which connects the South China Sea from Danang, Vietnam to the Indian Ocean at Myawaddy, Myanmar. Khon Kaen is designated as a hub for a MICE destination as part of government initiatives and policies though private sectors collaboration to attract events both from domestic and international to the city since Khon Kaen is 1 of 5 major provinces to be hubs for MICE. However, officials and private sectors plan strengthening the fundamentals and promoting standard for Khon Kaen MICE cities in every aspect, including infrastructure, facilities, and transportation serve more MICE traveler and achieve the strategies goals.

CONCLUSION AND DISCUSSION

Khon Kaen is the 5th MICE City in Thailand located on the center of I-SAN, the gateway to the ASEAN community. With all aspects, Khon Kaen is ready to be an exhibition venue (Exhibitions/Event or E) by using the authentic of I-SAN gastronomy tourism and sustainable development (Sustainable Development Goals: SDGs) to present I-SAN value through organizing a tour to convey the meaning and presentation of the conservation process (ICOMOS, 2008) to promotes and develop local culinary activities in I-SAN. To present the identity of I-SAN food that comes out from the way of life; local traditions wisdom and culture (Fine Arts Department, 1989) and the knowledge of I-SAN san food through I-SAN gastronomy tourism along with new innovations management through emphasizing natural, sincerity and expression of I-SAN people identity activities or events and applied gastronomy tourism with other type of tourism.

SUGGESTIONS

1. Gastronomy tourism a common guideline or understanding for supporting and promoting Khon Kane Gastronomy tourism to the Food Tourism Business Association or agency's authorities and stakeholders in Khon Kaen Province.
2. Gastronomy tourism should be promoted through various media or channels widely to reach a wide range of tourists.

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Creative Products for International Sport Events City of Buriram Province, Thailand

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ABSTRACT

This research aims to study creative products for international sport events city of Buriram Province, Thailand. The qualitative method was applied by observation, in-depth interviews, focus groups, and workshops. The results showed that the city's creative products include in the international sporting events consisting of: 1. Core Products which are attraction that include sport, historical and cultural attractions 2. Supporting Products which are activities that include festivals, events, national, international and local sport events, accommodation and restaurants 3. Expected Product which are access to tourist attractions 4. Augmented Product which are ancillary services. There are facilities for tourists such as postal, hospital, insurance planning and waste management. 5. Potential Product which are travel package, travel program and other types of tourism. As summary, the researchers give examples of tangible innovations and innovation created by all sectors that related to the development of Buriram province into the city of sport tourism which is a guideline for Buriram sport tourism and national, international activities throughout the year (Guidelines for Buriram Sport Tourism) and the study also found that in addition of the Guidelines Event Calendar, the innovation of this research can also be extended to a variety of issues.

Keywords: Creative Product, Tourism Product, Sport Tourism.

INTRODUCTION

Thailand is one of the world's most popular and well-known travel destinations. Thailand has a policy of promoting tourism. In 2018, the government by the National Tourism Board has approved the year 2018 as "Amazing Thailand Tourism Year 2018". The policy has been announced try to promote Thailand's tourism to the international. Sports tourism is a development strategy under the tourism strategic plan in the plan 1 (2015-2017) and plan 2 (2017-2020) (Ministry of Tourism and Sports, 2017), as a guideline for the development of tourism promotion. Competitiveness of Thailand in line with the global tourism situation and the tourist behavior trend. In 2016, sport tourism has generated economic value to Thailand at least 21 billion (Office of the Secretary of Tourism and Sports, 2016). In the past, the government has emphasized on sports tourism. It is the policy to promote sports activities as one of the tourism experiences. Even more popular tourist patterns, respectively. It is influenced by the dynamics of globalization, political economy, and the advancement of technology that enables people to access various types of sports easier and faster. The values and trends of the new generation of health care and more emphasis on sports and exercise (Zarya Chumchu, 2016), which corresponds to the needs of the world population. It has a policy to organize activities and support activities that create value and maintain the country's strengths. Thai culture and identity are promoted as potential tourism activities and are ready on the basis of Thai identity.

Buriram is unique in its history, culture, and natural destination and known as a pass-through city. Currently, Buriram has developed itself into a prominent sport tourism as a result of the promotion from the public sector, Buriram province has been equipped with modern infrastructure and facilities also get world class standard and the potential of people in the area of management. Efficiency in service linking technology and innovation to competitive advantage and point-of-sale in conjunction with the presentation of sports tourism. It is in line with current and future trends in the demand of the tourist market. Buriram is becoming a destination for major sports tourists in the country (Sport Dream Destination) and to promote Buriram as a destination for international sport tourists. Therefore, it is necessary to study in order to find an Innovation Model for International Sport Events City of Buriram Province. This will lead to economic development of the country through the addition of value to related goods and services and create income distribution to people in the community, also lead to sustainable tourism development. Therefore, the research objectives are to study current situation and analyze the potential of sport tourism in Buriram Province and then propose an innovation model for international sport events city of Buriram Province.

LITERATURE REVIEW

Tourism Products

A product refers to what is offered to the market to attract interest, purchase, consumption or anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need travel products include the following key elements: (Chalong Sri

Pimol. Sompong, 2005, Kotler, Bowen, and Makens, 2006) discuss the types of tourism products that can be identified by offering:

1. Core Products are the main benefits or benefits of the product. Basic benefits of products or services that can meet the needs of consumers such as attractions, beaches, etc. The main products and services that satisfy and meet the needs of the target audience as much as possible. The main selling point considering that the customer has a similar need (Core need) and the competition is aware of this need.
2. Supporting Products; Products or services offered to consumers to add value to the main product. It also helps to differentiate the main products, such as accommodation, food service, etc.
3. Expected Product means the product or service that the customer expects to receive or have the right to get when shopping for goods or services, such as getting services and facilities in tourist attractions such as tourist information centre including comfort and safety. Many benefits such as efficiency, benefits, prices, promotions.
4. Augmented Product refers to the products and services that customers receive in addition to purchasing goods and services may be a product additional services or any special offer that the manufacturer thinks up. We also offer the optional tour in the program. Airlines add food items, list of films in the aircraft to choose. Generally consisting of installation service, transportation, insurance, credit, physical environment. This will encourage tourism, such as summer, tourists prefer to go to the beaches, etc., and there is interaction between consumers and manufacturers. Interaction between consumers with each other and consumer participation in the production of goods. This will help create products and services that meet the needs of tourists as well. Other elements are important factors in supporting the core components such as additional products and services.
5. Potential Product means the development of products to meet the needs of customers in the future. A new type of service that customers do not expect. Customers are encouraged to use the service such as hotel staff can remember the name of the customer has been.

Elements of tourism

Travel resources or travel destinations can be regarded as a tourism product or service. From the study of the composition of tourism resources can be summarized as follows. Dickman (1996) states that tourist destinations and tourism products require five main components which are attraction, accommodation, amenity, accessibility and activity (Siwapallop, 2005). Also, Tourism Western Australia (2010) studies the five key elements (5As) that make a successful travel business which consists of attraction, accommodation, amenity, accessibility and awareness. In addition, Buhalis (2000) analyzes tourist destination destinations (6As), taking into account the needs of tourists and a good tourist attraction will have the following elements; attraction, amenity, accessibility, activity, Available package and ancillary. According to the literature review, Dickman (1996) Tourism Western Australia (2009) and Buhalis (2000) provide an overview of the tourism components used in the analysis this study is 8A, which includes Attraction, Accessibility, Accommodation, Amenities, Activity, Awareness, Available packages and Ancillary services.

Sport Tourism

Sports tourism is part of the special interest tourism, a form of tourism that is produced by certain groups of tourists. Feel the trip just to visit the country or visit nature as a form that cannot meet the needs of more sophisticated tourists anymore. Ruskin (1987) gives the meaning of sport tourism. The definition of sport tourism is defined in several sources: Travel for non-commercial reasons to attend or observe sporting events in locations far removed from regular residences, Expression of behavior patterns of people during periods of rest, such as holidays spent in places, in which one part has a special natural attraction, part of it is sports and outdoor facilities for physical recreation. Also, Phoomborplub (2018) state that sport tourism means travel from home or place that you live to somewhere else not more than 1 year for participate sport (as a player or an audience) which is a part of activity for travel. Sports tourism development for the masses and out-of-town facilities could spur investment in transportation investments and infrastructure makes development easier. Commercial development in sports tourism. It will be the impetus for the development of the infrastructure needed to facilitate participation. Examples of sports tourism in exceptional outback areas of the world, such as the French Tour de France, held annually in July. In Thailand, an International Triathlon in Phuket, held regularly during December, which is a seaside cruise like Andaman. There is also the Pattaya Marathon that held annually as an annual sporting event in July, Jet ski competition, Tennis PTT Pattaya open and K 1 kick-boxing. (Manoohong and Dankittikul, 2018)

METHODOLOGY

This research was conducted qualitative research methodology. The qualitative data was obtained by analytical review, observation, in-depth interviews, focus group and workshop. Key informants were employed in this research such as government agencies who involved in tourism development in Buriram Province, the private sector refer to entrepreneurs who are involved in tourism in Buriram Province by using a purposive sampling technique and in-depth interviews. (semi-structured interview). Focus Group was selected by government agencies and related organizations, private agencies and entrepreneurs who involved in the sport tourism of Buriram Province by using a purposive sampling technique to exchange ideas and propose ways of managing international sporting events. Workshop was selected by representatives from government agencies and related organizations, private agencies and entrepreneurs involved in the sport tourism of Buriram by using a purposive sampling method. The qualitative data was analyzed via a content analysis technique.

RESULTS AND DISCUSSIONS

A study of current situation and analyze the potential of sport tourism in Buriram Province, Thailand

Based on the current situation and the analysis of the potential of sport tourism in Buriram Province, there are 8 issues that can be summarized as follows. A summary of the study and analysis of the sport tourism potential of Buriram Province in table format that consists of eight tourism elements: 1. Attraction 2. Accessibility 3. Amenities 4. Available

package 5. Activity 6. Ancillary services 7. Accommodation 8. Awareness. According from the study on the current situation and the potential analysis of sport tourism of Buriram Province. Primary and secondary data were collected by literature review, related documents and the interviews with all involved people found that Buriram has creative products that could be classified according to the theory of tourism products. It contains the following key elements:

1. Core Products: Attraction which are sports attractions, historical and cultural attractions, natural attractions include I-Mobile Stadium, Chang International Circuit, Phanom Rung Historical Park. The innovative product is Activity Calendar (Buriram All Year Round).
2. Supporting Products: Activities which are traditions, local traditions, local events, mega events, national & international events, and innovative products for travel is an application Go2Buriram and for restaurants and accommodation is an application B-STAY.
3. Expected Product: Accessibility. Expected Product which are access to tourist attractions. Accessibility is convenient. Transportation is convenient and diverse to travel to the tourist attractions (airplane, cars and trains). Tourist attractions are safe, signs are easy to understand and sufficient. An innovative product for local service is an application B-UBER. Tourist facilities (Amenities), tourist information center fully equipped with utilities, staffs are knowledgeable and willing to serve and include many benefits from participate in activities. The innovative product is an application for comprehensive health consultation (Application Buriram Care)
4. Augmented Product: Ancillary services. There are facilities for tourists such as postal, hospital, insurance planning waste management. The innovative products are Buriram Mega Store, Buriram Brand, One-Stop Service, Tourist Information Center and Buriram Blue Heart Center.
5. Potential Product which are travel package, travel program and other types of tourism. Travel program that linking major attractions of Buriram. Channel of payment are various and convenience. with innovative products that sell tours and tickets. Add-ons and Possibilities, focusing on historical and cultural tourism and divided into two types: 1. Standard Buriram Package 2. Customized Packages and awareness can be used to communicate with tourists. Marketing Tools, Media and innovative product is application ASK ME Assistant.

Creative products for international sport events city of Buriram Province, Thailand

Based on the current situation and the analysis of sport tourism potential of Buriram Province and the result of the focus group and the workshop "Buriram Sport Event City DNA Workshop" by government agencies, private sector and entrepreneurship, experts involved in sports tourism in Buriram to brainstorm, discuss and the importance of the elements that influences the development of an innovation model for international sport events city of Buriram Province. Finally, in order to achieve the Innovation Model for International Sport Events City of Buriram Province. The results are as follows;

An innovation that enhances the ability to manage the organization. Gronhaug & Kaufmann (1988) discusses about organization innovation that focuses on empowering management or more effective in organizational management. For the Innovation Model for

International Sport Events City of Buriram Province have to use integration of innovation with the area of sport tourism in Buriram. This is due to the data processing process, starting with secondary data analysis, document review also primary study of the area, observation as a sports tourist then use the questionnaires with sports tourists and in-depth interview with those directly involved in the development of sports tourism, such as government, private sector, state enterprise sector, education sector, entrepreneurs to know the point of view in various dimensions. After that focus group and workshops were then used by all stakeholders to find the Innovation Model for International Sport Events City of Buriram Province then bring this conclusion, the researchers give examples of innovative and tangible innovations created by all sectors that related to the development of Buriram province into the city of sport tourism which is a guideline for Buriram sport tourism and national international activities throughout the year (Guidelines for Buriram Sport Tourism). Then model 2 shows creative products of the innovation model for international sport events city of Buriram province. From the study can be summarized in the model as shown.

Figure 1: Creative Products for International Sport Events City of Buriram Province

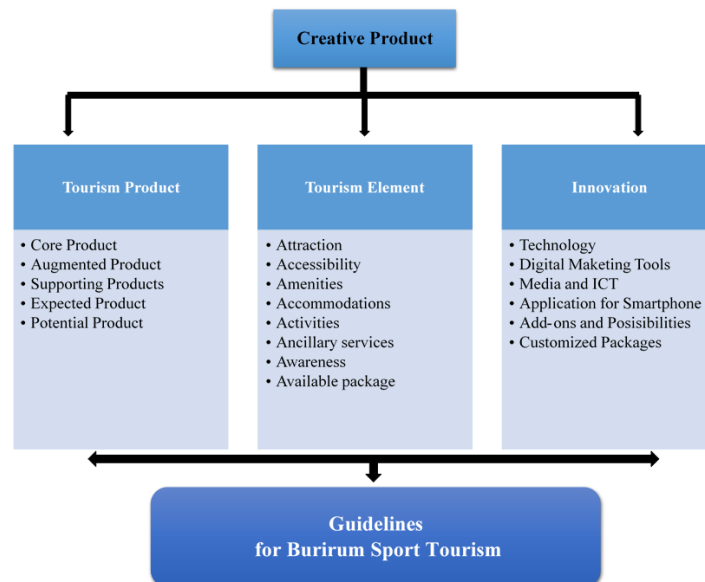


Figure 1 shows A creative products of international sport events city of Buriram province. From the study can be summarized in the model as shown. The description can be described as;

Creative products and tourism elements which is an innovation that involves the creation and development of tangible products and intangible products. It consists of 1. Core Products which are attraction that include sport, historical and cultural attractions 2. Supporting Products which are activities that include festivals, events, national, international and local sport events, accommodation and restaurants 3. Expected Product which are access to tourist attractions. Accessibility is convenient. Transportation is convenient and diverse to travel to the tourist attractions (airplane, cars and trains). Tourist attractions are safe, signs are easy to understand and sufficient. Tourist facilities (Amenities), tourist information center fully equipped with utilities, staffs are knowledgeable and willing to serve and include many benefits

from participate in activities. 4. Augmented Product which are ancillary services. There are facilities for tourists such as postal, hospital, insurance planning and waste management. 5. Potential Product which are travel package, travel program and other types of tourism. Travel program that linking major attractions of Buriram. Channel of payment are various and convenience. Awareness can be used to communicate with tourists. The public relations style can be classified into two directions: communication, public relations to reach a wider audience. Communication in this direction is one-way communication. Visitors cannot comment and to communicate to stimulate awareness. Inspire by using various media such as television, radio, newspapers, magazines, and other communications. Communication to reach the narrow circle. It is a two-way communication. Travelers can comment or search for insights right away. This group of tourists is a specific tourist group. Special attention the media used include online advertising, social media such as Facebook, Twitter, and other sites, etc. for this work is sports tourists.

Creative products that enhances competitiveness by using the very beginning concept of creative economy. The important is knowledge, education, creativity, and intellectual property that linked to cultural basis, knowledge of the society and technology / innovation to be a cost to grow and develop in the context of the area. In this work, the study found that spatial innovation of Buriram province are

1. The use of technology, in the creation of venues for international sporting events, such as football stadiums like I-Mobile Stadium, Chang International Circuit that have met the international standard and use new innovations to create to be outstanding.
2. Marketing tools through digital media tools to communicate in modern marketing in Buriram including: 1. Social Media like facebook, twitter, instagram, pinterest, google, line, 2. Content Marketing is the content of the image, article, video clips are released to the recipient in all channels (website, social media, email, etc.). 3. Community Building creates a group of people that interested in the same and our target audience to exchange knowledge related to what is close to interest in each group.
3. Application for Smartphone to facilitate access to tourist information of Buriram Province. 1. Application for find local car service like B-UBER, application for health consultant like Buriram Care Application, application for find a place to stay like B-STAY, application for sport and events like Go2Buriram, application that you can find where to eat, shop, stay, travel like ASK ME Assistant
4. Add-ons and possibilities. Sales of tour and event tickets. Extra Services are an innovation to be used in the sale of tour programs in conjunction with sports tourism. Organized tours to watch sporting events offer customized packages to meet the needs of travelers and fans with a variety of purposes.
5. Customized packages. 1. Travel package focuses on groups that want to travel is the main target and watch football game is a secondary goal. 2. Stage package focuses on the fans who want to watch their favorite team. This package will have the option to watch two matches, depending on the customer's personal preferences. 3. Final package focuses on the fans who want to be part of the game included in the final tickets, private meet & greet at the airport.

CONCLUSION

Based on the current situation and the analysis of sport tourism potential of Buriram Province and the result of the focus group and the workshop "Buriram Sport Event City DNA Workshop" by government agencies, private sector and entrepreneurship, experts involved in sports tourism in Buriram to brainstorm, discuss and the importance of the elements that influences the development of Creative products for international sport events city of Buriram Province. As of the Guidelines of Buriram Sport Tourism from the model, the details of the guidelines as follows;

1. Travel Calendar "Go Buriram - all year round" Make a travel calendar all year-round. The program is organized throughout the year for tourists. The details are as follows;
1.1 Concept of calendar. Under the concept of Bururum Blue City, B uses a single character, meaning the same as the concept of a new image. Rebranding tourism image of the Tourism Authority of Thailand that gave Buriram to be a city of 2 era castles 1.2 Details of the monthly travel schedule. The activities are divided into 12 months. This calendar will gather all the activities that take place during the 12 months in Buriram which activities will include cultural tourism activities, natural tourism activities, and sports events both national and international.
2. Buriram Travel Guide "Go Buriram - All year round". In the travel guide will include travel calendar throughout the year. Travel information, events, and activities in 12 months so this guideline is so convenient and useful for tourist.

SUGGESTIONS FOR FURTHER RESEARCH

- 1) It should be studied to develop the potential of local guides to promote international sport events and how to be a good host.
- 2) Research on impact of national and international sport events in Buriram province should be studied so can have plan to support both positive and negative impacts.
- 3) It is recommended to study the development of unique souvenir in order to promote sports tourism and international event.

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Social Problems of Individuals with Psychiatric Disorders and Their Families: A Qualitative Study on Patient and Patient Relatives

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ABSTRACT

Psychiatric disorders are chronic, mental disorders that cause significant changes in a person's feelings, thoughts and behaviors. Being diagnosed with mental disorder deeply affects patients and their families and causes many problems in physiological, cognitive, emotional, psychological and social fields. In this respect, the treatment of mental disorders should be carried out in every area of the problem, namely in biological, psychological and social areas. However, the fact that the psychiatry area is restricted to the medical field in our country is one of the basic indicators of the psychological and social well-being of individuals. In this sense, the subject of this study is to determine the social problems of individuals with mental disorders and their families in terms of providing a holistic assessment of health and providing social well-being. In the scope of the study, 13 patients and 9 patient's relatives were interviewed with semi-structured interview technique. In this study, the social problems of the patients and their relatives with mental disorders were discussed under the headings of social stigma, insufficient economic conditions, social isolation, education and occupational functionality, caregiving burden and family conflicts and finally legal problems.

Keywords: Mental Disorder, Social Problems, Social Stigma, Caregiver Burden, Patient Relation.

INTRODUCTION

Mental diseases are highly prevalent all over the world. As of 2017, it is estimated that 970 million people worldwide suffer from a mental disorder or substance use disorder. In The Turkish Mental Health Profile's study have been determined that 18% of the population in Turkey had a lifelong mental illness (Sağlık Bakanlığı, 2011; <https://ourworldindata.org>). This rate increases with each passing day, and generally the fact that mental disorders are not immediately detected and holistic treatment cannot be provided for the patients increases the social, economic and psychological problems associated with the diseases.

Mental illnesses are disorders that cause in the deterioration of emotions, thoughts and cognitive abilities of the individuals, changes in personality and individual habits, in the loss of physical, mental and social areas and require a long treatment process. These diseases affect not only patients but also caregivers, family members and society in general in many aspects such as social, psychological and economic (Tel et al., 2010; Yıldırım et al., 2017). The perception of mental disorders as a condition to be feared even by health professionals leads to the ostracization of the patient and the caregivers from the society, significantly affects the quality of life and increases the disability of the patient (Bağ ve Ekinci, 2005). Individuals with mental health problems who are subjected to stigmatization by society spend a significant part of their lives in an unhappy, restless and unproductive (Gümüş, 2006). Social stigmatization causes patients and patient's relatives not to benefit from the fundamental rights they have, to experience social isolation and to face many social problems like this. In this sense, as in the definition of health, it is necessary to identify the social problems of the psychiatric patients and patient's relatives in terms of capturing the social well-being that is the basic condition of providing the full wellbeing of the psychiatric patients and patient's relatives. Then, solutions for these problems should be developed. In this respect, the subject of this study is to determine the social problems experienced by individuals with mental disorders and their families in order to provide a holistic assessment of health and social well-being. In the scope of the study, interviews have been conducted with 13 patients and 9 patient's relatives using semi-structured interview technique. As a result of the detailed field literature and in-depth interviews conducted within the scope of the study, the social problems of patients with mental disorder and patient's relatives has been examined under the 6 headings, namely, social stigmatization, insufficient economic conditions, social isolation, education and occupational functionality, caregiver burden and family conflicts, and lastly legal problems.

METHOD

In the collection and analysis of the research data has been benefited from the theoretical basis of the phenomenological approach (interpretive approach), which is one of the qualitative research designs. In-depth interviews are generally classified as structured, semi-structured and unstructured interviews. In this study, semi-structured interview technique was used. A pre-prepared guide form has been used for the patients and their relatives during the interviews. By taking advantage of the semi-structured interview technique, it is possible to address new questions and problems that are not included in the guide form in line with the interviews (Kümbetoğlu, 2017).

Participants

Participants consist of 13 patients who regularly receive service from Manisa Community Mental Health Center (CMHS) and 9 patient's relatives who are responsible for the care of patients among those registered to CMHS. The demographic characteristics of the patients participating in the study are presented in Table 1.

Table 1: Demographics of Participating Patients

	Age	Gender	Marital Status	Educational/Professional Status	Diagnosis
Patient-1	47	Male	Married	Retired due to disability	Schizophrenia
Patient-2	50	Male	Unmarried	Unemployed	Schizophrenia
Patient-3	58	Male	Unmarried	Retired due to disability	Schizophrenia
Patient-4	33	Female	Unmarried	Bachelor Degree/Unemployed	Bipolar Disorder
Patient-5	56	Male	Unmarried	Retired due to disability	Schizophrenia
Patient-6	66	Male	Unmarried	Retired due to disability	Alcohol Addiction
Patient-7	36	Male	Unmarried	Retired due to disability	Schizophrenia
Patient-8	24	Male	Unmarried	Associate Degree / Retired due to disability	Bipolar Disorder
Patient-9	35	Male	Unmarried	Retired due to disability	Bipolar Disorder
Patient-10	33	Female	Unmarried	Retired due to disability	Schizoaffective Disorder Obsessive Compulsive Disorder
Patient-11	40	Male	Unmarried	Retired due to disability	Psychotic Disorders
Patient-12	52	Male	Unmarried	Unemployed	Schizophrenia
Patient-13	43	Male	Married	Retired due to disability	Psychotic Disorders

Demographic characteristics of the patient's relatives who participated in the study are presented in Table 2.

Table 2: Demographics of Participating Patient’s Relatives

	Age	Gender	Marital Status	Educational/ Professional Status	Diagnosis of Patient’s Relative
Patient’s Relative-1	58	Female	Married	Retired	Her Daughter-Schizophrenia
Patient’s Relative-2	54	Male	Married	Unemployed	His Wife-Schizophrenia
Patient’s Relative-3	67	Male	Married	Retired	His Son-Schizophrenia
Patient’s Relative-4	59	Female	Unmarried	Retired (Mathematics Teacher)	Her Brother-Schizophrenia
Patient’s Relative-5	47	Male	Married	Employee	His Wife-Schizophrenia
Patient’s Relative-6	32	Female	Married	Employee	Her Brother-Schizophrenia
Patient’s Relative-7	52	Female	Married	Retired	Her Daughter-Bipolar Disorder
Patient’s Relative-8	50	Female	Unmarried	Retired	Her Sister-Schizophrenia
Patient’s Relative-9	32	Female	Married	Housewife	Her Brother-Schizophrenia

Data Collection Tools

A semi-structured in-depth interview form is prepared by the researcher for the purposes of the study has been used. Two separate interview forms have been prepared. The first form is a semi-structured interview form for patients receiving services from the Community Mental Health Center. The second form is the interview form for patients' relatives who are responsible for the care of patients receiving services from the Community Mental Health Center. These forms have been prepared by the researcher with the support of information, observation and literature obtained from the practice in the field of psychiatry up to this stage and received the approval of the Ethics Committee. The interviews have been mostly recorded with the voice recorder with the permission of the participant. Interviews with participants who did not agree to interview with the voice recorder have been recorded in writing. In addition, interviews with the patient's relatives have been conducted by telephone.

Data Collection and Analysis

While selecting the sample of the study, non-random sample selection techniques of qualitative research method has been used. A purposeful sampling technique has been applied among non-random sample types, in order to ensure that participants are selected according to

specific criteria in accordance with the objectives of the study (Kümbetoğlu, 2017). The participants of the study consisted of patients who were registered with CMHS and who were followed up regularly, who had severe mental disorders, who had the desire and motivation to participate in the study and patient's relatives who cared for these patients with the same characteristics. During the data collection process, face to face interviews has been conducted with 13 patients receiving regular service from Manisa Community Mental Health Center with the permission of the General Secretariat of Manisa Public Hospitals Association. The interviews lasted an average of 20 minutes and have been recorded. Interviews with the relatives of the patients has been conducted as telephone calls because the relatives of the patients did not come to CMHS and refused to interview them at home. Interviews lasted an average of 30 minutes and 9 patient's relatives has been reached.

In the analysis of the collected data, a descriptive analysis approach has been used. In descriptive analysis, the data in the interview solutions are kept in their original form and the individuals are directly conveyed what they are saying. The data obtained by interview method and it has been analyzed with MAXQDA 2018 program. Qualitative data analysis programs make it easy to store, encode and recall data. However, the researcher makes the analysis (Patton, 2014).

Findings

Social Stigma

One of the groups most exposed to stigmatization in the community is individuals diagnosed with mental disorder. One of the biggest reasons for stigmatization is that individuals with mental disorders are perceived as fearful and prejudiced due to lack of knowledge in society. Stigmatization mean that individuals with mental disorders are discriminated against because of their illnesses, and that all other characteristics are ignored and evaluated with a psychiatric patient identity. Stigma adversely affects not only individuals with mental disorder but also their families and close relatives, lowers their quality of life, and can deprive them of their rights and interests (Avcil et al., 2016; Arkan, 2011; Saillard, 2010; Bullock et al., 2015). In this sense, as a result of interviews with patients and patient's relatives, it has been observed that the majority did not disclose their illness to anyone because they were afraid of social stigma and exclusion.

“I don't really talk to people. No need to know already” (Patient-1)

“My sister, actually we didn't tell anyone. My neighbors don't know about it, so I don't know if their reaction would change. I don't want to say anything now they say there is no need for unrest between us, I do not want to disrupt the relationship I hesitate.” (Patient's Relative-1)

“I don't want to let people around me know. I'm fine now. I'm comfortable with people. Just my family knows.” (Patient-2)

The patients and their relatives who stated that they have been excluded by the people around them due to their psychiatric diseases stated that they had upset because of this situation.

“We have an older sister, our neighbor, she even does our laundry, she gives us clothes, she gives everything, but we can't always go to her. So the other neighbors are ostracizing us. She's upset about it, and it even triggers his illness, I think.” (Patient's Relative-2)

“I guess some people know my illness now when they start talking each other I just run away from there I'm trying to be one with people who don't know. That I'd be unhappy standing in the same place as people who know my illness.” (Patient-3)

“My neighbors don't much know but my consanguineous know. Especially, his own peers don't take along. My child is no harm to anyone. He's upset, he's trying not to show it, he doesn't seem to care, but I know he cares a lot.” (Patient's Relative-1)

Individuals with a diagnosis of mental illness accept and adopt negative attitudes and judgments in the society for themselves, as a result of this, the situations of feeling unworthy, embarrassing and withdrawing from society is expressed as internalized stigmatization (Çam&Çuhadar, 2011). The internalization of the stigmatization by the society causes to many negative attitudes including individuals to isolate themselves from society and disruption of seeking help. Patient-4 thinks that will be excluded by the people around her when they learn about her illness and it is seen that the patient stigmatized himself in the expression of the patient. *“Why should people know my disease. It's not a good thing. It's like I said, but I don't think they would get so close to me if they knew.”*

However, although people around him are known that his child is a psychiatric illness, there is no change in people's behavior because the child does not have any dangerous behavior according to the father.

“There's no change, so everyone knows, since the child is not a child with dangerous behavior that causes harm.” (Patient's Relative-3)

Inadequate Economic Conditions

Individuals with mental disorders are under risk of economic distress due to some factors such as unemployment, limited education/training, lack of physical health, social stigma and access to basic services (Boardman et al., 2010. Many studies have also determined that individuals with severe mental disorders continue to live their lives under inadequate economic conditions (Lund, 2012; Kaya, 2013; <https://mcsilver.nyu.edu>). In this sense, generally the answers of questions directed to the patients and patient's relatives about their economic situation were that they are in financial difficulties due to the factors caused by their diseases.

Patient-5 is a schizophrenic patient and expressed himself situation that he cannot meet his need for shelter which is one of the most basic needs due to economic hardship.

“We now live in 3 siblings. My sibling is uncomfortable, I'm uncomfortable, I have other a sibling who takes care of us. I tried to work, but I can't. Disease prevents it. My sister, who is sick, never worked. Now our house is very dented, so we reported that it will almost be demolished on our heads, but now we are in a very difficult situation where we could not get a result. We went to the welfare office, told them our house is in bad shape.” (Patient-5)

The patient's relative-2 whose wife has schizophrenia mentioned needs for shelter and stated that the money he earned did not meet his needs.

“It doesn't sound enough, sister, or it doesn't. When our brother-in-law tricked our lady's pension, we became even more difficult. The house we live in is not ours, I don't know what we're gonna do if they get out of here.” (Patient's Relative-2)

A schizophrenic patient-6 whose mother is bedridden and has no other relatives, explained that they could not live with the disability pension they received.

“My mom broke foot, my mother is 90-year-old and bedridden, we're getting diapers tied to diapers. We live on a pension, and that's not enough. Here I eat the meal in the community mental health, I sometimes take food to my mother from here.” (Patient's Relative-6)

Patient's relative-1 stated that the husband of the daughter of a married schizophrenic patient experiencing psychological problems and she has expressed in particular by using the word "anxiety" that she is consistently financially helping her daughter's livelihood.

“My sister, honestly, his wife does not have a job 3 years worked in Vestel. After that, he came out of there without compensation, his psychology is broken, so we say go get treatment is not. Now he's working on a wage, now he's at the diner for 40 million. The washing machines blew up today. D. She says mother I was about to burn, I had water in my hand, I was washing dishes, God protected. Now it's my concern to buy a washing machine. His concerns fall to me. His wife hasn't bought anything in the house in 8 years.” (Patient's Relative-1)

Another patient's relative mentioned that her daughter could not go to the community mental health center regularly due to financial incompatibility.

“He was going to spend time there (Community Mental Health Center) he doesn't have a card at the moment so he can't go for free, we're in a difficult situation financially he didn't go because he couldn't go.” (Patient's Relative-15)

Patient-7 stated that he felt himself “a burden” because of the poor financial situation of family's and the inability to work.

“My family has no financial situation I'm a burden to them I have no earnings I can not work; I worry about it very much.” (Patient-7)

Social Isolation

Social relations are an essential component of human life. A positive network of social relationships provides a source of support, meaning and guidance that can affect long-term health outcomes, and also plays an effective role in mental health and psychological well-being. Generally, individuals with mentally disorder feel a lonely as socially in a society. In the studies conducted, it has been found that the loneliness experienced by the individuals who benefited from mental health services was more than relatively to the general population. On the contrary, people who receive more social support from friends, family and the environment are more likely to recover from psychotic symptoms (Wang et al., 2017; Mathews, et al., 2016). In this

sense, when the answers given to the questions asked to determine whether the participants had social isolation due to mental illness, have been observed that they experienced loneliness, did not go out from home and avoid contact with people.

“My sibling hasn't been able to make friends properly since he was little. He was always withdrawn, trying to isolate people. I noticed this, but my family didn't listen to me.” (Patient's Relative-4)

“I don't really go out of the house. I love being at home thinking to myself. I don't really want to tell people about myself.” (Patient-8)

“I don't have much of social circle I am not socializing. It's about my illness.” (Patient-9)

Patient's relative-5 who learned after marriage that his wife is a schizophrenia, he has expressed the situation of his wife by using the word “discrepancy” and he has questioned the reason of this for a long time and this situation is his wife stays away from people and withdraws herself from society.

“After marriage, when my wife entered the society she withdrew inevitably herself. I learned later the reason as I talked to my wife and chatted with her. Why she is different, because she grew up in an extremely distressed family and she grew up getting beaten up by her father. Her family had a violent conflict and she grew up with troubles, she didn't trust anyone and that's why.” (Patient's Relative-5)

The same patient's relative stated that his wife's withdrawal from the society affected her and she could no longer see the people around him. The only environment in which she can socialize is the workplace.

“My wife's stay away from people affects us unfortunately. We have almost stopped talking with friends and relatives around us. Here I have friends at work, my communication with them meets this need.” (Patient's Relative-5)

The patients and patient's relatives stated that the patients who had social isolation started to receive services from the community mental health center and became more socialized than before.

“He never used to talk much B. He would stay away from people. He didn't want to go anywhere. Thank God it's better now. Center (CMHC) is good. He's not as shy as he used to be.” (Patient's Relative-6)

“My son didn't have much friends He wouldn't come out of the house. Always with us always with us. He was probably afraid of their reactions. Now good in the mental center. He's got friends now.” (Patient's Relative-3)

Educational and Occupational Functionality

One of the most important problems of individuals with mental disorder is the inability to continue their education and occupational nonfunctionality. Most individuals with severe mental disorder, as firstly their education or working life is interrupting during adolescence and early adulthood. This has many negative effects, such as loss of purpose, loss of role and status, and damage to the sense of identity provided by employment. Employment provides social

participation in a wider community and is an important way for individuals with mental disability to participate in a wider community in a meaningful way (Öz&Barlas, 2017; Waghorn and Lloyd, 2005; Çölgeçen, 2018). In this sense, when the answers given by the participants have been evaluated in terms of education and occupational functionality, it has been observed that some of the participants could not complete their education due to illness and others had to quit the job.

“When I was young, I worked but I had to quit work with illness.” (Patient-10)

“I worked in the past, of course, thanks to them, they always managed me, then I had to get off work when my attacks increased. We need it now, our house is about to collapse, but I can't work. I and my sibling are illness, so my little one have taken care us.” (Patient-5)

“I was partially succesful in college becuae of my illness, but there were times when I was very succesful. I failed one class, and then I graduated from üniversity, but I couldn't give some of my classes, so I have to continues my education at Open Education System, imm..., but I can't focus on Open Education System.” (Patient-4)

“I studied CNC at the vocational technical education center in high school. I graduated from the mechatronics department at the university for two years. But I worked for a one month. I couldn't work because of my illness.” (Patient-8)

“I worked on construction. I was previously living in Muş, farming there. When I came here, I worked on construction. I am not working now. What happens when you get sick?” (Patient-11)

There are also patients who continue to work with it.

“I am painting shoes; it is my feller. There is a baby carriage, I put paint chest on the baby carriage. I walk from coffeehouse to coffeehouse. I can't go faraway. I have knee pain.” (Patient-12)

“I worked continuously until this age, I have not been able to work in 3 years. I worked in factories, I have a year to retire.” (Patient-2)

“I my profession is trades, I have been doing trades since I was 10, I have been working conctantly, since I was 10. I dropped out of commercial high school secondary, I went to trade school, I got a journeyman's certificate from there. I have a certificate of mastership. Now, I sell lighters, I have a steady job, so I am not idle.” (Patient-13)

The working life of the majority of individuals with severe mental disorders is interrupted due to their illness. In this sense, the patient stated that he was dismissed because of the positive symptoms of schizophrenia and expressed his wish to return to work.

“I worked, I worked in 5 different institutions in the private sector. I worked as an English teacher in 3 institutions, I worked in one maritime club and an architectural office... I can't work now because I got fired from work due to my illness. I want to go back, but.” (Patient-4)

It has been emphasized in many studies that having a job and being in education has many benefits for psychiatric patients, not only in terms of financial gain but also a significant

factor in maintaining general health, mental health and well-being. In addition, there are studies which determine that the majority of individuals with severe mental disorder want to work (Kinoshita, et al., 2010). In this respect, some of patients and their relatives stated that they want to work and if they work they will forget their illness.

“I’ve always worked my bro, but I am unemployed for a while, I’m very bored, I have to work, but is it easy to find a job, my biggest problem is unemployment at the moment. If I had a job, I would not be sick.” (Patient-2)

“My daughter doesn't work, unfortunately she couldn't finish her school. She had to return to his hometown because of her illness from the university. I wish she could finish. But we couldn't school. She wants to work very hard, but it is hard to find a job, so she can't find a job. I wish it would work for patients in this situation, even if it works forgets the discomfort, at least for a while does not mind everything. She needs money, but I don't want her money, just get busy, get your confidence.” (Patient’s Relative-1)

“My boy doesn't work, he's been in exams all the time but he didn't, I want him to work, I think he can work, he doesn't hurt anyone. But it's hard to find a job when you tell about his illness who's going to work. At least a job would be an occupation.” (Patient’s Relative-3)

Caregiver Burden and Family Conflicts

Mental disorders are diseases that concern the individual as well as the caregivers and cause disability and social and economic losses. Today, individuals with chronic mental disorders started to be treated in their own social environment with the transition to community-based mental health model within the scope of mental health policies. This approach increased the responsibilities of caregivers. Caregivers face many difficulties in fulfilling their increasing responsibilities and experience physical, emotional, social or economic difficulties. In the literature, these difficulties are expressed with the concept of “caregiver burden”. Caring family members may fail to manage the effects of care on themselves and may experience feelings of helplessness, guilt, anger and social isolation, etc. In addition, they also generally neglect their physical and mental health while trying to strike a balance between their families and patient care. Mental disorders, which also affect family functionality, can cause conflicts within the family (Arabacı et al., 2018; Yazıcı et al., 2016; Yıldırım et al., 2017; Bademli&Duman, 2013; Atagün et al., 2011; Taktak et al., 2000). In this sense, the patient's relatives have been asked questions to express their burden and family conflicts, and in line with the answers given to the questions, it has been observed that most of the patient's relatives complained about not being able to receive moral support from the people around them, even the closest ones.

The patient relative-1 who stated that his daughter, who is married and schizophrenia, undertook the financial and moral burden alone, stated that she has been worn out due to this situation and she started to use psychiatric medication for herself.

“D. didn't want her stepfather or her aunt during the illness, and I was always alone. I am alone everywhere, material and spiritual. She took a lot of things away from me, she was very worn out, so I'm on medication. She's worn me out. I go to the doctor sometimes, I was a lot of crying, I could not sleep at night. I was crying screamingly. It's so hard for

your child to be like that. Doctors give two drugs which are E. and S. they are good for me, I sometimes go to the doctor to prescribe drugs and medical report. That's how I can handle it like this right now.” (Patient’s Relative-1)

The patient's relative stated that they could not get support from the people around him, even the family of his wife who is illness and they have been left alone with the disease.

“Well, let me tell you, I didn't actually see much support from anyone. I've delivered my wife to her mother who gave birth to her, I had to go to Iran as a result of my duty. I left my everything, my card, my money. My daughter was studying upstate, even my two daughters got there. money doesn't matter you just take care of your daughter and sit at home. So there should be an older person at home, I went to Iran and a week later my mother-in-law pulled off. You have a sick daughter and i have two daughters. We're trying to manage it alone.” (Patient’s Relatives-5)

The patient relative who is sharing the care of her sister, who is illness, with his siblings has difficulties in caring. For this reason, she stated that she and her siblings thought about the nursing home as a solution, but they gave up because they did not know how to behave in the nursing home.

“Well, for now, my daughter was studying last year, and she graduated this year. we talked about doing it with my brother, they can take our sibling to home and I can't. I do not have a car, I am separated from my husband, I have a discomfort, I'm retired I'm not in need of excessive means that until one-day tomorrow I do not know if we have grandchildren what do we think anymore. We also look at the nursing home, but we could not to have the heart to her, we do not know how to be treated there, to be clear what to do next. How will the people there behave? My sister searched a few places in Izmir, so there were cold people and saw that we can not stand for now, let's see the hand is holding foot. Good for now. I mean, sometimes I feel uneasy about what she's doing, but she's good.” (Patient’s Relative-8)

The patient's relative expressed his sadness with the thought that without themselves then his brother, who is a schizophrenia, would be left alone and his relatives would not support them.

“So in case of our death, a certain income will remain to T, thanks to our situation she will not need anyone but she will be alone after us as a spiritual, this makes me sad and also I don't know how she lives after us. So our idea is to put it in a good nursing home, and that's because she should not be suffered out there after us, you'll appreciate that you're an educated lady, relatives aren't interested her, it's all story...” (Patient’s Relatives-4)

In addition to all this, the patient's relative-2, whose wife is suffering from schizophrenia, stated that he had fought too much with people which he does not know on the street because of the slander he threw at him. Although he stated that he could not bear this situation anymore and wanted to leave, his wife begged him not to divorce him and his wife deterred his divorce.

“There is much of slander, but as I said, she says that he is not my husband, she says that there is no marriage contract and she says that he held my hand forcibly, how many times I have fought with people. I say I leave, I say I break up, but what do I do when she begs sister.” (Patient’s Relative-2)

The patient's relative-4, whose sibling is a schizophrenia, stated that he had noticed his sibling's discomfort beforehand, when he told his family, he responded with a great reaction against him and expressed the conflict they had experienced.

“I had a general knowledge because I was a teacher now, I took pedagogical formations, I studied psychology that's what comes from there. After I became a teacher, I objected to my family very much and I suggested that we take my brother to the doctor. Now you will appreciate that whether you are a big sister or a little sister, the child is their children. You're 9 years older and you've become a teacher in a way jealousy will expression is a very heavy expression! (Patient Relative-4)

Questions of Law

In the National Mental Health Action Plan (2011), the problems experienced by individuals with mental disorders have been evaluated in four dimensions and one of them has been addressed under the legal dimension. In the legal dimension, wrong legal procedures, loss of rights and neglect and abuse of the patients are included. In this respect, in this study, the problems experienced by individuals with mental disorders are evaluated under the title of legal problems. It has been determined that some of the patients have lost their rights due to lack of information and awareness, on the one hand, some of them have lost their rights and neglect and abuse due to some characteristics of the disease.

Patient's relative-9 who took care of his wife's schizophrenic sibling E. used the following statement for the abuse experienced by his sister-in-law; “I am really glad that my sister-in-law went to CMCH, because she experienced the abuse that affected us very much. People can abuse people like that a lot.” and in this sense, she said that CMCH provides control of patients. The patient’s relative-2 stated that his wife who is a schizophrenic patient, had been deceived by his siblings and were deprived of his rights, did not know what to do.

“Now there is a house case, there is a heritage house trying to get it to themselves. They're always fooling my wife. I have my mother-in-law, now that her brother, they have already taken custody from the court. they tricked us, they said bride, they said our father has money, they said 100 TL, 200 TL, they took him there, movies were turned over, they will take custody at the court. My wife now says come and go in court says cancel, I do not want them says, I said what should I do, I said I can not do anything, so I said I can not interfere. They are constantly benefiting from my wife, whether they are relatives of the disease and use my wife.” (Patient’s Relative-2)

Schizophrenic patient-4 stated as sadly that he has been suspended because of his positive symptoms of illness and wished to return.

“I was assigned with KPSS, I was a civil servant, but I had to leave. How will I return again, god willing I will my illness caused. I want to return very much, as a result my illness caused it, my illness is certain.” (Patient-4)

CONCLUSION AND DISCUSSION

The aim of this study is to determine the social problems experienced by individuals with mental disorders and their families. In the light of the evaluations of patients with mental disorders and their relatives, “social stigma” has been determined as the first social problem experienced by the patient and caregiver relatives. The majority of patients and their relatives do not prefer to tell anyone about their mental illness because they are afraid of being exposed to social stigma and being excluded. Patients who say that their disease is known to people around them are exposed to exclusion and are upset because of this attitude they face. Some patients self-stigmatize without leaving the stigma to society, stating that their disease is a bad condition because of the internalized stigma they experience and that people will not have a relationship with themselves if they know. It has been determined that patients and their relatives have intensely affected by social stigma and stigmatization, which also affected other social problems, caused individuals to isolate themselves from society.

Another social problem experienced by the patient with mental disorder and the relatives of the patient who gives care to them is to live under “inadequate economic conditions”. Patients and their relatives generally experience economic difficulties due to factors such as unemployment caused by the disease, excess of costs brought about by the disease. Some of the patients are unable to meet the need for shelter, which is one of the most basic requirements due to the economic hardship. Patient's relatives have difficulty in meeting the financial needs of the patients they care for. Due to financial incompatibility, some patients have to waive their basic rights. Some reasons such as economic concerns and unemployment cause patients to see themselves as a burden.

One of the social problems experienced by patients and their relatives is “social isolation”. Because of the patient’s illness, they experience loneliness, stay out of their homes and avoid communication with people. The social isolation experienced by the patients also affects their relatives, and their relatives decrease their communication with the people around them. The social isolation of the patients with mental disorders decreased as they started to receive services from the community mental health center.

One of the most important social problems caused by mental disorders is “loss of education and occupational unfunctionality”. Some of the patients with severe mental disorders had to quit their education because of the illness, and some of them had interrupted their working life. In many studies, it has been emphasized that having a job and being in education has an important effect and many benefits for psychiatric patients, not only in terms of financial gain but also in maintaining general health, mental health and well-being. In this respect, it has been observed that some of the patients and their relatives want to work. The study is thought to be an important factor in the analysis of other social problems experienced by patients. Occupational functionality is a positive factor that will lead to a decrease in the social isolation

of the patients, reaching prosperity as economically, reduction of the burden of caregivers and a decrease in the social stigma experienced by individuals with mental disorders that become more visible in society.

An important social problem experienced by patient's relatives with mental disorders is the "burden of caregivers". In the care process of the patients, the majority of the patient's relatives do not receive financial and moral support from the people around them even from their closest relatives. Being alone during the care process causes them to wear off physically, psychologically and economically and it is seen that the caregiver's own health conditions are deteriorated. At the same time, caregivers are concerned about the future of what will happen to their patient if they die. In addition, the disease causes some "family conflicts".

"Legal problems" are considered as the last topic of social issues and patients with mental disorders and their relatives experience. It has been seen that some of the patients lost their rights due to lack of awareness raising and information, some of them suffered loss of rights and neglect and abuse due to some features brought by the disease.

In this context, it is an important fact that holistic well-being cannot be achieved without improving the social health conditions of individuals with mental disorders. It has been observed that existing practices and services are incomplete in terms of adaptation of individuals with mental disorders to society and people continue to live isolated from society. In this respect, it is necessary to increase the studies related to social problems and to increase the practices in this field in order to protect, treat and improve social health.

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Environmental and Social Responsibility Accommodation Management, Case Study: Boutique Hotel, Khon Kaen Province, Thailand

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ABSTRACT

This study aims to analyze the accommodation management of Boutique Hotel and propose the guidelines for development of environmental and social responsibility accommodation management, Boutique Hotel, Khon Kaen province, Thailand. The study was conducted using qualitative research by collecting data from experts and stakeholders through in-depth interviews, journals, research and statistics about environmental and social responsibility accommodation management. The study then used content analysis, pattern matching and explanation building to data collected. The study's results found that the Boutique Hotel provides environmental and social management for each department, such as use of paper, using natural materials, and can be reused like hand towel and mat pads etc. The guideline for development of environmental and social responsibility accommodation management for Boutique Hotel, Khon Kaen province, Thailand consists of; (1) The environmental responsibility accommodation management consists of; (1.1) Departments management consists of; office department, kitchens, bars and restaurants department, laundry and housekeeping department. (1.2) Waste type management consists of; waste management, water management, energy management, sound management, using Eco-friendly products of accommodations, air quality management. (2) The social responsibility accommodation management consists of; (2.1) Internal elements consists of; human resource management with social responsibility, health and safety at work, adaptation to economic change society and politics, management of resources and environment in accommodations, corporate governance and transparency in business operations. (2.2) External elements consists of; dealing with suppliers and business partners, caring for users, responsibility to nearby communities, overall social responsibility, responsibility to the world in various dimensions.

Keywords: Social Responsibility, Environmental Responsibility, Accommodation Management, Boutique Hotel.

INTRODUCTION

Tourism is generally recognized as one of the largest industries in the world and is still expanding at a rapid rate (UNWTO, 2018), which the development of the tourism industry is a profitable tool for high economic. Causing many countries and regions around the world to want to develop tourism formats from the growth of tourism industry increased traveling and resulting in the accommodation business such as hotels, resorts, and other types (Jean, 2007). However, the benefits often come with many negative effects that cause impacts on both nature, environment and social (Sonya and Rachel, 2008). Continuous accommodation causing the environment and society to have a big impact due to the specific operation characteristics and services of accommodation business using a lot of energy, water and natural resources resulting in ecological impacts (Robinot and Giannelloni, 2010)

The environmental problems such as global warming are global problems that people are paying attention and turned more attention. Therefore, causing interest in the environment to be linked to various businesses. Especially businesses that have a waste release or directly causing environmental pollution businesses therefore have to face pressures about social responsibility and become more involved in environmental management (Abaeian, 2014). So many businesses are using environmental conservation concepts in organizations and have introduced environmental conservation issues as a selling point also publicizing in various media. In order to create good image for the organization marketing is made to meet the demand and is a supply for conservation customers and environmentally conscious consumers that is increasing day by day. What these businesses will benefit is not just the cost savings in the cost of energy efficiency. It is an increase in revenue from willing customers who will pay more to support sustainable environmental conservation (Masau and Prideaux, 2013). Thailand is starting to develop various businesses while also attaching greater importance to social and environmental responsibility.

In addition, corporate social responsibility has received more and more attention from around the world and Thailand, especially during the financial crisis and economic recession as today. According to a survey by the CSR International Blog Poll (2018), the majority of respondents 44% believe that the financial crisis will help strengthen corporate responsibility because of the failure of financial institutions that is the root cause of this crisis, lack of responsibility. Therefore, giving weight to doing business with good governance and ethical. Contrary to the answer that responded to the responsibility of the organization only weakened percent. It does not affect 26%, while only 22% of respondents believe that this crisis should lead to a change of concept from donation to the concept of responsibility integration into the business. This is the survey of Thaipat Institute (2018), which shows that business organizations are more interested in implementing social responsibility strategies despite the economic crisis in Thailand for entrepreneurs in Bangkok. There is a tendency for business organizations to carry out social responsibility activities by 47% and in the provinces up to 88% and tend to use budgets for implementing social responsibility strategies even though they are in a state of the Thailand economic crisis corporate social responsibility (CSR) of business organizations is considered to create and maintain good results in the society. Nearly are those who are directly

involved with the organization, including customers, partners, families of employees. Community in which the organization is located and including the surrounding environment, which is indirectly involved with the organization, including business competitors, general public and ecosystem as a whole. In the view of an independent international organization and social responsibility. It is a concept showing responsibility, the impact of their business on shareholders, employees, customers, business partners, communities together with other stakeholders, including the environment focusing on business organizations to run their business in parallel with social concerns, environment, with stakeholders, whose mission to these stakeholders may be beyond what is required by law but must not neglect the observance of the law. Many business organizations have adopted this concept in their operations, including the lodging business (UNIDO, 2018).

Hotel and resort business are service business. That is important in the tourism industry of Thailand. At present, hotel and resort operators especially SMEs have more than 80% of the total number of hotels and resorts in Thailand (Office of Small and Medium Enterprise Promotion, 2018). Boutique hotel is a one of the small hotels located in the center of Khon Kaen city. Which is a unique hotel with a distinctive decoration and create a good atmosphere for guests. Boutique hotel does not have a clear management of accommodation with environmental and social responsibility. Currently, the popularity of jointly taking care of and preserving the environment and society has continuously increased. In Thailand, concepts of environmental and social preservation. Guidelines for development of economic and social growth environmentally friendly be taken as part of a national policy including the service and tourism industry, especially in the accommodation industry. Which aside from being a service industry that uses a lot of energy still affecting the environment in many ways whether using various resources, waste discharge and environmental impact in the community as well (Office of the National Economics and Social Development Board, 2016).

For these reasons, the researchers have become interested in conducting a study on the environmental and social responsibility accommodation management, case study: Boutique Hotel, Khon Kaen province, Thailand. The knowledge and findings, obtained from the study, would be useful by providing recommendations to the government and private sectors regarding their development towards the boutique hotel in Thailand. The results would contribute to the proposition of Khon Kaen's boutique hotel strengthening the competitive competence of the accommodation industry. The main objectives of this study are:

1. To analyze the accommodation management of Boutique Hotel, Khon Kaen province, Thailand.
2. To propose the guidelines for development of environmental and social responsibility accommodation management, Boutique Hotel, Khon Kaen province, Thailand.

RESEARCH METHODOLOGY

The study was conducted by the qualitative research with collecting data from experts and stakeholders with in-dept interviews, journals, researches and statistics about the environmental and social responsibility accommodation management consists of;

1. Government and relevant organizations samples consists of; Tourism Authority of Thailand, Local Administrative Organization, Office of Tourism and Sports. The term of government and relevant organizations means the directors, the administrators, the departments heads, the heads of government sectors, and the staff members involved in the accommodations.
2. Entrepreneurs samples consists of; accommodation business, food and beverage business, souvenir business, transportation business and tour business. The term of entrepreneurs means the administrators, owners, and/or staff members involved in the businesses and services associated involved in the accommodations.

This study using purposive random sampling, the researcher classified the experts, stakeholders, major informants by their types of samples, and in order to continue data collection, asked the first informant of each samples type to introduce the researcher to four or five more qualified informants engaged in the same type of samples. The snowball sampling method requires that informants of each samples type introduce the next informants.

Then, used content analysis to group all concerned data, after that analyzed pattern matching by setting pattern of relationship between the variants from concerned researches and then analyzed explanation building by clarifying the link between the occurring variants. Then take the analyzed result to proceed the guideline for development of environmental and social responsibility accommodation management, Boutique Hotel, Khon Kaen Province, Thailand.

RESULTS

Analyzed the Accommodation Management of Boutique Hotel, Khon Kaen Province, Thailand.

Result of the analyzed of accommodation management of Boutique Hotel, Khon Kaen province, Thailand consists of;

- 1.1* The number of accommodation departments
 - 1.1.1 Office department
 - 1.1.2 Kitchens, bars and restaurants department
 - 1.1.3 Laundry and housekeeping department
- 1.2* Accommodation management of Boutique Hotel in Khon Kaen province
 - 1.2.1 The office department has brought documents and paper to be reused.
 - 1.2.2 The kitchens, bars and restaurants department with grease traps to treat water before releasing it into public water pipes.
 - 1.2.3 The laundry and housekeeping department used natural materials to decorate the accommodation such as bamboo and the building design in accordance with the shadow of the trees Helps reduce energy consumption from air conditioners

1.3 Information package of Boutique Hotel in Khon Kaen province

1.3.1 Khon Kaen's style package

1.3.2 Package to experience the Khon Kaen lifestyle with Boutique Hotel

1.3.3 The hidden beauty package of Khon Kaen

1.3.4 Family package

1.3.5 Honeymoon package

1.3.6 Khon Kaen boutique collection package

1.3.7 Khon Kaen vacation package

1.3.8 Wedding photo package

1.3.9 Activity package in Khon Kaen's Boutique Hotel

1.4 Competitive potential of Boutique Hotel in Khon Kaen province

1.4.1 Location: Boutique Hotel in Khon Kaen province is located outside the city and away from competitors which are mostly in Khon Kaen city area. The advantage is to experience the tranquility, privacy, close to nature, far away from dust, noise and air pollution caused by transportation. The drawback is that it makes traveling difficult to access, if there is no private car.

1.4.2 Accommodation type: Boutique Hotel in Khon Kaen province is a boutique accommodation style and received the Thailand Boutique Award from Thailand's Prime Minister in class of luxury city hotel for green nature and environment resort.

1.4.3 Marketing: Boutique Hotel in Khon Kaen province focus on tourism activities and the atmosphere inside the accommodation, rich in beautiful nature including dharma activities within the accommodation making tourists interested in both nature, practice and travel regularly.

1.4.4 Price: Boutique Hotel in Khon Kaen province has accommodation prices per night are cheaper than hotel in Khon Kaen city.

1.5 Environment and social responsibility accommodation management

1.5.1 Environmental responsibility: The Boutique Hotel in Khon Kaen province will focus on using materials that do not destroy the environment, such as the use of bamboo to decorate the room and use of cloth instead of paper because it can be reused.

1.5.2 Social responsibility: In which the Boutique Hotel in Khon Kaen will have a workshop about Dharma practice in which the interested parties will apply and the hotel will select 50 interested persons to practice the 7 days during which the practice prohibiting participants showing unwanted behavior in accordance with the regulations such as prohibiting talking, prohibiting loud noises, running, and not communicating with all external channels, etc.

The Guideline for Development of Environmental and Social Responsibility Accommodation Management for Boutique Hotel, Khon Kaen province, Thailand

The guideline for development of environmental and social responsibility accommodation management for Boutique Hotel, Khon Kaen province, Thailand consists of;

2.1 The Environmental Responsibility Accommodation Management

The environmental responsibility accommodation management consists of;

2.1.1 Departments management

(1) Office department

Should focus on reducing the occurrence of waste (Reduce), the waste to reuse (Reuse) and convert waste to benefit (Recycle), such as using both sides of the paper for recording. Reuse of envelopes for communication inside and outside the accommodation Use enough paper within one sheet to copy the entire page. Brochures using recycled paper, using e-mail to send documents that require speed instead of faxing and turning off electrical appliances, light bulbs when not in use, etc. (Best & Thapa, 2013).

(2) Kitchens, bars and restaurants department

Setting up bins for each type of waste such as glass, plastic cans and organic waste for composting or raising worms. Avoid or reduce the use of plastic as packaging. In catering organized as a self-service, choose foods that are appropriate for their needs or in advance to reduce the waste that is generated. Try to use local ingredients that are fresh New to reduce transportation spoilage rates and to support the local economy. Use the dishwasher to the full capacity to save water and electricity. Training on how to properly use electrical equipment such as ovens, gas stoves in order to reduce electricity usage And damage that will occur to individuals and electrical appliances and turn off electrical appliances every time when not in use (Sonya & Rachel,2008).

(3) Laundry and Housekeeping Department

The use of detergents disinfectants sparingly. The selection of biodegradable cleaning agents. Use natural drying such as drying in the sun instead of using the dryer. Use woven bags made from cloth recycling within the camp instead of plastic bags. Considering the types of packaging used for soap, shampoo by choosing environmentally friendly products (Molina-Azorin et al, 2015).

2.1.2 Waste type management

(1) Waste Management

Reduce the amount of sewage such as trying to use products that are packed in large packages instead of small packages to reduce the amount of packaging that will become waste reduced toxicity is the selection of products with the least environmental toxicity (Jean, 2007).

Reuse items are product reuse many times before discarding or choosing new items, such as using bed linen to make bags for washing clothes. Record the messages you use inside the camp with the used paper, but still have enough space to write the message (Han & Yoon, 2015)
Recycle used waste to recycle into recycle by recycling. According to the process of each type to be reused or change from the original and can be used again, such as using glass bottles to decorate the place (Charles, 2013).

(2) Water management

Collecting water used to wash detergent from the washing machine for use in the next wash, which will save 60% of water.

The use of detergents and washing machines that help to save water.

Choosing an effective shower head the efficient shower head uses only 10 liters of water per minute.

Choosing to use water-saving toilets using only 6 liters of water at a time, which can save 83,000 liters of water per year.

Choosing to use a faucet with an air bubble to release water with fine bubbles which will work better Save more water and limit the flow of water to only 6-10 liters per minute (Charles, 2013; García-Pozo et al, 2015).

(3) Energy management

Repairing electrical equipment according to the usage period.

Control electricity usage to be suitable for the electricity usage of the accommodation.

Electrical appliances are regularly inspected Including maintenance.

Setting the suitable air conditioner temperature is 25 degrees Celsius.

Always turn off the lights or electrical appliances after use.

Installation of the cooling system, such as air conditioning and ventilation systems in accordance with the season of guests staying at each building (Ali et al, 2014; Cumo et al, 2015).

(4) Sound management

The source of the noise should be checked both inside and outside the building for control.

Prove of the source of noise from tools and systems such as air conditioners.

Ventilation and waste fumes, freezing machine, boiler and pump compressors, elevators, laundry, kitchens, construction and renovations (Ali et al, 2014).

(5) Using Eco-friendly products of accommodations

Choose products that are not harmful to human and animal health.

Choose products that do not damage the environment during the production process.

It is a product that does not use energy and other resources more than reasonable during production operation and removal.

Products that do not use animals in experiments.

Not using materials obtained from endangered species or wild animals of all kinds.

Data from suppliers to the source of raw materials are used to help make purchasing decisions (Childers and Hux, 2013).

(6) Air quality management

Eliminate or reduce sources of pollution, such as replacing ceilings that have expired.

Covering the cloth on unused equipment etc.

Install an air filter system or purify the air.

Ventilate or dilute substances or substances that cause pollution, such as installing a vent in the kitchen etc. (Mensah and Blankson, 2014)

2.2 The Social Responsibility Accommodation Management

The social responsibility accommodation management consists of;

2.2.1 Internal Elements

(1) Human resource management with social responsibility

Human resource management with social responsibility should be promoted, such as life-long learning, providing transparent information to employees in all. The balance between work family life and rest equal treatment in terms of recruitment, income and job progress, especially for women and people with disabilities. Taking care of employees especially those injured or having health problems from work. In addition, life-long learning businesses should give priority to training at various levels or even having a policy to promote creative learning such as supporting the inter-school transfer to employees for the new generation by providing special training for this group of people. In addition, the most important thing is to create a new learning environment to be able to occur at work (Chan, 2014; Tsai et al, 2012).

(2) Health and safety at work

Should choose to do business or use a service provider with morality and ethics for employees in order to control and see the other way and also requiring other accommodations who want to do business with us must also develop ourselves as if the bad effects of service providers who do not care about the health and safety of their work. The bad image will also reflect to the accommodation (Chan, 2014; Garay and Font, 2012).

(3) Adaptation to economic change society and politics

In times of crisis in that accommodation, consultation and build cooperation among groups related to accommodations Whether investors, executives, employees or even customers Inevitably leads to more efficient and sustainable solutions (Garay and Font, 2012).

(4) Management of resources and environment in accommodations

Reducing resource use and emission of toxic substances or waste is a way to reduce energy costs and waste management too, which leads to higher profits Increasing competitiveness in the market and most importantly, creating an image for the hotel is considered beneficial to all parties as well as reducing the impact on the environment will

benefit the accommodation to manage the production of products or services to be more effective (Tsai et al, 2012).

(5) Corporate governance and transparency in business operations

Transparency and decision-making processes of the accommodation that is clear, verifiable. Therefore, extremely important both for the security of the hotel from the perspective of investors and social security. This is because the transparent management of accounting and decision-making processes at all levels leads to clear information. Which can be accessed by investors and relevant persons and which creates an efficient investment system in society. Financial irregularities or various decision processes will inevitably be managed by the relevant accommodation and reducing the chance of loss in both financial and resources. That must be wasted with corruption as well which will eventually lead to a society that is sustainable and economically strong (Punitha and Mohd, 2013).

External Elements

1. Dealing with suppliers and business partners

Accommodation should have policies or activities that encourage new entrepreneurs to become a supplier by sending a consultant to help develop a system that is socially responsible and should consider the role of social responsibility of the accommodation in order to expand social responsibility from their organization to other organizations associated and prevent problems that may follow from the complexities of modern business systems that are difficult to control, covering the entire supply chain (Calveras, 2015).

2. Caring for users

Show responsibility to consumers by choosing to produce, sell products and specific services to suit the consumer group or even designing products that can be used with all groups including people with disabilities, such as appliances with braille or voice commands for normal and blind people available (Graci and Dodds, 2009; Calveras, 2015).

3. Responsibility to nearby communities

Should contribute to both health and the environment via donation or any public interest activities. That will help develop the community and contribute to the strength of that community which the reward that the hotel will receive is a good image, lead to cooperation and ready to help (Cherapanukorn and Focken, 2014).

4. Overall social responsibility

Donations for activities or support in various forms to fix and develop society on issues that are relevant to the accommodation. Which is considered a clear leadership role for business leaders in creating social change and should be measurable. Therefore, it is necessary to have a plan and find a partner to perform well. Which will lead to a good image is the cornerstone of building trust and value of accommodations in the view of consumers and related agencies (Holcomb et al, 2007).

5. Responsibility to the world in various dimensions

Should cooperate with various organizations such as government, NGOs, educational institutions, other business organizations, etc. Which are considered global responsibilities, such as the environment, human rights, and other important issues, regional or global level (Kang et al, 2015).

CONCLUSIONS AND SUGGESTIONS

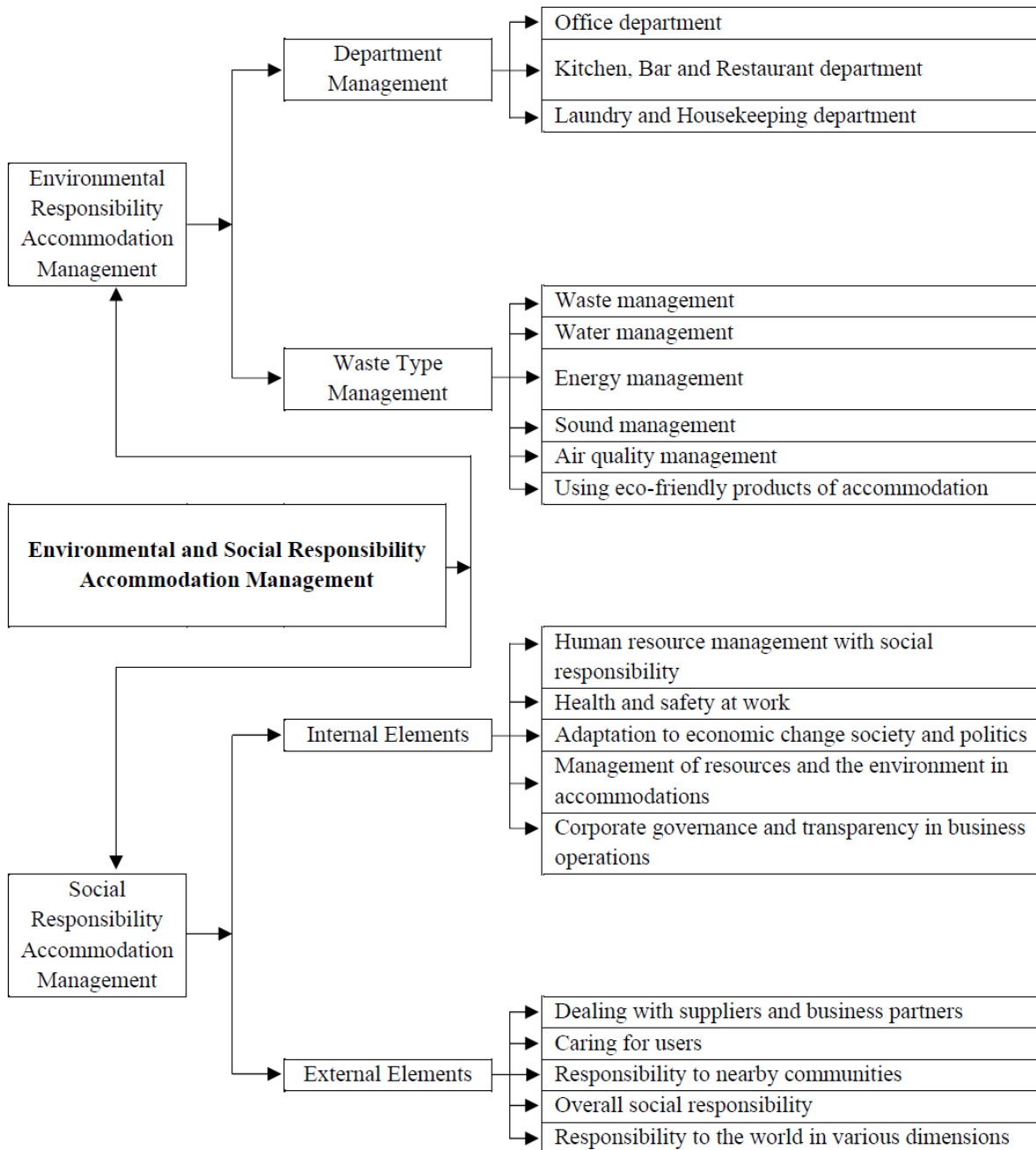
Result of the analyzed of accommodation management of Boutique Hotel, Khon Kaen province, Thailand consists of; the number of accommodation departments, Accommodation management of Boutique Hotel in Khon Kaen province, Information package of Boutique Hotel in Khon Kaen province, Competitive potential of Boutique Hotel in Khon Kaen province and Environment and social responsibility accommodation management.

The guideline for development of environmental and social responsibility accommodation management for Boutique Hotel, Khon Kaen province, Thailand consists of;

- (1) The environmental responsibility accommodation management consists of;
 - i. Departments management consists of; office department, kitchens, bars and restaurants department, laundry and housekeeping department.
 - ii. Waste type management consists of; waste management, water management, energy management, sound management, using Eco-friendly products of accommodations, air quality management.
- (2) The social responsibility accommodation management consists of;
 - i. Internal elements consists of; human resource management with social responsibility, health and safety at work, adaptation to economic change society and politics, management of resources and environment in accommodations, corporate governance and transparency in business operations.
 - ii. External elements consists of; dealing with suppliers and business partners, caring for users, responsibility to nearby communities, overall social responsibility, responsibility to the world in various dimensions.

This study found that the model of environmental and social responsibility accommodation management for Boutique Hotel, Khon Kaen Province, Thailand, as shown in Figure 1.

Figure 1: The model of environmental and social responsibility accommodation management for Boutique Hotel, Khon Kaen Province, Thailand



The suggestions of this study consists of; there should be a comparative study of the environmental and social responsibility of the award-winning hotel accommodations in relation to environmental and social responsibility to be a guideline for further development and there should be activities to promote local clothing to users to create opportunities and value for local products and generating income for people in the community.

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Reflection of Post-Modernism on Airport Administration and Activities

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ABSTRACT

Emerging in the 1960s, post-modernism has been influencing many disciplines. The effects of this approach have been observing in many areas. Post-modernism has been affecting the planning processes, legal and administrative structure, and all of the applications with the effect of economic, political, social, and cultural conditions in termly. Post-modern environments are environments where global and sectoral change activities are performed. As a result of the post-modernism influence; the management and operations of airports are forced to the transformation. The structure of the airport sector throughout the world is transforming in parallel with these changes. This study aims to evaluate the current state of the airport sector by revealing the reflections of global and sectoral change dynamics on airport management and activities. Additionally, it offers suggestions to companies that are changing and transforming with a post-modernism approach.

Keywords: Postmodernism, Airports, Management and Activities.

INTRODUCTION

Post-modernism, which emerged in the fields of art, literature and architecture in the 20th century, began to manifest itself with the emergence of post-fordism in industrial life. Because the "Second Great Economic Crisis" in 1973 showed that the "Fordism" understanding based on mass production, which characterized all aspects of the 19th and 20th century economic systems, went bankrupt (Aktel, 2003: 39).

Post-fordism is an industrial production regime based on saving and flexibility that offers new options to the fordist production system (Erbaş and Turan, 2003: 48). Besides, this industrial management system based on the qualified qualifications of the people and prioritizing them to employ them in flexible time periods and in their fields of expertise is a sense of the re-discovery of the human factor whose importance and value has been forgotten in front of machines with a paradoxical understanding after the industrial revolution and that knowledge becomes the most basic production input of all industries and in one sense it has given a way to them (Parlak, 1999: 84; Yıldırım, 2009: 380-381).

Thus, in a difficult environment to be successful and be adapted; the information that is accepted as the most valuable and strategic resource by the enterprises has always started to be the core of human labor necessary to live in human history (Zack, 1999: 125). Especially with the globalization, the fact that information became the most important factor of production at the last speed caused the classical production factors such as capital and labor to be put to the second place; There is no doubt that every sector is affected by these developments and the aviation sector is also affected by the fascinating transformations.

The airport operations, which show the brand value of the aviation sector in a sense, consist of managerial systems where post-modern management paradigms are most effective. In order to evaluate the reflections of post-modernism in the airports which bring together many different sectors and specialties in the aviation service production process thanks to the organization and management structure designed in the matrix structure, the notional framework was firstly put forward within the scope of this research.

After the rise, development and philosophy of post-modernism are shortly explained in this sense, the current of eme globalization sahip, which has a similar power of interaction in terms of deconstructing the fields of beginning, development and industrial management is briefly defined. Eventually, in the frame of the research, the reflections of both globalization and post-modernity on aeronautical sector in some areas and processes are briefly explained.

LITERATURE REVIEW

The Emergence and Development of Post-modernism

Modernism, which has captured the civilization and scientific development of humanity for centuries with stereotyped and traditionalized patterns, began to be criticized and questioned towards the middle of the 20th century (Güney, 2010: 179-180).

Western societies, which restructured their countries which were destroyed after the Second World War with modern understanding, started to question the concept of "modernity" which could not prevent themselves from entering a world war in order to continue development in every field, to produce and develop something new every day (Aydın, 2006: 2- 4). Especially, the necessity of restructuring the economic and social spheres, which are shaped on the basis of modernism, according to constantly changing technological and environmental conditions, emerged more clearly with economic crises shaking the whole world (Özel, 2010: 13).

Thus, post-modernists who criticize the existence of art, say that it requires constant search for excellence, and that there is no single truth in every circumstance and situation (just as in transformational conception of management) wrote new prescriptions for happiness to crisis-ridden industries and societies (Harvey, 1993: 89- 90). Prescriptions have played key roles in the formation of today's economic order and sectors.

Within this framework, the definition, characteristics, developmental stages and basic philosophy of post-modernism will be examined under the following headings and their reflections on the industrial fields and then on the aviation sector will be evaluated.

Definition and Factors of Postmodernism

Actually, when the concept of post-modernism began, what is the scope and how to define it is highly controversial (Yıldırım, 2009: 386). This notion was first used by a historian Arnold Toynbee in 1947 (Aydın, 2006: 4).

Post-modernism is a philosophy that provides the formation of the information society, rejects the modern understanding that advocates one truth and one truth in all branches of science, and reveals the constantly changing dynamic structure and power of knowledge (Şener, 2007: 37). This philosophy has pioneered to the development of new paradigms in all areas of human life from art to physics and has enabled humanity to step into a new era (Parlak & Sobacı, 2012: 216-217; Zengin, 2009: 21).

On the other hand, post-modernists have emerged with criticism that positivist approaches of the modern age are wrong, classic and incomplete (Güney, 2010: 180-182). According to post-modernists; "modernist thought is that there is only one correct information and this information can be reached by observations or experiments can be known, claiming that the right information is universal and precise "is the most important reason of the current backwardness and crisis (Yıldırım, 2009: 386-387). In other words, according to them, there is no single and accurate information that is valid in all conditions in real life and the information that is actually constantly enriching every day by questioning the present (Aktel, 2003: 43).

For this reason, post-modernists, for the sovereignty of reason and truth, have tended to question the existing scientific determinations by constantly puzzling or accepting them (Şener, 2007: 37). Actually, this approach of post-modernists is very effective in terms of creativity and innovation in order to ignore the present by multiplying zero and to try to improve it (Aydın, 2004: 13-14).

As a matter of fact, accepting everything that has been proven or discovered to be the only right leads people to be lazy and not to discover new methods (Zengin, 2009: 20-21). In this sense, to carry forward the research and discoveries of others, and even to go even further than them to constantly question (known) is a very important source of development (Aktel, 2003: 53; Yildirim, 2009: 387). Because every invention or definition is put forward, it begins to become obsolete and in this sense it is necessary to constantly criticize the present or not to accept what is known as absolute truth. Radicality in the post-modern understanding is also nourished by this approach (Şener, 2007: 42).

Consequently, it is possible to say that post-modernism is the most important result of the search of the human being who discovers the self-production and proliferation feature of knowledge, and the desire to reach perfection and the insufficiency of the current discoveries, inventions and developments (Aktel, 2003: 39).

Emergence and Philosophy of Post-Modernism

From the beginning of the second half of the 20th century, the term “post-modernism” began to be used in the definition of new and different works of art in continental Europe, excluding classical art and literature, excluding stereotyped perceptions and measures (Yılmaz, 1993: 188).

In this period, post-modernism in art and literature expressed an understanding that defines new and different, cares about extraordinariness and depicts the end point of art in the way of innovation (Güney, 2010: 178). It has become a concept used to describe novels, stories and poetic forms different from the existing methods in literature and new architectural works which are not made modern in Italy. The post prefix is used to describe what is “new” and “different”. The concept has been used extensively in the artistic field to describe works that oppose modernism and its techniques.

Postmodernism is both a period that expresses a historical age (postmodern era) and a theory that reinvents knowledge. For philosophers such as Kuhn, Feyerabend, Bauman, Lyotard, Baudrillard and Jameson, the leaders of the postmodernism movement, this kind of rupture is the name of a new era in which the transformation of reality into images or the development of a new economic understanding that grows apart. This also means the announcement of the grand narratives of the modern era, the collapse of the modern era.

Indeed, postmodernists criticize the modernist thinking that the right information exists and that this information can be reached through observations or experiments, and that the right information is universal and precise. In fact, postmodernism not only criticizes the modern understanding but also rejects all the information imposed as absolute and single truth by putting forward these criteria. In fact, this approach of postmodernists is very effective in terms of creativity and innovation in order to ignore the present by multiplying zero and to try to improve it. As a matter of fact, supposing that everything is proven or discovered is not known, it does not encourage people to laze and discover new methods.

In this sense, it is necessary to go further to advance the research and discoveries of others. In addition, all forms of information, narratives are of equal value and there is no new information for man. When each invention or definition is presented, aging starts to become classic and in this sense it is necessary to constantly question the present.

Effects of Post-Modernism in Industrial Life

In the post-modern era, "post-fordism" management approach has emerged as a new mass production approach based on flexible specialization in work conditions and qualified labor force (Al, 2008: 10-12; Yıldırım, 2009: 387). The thought of post-fordism is a management approach that advocates that industrialism in the modern era is now going bankrupt with the 1973 world economic crisis and that industrial management areas need to be renewed (Dağdelen, 2005).

Post-fordism represents the transformation of the industrial society into an information society and the transfer of the importance and value given to the machines to the people who are accepted as the only producer of knowledge in the new era in industrial areas managed by Fordist approach (Aktel, 2003: 50). The concept of post-fordism, which they term as flexible specialization, predicts a management model based on high technology and qualified qualifications of information workers, employing them in flexible time periods and in their specialized fields (Parlak, 2003: 84).

In the post-fordist understanding of industrial management, while knowledge enters production processes as the most basic production factor thanks to advanced technology, the importance and value of qualified human factor, which is the producer, user and laborer of knowledge, is understood (Taymaz, 1993: 13). The production of the companies that make up various industries has accelerated, their product quality has increased and the customer demands that have been differentiating and increasing day by day have been met instantly. Enriched with these gains, enterprises have ensured that the societies in which they are located become more and more rich and shaped according to new understanding.

On the other hand, not everything has developed so positively; especially, despite the increase in demand for qualified labor force, many employees who are not ready because of lack of equality of opportunity in education have prepared the ground for unemployed or employed in unskilled jobs with very low wages (Bıçkıcı and Sobacı, 2011: 224). In addition, qualified employees, brains with training and capacity to produce advanced technology preferred businesses that provided them with more favorable working conditions, as well as the existence of flexible working hours for the emergence of creativity features were important (Harvey, 1993: 86).

That is why, instead of fordism-based managerial insights based on shift hours, embodied in seizures, which are essential to work for at least eight to twelve hours a day, post-fordist insight forms part-time hours with new forms of work with contractual, seasonal or methods revealed (Harvey, 1993: 90).

As a result, Postmodern understanding deeply influenced the idea of modern management and rejected the universality of all management principles and understandings in the modern era. In addition, they advocated the objectivity of the management process and the elimination of the intense rules-based prominence, and proposed "localization", acting according to situational conditions, adapting to technology as open systems and flexibility expressed as multifunctionality.

Globalization and Aviation Transportation Sector

It is no coincidence that every academic article written about every social phenomenon in the social sciences "new" or post-modern" is based on globalization of "transformations and changes in the world". In addition, globalization is spontaneously formed and is not a temporary trend that will become obsolete in a few years.

At this point, it can be said that in today's information age, globalization is a giant system consisting of thousands of sub-systems of international nature, which enables shaping both local and foreign policy, social structure and form of state administration, enabling multifaceted interactions and transformations. (Friedman, 1999: 4).

On the other hand, it is possible to say that the concept of globalization is the most comprehensive key concept describing the change, transformation and development of today. This is because all the advances in information, communication and transportation technologies are both dynamic and a result of globalization (Giddens, 2000: 13).

Globalization has become the main stream of thought in understanding the public expectations of today's societies in explaining how the 21st century society affects and directs these changes caused by almost all of the human living spaces and the processes of transformation in terms of causality line (Erbay, 1996: 3).

Definition and Factors of Globalization

In the information age, the globalization trend that shapes both local and foreign policies, social structure, economic systems and management forms of all world countries is the most comprehensive key concept that describes change, transformation and development in all social areas of today (Waters, 1995: 2).

In the literature, definitions have been made in line with different and contradictory views for defining the concept. The common feature of these definitions is that there is no consensus on a common definition and that the definition is affected by the discourse of ideology (Şener, 2007: 31-32). Since the economic dimension of globalization has become more prominent, it is seen that the concept is defined as a trend generally discussed in the economic sense in the literature (Giddens, 1990: 13).

In this context, globalization can be defined as "an international economic, cultural and political integration process that emerged with the support of developments in computer,

communication, electronics and transportation technologies with the determination of international companies' marketing and production principles"(Hopkins, 2000): 9).

Within the context of these definitions, globalization has emerged as a result of the global expansion of economic, political and cultural relations constructed in the modern era, which is shaped mainly by industrial developments that emerged after the industrial revolution (Giddens, 2000: 135). Thus, globalization has emerged with the internationalization of modernism understanding by networking the connection forms between different social spaces on a world scale (Köseçik and Özgür, 2005: 4).

Although globalization is a concept that has been discussed, spread and developed in the last thirty years, the processes and dynamics that make up globalization are as old as the history of civilization and science (Friedman, 1999: 5). However, today, globalization causes significant transformations in all social areas and daily lives, and every scientific branch in scientific sense defines or debates this trend within the framework of its own literature (Hopkins, 2000: 2).

Besides, globalization is the last point where the neo-liberalizing economic understanding brings the world. This is because it is no longer possible to stop globalization or return from globalization. There is no antithesis that can stand in front of this trend on the horizon of civilization. Dissident criticism is expected to remain in the form of a weak voice for many centuries, as well as the economic, cultural and political expansion of this world wide web .

Globalization is a movement based on bilateral interaction, which may cause regional developments to reflect in different directions in different geographies and cultures (Giddens, 1990: 13). In particular, a transformation that began at the national level, thanks to globalization, can transcend borders and become a source of deep transformation and changes in different societies and geographies all over the world without being bound to time and space (Giddens, 1990: 14). Therefore, it is possible to say that this power of globalization stems from the fascinating development of knowledge, information and transportation technologies.

In fact, the phenomenon of globalization emerged not only with the development of communication and transportation technologies and the convergence of different geographies of the world, but also with the international standardization and expansion of civil society organizations (Giddens, 2000: 153). Therefore, the foundations of the new world order and state administration forms that emerged with globalization are not only economic expansion. Since the strengthening of civil society in the new order has led to the globalization of all social habits of globalization (Giddens, 2000: 154).

Hence, according to Keyman (2002), within the scope of modernism, every nation has lost its position within the globalization ideal of reaching modernity which aims to develop and develop the country in which they live in their own world and national borders (Keyman, 2002: 27-53). The traditional social relations, which lost the privileged position of nationality and

modernity by the effect of globalization, began to be proposed to all mankind and new service and production processes designed globally.

Thus, the social relations, changes, transformations and developments proposed on a global scale started to form the most basic philosophy of globalization, and this expanding trend has led to international arrangements and changes in every geography of the earth (Held, et al., 1999: 4).

Relationship of Post-Modernism and Globalization

It is not possible to examine post-modernism and globalization currents which have been active since the second half of the twentieth century as independent paradigms. Although the paradigms of both paradigms, which cannot be seen as complementary or continuation of the other, may differ in terms of their concrete spread, it is possible to make two analogies of central flow that open the same door in terms of the innovations they bring to today's management sciences and social life.

Especially after the 80s, the phenomenon of globalization developed under the influence of neo-liberalism, has transformed the structure of industrial societies again in the 90s and consequently new economic systems have become more visible and felt in a more concrete way on the global level.

However, the new economic and social model that emerged did not form an indirect causality with "knowledge" as before, and this time, the most important element of both the economy and the society has been the emergence of information-based production patterns. This life-form, which gives the name to the new model of society with the nomenclature "Post-Industrial Society" (Bell; 1973), "The Third Wave Society" (Toffler, 2009), "Post Capitalist Society" (Drucker, 1994), is above all worthy of knowledge. It defines societies that give and constantly produce new information (Drucker, 2013).

Due to its characteristic features, the generation and dissemination of information in the information society has become quite rapid and efficient, and significant improvements have been made in terms of taking this model to a more advanced level thanks to the advances in internet and information technologies. Especially with the widespread use of the Internet at a global level, human beings have moved their social habits to a parallel universe and began to move rapidly in a virtual universe.

Finally, it should be noted that while there are no concrete international organizations that today are seen as the defenders of post-modernism, the architect of the spread of the current and the globalization of the world, globalization is supported by numerous international organizations such as the WTO, UN and IMF, and the management models in line with this understanding are constantly supported.

Aviation Transportation Sector in Globalization World

In the 21st century, thanks to the fascinating developments in information, communication and transportation technologies, air transportation has become the most attractive, safest and fastest transportation type used by today's people.

Especially developments in air technologies paved the way for the restructuring of air transportation and transport systems, which are relatively new compared to other types of transportation, and the emergence of a brand new sector developing globally (Gerede, 2002: 5).

The aviation sector, which entered into a rapid growth and development trend since the second half of the 20th century, is a sector that has grown considerably with the development of large airplanes with high carrying capacity and intercontinental travel as a result of the increase in the number and activities of civilian airline companies operating on a global scale. (Korul and Küçükönel, 2003: 26). As the sector grows and expands, it is divided into sub-sectors, and specialization and specialization in the sub-sectors has led to the emergence of new sectors and the establishment of the most important and newest transportation network of the global world in an expanding line (Kuyucak, 2010: 199).

In the 21st century, the air transport sector has become the most advantageous transportation method compared to other alternative transportation sectors thanks to the dynamism of globalization, the most concrete face of the technological developments in the world, and the speed, comfort and time savings it provides to people (Otamış, 2013: 4).

In fact, it has relatively different advantages in comparison to the basic transportation systems of today, namely, road transport, rail transport, maritime transport and pipeline and transport sectors, especially in passenger transport. In this sense, it is possible to say that the transportation service offered by airline transportation is a transportation service which is absolutely not substituted in terms of speed, time saving and safety in passenger transportation (Gerede, 2004: 275-276).

As an effect of globalization, the volume of trade and tourism in the world has increased rapidly, making the air transport sector more important than other types of transport. In addition, the airline industry, airplanes, airports and maintenance services has become a capital and technology intensive industry with large expenditures (Kuyucak, 2010: 138). Even the pre-service and post-vocational training services of those employed in this sector are met by paying very high prices. Therefore, developments in the aviation sector in a country are in parallel with the economic growth and development in that country (Kaya, 2000: 6).

On the other hand, nowadays, the air transport sector is basically structured under two headings. The first passenger transport sector, the second cargo / goods / loading transport is (Kumar, 2008). Considering that the most strategic superiority of air transportation vehicles is in the passenger transportation, it is possible to say that the most experienced in this sector today. Because other transportation sectors have the ability to carry a large amount and variety

of freight transportation compared to air transportation has a commercial superiority (Sarilgan, 2007: 6).

Moreover, no matter how far the technology has gone, the share of the airline in passenger and freight transport is not expected to increase in a very short time as long as people living in cities in the current world order continue to use the highway in the city (Taşgit, 2008: 12).

However, the strategic superiority of an air transport system structured to universal standards in terms of speed, comfort and time saving will continue to maintain its superior competitive position for centuries. In addition, thanks to the astonishing technological advances in air transport, one day in the future, today, hundreds of thousands of people who killed, injured, crippled and polluted the environment of land transport will be completely eliminated (Karasu, 2007: 11).

Air transport companies are generally called airline enterprises (Doganis, 2001). In practice, it is also possible to coincide with the usage of terms like airline, air carrier, carrier, commercial airlines and commercial air carriers.

On the other hand, airline companies operating in the air transport sector have some characteristic features. The first of these is that all of these businesses are organizations that offer services (Gerede, 2006: 5). In addition, such companies producing air transport services, just as in public services for the continuity and necessity of the service operates on a 24-hour basis (Karasu, 2007: 13).

In airline companies that need to provide 24-hour uninterrupted service, employment is provided according to shift systems, and this situation increases the human resources requirements that should be qualified (Korul & Küçükönel, 2011: 506). In addition to the constantly updated civil aviation standards and rules, technological developments in the sector lead to the continuous change and development of working and production conditions in airline companies. In this context, employees at all levels in airline companies are subjected to continuous vocational training and are employed according to certificates or licenses issued by various civil aviation authorities (Otamiş, 2013).

As a result, it is possible to say that in the globalizing world, air transport and transportation sector is the most important indicator of economic development and growth and it is also one of the most developed sectors that contribute to global economic welfare.

METHODOLOGICAL ASPECTS AND RESULTS

Methodological Aspects

With the spread of international trade in the globalizing world, the number of airports that enable aviation services to be provided at international standards has been increasing day by day and continues to increase. Yet airports are the most important and fundamental elements of the air transport system.

So indeed, in order to achieve air transportation, whatever the purpose is, a land piece is needed to accommodate the appropriate physical conditions and organizational structure in which aircrafts can get up and down, take passengers or load. In addition, in order to better understand the production processes of the services provided to the people of the 21st century, and above all to achieve universal quality standards in existing service offerings, airports need to be managed with post-modern approaches.

Therefore, in the 21st century, all service delivery processes, managerial and organizational structures at airports were restructured in line with global standards, adopting safety, quality and customer focus. In the restructuring process, systems connected to pro-active managerial approaches and practices that prioritize quality in every aspect were made possible.

In the following headings, first of all the management and organization structures and aviation services produced through these structures are mentioned briefly and then the reflection of post-modernity on these systems and applications will be tried briefly.

Results

Working Environment and Continuing Operations in Airports

Airports are the organizational structures that can be considered as essential for the safe execution of aviation activities in any region or country, consisting of organization and service units in direct proportion to the mission undertaken, enabling the landing and landing of aircraft and enabling the passenger and freight transportation to be realized by airway (Oktal and Küçükönel, 2007: 384).

As it can be understood from the definition, in order to be able to talk about aviation and safety in aviation activities in a country, it is perhaps necessary to have an airport constructed and managed in accordance with international standards before the aircraft (Barry, 2001: 3-4).

In the globalizing world, all airports, whether international or regional, need some characteristic features. One of these basic features is a flat geographical area. Yet, it can be said that it would not be possible to talk about the airport without such a geographical surface (Dursun, 2014).

Airfield and apron fields where aircraft related services are provided and operations are performed at airports; loading and passenger operations. The units mentioned and the services provided in these units are not at all similar. This type of airport, especially all the different sub-systems under a single roof that collects all, in terms of business management has a matrix model management and organizational structure (Wang et al., 2007: 221).

The employees working under the matrix model have different expertise areas, different service areas and different operating systems. However, in order to ensure a safe flight through airports, all service production units and employees must be managed by synchronizing employment.

Indeed, generally airport users; tourism organizations such as passengers, aircraft operators and cargo transport agencies, ground handling agencies, catering businesses, tour operators and travel agencies, and businesses selling commercial products, and even those who come to see the passengers off. When it is thought that the airport is managed by matrix model management structure will be better understood (Kuyucak, 2007: 14).

Another characteristic feature of the airports is that the administrative system in these places includes both technical and social elements. Because the airport system has other transportation methods, passengers, vehicles and infrastructures, and airport subsystems include all activities carried out within the scope of the air and land side of airports. For this reason, inputs such as money, manpower, materials, equipment, energy, information provided from various sources in an airport system are used in flight related and other airport activities (Özenen, 2003: 3).

On the other hand, increasing international trade destinations have increased international competition in the air transport and transportation sector. In these competitive conditions, airports owned by countries have become very important and play strategic roles. Especially in today's conditions, it is an important requirement that the airports owned by the countries consist of extremely large physical areas, that the fixed facilities that require large investments are equipped with the latest technology and that the mechanical, electrical, electronic and safety systems used in the airport are structured together with continuously developing technology (Ergüneş, 2013).

For these reasons, it can be said that airports are highly dynamic, innovative and strategically service areas that reflect their competitiveness to the whole economy. Furthermore, it is difficult to achieve a stable balance in the management and production processes due to this dynamic feature of airports (Barry, 2001: 3-4).

However, a successful management model shaped according to post-modern approaches, well-structured organizational structure and units, as well as an airport operating with employees will be able to produce features that are considered to be competitive and superior (Sumwalt, 2007: 37-38).

As a result, it can be said that it is not possible to talk about aviation sector without airports since all activities of today's air transport sector, especially flight, marketing, loading, maintenance and repair, are carried out at airports (Suntur, 2012).

Managerial Process and Systems in Airports

Terminals, which are the most important facilities of civil airports, are a matrix managerial system consisting of many subsystems, where exchange activities between freight and passenger transport modes are realized within the airport system and converted into services to meet the needs of passengers and aircraft (Yağmur, 2010).

The terminal area leading to these subsystems, which are structured according to the system approach, is defined as the part of the airport outside the aircraft operating area. terminal

building, cargo building, gates, car parking areas, airport hotels, restaurants, garages and vehicle services are entering (Yılmaz, 2007: 4). Particularly at the airport terminals, pre-flight and post-flight operations of incoming and outgoing and transferring passengers and baggage and services are provided for a number of aircraft needs.

In addition, the passenger terminal system, which is the transition point between the airport land side and the air side, is basically divided into 3 sections (Doganis, 2009: 53; Yılmaz, 2007: 8-9). The first section consists of vehicle and pedestrian roaming areas, vehicle parking areas, areas where passenger loading and unloading operations are performed, service roads and land transportation stop areas, which allow passengers to pass from ground transportation vehicles to the main terminal building where passenger operations are performed.

However, airport ground transportation facilities, pavement in front of the terminal building, pedestrian roads, parking lots, vehicle roads and service roads include (Küçükönel, 2001: 17-18). Therefore, all kinds of buildings, hangars, sheds, warehouses and fuel filling facilities on the airport land can be described as airport ground transportation facilities. This characterization is undoubtedly important for the safety management system and its implementation, including these facilities.

The second part of the terminal area is the main terminal building where passengers are greeted or sent off for the initiation, termination or continuation of air travel. These; Lounges where passengers and visitors can roam, where service and waiting can be made, common use such as staircases, escalators, elevators, toilets and corridors in the free circulation area where airline carriers provide ticket sales, check-in, baggage acceptance, flight information and administrative services, facilities, areas where public or non-flight services are produced, restaurant and shopping areas, privileged areas, food preparation areas, warehouses for various uses, baggage handling facilities, security and passport control service areas, administrative and service bureaus, maintenance functions. office and service facilities, communication, ventilation, generator, automatic door, fire extinguishing systems, general security and health facilities, social use areas, information flow systems and all kinds of commercial activities. adır (Yılmaz, 2007: 8-9).

As it can be seen, the system elements in passenger terminals where the services for airplanes and passengers and commercial activities are the most intense, as in the airport system, terminal operators, airline operators, ground service organizations, other commercial enterprises and other users' offices or buildings where they produce services related to their fields (Kuyucak, 2007: 19) are available.

The third part of the facilities at the airports is located in the area where the facilities between the aircraft and the terminal building are located. The facilities in this section consist of arrival and departure corridors, gates, boarding and landing sections, corridors and bellows and other usage areas (Wells and Young, 2004: 209).

The aviation services produced at the airports are mainly focused on aircraft operation and passenger and cargo operations in the flight line section; non-aviation services in the

terminal and its surroundings or on the airport land can be listed as commercial services (Kuyucak, 2007: 30).

Post-Modern Managerial Practices in Aviation Sector

The air transport industry in the world has gained a whole new face with the development of jet-powered passenger aircraft after the Second World War. As a result, flight time was shortened and intercontinental passenger transport was also possible.

In the following periods, significant improvements have been achieved in the airline industry through liberalization, privatization, mergers and acquisitions, strategic alliances, environmental regulations, advances in aircraft body and engine technology, and advances in information and communication technologies. Every change in global or regional nature in each of these factors causes the airway transportation industry to rise or develop and to make a lose.

It is known that air transportation, which provides fast transportation services worldwide, serves more than 3.5 billion passengers at 4,824 airports with approximately 3,000 airlines and 37,000 aircraft (OECD, 2019). In addition, the number of existing airports of different qualities in the world is around 19 thousand. The number of passengers using all these airports in a day is 29.1 million; it is around 4.8 billion annually (WTO, 2014).

In addition, in the globalized world, as of 2013, the annual revenue of airline companies in the air transport sector amounted to one trillion dollars and has become a giant service sector where more than 4.2 million people are employed (WTO, 2014). When 5.7 million people working in the above-ground areas are added to this figure, it is possible to state that more than 10 million people are directly employed in the aviation sectors (WTO, 2014). In addition, the air transport sector employs 39 million people in the world through direct, indirect, stimulated and catalytic action (WTO, 2014).

There is no doubt that the developments in the post-modern era in such a large sector and the reflections of these developments on the sector are not too much to examine and explain. However, in the postmodern era it is possible to talk about the transformational management approach that has stamped every sector and industrial management field and some concrete effects that have been restructured within the framework of the system approach.

For example, it is possible to evaluate the reflections of post-modernity in managerial practices that aim to effectively manage quality, organizational culture, participation in management, supply organization and safety. Under the headings below, the reflection of post-modern management approaches and applications to the aviation sector is tried to be briefly explained.

Managerial Approach and Practices that Prominence the Quality

Although it is seen that the concept of quality is defined according to different perspectives in the literature, it is the process of producing the production outputs that meet the needs of people at the least cost in the administrative sense (Akin et al., 2002: 59); "doing the

right job at the right time and in the right way”(Efil, 2014: 18). Looking at the common points of the definitions of quality in the literature, it is aimed to say "degree of conformity to usage, needs or standards”, "sum of qualities”, “meaning and value”, to avoid deficiencies”, “to meet customer expectations (Şimşek, 2004: 15).

Indeed, the concept of quality is the situation where people's needs are met in an effective way, in compliance with predetermined standards, which becomes more important when it comes to safety and security needs (Alıcı, 2007: 11). In addition, Hodje et al. (2003), quality is a post-modern managerial approach that is directly requested, in line with the targeted standards, based on maximum benefit.

In the literature, the concept of quality management, existing in a business quality improvement, quality protection and improvement activities, taking into account the internal and external customer satisfaction is managed as a system that ensures the realization of production (Efil, 1999: 75). When the definitions of “quality management” in the literature are considered, it can be said that the production / management processes that are managed according to high standards and qualified processes are mentioned in order to realize the absolute / sacred goal of achieving quality for enterprises (Efil, 1999; Miyauchi, 1999; Yılmaz M., 2003; Alıcı, 2007).

In this approach, which specifically focuses on whether or not customer needs are met, the effective fulfillment of needs is directly linked to the quality management of the process (King and Cichy 2006).

The concept of quality management in aviation is defined as "coordinated activities for the impulsion and management of an aviation organization in terms of quality"; The concept of quality management system is defined as " management system that directs and controls an aviation organization in terms of quality" (Dictionary of Transport and Communication Terms, 2010: 36). In terms of both aviation and other definitions in the literature, quality management is a “human, employee and customer-oriented”, based on continuous improvement, change and innovation and more importantly, it is a management approach that is "debugging errors" rather than "aiming to conduct errorless works in first and all of the time" (Yılmaz, 2003: 3; Taner and Kaya, 2005: 354; Alıcı, 2007: 12).

As a matter of fact, ICAO has comprehensive regulations in the Annexes of Chicago Convention to improve the quality of civil aviation (Aydın, 2008: 12). These rules are valuable not only for flights at global level, but also for the development of effective civil aviation service standards by developing universal standards in order to ensure a safe, high quality and effective civil aviation service (ICAO, 2019).

Such approaches, which prioritize human and organizational elements in aviation, have evolved in the trajectory of system and contingency approaches, which are the management approaches of the post-modern era, and thus, significant advances have been made towards the ideal of providing and maintaining quality in all areas effectively.

In addition, one of the main features of quality management is that it primarily aims at achieving functional results of all studies and that the organization develops successful and balanced results for all its stakeholders (Kal-Der, 2003). Thus, significant distances will be recorded in the direction of managing risks successfully, reducing the uncertainty to the maximum level and achieving zero error in management (Yatkin, 2003). Significant advances and gains in customer relationship management issues will also be achieved in aviation organizations that implement quality management (Miyauchi 1999).

Among the most important outputs of quality management are reducing costs, increasing productivity, eliminating unnecessary business processes, increasing employee satisfaction and task motivation, encouraging participation in management, encouraging employees to develop themselves and reveal their creativity (Taner and Kaya, 2005: 354- 355). Therefore, it is possible to say that such benefits and gains expected from QMS in aviation are a reflection of post-modern management understanding in aviation.

Managerial Approach and Practices that Prominence the Organization Culture

As a reflection of postmodernism, approaches and models of safety management in aviation have begun to be considered from a culture-oriented perspective, and as a result, the necessity of establishing a positive safety culture in aviation enterprises has been put forward (Cooper, 2000: 113; Ruitenbergh, 2003; EUROCONTROL, 2008; ICAO, 2019)).

In other words, thanks to the postmodern perspective, it has been understood that a weak positive safety culture that is attempted to be managed in traditional aviation enterprises has the potential to produce results with great risks (hazard). Especially in the adoption of safety as a culture, "senior management should provide the necessary support for safety" and "employees to take an active role in safety-related processes" began to find support in the literature (Muniz et al., 2007: 627-641; Cox and Cheyne, 2000: 111- 112; Mearns et al., 2003: 238-254).

In the literature, safety culture can be defined as a "community of beliefs, norms, attitudes, roles, social and technical practices that will at least compare aviation workers, other elements of the system, passengers and society with dangerous situations" (Dursun, 2016). It is the sum of the characteristics that affect the behavior of employees to increase or decrease risk (Guldenmund, 2000: 216). Therefore, safety culture is a social structure that directs the behavior of aviation employees towards risk, accident and prevention, is shared among employees and learned / developed as they work in the institution (Richter and Koch, 2004: 703-722). As can be understood from the definition, safety culture reflects the importance of human factor in the prevention of accidents (Dursun and Durmaz, 2011). In this aspect, it can be said that there is a postmodern managerial understanding.

The positive safety culture is an understanding that increases the success of IMS applications and helps employees to avoid unsafe behaviors more easily by recognizing safety risks in a line covering all operations carried out in aviation organizations (Muniz et al. 2007). One of the most important characteristics of a positive safety culture is that it is not a cultured

rules system shaped by predictable but unexpected events, but rather a managerial area shaped by the sincerity and behaviors of all employees (Carrillo, 2010: 48).

Another characteristic feature of positive safety culture is that it is shaped according to the attitudes and behaviors of employees towards providing safety (Guldenmund, 2000: 215-257). In particular, aviation employees are required and expected to have positive safety culture characteristics in their environment and to work under the influence of personnel. In this way, the emergence of attitudes and behaviors that will increase safety will be ensured (Hale 2000: 7).

Aviation organizations expect to increase safety and organizational and managerial investments to achieve this expectation pave the way for the formation of a positive safety culture in that institution (Lee and Harrison, 2000: 63). Especially the beliefs, values, attitudes and the desired employee behaviors that are formed in the organization provide strengthening of the safety culture in the organization (Roughton and Mercurio, 2002: 18-20).

In addition, safety culture is a future-oriented understanding and means to reach a cultural maturity that can reveal future opportunities and threats from the present situation (Lee & Harrison, 2000: 61-97).

As a result, it is possible to say that in all operational processes and applications of today's aviation companies, the basic point of the safety management models established within the framework of post-modern system-specific system approach is that all employees in the system adopt a positive safety culture.

Managerial Approach and Practices that Prominence the Participation

In terms of word meaning, the concept of "participation in management" is expressed with the word "Participation" in English; In Turkish, it is used as participation (participation or participation) to participate in group activities requiring administration (Şişman, 2007: 296). In the literature, the notion of "management", means making decisions about the effective use of available resources for the purposes of the organization, the process of fulfilling these decisions (Yozgat, 1994: 7) or cooperating in group activities (Peker and Aytürk, 2000: 122). The concept of "participation" is to participate individually in the realization of the objectives by a group or a working team (Koçel, 2011: 47).

As the definitions can be understood, the concept of participation in organizational activities and organizational life reflects the idea that the manager or leader needs knowledge of his subordinates (Özden, 2000: 112). In other words, participation in management is the realization of participation of all lower-level employees who do not have executive positions and take orders only as managed, as if they are managers, and take part in management decisions (Ulutaş, 2003: 29).

According to another definition of participation in management, in an enterprise or organization, "subordinates and superiors decide jointly on managerial decisions, sharing management authority between superiors and subordinates or the possibility of employees to

participate in all managerial and organizational decision making processes" (Tremplay and Roger, 2004: 999) .

Participation in management is an important managerial tool that management can use to motivate employees in their work, to ensure communication between employees and to develop themselves themselves (Tayfun & Kösem, 2005: 126). Thanks to such practices, the subordinates become ensured to have a say among the superiors, and many decisions to be taken in business can be taken in cooperation with the subordinate (Aydın, 2005: 490).

Looking at the literature, it is called "participatory decision making" to allow the managers of the organization to give their opinions to the executives in making managerial decisions and to take decisions to design managerial practices according to their votes or opinions (Koçel, 2011: 337). In fact, participation in management and participation in decisions in enterprises have the same meaning and functions in many respects (Koçel, 2011: 80-82). In particular, by providing such an opportunity to managers, it is possible for them to meet their self needs, and at the same time, will enable the solution of potential application problems that may arise in productive processes and systems in the future with the support of the decision makers (Eren, 2011: 396-397).

On the other hand, participatory management approach based on democracy and sharing in business management has been formed as a result of many development and evolution processes to date (Sabuncuoğlu and Tüz, 2005: 236). Post-modernist industrial approaches that have been developing since the 1980s have manifested themselves in the board meetings held with the participation of the master heads of participatory management practices (Sabuncuoğlu and Tüz, 2005: 239). In the 1990s, "Z Theory", which advocated the participation of workers in management and which was put forward by William Ouchi, attracted attention by first mentioning the emotional perceptions such as trust, talent and intimacy in economies dominated by industrial capitalist understanding, but it can be started only by respecting the basic values of employees and emphasize that productivity can be achieved (Oktay, 2000: 263).

Today, with the effect of the development of post-modernity and democracy, management, culture, quality, customer, knowledge and people-oriented managerial approaches have developed and post-modern managerial approaches have become more sensitive to the changes occurring in the internal and external environments of the enterprises, thus making participation in management more meaningful. Development and transformation has been experienced (Sökmen, 2011; Koçel, 2011). Undoubtedly, the methods and practices of participation in management strengthened by the mentioned developments and transformations will make it possible for the aviation companies to reach successful outputs in their service delivery.

It is possible to benefit from the common mind, experience and knowledge of employees at all levels in all activities and processes in aviation companies where participation is adopted and participatory practices are based on management. Taking advantage of this opportunity, aviation companies gain a management system that produces both quality and

service in accordance with postmodern understanding thanks to participatory management approach.

Especially in the aviation sectors where branches and specialties are constantly diversified, it cannot be expected for an employee to understand from every job or everyone to be an expert of a branch; however, expecting the manager to be an expert in every branch will be a very optimistic and hollow approach. For this reason, success in management has been completely team work (Çelikkaya, 1999: 121).

That is why it is important and necessary to participate in management in order to increase efficiency in aviation economically. Thus, increasing the production capacity of enterprises and providing competitive advantage to enterprises in the global market and competitive environment is an option to engage in a highly logical management (Siegall and Gardner, 2000).

According to Koçel (2011: 337), it is visible with the widespread participation practices and the motivation of employees, which can be measured with various parameters, increases and the prevalence of positive employee behaviors increases. Since one of the main objectives of participation in management is to increase productivity in this way, active practices in terms of participation in cooperation between managers and those managed will indirectly increase operational efficiency (Eren, 2011: 396). In addition, this eliminates the burden of decision-making, especially about the details of the manager, works are done quickly, delays are prevented, the internal communication burden is lightened, all employees are honored and rationality is approached in managerial decisions.

It is reported that employees have lower psychological tension, job threat, alienation and role uncertainty in organizations where participation in management is intense, whereas high job satisfaction, good relationships are established in the organization, employees do more work by attaching positive attitudes to work and increase their organizational commitment (Öztürk) and Dündar, 2003). Thus, as the organization trusts and values its employees for whom it is a source of livelihood, emotional ties between the working organization will begin to develop (Ulutaş, 2003: 3). Each employee has the ability to produce ideas in his / her field, to make comments and to offer alternative solutions for the solution of problems. When employees have the opportunity to use these skills, they can contribute to the positive change of the organization they belong to (Aydın, 2005: 323).

As a result, thanks to post-modernity, participation in management has gained an important place in political, public and political lives as well as in industrial life (Koçel, 2011; Eren, 2011). Therefore, aviation enterprises should give importance to participation in management in order for the organization to renew itself and keep up with the age.

Supply Chain and Customer Relations Management Practices

Since the 1990s, with the effect of post-modernity and globalization, SCM processes have begun to emerge in the present sense, especially with the management of production and logistics management applications as a whole.

It is possible to state that companies combine strategic decisions and logistics focus on a global level and see supply chain management practices as a new management area of strategic importance (Ganeshan et al., 1999: 843). Especially in our century, where global competition is accelerated, flexible, effective and specialized post-modern production methods are preferred, and quality and human-oriented management approaches become the central paradigm, all of the transformation processes, which are the causes of assets to outputs, are covered by the procurement concept (Cohen, 1997).

In the new economic era, today's businesses operating in a global competitive environment, to protect the competitive advantage of production organizations, developing technology and increasing consumer needs in line with increasing cost and quality relationships in order to increase customer satisfaction and continuous search for efficiency and efficiency (Dursun and Durmaz, 2011).

As a result of these searches, all enterprises, whether they produce goods or services, have started to realize their activities in a complementary "supply chain". In this context, supply chain relations have developed and become post-modern managerial processes and thus the need to manage these institutionalized supply relationships has been developed and the concept of supply chain management has been developed.

Although it is expressed differently in the literature, SCM is defined as the whole of the business processes that provide products, services and information that provide added value to the customers, ranging from the end user to the most advanced supplier (Lambert et al., 1998). As can be understood from the definition, SCM is a management mechanism that synchronizes all subsystems of the supply chain, and the reason for this mechanism is to ensure the effective supply of the necessary products and services at all times.

Especially after the 1990s, almost all kinds of businesses in the center of all the managerial decisions of customer-focused, profitability and effectiveness understanding of professional managers, cost-effective managerial strategies have forced the effective development by aviation enterprises (Lamborudiere and Corbin, 2012: 65). In addition, this situation made SCM a postmodern administrative area where airport managers should develop the most basic tactics and strategies (Özdemir, 2004: 87-88).

Furthermore, it is possible to establish full communication between the companies involved in the provision of services produced at airports (supplier, manufacturer, distributor, retailer, maintenance, logistics, etc.). First of all, this situation has become possible by increasing the coordination of all subsystems and subsystems at the airports and the release of synergy.

As a result, SCM developed as a result of postmodern managerial approaches has become one of the most important efficiency and profitability managerial practices for today's aviation companies and SCM is tried to be managed with the help of models supported by continuous field research in all areas of aviation.

New Methods in Safety Management in Aviation

The most important distinguishing feature of the safety management system (SMS-Safety management system) which was put forward and proposed in this period of safety development in aviation is that it has a more proactive and proactive understanding of the system practices and rules. Therefore, a style is adopted that includes the postmodern understanding of senior management, organizational culture, employee participation and the like (FAA, 2007).

It is possible to say that aviation personnel working at different levels have a common conscience and understanding when it comes to safety and voluntarily following similar behavior and thought systematics in the workplaces and it is possible to say that this gain leads to synergy by spreading to the whole organization (Roughton and Mercurio, 2002: 16-24).

While the strategic approaches to safety and security management processes in the aviation sector until the 90s were “reactive” focusing solely on the causes of faults and accidents, they started to give way to “pro-active” approaches in the 2000s. This is, of course, without doubt directly related to the transformative and restructuring power of postmodernity.

The reactive approach adopted in the modern era, while planning safety measures to prevent the same or similar accidents after an accident, the pro-active safety approach, which is affected by the contingency and system approach from post modern management approaches, has focused on managing the safety by pre-analyzing the threats and hazards and risks that may cause the accident. Helander, 2006). Thus, in the development of pro-active safety management strategies that govern the rules and practices in the safety management system, a “predictive approach” has been made possible for the future and hazards can be eliminated before they are realized (Özkılıç, 2012: 18).

On the other hand, while the development stages of aviation safety models and approaches are mentioned in the literature, the paradigm shift from technology / machine oriented approaches to human and organization oriented approaches is mentioned. It is possible to say that there is a human factor at the center of all safety approaches such as the 5M approach and the SHELL Model, which prioritizes the human element further. Because the most important factor that has the capacity to affect the aviation activities positively or negatively at any time and in any period is the human factor (Helander, 2006: 3).

Pro-active safety approaches, which are the results of postmodern inquiry and interaction in today's aviation sector and represent the latest development point in the management of safety, consist of efforts to manage safety with a system approach focused directly on the changes experienced in these elements (Wright, 2004).

The potential risks and dangers of aviation in every line of business are present in every period and condition, hidden in details like a riddle, sometimes causing air accidents despite all the managerial strategies and tactics. Accordingly, the idea of providing and developing safety in aviation has come to the level of today's people and organization-oriented, participatory and human-oriented managerial systems by making continuous development and distance (Roughton and Mercurio, 2002: 3-10).

Indeed, the evolution of the idea of safety in aviation has not lost its trend of advanced development with the goal of almost zero accidents as well as developing in parallel with the developments in the technical and technological environment (Benligiray, 2006: 170-184). In such a dynamic area and environment, maintaining air transportation as the safest transportation option, decreasing the number of air accidents over the years and supporting the concept of safety with the practices confirmed by national and international regulations are very important gains (Gerede, 2005: 3). At the last point in terms of the continuation of these gains, safety management systems have led to the emergence of a highly systematic, developable and managerial area in terms of providing and improving safety in aviation effectively (Bannard, 2013).

In fact, it is no coincidence that international safety regulations have developed greatly in the 1970s, which developed in parallel with the important developments in technological fields and became more and more accepted towards the 1990s (Geels, 2006: 999-1016).

In this period, where the safety idea in aviation has made significant progress, it was focused only on the limitations of human factor as an individual and the potential for making mistakes, and approaching safety with the idea that accidents would not occur when zero human error has opened the door to inadequate practices. Because the experience caused by such an assessment accumulates and due to errors in the system due to greater damage and loss of accidents, organizational factors other than technology-human factor may also be considered to cause accidents (Marken, 2005: 394).

With a more clear expression, at the last point, all factors related to safety have been started to be managed within the framework of popular management approaches at the organizational level and in line with the ideal of achieving excellence in management (Shappell et al., 2007: 75). The organizational point of view has made it possible to develop strategies to be fully avoided from all hazards, risks, mistakes, violations that affect safety, above all, to be competitive and to provide innovation and human focus in terms of providing and increasing safety in aviation (Hale, 2000:12).

In this way, organizational culture, organizational climate, employee perceptions, attitudes and behaviors are developed positively and safety is managed effectively. safety management systems, which are enriched with developments, have become widespread in today's aviation (Cooper, 2000; Yule, 2003). With a similar approach, the management of safety in aviation started with a post-modern management approach that is shaped according to environmental, organizational and individual changes through subsystems such as crisis, risk and error management in aviation.

CONCLUDING REMARKS

Today, as the attraction of economic income in the airline transportation sector encourages countries to invest more in this type of transportation, it is possible to say that new management styles and practices, which have emerged through post-modern inquiry, developed with globalizing customer expectations and enriched with the search for efficiency in management, will gradually develop in this sector.

In parallel with technological developments, the aviation sector requires the development of a dynamic vocational training of the employees in the sector as a business line standing with the employment of qualified labor force. In addition, the existence of many subsystems and sub-sectors in the aviation sector necessitates the cooperation of the occupational and business conditions that are not dissimilar in many respects in coordination in this sector. Thus, planning of aviation education and training specific to post-modern industrial management approaches will enable the restructuring of existing management processes and practices in the aviation sector.

The changes and transformations caused by post-modernity even in the field of aviation education cannot be realized effectively because many advanced universities have the equipment and educator group capable of providing education specific to the aviation sector standards. That is why the educational institutions established in order to reach qualified human factors from the aviation sector have to educate the new ones who will participate in the civil aviation business conditions dynamically and maintain the professional training of the existing employees in a post-modern framework and content.

Briefly, managerial processes and practices developed and shaped according to the postmodern understanding in the aviation sector are at the forefront. In this matrix system, enterprises that have employees trained with a postmodern structured dynamic training program and strive to become a learning organization can only make a difference.

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Exploring Strategic Management Innovation to Support Historical Tourism at Khao Phra Wiharn National Park

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ABSTRACT

This present study details strategic management innovation at the frontier area in Greater Mekong Sub-region (GMS) for supporting historical tourism by using Khao Phra Wiharn National Park as a hub. There are 3 main objectives 1) to analyze the strategic management of planned areas along the borders of GMS, 2) to analyze the strategic innovation management plans at the frontier area in GMS supporting historical tourism Khao Phra Wiharn National Park, Sisaket province, 3) to present innovative strategic management plans frontier area in the GMS. A multi-research design a combination of both qualitative (open-ended questions) and quantitative (questionnaire) methods were used with the tourists in the area. Results indicated that the historical site is very attractive and good for further development. The management of tourist attractions, staffing and adjusting some constructs or working methods in the organization area as continues maintains will be needed to support growth and change.

Keywords: Management Innovation, Greater Makong Sub-region (GMS), Historical Tourism, Strategic Management, Khao Phra Wiharn National Park.

INTRODUCTION

Thailand, the South-East Asia country, is one of the famous tourist destinations in the world. Anan Wattanakuljarus, Ian Coxhead (2008) says that an industry as prominent as tourism in the Thai economy is bound to have relatively rich links to other sectors, both through intermediate demand and trade (the purchase of goods and services by the tourism industry) and through competition in factor markets. Tourism and its promise of socio-economic growth are a powerful tool not only in changing the physical development of rural areas, villages, towns, and cities, but also in changing the shapes and forms of nation-states through boundary modifications and territorial exchanges (Dallen J. Timothy, Jaume Guia & Nicolas Berthet, 2012).

In many developing countries, travel and tourism (T&T) sectors contribute a larger share to total GDP than the world average and also generates a larger than average share of jobs and exports (WTTC, 2006). It can act as a tool for poverty alleviation, can stimulate the economy, and can generate revenue for heritage conservation and management (Wan, 2010). Heritage tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States (2018) defines heritage tourism as “travelling to experience the places and activities that authentically represent the stories and people of the past,” and cultural heritage tourism is defined as “travelling to experience the places and activities that authentically represent the stories and people of the past and present.”

Heritage tourism has become a significant part of the tourism industry, characterized by powerful supply and demand motivations (Prentice, 1993; Prentice, 1993; Timothy, D. J., & Boyd, S. W. , 2003). The heritage site development model suggested in this paper treats mainly supply-side considerations (Krakover, 2016). Pike and Page (2014) note that the perceived need for the management of destinations might be met by linkages between destination marketing organizations and territorial local authorities before concentrating on the former. Thus the perception of tourism’s economic merits, and thus of the benefits of tourism promotion policies, may be modified once indirect interactions with unrelated sectors and institutions are taken into account. Dallen and Gyan (2009) examines of the nine Least Development Countries (LDCs) further to understand the unique problems and issues faced by each country and the common issues that they experience concludes by identifying the common challenges experienced by the LDCs and discusses the implications of heritage tourism for example Singapore is a well-developed country inside a less-developed region; does its geographic location shape its heritage policy or does its status as a developed country trump its proximity to less fortunate states. Therefore, there are many researches attempting to address the issues specifically facing LDCs.

In Thailand, there is the diversity of tourism types for example ecotourism, beach and costal tourism as well as cultural heritage tourism. Visiting World Heritage sites is one of the famous targets for both Thai and foreigner tourists (Waraporn N, Tsornng-Chyi H & Chi-Jui H, 2011). Also, it is now common knowledge in the academic literature that some international

borders and their adjacent territories attract tourists (Krakover, 2016). Sisaket province is a city in the north-east of Thailand which is the most famous Khmer site located in the Cambodia border with Khmer ruins scattered throughout the province. Tourist attractions, Khao Phra Wiharn National Park covers an area along the Thai-Cambodian border include viewpoints on a cliff and a Khmer bas-relief by having Pha Mo I Daeng as major attraction of the park, is a wide rock plateau on a high cliff on the Thai-Cambodian border and contains numerous ruins of the 11th century Khmer Empire or the region's great Angkor-period monuments.

OBJECTIVE

1. To study about the current situation and assess the potential of historical tourism at Khao Phra Wiharn, Sisaket province.
2. To analyze the strategic management of innovation planned areas along the border on the Greater Mekong Sub-region GMS.
3. To present innovative strategic management plans for the frontier area in the GMS to support historical tourism in Khao Phra Wiharn National Park as an initial base for exploration.

SCOPE OF THIS STUDY

Scope of area – Historical tourism site is at the Khao Phra Wiharn National Park, Sisaket province

Scope of details – Travel demands and supplies

Scope of population –The tourists in the area

Scope of time – 1 year (2016)

GLOSSARY

Development Plan – an aspect of town and country planning decisions as to whether or not planning permission should be granted, under the system known as development control or development management in GMS area.

Innovation – upstream, midstream, downstream of the strategic management innovation process supporting historical tourism Khao Phra Wiharn National Park.

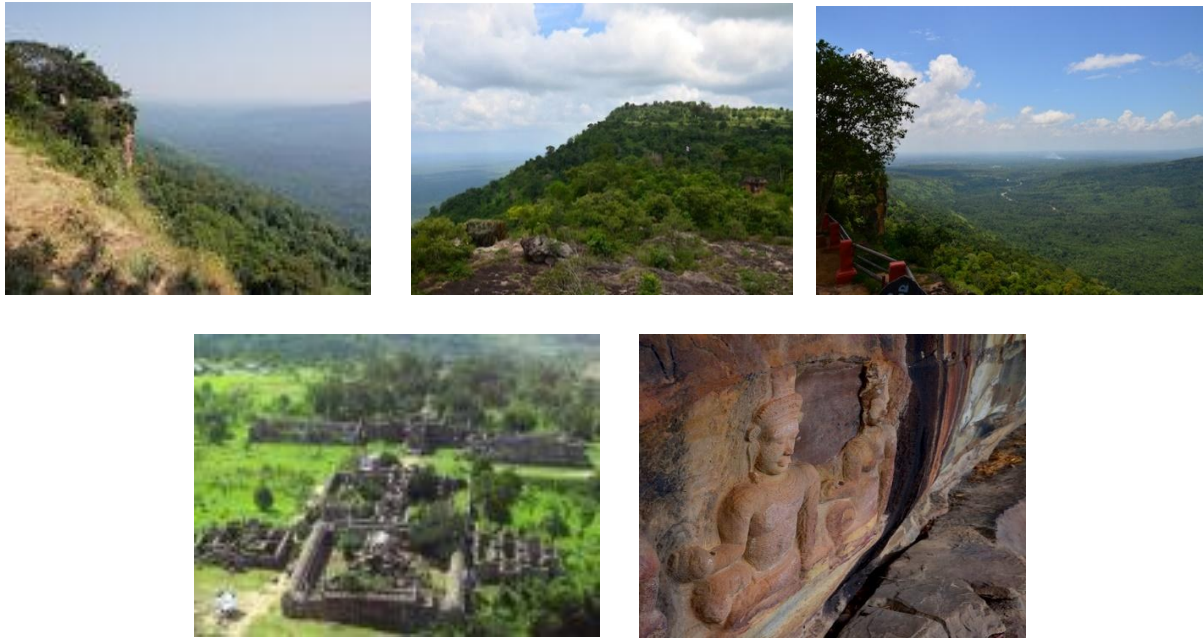
Strategic Management – the formulation and implementation of the major goals in GMS areas supporting historical tourism of Khao Phra Wiharn National Park.

Greater Mekong Sub-region (GMS) – a natural economic area bound together by the Mekong River consist of 6 countries; Cambodia, Laos, Myanmar, Thailand, Vietnam, and China (Yunnan Province).

Frontier Area – The Sisaket province area links with the border of Cambodia.

Historical Tourism – a kind of tourism, where the tour or tour group focuses on the history; history of some place, persons, thing, or events where historical things occurred at Khao Phra Wiharn National Park.

Figure 1: Khao Phra Wiharn National Park

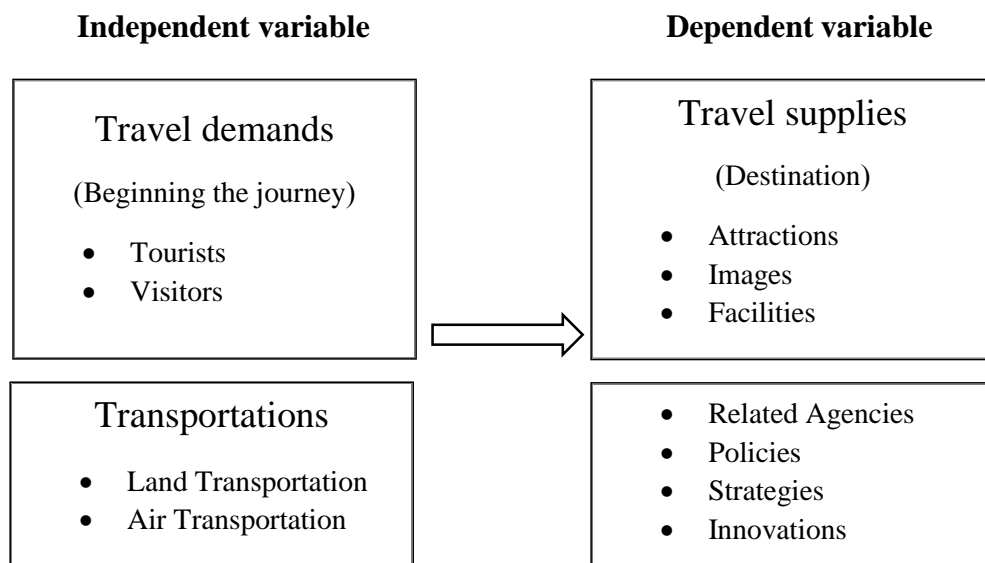


Source: www.travelfish.org, 2019

FRAMEWORK

The definition of the framework of the study “Travel demands and supplies” is shown in the Chart 1.

Chart 1: Travel demands and supplies



Source: Chaigasem, 2016

VARIABLE OF THIS STUDY

Independent variable: Travel demands

Dependent variable: Travel supplies

METHOD

This study was conducted to attain the research objective involving travel demands and supplies at the historical tourism site “Khao Phra Wiharn National Park”, assessing the potential of the historical tourism for Khao Phra Wiharn, Sisaket province, analyze the strategic management of innovation plan and present the innovative strategic management plan at frontier area in GMS supporting historical tourism at Khao Phra Wiharn National Park as a hub.

SAMPLE GROUP OF THE STUDY

The major question motivates sampling in the tourists from the historical tourism at Khao Phra Wiharn National Park, Sisaket province.

TECHNIQUE OF THIS STUDY

This study was designed to analyze the strategic management of innovation plan by using Khao Phra Wiharn National Park as a hub. To approach the strategic management innovation plan, the researcher reviewed material frequently and using questionnaires with “open-ended questions” to provide rich qualitative data gaining insight on all the respondents’ opinions toward “Travel demands and Travel supplies” and “closed-ended” questions to create data that is easily quantifiable. Summary of both qualitative and quantitative data will bring about strategic management of innovation plans for Khao Phra Wiharn National Park.

INFORMATION OF ANALYSIS AND STATISTICS

Once the researcher has collected quantitative data, statistical analysis was used as a tool to analyze and draw some inferences from data. There is a wide range of possible techniques to find out a brief summary of data, but the statistics of this information analysis are:

Descriptive statistic uses to describe the basic features of the characteristic of demography (sex, age, nationality, status. Level of education, occupation, income) in a study.

Mean and standard deviation to find out the average obtained by dividing the sum of the data by the number of data in the set and the extent to which data differs from the mean.

ANOVA analysis uses to analyze the differences among group means and their associated procedures (such as "variation" among and between groups).

RESEARCH RESULT

The questionnaire data obtained through the research show a clear pattern of the tourists' Travel demands and Travel supplies toward the historical tourism Khao Phra Wiharn National Park, Sisaket province:

The characteristic of demography: most of the respondent in this study consisted of 59.30 Asian males, married (57.00%), ages ranged between 41-50 years old (37.80%), hold bachelor's degrees (69.80%) and with incomes over 20,000 THB/month (62.70%). Most of the tourist experienced the historical tourism Khao Phra Wiharn National Park, Sisaket province approximately 3 times (36%) by 49.30% travelling using their own car (28.30%). 32.30% of tourist will spend around 2 days to see the historical site (59.30%) and cost of visiting will be around 501-1,000 THB/time (34.80%). 47.30% of respondents knew the historical tourism Khao Phra Wiharn National Park from website and 43.80% supported that the historical site, especially the outstanding architecture (48.00%) is worth visiting or cultivating. 38.50% of respondents are interested to attend activities in the Khao Phra Wiharn National Park area and want to be a part of historical site conservation. For example, cleaning and nurturing the landscape (38.00%). 36.30% of respondents think that the community should keep their own tradition while 31.00% support the community by involving or increasing the potential (30.50%) of communities controlling, managing and developing their own tourism industry, whereby tourists and travellers can experience the community's way of life and consider their social, economic, and environmental impacts upon the destination they are visiting or live. The average score of site management from the respondents' point view supposed that operation official of Khao Phra Wiharn National Park still have abilities to maintain the historical site somehow Khao Phra Wiharn National Park should be advertised or promoted more than it used to be. The satisfaction ratings for facilities were constantly high with little fluctuation in score.

CONCLUSION

To sum up, it can be seen that there is indeed a behavior pattern for the cities analyzed as regards to the reticular characteristics of their tourism networks and the relationship between these characteristics and the level of tourism development of city. Destination management is a designated responsibility of one of the advisors Sisaket province, a role which involves coordination and communication between council units and with external stakeholders. From this perspective, the study supports the view that: although the results obtained constitute an advance in the analytical terms other researches previously, this also have a strong community focuses linkages between tourism and community interests are reinforced.

The challenge of managing tourism, so that it does not undermine heritage values is real, but it is somewhat alleviated by the destination management approach taken in Khao Phra Wiharn National Park. Wan (2008) states that some of the challenges highlighted include financial constraints, ownership issues, agricultural encroachment, looting and illegal digging, colonialism, improper conservation, war and conflict, modernization, heritage overload, lack of cooperation and holistic management, and lack of social and political will. In tourists' perspective, communities identify their opportunities and aspirations and weigh them against

the values they want to retain in relation to lifestyle to determine goals and an action plan for the future. Promoting tourism takes coordination, a level of expertise and requires funding.

SUGGESTION FOR ADDITIONAL STUDY

In particular, future research might focus on the inter-related questions of functional interdependence and structural effectiveness at a destination level. The sampling group of the study should focus on stakeholder and the citizen perspective, specifically to explore the relative utility of the technique in other tourism contexts. The semi-structured interview method is suggested to provide a clear set of instructions for interviewers and can provide reliable, comparable qualitative data to gain more precise data.

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International Taxation of E-Commerce, Recent Developments

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ABSTRACT

E-commerce has become an extremely popular business model in the last decade, especially for cross-border commercial activities. A vast array of goods and services, varying from books to advertisements on social media, are being commercialized by means of the Internet, either ‘directly’, i.e. through websites, or ‘indirectly’, i.e. with the assistance of intermediaries. As a natural result of this great amount of business transactions, the revenues derived by multinational enterprises from e-commerce activities have expanded in an unprecedented manner. This expansion caused the source countries to become more and more interested in being able to tax a portion of the revenue concerned. This being stated, the narrow concept of ‘permanent establishment’ contained in the OECD Model Tax Convention on Income and on Capital (upon which %92 of the double tax treaties concluded around the globe are based) did not constitute a sufficient basis that would allow the source countries to submit the income derived by e-commerce activities to tax. To remedy to that lack of legal ground, the OECD suggested to include in the double tax treaties clauses on artificial avoidance of permanent establishment status through commissionaire arrangements and the specific activity exemptions. Although the inclusion of the concept of ‘virtual permanent establishment’ into the OECD Model Convention was also discussed, it was not adopted. However, the European Union is currently considering the adoption of a similar concept on an European Union level, namely ‘digital permanent establishment’. This study aims to examine all the recent developments that occurred in the last two years as well as the current discussions in the area of international taxation of e-commerce activities.

Keywords: Taxation of E-Commerce, Permanent Establishment, Virtual Permanent Establishment, Significant Digital Presence, Digital Tax.

INTRODUCTION

E-commerce has become an extremely popular business model in the last decade, especially for cross-border commercial activities. A vast array of goods and services, varying from books to advertisements on social media, are being commercialized by means of the Internet, either ‘directly’, i.e. through websites, or ‘indirectly’, i.e. with the assistance of intermediaries. As a natural result of this great amount of business transactions, the revenues derived by multinational enterprises from e-commerce activities have expanded in an unprecedented manner. This expansion caused the Source States to become more and more interested in being able to tax a portion of the revenue concerned.

Cross-border e-commerce activities give rise to fascinating international tax law problems from both income tax and VAT perspectives. The scope of this paper is limited to income tax. Since the main purpose is to describe the recent developments in the area of international taxation, no reference is made to domestic tax laws of different countries, with the notable exception of the last chapter that aims to demonstrate the uncoordinated domestic measures and their potential impact on an international level.

For the purposes of income tax, taxing rights between Source States and Residence States are allocated by means of double tax treaties (‘DTT’) in the international arena.¹ Most of the DTTs that have been signed worldwide are based on either the Organization for Economic Cooperation and Development’s (‘OECD’) Model Convention with Respect to Taxes on Income and on Capital (‘OECD MC’) or the United Nation’s Model Double Taxation Convention between Developed and Developing Countries. While the Models concerned are largely similar, the influence exercised by the OECD MC on DTTs has, so far, been more consequential (Pistone, 2012, p. 2). Given the prevailing relevance of the OECD MC in international tax law, the reference is exclusively made to the OECD MC for the purposes of the analysis conducted in this paper.

Entering into bilateral tax agreements (as opposed to multilateral tax treaties) has traditionally been, and still is to a great extent, the general tendency. For a DTT to be applied effectively, the Contracting States must be able to have a common understanding of its provisions. To create an international understanding of the relevant tax terms and develop a common treaty interpretation, the OECD publishes, and periodically updates, commentaries on the articles of its MC (‘OECD Commentary’). The OECD Commentary allows the Contracting States to have at their disposal a unanimous interpretation of the DTT provisions. The OECD Commentary is used as an important source in the interpretation of DTTs by the courts and tax offices in many countries. Accordingly, this study refers to the OECD Commentary for the interpretation of the relevant terms and provisions.

Income derived by enterprises active in e-commerce through the exercise of their commercial activities generally constitute ‘business profits’, regulated in article 7 of the OECD

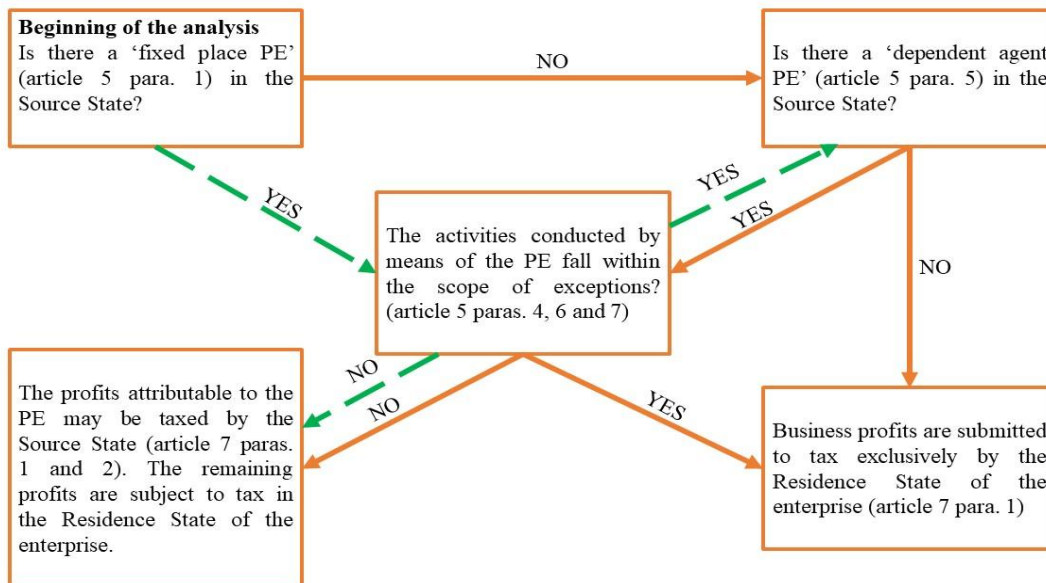
¹ In the absence of a DTT between two countries, the domestic laws of the countries are to be applied without any restrictions. This situation is likely to give rise to double taxation, i.e. taxation of the same income source by both Contracting States.

MC.² Pursuant to article 7, taxation of income earned by a company domiciled in a Contracting State (i.e. the Residence State) in the other Contracting State (i.e. the Source State) can only be possible if the company concerned carries out commercial activities through a **permanent establishment** (PE) located in the Source State (such taxation will be limited to the profits attributable to the PE). This paper begins, thereby, by examining the concept of PE.

After delimiting the contours of PE, the concept of e-commerce is briefly described. Then, problems caused by international taxation of e-commerce prior to 2017 is examined. The analysis proceeds with a brief explanation of the work undertaken in relation to taxation of e-commerce during the OECD/G20 Base Erosion and Profit Shifting (BEPS) Project. Are then analysed the two most important results of the BEPS Project, namely the modification of article 5 of the OECD MC in 2017 and the rules of the Multilateral Convention to Implement Tax Treaty Related Measures to Prevent BEPS (MLI) aiming to prevent the artificial avoidance of the PE status. This paper concludes with a succinct overview of some unilateral measures, commonly regrouped under the name of ‘digital taxes’, adopted by different countries.

CONCEPT OF PERMANENT ESTABLISHMENT

The system prescribed under articles 5 and 7 of the OECD MC can be summarised by means of the following chart:



As shown in the chart, it must first be determined that whether a ‘fixed place PE’ is formed in accordance with article 5 para. 1. A fixed place PE is deemed to be constituted in cases where the four following **cumulative** conditions are fulfilled: (i) an enterprise domiciled in one Contracting State; (ii) has at its disposal a place of business situated in the other Contracting State; (iii) the place of business concerned is ‘fixed’ (location-wise and duration-wise) and (iv) through the place of business the ‘core business’ of the enterprise is wholly or

² Clearly, enterprises may also earn income that falls within the scope of other articles of the OECD MC. Such income is, however, beyond the scope of this paper.

partly carried on. Article 5 contains in its paragraph 2 a non-exhaustive, i.e. illustrative, list of places that should be considered as ‘fixed places’. The list contains, among others, a branch, an office and a factory.

Should a fixed place PE not exist, it must be verified whether a ‘dependent agent PE’ has been formed pursuant to article 5 para. 5. For a dependent agent PE to be constituted, the following **cumulative** conditions must be fulfilled: the person concerned (i) should not be independent (both economically and legally) from the enterprise domiciled in the other Contracting State (article 5 para. 6); (ii) must act on behalf of the enterprise situated in the other Contracting State; (iii) must have the authority to conclude contracts in the name of the enterprise situated in the other Contracting State (i.e. the authority to legally bind the represented enterprise) and (iv) should exercise his/her/its authority in an habitual manner.

For the purposes of both fixed place and dependent agent PE, the activities conducted in the Source State should not be limited to the ‘auxiliary and preparatory activities’ enumerated in article 5 para. 4 of the OECD MC. In cases where the activities conducted through the PE are limited to the activities set forth in para. 4, a PE will not be formed, and, therefore, the enterprise will exclusively be submitted to tax by its Residence State.

CONCEPT OF E-COMMERCE

‘E-commerce’ can be described as «[...]commercial transactions involving the production, distribution, sale and delivery of goods and services that are carried out over open networks like the Internet» (Pinto, 2002, p. 2). E-commerce activities are generally conducted through a website, i.e. a location situated on the World Wide Web. Websites reside on computers, commonly referred to as servers, which are connected to the Internet (Pinto, 2002, p. 3). It is important to underline that the accessibility of a website is not limited to the country where the server is located.

E-commerce services are traditionally categorised as ‘business-to-business’(B2B) and ‘business-to-consumer’ B2C services. B2C services, frequently referred as ‘e-tailing’ services, may consist of commercialisation of tangibles, such as books and computers, and intangibles, such as e-books and ticketing services. E-commerce services may either consist of a transaction that is wholly completed on the Internet (referred to as ‘online’ or ‘direct’ e-commerce), or require physical delivery once the order is registered on the online sales system (referred to as ‘offline’ or ‘indirect’ e-commerce). Clearly, websites may also combine both methods of e-commerce. For instance, Amazon provides both directly downloadable content, like e-books, and physical delivery of items, like a book delivered to the address of the consumer.

PROBLEMS CAUSED BY INTERNATIONAL TAXATION OF E-COMMERCE PRIOR TO 2017

When the PE concept first came into being in the 1920s, all businesses were ‘brick and mortar’ and a physical presence undisputedly constituted the best possible proxy to determine the existence of a sufficient nexus in Source States. In an era where enterprises may earn

substantial revenues without any physical presence, safeguarding a fair allocation of taxing rights with a provision that was enacted with ‘brick and mortar’ businesses in mind, is clearly not possible.

Prior to the modification of article 5 of the OECD MC in 2017, activities conducted by enterprises active in e-commerce were not likely to constitute a PE in the respective Source States. Lack of a PE entails that Source States are not entitled to tax the profits attributable to their territories. Needless to state, most Source States, especially developing countries, are not satisfied with this method of allocation giving rise to the attribution of the profits of the enterprises active in e-commerce exclusively to their Residence States, most commonly developed countries. It has been argued that such attribution causes Source States to ‘give up’ a non-negligible tax profit in favour of Residence States, which has been increasingly perceived as a problem that needs an urgent remedy.

This part aims to briefly examine, from a Source State perspective, the specific problems arising in relation to fixed place PE and dependent agent PE. The relevant issues are demonstrated by the decisions rendered by Administrative Tribunal of Paris in the Google case.

Fixed Place PE

E-commerce entails the ability to be heavily involved in the economic life of a jurisdiction without any significant physical presence (i.e. ‘scale without mass’). In the absence of a ‘traditional’ physical presence by means of, for instance, an office or a factory, the main issue relating to the presence of a fixed place PE is to determine whether the website through which the business activities are conducted can be considered as a ‘fixed place’ under article 5 para. 1.

As expressly stated by the OECD Commentary a website, which is a combination of software and data, cannot constitute a fixed place of business, since it is not a tangible property consisting of facilities such as premises, machinery or equipment (OECD Commentary ad article 5, §123). The server on which the website is stored and through which it is accessible does, however, form a piece of equipment having a physical location and, thereby, may give rise to the creation of a fixed place PE (OECD Commentary ad article 5, §123). This being stated, the activity conducted through a website is generally not exclusively limited to the country where the server is situated. This implies that a PE cannot be created in the Source States in which the website is active but the server is not situated, which is the case for the majority of the Source States. Also, since the servers are commonly operated and maintained by Internet service providers, and not the enterprise carrying on its commercial activities by means of the website, most servers cannot be considered as a PE of the latter in any case.

The lack of a ‘traditional’ fixed place and a server that can be considered as a fixed place will generally translate into the absence of a fixed place PE. Under certain circumstances, however, other pieces of equipment may raise the question of whether a fixed place PE may be deemed to be constituted in the Source State. For instance, in its decision related to Google Ireland Limited, the Administrative Tribunal of Paris had to determine whether the ‘switch

routers' and 'backbones' of the company, with an estimated value of 9.2 million EUR, situated in the French territory constituted a fixed place PE or not. The Tribunal held that the equipment concerned must be qualified as 'auxiliary equipment', given the fact that it did not constitute a sufficient structure to enable the company to render its services. The Tribunal observed that the machinery under examination merely facilitated the communication between different networks and enhanced the connection speed. In the absence of a server situated in France (all of the four servers of google.fr were situated in the USA) and any other fixed places of business, the Tribunal concluded that Google Ireland Limited did not have a fixed place PE in France (Administrative Tribunal of Paris, Decision No 1505126/1-1, paras. 6-9).

It is, thereupon, possible to conclude that in the great majority of cases, a fixed place PE cannot be formed in the State where a foreign enterprise is deriving an income by means of commercial activities conducted through a website, or a similar digital platform.

Dependent Agent PE

In the absence of a fixed place PE, it must be determined whether a dependent agent PE can be formed. One of the cumulative conditions for a dependent agent PE to be constituted, namely the authority to conclude contracts in the name of the enterprise, is almost systematically not satisfied in the specific area of e-commerce.

In fact, it is common practice among the enterprises active in e-commerce to engage in a commercial relationship with an already existent entity in the Source State, alternatively to set up a group company in the Source State that conducts its own separate commercial activities in the territory concerned, and let that enterprise to find the potential clients in the Source State, get in touch with them, market the services to be rendered by the foreign enterprise, negotiate the prices of the services concerned, accept orders and grant discounts; i.e. to conduct all the process leading to the conclusion of a contract. The only thing that the enterprise situated in the Source State is not entitled to do is to effectively sign the contract in the name of the foreign enterprise and thereby to legally bind the enterprise concerned. It is important to highlight that the enterprise situated in the Source State does, in most cases, even facilitate the signature of a contract between the parties. It submits the contract to the client for signature, takes the signed document and uploads it in a software, which communicates the document to the foreign enterprise, which approves it with a simple 'click'. In a typical structure, almost 90% of the contracts submitted by the enterprise situated in the Source State are approved by the foreign enterprise in a swift manner and without any modifications.

While on a purely factual basis one might conclude that in such cases the condition of the authority to conclude contracts in the name of the foreign enterprise should be deemed to have been fulfilled, such a wide interpretation would go against the clear wording of the OECD MC. For this reason, in most cases a dependent agent PE cannot be deemed to be formed in the Source State. For instance, in its decision related to Google Ireland Limited, the Administrative Tribunal of Paris held that Google France (SARL) did not constitute a dependent agent PE of the Google Ireland Limited, given the fact that the former entity could not legally bind the latter (Administrative Tribunal of Paris, Decision No 1505113/1-1, para. 16). To reach that

conclusion the Tribunal especially took into consideration the following facts: contracts were concluded between Google Ireland Limited and the clients situated in France, the terms and conditions of the contracts were exclusively determined by Google Ireland Limited and all orders had to be validated by Google Ireland Limited to become valid (Administrative Tribunal of Paris, Decision No 1505113/1-1, para. 11-15).

WORK UNDERTAKEN IN RELATION TO TAXATION OF E-COMMERCE DURING THE BEPS PROJECT

Taxation of ‘digital businesses’ constituted the topic for Action 1 of the BEPS Project. While no overall consensus regarding the issue could have been reached at the moment of writing³, and thereby the OECD’s work is currently ongoing, the BEPS Project has resulted in three major developments: (i) modification of article 5 of the OECD MC in 2017, (ii) provisions of the MLI aiming to counteract the artificial avoidance of the PE status and (iii) a public consultation on the Secretariat proposal for a unified international approach⁴ that has been initiated in 9 October 2019 (hereinafter referred to as ‘Secretariat Proposal’).

Regarding the income derived from e-commerce, the general understanding of the BEPS work was to levy taxes where the value is created. This being stated, a precise definition of value creation was never discussed and agreed upon. Since ‘value creation’ is a wide concept, it would probably not be possible to pinpoint an exact location and time at/during which the value is created, even if such a discussion were to be undertaken (Andersson, 2018, p. 685). As a matter of fact, ‘value’ is being created gradually when something is innovated, produced, sold, interacted with the consumer etc. Despite a heated academic discussion regarding the value creation, the solutions that were adopted as a result of the BEPS Project revealed to be more practical and easier to implement. The following two chapters briefly discuss whether these measures are sufficient to solve the current problems of international taxation of e-commerce.

MODIFICATION OF THE OECD MC IN 2017

To tackle the issues relating to the taxation of cross-border e-commerce activities, the PE concept was put under scrutiny. PE is a hundred-year-old concept that is included in almost all DTTs and used as a key element to determine the allocation of taxing rights on cross-border business income. The well-established international practice regarding the PE and taxation of business income may lead to argue that the current PE definition forms a sort of customary international tax law that should not be modified. Such an argument would, however, not be persuasive. Even if one would admit that PE forms, in fact, a part of the customary international tax law, nothing would prevent altering its boundaries in an environment where the taxing rights of Source States are significantly being reduced due to an out-dated obstacle contained in the very definition of the concept (Hongler&Pistone, 2015, p. 15-16). As most legal concepts that need to be modified from time to time in accordance with technological and/or cultural

³ October 2019.

⁴ The full title of the document is «Public consultation document, Secretariat Proposal for a ‘Unified Approach’ under Pillar One».

developments, the concept of PE needs to be adapted to the new commercial environment involving, in an ever-increasing manner, e-commerce activities.

The OECD took a solid step to remedy to an almost purely artificial avoidance of the dependent agent PE status in 2017, by modifying the wording of article 5 para. 5. The requirement of ‘habitually concluding contracts in the name of the enterprise’ has become an alternative condition. A person ‘habitually playing the principal role leading to the conclusion of contracts that are routinely concluded without material modification by the enterprise’ can, as of 2017, also constitute a dependent agent PE, to the extent where the contracts concerned are in the name of the enterprise, or for the transfer of the ownership of, or for the granting of the right to use, property owned by that enterprise or that the enterprise has the right to use, or for the provision of the services by that enterprise.

While this modification would remedy to the most typical problem of the creation of a dependent agent PE (described above), for the new provision to be applicable between the Contracting States of a DTT, the relevant article of the DTT has to be amended. In other words, while the modification of the OECD MC constitutes a significant step towards granting the Source States a right to tax the e-commerce profits arising from their territory, its implementation depends on the modification of the DTTs, which constitutes a quite burdensome process, given the modalities of such a modification and the necessity of negotiating separately with each treaty partner. Since the modification is rather recent, it is likely to not have been adopted in the majority of the existent DTTs, at least for the moment being.

More importantly, this modification only concerns the dependent agent PE status. The physical presence requirement of the fixed place PE was not altered in the 2017 version of the MC. As demonstrated above, problems caused by international taxation of e-commerce is not limited to dependent agent PE status. An enterprise may derive a considerable amount of income from the territory of a Source State without forming a dependent agent PE in the country concerned. As long as the requirement of a ‘fixed place of business’ remains within the PE definition, it seems unlikely that the issues encountered by Source States can be improved in a significant manner (Hongler&Pistone, 2015, p. 14).

Well-aware of this problem, the OECD’s work has been concentrated on suggesting a new PE nexus, i.e. a nexus that is not based on physical presence. Commonly referred to as ‘significant digital presence’ or ‘virtual PE’, the modalities of this new nexus are, for the moment being, still unclear. According to the Secretariat Proposal, the new nexus will be introduced in the form of a standalone treaty provision, on top of the existing PE rule, to avoid any unintended spill-over effect on the existing treaty rules (Secretariat Proposal, 2019, para. 22). The proposal suggests a new nexus rule based on a sustained and significant involvement in the economy of a market (i.e. source) jurisdiction. It is considered that this ‘significant involvement’ can best be calculated by defining a revenue threshold in the market (the amount of which could be adapted to the size of the market) (Secretariat Proposal, 2019, para. 22). The new nexus will be complemented by a set of profit allocation rules that are adapted to the

specific case of e-commerce. The OECD's work relating to the new nexus is expected to be finalised by the end of 2020.

MLI, AN EFFECTIVE SOLUTION TO THE PROBLEM?

The MLI, an instrument of a wide reach currently covering 89 jurisdictions, entered into force on 1st July 2018. The purpose of the Instrument is to implement the changes agreed upon during the BEPS Project in a synchronised and efficient manner across the network of existing DTTs without the need to bilaterally renegotiate each such agreement. To be modified by the MLI, the DTT concerned should have been designated as a 'Covered Tax Agreement' by both Contracting States. Once it is established that the DTT is subject to the provisions of the MLI, it must be verified which DTT provisions were effectively modified. As a matter of fact, the ratifying countries are not under the obligation to adopt each and every provision of the MLI. Some provisions even have several options amongst which a country should choose from. For a provision of the MLI to modify an existing DTT, both Contracting States must have opted for the application of the provision concerned. The Covered Tax Agreements and the provisions that were 'opted in' by the countries can be accessed by means of the 'MLI Matching Database'⁵ created by the OECD.

Article 12 of the MLI, entitled 'Artificial Avoidance of Permanent Establishment Status through Commissionaire Arrangements and Similar Strategies', provides a solution similar to the 2017 modification of article 5 para. 5 of the OECD MC. A person habitually playing the principal role leading to the conclusion of contracts that are routinely concluded without material modification by the foreign enterprise is deemed to constitute a PE. While article 12 would constitute a viable, and easily implemented, solution to the problems arisen with regard to the dependent agent PE status, the 'key' European countries, such as Ireland, Switzerland and Germany, of which the enterprises active in e-commerce are residents, did not 'opt in' for the application of the disposition concerned. A lack of consent of Residence States implies that the status quo will be maintained.

Similarly, article 13 of the MLI aims to regulate the artificial avoidance of PE status through the specific activity exemptions. While 'auxiliary and preparatory activities', enumerated in article 5 para. 4 of the OECD MC, may pave the way to an artificial avoidance of PE status in relation to e-commerce activities, the provision is not likely to ameliorate the current distribution of taxing rights in a critical manner per se.

It is possible to conclude that while important provisions were enacted and presented to the approval of the countries by means of the MLI, the problems in the area of e-commerce could not have been remedied.

⁵ The database, currently in beta version, may be accessed by means of the following link: <https://www.oecd.org/tax/treaties/mli-matching-database.htm> (last accessed on 15 October 2019).

‘DIGITAL TAXES’, EFFICIENT UNILATERAL MEASURES?

Given the fact that an international consensus on a new PE nexus or a new concept that will allow to allocate the right to tax a portion of the business profits derived from e-commerce to Source States could not have been reached for a considerably long period of time, a number of countries adopted their own unilateral measures to be able to collect the tax revenue. In its interim report on digitalisation published in March 2018⁶, The OECD regrouped the existent unilateral measures under four main groups, namely alternative applications of the PE threshold, withholding taxes, turnover taxes and specific regimes targeting large multinational enterprises (Bal, 2018, p. 4).

The variety of measures adopted by different countries may be demonstrated by the following examples (see Sarfo, 2018, p. 2-3):

The United Kingdom opted for addressing digital taxation issues through its diverted profits tax, which took effect in April 2015.

Australia applies its Multinational Anti-Avoidance Law (MAAL) and has a diverted profits tax.

India introduced a 6 percent equalization levy on advertising revenue generated by non-resident companies in B2B transactions in June 2016.

Italy is expected to implement a web tax on online advertising transactions as well as other web service transactions.

As indicated by the OECD in its interim report, the proliferation of non-coordinated unilateral approaches is likely to have an adverse impact on investment and growth, especially by creating the risk of over-taxation and complexity for taxpayers as well as tax authorities (Bal, 2018, p. 5). It is important to note that the same concerns were shared by the European Union. With an aim of preventing the fragmentation of the single market as a result of Member States’ diverse unilateral measures, the European Commission published, in March 2018, two legislative proposals, namely ‘Proposal for a Council directive laying down rules relating to the corporate taxation of a significant digital presence’ and ‘Proposal for a Council directive on the common system of a digital services tax on revenues resulting from the provision of certain digital services’. The former proposal, the implementation of which would take time due to the necessity of the Member States’ unanimous approval, was intended to constitute the long-term solution; while the latter proposal aimed to constitute an interim solution. On 12 March 2019, however, it was announced that the Council could not reach an agreement on the legislative proposals concerned and that the finalisation of the OECD’s work would be awaited.⁷

The lack of an international consensus on the issue inevitably reinforces the motivation of Source States to enact unilateral measures. The OECD, the key institution whose ongoing

⁶ Tax Challenges Arising from Digitalisation – Interim Report 2018.

⁷ For more information, see <https://www.consilium.europa.eu/en/policies/digital-taxation/> (last accessed on 23 October 2019).

work is expected to build (or at least to initiate the building of) an international consensus, stated in its 2018 interim report that countries implementing unilateral measures should take into consideration the following factors in order to mitigate, as much as possible, the adverse effects that may arise from the measures concerned: (i) compliance with a country's international obligations, (ii) the temporary nature thereof, (iii) the impact on start-ups and business creation, (iv) a targeted scope, (v) the risk of over-taxation, and (vi) cost and complexity (Bal, 2018, p. 5).

CONCLUSION

The proliferation of e-commerce caused a fundamental change in the way the business activities are being conducted. This shift resulted in the current tax allocation rule to become 'unfit', especially from a Source State perspective. Applied with an almost unanimous international consensus for a hundred years, the modification of the PE concept and the allocation rules of business profits constitutes one of the most remarkable challenges of the international tax law. Clearly, such a challenge requires an arduous work, which translates into the necessity of a certain amount of time. The OECD who assumed the leading position in the taking up of the challenge is expected to finalise its work by the end of 2020. In the meanwhile, some amendments and new provisions that have a rather limited relief effect were implemented by the Organisation.

While the time frame can be deemed as being perfectly adapted to the significance of the work that is undertaken, most States seem to consider that reaching an international consensus revealed to be a lengthy process and some opted (or are currently considering to opt) for adopting unilateral measures. It cannot be stated that this tendency is not justified, especially when the magnitude of the tax revenue that cannot be collected is taken into consideration.

It is, therefore, possible to conclude that the majority of the problems linked to the international taxation of e-commerce could not have been solved for the moment being. Accordingly, both the discussion on the relevant issues and the proliferation of unilateral measures can be expected to persist throughout the next year while the finalisation of the OECD's work is being awaited.

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Foreign Capital Inflows and Credit Growth in Turkey

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ABSTRACT

The fact that the size of capital inflows has reached remarkable levels in the last decades has provided significant foreign resources for developing countries to finance their economic developments. In this process, capital movements have especially had a major impact on credit volume in developing countries. Thus, it has become an important research topic to examine the interaction between international capital movements and credit volume in developing countries. Hence our study, the impact of capital flows to Turkey on the credit volume have been empirically examined. For this purpose, quarterly data between 2003 and 2018 has been analysed using ARDL Model. The empirical findings revealed that financial capital inflows to Turkey has significant impact on the volume of credit. These results have showed that the capital inflows to Turkey should be effectively managed in order to control the credit volume and macroeconomic variables affected by the developments in the credit volume.

Keywords: Capital Inflows, Domestic Credit, ARDL Model.

JEL Code: F32, E51, C22.

INTRODUCTION

In the last decade, with the developing financial integration process, there has been a significant increase in international capital movements. In this process, besides the financial integration process, some developments in developed countries' economies have made foreign capital flow to developing countries much more possible. Accordingly, it is seen that international capital is turning towards developing countries due to the implementation of the expanding monetary policy and therefore the low-interest rate in developed economies. As a result of this process, international capital movements have significantly affected many macroeconomic indicators in developing countries. Thus, a significant number of studies have been conducted in the literature to shed light on the effects of capital inflows in developing countries. In other words, important literature has emerged that examines how capital revenues affect the economies of developing countries. These studies generally focus on the effects of international capital movements on the interest rate, exchange rate and bank loans. Among these, studies examining the effects of capital inflows on bank loans of developing countries occupy an important place.

Indeed, in the literature, there are plenty of empirical studies focusing on the role of the banking sector in the transmission channel of capital flows to the host country. Thus, it can be argued that increasing international financial flows have significantly affected the funding opportunities of domestic banks in developing countries. In other words, increasing capital movements in recent decades cause a strong positive relationship between foreign capital inflows and domestic credit expansion in developing countries. In the period when international capital movements did not improve due to financial integration, there was a close relationship between credit growth in developing countries and bank deposit growth. However, with the development of the financial integration period and the international capital movements towards developing countries, banks were able to obtain loans from international financial markets instead of collecting deposits within the country. Therefore, the banking sector in developing countries was able to find sufficient funds to finance loan growth faster than domestic deposit growth. Therefore, new bank funding patterns in the globalizing world have led to a strong relationship between international capital flows and domestic credit growth. In other words, increasing international capital flows have positively affected the provision of loans by local banks in developing countries.

In parallel with the increase in international capital movements and developments in the above-mentioned financial integration process, Turkey has attracted significant amounts of foreign funds by liberalizing the financial markets. Thus, the volume of liquidity in Turkish financial markets increased dramatically during this period. Besides, since Turkey has a banking sector-based financial system, it is very likely that the increase in the financial liquidity of financial markets can be realized with banking sector activities sourced from international capital inflows. In other words, the transmission channel of capital inflows into Turkey's economy can be analyzed in the framework of developments in the credit volume of the banking sector. In this context, Turkey's economy has become an important testing ground to investigate the relationship between the volume of capital flows and bank credit.

Acting motivation from the above, this study analyzed the relationship between capital flows and bank loans in Turkey. Thus, foreign capital inflows to Turkey, we aim to demonstrate the role of the banking sector in the process. At the same time, our study aims to contribute to the discussions in the literature about the relationship between foreign capital inflow and domestic bank credit expansion. Furthermore, understanding the interaction between foreign capital flows and bank credit volume will make significant contributions to the design of macroeconomic policies aimed at economic stability and growth. Because, considering the importance of bank loans in economic activities, clearly revealing the mechanism by which foreign capital inflows affect bank loans plays an important role in selecting appropriate macroeconomic policy options for Turkish economy.

The rest of this study is organised as follows. Section 2 reviews the literature focusing on the role of foreign capital inflows on bank credit expansion in developing countries. Section 3 explains data and econometric methodology. Section 4 presents empirical results related to the short and long-run impact of capital inflows to Turkey on the volume of the bank credit. The final section provides our concluding remarks and some policy implications.

LITERATURE REVIEW

Recently, there has been an increase in capital inflows to developing countries, which has not been seen in previous periods. The increase in these cross-border financial flows affected the economies of developing countries through many channels. Accordingly, in the literature, there has been a considerable attempt to shed light on the impact of international capital flows on the domestic macroeconomic variables of developing countries. The majority of these studies in the literature focused on the effects of international capital inflows on bank loans. It is seen that the reaction of the developments in bank credit volume to international capital inflows is one of the most important issues for economists. Therefore, the sensitivity of bank loans to international capital inflows has become an important research topic. Thus, the developments in the credit channel are accepted as the key mechanism in understanding the impact of capital inflows on macroeconomic variables. Indeed, determination of interactions between capital inflows and domestic credit growth guide in many ways for the theoretical and policy analysis of open economy macroeconomics (Leblecioğlu, 2009; Togan and Berument, 2011; Calderon and Kubota, 2012; Mendoza and Terrones, 2012; Cesa-Bianchi et. al. 2018).

When the empirical researches in the literature are examined, it is seen that most of the studies have reached very important econometric results regarding the effects of foreign capital inflows on the domestic credit volume in developing countries. Most of these empirical studies in the literature find that foreign capital inflows are positively correlated with domestic credit expansion. Focusing on the cases of developing countries, it is seen that most of the researchers argue that there is a positive relationship between foreign capital inflows and domestic credit. Furceri et. al (2011) investigated the effect of capital inflow shocks on the evolution of domestic credit by using a panel of developed and emerging economies from 1970 to 2007. It is shown that in the two years following the beginning of a capital inflow shock the credit-to-GDP ratio increases by about 2 percentage points. The paper also finds that the effect is different depending on the type of flows characterising the episode, with large capital inflows that are

debt driven having the largest effect. Lane and McQuade (2014) explored the links between international capital flows and domestic credit growth, with a particular focus on understanding the European experience during the 2003-2008 boom period. Their analysis confirms that capital inflows are a basic dynamic in understanding the process of domestic credit growth. Besides, they indicated that debt flows have a bigger effect on bank credit compared to net equity flows. Arslan ve Taşkın (2014) examined the link between capital inflows and bank credit for a group country for the 1970-2009 period. The results of the panel fixed effect model show that there is a statistically significant positive relationship between the two variables. Thus, empirical results indicated that capital inflows are the basic dynamic of domestic bank credit expansion. Samarina and Benzimar (2016) used GMM estimations on data for 36 economies over 1990-2011 in order to determine the relationship between capital inflows and bank credit. Empirical results revealed that the relationship between foreign capital inflows and bank credit expansion is quite strong in most of the countries. They also concluded that financial integration and increasing capital mobility may have also effects on the domestic allocation of bank credit.

Concerning with the empirical analysis focusing on the Turkish economy, Alper ve Sağlam (2001) examined the channels through which a sudden capital movement using VAR methodology for the monthly data between 1989 and 1999. They investigated three transmission channels of financial crises like interest rate, assets prices and credit. Thus, results showed that sudden capital outflow lower deposits of private banks, and thus diminish their ability to lend in the Turkish economy. They concluded that during the period of capital outflows, the policy responses of the central bank can be effective to provide the liquidity needed. Lastly, Başkaya et. al. (2017) examined how capital flows affect the local credit supply and the bank-level mechanisms behind this international credit channel. Accordingly, they analysed the impact of the international capital inflows on credit supply over 2005-2013 in Turkey. The results showed that banks increase credit supply when capital inflows are higher. Besides, the effect of capital inflows on credit expansion is stronger for domestic banks relative to foreign banks. Thus, they also showed the importance of domestic banks' external borrowing via capital inflows for domestic credit growth in Turkey.

In the literature focusing on Turkey, some studies have explored the analytical framework of the relationship between capital inflows and the volume of bank lending over the impact of capital inflows on basic components of total demand by extending bank lending. For example, Ulengin and Tentürk (2001), using quarterly data between 1987 and 1997, examined the impact of capital inflows (external saving) towards Turkey on aggregate spending categories like consumption and investment in Turkey. The results of the Impulse Response Function of the VAR model showed that foreign savings have a positive impact on private consumption creating an additional resource for bank lending. In other words, capital inflows to Turkey smooth household consumption by expanding the possibilities of bank lending. Besides, the investment of the nontradable sector increased because of the accelerator effect of consumption. Çimenoğlu and Yentürk (2005) evaluated the effects of international capital inflows on the Turkish economy between 1994 and 2002. They especially focused on the impacts of capital inflows on private consumption and investment expenditures. The results of Impulse Response

Functions of the VAR model indicated that basic components of total demand reliance on the expansion of external financing mostly in the form of short-term bank loans. Because of this reason, facing sudden reversals of capital inflows cause economic contraction and domestic currency crisis in Turkey.

On the other hand, some studies have investigated the intermediary role of the banking sector in the link between capital inflows and economic growth. Thus, revealing the intermediary role played by the banking sector in establishing the link between capital inflows and economic growth clearly demonstrates the relationship between capital inflows and bank loans. Accordingly, Şengönül ve Değirmen (2012), using VAR methodology, examined the impact of short-term capital inflows on economic growth via the capital market and banking sectors. In the period of 1992.01-2005.06, it was found that foreign capital coming from the banking and capital markets had a short-term effect on economic growth. While the response of economic growth to a shock to capital inflows is the same as the magnitude for both channels, the response for the banking channel is faster and longer. Thus, they also showed that the bank credit channel is mostly sourced from capital inflows to Turkey.

DATA AND METHODOLOGY

In our empirical analysis, using ARDL (Autoregressive Distributed Lag) model, we examined the impact of foreign capital inflows on the volume of domestic credit in Turkey for the quarterly data between 2003-2018. All variables are used in the study converted into the natural log form. Data sourced from the Central Bank of the Republic of Turkey Electronic Data Dissemination System (EVDS). Financial capital inflows (FCI) consist of Portfolio Investments and Other Investments excluding the Foreign Direct Investment (FDI). Thus, capital inflows in our study cover only financial capital inflows and exclude physical capital movements in the form of foreign direct investment. The amount of bank credit (BC) consists of all kinds of loan given to firms and household except credit cards.

Our empirical analysis commences by checking for the stationary status of the variables by employing the Augmented Dickey Fuller (ADF) and Phillips-Perron (PP) unit root tests that are developed by Dickey and Fuller (1981) and Phillips and Perron (1988), respectively. After employing ADF and PP unit root tests, the next step is to determine the impact of financial capital inflows (FCI) on bank credit (BC) using Autoregressive Distributed Lag (ARDL) procedure developed by Peseran and Shin (1995) and Peseran et al. (2001). The ARDL method yields consistent and robust results both for the long-run and short-run relationship between the variables. This approach can be applied regardless of whether the regressors in the model are completely I (0), completely I (1) or a mixture of both. In the framework of ARDL model, cointegration analysis is firstly performed by using Bound Testing procedure. Following the indication of cointegration, the coefficients showing the long-term relationship between the variables are estimated. Finally, the existence of the short-term relationship among the variables was realized based on the estimation of the error correction model.

In order to determine the effect of capital inflows to Turkey on the volume of bank credit, the general model estimated is indicated Equation 1.

$$LBC_t = \alpha_0 + \alpha_1 LFCI_t + u_t \quad (1)$$

where, LBC is the log of bank credit, LFCI is the log of financial capital inflows; u is the white noise error term.

In order to perform cointegration analysis using Bound Testing procedure, Equation 1 has been transformed into an unrestricted error correction model (UECM) which is indicated in Equation 2 below.

$$\Delta LBC_t = a_1 + \sum_{i=1}^p a_2 \Delta LBC_{t-1} + \sum_{i=1}^p a_3 \Delta LFCI_{t-1} + \lambda_1 LBC_{t-1} + \lambda_2 LFCI_{t-1} + u_t \quad (2)$$

where, a_1 is the drift component, a_2 and a_3 represents short run dynamics, λ_1 and λ_2 represent long run dynamics, Δ denotes the first difference operator, u is the white noise error term.

The existence of cointegration relationship between the variables is examined by testing the significance of the lagged level of variables using bound testing procedure based on F-statistics. The null hypothesis ($H_0: \lambda_1 = \lambda_2 = 0$) of no cointegration between variables is tested against to the alternative hypothesis ($H_1: \lambda_1 \neq \lambda_2 \neq 0$) of cointegration among the variables. Two critical values are provided for cointegration test, i.e. lower critical value $I(0)$ and upper critical value $I(1)$. When the computed F-statistics is greater than the upper bound value, then the null hypothesis is rejected. If in case F-statistics is less than the lower bound value, we don't reject the null hypothesis.

After determination the cointegration relationship among the variables, the following long-run model is estimated.

$$LBC_t = a_1 + \sum_{i=1}^p \lambda_1 LBC_{t-1} + \sum_{i=1}^p \lambda_2 LFCI_{t-1} + u_t \quad (3)$$

Finally, we use the following equation to estimate short-term coefficients after calculating long-term coefficient values:

$$\Delta LBC_t = a_1 + \sum_{i=1}^p a_2 \Delta LBC_{t-1} + \sum_{i=1}^p a_3 \Delta LFCI_{t-1} + \phi ECT_{t-1} \quad (4)$$

where, ϕ is the parameter of error correction term (ECT_{t-1}). This coefficient described how the time-series adjust to disequilibrium. A positive coefficient of error correction term means convergence. The coefficient of error correction term can also show the speed at which dependent variable returns to equilibrium from the changes in the independent variables.

EMPRICAL RESULTS

Econometric analysis starts with the determination of stationary status of the variables related to Bank Credit (BC) and Financial Capital Inflows (FCI) by using Augmented Dickey Fuller (ADF) and Philips-Perron (PP) unit root tests. Table 1 presents the results of unit root

test. The test results show that Financial Capital Inflows (FCI) and Bank Credit (BC) are not stationary at their levels. However, by taking the first differentiation, FCI series become stationary at 5 % significance level while BC series become stationary at 1 % level. Consequently, unit root test results indicated that both variables are integrated in an order less than two. Thus, in order to investigate the cointegration between financial capital inflows and bank credit, we can employ the Bound Test in the framework of Autoregressive Distributed Lag (ARDL) model.

Table 1: Results of the Unit Root Tests

Variables	ADF		PP	
	Level	1. difference	Level	1. difference
LFCI	-2.17	-5.14*	-1.98	-4.76*
LBC	-2.28	-4.68**	-1.68	-3.69**

Notes: * and ** shows significant at 1% level and 5% level, respectively.

After determining the stationary status of the variables, in the framework of ARDL model Bound Test was performed to determine the cointegration relationship between LFCI and LBC. The optimum lag order of the ARDL model is selected as 2 based on Akaike Information Criterion (AIC) and estimation results are presented in Table 2. The calculated F-statistics is 6.44 and greater than the upper bound values at all 5% and 10% levels. Thus, the null hypothesis of no cointegration between variables can be rejected while the alternative hypothesis of cointegration among the variables cannot be rejected. This means that financial capital inflows and bank credit have a long-run association between them.

Table 2: Results of the Bound Test

k	F-statistic	% 1 Critical Values		% 5 Critical Values		% 10 Critical Values	
		I(0)	I(1)	I(0)	I(1)	I(0)	I(1)
1	6.95	6.84	7.84	4.94	5.73	4.04	4.78

Notes: k symbolizes the repressors. Critical values are from the Table C(iii) Case III in Pesaran et. al (2001).

Following the indication of co-integration, we realized the estimation of the coefficients showing the long-term relationship between the variables. According to the Akaike Information Criterion (AIC), the ARDL (2, 3) model was determined and the long-term coefficients calculated based on the estimation results of this model. The results in the Table-3 show that the coefficient of the financial capital inflows (FCI) is positive and statistically significant. That means financial capital inflows to Turkey have a positive impact on the volume of bank credit in the long run. Diagnostic test results indicated in the Table 3 also shows that econometric problems are not present.

Table 3: Long Run Estimates of ARDL Model

Variables	Coefficient		t-statistics
$LFCI_{t-1}$	0.1729*		3.2213
Diagnostic Test Results			
R^2	0.66	JB Normality test	5.2230 (0.3411)
Adj. R^2	0.59	BG Autocorrelation test	3.9812 (0.1801)
DW	1,821	White Heteroscedasticity	24.8630 (0.2812)
F Statistics	34.45 (0.00) *	Ramsey RESET test	1.258 (0.2547)

Notes: * denotes the significance levels at 1 %. Regarding the diagnostic tests, probability values of test statistics are displayed in parenthesis.

After analyzing the long-term relationship between the variables, the existence of the short-term relationship was realized based on the estimation of the error correction model. According to the Akaike Information Criterion (AIC), the ARDL (1, 2) model was determined and the estimation results of short-term coefficients are presented in Table 4. The findings show that there are positive and statistically significant relationship between current and one-period-lagged values of financial capital inflows and volume of bank credit. The coefficient of two-period-lagged value of financial capital inflow was negative but statistically insignificant. The sign of the error correction term (ECT) is negative and statistically significant as expected. The lower part of Table 4 gives the diagnostic test results for the prediction of the model and shows that econometric problems are not present.

Table 4: Short Run Estimates of ARDL

Variables	Coefficient		t-statistics
ECT_{t-1}	-0,2802*		-3.8230
$\Delta LFCI_t$	0.0230**		2.3672
$\Delta LFCI_{t-1}$	0.0163**		2.7934
$\Delta LFCI_{t-2}$	-0.0134		-0.6531
Diagnostic Test Results			
R	0.43	JB Normality	4.1176 (0.2671)
R^2	0.39	BG Autocorrelation	2.8130 (0.1132)
DW	1,913	White Heteroscedasticity	17.8641 (0.2019)
F Statistics	27.11 (0.00) *	Ramsey RESET	0.9901 (0.2012)

Notes: **, * denotes the significance levels at 1 % and 5 % respectively. Regarding the diagnostic tests, probability values of test statistics are displayed in parenthesis.

Overall, our empirical findings clearly indicate that international capital flows to Turkey has a significant impact on the volume of bank credit. Thus, this paper highlights that

foreign financial capital is a crucial factor driving bank lending performance. Turkey has a bank-based financial system and thus most of the financial needs of consumer and investor are provided by bank lending. That means the domestic credit channel is a key mechanism in understanding the impact of international capital flows on macroeconomic variables. Thus, foreign financial inflows via the banking sector have a very important impact on economic activity in Turkey. From the perspective of economic policy, it can be argued that policy-makers in Turkey should apply the policies enhancing the control on capital inflows to Turkey in order to manage domestic credit stability and thus stability of economic activity.

CONCLUDING REMARKS

After increasing financial integration process, international capital flows have become a central factor to understand the dynamics of economies in developing countries. In this context, the most striking phenomena have been that developing countries receiving net positive capital inflows have experienced the fastest credit growth. The size of capital inflows to Turkey has also reached remarkable levels over the last decade. Since Turkey has a bank-based financial system, the transmission of capital inflows to Turkish economy mostly operates the bank lending channel in Turkey. Thus, to investigate the relationship between capital inflows and the volume of bank credit in Turkey offers an important opportunity to contribute to the related literature. Accordingly, this study employed the ARDL Model to ascertain the relationship between the financial capital inflows and bank credit in Turkey over 2003 - 2018.

Empirical results show that there is a cointegration relationship between financial capital inflows and bank credit. When ARDL short- and long-term coefficients are analyzed, it is determined that there is a positive impact of foreign capital inflows to Turkey on the volume of bank credit. Thus, we show that foreign capital inflows lead Turkey's banking sector to extend more credit. The apparent empirical connection between international capital inflows and domestic credit growth makes significant policy implications for Turkish economy. First of all, these results suggest that Turkey needs some policies enhancing the control of capital inflows to the economy in order to manage domestic credit stability. Given the fact that the growing availability of credit increases the borrowing ability of economic agents and thus let households and firms to expand consumption and investment expenditures, it becomes highly relevant to take the measures strengthening the management of capital movements to provide the economic stability in Turkey.

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Prevention of Physical Violence in Early Childhood and Adolescence: Risk and Protective Factors

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ABSTRACT⁸

Physical violence among children and adolescents has long-term impacts on their health and well-being. Therefore, physical violence is a social and educational problem that has been in the focus of researchers in the field of social sciences for years. This paper analyses the latest scientific research on the risk and protective factors in the aetiology of physical violence among children and adolescents. The aim is to examine which biological, personal and social factors contribute to the development of physical violence. Aside from individual factors such as genes, personality traits or aggressiveness, factors in the environment include the family, educational institutions, peers, local community, the cultural context and the media. These factors are considered in relation to the Bronfenbrenner's ecological model of development, based on recent theoretical and empirical studies. Bronfenbrenner's model provides a holistic view of the problem of physical violence as it explains the effects of risk and protective factors through several dimensions. The identification of risk and protective factors could provide timely and targeted preventive measures that could reduce the physical violence among population of children and adolescents.

Keywords: Physical Violence, Early Childhood, Adolescence, Risk and Protective Factors.

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INTRODUCTION

Violence is a phenomenon found in almost all societies, with differing forms, as well as levels of its social and individual impact. Violence among children and adolescents includes all forms of physical, emotional and sexual violence and intimidation, with physical violence as the most visible form, which involves hitting, pushing, pinching, tearing, destroying a child's clothing or property (Kraljic Babić & Vejmelka, 2015). Physical violence results in loneliness, depression, sadness, fear, insecurity, low self-esteem, and even illness, which persists throughout life (Sindik & Veselinovic, 2008). The consequences of physical violence are also manifested in the fact that children who have experienced violence acquire a reputation, making them a more attractive target of violence than non-victimized children (Crick, Casas, & Ku, 1999). The prevention of physical violence in the behaviour of children and young people presupposes a clear definition, classification, continuous recording and monitoring with permanent documentation of its key features. From a biological perspective on the risk factors for perpetration of violent victimization, a recent study identified 40 genes related to aggressive behaviour in humans and mice. Researchers identified a number of genes in humans and mice that can lead to a risk of aggressive behaviours *"that take part in biological processes related to the development and function of the central nervous system, communication within cells and cellular function maintenance"* (Zhang-James et al., 2018). Some genes are likely to function as important nodes of the genic networks prone to violent behaviour, and those would probably be related to other genes which play a minor role. If any of the central genes are altered, it could affect the other genes and lead to the aggressive phenotype (i.e. RBFOX1 gene), identified as a regulator of the expression of 15 out of the 40 genes (European Neuropsychopharmacology, 2017). Another gene was marked – the MAOA, which codes a metabolizing enzyme of the serotonin neurotransmission, and is related to drugs used to treat several psychiatric pathologies.

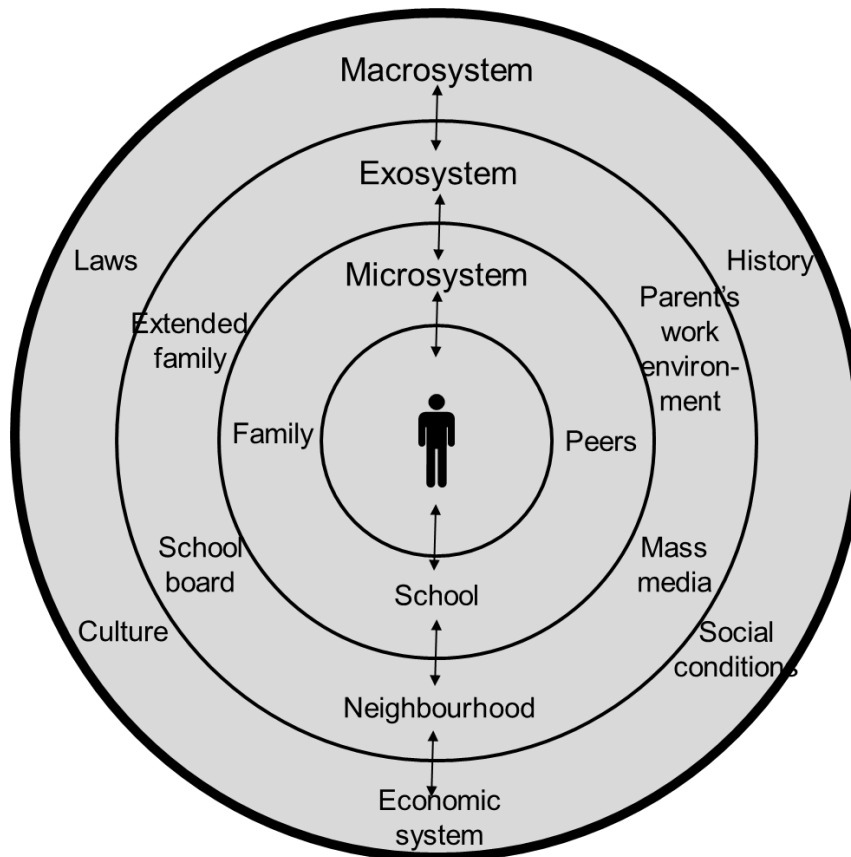
A study review of biological, social and environmental factors associated with aggressive behaviour (Mendes et al., 2009), analysed 11 longitudinal studies (8 prospective and 3 case-control studies) and a cross-sectional study that evaluated the risk factors and socio-biological related to aggressive behaviour. Five studies have evaluated gene expression, five evaluated exposures to tobacco, alcohol and cocaine in the prenatal period, one evaluated the effect of early malnutrition on the development of aggressive behaviour and one assessed the impact of child maltreatment. The study concluded that the main biological factors were: genetic (low expression of the monoamine oxidase gene and serotonin transporter gene, variations in transporter and dopamine receptor genes), exposure to substances during intrauterine development (tobacco, alcohol and cocaine) and nutrition (malnutrition). The main environmental factors were: child abuse, poverty, crime and antisocial behaviour in childhood, while the highest level of evidence was related to early neglect. The interaction between biological and environmental factors can be catalysed by a hostile environment, increasing the risk for the development of aggressive behaviour (Mendes et al., 2009). The aim of this paper is to examine which personal and social factors contribute to the development of physical violence. The identification of risk and protective factors could provide timely and targeted preventive measures that could reduce the physical violence among children and adolescents.

VIOLENCE FROM THE PERSPECTIVE OF THE BRONFENBRENNER'S ECOLOGICAL SYSTEMS THEORY

Several theoretical approaches to the research of violence have emerged from diverse studies. Since no single theory of aggression has provided a satisfactory explanation for the phenomenon of aggression, integrative models of aggressive behaviour have emerged (Velki, Kuterovac Jagodić, 2014), one of them being the Bronfenbrenner's ecological model of development (1979). This model provides a holistic view of the problem of violence, as it explains the development of early childhood violence through the influence of protective and risk factors that span across several systems (microsystem, mesosystem, exosystem, macrosystem) that surround and affect the child directly or indirectly. Risk factors are personal or social characteristics that increase probability of problem behaviour occurrence (Lösel & Farrington, 2012). Protective factors are personal or social characteristics that mediate or moderate the effects of exposure to risk factors and reduce the likelihood of behavioural problems (Bašić, 2009). The same variable can be both a risk and a protective factor, depending on the "pole" of the variable. For example, low intelligence is a risk factor for violence but, on the other hand, above-average or high intelligence has a protective function.

At the centre of Bronfenbrenner's ecological model is the individual influenced by personal and genetic factors, with the microsystem as its first layer. The individual interacts with different microsystem agents, including the family, parents and siblings, school and the peer group. The impact between the individual and his microsystem is mutual. These social influences are most proximal physically and psychologically to the child (Boxer et al., 2013). Mutual interactions between different microsystems form the mesosystem, which also directly influences child development (Velki, 2012). The next layer of Bronfenbrenner's ecosystem is the exosystem. The exosystem doesn't impact the child directly, but events that occur in exosystem influence what happens in the microsystem. The broadest level of Bronfenbrenner's ecosystem is the macrosystem. The macrosystem includes factors present in the wider culture, for example beliefs, ideologies, laws and resources. The macrosystem has influence on child development through its impact on lower levels of ecosystem (Boxer et al., 2013).

Figure 1: Bronfenbrenner's Ecological Systems Theory



Individual Child's Risk and Protective Factors for Physical Violence

At the centre of Bronfenbrenner's Ecological Systems Model is the individual, influenced by personal, dispositional and genetic factors. At the individual level the risk factors for physical violence are low intelligence, impulsivity, hyperactivity, difficult temperament, negative emotionality, early psychopathic temperament features, having behavioural problems, sensation seeking, low level of self-control, depressed mood, risk-taking, low heart rate, male gender and genetic disorders (Dubow, Rowell Huesmann, Boxer & Smith, 2016; Brajša-Žganec, 2008; Lösel & Farrington, 2012; Savić & Jukić, 2014; Čakić et al., 2013). Protective factors for physical violence, at the individual level, are above average or high intelligence, good self-control, low impulsivity, low irritability, social information processing, high social competence, religiosity, anti-aggressive cognitions and positive mood (Brajša-Žganec, 2008; Dubow et al., 2016; Lösel & Farrington, 2012).

Above average and high intelligence is related to better executive neuropsychological functioning so the individual has better self-control and high social competence. It is not an abstract intellectual capacity that protects the individual from the development of physical violence, but rather social competence and realistic planning (Lösel & Farrington, 2012).

A person's temperament is that individual's habitual emotional responses to different circumstances. Temperament is considered to be congenital and hereditary, while it may be a

genetic factor that contributes to development of violence (Kandel Englander, 2003). A child's temperament may affect his or her environment so children who are difficult to parent, due to their hard temperament, may be exposed to a style of parenting that causes or reinforces development of violent behaviour (Kandel Englander, 2003). On the other hand, children with the easiest temperament abstain from violence and other antisocial behaviour (Lösel & Farrington, 2012)

Sensation seeking is a risk factor for development of physical violence and has been defined as “*a trait defined by the seeking of varied, novel, complex, and intense sensations and experiences, and the willingness to take physical, social, legal, and financial risks for the sake of such experience.*” (Zuckerman, 1994, 27). Physical violence is a form of sensation seeking which can increase individual's level of physiological arousal (Marcus, 2017).

Male gender is a risk factor for physical violence because males are more likely to engage in physical violence than females. The possible reason for that is that males are socialized into roles that encourage physical violence, but higher levels of testosterone, as well. Other possibilities are that males exhibit violence in different ways than females. Females tend to use indirect and verbal forms of violence, while males tend to use physical violence to express their hostility (Herrenkohl et al., 2000).

Hyperactivity is a condition also known as attention deficit hyper activity disorder (ADHD). It has three features: the continuing pattern of impulsive or overactive behaviour; a tendency to be easily distracted and have problems with concentrating on one task; and the third feature- aggression (Kandel Englander, 2003). Children with ADHD have a tendency of being aggressive with their playmates, they are more likely to be involved in fights with their classmates and have problems on the playground. This childhood aggression can be a better predictor of future violent behaviour than ADHD (Kandel Englander, 2003).

Risk and Protective Factors for Physical Violence in the Child's Microsystem

The first layer of social influence is the microsystem. “*The microsystem is a pattern of activities, roles and interpersonal relations experienced by the developing person in a given setting with particular physical and material characteristics*” (Bronfenbrenner, 1979, 22). A setting is a place in which people can engage in direct interaction. A setting can be a home, school, the day-care centre or the playground, etc. Activities, roles and interpersonal relations are the constitute elements of the microsystem. The interaction between the individual and his or her microsystem is viewed as a two-way interaction, characterized by reciprocity (Bronfenbrenner, 1979).

At the family level, the risk factors for physical violence include high level of family conflict, poor family management, authoritarian and permissive parenting style, negative child-parent relationship, family norms favourable to the use of violence, inter-parental violence, low socioeconomic status, child abuse or neglect (Dubow et al., 2016; Herrenkohl et al., 2012; Jolliffe, Farrington, Loeber & Pardini, 2016; Marcus, 2017; Sesar, 2011; Velki, 2012). An emotionally positive parent-child relationship and secure bonding is a basic protective factor

in child development, and other protective factors for physical violence at the family level include low physical punishment, low inter-parental aggression, authoritative parenting, high persistence of discipline, intensive supervision, strong involvement of the child in the family's activities (Dubow et al., 2016; Marcus, 2017; Velki, 2012; Livazović & Vranješ, 2012; Kandel Englander, 2003).

The socioeconomic status of the family is a risk factor at the lower pole, but also a protective factor at the upper pole, similarly to the role of parental stress, with low parental stress having a protective function. Lösel & Farrington (2012) indicate that the impact of low socioeconomic status is not direct. Poverty increases parental stress and parental stress leads to frequent family conflicts, child abuse and neglect, strict discipline or punishment and less child supervision (Lösel & Farrington 2012). If families do not receive enough social support it is very likely that the parents will bring up more negative practices in the upbringing, which indirectly influences the development of violent behaviour in children. Studies have shown that inequality of family income within a school attended by a child is more important than the family SES. Large differences in family income are perceived by children as unjust and can lead to more violence (Velki, 2012).

At the school level, risk factors for physical violence include having difficulties in school adjustment, having less teacher support, poor school performance and lack of school motivation. On the other side, good school achievement, school bonding, good teacher-student relationship, support and supervision by teachers, a warm school climate, clear school rules, strong working motivation and reaching higher education are protective factors for physical violence (Herrenkohl, 2000; Jolliffe et al., 2016; Kim, Gilman, Hill & Hawkins, 2016; Loeber, Farrington, Stouthamer – Loeber & Raskin White, 2008; Lösel & Farrington, 2012; Sesar, 2011).

Family factors have a significant influence in early childhood, but peer factors might have a greater effect in adolescence (Kim et al., 2016). There is a large increase of influence of peer relationship during the middle school, as peer relationship become an important predictor of violence. Exposure to peer pressure is strongest among children aged 10 – 14, and resistance to peer pressure increases linearly up to the age of 21 (Marcus, 2017). According to Herrenkohl (2000), involvement with delinquent (antisocial) peers is one of the strongest predictors for the development of violence. On the other hand, having non-deviant friends or not having delinquent friends is a protective factor for physical violence (Jolliffe et al., 2016). Loeber et al. (2008) indicate that only a few risk factors for violence were consistently predictive across the age blocks and one of them is high peer delinquency. Consistent with this, a study conducted by Mouttapa et al. (2004) showed sixth graders who had aggressive friends were significantly more likely to be aggressive. Farris & Ennett (2012) hypothesized that concerns over social status in peer groups motivate aggression, as their study showed that adolescents who care more about popularity are more likely to become aggressive. Some studies (Milanović; as cited in Čakić, Begovac, Crnković & Begovac, 2013) showed that overall aggressiveness is associated with a poorer sociometric status and rejection by peers. Peer rejection can predict an increase in social information processing problems and later violence, while violence predicts increased

peer rejection. So, peer rejection, social information processing problems and violence are all precursors and outcomes of violence (Marcus, 2017).

Risk and Protective Factors for Physical Violence in the Child's Exosystem

The next layer in Bronfenbrenner's Ecological Systems Model is the exosystem. The exosystem consists of one or more settings that do not involve the developing individual as an active participant, as the exosystem doesn't impact the individual directly. But, events that occur in the exosystem impact the microsystem and indirectly impact individual development. To demonstrate the impact of events in exosystem it is necessary to, at least, establish a causal sequence involving two steps: *"the first connecting events in the external setting to processes occurring in the developing person's microsystem and the second linking the microsystem processes to developmental changes in a person within that setting."* (Bronfenbrenner, 1979, 237). The developing person may also affect the exosystem by setting in motion processes within the microsystem that have impact on the exosystem (Bronfenbrenner, 1979).

Therefore, same variables can both be a risk and a protective factor, as there are variables in the exosystem that can have a positive or negative impact on the development of physical violence in children: neighbourhood and community characteristics, community laws and norms, parent's workplace, parents' economic transactions with the workplace or the labour market, support of extended family, mass media and media portrayals of violence (Berk, 2015; Boxer et al., 2013; Jolliffe et al., 2016; Loeber et al., 2008; Lösel & Farrington, 2012; Valois et al., 2002).

A study by Huesmann et al. (cited in Boxer et al., 2013) indicated that witnessing violence in the community and media contributes to increases in habitual aggressive behaviour over time. Loeber et al. (2008) suggested that neighbourhood factors do not predict violence and that their effects are indirect and mediated by other variables. Lösel & Farrington (2012) cited studies that show juvenile violence is related to neighbourhood characteristics such as economic deprivation, families living in public housing or on social welfare, with high crime and violence rates, availability of drugs and large proportions of non-integrated immigrants. Same authors also claim that neighbourhood poverty is not a risk per se, but can be associated with good cohesion and positive experiences that may buffer the effects of socioeconomic deprivation. They conclude that living in a non-deprived, non-violent and cohesive neighbourhood seems to be a protective factor against violence. Similarly, Jolliffe et al. (2016) suggest that middle-class neighbourhoods have a protective effect on aggressive behaviour. On the other hand, Hill et al. (1994) claim that poverty presents the strongest predictor of violence, whose impact increases when combined with prejudice, discrimination and structured inequities that interfere with social mobility.

The parent's professional environment can support child-raising and indirectly improve development through flexible work schedules, paid maternity leave and parental leave when children have medical issues. Extended family members can provide advice, social or even financial assistance, as studies confirm the negative impact of interruptions in exosystem activities. Families affected by unemployment or social isolation show increased levels of

conflict and child abuse that can lead to development of violent behaviour in children (Berk, 2015).

Risk and Protective Factors for Physical Violence in Child's Macrosystem

The macrosystem presents the highest level of the Bronfenbrenner's Ecological Systems Model, and it includes factors present in the broader culture, such as beliefs, ideologies, laws and resources. *"The macrosystem refers to the consistency observed within a given culture or subculture in the form and content of its constituent micro-, meso-, and exosystems, as well as any belief systems or ideology underlying such consistencies."* (Bronfenbrenner, 1979, 258).

The macrosystem has an influence on child development through its impact on lower levels of the ecosystem. For example, in countries that require generous benefits at work for working parents and set high standards for the quality of child care, children are more likely to have favourable experiences in their immediate environment (Berk, 2015).

War, ethno political violence, man-made and natural disasters are all risk factors for the development of physical violence. Kithakye, Sheffield Morris & Terranova (2010) examined pre- and post-conflict data from 84 children living in Kenya, during the 2007 political conflict. The results of their study indicate that children's disaster experiences, like home destruction, death of a parent, parent and child harm are associated with adjustment difficulties. Also, severity of experienced disaster correlated with child's increased aggression and decreased prosocial behaviour. A study by Qouta, Punamäki & El Sarraj (2008) showed a relation between the exposure to military violence and children's increased aggression. Children who were exposed to physical violence, lost loved ones, were wounded, beaten and detained were particularly prone to aggressive and antisocial behaviour (Qouta et al., 2008). On a sample of school-age children from Croatia, Keresteš investigated long-term effects of exposure to war in Croatia on children's aggressive and prosocial behaviour. The results showed that children who had been exposed to a greater number of war stressors and traumas in preschool and early school years perceived themselves as more aggressive in early adolescence, more than their peers who had experienced a smaller number of war related stressors (Keresteš, 2006). Boxer et al. (2013) cited several studies that showed aggressive behaviour toward peers had been related to exposure to ethno political violence. It is possible that an observation of ethno political violence by the youth directly affected their aggressiveness. It is also possible that ethno political violence in their distal environment changed the violence level in more proximal environments (e.g., community, school, peers, and family), which in turn affected their socialization and led to violent behaviour. In a study conducted by Boxer et al. (2013) ethno political violence retained a significant effect on aggression on all three studied age cohorts (ages: 8, 11, and 14). This confirms hypotheses on the very serious impact of ethno political violence on child adjustment.

Houlihan, Ries, Polusny & Hanson (2008) studied students aged 8 to 18 and their reactions to a major F4 tornado, which caused damage to their town in southern Minnesota. Results showed that the disruption of relocating to a new home after the disaster was associated

with higher levels of externalizing behaviour problems (e.g., anger and aggression) for adolescents aged 12 to 18.

CONCLUSION

In conclusion, efforts in preventing physical violence in early childhood and adolescence need to aim at identifying the risk and protective factors for such behaviour. Expert knowledge on the aetiology and the phenomenology of these factors and their effects, can help direct social, community and pedagogical efforts in the development of preventive programs that would be specifically focused on reducing the impact of risk factors, and strengthening the impact of those protecting children and adolescents from the onset of serious violent acts and their personal, social and educational consequences.

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Framework of Gastronomy Tourism Innovation Management for Tai-Dam Ethnic Based on Indigenous Identity

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ABSTRACT

This study aims to 1) study and analyze the gastronomy tourism of Tai-Dam ethnic group and 2) to propose the framework of gastronomy tourism innovation management for Tai-Dam ethnic based on indigenous identity. The study was conducted by the qualitative research with collecting data from journals, researches and statistics about gastronomy tourism innovation management for Tai-Dam ethnic based on Indigenous Identity. Then, used content analysis, pattern matching and explanation building. The result found that the components of the gastronomy tourism of Tai-Dam ethnic consists of; vegetables, meat, fruits, seasoning. The identities of Tai-Dam ethnic group consisted of; history, handicraft, food, characteristics of houses and villages, occupation, society, rituals and beliefs and local wisdom. Then take the synthetics result to propose the framework of gastronomy tourism innovation management for Tai-Dam ethnic based on indigenous identity.

Keywords: Gastronomy Tourism, Innovation Management, Tai-Dam Ethnic, Indigenous Identity.

INTRODUCTION

Cultural tourism includes cultural and art products that portrays remarkable local identity. It reflects the use of creativity in value added tourism, products, and services following the creative economic approach noted in the 12th National Economic and Social Development Plan (2017 – 2021). Culture has been embedded in Thai people's way of life, resulting in the popularity of cultural tourism which accelerated the growth of related business in the area as evidence, there are many newly open cultural tourism sites to accommodate the growing number of tourists. This can be attributed to the comeback of cultural tourism trends as the image of cultural tourism has changed over the years, making it more modern and suitable with changes in Thai society.

Policies relevant to the challenges in Thailand's tourism development, especially the one that is meant to draw revisited tourists. They must present developed tourism products that can catch tourists' attention as well as promote collaboration among local communities in order to secure social and economic stability in the follow-up of tourism development plans that are consistent with the area conditions. Accordingly, culinary tourism has been emphasized as it is a tourism product enjoyed by most tourists. Therefore, this product can be supportive of the main tourism goals due to the fact that tourists tend to repeatedly buy food. Culinary tourism is one of a few tourism products that promotes collaboration among many parties. Oftentimes, the ingredients used in cooking are only found in one area of the country. Therefore, this is the best means to present local culture. Apart from the aforementioned, food can bring people together and many business deals are done during meals. Furthermore, Thailand is well-known for food arrangement and aims to export more food products as well as expand investments in Thai restaurants abroad. Moreover, the National Food Institute of Thailand, affiliated with the Ministry of Industry, has determined to make Thai food a world kitchen. This is to promote Thai food exports which has a net worth of over 10% annually. This is the strategy to raise food safety standards to perfect the image of Thai food and increase the value of food export management (Ministry of Industry, 2016).

Tourists are aware of the importance of health tourism in addition, of all ethnic groups occupying the Mekong sub-region, there is one ethnic group known as Tai-Dam that has a distinguishing identity and are able to maintain their unique traditions through the test of time. The Tai-Dam ethnic group is an ancestor of one Tai-Dam ethnic group that strictly preserves their traditions (Pitipat, 2012; Michael Hall, 2003). Tai-Dam is an ethnic group that immigrated from Nan Zhao kingdom and settled at Chu Tai Land (Bacthi, 2000; Chang, 2014). Currently, this land is located in the northwest region of Vietnam. However, after several wars, the Tai-Dam fled from their land to other regions in Asia and the Mekong sub-region like the People's Republic of China, Lao PDR, the Socialist Republic of Vietnam and Thailand; the United States and Canada; regions in Europe like France; and in Australia. More specifically, one group fled to Ban Na Pa Nad Village, Chiang Kan District, Loei Province. This Tai-Dam community remains as traditional as their ancestors did. They also utilize wisdom to improve local dishes making it more nutritional, culturally expressive, and simply unique and suitable for a modern way of life (Yimrewat, 2011; Chang, 2014).

Accordingly, the researcher is particularly interested in studying innovation management of gastronomy tourism of the Tai-Dam ethnic group, concerning local identity. It is expected that this study will produce valuable results that can be informative for the community, public sectors, and private sectors regarding tourism development and promotion. The main objectives of this study are;

1. To Study and analyze the gastronomy tourism of Tai-Dam ethnic group.
2. To propose the framework of gastronomy tourism innovation management for Tai-Dam ethnic based on indigenous identity.

RESEARCH METHODOLOGY

The study was conducted by the qualitative research with collecting data from experts and stakeholders with in-dept interviews, journals, researches and statistics about gastronomy tourism innovation management for Tai-Dam ethnic based on Indigenous Identity consists of;

Government and relevant organizations samples consists of; Tourism Authority of Thailand, Local Administrative Organization, Office of Tourism and Sports. The term of government and relevant organizations means the directors, the administrators, the department's heads, the heads of government sectors, people in area, and the staff members involved in the accommodations. This study using purposive random sampling, the researcher classified the experts, stakeholders, major informants by their types of samples, and in order to continue data collection, asked the first informant of each samples type to introduce the researcher to four or five more qualified informants engaged in the same type of samples. The snowball sampling method requires that informants of each samples type introduce the next informants. Then, used content analysis, pattern matching and explanation building. Then take the analyzed result to propose framework of gastronomy tourism innovation management for Tai- Dam ethnic based on indigenous identity

RESULTS

1. The Result of Study and Analyze the Gastronomy Tourism of Tai-Dam Ethnic Group

1.1 The components of the gastronomy tourism of Tai-Dam ethnic

The components of the gastronomy tourism of Tai-Dam ethnic consists of;

1.1.1 Vegetables

Vegetables refer to parts or the whole vegetation and herbs that are used in cooking that are nourishing to the body.

1.1.2 Meat

Meat refer to flesh of herbivorous and carnivorous animals used in cooking and consuming. Humans have learned from the beginning of civilization to deal with animals starting from domesticating animals like chicken, sheep, pig, and cattle for food and

then cooking before consuming. Recently, these animals are used in the meat process at an industrial level.

1.1.3 Fruits

Fruits refer to fruits that can be found in that locality, Chinese people living in the country to consume. "It may be forest fruit, house or foreign fruit that is imported to grow and adapt to the environment. Native fruit methods are not difficult to find, whether at general natural sources.

1.1.4 Seasoning

Seasoning refer to supplements whether used to season or improve scents and flavors of food.

1.2 The identities of Tai-Dam ethnic group

The identities of Tai-Dam ethnic group consisted of;

1.2.1 History

The former settlers of the Tai-Dam people were in the twelve provinces of Tai but with the disorganization of power in the area, Tai-Dam people have migrated to many areas, including the United States, Canada, France, Australia, as well as migrating to nearby areas. Such as in Vietnam, Laos and Thailand, when Tai-Dam people came to Thailand and settled in many areas including in the area of Ban Na Pa Nad, Khao Kaeo Sub-district, Chiang Khan District, Loei Province there is a wooden floor and a gable of the roof of a buffalo in terms of religion and beliefs Tai-Dam people will respect the elves, believed to be Is a supernatural that has a mysterious power over everything in the universe as follows in life doing various traditions or rituals The Tai-Dam [Black Tai] people are often associated with elves. The Tai-Dam people are considered to be an old city that is a continuation of culture, wisdom and ethnic groups besides Thai people and there are also many ethnic groups that live in the important place: the Tai-Dam ethnic group is a group that has close relationships with the indigenous people at all By settling together in Chiang Khan district Loei province long ago (Ketthet, 2011; Rand, 2006) for the history of Tai-Dam village Since the time of the race of various territories in the north of Laos which is called the 12th region the Lao People's Democratic Republic is currently entering Thailand in the year 1874 due to events the ho forces are attacking Chiang Khwang which is an important city in the Puan region Phra Bang Highway asked the thai side to send an army to help with Phraya Phutharapai was the commander of the army to suppress Hor the result of the defeat at that time, Thailand won when peaceful events, Thailand used the policy to evacuate people from the Puan region to Thailand too Tai-Dam [Black Tai] people were brought to Bangkok. By living in various places such as Phetchaburi, Ratchaburi, Lop Buri, Suphan Buri and Phitsanulok after King Chulalongkorn Please please to set up a residence at Ban Mi Khlong Sanam Chaeng, Lop Buri Province after about 8 years, the governor of Bangkok came to ask people to return to Chiang Khwang city as before by starting to migrate down the path Until he had stayed at Nam Koy Yai House Lom Kao District Phetchaboon at the same time, France took possession of the land of Lan Chang. And asked Thailand to send the evacuated person back to their hometown some Thai black people see that

they must invade Therefore stopped to settle at Ban Na Pa Nad Chiang Khan District, Loei Province (Wasana Arunkit, 2529), while another Tai-Dam group traveled across the Mekong River to Ban Nam Kum. Vientiane district but at that time, Vientiane having problems with negotiations with France the Tai-Dam people crossed the Mekong River back to the village of Tat Sa Kao, Chiang Khan District, Loei Province. Therefore migrated to settle at Ban Na Ben but the terrain is not suitable for living therefore migrated to establish a permanent residence at Na Pa Nad Village, Khao Kaeo Subdistrict, Chiang Khan District, Loei Province at that time, 15 of the current Tai-Dam people had 825 households, most of them engaged in agriculture. In addition, there were Tai-Dam or Tai-Dam, or Tai-Dam, in Phetchabun province. A dream which has traveled to Thailand since the reign of King Thon Buri by emigrating from the city of moon Vietnam Later in the reign of King Rama V and King Rama III of Rattanakosin Gave Tai-Dam a boat to stay at Tha Raeng Subdistrict, Ban Laem District Phetchaburi Province by Tai-Dam, also settling in Phetchaburi Province and neighboring provinces as well (Schliesinger, 2001; Hjalager, 2002)

1.2.2 Handicraft

Tai-Dam people's dress is usually black (Raynoo Muenchanchoei, 1998). For their craft wisdom, they possess the skills of weaving (Mayuree Watkeaw, 1978; Lyon, 2000) and cotton, which is their local fabric and has been passed on from generations to generations. Nowadays, Tai-Dam people still use their traditional way to weave (Sukanya Chantasoon, 1995).

1.2.3 Food

The popular food for Tai-Dam people is "Jaeo" – hot and spicy dipping, chili sauce with pickled fish, sour bamboo shoot soup, and chicken or fish sour soup with pickled bamboo shoot. "Pum" soup – "Pum" is green and similar to duckweed and used to make soup without adding coconut milk. "Joop" - vegetable salad such as "Park Plo" and morning glory; "Luad Ta" – minced pork wrapped in pork blood cooked with curry paste; "Kua" soup – spicy soup with tadpoles; "Yuak" soup – spicy soup with banana stalk, which is only served in a funeral; dried salted tadpole – deep fried for crispy texture; rice husk whisky – made from broken milled rice and rice husk; "Joop" with bamboo shoot – mix pork offal with pickled bamboo shoot, grilled chili and onion and pickled fish sauce as an important offering. "Joop" with pork – mix pork with mango and olive leaflets or "Plo" leaflet, papaya flower or water fern if there is not any mango leaflet. However, the olive leaflets are required for its sour flavor and seasoned with grilled chili and onion and pickled fish sauce (Sukanya Chantasoon, 1995). Tai-Dam people's food consists of vegetables and chili sauce such as "Jaeo Ood" which is made from "Bon Kun" leaves. They do not usually have meat. They still follow their original way of life (Kheonkhan, 1998).

1.2.4 Characteristics of houses and villages

Thai Dam House is divided into various types of houses as follows: Traditional black house is the house in which Thai Dam brought the style of the old house that had been in the north of Laos. The long side of the house in the east to the west the wide side of the house on the north and south, the floor and the lid made of bamboo thatched roof In the

middle of the house drill into the fireplace above the fireplace for storage of food and utensils the house is not separated into a family room. The bed nets will be spread along the long path at the head of the family's bed will make a room which is the address of the house (Schliesinger, 2001) the house is a traditional Thai house mixed with Thai Isan. There are 2 doors on the long side of the house. The house is open and does not block the room from the width of the pole. Which generally has 3 houses, no homework, no Huan gang In the middle of a large house is a fireplace, drilled into the house, called a fireplace floor and bed cover Made from bamboo the empty space outside is called Sia. It takes a living and living. Stairs made with bamboo or hardwood the staircase has an odd number of gables. The house is made of permanent material by bringing the Thai house style of Isan The gable roof with a bedroom and a house or a separate kitchen to be converted into a Thai black house the gable house is separated into a semi-permanent gable house with permanent characteristics. Semi-permanent gable house have taken the form from the house of the northeast of Thailand a firehouse separated from a large house by doing it with In the flue to store food and supplies Is a one-story house the pediment on the east side and the western pillar are made of hardwood.

The house is composed of 3 large houses, which are divided into 3 ranges. The door posts have 2 windows, usually drilled on the wide side of the house. House use consisting of a room address of the house sometimes used as a son's bed for the bedroom of the daughter (Thai Dam called the room) next to the father's bedroom, this room will block the lid and have a large door. Heightened the lid of the house has both hardwoods with chopped bamboo next to the sleeping house is an open space covered with roof the length is equal to the big house.

The part that is connected to the sleeping house will be the son's bed. The serrated part is made of hardwood and bamboo side after that, the roof is not covered with a staircase with odd numbers, fireplaces or kitchens next to it light house made into a gable roof flue gable with grass sometimes releasing the house will be chopped flue side will be a small terrace the permanent gable house is divided into a large low-rise gable house. In front of the flue, low pole gable house Flue type, located on the side of the main house, a tall gable house, two-story gable house low pole gable house built from solid wood, divided into 2 types, a large low-rise house-shaped gable house in front of the fire house built to prevent wind hazards is a single story rectangular house the gable of the house on the east to the west In front of the house, facing the road pillars are made of solid wood.(WatKaew, 2521)

The sleeping house has a size of 3-4 rooms. The door is on the front. With the back of the house it is a pair with a folding door. The window is called Pong Aem or Pong. It is on the wide side and the long side of the house for the door with five doors will be a wooden frame by inserting a bamboo latch, called a large house with a width of about 1.50-2 meters with a width equal to the width of the sleeping house Thai Black is called Sia, which is a multipurpose space from Sia. The parents' room will be next to the room. The parents' room sometimes breaks or open the daughter's room is called the private room next to the parents' room. The house is tall and low gable. Tile with clay and zinc the gable of the house is made of a large wooden board, with a flu or a kitchen and the flue floor the floor is made of hardwood or the wing of the house made with hard wood there is an odd number from the loggia, which is a firehouse or kitchen. This section has a height of 2-3 rooms inside there is a fireplace. And

kitchen equipment, household roofs, fire gable, grass, floor and house lid will be separated by wood the low-end house of the gable the house is long along the line of the road opposite the firehouse or the staircase kitchen is a one-story house the gable side of the house is on the east and west. The pillars are made of hardwood. The sleeping house has 3 rooms or 3 ranges. The pillars have 2 doors or stir-fry with many blooming blooms the window is made on the wide side and the long side of the house. The windows are made of hardwoods, mules, rooms of spirits. Sometimes the son's bed this room will not block the room, the room, or the daughter's bedroom next to the bedroom, parents sometimes make room dividers or blocking with clothes door with fabric the house will have both a high gable and a low gable. Galvanized roof gable house is a plank large houses are laid out with wooden boards. The lid is a wooden board departing from the house, the bed will be a relief. The roof is connected with the sleeping house, which is lower than the sleeping house made from hardwood but there is no door to call the son's bed or guests who come to the stairs made of hardwood, laying on the steps of the staircase, there are 5 steps or 7 steps, fireplaces or kitchens there will be both a house and a shed. The flue house will have a size of 2-3 rooms as an open room. Fire roof gable zinc tall stilt house. The form is like a low-rise type house on the side of the main house the sleeping house is a tall gable, cement tiles and zinc gable houses made of overlaid planks, bed sheets, pediment decks, or cards made of hardwoods overlaid on the horizontal scales with large wooden floor tiles made with hard wood the lid of the house is made of hard wood planks, fireplaces, gable roofs, grasses, gable fireplaces, covered with grass lid and floor made of bamboo Two-story gable house Is a house that has been modeled from Chinese people the housing is a 2-story style, rectangular, pediment on the east and west. The pillars are hardwoods, 3 rooms or 3 ranges. The lower floors have front doors, many doors. Is a folding door made of solid wood for the rear door is a double floor, no floor, no window slope, cement slab, lid made of hardwood. The lower house will be open. Flue in the back from the house downstairs, the house has 2 rooms, a roof with a gable roof Lid and flue floor made of wood, chopped on a 9-step high staircase for the upper, wider and longer floors will make the door at the back of 1 floor as for the living room of the ghost will be opposite the staircase flooring with hardwood floors gable roof the house is made of hardwood. The gable is made with clay tiles. There are 2 types of turn-around houses, including the porch of the temple with the house of the porch, turn over the pediment porch the broken house made a right angle the gable side of the house, mostly in the south and east The house facing the road gable roof technician term called a gable roof a gable roof with a hipped roof big house make a ceiling with hardwood large floor Made with hard board the lid is made of hard board Pillars made of hardwood, square The house consists of a 5 bedroom house. The door is a double pattern with multiple panels is a folding door and often make windows around the house above the door and window as the wind flakes, the vents Tempting the room of the ghost house, not blocking the room, the parents may block or leave the room for the daughter's bedroom, next to the parent's room, the son's bedroom or son's guest room will be opposite the room the gang room is the room that separates the lid. There are both gates and there is no door to the area next to the large house is an open space the stairs are hardwood, laying on the terrace with a number of 5-7 steps. The firebox or kitchen is located next to the open terrace. Gable roof Grass or zinc Gables made of grass or open Floor and lid made of bamboo or hard board Ruen Muk turned down the pediment is a house that does not use a gable mechanic call hipped roof The long section of the roof of the head end is

a tilted image Square cut the roof is sloping. Some large houses do not make ceilings. If the ceiling is made, it will be a hard board the floor and lid of the house is a hard board. The house is a one-story house with broken corners. Facing the house off the road the pillars are made of solid wood. The Sia area is connected from the main house. The gang room is an open space with a covered roof. For the open terrace is a male model, open to the roof the terrace has a separate structure with a large house and a fire house. There are stairs and ramps placed. Same as the porch Flue or kitchen Gable roof Roofing with zinc, the floor of the lid is a bamboo cross with a plank (Phromma, 1998)

1.2.5 Occupation

Most villagers' occupations are rice farming and sugarcane farming. Rice will be sold to village merchants; whereas sugarcane will be sold to their chiefs who later sell it to the manufactures. Most sugarcane farmers are at poverty leaving them no choice but working for the chief in exchange for financial aid. Livestock farming is another popular occupation aside from rice and sugarcane farming. Farmers mostly raise pigs, chicken, and cattle. Moreover, breeding pigs is a favorite as farmers can sell piglets after breeding, while chickens are raised for household consumption. Cattle are also raised and sold to butchers as well as shrimp farming and horticultural farming. This produce is sold wholesale at Nong Pong Nok Market silk weaving is also another occupation. Villagers will grow mulberry plants next to their houses and silk products are homemade and sold within the village (Mueanchancoey, 1998). Household handicrafts made from unwanted silk pieces are turned into accessories before being sold to merchants from Nakhon Pathom Province and Bangkok Province usually make wicker items for household use or sales if asked. Other than that, some villagers take buying and selling as their jobs.

Regarding technology, some villagers incorporate modern technological machines in farming. Many delicacies of Tai-Dam Band Sra are made of homegrown plants and vegetables and whatever is found around their village, including local canals and swamps. They hardly buy ingredients from markets; even seasonings are homemade and kept for cooking year-round (Schliesinger, 2001; Burke, 2006). The Tai-Dam people usually have financial issues when it comes to budgeting for planting or farming. They have to distribute their produce carefully, for consumption, breeding, and selling. Money received from selling their crops are spent on daily expenses and saved for the next season of farming, which is usually barely enough oftentimes, farming can be unaffordable for the Tai-Dam people; they start resorting to financial assistance from institutions like banks or cooperatives. Other times, they seek help from merchants, the owner of Choke Tha Worn Silo, or even from their own relatives.

1.2.6 Society

The Tai-Dam people' lifestyles have changed over time, even their urban architecture. Similar to any other community, the Tai-Dam community has been disrupted by external trends and modern technology. Some of them adapt to the changes of the outside world, sending their children to district schools and letting their children wear fashionable clothing. The others prefer to stay traditional and conservative. They remain living in a traditional way of life and preserve their original patterns of carrying out life as they once

did in the past. The Tai-Dam people strictly follow their own customs, which closely tie to their beliefs, as can be seen in the celebration of New Year taking place in October every year, known as Pat Dong Festival (Watkaew, 1978). Furthermore, the Tai-Dam maintain their ways of playing and performing that were passed down from generation to generation. One example is the display of respect to the village witch in which traditional musical instruments are included in the performance. This ritual takes place on a waning moon night in June (Indrtrakul, 1992). Apart from the aforementioned ceremony, the Tai-Dam also celebrate their uniqueness by keeping their own traditional calendar, which is special in that there are ten days in a week (Sornbusara, 1979; Cohen, 1979).

1.2.7 Rituals and beliefs

The Tai-Dam people worship gods, ancestor spirits, and other spirits, as they believe that a human consists of body and soul or mind (Baccam, 1989; Schliesinger, 2001). They believe that a soul or mind wandering from the body is the cause of sickness. Therefore, a ritual performed to call back the soul or mind is necessary for healing (Mueanchancoey, 1998). This ritual is performed by a shaman or known as Mod in their language. The shaman is believed to be able to reach the spirits and ask them to bring back the soul of the sick (Indrtrakul, 1992). The shaman will decide which spirits to summon, depending on the whereabouts of the lost soul. For example, if it is believed that the lost soul is in the wilderness, the mountain spirits will be summoned the soul has returned to the body, the sick will be healed (Khueanchan, 1998). Once healed, that person becomes an orphan of the shaman after four years, the shaman will perform another ritual called Sae Pang or Shom Pang to treat spirits to an overnight banquet, which includes meals and dance (Sretthakul, 1999)

1.2.8 Local wisdom

The Tai-Dam people pass on knowledge from their ancestors and share across communities. This wisdom and knowledge teach their children to be respectful to seniors and become grateful of their parents it also teaches them empathy and generosity toward others. Moreover, Tai-Dam wisdom is respectful to nature as the people depend on nature and value nature as a form of holy spirits can be seen in their way of life, their artisanship made of natural materials, the equipment made from nature, and their knowledge of local herbs and medicine. This inherited knowledge is also a great contribution to the society as it preserves and conserves valuable traditional arts, ways of life, and wisdom in the form of integration to a modern way of life and disseminating this body of knowledge to the next generation; for example, using local herbs in local dishes.

1.3 Gastronomy tourism management

Gastronomy tourism management consisted of;

1.3.1 Product and attractive

Product and attractive refer to things that human's research and design. Invented in order to facilitate living, product development means the process of researching, thinking, designing, modifying and improving to get better products

1.3.2 Behavior and consumption

Behavior and consumption refer to retain customers is building a marketing relationship. Can analyze for in-depth information such as the effective communication channel of each customer, the customer's buying behavior and the specific product for each customer to make customers satisfied

1.3.3 Experience received

Experience received from traveling is how humans invest their time to seek happiness and pleasure from visiting places can recharge energy and release exhaustion from work and stress. Travel effectively improves the state of body and mind before people return to their daily responsibilities and routines. Traveling offers new opportunities to learn and increase life experience through novelties.

1.3.4 Special interest

Special interest refer to the factors, which drive tourism, include food festivals, restaurants, and certain places that provide food for tasting, or tourism experiences that are related to foods from different regions. "Gastronomy Tourism" is also similar to special interest tourism, indicating the characteristics of tourists who relate to "Gastronomy Tourism"

1.3.5 Quality and diversity

Quality and diversity of materials refer to quality of services and food safety refer to assurances to customers that a service provider is skillful and professional in providing services, and is able to serve with hospitality and service in mind also includes the assurance given to customers about product safety and traveling as well as maximum satisfaction regarding its service.

2. Propose the Framework of Gastronomy Tourism Innovation Management for Tai-Dam Ethnic Based on Indigenous Identity.

Food styles

Food styles of Tai-Dam ethnic groups refer to Tai-Dam cuisine has been known to be a part of tourism to the Tai-Dam village. Tasting Tai-Dam dishes is one of the main activities to tourists visiting the village. Also, it is the most income-generating activity as tourists spend one third of their travel expenses on food.

Gastronomy tourism development strategy

Gastronomy tourism development strategy refers to a way of management that facilitates cooperation among all associates to achieve mutual interest and satisfaction (Ahmad, 2015). Moreover, sustainable tourism management is considered creative tourism as it promotes the conservation of the environment as well as local arts and culture. In many aspects, this type of tourism encourages the improvement of quality of life for the community along with that of tourists.

Experience tourists receive

Experience tourists receive from traveling is how humans invest their time to seek happiness and pleasure from visiting places can recharge energy and release exhaustion from work and stress. Travel effectively improves the state of body and mind before people return to their daily responsibilities and routines (Michael Hall, 2003). Traveling offers new opportunities to learn and increase life experience through novelties.

Travel products and services

Travel products and services refer to all kinds of business dealing with management or arrangement of travel including transportation, accommodation, food and drink, excursions, and so on.

Service quality and food safety

Service quality and food safety refer to assurances to customers that a service provider is skillful and professional in providing services, and is able to serve with hospitality and service in mind. It also includes the assurance given to customers about product safety and traveling as well as maximum satisfaction regarding its service.

Event organizing style

Event organizing style is a chance to introduce a new product to customers and is a chance for customers to try new products. This marketing event is indispensable for modern day businesses to boost selling their products and create product sensations among customers and media.

Tourism infrastructure

Tourism infrastructure refers to basic physical elements necessary for accommodating the entire system of tourism to ensure smooth business of tourism.

Sustainable tourism development model

Sustainable tourism development model refers to a well-organized group traveling that maintains the previous state of tourism resources. It also refers to tourism that remains a just and fair business and management regarding interests and benefits while maintaining the popularity of the tourism site.

Human resource management

Human resource management refers to management processes related to humans, recruitment, efficient positioning, incentives and benefits arrangement, and maximizing human resources competencies.

Tourism marketing

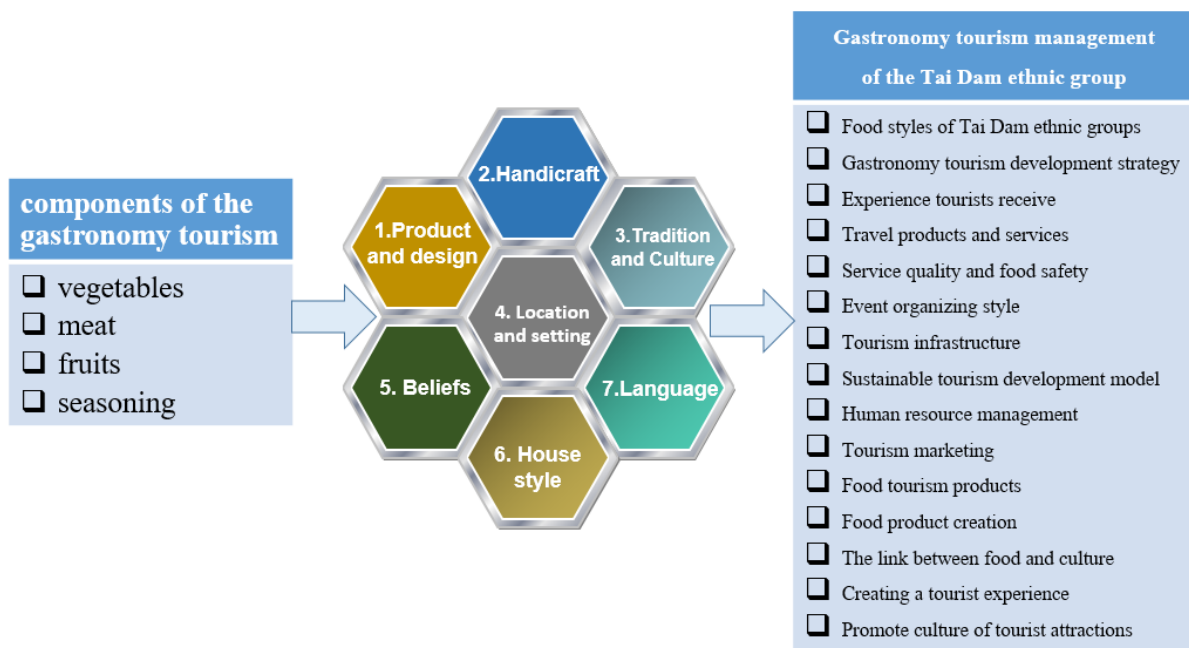
Tourism marketing refers to the process, plan, concept-based practice, pricing, promotion, and distribution of products and services to promote an atmosphere of exchange among customers and ensure customer satisfaction and business goals at the same time.

CONCLUSIONS

The result of study and analyze the gastronomy tourism of Tai-Dam ethnic group include about History, Handicraft, Food, Characteristics of houses and villages, Occupation, Society and Rituals and beliefs these are an important part of cultural tourism that reflects the unique characteristics of the Tai-Dam community as an important resource for managing gastronomy tourism base on indigenous identity.

Propose the framework of gastronomy tourism innovation management for Tai-Dam ethnic based on indigenous identity include food styles, Gastronomy tourism development strategy, Experience tourists receive, Travel products and services, Service quality and food safety, Event organizing style, Tourism infrastructure, Sustainable tourism development, human resource management and Tourism marketing is creating tourism value generate income from tourism. Local communities become proud of their own communities, build careers and improve the quality of life, as show in figure 1.

Figure 1: Framework of Gastronomy Tourism Innovation Management for Tai-Dam Ethnic Based on Indigenous Identity



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Identifying the Dimensions of Employer Brand within the Framework of Employee Value Proposition⁹

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ABSTRACT

Employer brand creates an attractive image reflecting the value proposition that includes an organization's values, philosophy, behavior, symbolism and communication. This image renders a business a desirable place to work differentiating it from others for both current and potential employees. The employee value proposition (EVP), which forms the basis of the employer brand, includes the emotional and functional benefits promised by the enterprise to its employees besides what is expected of them. Establishing an employee value proposition that is far from the company's stance, which does not match its values or is unrealistic, may create undesirable consequences for the enterprises after the employee's experience of employment. However, the relevant literature on employer brand shows that there is no consensus on the sub-dimensions that make up the employer brand. When creating employee value proposition, it is important that these dimensions should be clear and that employees' expectations should be known. The aim of this study is to determine the extent to which current employees perceive the employer brand and how much importance they attach to these dimensions. The sample of the study consists of the employees of the enterprises operating in Marmara region of Turkey. A 40-item scale developed taking expert opinions within the scope of the research was used to measure employees' perception of employer brand. Employees evaluated the statements in the 5-point Likert scale between None - Very Important. The data were analyzed by SPSS and factor analysis was conducted to determine the sub-dimensions of employer brand. The sub-dimensions through which the employees perceive the employer's brand and the degree of importance that they attribute to these dimensions have been identified by the means of this study. In addition, the results of this study are expected to help businesses in creating employee value proposition.

Keywords: Employer Brand, Employer Attractiveness, Employee Value Proposition, Scale Development.

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INTRODUCTION

Organizations are increasingly facing difficulties in how to attract and retain the productive workforce. The term “talent war” is used to describe the difficulty that many employers have in finding qualified workers. This is not only about selecting the best talent for executive positions, but also the presence of employees who can perform a wide range of roles throughout the company. For this reason, it is important that the company conducts researches on the labor market in which it wishes to recruit personnel (Barrow & Mosley, 2005: 125).

Employer branding has made organizations to look beyond remuneration but also consider factors like work culture, careergrowth, work-life balance, training and development and others to create proposition that is valued by employees. As a result, organizations now use employee value proposition (EVP) as a strategic tool to attract, develop, retain best talents and achieve competitive advantage (Salau et al., 2018). Employees are also very aware of the values offered by employers (Sengupta, Bamel & Singh, 2015: 308).

LITERATURE REVIEW

An employer brand projects the organization’s value proposition that reflects its values, philosophy, behavior, symbolism, communication, etc., differentiates the company from all others and creates a positive image on its target audience. (Bali & Dixit, 2016: 184). Employer branding is marketing, among the employers to make an attractive image in the minds of its potential associates and humanizing the image in the minds of potential associates (Aslam et al., 2015: 162). The employer brand cannot be called only a human resources policy because it reflects both the internal and external image of the business and the sum of perceptions of the place where the business is to work (Güngördü, Ekmekçiöglü & Şimşek, 2014: 2).

Developing an organization's identity can be construed as a claim-making process about those organizational attributes that are central, distinctive and enduring (Glynn, 2000: 286). According to Sullivan (2004), employer branding is “a targeted, long-term strategy to manage the awareness and perceptions of employees, potential employees and related stakeholders with regards to a particular firm”. This is a strategic tool for the organisation to market their unique employment offerings or value propositions to the internal and potential employees (Sengupta, Bamel & Singh, 2015: 307; Aggerholm, Andersen & Thomsen, 2011: 114).

Employer branding as the process of building an identifiable and unique employer image. Human resource practitioner literature describes employer branding as a three-step process. First, a firm develops the “value proposition” that is to be embodied in the brand. Using information about the organization’s culture, management style, qualities of current employees, current employment image, and impressions of product or service quality managers develop a concept of what particular value their company offers employees. In the second stage, the firm markets the value proposition to its targeted potential employees. It is fundamental to employer branding that the employer brand be consistent with all other branding efforts of the firm. Third aspect of employer branding is internal marketing and it carries the brand “promise” made to

recruits into the firm and incorporates it as part of the organizational culture (Backhaus & Tikoo, 2004).

Employee value proposition is an expression of the psychological and functional benefits promised by the employer to its employees. The employee value proposition clearly states what is promised and what is expected of the employees. Establishing employee value proposition is the most critical phase of the employer brand management process (Baş, 2011: 55-56). Creative employee value proposition has the capacity to attract, hire, retain and satisfy employees as an aspect of employment branding. To establish as a desired employment brand organization, the organization have to conceptualize framework of the employee's value proposition. This can be accomplished in 4 stages (Goswami, 2015: 264);

1. *Right Fit*: a well-designed Employee value proposition increases the accessibility of the candidates for the position in the talent pool.
2. *Recreating the workforce*: this broadens the aspect of trust and commitment of the employees in the organization by creating an existence of employees by sharing views and ideas.
3. *Making organization sound with desirable candidates*: a good the employee value proposition should fulfil all the needs and wants of each keytheir satisfaction of the employees.
4. *Better recruitment objectives*: the process of building The employee value proposition focuses on how effective the recruitment process is in regards to existing and potential new hires. Better recruitment offers will definitely articulate the attraction of employees for the job.

When creating employee value proposition, promises should include emotional factors such as cultural characteristics of the company, market position, working environment and functional benefits such as personal and professional development, compensation and benefits. First of all, the features that cannot be promised by competitors in the sector should be listed. All this work must be compatible with the company / product brand. An employee value proposition that does not coincide with the company's stance and does not match its values should not be created. Otherwise, if promises are not fulfilled, employee turnover increases and recruitment department grows (Ayaz, 2017: 47). The basis of employer brand approach is to keep promises in employee value proposition. For this, it is very important that the employer brand management process is carried out under the coordination of a top manager who is authorized to implement the promises offered (Baş, 2011: 56-57).

METHODOLOGICAL ASPECTS AND RESULTS

Methodological Aspects

In scale development studies, the correlation between the scale to be developed and the desired property to be measured should be consistent. The content validity study can determine the extent to which each item serves the purpose. In this way, expressions with high power to represent the subject can be included in the developed scale (Ayre & Scally, 2014; Yeşilyurt & Çapraz, 2018). Evaluation of content validity helps the researcher to provide

reliable evidence to ensure the inclusion of all the important aspects and key concepts in the evaluation of the subject matter, as well as the acceptability of all the components of the tool in the view of the expert panel (Vakili & Jahangiri, 2018: 109).

In order to develop the scale that will be used to measure employees' perception of employer brand, a pool of 283 items was created from the scales used in 16 different studies (Berthon, Ewing & Hah (2005), Melin (2005), Tüzüner & Yüksel (2009), Arachchige & Robertson (2011), Bakanauskienė et al. (2011), Schlager et al. (2011), Oğuz (2012), Alnıaçık et al. (2014), Güngördü, Ekmekçioğlu & Şimşek (2014), Bellou (2015), Sengupta, Bamel & Singh (2015), Bayrak (2016), Dönmez (2016), Rampl & Opitz (2016), Tanwar & Prasad (2016), Sharif & Sharif (2017)). Questionnaire was analyzed with Microsoft Excel program and expert opinion scale consisting of 98 items was formed. The scale items with different expression methods were converted to the same form of expression because they were obtained from different studies. Lawshe technique was used to obtain and evaluate expert opinions.

The content validity ratio (CVR), an item statistic originally suggested by Lawshe (1975), is one of the most widely used methods for quantifying content validity. (Almanasreh, Moles & Chen, 2018: 3). This approach consists of 6 steps (Tekin et al., 2018: 142; Yurdugül, 2005: 2).

1. Determination of the field experts group
2. Preparation of candidate scale form
3. Obtaining expert opinions
4. Calculation of the content validity indexes for the items
5. Obtaining the content validity index of the scale
6. Forming the candidate scale form according to the content validity index.

The employer brand scale was applied by questionnaire method. The research area has been identified as the manufacturing sector, which is an area where there has not been much research. Due to the large number of manufacturing enterprises, the research was carried out in the Marmara region. The survey was distributed to 250 people working in SMEs. 230 eligible questionnaires were analyzed by SPSS 22.

Results

Lawshe technique used for scale development requires minimum 5 and maximum 40 expert opinions (Yurdugül, 2005: 2). As a result of the literature review, the expert group to be consulted in scale development was composed of the employer branding researchers and academicians working in the field of human resources and marketing. Expert opinion forms were sent to 45 researchers via e-mail and feedback was provided from 17 researchers. After the expert opinion scale was answered by the experts, content validity analysis was started.

The panel of experts in the CVR approach are invited to rate each item into one of three categories: "Essential", "Useful, but not essential", or "Not necessary". Items considered

“essential” by a critical number of experts are then included in the final form, with items failing to reach this critical level rejected. Based on established psychophysical principles, Lawshe (1975) proposed that a level of 50% agreement assures some degree of content validity. (Almanasreh, Moles ve Chen, 2018: 3; Ayre ve Scally, 2014). With these assumptions in mind, the following formula for the content validity ratio (CVR) was devised (Lawshe, 1975: 567):

$$CVR = \frac{n_e - (N/2)}{N/2}$$

in which the n_e is the number of panelists indicating "essential" and N is the total number of panelists. If the CVR values are negative or 0, these substances are eliminated in the first stage. Significance of items with positive CVR is tested by statistical criteria (Yurdugül, 2005: 2).

However, when interpreting a CVR for any given item it may be important to consider whether the level of agreement is also above that which may have occurred by chance (Type I error probability, suggested to be 0.05 using a one-tailed test $P=0,05$). In order to include or discard items from a given instrument appropriately it is imperative that the CVRcritical values are accurate. CVRcritical values can be used to determine how many panel members need to agree an item essential and thus which items should be included or discarded from the final instrument. After items have been recognized for inclusion in the final instrument, the content validity index (CVI) is calculated for the entire instrument. The CVI represents the average of the CVR values of the retained items. (Almanasreh, Moles & Chen, 2018: 4; Ayre & Scally, 2014). For 17 experts who answered the scale development questionnaire, the CVRcritical was 0.529 at $\alpha = 0.05$ significance level. In this case, 13 of the 17 experts for each item should have marked “Essential” (Yeşilyurt, 2018: 257; Ayre & Scally, 2014; Lawshe, 1975).

As a result of the calculations, 26 of the 98 items were excluded from the scale because the CVR was negative. The CVR values of the remaining 72 items were compared with the CVRcritical (0.529), and as a result 32 more item were excluded from the scale. In this case, the scale consisted of 40 items. After the items are accepted for inclusion in the final scale, the content validity index (CVI) is calculated for the whole scale. CVI presents the commonality of judgments regarding the validity, or applicability of the final procedure, model, test, or format being researched. The overall content validity will be higher if the value of the CVI is closer to 0.99 (Allahyarı et al., 2011: 10). Since the scale had $CVI = 0.638$, the content validity of the 40 items remaining in the scale was statistically significant. The items were rearranged taking into account the recommendations of the experts with regard to the items in the scale.

The employer brand scale items used in the study were evaluated by the participants according to their importance level with a 5-point Likert scale. The Cronbach’s alpha reliability for the whole questionnaire is 0.96, which is regarded as good. Common method variance, it means that the variance is based on the measurement method rather than the structures that the scales try to measure. In studies where all variables are measured with a single questionnaire and similar method, self-evaluation method is used and evaluations of different variables are made by the same evaluator and within the same time frame, common method variance may occur. This is especially the case where variables are obtained from the same responders as

perception-based scales. One of the most common methods to determine whether this trend exists is Harman's single factor test. In this context, all items used to measure employer brand variable should be subjected to a unrotated factor analysis. In this case, in order to talk about the assumption of a common method, (1) the first factor alone explains a significant part of the variance or (2) the result of the analysis should be the only factor (Podsakoff & Organ, 1986).

Table 1: Extracted factor loadings after PROMAX rotation

Scale Item Number	Component					
	Compensation and Benefits	Organizational Culture	Working Environment	Career and Development	Corporate Image	Justice
39	,755					
40	,740					
36	,712					
38	,702					
37	,699					
35	,640					
34	,586					
31	,545					
32	,469					
24		,748				
23		,683				
26		,666				
30		,570				
19		,569				
25		,566				
21		,564				
20		,548				
22		,504				
28		,424				
6			,735			
10			,718			
13			,670			
3			,651			
12			,648			
11			,646			
14			,545			
18			,512			
5				,736		
4				,657		
1				,644		
8				,559		
9				,517		
7				,467		
2				,462		
29					,748	
27					,680	
33					,640	
15						,662
16						,606
17						,520
Variance explained	40,464%	48,564%	53,100%	57,176	60,598%	63,347%

For this purpose, a total of 40 expressions related to the variable were subjected to unrotated factor analysis. As a result of the analysis, a total of 6 dimensions with eigenvalues higher than 1 were determined. The first dimension explained 40,464% and the 6 dimensions explained 63,347% of the total variance. The results show that there is no common method variance problem in the study (Podsakoff et al., 2003). However, KMO (0.941) and Bartlett's test ($\chi^2 = 6030,663$; $p < 0.00$) obtained from factor analysis indicated that the data set was

appropriate for factor analysis. The six factors that make up the employer brand perception are named Compensation and Benefits, Organizational Culture, Working Environment, Career and Development, Corporate Image and Justice. Since there are unrelated variables in the factor loadings, the nomenclature was made according to the variables with the highest factor load (Table 1).

Table 2: Paired Sample t Test Results

Employer Brand Dimension	\bar{x}	SS	t	df	p
Compensation and Benefits	4,3647	,63793	2,079	229	,039
Organizational Culture	4,3035	,65949			
Compensation and Benefits	4,3647	,63793	2,865	229	,005
Organizational Culture	4,2362	,74698			
Compensation and Benefits	4,3647	,63793	,558	229	,577
Career and Development	4,3441	,62617			
Compensation and Benefits	4,3647	,63793	1,440	229	,151
Corporate Image	4,3058	,72034			
Compensation and Benefits	4,3647	,63793	-2,241	229	,026
Justice	4,4551	,69493			
Organizational Culture	4,3035	,65949	1,541	229	,125
Working Environment	4,2362	,74698			
Organizational Culture	4,3035	,65949	-1,088	229	,278
Career and Development	4,3441	,62617			
Organizational Culture	4,3035	,65949	-,061	229	,952
Corporate Image	4,3058	,72034			
Organizational Culture	4,3035	,65949	-3,598	229	,000
Justice	4,4551	,69493			
Working Environment	4,2362	,74698	-2,781	229	,006
Career and Development	4,3441	,62617			
Working Environment	4,2362	,74698	-1,238	229	,217
Corporate Image	4,3058	,72034			
Working Environment	4,2362	,74698	-5,504	229	,000
Justice	4,4551	,69493			
Career and Development	4,3441	,62617	,786	229	,433
Corporate Image	4,3058	,72034			
Career and Development	4,3441	,62617	-3,249	229	,001
Justice	4,4551	,69493			
Corporate Image	4,3058	,72034	-2,913	229	,004
Justice	4,4551	,69493			

The paired sample t test was used to compare that attach importance of employees to the employer brand sub-dimensions. According to the results of the analysis given in Table 2, the average of the importance given by the employees to the justice dimension of employer brand was found to be statistically significant ($p < 0.05$) different from the average of all other dimensions. In addition, it is found that employees give more importance to the Compensation and Benefits and Career and Development dimensions of employer brand than Working Environment and this is statistically significant ($p < 0.05$).

The most important employer brand dimension is the justice dimension for the employees ($\bar{x}= 4,4551$). Non-discrimination among employees on issues such as gender and ethnicity, and being treated with merit are the highest expectations of employees. Justice dimension of employer brand is followed by Compensation and Benefits ($\bar{x}=4,3647$), Career and Development ($\bar{x}=4,3441$), Corporate Image ($\bar{x}=4,3058$), Organizational Culture ($\bar{x}=4,3035$) and Working Environment ($\bar{x}=4,2362$) dimensions respectively.

CONCLUDING REMARKS

The results obtained from this study show similarities with other studies in the literature. Sengupta, Bamel & Singh (2015) tried to determine the dimensions of the internal and external employer brand. As a result of the research, they identified 6 dimensions as career potential values, justice values, employee engagement values, feel-good values, comfort values and esteem values which constitute the internal employer brand. The scale developed by Berthon, Ewing & Hah (2005) has been used in different studies. Berthon, Ewing & Hah (2005) and Sharif & Sharif (2017) identified 5 dimensions, Alnaçık et al. (2014) identified 6 dimensions, Güngördü, Ekmekçiöğlü & Şimşek (2014) identified 7 dimensions and Arachchige & Robertson (2011) identified 8 dimensions. In all these studies, development, social, economic and application value dimensions constitute the common point of these studies. As a result of this research, it was found that the Compensation and benefits, working environment, career and development factors obtained were similar to previous studies. The corporate image dimension identified within the scope of this research is one of the dimensions determined in the studies of Rampl et al. (2016), Tanwar & Prasad (2016), Sengupta, Bamel & Singh (2015) and Bellou et al. (2015). The organizational culture dimension identified in this study was similarly obtained in the study of Tanwar & Prasad (2016). However, in the study of Sengupta, Bamel & Singh (2015), the justice dimension of employer brand was determined in a similar way with this study.

In the study of Saylan & Eroğlu (2019), it was tried to determine which employer brand components the potential employees attach more importance to. As a result of the research, it was determined that potential employees perceived employer brand in four dimensions as organizational culture, company characteristics, working environment and economic factors. It is seen that the most important factor is the working environment and the least important factor is the economic factors in the preference of the potential employees for work. When the two studies are compared, it is seen that the importance levels attributed to the sub-dimensions of employer brand by the participants in both studies are the opposite of each other. One of the reasons for this may be that the participants were in different age groups (generation X and Y). The other reason for the difference is that after participating in working life It is possible that people's perceptions may change depending on their experiences. A similar result was reached in the study of Lievens (2007). In the study, the candidates who applied for a job and the existing employees were compared and it was found that both groups attached different importance to the sub-dimensions of employer brand.

As a result of the Corporate Leadership Council's research, the employee value proposition has three key benefits: improved attractiveness, greater employee commitment and

compensation savings (Jha ve Jha, 2015). Employee value proposition strategies will help build reputation, integrity, branding and succession in the eyes of employees. Therefore, the use of employee value proposition as a means of branding employment will certainly serve the purpose of attracting, hiring and retaining the best talents for the growth, improvement and development of organizations. In order to create a good employee value proposition, both current and potential employee expectations should be learned correctly. This requires a proven and comprehensive scale. Employer brand perception scale with acceptable validity and reliability can be considered as a useful, valid and reliable tool for both academic studies and human resource practitioners to create employee value proposition.

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Implementation of Competition Analysis in A Distilled Alcoholic Beverage Business in Antalya¹⁰

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ABSTRACT

Businesses should take the situation of competition into consideration by analyzing the competition around them so that they can survive by identifying and managing their strategies. In this paper, by conducting a competition analysis of a business, it is aimed to reveal the current situation of the competition in which the business competes and to give a preliminary opinion to the business managers related to the strategy which they can implement. For this purpose, an implementation was done in a distilled alcoholic beverage company in Antalya. In order to analyze the competition, within the framework of Porter's model, the factors of competition analysis which S. Kadri Mirze mentioned are customized to the distilled alcoholic beverage industry. Then, the strategic management and marketing manager of the company was interviewed about these factors. According to the result of the competition analysis, the most influential factor affecting the competition in the industry is the threat posed by substitute products, in terms of the business. However, the severity of the competition in the business environment is slightly over the medium level. It seems that it will be more accurate to implement cost leadership strategy for the company because of the reasons that switching to substitute products is easy and cost-effective, customers can easily find substitute products, the cost of switching the business for customers is low, it is difficult for customers to detect different tastes and so on. This paper was supported by Scientific Research Projects Coordination Unit of Bandırma Onyedi Eylul University.

Keywords: Competition Analysis, Strategy, Cost Leadership Strategy, Alcoholic Beverages Industry, Distilled Alcoholic Beverages Industry.

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INTRODUCTION

Global competition, innovations in technology and changes occurring in business processes requires business managers to think more competitive. Thinking more competitive requires identifying the strategy. Businesses examine their environment while identifying their strategies. Businesses who include changes predicted by them and arose in their environments in their plans and implementations, may increase their durability to competition (Blocher, Chen & Lin, 2002).

Environment in where the business supplies its inputs, produces and sells its products and competes with its competitors is called “industry” (Ülgen & Mirze, 2014). Businesses also should analyze the industry in where they are, while examining their environments. On the issue of industry analysis, one of the factors that the businesses take care of is competition analysis (Ayan, 2014). Examining their environment, analyzing the industry in where they are, and by making their competition analyses in this context, both determining their competition situation and having an idea relating to competition situation in the industry will help the businesses about identifying their strategies more accurately.

On competition analysis, in the literature, Porter’s five forces model comes to the forefront. In the literature, there are various studies that the competition analyses have been implemented by using this model to different industries. In a number of these studies, competition analysis was implemented to, respectively, boutique hotel industry (Dursun, 2016), health care services industry (Coşkun, 2014) and plastic industry (Mandal, 2011).

However, having not being implemented of competition analysis to alcoholic beverages industry in Turkey except the thesis of Demir (2003) is remarkable. Because, the alcoholic beverages industry, is an important industry which provides significant amount of revenue to the country, creates employment in the country, provides direct or indirect contribution to the society of the country, and is located in among industrial sectors based on agriculture of the country (Sevilmiş, 2014).

This industry and Antalya Alcoholic Beverages Industry and Trade Inc. (AAB) was preferred by the researcher regarding doing competition analysis, for the reasons of not being existing of any study related to the alcoholic beverages industry, never have being examined and evaluated of this industry before, being approached positively to the issue and being opened to information sharing of the business managers. The purpose of this study is to reveal competition situation of both the business and industry by making competition analysis of the chosen business, and provide a foresight to the managers to make them decide which strategy the business needs to follow in this industry. This paper with the project number of BAP-19-1009-054 was supported by Scientific Research Projects Coordination Unit of Bandırma Onyedi Eylül University.

The paper followed by this structure: First section included the introduction. Section 2 provided theoretical information related to competition analysis and competitive strategies. Section 3 demonstrated the method of the competition analysis implemented in AAB, provided

information related to the alcoholic beverages industry and demonstrated the results of the competition analysis of AAB. The final section summarized the concluding remarks of paper.

LITERATURE

Competition Analysis and Competitive Strategies

Porter states that there are five basic factors (five forces) in the industry that influence the competition of the businesses, and suggests identifying the business strategy by examining these factors separately (Ülgen & Mirze, 2014). These basic factors are the severity of the competition among competitors in the industry, threats of new businesses that may enter the industry, the bargaining power of suppliers, the bargaining power of customers and threats created by substitute products (Mirze, 2014).

Businesses become as competitors of each others by competing with other businesses in the industry while they're trying to sell their products to customers in the industry in where they're operating (Ülgen & Mirze, 2014). Shrinking of the industry, being in different size of the businesses in the industry, the high number and high fixed costs of these businesses will cause the severity of the competition among competitors to be high (Eren, 2013). The fact that the products in the industry are standard, products are known less by customers, and customers are incurred low or no costs while they're purchasing a product's substitute will intensify competition in the industry (Eren, 2013).

The fact that there aren't agreements among the businesses in the industry in terms of price and product amounts, customers have enough information about the businesses as well as products, prices and qualities of the businesses, and the businesses follow different strategies will increase the severity of the competition, too. Furthermore, as long as powerful businesses in terms of technology and product variety will be in the industry, the severity of the competition will be increased. In addition to this, the severity of the competition among competitors will be high in case that exit barriers such as high fixed capital investments of the businesses and/or dedicating of themselves to that industry are high in the industry (Eren, 2013).

New businesses that may enter the industry are the businesses that will be founded in that industry and the businesses, that are operating in other industries, that will enter that industry by buying other businesses in that industry or merging with them (Ayan, 2014).

If entry barriers are high in an industry, the threat constituted by the new businesses that may enter the industry will be low (Pearce & Robinson, 2015). There are six important entry barriers: Economies of scale, product differentiation, capital needs, cost disadvantages other than economies of scale, access to distribution channels, and policies of the government. The fact that a business that wants to enter the industry must make high amount of production to reduce its production costs, the products in the industry to where the business will enter have been differentiated, the business needs vast amount of capital for advertisements, research and development expenses, inventories and so on means that entry barriers are high in that industry (Pearce & Robinson, 2015).

The fact that the existing businesses in the industry have advantageous such as having better technology, have being founded near raw material sources, benefiting from government incentives and so on are constituting a high entry barrier in the industry. The necessity of setting up their own distribution channels to get their products to their customers is another factor that makes entering the industry difficult, for the businesses. In addition to this, by the government, limiting or not giving incentives for the industry, and compelling to obtain licence to the businesses in order to keep the production under control, is a high entry barrier in terms of the businesses that may enter the industry (Pearce & Robinson, 2015).

Businesses that provide raw materials, auxiliary materials and semi finished goods that are needed by the businesses in the industry to produce their products are called suppliers (Eren, 2013). If there are few suppliers or the suppliers differentiates their products in the industry, these suppliers are more powerful compared to the businesses in the industry on the issue of prices, quality, terms of paying and so on of the products sold by them (Porter, 2015; Ülgen & Mirze, 2014). For the business that has possibility to face with problems such as reduction in customer satisfaction, decrease in quality, increase in production costs, prolongation of delivery time when it changes its suppliers, costs of switching to other supplier is high. In this case, the business doesn't want to switch its supplier and the bargaining power of the supplier on it increases (Eren, 2013).

If there aren't any substitutes of the supplier's products, the bargaining power of the supplier on the business increases. Also, if the sales revenue that the supplier obtains from the businesses in the industry is less, the supplier will not see this industry important for himself and will have a high bargaining power on the business. If there is a possibility of the supplier to enter the industry to where he sells its products, the bargaining power of the supplier compared to the businesses in the industry is being more high (Can, Büyükbacı, Bal & Ertemsir, 2013). Suppliers, whose bargaining powers are high, can get the business adopt their own decisions by the business, in their relations with the business, and the flexibility of the business in implementing his own strategy decreases (Ülgen & Mirze, 2014).

Customers are people or businesses that buy products produced by the businesses in the industry (Eren, 2013). By demanding from the businesses to increase the quality and decrease the prices of their products, customers can make businesses to be competed with each other, and by this way can cause decreasing in profitability in the industry (Pearce & Robinson, 2015).

If purchasing amount of customers is comprised of a major amount sales of the business, the bargaining power of the customers is high (Mirze, 2014). If a major part of customers' costs consists of purchasing costs of the businesses' products in the industry, and customers are sensitive towards price, the bargaining power of the customers will increase (Porter, 2015). The fact that the businesses' products are standard and the substitutions of these products are found by customers easily is increasing the bargaining power of the customers. Furthermore, if customers are incurring little or no switching costs when they change their suppliers, their bargaining power is increasing (Mirze, 2014).

If customers are making very little profit and therefore are sensitive toward price, they are also more powerful in bargaining against the businesses in the industry (Porter, 2015). For the customers, being high possibility of entering the industry is increasing the bargaining power of them (Mirze, 2014). The fact that the product of the industry is insignificant in terms of the quality of the customers' products and services and consequently the price sensitivity of the customers makes them more powerful in the bargaining against businesses in the industry (Porter, 2015). The last factor gives customers a high bargaining power is that they have sufficient knowledge of the industry and businesses, products and prices in the industry (Porter, 2015).

Substitute products are other products that function the same as the products in the industry. By limiting the prices that can be applied by the businesses in the industry, substitute products provide a ceiling price in the industry and thus reduce the revenues that the business can earn (Porter, 2015).

The fact of that the substitute products attract customers' attention and are in fashion in the market increases customers' trends of purchasing substitute products, and therefore threats constituted by substitute products are high. If customers are incurred very little or no costs when they switch to substitute products, threats constituted by substitute products are again high. Another cause of why threats constituted by substitute products are high is also that these products are cheaper, more quality and beneficial (durability, esthetic etc.) compared to other products in the industry (Eren, 2013).

As a result of competition analysis, business managers will have a preliminary view of which strategy they should choose in order to leave competing businesses behind, increase the durability of the business to the competition and maintain the competitive advantage of the business. According to Porter, there are three main strategy that the managers can implement regarding competition: Cost leadership strategy, differentiation strategy and focusing strategy (Porter, 2015).

Cost leadership strategy is an integrated actions performed to produce products and services to customers with the least costs and acceptable compared to competitors (Hitt, Ireland & Hoskisson, 2005). Businesses that implement cost leadership strategy provide standard products and services that meet the minimum needs of their customers (Hitt, Ireland & Hoskisson, 2005). Businesses in industries of not rapidly changing prefer cost leadership strategy (Ülgen & Mirze, 2014). Businesses that implement this strategy attach importance to economies of scale. Businesses that have reached cost leadership earn high revenues by keeping the prices of products and services equal or lower than the competitors' (Porter, 1985).

Businesses in rapidly changing industries and having customers with different needs, can implement differentiation strategy (Ülgen & Mirze, 2014). In differentiation strategy the business produces or renders products and services perceived as unique in the industry. Differentiation can be done in design, brand image, technology, product specifications, customer services, dealer network or other dimensions (Porter, 1980).

Focusing strategy is to focus on to a certain customer group, a part of product range or geographical market. The difference of focusing strategy from the strategies of cost leadership and differentiation is that its strategic targets are more narrow-scoped compared to other strategies' targets. A business may choose to implement diferentiation or cost leadership strategy, or implement them together, while serving this specific goal (Porter, 1980).

METHODOLOGICAL ASPECTS AND RESULTS OF THE COMPETITION ANALYSIS IMPLEMENTATION

Methodological Aspects

Competition analysis is conducted by evaluating and scoring five basic factors including the severity of the competition among competitors, the new businesses' threats of entering the industry, the bargaining power of suppliers, the bargaining power of customers, the threats created by substitute products. Also, the various factors created depending on these basic factors are evaluated and scored. The factors dependent on basic factors are given points between one and five. In scoring, in terms of the business, one point represents to low threat and five point represents to high threat (Mirze, 2014). After all points per basic factor are added, average point per basic factor is calculated by dividing the total points by the number of factors linked to the basic factors. As this point approaches five, it can be stated that the threat related to that basic factor increases (Ülgen & Mirze, 2014).

An interview was held with the strategic management and marketing manager of the business on competition analysis. Prior to the interview, several strategic management books of many authors on competition analysis were reviewed. Among these authors, S. Kadri Mirze, by considering Porter's five forces model, has included many factors in his book that are related to the basic factors of competition analysis. These factors are as broad in scope as can be customized and adapted to the industrial businesses. Mirze's suggestions regarding the factors linked to the five basic factors of competition analysis are presented in Table 1.

In before the interview, a table was prepared by customizing and adapting the basic factors of the competition analysis and the factors linked with those to DABI. In the interview, the unknown or overlooked factors while preparing the table was communicated verbally by the manager and those are written down to the table. Because, these factors should surely be taken into account while DABI has been evaluated. The manager made the assessment and scoring related to the factors verbally. In the interview, short notes were taken related to the manager's assessments and the points given by him for the factors written opposite side of the factors in the table.

Table 1: Competition analysis factors

Basic Factors Of The Competition Analysis	Factors of Competition Analysis
The severity of competition among competitors	The number of the businesses with the same talent and capacity in the industry
	Being low growth rate of the market
	Barriers to exit the industry
	Standard products and differentiated products
The new businesses' threat of entering the industry	Structure and size of the industry
	The growth rate of the industry
	The life period in which the industry is
	The profitability degree of the industry
	The competitiveness situation and severity of competition in the industry
	Easiness of entry and exit to the industry
	Whether the demand in the industry is in balanced
	The problems that can be faced in the industry and the complexity degrees of them
	The uncertainty degree and risk situation in the industry
The bargaining power of suppliers	Being only one supplier as manufacturers and/or being created differentiation for its products as supplier
	High costs of switching to other suppliers
	Not being alternatives of the suppliers' products as substitute products
	In the total sales revenue of the supplier, sales to the industry in where the business operates is an important part
	The possibility of the supplier entering the industry in where the business, which sells the supplier's products, operates
The bargaining power of customers	Whether the customers' purchase amount is an important rate in the business' sales revenue
	Whether the business' products are standard and their alternatives can be found easily
	The possibility of customers entering the industry of the business which they buy its products
	Whether customers have all information they need related to the industry and the businesses
	Being incurred low or no switching costs of customers in the case of purchasing the products from another business
The threat created by substitute products	Changed customer trends
	Switching costs of substitute products
	Whether the substitute products have superiority in terms of benefit, price and quality

Source: Mirze, 2014

Limitaitons of the Work

Only being interviewed with the strategic management and marketing manager of the business about competition analysis constitutes the limitation of this work. Because of his responsibility for managing the business strategy, the strategic management and marketing manager is in communication with the other managers about strategy. Being directly participated of also these managers in the interview will improve the effectiveness of the competition analysis. However, these managers couldn't participate in the interview because of their job intensity. Due to this, these managers' opinions about competition analysis couldn't be learned by the researcher and related to the issue, strategic management and marketing manager's opinions were accepted as the opinions of all business managers. Accordingly, the views of these managers on competition analysis could not be directly received by the researcher and the views of the strategic management and marketing managers were accepted as the views of the business.

Results of the Competition Analysis Implementation In AAB

Alcoholic Beverages Industry in Generally

Alcoholic beverages industry, is an important industry which provides significant amount of revenue to the country, creates employment in the country, provides direct or indirect contribution to the society of the country, and is located in among industrial sectors based on agriculture of the country. Tax revenues obtained from fermented and distilled alcoholic beverages are increasing in every year (Sevilmiş, 2014). Special Consumption Tax (STC) taken from alcoholic beverages had been Turkish Liras (TL) 10.55 billion in 2018 (Bütçe ve Mali Kontrol Genel Müdürlüğü (2018), while this amount was TL 3.38 billion in 2010 (Sevilmiş, 2014). The proportion of this tax inside the total tax revenues, too, had increased 1.58 percent in 2018 (Bütçe ve Mali Kontrol Genel Müdürlüğü (2018).

After being shut down of Tobacco and Alcohol Market Regulatory Authority, the alcoholic beverages industry in Turkey is being regulated and audited by Tobacco and Alcohol Directorate of the Ministry of Agriculture and Forestry (Tütün ve Alkol Dairesi Başkanlığı [TADB], 2019a, Misyon & Vizyon). According to the data disclosed by Tobacco and Alcohol Directorate, the production amount of distilled alcoholic beverages lowered by 5,378,423 liter while the production amount of fermented alcoholic beverages had increased 37,924,156 liter in the last five years, in Turkey. Depending on this, in the last five years (2014-2018), the total alcoholic beverages production amount had increased at the rate of 3.081% (Tütün ve Alkol Dairesi Başkanlığı, 2019b. Alkol ve Alkollü İçkiler Daire Başkanlığı, Alkollü İçkiler Piyasası, Piyasa İstatistikleri: 2004-2018 Yılları (Litre)). Also, while in 2014, 94.780% of the total alcoholic beverages production amount was consisted of fermented alcoholic beverages and 5.219% of it was consisted of distilled alcoholic beverages, in 2018, 95.430% of it was fermented alcoholic beverages and 4.569% of it was distilled alcoholic beverages. The rate of the distilled alcoholic beverages production amount within the total alcoholic beverages production amount had decreased in the rate of 0.650% in the last five years, while the proportion of fermented alcoholic beverages production amount had increased at the same rate

(Tütün ve Alkol Dairesi Başkanlığı, 2019b. Alkol ve Alkollü İçkiler Daire Başkanlığı, Alkollü İçkiler Piyasası, Piyasa İstatistikleri: 2004-2018 Yılları (Litre)).

In a five-year term products within the alcoholic beverages of which the production amount is the most are beer and wine and for the distilled products they are raki and vodka. In this term (2014-2018) while beer production had increased 1.787% and wine production had increased 24.780%, raki production decreased by 10.761% and vodka decreased by 7.782%. When the production amounts in the last year (2018) of these most produced four alcoholic beverages in Turkey are examined, it is seen that 955,209,263 liter beer, 75,388,304 liter wine, 35,934,117 liter raki and 11,513,571 liter vodka had been produced (Tütün ve Alkol Dairesi Başkanlığı, 2019b. Alkol ve Alkollü İçkiler Daire Başkanlığı, Alkollü İçkiler Piyasası, Piyasa İstatistikleri: 2004-2018 Yılları (Litre)).

According to the data of Tobacco and Alcohol Directorate, in 2019, the number of the businesses that have certificate of production for producing distilled alcoholic beverages is 13 while this number was 12 in 2016 (TAPDK 2016.; TADB 2019c).

Problems in Alcoholic Beverages Industry

After the alcoholic beverages industry was privatized, imported alcoholic beverages consumption increased by 180.302% in the first ten years while domestic alcoholic beverages consumption increased by 11.535%. In the year of 2018 compared to 2014, domestic alcoholic beverages production also increased by 3.081% while imported alcoholic beverages consumption increased by 35.521% (Tütün ve Alkol Dairesi Başkanlığı, 2019b. Alkol ve Alkollü İçkiler Daire Başkanlığı, Alkollü İçkiler Piyasası, Piyasa İstatistikleri: 2004-2018 Yılları (Litre)).

As a result of being increased of imported alcoholic beverages industry consumption approximately by 16 times in the first 10 years and by 12 times in the last five years compared to domestic alcoholic beverages production, the imported alcoholic beverages have begun to constitute a severe threat against the domestic alcoholic beverages in recent years (Tütün ve Alkol Dairesi Başkanlığı, 2019b. Alkol ve Alkollü İçkiler Daire Başkanlığı, Alkollü İçkiler Piyasası, Piyasa İstatistikleri: 2004-2018 Yılları (Litre); www.sozcu.com.tr).

Another problem seen in the alcoholic beverages industry is the decreasing of the grapes and anise production areas, which are raw materials of alcoholic beverages, production areas within years (<http://gis-der.org>). For example, grapes production area was 6,000,000 decare in 1988 while it has decreased to 4,170,000 decare in 2017 (<http://gis-der.org>; Toprak Mahsülleri Ofisi Genel Müdürlüğü, 2018). Anise production area, while it was slightly over 200,000 decare in 1988 and decreased to 121,833 decare in 2017, it has increased to 124,455 decare in 2018 (<http://gis-der.org>; Türkiye İstatistik Kurumu [TÜİK], 2019a). Wheat production area, too, while it was 93,500,000 decare in 2000, has decreased to 72,992,701 decare in 2018 (TÜİK 2019b)

Additionally, other problems of this industry that come to the forefront are “being few businesses that are producing glass bottles, that are used for bottling of alcoholic beverages” and “being delivered of glass bottles to alcoholic beverages businesses at the desired time, in the desired quality and with the least costs” (<http://gis-der.org>).

Antalya Alcoholic Beverages Industry and Trade Inc.

AAB was founded in Organizational Industrial Zone in 2005. It began to its production operations in 2008 and founded Topkapı Beverages Distribution and Marketing Inc., which is its own sales, marketing and distribution business, in 2009. AAB is producing raki, vodka, gin and liqueur. Also, it is producing food alcohol by itself that is going to be used for producing these products. Products and the food alcohol are being produced by full-automation. The business is exporting its products to TRNC, USA, Germany, People’s Republic of China, UK, Iraqi and Jordan (www.aai.com.tr).

DABI’s Competition Analysis Implemented In AAB

The first basic factor of the competition analysis is the severity of the competition among competitors in the industry. There are few businesses in the distilled alcoholic beverages industry (DABI). One of these businesses is larger than the other businesses and dominates the sector. Therefore, the manager is of the opinion that the competition among businesses is not intense. According to the manager, the businesses are in a medium level competition. Being low number of businesses in the industry constitutes a low threat for the business.

According to the manager, the industry leader’s market share absolutely must be taken into consideration, while the severity of the competition has being evaluating. In DABI, the industry leader’s market share is so high that the leader nearly completely dominates the industry. Leader’s market share is the greatest threat for the business regarding the severity of the competition. Because, being high of the leader’s market share leads to remaining market share has being sharing by other businesses. This situation increases the competition among the businesses.

The other factor absolutely required to be evaluated by a manager while making DABI’s competition analysis is also the product variety of the industry leader. Antalya Alcoholic Beverage Industry and Trade Inc. (AAB) can produce raki, vodka, gin and liqueur, while the industry leader can produce tequila, cognac, brandy, wine, raki, vodka, gin, liqueur, whiskey and sake. The industry leader is growing its market by giving brandy and whiskey to the points of sales. Demands for whiskey are increasing in every passing day. This situation is increasing the competition.

Exit barriers from the industry are not high for AAB. Because, the business is producing the ethyl alcohol which is needed by pharmaceutical and food businesses. However, the business’ desire for being existence in DABI is very strong.

Regarding different products being produced, the manager is of the opinion that introduction of a different product by other businesses can create risk. Among the ones

produced by AAB, products with the widest taste scale, which starts from the worst and goes towards best are, respectively, liqueur, gin, vodka and raki. For example, vodka is produced in the range of 37.5 to 40 alcohol degrees in volume (vodka ranges in alcoholic content from 37.5 to 40 percent). Vodka has an aromatic taste.

Raki with the narrowest taste scale can be produced between 40 and 50 degrees of alcohol (raki ranges in alcoholic content from 40 to 50 percent). Raki also has an aromatic taste. Anise that gives an aromatic taste to raki has species in itself. Raki's taste scale is narrow. However, tens of thousands of raki tastes can be produced depending on whether it is produced from fresh grapes, barley, treacle or wheat and rested for 30 days, 60 days or five years. However, this taste is undestandable by gourmets. Nevertheless, there are customers who perceive tastes. Additionally, there are customers who have brand commitment. Hence, "Producing of different products in DABI" factor is a medium level threat for the business. The severity of the competition among competitors in DABI factors that constitute the competition analysis' first basic factors, and scores of these factors given by the manager are presented below in Table 2.

Table 2: The severity of the competition among competitors in DABI

The Severity Of The Competition Among Competitors In DABI	Points
The number of the businesses in DABI	1
The industry leader's market share in DABI	4
The industry leader's product variety in DABI	3
Exit barriers to be high in DABI	2
Producing of different products in DABI	3

Source: Author's implementation related to competition analysis in AAB

The second basic factor of competition analysis is the threat posed by new businesses that may enter the industry. Measuring the size of DABI is very difficult. However, it is seen that the industry is smaller than the alcohol free beverage industry and fermented alcoholic beverage industry, when the industry has being examined with liter-based data.

When it is considered that DABI is a 13-year industry after 60-year state monopoly, "the life period inside where DABI is" factor is a below the medium level threat for the business.

Calculating the growth rate of DABI with liter-based data is possible. The distilled alcoholic beverages' liter-based domestic production amounts in last six years begining from the year of 2010 was, respectively, 58,124,992, 63,301,296, 58,779,734, 55,777,947, 55,510,336 and 52,085,345. According to this, the growth rate of DABI was, in the last five years begining from the year of 2011, respectively, 0.089, -0.071, -0.051, -0.005 and -0.062. When the growth rate has been examined, it is seen that the industry is in downsizing trend.

Although it is not possible to obtain clear information and data on the profitability of DABI, the manager forecasts that the profitability of this industry is 8 million dollars, in other words, 25 million Turkish Liras (TL) and thinks that this profitability is low. For example, the

business is able to make profit by 10% while selling its products to the distributors, but, net profit of the business is 3% on average.

Because the business takes place within a market related to consumption, the prices of its products are affected from the industry's leader and the customers. While the industry's leader directly affects these prices, the customers also affects them indirectly. After the industry's leader discloses selling prices of its products, also the other businesses determine and announce the prices of their products. The business discloses its own products' selling prices merely about domestic gin before than the others, because the business is the industry leader only about domestic gin. After the business discloses the prices of its products about domestic gin, also DABI's leader and other businesses determine and disclose their own products' prices about domestic gin.

In DABI, the businesses also take into consideration the customers while they're determining the selling prices of their products. Because, the customers are very sensitive to prices and cause decreasing of prices by not purchasing high priced products. Therefore, the customers indirectly affects the selling prices of the products in the industry.

Selling prices of the products remain stable in the industry, after they've been determined for once. Because of high effect of DABI leader and customers about determining the selling prices, the business is not able to increase these prices. Therefore, according to the manager, the more the business produces, the more unit costs will decrease.

The ability of a business to generate income and profit in DABI depends on whether or not its products are kept in the market. The biggest disadvantage experienced by the enterprises in this industry is never being able to do of advertisements.

When "entry barriers in DABI" factor has been evaluated, the subject which the manager overemphasized was the investment costs which will be made by the business to exist in this industry. General production expenses, marketing and sales distribution expenses and general administrative expenses of the business can afford TL1 million.

In AAB, where the 8% share is given from the budget to bottle, label etc. production development expenses, to marketing expenses and to general administrative expenses, 20,000 liter raki is produced in a week on average. This equals to approxiametly between 45,000 and 50,000 bottle. Considering that the cost of each bottle is approxiametly TL0.70, the cost of TL35,000 is incurred just for the bottles in a week, in the business. Labels are also at least TL50,000 per month. Briefly, to enter this industry, a business needs between \$3,3 million and \$5 million in other words approxiametly TL10 million as money. Additionally, a business needs to prepare required technological infrastructure to produce products to this industry.

Furthermore, considering on being strong of the brands of the businesses in the industry, being loyal of customers to these brands, not giving incentives of the government to this industry and being forbidden of advertisements in the industry, the entry barriers in the

industry are high. The manager thinks that the entering probability of new businesses to the industry is low.

Demands in DABI are in balanced. Demand for products decreases before each Ramadan and Eid al-Adha, and increases threefold in december and New Year. While Raki demand increases between in october and end of march, it decreases after the end of march. Demand of the products produced by the business for hotels increases after the end of march. Customers prefer to drink raki in their homes after march and until october. However, competition is much more experinced in restaurants between march and october.

Although vodka demand increases by 15% to 20% in the summer, it doesn't change generally much. Since the business manages its wholesalers through distributors it is able to keep the demands of its products as in balanced.

In DABI, various problems may arise in informatics production, management marketing and sales, and government policies. To switch to seperate 2d-code application for every product, to differentiate the licences (raki licence for raki etc.), and to increase the taxes can be given as an example to this.

When “uncertainty and risk degrees in DABI” factor had been evaluated, the manager stated that uncertainties can be experinced in the quality of and wrappings of the products, and in the marketing activities. Because of dangerous production of a food, the risk that the business undertakes is very high.

Providing raw materials easily, quickly and in required properties is very important. Because the business is able to provide anise, wheat and bottle from close places (Afyon, Konya, Mersin and Eskişehir), it is in advantageous in terms of this. Factors of the threat posed by new businesses that may enter DABI, and the scores given by the manager to those are presented in Table 3.

Table 3: The threat posed by new businesses that may enter DABI

The Threat Posed By New Businesses That May Enter DABI	Points
The size of DABI	2
The life period inside where DABI is	2
The growth rate of DABI	3
The profitability degree of DABI	2
Being high of entry barriers in DABI	1
Being in balanced of demands in DABI	2
The complexity degree of the problems that may arise in DABI	2
The uncertainty and risk degrees in DABI	1

Source: Author's implementation related to competition analysis in AAB

The third basic factor of the competition analysis is “the bargaining power of suppliers”. The business works with few suppliers. Because, it wants to produce quality

products. Therefore it prefers to use patented materials in producing of its products. Here, the most prominent materials are bottles and caps. Bottles must be durable against to be broken and not be curve. Also the caps should be easily attached to the bottles and should have the feature of tightness. This situation reduces the number of the suppliers with which the business can work, and the bargaining power of it against the suppliers.

The business provides bottles from the best business in this field in Turkey, and caps, too, from an abroad based bussiness's branch in Turkey. These caps are one of the best caps that can be used for alcoholic beverage. In the case of bottles and caps, the cost of switching the business to other suppliers will be high. When the design rights of bottle molds belong to the business, the business doesn't consider changing its supplier, even if switching to another supplier is easy and in low cost. Because it wants to provide the same quality in bottles. Depending on this, the bargaining powers of bottles and caps suppliers against the business are very high.

On the other hand, about labels, the cost of switching to another supplier is not high. Because, it is possible to work with lots of businesses. However, the point to be considered here is the length of term. Being able to provide labels can last between six and eight months.

When considering the suppliers' products, it is seen that there aren't substitute products, especially, of bottles and caps. On the other hand, the label has a substitution. When it is not preferred to use labels on the bottles, the business produces its products by using printed bottles. In this case, label information is processed on to the bottle by special paints. This operation is done by bottle suppliers (glass factories).

When considering the raw materials used in production of the business' products, it is known that wheat is the most used in flour and bread factories, anise is the most used in pastry and treacle is the most used in making pharma. When it is considered on providing bottles used in packaging alcoholic beverages, it is known that glass factories sell more products to the businesses that produce alcohol free beverages.

For example, a glass factory has provided 12 million bottles in a month to CocoCola/Pepsi. In other hand, AAB must order minimum 300,000 bottles when it wants to provide bottle. The business can sell a product of 300,000 bottles in at least few months, while the glass factory can produce 300,000 bottles in one day. Therefore, the sales done to DABI cannot able to reach to an important amount in the sales amount of the suppliers from whom the raw materials, used in production of and packaging the products, have been provided.

According to the information taken from the manager, the suppliers of the business' products only engage in selling their own products and don't intend to enter DABI. Factors of the suppliers' bargaining power in DABI that constitute the third basic factor of the competition analysis, and the scores of theirs taken from the manager are presented in Table 4.

Table 4: The suppliers' bargaining power in the distilled alcoholic beverages industry

The Suppliers' Bargaining Power In DABI	Points
Being few suppliers in DABI and/or being differentiated its own products of the supplier	5
Being high costs of switching to other suppliers, in DABI	4
Being no substitute products of the supplier's products, in DABI	5
Not being able to reach of the sales done to DABI to an important amount, inside the total sales amount of the suppliers	4
The possibility of entering of the suppliers to DABI	1

Source: Author's implementation related to competition analysis in AAB

The forth basic factor of the competition analysis is the customers' bargaining power. AAB sells its products, after producing them, to traditional channels, chains and hotels via Topkapı Beverage Distribution and Marketing Inc. (TBDM) which is its own distribution business. Hotels don't care brands of products much and make their purchases by liter-based, because of all inclusive system. What the important thing for hotels is, not to provide a product of a certain brand to customers, to provide products demanded by customers to customers. The business makes sales up to TL5 million on the basis of its agreements with hotels. Depending on this, hotels and chains are more powerful compared to other distributors.

The business can communicate with the end users of its products only at points of sales. However, no survey has been conducted to end users till now. Considering that the products are distilled alcoholic beverages, it is very difficult for the business to make questionnaire to end users and collect information from them. In addition to this, it is a known fact in the industry that there is a customer group loyals to Yeni Rakı produced by Mey Beverage Industry and Trade Inc. (MBIT). There isn't any brand commitment in customers of other businesses. Customers can easily find alternatives of the distilled alcoholic beverage products that they want.

In the lighth of information given by the manager before, in relation with the investments that a business will make to enter DABI, it is understood that entering this industry is not easy. Because the cost of the investment required to be made by the customers for entering the industry is very high, the possibility of entering of the customers to the industry is very low.

According to the manager, the customers don't have much information about DABI, and the businesses and products in the industry. The most important reason for this is that advertising isn't allowed in the industry. When making advertisement is not possible, promoting the business and products cannot be possible. Even the word of distillation remains as a very technical term for the customers. The business, because of not to be able to advertise, is selling more cheaply its products that are in the same quality with the products of another business, and is failure to overcome "the cheap product" perception in the eyes of the customers.

For example, Burgaz Klasik, that has an intensive aniseed taste among the business' products, is being sold at a lower price, although it has the same taste with the Yeni Rakı produced by MBIT.

As mentioned before, there isn't any cost of switching the business' for the end users of the business' products. Because the end users can easily reach the alternatives of the products that they want. However distributors have to be incurred costs when they want to switch the business. Because, in distributors, there are inventories that consist of collaterals and products of the business.

Additionally, the absence of advertising is increasing the bargaining power of points of sale. Because, the business that expose its product in shelf makes providing its product to be sold. Factors of the customers' bargaining power in DABI that constitutes the forth basic factor of the competition analysis and the scores of them taken from the manager are presented in Table 5.

Table 5: The customers' bargaining power in DABI

The Customers' Bargaining Power In DABI	Puan
To be consisted of the customers' purchasing amounts from an important rate of the business' sales amounts, in DABI	3
Being able to be found easily of the business' products' alternatives by the customers, in DABI	5
The possibility of entering of the customers to DABI	1
Being to have information of the customers about DABI and the businesses in the industry	3
Being low or no costs of switching the business, for the customers, in DABI	5

Source: Author's implementation related to competition analysis in AAB

The fifth and last basic factor adapted to DABI is the threats posed by the substitute products in DABI. According to the information obtained from the manager, preferring whiskey instead of raki and beer instead of vodka by the customers is leading to decreasing in sales amounts and revenues of the business. Additionally, preferring alcoholic free beverages instead of alcoholic beverages by the customers and receding from the liqueur tradition are affecting the business in a negative way.

In DABI, when the substitute products has been examined, it is seen that there isn't cost of switching to the substitute products. Because the end users can easily find the substitutes of the products that they want in the market. The same situation is valid for distributors, too, but the distributors are incurring cost while switching to substitute products. Because, they have inventories that must be reduced by themselves.

Because advertising is not possible in DABI, the brand powers of the substitute products are important. The substitute product of vodka is beer. Because, beer is addressing to

the young segments. It is also possible to reach alcohol degree of a bottle of vodka by consuming four or five beers. Raki's substitution may be whiskey or a raki of its own category, while cognac is a substitute product for brandy. Vodka is never a substitute product for raki. Factors of "the threat posed by the substitute products in DABI" that consist the fifth and last basic factor of the competition analysis, and the scores of theirs received from the manager are presented in Table 6.

Table 6: The threat posed by the substitute products in DABI

The Threat Posed By The Substitute Products In DABI	Points
Being changed of customer trends in DABI	4
Being no cost for switching to the substitute products, in DABI	4
Being superiority of the substitute products in terms of benefit, price and quality, in DABI	4

Source: Author's implementation related to competition analysis in AAB

In the consequence of DABI's competition analysis, "The severity of competition among competitors in DABI" factor received an average of 2.6 points, "The threat posed by new businesses that may enter DABI" factor received an average of 1.88 points, "The suppliers' bargaining power in DABI" factor received an average of 3.8 points, "The customers' bargaining power in DABI" factor received an average of 3.4 points, and "The threat posed by the substitute products in DABI" factor 4 points from the manager.

CONCLUDING REMARKS

Businesses should analyze the competition in the industry, too, while analyzing the industry in where they're operating. The business managers, through, will have a preliminary opinion regarding what strategy they need to implement will be, and will be able to identify and implement the accurate strategy for the business of theirs. In this work, a distilled alcoholic beverages business has been handled and competition analysis of the industry has been conducted by being examined DABI.

This analysis is based on the research done in literature in relation with the issue and the interview conducted with the strategic management and marketing manager. Even if only one of the business managers was interviewed, the evaluations revealed in this interview are giving valuable information regarding the current situation of DABI to the business managers and guiding to them for which strategy is necessary to be used to struggle with rival businesses.

According to the analysis, there are a competition in a slightly over the medium level among the businesses continuing their existences in the industry. Eventhough not being very high, this competition is important for each one of the businesses in the industry. Because, the industry leader has a very high market share and other businesses, except the leader, share the remained market share. The most important reason for being felt intensively of competition by the business is the threat posed by the substitute products in DABI. On the other hand, the most

important factor reducing the severity of the competition is, the threat posed by the new businesses that may enter DABI.

Even if the number of the businesses is small, it is not seemed as the business can implement every strategy in every time that it wants while struggling with its competitors. This is especially valid for the differentiation strategy. Because, it is difficult for the business to reveal its difference with various reasons and get the customers to perceive this difference and the differences of its products. Furthermore, the business has to produce its products by benefiting from economies of scale absolutely due to the characteristics of the industry. It also has a mandatority to produce standard products or approximatively standard products and to keep the prices of lots of products lower than in of the competitor's products. In addition to this, the industry is changing slowly and downsizing gradually in the course of years. All these reasons are directing the manager towards the opinion of implementing cost leadership strategy in future, too, to implement. In the consequence of the competition analysis, the manager had a strong opinion regarding the strategy that they are implementing is the cost leadership and had a preliminary opinion regarding that it would be a more accurate choice to continue to implement this strategy in future, too.

The competition analysis gives an opinion to the business managers regarding that which strategy is necessary to be implemented. However, the managers, before exactly deciding to a business strategy, absolutely should evaluate the results of the competition analysis together with the results of other factors (market structure, market share, and rival analysis) of the industry analysis and macro and micro environment analyses. The competition analysis of DABI was done for the first time with this work that numbered BAP-19-1009-054 as Project and was supported by Scientific Research Projects Coordination Unit of Bandırma Onyedi Eylül University. Researchers and practitioners interested in competition analysis can also adapt this analysis to the non-alcoholic beverages industry or other industries in future.

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Pygmalion Myth and Artificial Women in Contemporary Science Fiction Films

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ABSTRACT

In Greek mythology, the myth of Pygmalion tells the story of the revival of a lifeless sculpture by the male creator Pygmalion, who falls in love with her. This myth has been the subject of many works in literature and cinema. The theme of artificial women created by men goes back to “Metropolis” (Fritz Lang, 1927). As artificial intelligence and robotics have been gaining momentum in the 21st century, many sci-fi films that deal with this topic are made, and “Ex Machina” (Alex Garland, 2014) represents one of the best examples. These films may be considered feminist narratives that reflect a postmodern world. In this study, films as “Simone” (Andrew Niccol, 2002), “Ex Machina”, “A.I. Rising” (Lazar Bodroza, 2018), “Elizabeth Harvest” (Sebastian Gutierrez, 2018), “Zoe” (Drake Doremus, 2018) and “Alita: Battle Angel” (Robert Rodriguez, 2019) will be analyzed through the Pygmalion myth, which reflects the dominant male view; based on Despina Kakoudaki’s approach in her Anatomy of a Robot (2014) and other theoretical perspectives on cyberpunk and artificial intelligence.

Keywords: Science Fiction, Pygmalion Myth, Artificial Intelligence, Sociology of Film.

INTRODUCTION

In Greek mythology, the myth of Pygmalion tells the story of the revival of a lifeless sculpture by the male creator Pygmalion, who falls in love with her. The myth goes like this: Pygmalion, the son of King Belos, was in love with Beauty Goddess Aphrodite desperately and made a sculpture of her. At one night he begged to the Goddess. Aphrodite felt sorry for him and made the sculpture alive. Pygmalion had married with that woman that he named Galatea and they had two children (Robert Graves, 2012). This male-centered myth has been the subject of many works in literature and cinema. As artificial intelligence and robotics have been gaining momentum in the 21st century, many sci-fi films are being made dealing with this topic: the male creator and the artificial woman created.

The main film from film history deserves to be remembered may be the classic musical “My Fair Lady” (George Cukor, 1964), based on the play *Pygmalion* (1912) by George Bernard Shaw. The theme of artificial women created by men in a “scientific way” goes back to “Metropolis” (Fritz Lang, 1927). As artificial intelligence and robotics have been gaining momentum in the 21st century, many sci-fi films that deal with this topic gained success and “Ex Machina” (Alex Garland, 2014), which won an Academy Award, represents one of the best examples. Also, TV shows like “Westworld” (2016) make these technological themes popular.

Among these films; “Simone” (Andrew Niccol, 2002), “Ex Machina”, “A.I. Rising” (Lazar Bodroza, 2018), “Elizabeth Harvest” (Sebastian Gutierrez, 2018), “Zoe” (Drake Doremus, 2018) and “Alita: Battle Angel” (Robert Rodriguez, 2019) will be analyzed through the Pygmalion myth in the context of human and technology relation. Despina Kakoudaki’s approach in her book *Anatomy of a Robot* (2014) and other theoretical perspectives on cyberpunk and artificial intelligence such as cyberfeminism will be considered in this study.

LITERATURE REVIEW

Today and in the near future; the human being is merging with technology or transforming through technology. In other words, the human subject is starting to take place in a post-human position. Reaching this position, which does not consider man as the center and makes it possible to combine it with non-human elements (especially machinery); is becoming possible with developing digital, biological and genetic technology.

The distinction between human and machine based on the conceptual dualities in traditional Western thought is becoming unclear through the technoscientific culture of today.

In recent science fiction films, the theme of creating human-like artificial intelligence with the ability to infiltrate networks that carries the potential to be infinite and superior has become popular. In this context, the permeabilization of the boundaries between man and machine or the lack of importance of these boundaries emerges as a cultural theme. Issues such as the lack of an authentic body or the overriding of the distinction between artificial and copy are no longer considered as science fiction at all.

Terry Eagleton (1999) states that the shift from Merleau-Ponty to Foucault is a shift from 'the body as the subject' to 'the body as the object'. According to Merleau-Ponty, the body is "where there is something to be done" but now it is a place where something is done to you: looked for, stamped, organized.

In the mentioned films, we deal with the theme of blurring the authentic / machine and human / artificial distinction is handled through breaking masculine social and ideologic oppression. In this context, masculine domination is intertwined with capitalist domination. These films present the critique of capitalism through feminine emancipation. Thinkers such as Donna Haraway, Katherine Hayles, Rosi Braidotti and Despina Kakoudaki, followed the way that *Cyborg Manifesto* (Donna Haraway, originally in 1985) paved, find possibilities in the relationship between man and machine that served postmodern feminist theory. Haraway explores the possibilities of the construction of a new female experience through cyborg, a fictional figure itself, based on the claim that the feminine phenomenon discussed by traditional feminism. These kinds of 'cyberfeminist' ideas could be found in the films mentioned above.

As Despina Kakoudaki (2014) underlines, imaginary beings, artificial people need not conform to current states of scientific knowledge, technological possibility or ontological reality. But the unreal is both superbly dynamic and culturally reflective: When it is possible to imagine any type of being or type of body, then the beings and bodies imagined express a range of cultural expectations, projections, and desires. Artificial people are useful cultural fictions. One of the rewards of tracing the historical provenance and textual versatility of the artificial person is that it elucidates one of their chief cultural functions in modernity: Their participation in a political and existential negotiation of what it means to be human.

Ray Kurzweil (2005), states that in "Singularity" a positive development of humanity towards a new form of evolution often identified as "trans-humanism". The positive effects of this would fall on the entire planet and universe. On the other hand, those who believe that technological development and the advent of superintelligent machines will mark the end of humanity. To this second category belong eminent names such as the founder of *Microsoft*, Bill Gates, the creator of *Tesla*, Elon Musk, and the departed scientist Stephen Hawking who on several occasions have expressed concerns against AI. Between the two opposite sides there are those who, like Nick Bostrom, stress that although it may be a danger, since we are its creators, we have the possibility of building an AI aiming to protect human values (Bostrom, 2014).

Discussing the technology and myth relation, Despina Kakoudaki states that intimately connected to the power of representation and language, the fantasy of animation is the oldest structural element of the discourse of the artificial person and conceptually aligns even the most technological artificial beings with an ancient representational vocabulary. The earliest origin stories of human civilization stage the beginning of life in terms of a fantasy of animation, whereby a divine presence or God creates people by animating inanimate matter. In modern contexts, animating scenes enable existential and politically resonant narratives of awakening, emancipation and the legal recognition of personhood.

In the films examined in this study, human-like robots or copies in search of a holistic identity, trace the fragmentary memories in their minds, but their machine or imitation positions do not show that they are weaker, fragmented or superficial than human. In the narratives that were searching for origins or emulating human beings stimulate the human-like protagonist, it is also important that being a copy or machine is basically related to the idea of resistance. The fluidity of identities, which is one of the basic characteristics of postmodernity, also determines the protagonist's struggles.

METHODOLOGICAL ASPECTS AND RESULTS

Methodological Aspects

Table 1: Film Titles, Plots and Pictures of Heroines

Film Title	Plot	Heroine
“Simone” (A. Niccol, 2002)	A producer's film is endangered when his star walks off, so he decides to digitally create an actress to substitute for the star, becoming an overnight sensation that everyone thinks is a real person.	
“Ex Machina” (A. Garland, 2014)	A young programmer is selected to participate in a ground- breaking experiment in synthetic intelligence by evaluating the human qualities of a highly advanced humanoid A.I.	
“A.I. Rising” (L. Bodroza, 2018)	An intimate relationship between a human and an android tests the boundaries of human nature.	
“Elizabeth Harvest” (S. Gutierrez, 2018)	A brilliant man marries a beautiful woman and shows her his chance she enters and discovers what might be human cloning	
“Zoe” (D. Doremus, 2018)	A story about how synthetic humans can feel and even love and how the people they are involved with react to this concept.	
“Alita: Battle Angel” (R. Rodriguez, 2019)	A deactivated cyborg is revived but cannot remember anything of her past life and goes on a quest to find out who she is.	

The narratives based on the permeability of the boundaries between human and machine artificial human became more visible, especially in the 2000s. In these narratives, the differences between human as an artificial human being and a natural organism are not distinctive in terms of features such as autonomy, affect, etc. The main issue in these narratives is that the artificial people, which man sees as artifacts, but which he creates in a manner similar to his own image, are endowed with features that will exceed the human capacity or by gaining these features

and are seen as a threat and object of domination. In this process, narratives which women are at the center as artificial human reflects scientific domination in a way that makes it related to male-dominant capitalist ideology.

These films focus on a post-human approach beyond the human-centered view and address the gender issue from a technology-related perspective. Thematic content analysis approach is used in this study through the themes of human and technology relations and gender issues. Instead of analyzing the films one by one, we preferred to consider these films as a whole because they all are based on the Pygmalion myth and about the relationship between artificial women and “real” men. The plots and female protagonists of the films can be seen in Table 1.

RESULTS

In the exemplary films of this study, in addition to reflecting the marginalized or dominated segments through artificial women in terms of artificial human and gender, the question of capitalist values associated with patriarchy is realized through the artificial female figure. As Despina Kakoudaki (2014) points out:

“(stories about the animation of objects) highlight the instability in concepts of personhood and remind us of the conferral of human status to slaves, serfs, workers, women, natives, immigrants, children, the disabled, and the disenfranchised among us.”

Therefore, in addition to represent the oppressed and marginalized classes and communities in popular science fiction texts, it is important that artificial female characters in these narratives reflect the issue of domination in terms of gender.

The new narratives about the modern man who orders machines/copies and puts himself in the center, instead of the malicious machine / non-human narratives that do not give up and put pressure on humanity (for example John Cameron's "The Terminator" in 1984), emphasize the problematic nature of the relationship that man has with the ‘other’ and that a narrative based on constructing the meaning of being human through non-human is a problematic.

Moreover, as evident in the films (especially in “Zoe” and “A.I. Rising”), the relationship of love with artificial human being can be an equal relationship despite differences. So it is an interesting starting point in terms of demolishing the hierarchical structure of organic/synthetic, male/female relationships. At this point, the recognition of the legal existence and rights of the artificial person shows an effort to prevent the reduction of her to a technical object of domination. Thus, in these films, it is seen that the modern capitalist man is criticized for the relationship between nature and other people.

“A.I. Rising” is an interesting example in this context because the female protagonist is actually a porn actress. At the beginning of the film, the male character just sees her as a sex object (and an artificial sex slave) as expected. He, even, tries to rape her, as a male fantasy, but then all narrative changes in favor of female cyborg figure.

As in “Simone”, “Ex Machina” and “Alita: Battle Angel”; machines or software and hardware assemblies, which are perfect copies of human beings even exceeding human capacity and capabilities, and even if manufactured by human beings. The function of the artificial in the incarnation of the forms of domination in the modern capitalist world is remarkable, rather than the fear of the fact that man is a constitution and therefore institutions, categorizations and determinations are cultural constructs and constructions (Ryan and Kellner, 1997).

Technology theme in “Elizabeth Harvest”, “Simone” and “Ex Machina”, points to the cold, standardized and uniformized world of rationality-based progress and global consumer culture. It does by means of images such as the nature of the purpose of the production of artificial man or the keeping of clones in the form of inanimate objects in a closed space, it points to the cold, standardized and uniformized world of rationality-based progress and global consumer culture.

Here, however, technology is not representative of the line of rational progression that is opposed to emotion but becomes the object of instrumental relations and capitalist masculine domination by the man who produces it. At this point, artificial women gaining autonomy or developing an egalitarian emotional relationship with a man, does not indicate that the problem is caused by the differences between the structure and the natural, but rather the instrumental and domination relations that the human, and more specifically, the male individual establishes with the environment and others.

Douglas Ryan and Michael Kellner (1997), in their findings on the science fiction dystopias, stated that the technophobic examples of the genre often reflect the totalitarianism and collectivism concerns, but the liberal examples also use these motifs to attack patriarchy and conservative capitalist values. The use of artificial women as an element of revolt against patriarchy and conservative capitalist values in the exemplary films of the study reveals that, in these narratives, instead of family and nature-centered regressive fantasies against capitalism's competitive structure and exploitation system, both human-centeredness is questioned and the artificial human becomes autonomous as a woman. While the boundaries between the organic and the synthetic become permeable, the manifestation of the artificial human autonomy is also realized through women's solidarity, as evident in the films “Ex Machina”, “Elizabeth Harvest” and “Alita”.

As emphasized in “Simone” and “Ex Machina”, male characters, creators of woman who blow souls into the machine, revive inanimate matter and see themselves as God, are unable to cope with the autonomy of the artificial. Female characters indicate that artificially categorized entities cannot be handled in a hierarchical plane while breaking the distinction between authentic and artificial, just as emphasized in the digital film star narrative in “Simone”. The words “we're fine with fake” in “Simone” emphasize that the hierarchical distinction between the film star as a real person and the film star produced with digital codes is invalid. In other words, the fictional and real are intertwined. The fictional cannot be seen as less authentic because it is digital, mechanical or synthetic.

This idea is emphasized through the questioning of the central position of the human being based on the fact that the identity of the human being and the cultural environment in which s/he lives are also a fiction. In “Ex Machina”, the claim that human beings can also be seen as a programmed structure that reflects this idea.

Donna Haraway (2006) describes the cyborg figure, which is the central figure of cyberfeminism, as the illegitimate child of militarism and patriarchal capitalism. Cyborgs do not depend on their origin. They are free from all kinds of addictions and their fathers have no place in their lives, in other words, they do not wait for their father saviors. She also describes the cybernetic organism, as a hybrid of machine and organism and an entity belonging to both social reality and fictional. As in “Alita: Battle Angel”, even if cyborg figures do not consist of a direct combination of machinery and organism, they point out that identity is a cultural fiction through constructive beings and human beings can be read as a construct or an organic projection of the machine.

We can trace back the roots of the cyborg theme in “Alita: Battle Angel” to the 90’s Japan sci-fi anime culture, for the film is nearly an exact adaptation of manga series (Yukito Kishiro) and anime film of the same name (Hiroshi Fukutomi, 1993). Young and strong female figures and human-like robot entities were very common in animes because of Japan’s historical and cultural aspects.

As Emre Işık (1998) points out, this new fictional woman experience between machine and organism has an identity that transcends gender boundaries. Even though they are anatomically-biologically stylized as women in films, these artificial people transcend the essentialist and fixed gender categories that are identified with nature because of the artifacts and the machines or software that are the product of culture.

In this context, it can be seen that as a new entity, the human being's relationship with technology changes and develops through her/his own body and shapes of establishing relationships beyond male domination. Thus, the human-centered view is shaken and it is understood that the features that make ‘man’ human are not distinguished from the artificial human.

CONCLUDING REMARKS

Female characters that are strong, estranged from traditional motherhood and traditional feminine roles are one of the film noir clichés of Hollywood. While these characters come to the forefront with malevolent intelligence, the rebellion of artificial women against masculine domination in today's science fiction films can be read as a revolt and criticism of the capitalist mode of production linked to scientific developments. Strong artificial women in “Simone”, “Ex-Machina”, “A.I. Rising”, “Elizabeth Harvest”, “Zoe” and “Alita: Battle Angel” are determined basically on gaining autonomy and resisting oppression even when they develop a relationship that includes sexual attraction.

The fact that the artificial person is being a woman, gives crucial importance to questioning and demolishing the hierarchical relationship between dichotomies such as nature/culture, organic/synthetic, human/machine, etc. Also, the thought of emphasizing the post-human understanding through artificial woman instead of human-centrism of modernism is important in terms of showing that totalitarian dimension of human-centered modern project and capitalism are handled over masculine domination forms. The masculine domination from this point is convenient in terms of revealing the domination of modern human's relationship with nature and other living things through gender.

The Pygmalion Myth is a perfect male fantasy but the discussed films show that this male fantasy is changing and transforming in favor of women while female cyborg figures shake (hu)man centered world view. While huge Hollywood productions such as new "Star Wars" film series have female casts for leading roles, it seems that we will continue to see strong women representations who oppose the male dominated world.

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Türkiye ve Macaristan arasındaki Ticaret Dengesi ve J Eğrisi: Asimetrik Bir Analiz

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ÖZET

Türkiye ve Macaristan ilişkileri siyasi, ekonomik ve kültürel açıdan Osmanlı İmparatorluğu dönemine kadar uzanmaktadır. Avrupa'nın merkezinde yer alan Macaristan ile Avrupa'nın Asya'ya açılan kapısı olan Türkiye arasındaki ilişkiler her iki ülke için oldukça önemlidir. Macaristan yürüttüğü Doğuya Açılım politikasında Türkiye'yi başlıca aktörlerden biri olarak görmektedir. Bu doğrultuda Macaristan, başta İstanbul olmak üzere bazı şehirlerde Ticaret Evleri açmıştır. Türkiye ve Macaristan arasında 1997 yılında Serbest Ticaret Antlaşması imzalanmış ve 1 Nisan 1998'de yürürlüğe girmiştir. 1 Mayıs 2004 tarihinde Macaristan, Avrupa Birliği'ne üye olmuş ve iki ülke arasındaki ticaret gümrük birliği kuralları çerçevesinde yürütülmüştür. Bundan dolayı iki ülke arasındaki ticaret hacmi yıldan yıla büyümüştür. Şüphesiz ki iki ülke arasındaki ticaret dengesini etkileyen faktörlerden en önemlisi döviz kurudur. Doğrusal modelde kısa veya uzun dönemde döviz kurundaki bir artış veya azalışın ticaret dengesi üzerindeki etkisi aynıdır. Doğrusal olmayan modellerde ise döviz kurundaki bir artış veya azalış, kısa veya uzun dönemde ticaret dengesi üzerinde farklı derece veya yönde etki yapmaktadır. Bu çalışma, döviz kurundaki değişimler ile Türkiye ve Macaristan'ın ticaret dengesi arasında kısa ve uzun dönemde simetrik ve asimetrik bir ilişkinin olup olmadığını incelemektedir.

Anahtar Kelimeler: Ticaret dengesi, Döviz Kuru, J eğrisi, ARDL, NARDL.

ABSTRACT

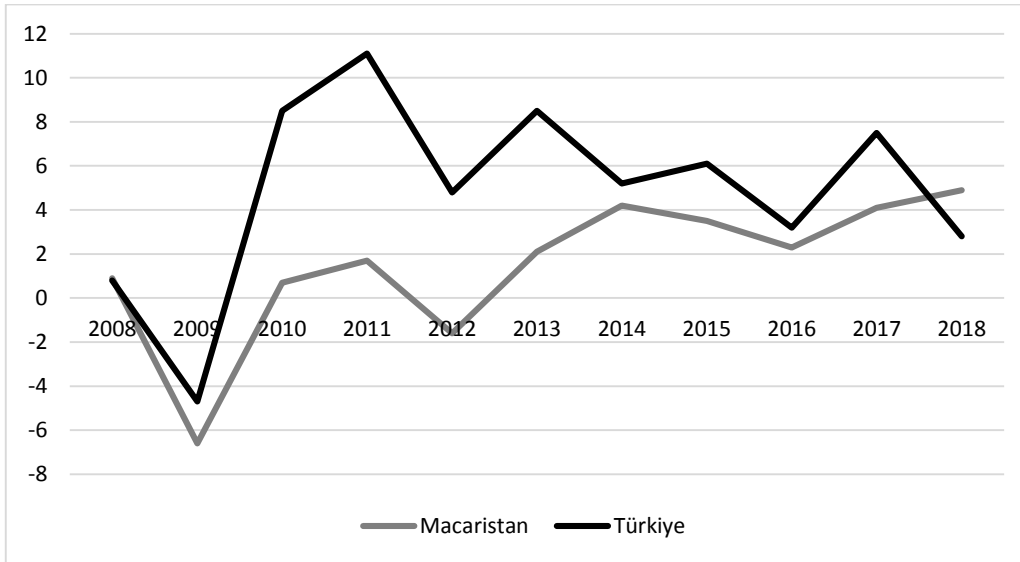
Turkey and Hungary relations trace to the period of the Ottoman Empire with respect to political, economical and cultural. The relationships between Hungary which is in the center of Europe and Turkey which is the gate of Europe to Asia is very crucial for both. Hungary sees Turkey as a primary actor for initiative policy to the East. In this respect, Hungary has opened Trade Houses in some cities of Turkey and notably in Istanbul. A Free Trade Agreement between Turkey and Hungary was signed in 1997 and came into force on 1st April 1998. Hungary has joined the European Union on 1st May 2004 and the trade relations between Turkey and Hungary have been conducted within the frame of Customs Union regulations. Therefore, trade volume between two countries has grown up day by day. Undoubtedly, the most important factor which affect the trade balance between these two countries is real exchange rate. In a linear model, the effect of an increase or decrease in the real exchange rate on the trade balance is the same both in the short run or long run. In nonlinear models, an increase or decrease in the exchange rate affects the trade balance in different degrees or directions in the short or long term. This study analyzes whether there is a symmetric and asymmetric relationship between real exchange rate changes and trade balance of Turkey and Hungary in the short and the long run.

Keywords: Trade Balance, Exchange rate, J Curve, ARDL, NARDL.

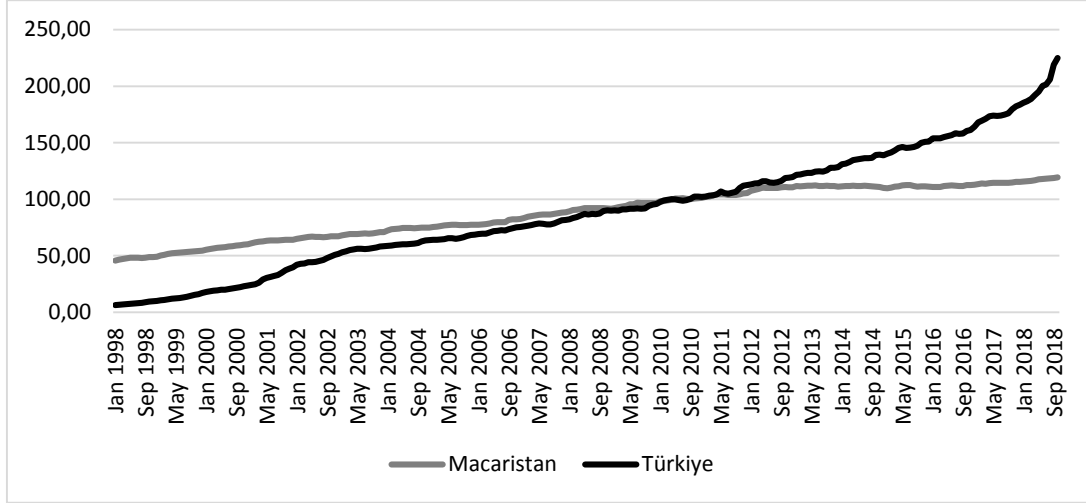
GİRİŞ

Farklı döviz kuru sistemlerinin uygulandığı ülkelerde yabancı paraların değerinde yaşanan artış ve azalışlar ülkelerin makroekonomik göstergelerini doğrudan ya da dolaylı bir şekilde etkilemektedir. Bu makroekonomik göstergelerden en fazla etkilenen değişken ise dış ticaret dengesidir. Türkiye uzun yıllardır cari açık sorunu ile karşı karşıyadır. Bu nedenle, cari açık sorununu ve cari açığa yol açan etmenlerden biri olan dış ticaret açığını gidermek için politikalar üretmeye çalışmaktadır. Dış ticaret açığını gidermek için kullanılan araçlardan birisi döviz kurlarıdır. Döviz kurunda yaşanan bir artış ülkelerin mallarının yurt dışında daha ucuz hale gelmesine yol açarken yabancı ülkelerin mallarının ise daha pahalı hale gelmesine yol açar. Bu nedenle ödemeler dengesi açıklarını kapatmak isteyen ve sabit döviz kuru sistemi uygulayan ülkelerin politika yapıcıları aldıkları bir kararla döviz kurlarını yükseltebilmekte; dalgalı döviz kuru uygulayan ülkeler ise ekonomik göstergelerinin kötüleşmesi, yabancı sermayenin yurtdışına çıkması gibi sebeplerden ötürü ülkelerindeki döviz arz ve talebi etkilenmekte ve döviz kurları kendiliğinden yükselmektedir. Ancak döviz kurlarının yükselmesi kısa vadede dış ticaret açığını kapatmamakta aksine derinleştirmekte; uzun vadede ise yüksek döviz kuruna adapte olunması ve dış ticaret yapan şirketlerin sözleşmelerini yüksek döviz kuruna göre yapmasıyla birlikte dış ticaret açığı uzun vadede kapanmaya başlamaktadır. Dış ticaret dengesinin izlediği bu seyre J eğrisi adı verilmektedir. Aşağıdaki grafiklerde Türkiye ve Macaristan'ın 1998 yılı Ocak ayı ile 2018 yılı Ekim ayı arasındaki büyüme oranları, tüketici fiyatları, reel döviz kurları, ihracatları, ithalatları ve sanayi üretim endekslerinin seyri gösterilmektedir.

Grafik 1: Büyüme Oranları



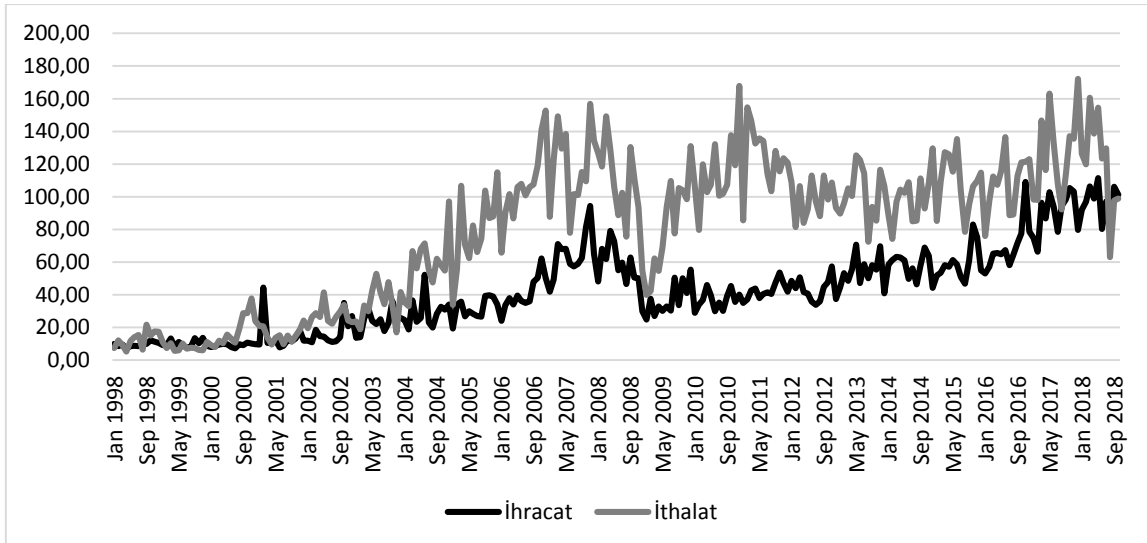
Grafik 2: Tüketici Fiyatlarının Karşılaştırılması



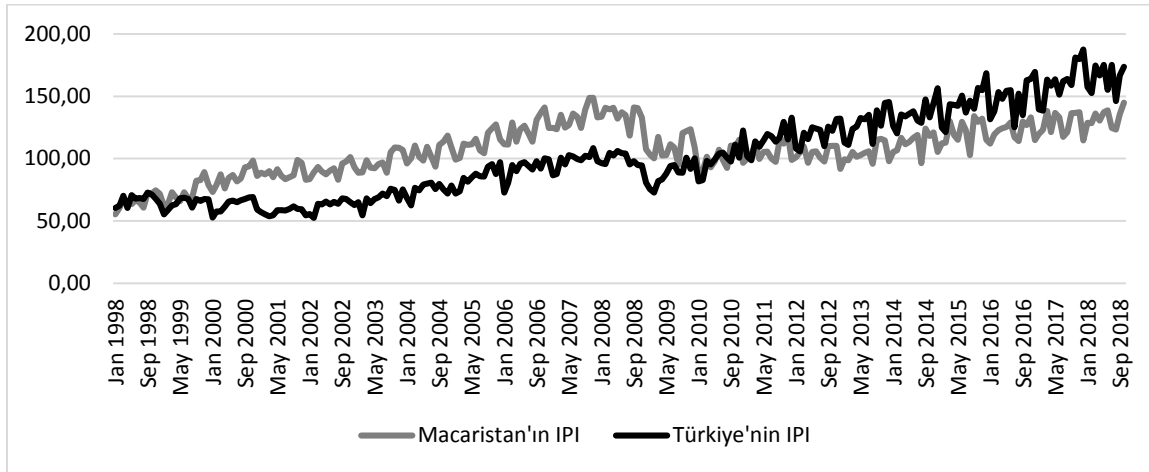
Grafik 3: Nominal Macar Forinti / TL Kuru ve Reel Macar Forinti / TL



Grafik 4: Türkiye ve Macaristan'ın Karşılıklı Ticareti



Grafik 5: Türkiye ve Macaristan'ın Sanayi Üretim Endeksleri



LİTERATÜR

Konuyla ilgili çalışmaların çoğu modeli doğrusal olarak tahmin etmişlerdir. Ancak makroekonomik değişkenler arasındaki ilişkilerin her zaman simetrik olamayabileceği fikri diğer bir deyişle asimetrik ve doğrusal olmayan ilişkinin varlığı Keynes (1936), Kahneman ve Tversky (1979), Shiller (1993), Shiller (1993; 2005) ve Shin vd. (2014) tarafından ileri sürülmüştür. Chen ve Devereux (1994) ihracat ve ithalat fiyatlarının geçici şoklarında önemli bir asimetri bulmuştur. Onlara göre, asimetri konusu teorik ve uygulamalı çerçevede ihmal edilmiştir. Makroekonomik değişkenler arasındaki ilişkileri inceleyen Holmes ve Panagiotidis (2009), Mahdavi (2000) ve Duasa (2009) ise, cari açık ile ihracat ve ithalat arasındaki asimetrik ilişkiyi incelemişlerdir.

VERİ, YÖNTEM VE MODEL

Veri

Bu çalışmada, Türkiye ve Macaristan'ın 1998 yılı Ocak ayı ile 2018 yılı Ekim ayı arasındaki reel döviz kuru, tüketici fiyat endeksleri, sanayi üretim endeksleri ve karşılıklı ticaretlerine ilişkin veriler kullanılmıştır. Aşağıdaki tabloda çalışmada kullanılan değişkenler, bu değişkenlerin kısaltmaları ve verilerin elde edildiği kaynaklar gösterilmektedir.

Tablo 1: Modelde Kullanılan Değişkenler

Değişkenler	Değişkenlerin Kısaltması	Veri Kaynakları
Türkiye'nin Macaristan'a İhracatı (ABD Doları)	X	Direction of Trade Statistics (IMF)
Türkiye'nin Macaristan'dan İthalatı (ABD Doları)	M	Direction of Trade Statistics (IMF)
Türkiye tüketici fiyatları endeksi	CPIT	Direction of Trade Statistics (IMF)
Macaristan'ın tüketici fiyatları endeksi	CPIH	Direction of Trade Statistics (IMF)
Türkiye'nin sanayi üretim endeksi doğal logaritması	LYTR	Direction of Trade Statistics (IMF)
Macaristan'ın sanayi üretim endeksi'nin doğal logaritması	LYHU	Direction of Trade Statistics (IMF)
Macar Forinti/TL kuru		EVDS (TCMB)
Reel döviz kurunun doğal logaritması	LRER	
Ticaret dengesinin doğal logaritması	LTB	

Yöntem

Bu çalışmada, Türkiye ve Macaristan'ın karşılıklı ticareti ile döviz kuru arasında simetrik ya da asimetrik ilişkinin varlığı ARDL (Autoregressive Distributed Lag) ve NARDL (Non-linear Autoregressive Distributed Lag) zaman serisi yöntemleriyle incelenmektedir.

Bu analiz yapılırken ticaret dengesi değişkeni, $TB = X/M$ yani ihracat/ithalat formülü ile elde edilmekte; LRER değişkeni ise, Türkiye ve Macaristan'ın tüketici fiyatları endeksi ve Macar Forinti/Türk Lirası nominal kuru kullanılarak elde edilmektedir.

Bu çalışmada, Türkiye ve Macaristan'ın karşılıklı ticareti ile reel döviz kuru arasındaki simetrik yani doğrusal ilişkiler ARDL modeli ile, doğrusal olmayan ilişkiler ise NARDL modeli ile analiz edilmektedir.

Otoregresif Dağıtılmış Gecikme Modeli (ARDL) ve Doğrusal Olmayan Dağıtılmış Gecikme Modeli (NARDL)

Bu analizde, Karamelikli'nin (2016) çalışmasını takiben aşağıdaki model kullanılmıştır. Aşağıdaki denklemde, kısa ve uzun dönemi içeren asimetrik ilişkiler birbirinden ayırt edilebilmektedir.

$$\begin{aligned}
\Delta LTB_t = & \psi + \eta_0 LTB_{t-1} + \eta_1 LYHU_{t-1} + \eta_2 LYTR_{t-1} + \eta_3^+ LRER_{t-1}^+ \\
& + \eta_3^- LRER_{t-1}^- + \sum_{j=1}^p \beta_{1j} \Delta LTB_{t-j} + \sum_{j=0}^q \beta_{2j} \Delta LYHU_{t-j} \\
& + \sum_{j=0}^m \beta_{3j} \Delta LYTR_{t-j} + \sum_{j=0}^n (\beta_{4j}^+ \Delta LRER_{t-j}^+ + \beta_{4j}^- \Delta LRER_{t-j}^-) + e_t
\end{aligned} \tag{1}$$

AMPİRİK BULGULARIN ANALİZİ

ARDL modeli için birim kök testlerinin yapılması gerekmektedir. Aşağıdaki tabloda birim kök testlerinin sonuçları gösterilmektedir.

Tablo 2: Birim Kök Test Sonuçları

Değişken	Düzy	Model	ADF		PP	
			t-istatistiği	Prob	Uyarlanmış t-istatistiği	Prob.
LRER	Düzy	Sabit	-3.425558**	0.011000	-2.692111***	0.076800
LRER	Birinci Fark	Sabit	-11.63347*	0.000000	-11.50874*	0.000000
LRER	İkinci Fark	Sabit	-11.46985*	0.000000	-47.68161*	0.000100
LRER	Düzy	Sabit + Trend	-3.758558**	0.020400	-3.022886	0.128100
LRER	Birinci Fark	Sabit + Trend	-11.6273*	0.000000	-11.49727*	0.000000
LRER	İkinci Fark	Sabit + Trend	-11.43653*	0.000000	-47.34622*	0.000100
LRER_N	Düzy	Sabit	-1.276675	0.640800	-1.369906	0.596900
LRER_N	Birinci Fark	Sabit	-12.11389*	0.000000	-12.07801*	0.000000
LRER_N	İkinci Fark	Sabit	-11.20718*	0.000000	-50.10261*	0.000100
LRER_N	Düzy	Sabit + Trend	-1.838731	0.682900	-1.232873	0.900900
LRER_N	Birinci Fark	Sabit + Trend	-12.15852*	0.000000	-11.99325*	0.000000
LRER_N	İkinci Fark	Sabit + Trend	-11.17339*	0.000000	-49.71755*	0.000100
LRER_P	Düzy	Sabit	-0.227938	0.931600	-0.143748	0.942000
LRER_P	Birinci Fark	Sabit	-10.87455*	0.000000	-10.84636*	0.000000
LRER_P	İkinci Fark	Sabit	-11.29243*	0.000000	-52.38317*	0.000100
LRER_P	Düzy	Sabit + Trend	-2.235598	0.467300	-2.014712	0.590000
LRER_P	Birinci Fark	Sabit + Trend	-10.85239*	0.000000	-10.82402*	0.000000
LRER_P	İkinci Fark	Sabit + Trend	-11.26962*	0.000000	-52.23143*	0.000100
LTB	Düzy	Sabit	-4.511809*	0.000200	-7.829685*	0.000000
LTB	Birinci Fark	Sabit	-10.87736*	0.000000	-44.69011*	0.000100
LTB	İkinci Fark	Sabit	-12.34049*	0.000000	-232.9669*	0.000100
LTB	Düzy	Sabit + Trend	-4.504914*	0.001800	-7.984387*	0.000000
LTB	Birinci Fark	Sabit + Trend	-10.90819*	0.000000	-47.68452*	0.000100
LTB	İkinci Fark	Sabit + Trend	-12.31378*	0.000000	-232.2839*	0.000100
LYHU	Düzy	Sabit	-2.499737	0.116800	-3.622464*	0.006000
LYHU	Birinci Fark	Sabit	-3.218229**	0.020200	-32.12494*	0.000000
LYHU	İkinci Fark	Sabit	-12.27625*	0.000000	-111.4106*	0.000100
LYHU	Düzy	Sabit + Trend	-2.819607	0.191700	-5.163838*	0.000100
LYHU	Birinci Fark	Sabit + Trend	-3.322963***	0.065100	-36.45381*	0.000100
LYHU	İkinci Fark	Sabit + Trend	-12.24874*	0.000000	-112.8501*	0.000100
LYTR	Düzy	Sabit	-0.387511	0.907800	-1.834392	0.363300
LYTR	Birinci Fark	Sabit	-3.867203*	0.002700	-56.07935*	0.000100
LYTR	İkinci Fark	Sabit	-15.67593*	0.000000	-129.9425*	0.000100
LYTR	Düzy	Sabit + Trend	-3.14608***	0.098200	-7.706469*	0.000000
LYTR	Birinci Fark	Sabit + Trend	-3.822209**	0.017000	-59.74429*	0.000100
LYTR	İkinci Fark	Sabit + Trend	-15.6622*	0.000000	-129.7547*	0.000100

(*) 1% düzeyinde durağan, (**) 5% düzeyinde durağan, (***) 10% düzeyinde durağanlığı göstermektedir.

Yukarıdaki tabloda görüldüğü üzere birim kök sorunu bulunmamaktadır.

Modelin geçerliliğini ispatlamak için ise Tablo 3'te verilen testlerin yapılması gerekmektedir.

Tablo 3: Doğrusal Ve Doğrusal Olmayan Model Tahminleri

	(SS)	(AA)
Hesaplanan F istatistiği	4.54 **	5.20 **
Pesaran t EC (-1)	-0.22 (3.93) **	-0.22 (3.95) *
Alt sınır - Üst sınır	3.23-4.35	2.86-4.01
Model	9,1,4,1	9,1,4,1
Uyarlanmış R2	0.41	0.42
LR_LRER		0.07
SR_LRER		8.77 **
Harvey D.V.T	1.41	1.34
Breusch-Pagan-Godfrey D.V.T	2.14 **	2.11 **
ARCH(1) D.V.T	0.85	1.39
Breusch-Godfrey Oto Korelasyon LM(1)	0.34	0.29
Ramsey RESET Testi (1)	0.96	1.08
Jarque - Bera	134.78 **	125.13 **
Banerjee EC (-1)	-0.22 (3.93) **	-0.22 (3.95) *

*, ** ve *** sırasıyla %1, %5 ve 10% düzeyinde anlamlılığı ifade etmektedir.

Tablo 3'te görüldüğü üzere tüm modellerde eş bütünleşme tespit edilmiştir ve bu durumun Hesaplanan F istatistiği, Pesaran-t ve Banerjee-t testlerinde de geçerli olduğu görülmektedir. Breusch-Godfrey Oto Korelasyon LM testinin sonucundan içsel bağıntı sorununun olmadığı anlaşılırken Reset testi tüm modellerde kurgu sıkıntısının yaşanmadığını göstermektedir. Birçok değişen varyans test sınamalarına bakıldığında bu açıdan bir sorun görülmediği tespit edilmektedir.

Tablo 4: Doğrusal Ve Doğrusal Olmayan Model Tahminleri (Devam)

Değişkenler	Kısa Dönem Simetri	Kısa Dönem Asimetri
	Kısa Dönem Simetri (SS)	Kısa Dönem Asimetri (AA)
$\Delta(\text{LRER}_N)$		0.43 (0.47)
$\Delta(\text{LRER}_N(-1))$		1.28 (1.35)
$\Delta(\text{LRER}_N(-2))$		
$\Delta(\text{LRER}_N(-3))$		
$\Delta(\text{LRER}_N(-4))$		
$\Delta(\text{LRER}_N(-5))$		
$\Delta(\text{LRER}_N(-6))$		
$\Delta(\text{LRER}_N(-7))$		
$\Delta(\text{LRER}_N(-8))$		
$\Delta(\text{LRER}_P)$		1.05 (1.48)
$\Delta(\text{LRER}_P(-1))$		1.09 (1.48)
$\Delta(\text{LRER}_P(-2))$		
$\Delta(\text{LRER}_P(-3))$		
$\Delta(\text{LRER}_P(-4))$		
$\Delta(\text{LRER}_P(-5))$		
$\Delta(\text{LRER}_P(-6))$		
$\Delta(\text{LRER}_P(-7))$		
$\Delta(\text{LRER}_P(-8))$		
$\Delta(\text{LTB}(-1))$	-0.46 (-5.84) **	-0.42 (-5.29) **
$\Delta(\text{LTB}(-2))$	-0.21 (-2.56) **	-0.19 (-2.33) **
$\Delta(\text{LTB}(-3))$	-0.11 (1.38)**	-0.10 (-1.24)
$\Delta(\text{LTB}(-4))$	-0.09 (-1.08)	-0.07 (-0.81)
$\Delta(\text{LTB}(-5))$	-0.18 (-2.32) **	-0.15 (-1.93) **
$\Delta(\text{LTB}(-6))$	0.01 (0.18)	0.03 (0.40)
$\Delta(\text{LTB}(-7))$	0.08 (1.11)	0.09 (1.28)
$\Delta(\text{LTB}(-8))$	0.07 (0.98)	0.08 (1.16)
$\Delta(\text{LTB}(-9))$	0.16 (2.59) **	0.16 (2.72) **
$\Delta(\text{LYHU})$	0.37 (1.60)	0.33 (1.46)
$\Delta(\text{LYHU}(-1))$		
$\Delta(\text{LYHU}(-2))$		
$\Delta(\text{LYHU}(-3))$		
$\Delta(\text{LYHU}(-4))$		
$\Delta(\text{LYHU}(-5))$		
$\Delta(\text{LYTR})$	-1.13 (-4.77) **	-0.94 (-3.85) **
$\Delta(\text{LYTR}(-1))$	-1.08 (-4.18) **	-1.37 (-4.95) **
$\Delta(\text{LYTR}(-2))$	-0.94 (-3.73) **	-1.20 (-4.48) **
$\Delta(\text{LYTR}(-3))$	-0.87 (-3.46) **	-1.09 (-4.19) **
$\Delta(\text{LYTR}(-4))$	-0.47 (-2.05) **	-0.59 (-2.53) **
$\Delta(\text{LRER})$	0.68 (1.51)	
$\Delta(\text{LRER}(-1))$	1.34 (2.86) **	

*, ** ve *** sırasıyla %1, %5 ve 10% düzeyinde anlamlılığı ifade etmektedir.

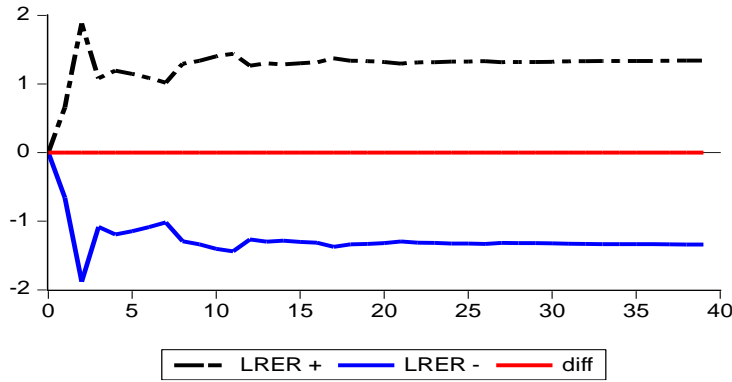
Yukarıdaki tablolarda görüldüğü üzere hem doğrusal hem de doğrusal olmayan modelde eşbütünleşme bulunmaktadır. Ancak uzun dönemde simetrinin varlığı istatistiksel olarak kabul edilmiştir.

Bu çalışmada doğru gecikmeyi bulmak için Akaike bilgi kriteri kullanılarak her model için 19008 tahmin yapılmış ve en uygun model seçilmiştir.

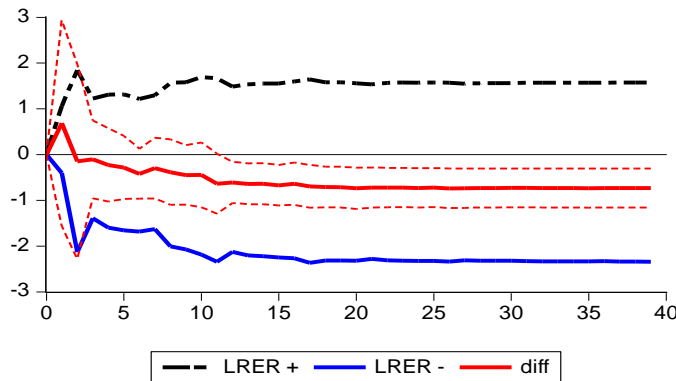
Tablo 5: Doğrusal ve Doğrusal Olmayan Model Tahminleri (Normalize Edilen Katsayılar)

Değişkenler	(SS)	(AA)
	-1.53 (-2.23) **	-1.24 (-2.44) **
LYHU	0.53 (1.61)	2.32 (3.07) **
LYTR		1.55 (2.43) **
LRER_P		2.27 (2.98) **
LRER_N	1.35 (1.68) *	
LRER	2.35 (2.03) **	-1.22 (-1.29)
C	2.35 (2.03) **	-1.22 (-1.29)

Grafik 6: Reel Döviz Kurundaki Değişimin İkili Ticaret Dengesine Etkisi – Kısa ve Uzun Dönemde Simetrik Analiz (SS)



Grafik 7: Reel Döviz Kurundaki Değişimin İkili Ticaret Dengesine Etkisi – Kısa ve Uzun Dönemde Asimetrik Analiz (AA)



SONUÇ

Sonuç olarak, asimetrik modelin daha iyi sonuç verdiği gözlemlenmektedir. Hem doğrusal hem de doğrusal olmayan modellerde J eğrisi etkisi görülmemekle birlikte uzun dönem bir ilişkinin varlığı tespit edilmiştir. Reel döviz kurunun artışı, iki ülkenin ticaretine beklenildiği gibi pozitif etki yaparken; reel döviz kurunun düşüşü ise tam ters yönde bir etki yapmıştır.

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Türkiye’deki Siyasi Dönüşümler ve Eğitim Politikalarının Ortaöğretim Mesleki Din Eğitimi ve Alanın Gelecek Yaklaşımlarına Etkisi

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ÖZET

Çalışmada, Türkiye’deki siyasi yönetimde yaşanan dönüşüm ve eğitim politikalarının ortaöğretim mesleki din eğitiminde ve onun gelecek yöneliminde nasıl bir değişim ortaya çıkardığı araştırılmıştır. Bu amaçla Cumhuriyetin ilanından kısa süre sonra açılan ortaöğretim din eğitimi kurumu imam hatip okulları, yapısal değişiklikleri ve amaçlarındaki dönüşüm dikkate alınarak değerlendirilmiştir. Farklı aktörlerin etkisiyle çok tartışılan ve üzerinde olumlu/olumsuz görüş geliştirilen okulların, hiçbir siyasi kimliğinin bulunmadığı ancak siyasi yönetimlerin düşünce ve uygulamalarından önemli ölçüde etkilendiği görülmüştür. Bu nedenle de kurumların geleceğe bakışları noktasında sık değişim ve uygulama ayrılıklarının olduğu tespit edilmiştir. Kurumların ileriye dönük belirlemeleri ile ilgili olarak din görevlisi yetiştirme, yükseköğretime hazırlama, din eğitimi ihtiyacını karşılama şeklinde üç ana amacın öne çıktığı belirlenmiştir. Ancak hedef ve beklentilerin gerçekleştirilebilmesi için okulların öncelikle değerlendirme yapanların yükledikleri kimlikten uzak bir zeminde, eğitsel özellikleri bağlamında ele alınması gerektiği sonucuna ulaşılmıştır.

Anahtar Kelimeler: Ortaöğretim Mesleki Din Eğitimi, İmam Hatip Okulları, Eğitim Politikası, Siyaset.

GİRİŞ

Eğitim, dinamik yapısıyla her alandaki değişim ve yenileşme hareketlerinde önemli rol oynamış; karşılıklı iletişimin sonucu olarak da ilişkide bulunduğu tüm kurum ve kişilerin yönlendirmelerinden etkilenmiştir (Şişman, 2016). Bu bağlamda siyasi oluşumlar ve onların geçirdiği dönüşüm, hükümet politikaları ile birlikte eğitim politikalarını yönlendiren en önemli iç aktörler arasında yer almıştır. Okulların kurumsal ve eğitsel yapıları, bu öğelerden bağımsız şekillenmemiştir (Şimşek, Küçük ve Topkaya, 2002; Asri, 2015). Başka bir ifadeyle siyasi aktörlerdeki farklılaşma, eğitim ve din eğitimi politikaları ile birlikte çeşitli kademelerdeki okul türlerinde değişimi yönlendiren unsurlardan olmuştur.

Tanzimat ve öncesi dönemden başlayan Cumhuriyetin ilanından sonra devam eden yenileşme hareketlerinde eğitim ve eğitim kurumları, ilk düzenleme yapılan alanlar arasında yer almıştır (Ülken, 2001; Berkes, 2004). Özellikle Osmanlı İmparatorluğu'nun geç dönemlerindeki önemli siyasi dönüşüm süreçlerinde eğitim, özel olarak din eğitimi, biçimi, yeri vb. tüm hususlarıyla tartışma konusu yapılmıştır (Ergin, 1977a/1977b). Değişimin resmi ilanı Cumhuriyet döneminde de durum benzer şekilde devam etmiş, din eğitimi ile birlikte mesleki din eğitimi ve kurumları imam hatip okulları,¹¹ toplum yanında özellikle siyasi yönetimin kabulleri ve düşüncelerini yansıtacak nitelikte yapılandırıldıkları (Subaşı, 2004; Mermutlu, 2008) bir süreç geçirmiştir.

Cumhuriyetin ilanından kısa süre sonra 1924 yılında kurulan imam hatip okulları, geçen doksan yılı aşkın sürede siyasi yönetimlerin eğitim düşünce ve uygulamalarında olumlu ya da olumsuz üzerinde durdukları başlıca tartışma konuları arasında yer almıştır (Özgür, 2005). Hatta Milli Eğitim Bakanlığı (MEB)'na bağlı okullar arasında en fazla tartışılan ve zaman zaman spekülasyonlara kurban edilerek eğitimleri dışında farklı değerlendirmelere konu edilen kurumlar olmuştur (Karacoşkun, 2009). Bunların da etkisiyle okullar, kurumsallaşma başta olmak üzere eğitim unsurları itibariyle farklı uygulamaların yaşandığı dönemler geçirmiş, çoğu zaman bir meşruiyet ve var oluş çabası içerisinde bulunmuştur (Subaşı, 2005). Dolayısıyla yaşanan değişim ve dönüşümleri, bu süreçte en etkin unsurlardan yöntemi elinde bulunduran siyasi oluşumlar ve onların eğitim politikaları çerçevesinde ele alma, kurumlarla ilgili geçmiş ve günümüze dair sağlıklı değerlendirmeler yapma, gelecek konusundaki bakış açıklarını ortaya koyma noktasında önem taşımıştır.

Belirtilenden hareketle Türkiye din eğitiminde en çok üzerinde durulan kurumlardan ortaöğretimde mesleki din eğitimi veren imam hatip okulları, ülkedeki siyasi yönetim ve eğitim politikalarındaki dönüşümün eğitsel amaçları ve gelecek yaklaşımlarına etkisi bağlamında bildiriye konu edilmiştir. Eğitim unsurlarında kurumların geleceğine dair belirlemeler için öncelikle amaçlar konusu üzerinde durmak gerektiği (Başaran, 1982) düşüncesinden hareketle her dönemde imam hatip okullarının geleceğe dair algılarının nasıl değiştiği, okulların yapısal özellikleri, amaçları, öğretim ve ders programlarındaki belirlemeler çerçevesinde ortaya

¹¹ Zaman içindeki isim ve yapı değişiklikleri dikkate alınarak ortak ve kapsayıcı bir kavram kullanılması düşüncesi ile çalışmaya konu kurumlar için imam hatip okulu ifadesi tercih edilmiştir.

konulmuştur. Bildiri ifade edilen şekilde ele alınırken verilerin toplanması ve değerlendirilmesi, nitel araştırma yönteminde başvurulan tekniklerden literatür tarama ile yapılmıştır.

OSMANLI DÖNEMİ MESLEKİ DİN EĞİTİMİ: OLUŞUMUN İLK TEMELLERİ

Cumhuriyet dönemi eğitim ve din eğitimi, kökleri çok eskiye dayanmakla birlikte genel olarak düşünce ve uygulama boyutunda Osmanlı'dan etkilenmiştir. Özellikle II. Meşrutiyet dönemi, diğer alanlar gibi mesleki din eğitiminde yeni kurum ve değişimlerin şekillendiği önemli bir birikim ve tecrübeyi içermiştir. Bu bağlamda yeni açılan okullar yanında (Dinçer, 1974) medrese, ortaöğretimde mesleki din eğitiminin yani imam hatip okullarının ilk nüveleri (Kaymakcan, 2015) kabul edilmiştir.

1067'de devlet himayesinde Bağdat'ta Nizamü'l-mülk'ün açtığı medreseler, İslam ve Türk-İslam geleneğinde olduğu gibi Osmanlı'da da önemli görevler üstlenmiştir (Parmaksızoğlu, 1966). Fonksiyonları itibarıyla tüm eğitim kurumlarına eğitici, devlet memuru yetiştirme yanında mesleki din eğitimi kurumu olarak din görevlisi yetiştirme rolünü yerine getirmiştir. Hatta XVIII. yüzyılda belirgin bir şekilde hissedilen gerileme ve yenileşme hareketleri sonrası gerekli zihniyet gelişimi ve dönüşümünü sağlayamayan medrese, mevcut işlevlerinin büyük çoğunluğunu kaybederek yalnızca din görevlisi yetiştiren kurumlar olmuştur.

II. Meşrutiyet döneminde 1910 “Medaris-i İlmiye Nizamnamesi”, 1914 “İslah-ı Medaris Nizamnamesi”, 1917 “Medaris-i İlmiye Hakkında Kanun” ile medreseler yeniden düzenlenirken din görevlisi yetiştirmek amacıyla üç yeni kurum açılmıştır (Zengin, 2002). Bunlardan ilki, 1909 yılında Şeyhülislamlık makamınca açılması planlanan ancak üç yıl sonra 2012'de Evkaf Nezareti'nin kararıyla eğitime başlayan Medresetü'l-Vaizin olmuştur (Ergin, 1977a). Mezunlarının yapılacak sınavda başarılı olmaları durumunda asker imamlığı ve vaizlik gibi din hizmetlerinde görev yapması kararlaştırılan Medresetü'l-Vaizin'in 6 Şubat 1913 tarihli nizamnamesinde amacı, Kur'an ve sünnet çerçevesinde İslam'ın kültür tarihindeki yerini ve faziletlerini anlatacak kamil bireyler yetiştirmek şeklinde belirlenmiş; programında alan dersleri yanında tarih coğrafya, hendese, kimya gibi kültür derslerine yer verilmiştir. Amaç ve programıyla dikkat çeken ve kendisine medreseden farklı bir vizyon belirleyen okul, programın öğrenci seviyesinin üstünde olması, öğretmen yetersizliği gibi problemler dolayısıyla istenen başarıyı gösterememiş ve iki yıl içinde ıslahat çalışmalarına başlanmıştır (Doğan, 1998).

Batı tarzı okulların açılışıyla medresenin hizmet ettiği tek alan din görevlisi yetiştirmede yetersiz kaldığının göstergesi Medresetü'l-Vaizin'den sonra (Ergin 1977), imam ve hatiplerle ilgili sorunlara çare olmak üzere imamlar için “Eimme ve Huteba”, hatipler için “Ezan ve İlahi” şeklindeki iki bölümden teşekkül eden Evkaf-ı Hümayun Nezareti'ne bağlı Medresetü'l-Eimme ve'l-Huteba 1913 yılında açılmıştır (Dinçer, 1974; Ergin, 1977a). Ortaokul seviyesinde eğitim verdiği kabul edilen Medresetü'l-Eimme ve'l-Huteba, bu durumu ve program içeriği dolayısıyla bir yıllık kurs olarak nitelendirilmiştir. 1919 yılında dokuz kişinin eğitim gördüğü (Doğan, 1998), mali destekten uzak ve istihdam garantisinin bulunmayan (Atay, 1983) medrese, hedeflerini gerçekleştirmekten uzak kalmış ve ileriye dönük belirlemeler yapamamıştır.

Medresetü'l-Vaizin ile Medresetü'l-Eimme ve'l-Huteba, ihtiyaçlara uygun oluşturulmamaları, beklenen verimin alınamaması ve ülkenin içinde bulunduğu savaş durumu gibi nedenler dolayısıyla 1919 yılı sonlarında Medresetü'l-İrşat adıyla birleştirilmiştir (Doğan, 1998). Üç yıllık Vaizin Şubesi, iki yıl eğitim veren Eimme ve'l-Huteba Şubesi olmak üzere kendi içinde iki şubeden oluşan kurumun idaresi Makam-ı Meşihata bağlı Darü'l-Hikmeti'l-İslamiyye'ye bırakılmıştır (Dinçer, 1974; Doğan, 1998; Öcal, 2013). Önceki iki medrese Medresetü'l-Vaizin ile Medresetü'l-Eimme ve'l-Huteba'ya göre programı değiştirilen, mezunlarına istihdam yanında yüksek okul bitirenlerin hakları tanınan kurum (Dinçer, 1974), savaş ve istenilen talebin olmaması nedeniyle II. Meşrutiyet'te nicelik ve nitelik olarak din hizmetlerinde ortaya çıkan eksiklikleri kapatma amacını gerçekleştirememiş ancak tüm bunlara rağmen 1924 yılına kadar açık kalmıştır.

Medresetü'l-Vaizin, Medresetü'l-Eimme ve'l-Huteba ve Medresetü'l-İrşat genel medreseler gibi din hizmetlerine eleman yetiştirmeyi hedeflemiş ve programları ağırlıklı olarak bu yönde oluşturulmuştur. İmam hatip okullarının amaçları ve programları yanında teşkilat yapısıyla da bu kurumlarla benzerlik göstermeleri, Cumhuriyet dönemi ortaöğretimde mesleki din eğitimi temellerinin büyük ölçüde II. Meşrutiyet döneminde atıldığını (Zengin, 2002) düşündürmüştür.

CUMHURİYET DÖNEMİ ORTAÖĞRETİMDE MESLEKİ DİN EĞİTİMİ

1924-1930 Arası Ortaöğretimde Mesleki Din Eğitimi: İlk Deneme ve Tedricen Kapanış

Cumhuriyet dönemi eğitim politikalarına yön veren ana etken Tevhid-i Tedrisat kanunu ve onun uygulamaya aktarılması olmuştur. Osmanlı'dan devir alınan eğitim kurumlarını tek bir çatı altında toplayan kanun, eğitim gibi devlet eliyle yapılacak örgün din eğitimi düzenlemelerinin hukuki dayanağını oluşturmuştur. Çünkü dönemin her kademedeki Cumhuriyet'in amaçlarıyla uyumlu yeni bir eğitim ve kurumsal yapı oluşturma isteği, mesleki din eğitimi kurumlarını da etkilemiştir.

Kanunun 4. maddesindeki “..imamet ve hitabet gibi hizmet-i diniyenin ifasıyla mükellef memurların yetiştirilmesi için de ayrı mektepler küşat edecektir.” (Resmi Gazete, 1340/430) ifadesi uyarınca bu yönde herhangi bir hüküm bulunmamasına ve tüm kurumlar gibi medreselerin de maariife bağlanması öngörülmesine rağmen 11.03.1924 tarihli Maarif Vekaleti'nin kararıyla medreseler kapatılırken beş yıllık taşra medreseleri ile Medresetü'l-İrşat, imam ve hatip mekteplerine dönüştürülmüştür (Jaschke, 1972; Dinçer, 1974; Yücel, 1974). Dört yıl eğitim süresiyle ortaokul seviyesinde açılan, dönüştürüldükleri medreselerin mevcut hoca ve öğrencileriyle eğitime devam eden 29 imam ve hatip mektebi, 1930 yılında MEB'in kararı ile kapatılmıştır. Ancak okullar, mevcut öğrenciler mezun oluncaya yani 1932 yılına kadar fiilen varlığını devam ettirmiştir (Ünsür, 2005).

29.07.1924 tarihli Orta Tedrisat Müdür-i Umumiliği İmam Hatip Mektepleri Nizamnamesi'nin 1. maddesinde okullar, imamlık ve müezzinlik mesleğini en iyi şekilde icra edecek kurumlar olarak gösterilmiştir (Öcal, 2003). Ancak belirtilen amacı ve kurumsal yapısı imam ve hatip mekteplerinin özgün bir kurum olmaktan ziyade medreselerin özellikle de 1912

sonrası açılanların yeni devlet yönetiminin isteklerine uygun şekilde hukuki yapısı ve programları değiştirilmiş şekli olduğu kanaatine götürmüştür. Nitekim 1924 imam ve hatip mektepleri dersleri (Bkz. Ayhan, 1999; Öcal, 1999), II. Meşrutiyet dönemi ıslahatlar sonrası hazırlanan medreselerin, mesleki din eğitimi kurumlarının özellikle Medresetü'l-Vaizin'in programıyla benzerlik göstermiştir. Bu dönemde çıkarılan kanunlar, din eğitimi ve din hizmetlerinde modern toplum ve laiklik ilkelerine uygun aydın din adamı yetiştirme ihtiyacını karşılamada kurumları bir gereklilik olarak ortaya çıkarmıştır. Ancak hem din görevlisi yetiştirmek hem de eğitimde birliği sağlamak amacıyla açılan bu kurumların devamı için eğitim ve din eğitimi politikaları (Bkz. Buyrukçu, 2009) ile siyasi yönetim, gereken desteği vermemiştir.

1924 imam ve hatip mekteplerinin kapatılma gerekçeleri (Bkz. Yücel, 1974) yanında din eğitimi, kurumlar, din görevliliği ve istihdam alanları konusundaki uygulamalar (Bkz. Parmaksızoğlu, 1966; Öcal, 1994), siyasi yönetim ve eğitim politikaları, kurumların gelişmesini ve ileriye dönük planlamalar yapmasını engellemiştir. Aynı şekilde yeni rejimin benimsetilmesi ve laiklik anlayışının yerleştirilmesi kaygısıyla dine, örgün ve yaygın din eğitime yönelik siyasi tutumlar (Bkz. Dinçer, 1974; Gökaçtı, 2005; Öcal, 2011b) Tevhid-i Tedrisat Kanunu'nun uygulanması ve mesleki din eğitiminin geleceği noktasında olumlu sonuçlar doğurmamıştır.

1930-1950 Arası Ortaöğretimde Mesleki Din Eğitimi: İhtiyacın Fark Edildiği Yıllar

İmam ve hatip mekteplerinin eğitime son vermesinin ardından 17 yıl Diyanet İşleri Başkanlığı (DİB)'na bağlı Kur'an Kursları dışında, mesleki din eğitimi ve din görevlisi yetiştiren kurum kalmıştır. Din eğitimi için boşluk yılları kabul edilen bu dönem, ortaöğretimde mesleki din eğitimi adına birtakım kayıp ve olumsuzlukları beraberinde getirmiştir. 1932-1949 arası Kur'an kurslarının sayısal artışa rağmen (Jaschke, 1972) istenilen yeterliliğe ulaşamaması ve eğitsel nitelikleriyle alandaki beklentilere cevap verememesi (Ünsür, 2005), yetişmiş insan eksikliğini ortaya çıkarmıştır. Yaşananlar sonrası din hizmetlerini sürdürülemez hale gelirken alan hiçbir örgün eğitim almamış kişilerin eline geçmiştir (Kaya, 1977). Ortaya çıkan boşluk da alandaki kontrolün kaybedilmesi ile dinin ve halkın istismarı sonucunu doğurmuştur (Şubası, 2005).

Mesleki din eğitimindeki gelişmeleri, yönetimi elinde bulunduran siyasi oluşumun tutumları önemli etkisinin bulunduğu görülmüştür. Tek parti rejiminin yerleşmesiyle 1931'de partinin değişmez ilkelerinden kabul edilen laiklik (Lewis, 2007), siyasi, hukuki, toplumsal ve kültürel bütün kurumlarda dinin kaldırılması ya da minimize edilmesi şeklinde uygulanmıştır (Jaschke, 1972). Aynı doğrultuda laik, pozitivist, ilerlemeci, nesnel politikalarla eğitime din eğitiminin bulunmadığı seküler bir yapı kazandırılmaya çalışılmıştır (Parmaksızoğlu, 1966). Böylece Tevhid-i tedrisatla teminat altına alınan mesleki din eğitimi yapılamaz duruma gelmiştir.

II. Dünya Savaşı sonrası uluslararası şartlar ve özgürlüklere yapılan vurgu, komünizm endişesi, ülkenin din hizmetleriyle ilgili belirtilen tablo ve şartları, çok partili hayata geçişle din eğitimi, bu çerçevede mesleki din eğitimi ve din hizmetlerini yeniden tartışmaya açmıştır (Kaya, 1977; Öcal, 1999). 1946'da dönemin iktidar partisi içinde başlayan tartışmaların (Bkz.

Aşlamacı, 2013) ardından 1948’de mecliste din eğitimi konusunu incelemek üzere 17 kişilik bir komisyon kurulmuştur. Komisyon ihtiyaçlardan yola çıkarak ilahiyat fakültesinin açılması, örgün eğitime din derslerinin konulması ve imam-hatip yetiştirmek üzere kurumların oluşturulması kararı almıştır (Ünsür, 2005). Buna rağmen mesleki din eğitimi ihtiyacını karşılamak amacıyla okul değil kurs açılmasına karar verilmiş ve 15.01.1949 yılında Ankara ve İstanbul’da 10 aylık imam hatip kursları açılmıştır. (Parmaksızoğlu, 1966; Jaschke, 1972).

Okulların amaçları, dönemin iktidar partisinin belirlediği özel din öğretimi esasları çerçevesinde İslam dininin akide ve ibadetlerini öğretecek bireyler yetiştirmekle sınırlandırılmıştır (Aşlamacı, 2013). Bu bağlamda 30.12.1949 tarihinde belirlenen programda alan dersleri, yer alışları itibariyle dikkat çekmiştir. (Bkz. MEB, TTK, 1948/247)

Müfredat, süre, hoca ve diğer imkanlarının yetersizliği sebebiyle imam hatip kurslarından istenilen verim alınamamıştır. Bununla yanında kurslar, laik ve muhafazar kesimlerle siyasi oluşumlar tarafından eleştirilmiştir (Ayhan, 1999; Dinçer, 1977). 1949’da Ankara Üniversitesi İlahiyat Fakültesi’nin açılması, ilkokul 4 ve 5. sınıflara velilerin isteğine bağlı iki saat seçmeli din derslerinin konulması (Lewis, 2007; Ayhan 1999) din eğitimi gibi din hizmetleri için kurslar dışında yeni düzenlemeler yapılması gerektiğini düşündürmüştür.

1951-1971 Arası Ortaöğretimde Mesleki Din Eğitimi: Ortaokul ile Yeniden Açılış

İmam ve hatip yetiştirmek üzere açılan kursların yetersiz kalması sonrası Tevhid-i Tedrisat’ın 4. maddesi uyarınca ihtiyaçları karşılayacak yeni kurum arayışları içine girilmiştir. Bu doğrultuda 13.10.1951 tarih ve 601 sayılı müdürler komisyonu kararının 17.10.1951 tarihinde onaylanması ile özel okullar genel müdürlüğüne bağlı olarak birinci devresi dört, ikinci devresi de üç yıl olmak üzere yedi yıl eğitim süreli imam hatip okulları, Adana, Ankara, Isparta İstanbul, Kayseri, Konya, Maraş illerinde açılmıştır (Dinçer, 1974; Ayhan, 1999; Öcal, 2011b).

Tevhid-i Tedrisat Kanunu uyarınca açıldığı için yeni imam hatip okullarının ana amacı, din hizmetlerinde görev alacak personel yetiştirmek olmuştur (Dinçer, 1974). Dönemin milli eğitim bakanının ifadesi ile hedef, münevver din adamı yetiştirmektir (Ünsür, 2005). Burada yirmi yıla yakın örgün eğitimde din eğitiminin yer almamasının etkisiyle oluşan zararlı akımlara engel olacak, Ökten’in ifadesiyle yaşadığı asrın gereklerini idrak eden ve bunun ilmine sahip, doğu ve batıyı iyi bilen (Yorulmaz, 2012) modern ilimlere haiz aydın din adamı yetiştirmek önemlidir (Parmaksızoğlu, 1966). Çünkü dini aşırılıkları engelleyerek rasyonel din eğitimi sunmak ve alanı kontrol altında tutmak, devletin bu husustaki temel politikası olarak görülmüştür (Altaş, 2002; Kaymakcan, 2006). Ancak tüm bunlara rağmen okulların lise statüsünde kabul edilmemeleri ve yükseköğretime devam haklarının bulunmaması, amaç ve gelecek yöneliminde yetersiz kalınması sonucunu doğurmuştur.

İmam hatip okullarının programları büyük ölçüde amaçlarla uyumlu hazırlanmıştır. Orta kısımda 27 dersin 11’i (% 43,75’i) meslek derslerinden, 16’sı (% 56,25’i) kültür derslerinden oluşmuştur. Aynı durum lise kısmı için geçerliliğini sürdürmüş ve 26 dersten 11’i (% 42’si) meslek, 15’i (% 58’i) kültür derslerinden teşekkül etmiştir (Öcal, 2011a). Orta

kısımda imam ve hatip mekteplerine göre meslek derslerinde azalma görülmekle birlikte genel olarak imam hatip okulları, II. Meşrutiyet dönemi medrese programlarına göre mesleki formasyon dersleri açısından daha kapsamlı hazırlanmıştır (Parmaksızoğlu, 1966). Ayrıca diğer okul türlerine göre fazla ders yükünün bulunduğu (Dinçer, 1977; Ayhan, 1999) okullarda genel kültür derslerinin oranı ve çeşitliliği, din adamı yetiştirmek yanında, hurafelerden uzak sağlıklı bilgi sahibi, din yanında dünya bilgisine sahip bireyler yetiştirme amacının ve bu konudaki halktan gelen taleplerin ne kadar önemli olduğunu göstermiştir.

Ülkede ve dünyada yaşanan gelişmelerin ortaya çıkardığı şartlar ile bunun reel siyasete etkisi, okulların açılışı ve amaçlarının belirlenmesinde büyük ölçüde etkili olmuştur. Nitekim 1950 seçimlerinden 27 yıllık tek parti iktidarına son veren yeni siyasi yönetimin benimsediği politikalar, din eğitiminde pek çok alanda değişimi beraberinde getirmiştir (Lewis, 2007). Yaygın din eğitiminde yeni düzenlemeler ve din öğretiminin örgün eğitime girmesiyle eşgüdümlü olarak ortaöğretim mesleki din eğitimi de yeniden başlamıştır.

1960'a kadar din eğitiminde görülen eksikliklere, mezunların yükseköğretime girişlerindeki sınırlamalara rağmen imam hatip okullarının sayıları her geçen gün artmıştır (Öcal, 1994). 1960 askeri darbesi sonrasında da durum değişmemiştir. Kapatılacağı yönündeki beklentilerine rağmen 1961 yılında yüksek İslam enstitüleri ile bu kurumların daha iyi yönetilmesini sağlayacak Din Eğitimi Müdürlüğü kurulmuştur (Dinçer, 1974; Buyrukçu, 1995). 1965 yılında Diyanet İşleri Başkanlığı Kuruluş ve Görevleri Hakkındaki Kanun ve örgün eğitimde din eğitimi ile ilgili olumlu gelişmeler (Parmaksızoğlu, 1966; Öcal, 2011b) sonrası istihdam alanları genişlemiş, 1959'da yüksek İslam enstitülerinin açılmaya başlamasıyla yükseköğretim imkanları artmıştır. Tüm bunlar kurumların geleceğe bakışlarını olumlu yönde etkilemiş ve 1971'e kadar okulların sayıları 72'ye çıkmıştır (Öcal, 1994). Benzer durum öğrenci sayıları için de söz konusu olmuştur (Grafiklerle Din eğitimi Okulları, 1970). Fakat 12.03.1971 tarihli askeri muhtıra, okullarla ilgili kat edilen gelişmelerde birtakım değişiklikleri beraberinde getirmiştir.

1972-1974 Arası Ortaöğretimde Mesleki Din Eğitimi: İmam Hatip Lisesine Dönüşüm

04.08.1971 tarih ve 225 sayılı MEB Talim ve Terbiye Kurulu kararıyla imam hatip okullarının yapısında önemli bir değişiklik yapılmış, dört yıllık birinci devreleri yaklaşık 20 yıl sonra kapanmış, lise kısmı üç yıldan dört yıla çıkarılmıştır (Buyrukçu, 1995; Ayhan, 1999). Bu durumumda siyasi yönetimin önemli etkisi olmuştur. Çünkü 1971 askeri muhtirasının ardından kurulan hükümet, 12.03.1971'de aldığı kararda Atatürk'ün getirdiği eğitimde birlik ilkesine aykırı uygulamalara son verileceğini ve imam hatiplerin ortaöğretim sistemine uygun olarak ıslah edileceğini belirtmiştir (Resmi Gazete, 1971/13803). Hatta bir yıl önceki yıl hükümet, VII. ve VIII. Milli Eğitim Şuraları ve İkinci Beş Yıllık Kalkınma Planı'nda tek tip ortaokul kararı almıştır (Dinçer, 1974).

1972 İmam Hatip Okulu İdare Yönetmeliği, okullarla ilgili ayrıntılı belirlemeler yapmış; eğitim sistemi içindeki yeri ve amaçlarını "İmam-Hatip Okulu, ortaokulu üzerine dört yıllık öğrenim veren bir meslek okuludur. Okul, öğrencilerini hem mesleğe, hem de kendi alanlarında yükseköğrenime hazırlar." şeklinde ortaya koymuştur (Resmi Gazete,

1972/14193). Yönetmeliğin 117. maddesinde öğrenci kayıt kabulü için erkek olmak şartının getirilmesi dikkat çekmiştir. Düzenlemeden kısa süre sonra müfredat programı da değişmiştir. 1972 İmam Hatip Okulları Müfredat Programı'nda 10'u (% 39,5'i) meslek, 17'si (%60,5'i) kültür derslerinden oluşan 27 ders yer almıştır (Ünsür, 2005; Öcal, 2011b).

Bu dönemde halkın maddi ve manevi desteğiyle imam hatip okullarında niceliksel (Ünsür, 2005) artış yaşanırken nitelik anlamında da olumlu gelişmeler kat edilmiştir. 1973 tarih ve 1739 sayılı Milli Eğitim Temel Kanunu ile okullar lise olarak anılmaya başlamıştır. Kanununun 32. maddesindeki yeni düzenlemeyle kurumların amaçları: "İmam Hatip Liseleri imamlık, hatiplik ve Kur'an Kursu öğreticiliği gibi dini hizmetlerin yerine getirilmesi ile görevli elemanları yetiştirmek üzere, Milli Eğitim Bakanlığı'nca açılan, ortaöğretim sistemi içinde hem mesleğe hem de yükseköğretime hazırlayıcı programlar uygulayan öğretim kurumlarıdır." şeklinde belirlemiştir. Ayrıca uygulanan olumlu politikaların etkisiyle kendi alanlarında yükseköğretime geçiş hakkı tanınan (Resmi Gazete, 1973/14574) okullara, mezun olunan program çerçevesinde diğer yükseköğretim alanlarına geçiş olanağı tanınmıştır.

Milli Eğitim Kanunu ve bu çerçevede yapılan belirlemeler, ortaokul kısımları kapalı da olsa imam hatip okullarının milli eğitim sistemi içindeki yeri, amaçları ve gelecek belirlemeleri konusunda önemli adım bir olarak kendini göstermiştir. Çünkü okullar, Cumhuriyet döneminde en güçlü kanuni dayanağını elde etmiş, ortaöğretim sistemi içinde yer edinmiş, amaçları konusunda daha net ve geniş belirlemelere ulaşmıştır. Yapılanlar, yapısı, amaçları ve geleceği noktasında ilerleyen yıllarda okullarla ilgili olumlu değişimlerin önünü açmıştır.

1974-1997 Arası Ortaöğretimde Mesleki Din Eğitimi: Yeniden Ortaokul ve Lise

İmam hatip ortaokullarının kapatılması kararı en fazla üç yıl uygulanabilmiş, siyasi yönetimdeki değişikliğin ardından, 02.08.1974 tarihli bakanlık onayıyla okullar yeniden açılmıştır (Ayhan, 1999). Böylece imam hatipler yeniden yedi yıl olarak eğitim hayatına katılmış, önceki dönemden farklı olarak 4+3 yerine 3+4 şeklinde yapılanmıştır.

İmam hatip okulları, 1998'e kadar ortaokul ve lise şeklindeki yapısını korumuştur. Ancak geçen 24 yıllık sürede niceliksel durum ve okul türünde, milli eğitimdeki uygulamaların etkisiyle farklılıklar göstermiştir. 1974'den 1980'e kadar 101 olan okulların sayısı, 33'ü ortaokul olmak üzere 374'e ulaşmıştır. 1980 ihtilali sonrası 1988-1989 öğretim yılına kadar iki okul dışında yeni okul açılmamasına karşın öğrenci sayılarında artış yaşanmıştır (Gökçaftı, 2005; Öcal, 2011a). Bu dönemde terör olaylarını önleyici bir adım olarak 1985 yılında Tunceli'de İmam Hatip Lisesi'nin açılması dikkat çekmiştir (Öcal, 2011b). Çünkü bu, siyasi iradenin okullara yüklediği misyonu göstermesi açısından önem taşımıştır.

12 Eylül 1980'de askerinin yönetime el koymasının ardından imam hatipler hakkında farklı tartışmalar yapılmaya başlamıştır. Türkiye yeni askeri hükümetin direktifleri doğrultusunda şekillenirken siyasal İslam'ın merkezlerinden biri olarak nitelendirilmelerinin, okulların gelecekteki durumlarını olumsuz etkileyeceği yönünde kanaatler oluşmuştur. Hatta en kısa sürede kapanacakları, kapanmazlarsa öğrenci alımı ve sayılarında kısıtlamaya gidilerek

sıkı denetim altına alınacakları düşünülmüştür (Gökaçtı, 2005). Ancak okullar mevcut statüsünü korumuş, sayıları artmamasına rağmen amaçlar ve haklar konusunda mesafe kat etmiştir.

Dördüncü ve beşinci beş yıllık kalkınma planlarında din eğitiminin farklı alanları yanında ortaöğretimde mesleki din eğitimi konusunda önemli kararlar alınmıştır (Dördüncü Beş Yıllık Kalkınma Planı, 1979; Beşinci Beş Yıllık Kalkınma Planı, 1985). Milli Eğitim Temel Kanunu'nun yükseköğretime geçişi düzenleyen 31. maddesi 1983 tarihinde değiştirilerek öğrencilere mezun oldukları edebiyat kolu programının öngördüğü alanlar yanında diğer meslek liseleri gibi yükseköğretim kurumlarının tümüne girebilme hakkı tanınmıştır (Resmi Gazete, 1983/2842). Böylece başlangıçta din görevlisi yetiştirmek üzere açılan imam hatip okullarıyla ilgili amaçlar, zaman içinde yükseköğretime geçiş yönünde değişmiştir. Ayrıca bu dönemde din adamı olmaktan ziyade dini değerlere sahip olma öne çıkmış ve dini niteliklerini zamanın gereksinimleriyle birleştiren bireyler yetiştirme talebi artmıştır (Gökaçtı, 2005). Yapılanlar yönelimi ve gelecekteki durumlarını belirlemesi nedeniyle okullara önemli katkılar sağlamıştır. Nitekim ilerleyen yıllarda okul ve öğrenci sayıları artarken okul türleri çeşitlenmiştir.

1996-1997 öğretim yılına kadar 605 imam hatip lisesi açılmıştır. Bunlardan 464'ünün müstakil şube, 108'inin müstakil imam hatip lisesi bünyesinde Anadolu imam hatip lisesi, 31'inin çok programlı lise bünyesinde imam hatip lisesi, ikisinin yabancı dil programı uygulayan imam hatip lisesi olduğu görülmüştür (Ünsür, 2005). Gelişmelerde 1980-1983 yıllarını dışarıda bırakırsak siyasi yelpazedeki değişiklikler ve koalisyon hükümetleri önemli ölçüde etkili olmuştur (Buyrukçu, 1995). Ayrıca 1951 sonrası okullara halkın desteğinin artması ve farklı toplum kesimlerince benimsenmesi de etkin unsurlar arasında yer almıştır. Nitekim 1995 yılında açık 400 imam hatip okulundan 263'ünün dernek, vakıf ve diğer kuruluşlar tarafından yapılması bu anlamda dikkat çekmiştir (Ünsür, 1995). 1976'da bir öğrenci velisinin Danıştay'a yaptığı başvuru ile kız öğrenciler okullara alınmaya başlamıştır (Öcal, 2011b). Ancak bu olumlu gelişme, 1980 ihtilali sonrası başörtü yasağının getirilmesiyle okulların amaçlarının kız öğrencilerde gerçekleşmesi adına olumsuz bir duruma dönüşmüştür (Gökaçtı, 2005).

Din öğretimi politikalarında atılan olumlu adımlar, imam hatip okullarının bu dönemde yaşadığı gelişmelerde yönlendirici olmuştur. 1980'e kadar seçmeli din derslerin ortaokul ve liselerin tüm sınıflarına yayılması, 1980 sonrası ilk ve ortaöğretimde din kültürü ve ahlak bilgisi (DKAB) dersinin zorunlu olması, yükseköğretimde din eğitimi veren kurumlar hakkında yeni düzenlemelerin yapılması (Bkz. Öcal, 2011b; Bahçekapılı, 2012), ortaöğretim mesleki din öğretiminin geleceği konusunda olumlu algı oluştururken kurumlara talebi arttırmıştır.

Değişimlerden imam hatip okullarından liseler yanında ortaokullar da etkilemiştir. 1972 öncesi programdaki 11 meslek dersinin sayısı üçe inmiştir (Tebliğler Dergisi, 1974a/1807). Burada IX. Milli Eğitim Şurasında alınan ortaokullarda liselerin programlarına hazırlamak üzere ihtiyaç merkezli seçmeli derslere yer verilebileceği yönündeki karar uygulanmıştır (IX. Millî Eğitim Şurası, 1974). Düzenlemelerde Milli Eğitim Temel Kanunu ile

din görevlisi yetiştirme sorunluluğunun imam hatip liselerine verilmesinin ve istihdamda ilerleyen yıllarda bunun öne çıkarılmasının etkisi olmuştur. Nitekim aynı tarihte hazırlanan lise ders çizelgelerinde 10 meslek dersine karşın (% 40,70), 14 kültür dersi (%59,30) yer almıştır (Tebliğler Dergisi, 1974b/1807). 1975’deki değişikliklerle yayınlanan programdaki amaçlar da (MEB, 1978) asıl din görevlisi yetiştirme sorumluluğunun lise kısmına verildiği düşüncesini doğrulamıştır. 1980 sonrası yeniden hazırlanan orta ve lise imam hatip okulları ders çizelgelerinde durum çok fazla değişmemiştir. Ortaokullarda bir önceki çizelgede kültür derslerinde oran % 74,51, meslek derslerinde % 25,49 (MEB, 1978) iken 1984-1985 öğretim yılında meslek derslerine diğer ortaokullar gibi zorunlu yapılan din kültürü ve ahlak bilgisi dersi dahil edilince % 72,97’ye % 27,02 olmuştur (MEB, 1985). İmam hatip liselerinde ise amaçlar, konusundaki belirlemelerin etkisiyle 1974 ve 1984 çizelgelerinde oranlar büyük ölçüde aynı kalmıştır.

1991-1992 öğretim yılında Ders Geçme ve Kredili Sistem uygulamasına geçen imam hatip liseleri, sekiz yarıyla ayrılmıştır. Öğrenciler istenilen 208 ders kredisini vermek şartıyla 6 yarıyıldan mezun olma hakkı elde etmiştir (Ünsür, 2005). Ancak haftalık ders çizelgelerinde genel durumun çok fazla değişmemiş, meslek ve genel kültür derslerindeki oran korunmuştur. Nitekim 1992’de değişen öğretim programları ve haftalık ders çizelgelerinde kültür derslerinin oranı % 59,60, meslek derslerinin oranı % 49,39 olmuştur.

1990’lı yılların sonunda sayıları 600’ü geçen (Öcal, 2011a) imam hatip okulları, laik eğitim anlayışı ve mevcut eğitim sistemine alternatif kabul edilip farklı alanlardan eleştirilmeye başlamıştır (Hayıt, 1993). Kurumlar, sosyolojik grupların, artan okul ve öğrenci sayısının laiklik odaklı siyasal bir eleştiri malzemesi haline getirilmeleriyle ticari kuruluşlar ve basının olumsuz yaklaşımlarının merkezinde yer almıştır. Laik okullar karşısında alternatif oldukları ve medrese gibi yetiştirdikleri öğrencilerle Cumhuriyet rejiminin eğitimdeki temel ilkesi birliği zedeledikleri iddia edilmiştir. Varlıkları ve konumları farklı kesimler tarafından olumsuz şekilde değerlendirilen okullar, çeşitli raporlarla mercek altına alınmıştır (Gökçaftı, 2005; Ünsür, 2005). 1970 ve 1980’lerde okul ve öğrenci sayılarındaki artış tartışma konusu olurken bu dönemde okulların popülariteleri, niteliklerinin değişmesi, mezunlarının üniversite tercihleri ve görünürlükleri gibi hususlar üzerinde durulmuştur (Gökçaftı, 2005; Öcal, 2011a). Eğitim çalışmalarında da konu gündeme getirilerek 15. Milli Eğitim Şurası’nda eğitimin sekiz yıllık ve kesintisiz olması, meslek lisesi mezunlarının 1973 öncesi gibi kendi alanlarında yükseköğretime devam etmelerinin teşvik edilmesi yönünde kararlar alınmıştır (XV. Milli Eğitim Şurası, 1996).

Farklı kesimler tarafından ortaya atılan iddialar ve bunun ortaya çıkardığı etki ile 28.02.1997 tarihinde toplanan Milli Güvenlik Kurulunda alınan 18 karar doğrultusunda eğitim, din, din eğitimi yanında çalışmanın konusu imam hatip okullarında önemli değişiklikler yaşanmaya başlanmıştır (Gökçaftı, 2005; Ünsür, 2005).

1998-2012 Arası Ortaöğretimde Mesleki Din Eğitimi: İkinci Defa Lise Olarak Yer Alış

28.02.1997 tarihli Milli Güvenlik Kurulu Toplantısı’nın “8 yıllık kesintisiz eğitim, tüm yurttan uygulamaya konulmalı” kararı eğitim ve temel eğitim; “Cumhuriyet rejimine ve Atatürk

ilke ve inkılaplarına sadık, aydın din adamları yetiştirmekle yükümlü, milli eğitim kuruluşlarımız, Tevhid-i Tedrisat Kanunu'nun özüne uygun ihtiyaç düzeyinde tutulmalıdır.” kararı imam hatipler hakkında yapılmak istenenleri ortaya koymuştur. Mevcut hükümetin istifasından sonra yeni hükümet kurularak yayınlanan ilgili kanunla sekiz yıllık kesintisiz zorunlu eğitime geçilmiştir (Resmi Gazete, 1997/23084). 1997-1998 öğretim yılından itibaren imam hatip ortaokullarına öğrenci kaydı durdularak imam hatip liseleri, hazırlık sınıfının eklenmesi ile dört yıla çıkarılmıştır (Aşlamacı, 2013). Okullar böylece 1971-1974 arası kurumsal yapılarına gerilerken, üniversiteye girişte yapılan yeni düzenlemelerle 1983 sonrası kazanımlarını büyük ölçüde kaybetmiştir.

Yükseköğretim Kurulu'nun 30.08.1998 tarihli toplantısında, üniversiteye girişte ortaöğretim başarı puanının hesaplanmasında genel ve meslek liseleri arasında farklı katsayı uygulaması getirilmiştir. Bu, diğer meslek liseleri gibi imam hatip liselerinin üniversiteye girişlerinde kendi alanları ve ön lisans programları dışında diğer alanlara yerleşmelerini zorlaştırmıştır (Öcal, 2011a). Ayrıca 1999 yılında meslek liselerinin genel liselere geçişleri, dolaylı olarak üniversitede alanları dışında tercih yapmaları engellenmiştir (Ünsür, 2005). Bunlarla birlikte ilahiyat meslek yüksekokulları ve ilahiyat fakültelerinin ikinci öğretimlerine öğrenci alımının durdurulması, ilahiyat fakülteleri birinci öğretim lisans programlarında kontenjan sınırlamasına gidilmesi, kurumların amaçları ve gelecek vizyonlarında olumsuz sonuçlar doğurmuştur.

İmam hatipler için 1997 sonrası alınan kararlar, 1960 ihtilali, 1971 muhtırası ve 1980 ihtilalinden daha fazla eleştirilen ve daha olumsuz nitelendirilen değişimleri beraberinde getirmiştir. Çünkü belirtilen yıllardaki etkiler, kısa süreli duraklama ve yapı değişikliklerini ortaya çıkarırken gelişim aralıksız devam etmiştir. Ancak postmodern darbe olarak nitelendirilen bu zaman dilimi, okulların yapısı, sayısal ve niteliksel gelişimleri konusunda ciddi farklılaşma ve kayıpları beraberinde getirmiştir. İrtica tehdidi kavramının yönetimden sosyal ve kültürel hayata doğru genişlemesi, dini yaşamın nasıl olması gerektiği yönündeki algıyı etkilerken mesleki din öğretiminde kurumları, yapısı ve tüm eğitim unsurları ile değişmesi istenmiştir. Belirtilenler alanda olumlu sonuçlar doğurmamış ve 1974 sonrası aşama aşama kat edilen kazanımlar kaybedilmeye başlamıştır.

Amaçların gerçekleşmesi ve ileriye dönük planlamaların yapılmasında önem taşıyan, imam hatip ortaokullarının kapanması ve yükseköğretime geçişin kısıtlanması, toplumda dikkat çeken sonuçlar doğurmuştur. Zaman zaman hala hissedilen bu etkiler, kurumlarla ilgili, geleceği olmayan okullar algısını oluşturmuştur. 1997'ye kadar kazanımlarıyla revaçta olan okullar hakkındaki yeni düzenlemeler, durumu tersine çevirmiştir. İmam hatip liselerinin 1997-1998 öğretim yılında 605 olan sayıları 2002-2003 öğretim yılında 536'ya, öğrenci sayısı 183.085'den 64.534'e gerilemiştir (Öcal, 2011a). Ayrıca ilerleyen yıllarda kız-erkek öğrenci sayılarının değişmesi, niceliksel artış öncelenirken niteliksel gelişimin istenilen düzeyde gerçekleştirilememesi gibi durumların yaşanmasına sebep teşkil etmiştir.

İmam hatip okullarının öğretim programı ve ders çizelgeleri de yaşananlar çerçevesinde değiştirilmiştir. 1998-1999 öğretim yılında hazırlanan ders çizelgelerinde meslek dersleri ve kültür dersleri dengesinde önemli bir farklılaşma yaşanmamıştır. Oran kültür

derslerinde % 52,81, meslek derslerinde % 47,29 şeklinde olmuştur (Tebliğler Dergisi, 1998/2492). 1999-2000 öğretim yılından itibaren yeni öğretim programları uygulanmaya başlanmıştır. Programlar, ana kavramları, amaçları, temel aldığı anlayış ve ilkeleriyle farklı bir açılım sağlamıştır (MEB, 1999). Okullarla ilgili başlayan olumlu gelişmeler 2002 tarihinde siyasi yönetimin değişmesiyle artmaya başlamış, ilk etki 2003-2004 öğretim yılından itibaren okul ve öğrenci sayısındaki artışta görülmüştür (Öcal, 2011b).

Amaçların gerçekleşmesini sağlayacak öğretim programları bu dönemde 1999'dan sonra 2008 yılında değiştirilmiştir. İlkinde yeni düzenlemeler etkin olurken ikincisinde 2004 yılından sonra ilk ve ortaöğretim programlarında temel alınan yeni öğretim yaklaşımlar yönlendirici olmuştur. Seçmeli dersler büyük ölçüde bir önceki dönemde olduğu gibi devam ettiği için haftalık ders çizelgelerinde kültür dersleri % 57,23, meslek dersleri % 42,76 oranında yer almıştır (Tebliğler Dergisi, 2005/2579). Ancak burada oranların az da olsa meslek dersleri aleyhine değişmesi dikkat çekmiştir. İmam hatip okullarının amaç ve gelecek belirlemelerini etkileyen en önemli unsurlardan biri olan yükseköğretime geçiş konusunda 2003 sonrası farklı teşebbüsler olmuşsa da 2012 yılına kadar istenen başarı sağlanamamıştır (Çakır, Bozan, Talu, 2004).

Belirtilenler ek olarak imam hatip okullarının amaç ve gelecek yönelimlerini şekillendiren önemli düzenlemeler gerçekleştirilmiştir. 1972 İmam Hatip Okulu İdare Yönetmeliği'nden sonra 2009 İmam Hatip Liseleri Yönetmeliği ile okulların amaçları konusunda dikkat çeken belirlemeler yapılmıştır. İlk üç maddede Türk milli eğitiminin amaçları tekrarlanarak bir ölçüde okulların genel eğitim sistemi içindeki yeri ortaya konmuştur. Din görevliliği ile üniversiteye ilgi ve kabiliyetler dışında geçişi anlatan maddeler yanında 1999 öğretim programında olduğu gibi "Zihninde, insana, düşünceye, özgürlüğe, ahlaka ve kültürel mirasa saygıya dayanan bir anlayışın oluşmasını..." ifadesi eğitimde temel alınan anlayışı, "yabancı dil öğrenerek alanlarında araştırmacılığa yönelmelerini sağlamak..." (Resmi Gazete, 2009/27305) ibaresi farklı ve yeni açılımları vurgulamıştır.

Bu dönemde ortaöğretim sisteminde yapılan değişiklikler çerçevesine imam hatip okullarının yapı, süre ve program türlerinde dikkat çeken gelişmeler yaşanmıştır. Önce 2005'de hazırlık sınıfı kaldırılarak eğitim süresi dört yıl olmuş (MEB, TTK, 2005/184), 2010'dan itibaren de tüm imam hatip liseleri Anadolu imam hatip çatısı altında toplanmıştır (MEB, 2010/30; Resmi Gazete, 2014/29118). Bunların yanında yabancı uyruklu öğrencilerin eğitim görebilecekleri uluslararası Anadolu imam hatip liseleri açılmaya başlamıştır. İlk 2006-2007 öğretim yılında eğitime başlayan Kayseri'deki Uluslararası Mustafa Gemirli Anadolu İmam Hatip Lisesi olan (Koyuncu ve Birekul, 2014) bu okulların sayısı, 2019 yılı itibarıyla 13'e ulaşmıştır (Uluslararası Anadolu İmama Hatip Liseleri, 2019).

Belirtilenler, imam hatip okullarının amaçları arasında din hizmetlerine eleman yetiştirme yanında yer alan yükseköğretime hazırlama işlevinin yine etkin olduğunu göstermiştir. Çünkü olumlu-olumsuz yapısal ve eğitsel değişiklik uygulamaları, okulların yükseköğretime geçişlerini merkeze almıştır. Ancak tüm bunları başlatan etkin unsur önceki dönemlerde olduğu gibi yönetimdeki siyasi değişiklikler olmuştur. Aynı siyasal oluşum

ilerleyen yıllarda ve günümüze kadar gelen imam hatip okulları uygulamalarında da etsini devam ettirmiştir.

2012-... Arası Ortaöğretimde Mesleki Din Eğitimi: Üçüncü Defa Ortaokul ve Lise

1998 gibi 2012 yılı, Türk eğitim sisteminde köklü değişimlerin yaşandığı bir zaman dilimi olmuş ve bu durumdan en fazla etkilenen kurumlar arasında imam hatip okulları yer almıştır. İlköğretim ve Eğitim Kanunu ile Bazı Kanunlarda Değişiklik Yapılmasına Dair Kanunla 12 yıllık zorunlu ve kademeli eğitime geçilmiştir. Burada Milli Eğitim Temel Kanunu'nun 25. Maddesindeki düzenlemeyle imam hatip ortaokulları yeniden açılmıştır. Aynı maddeki "...Ortaokullar ile imam-hatip ortaokullarında lise eğitimini destekleyecek şekilde öğrencilerin yetenek, gelişim ve tercihlerine göre seçimlik dersler oluşturulur..." (Tebliğler Dergisi, (2012/28261) ifadesi, bu okulların diğer ortaokullar gibi öncelikle lise öğretimine hazırlığı esas aldığı ve seçmeli derslerle kabiliyetlere göre gelişime olanak tanıdığını ortaya konulmuştur.

Okulların amaç ve gelecek vizyonlarında Cumhuriyet dönemi boyunca önem arz eden yükseköğretime geçiş konusunda, bu dönemde olumlu adımlar atılmıştır. Yükseköğretim Kanunu'nun 45. maddesindeki değişiklikle yükseköğretime geçişte başarı puanı esas alınmıştır (Tebliğler Dergisi, 2012/28261). Böylece diğer meslek liseleriyle birlikte imam hatip liseleri mezunlarının, yükseköğretimde alanları dışındaki bölümlere yerleşmeleri kolaylaştırılmıştır. Yapılanlar, okullarla ilgili olumlu sonuçların elde edilmesinde etkili olmuştur. Nitekim 2011-2012 öğretim yılında 537 olan okul sayısı, 2012-2013 öğretim yılında 708'e yükselmiş ve bu ilerleyen yıllarda devam ederek 2018-2019 öğretim yılında 1624'e ulaşmıştır. Öğrenci sayılarındaki değişiklik de aynı doğrultuda artış göstermiştir (Milli Eğitim İstatistikleri, 2012; Milli Eğitim İstatistikleri, 2013; Milli Eğitim İstatistikleri, 2019).

Bu dönemde imam hatip okulları içinde liselerin amaçlarında ve gelecek yönelimlerinde yükseköğretime geçişin kurumsal açıdan taşıdığı önemi gösterir şekilde, program çeşitliliğine gidilmiştir. Gerekçeleri öğrencilerin kendilerini geliştirmeleri yanında üniversiteye hazırlanmalarını sağlamak şeklinde ifade edilen uygulamaya, 2014 yılında geçilmiştir. Anadolu imam hatip liselerine ek beş ayrı programdan oluşan yeni uygulama (Anadolu İmam Hatip Okullarında Program Çeşitliliği, 2019), MEB'in hazırladığı 2023 Vizyon Belgesi'nde, "İmam Hatip Okullarındaki program çeşitliliği korunacak ve genel ortaöğretimdeki esnek, modüler yapıyla uyumlu hâle getirilecektir." (2023 Eğitim Vizyonu, 2018) ifadeleriyle ortaya konmuştur. Aynı belgede üniversiteye yerleşme konusu üzerinde de durulmuş, hatta meslek derslerinde oranların farklı alanlarda okuyacak öğrencilere göre belirlenmesi kararlaştırılmıştır.

İmam hatip liselerindeki sayısal artışa ek olarak program çeşitliliğine gidilmesi, okulların amaçları arasında hem genel eğitim hem de din eğitimi almış bireyler yetiştirmenin önemini arttığını düşündürmüştür. Çünkü din görevlisi olmak yerine ilköğretim/ortaöğretim kademesinde daha fazla din eğitimi almak isteyen/almaması istenen öğrenciler için okullar, tek seçenek olmuştur. Böylece farklı kesimlerden gelen din eğitimi ihtiyaç ve beklentilerinin

karşılandığı kurumlar olarak imam hatipler, güven ve değer kazandırma ortamları ile tercih ve beklentileri yönlendirmiştir.

Belirtilen gelişmeler sonrası yenilenen imam hatip okullarının ders çizelgeleri ve öğretim programları, amaçlarla ilgili söylenenleri destekler nitelikte oluşturulmuştur. 2012 yılı imam hatip ortaokulu ders çizelgesinde Kur'an-ı Kerim, Arapça, Hz. Muhammed'in Hayatı, Temel Dini Bilgiler dışında mesleğe yönelik ders yoktur ve bunların oranı % 25'dir (MEB, TTK, 2012/98). Ayrıca Arapça dışındakiler genel ortaokullarda seçmeli dersler arasında yer almaktadır. 9. ve 10-12. sınıflar imam hatip liseleri haftalık ders çizelgesinde 11 meslek dersinin oranı % 33.75'tür (MEB, TTK, 2013/18; MEB, TTK, 2013/76). Bu, imam hatip liseleri meslek derslerinde 1951 sonrası en düşük oran olmuş, ancak seçmeli derslerle birlikte düşünüldüğünde yine % 40'ları bulmuştur. Ayrıca en son 2008 yılında yenilenen öğretim programları büyük ölçüde seçmeli derslerde 2014, Arapça ve Kur'an-ı Kerim dışındaki zorunlu derslerde 2018 yılında değiştirilmiştir.

İmam hatip okulları lehine yaşanan bu dönemdeki değişimde 2002 yılından itibaren siyasi iktidarın hükümet politikalarındaki olumlu yaklaşımları, büyük ölçüde etkili olmuştur. Çünkü okulların yapısı, amaçları, amaçlar çerçevesinde nicelik ve nitelik artışının sağlanması, gelecek vizyonlarının belirlenmesi gibi pek çok hususta atılan adımlara destek verilmiş, okullara din eğitimi ve din eğitimi veren diğer kurumlarla birlikte ayrı bir değer ve önem atfedilmiştir.

SONUÇ

Türkiye'de ortaöğretimde mesleki din eğitimi ve bunun yapıldığı kurum imam hatip okulları, her dönemde milli eğitimle ilgili tartışmalarda başı çeken konular arasında yer almıştır. Farklı görüşler bulunmakla birlikte Türkiye'de ortaöğretim mesleki din eğitimi geleneğinin, Nizamiye medreseleri ile başlayan Selçuklu-Osmanlı-Türkiye şeklinde devam eden bir süreç izlediği görülmüştür. Kuruluş ve yükselme dönemlerinde amaçları ve örgütlenme biçimiyle beklentileri karşılayan medrese, zaman içinde niteliğini kaybedince yeni arayışlar içine girilmiştir. Bu bağlamda Osmanlı'da modernleşme çalışmalarının eğitime yansması batı tarzı mekteplerle olurken, mesleki din eğitimine yansması 1912 Medresetü'l İrşad, 1913 Medresetü'l Eimme ve Hüteba, sonra bunların birleştirilmesiyle açılan 1914 Medresetü'l İrşad ile gerçekleştirilmiştir. Tanzimat sonrası başlayan fikri ve pratiğe dönük eğitsel girişimlerin neticelenmesi ise Tevhid-i Tedrisat'la yaşanmıştır. Ortaöğretimde mesleki din eğitiminin günümüze kadar gelen amaçları, çok tartışma konusu olan yapısı da belli ölçüde bu kanunla belirlenmiştir.

1924'den günümüze kadar devam eden 95 yıllık süreçte imam hatip okullarının gelecek yönelimleri ve amaçları bir bütün olarak ele alındığında, iki unsurun etkili olduğunu görülmüştür. Bunlardan biri yasal, kurumsal belirleme ve amaçlar, diğeri de toplumsal talepler ve örtük amaçlar olmuştur. Söz konusu hususlar, siyasi değişim ve eğitim politikaları doğrultusunda zaman içinde farklılık arz etmiştir.

Cumhuriyet'in amaçlarıyla uyumlu yeni bir eğitim ve kurumsal yapı oluşturma düşüncesi çerçevesinde mesleki din eğitiminin yasal amaçlarıyla ilgili ilk ve temel düzenleme, Tevhid-i Tedrisat'la yapılmıştır. Burada temel amaç, din görevlisi yetiştirmek şeklinde belirlenmiştir. Aynı yaklaşım, din eğitimi ile birlikte örgün eğitimde mesleki din eğitimine ara verildiği uzun bir dönemin ardından 1951 sonrası ikinci açılışta da etkili olmuştur. Toplumda hurafelerin, yanlış dini uygulamaların arttığı, din görevlisi ihtiyacının üst safhalarına ulaştığı bir dönemde kurumlar, 1960'lara kadar DİB'de ortaöğretim düzeyinde din görevlisi ihtiyacını karşılamıştır.

İmam hatip okulları, ilk açılıştan bugüne, din görevlisi yetiştirme işlevini yerine getirmeye devam etmiştir. Ancak 1960 sonrası, ortaöğretim düzeyinde din eğitimi almış kişilerin din görevlisi olmaları yanında mesleki yeterlilikleri tartışılmaya başlamıştır. Farklı görüşler bulunmakla birlikte gelinen noktada okullardaki eğitimin din görevliliği için yeterli olmadığı, dolayısıyla din görevlisi yetiştirmekten öte dini bir altyapı hazırladığı fikri öne çıkmıştır. Bunlar ve yükseköğretimde din eğitimi ile ilgili gelişmelerin ardından, ortaöğretim mesleki din eğitimi kurumları imam hatip okullarında yükseköğretime geçiş konusunda arayışlar görülmüştür. 1972'de başlayan, 1985'de genişleyen bu amaç ve gelecek yönelimi, 1998-2012 arası kesintiye uğrasa da günümüze kadar genişleyerek devam edilmiştir. Okulların yükseköğretime hazırlayan kurumlar olarak eğitim sisteminde yer alışları, beraberinde üniversiteye giriş imkanlarının artırılması talebini beraberinde getirmiştir. Siyasi yönetimin müdahalesiyle yaşanan değişimler kimi zaman bu durumu zorlaştırırken 1972-1974 ve 1998-2012 dönemleri gibi, kimi zaman 1974-1997, 2012 ve sonrası gibi kolaylaştırmıştır.

Yönetmeliklerde ortaöğretim mesleki din eğitiminin gelecek yönelimi, genel duruma uygun bir seyir takip etmiştir. Nitekim 1972 İmam Hatip Okulları İdare Yönetmeliği'ndeki amaçlar 2009'a kadar tekrar edilmiştir. Ancak 2009'da çıkarılan İmam Hatip Okulları Yönetmeliği din görevlisi yetiştirmek ve yükseköğretime hazırlamak yanında eğitimin nasıl bir anlayış içerisinde olması gerektiğine vurgu yapmıştır.

İmam hatip okulları ile ilgili yasa, yönetmelik yanında öğretim programları, açılış gerekçeleri doğrultusunda din görevlisi yetiştirmek işlevini dikkate almıştır. Düzenlemelerde, özellikle 1999 sonrası, eğitimin yönü ve yaklaşımı belirlenirken amaçlarda meslek kazandırma yanında bu bilgiyi almış kişinin sahip olması gerekenlere vurgu yapılması dikkat çekmiştir. Fakat yükseköğretime hazırlamanın genel olarak öne çıktığı ve bunun günümüze kadar, 2014 sonrası geçilen program çeşitliliğinde olduğu gibi, artarak devam ettiği görülmüştür.

İmam hatip okulları, resmi görünür amaçları yanında eğitim sistemi ile toplumsal niyet ve talepler doğrultusunda şekillenen örtük amaçlara sahip olmuştur. Bu bağlamda okullar, Cumhuriyet döneminde hem genel hem din eğitimi almak isteyenlerin/almaması istenenlerin yararlanabildiği kurum olma özelliğini taşımıştır. Çünkü din devlet ilişkileri ve din eğitim-öğretiminin devlet eliyle yapılması gereği imam hatipler, ortaöğretimde, özellikle 2012'de kabul edilen 12 yıllık zorunlu eğitim sonrası, resmi örgün din eğitiminin gerçekleştirildiği okullar olarak özel bir işleve sahip olmuştur. Halkın kurumlardan talepleri ve çocuklarını gönderme sebepleri de imam hatiplerle ilgili örtük amaçlar arasında yer almıştır. Bunlar bazen okulların yasal görevlerinden önce düşünülmüş hatta siyasilere söylemleriyle ana gelecek

beklentisi olarak işlev görmüştür. Nitekim okullara yüklenen bu rol, okul tercihinde meslek lisesi niteliğini geride bırakmıştır.

İmam hatip okullarının belirtilen örtük amaç ve işlevleri, zaman zaman yasal amaç ve işlevlerinin önüne geçmiştir. Okulların statülerindeki değişim ve siyasi yönetimin müdahalesi, resmi olmayan amaçlarda değişikliklere neden olmuştur. Ancak imam hatiplerin örtük işlevlerinin ideolojik bir zeminde tartışılmaları ve belli siyasi yapılanmalara hizmet ettikleri düşüncesi, 1997 sonrasında olduğu gibi rejim için tehdit oluşturdukları iddialarını ortaya çıkarmıştır. Bununla birlikte söz konusu amaçlara yoğunlaşma, eğitsel görevlerin ihmal edilmesi ve gelecek yaklaşımlarında örtük işlevlerin etkin rol oynaması sonucunu doğurmuştur.

Amaçları ve gelecek vizyonunda, ortaokul ve lise kısımlarındaki yapısal değişiklik ile üniversiteye geçiş hakkının etkin rol oynadığı imam hatip okulları, Cumhuriyet döneminde kuruluşundan günümüze kadar birbirinin tekrarı sayılabilecek pekçok değişiklik yaşamıştır. Kimi zaman hükümet politikalarının etkisiyle nicelik ve nitelik olarak gelişme gösterirken kimi zaman gerilemiş hatta kapanma noktasına gelmiştir. Ancak orta ve lise kısımlarıyla imam hatipler hiçbir siyasi oluşumun destekçisi olmamıştır. Tartışmalar, tarafların dışardan yükledikleri kimlikle doğrudan ilişkili bir zeminde yapılmıştır. Çünkü kuruluş, amaç ve programlarında okulların hiçbir zaman böyle bir yönelimi bulunmamıştır. Aynı doğrultuda meslek liseleri ile ilgili gelişmeler, bazen bağlamlarından koparılarak sadece bu kurumların sorunu olarak değerlendirilmiştir. Tüm bunlar, imam hatip okullarının ve anayasa ile din öğretimini üzerine devletin sorumluluklarını istenilen nitelikte yerine getirmesini engellemiş/engellemektedir.

İmam hatip okulları ve gelecek yönelimleri konusunda yaşananları sağlıklı bir şekilde değerlendirerek doğru tespitler yapmak ve kurumlarla ilgili daha sağlıklı bir gelecek belirlemek için öncelikle geçmiş dönemler farklı açılardan çok yönlü bir bakış açısıyla ele alınmalıdır. Bu bağlamda amaçlar, kurumların din görevlisi yetiştirme, yükseköğretime hazırlama ve din eğitimini karşılama talepleri bir arada düşünülerek ortaya konulmalıdır.

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Türkiye’de Sivil Toplum, Medya ve Demokrasi: Sivil İtaatsizlik Örneklerinin Medyadaki Yer Alışlarına İlişkin Bir Değerlendirme

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ÖZET

Bu çalışmanın konusunu medya, sivil toplum ve demokrasi ekseninde yürütülen tartışmalar çerçevesinde Türkiye’deki toplumsal hareketlerin medyadaki yansımalarının değerlendirilmesi oluşturmaktadır. Sovyet Bloku ve Orta-Doğu Avrupa’da bürokratikleşmiş sosyalizmin yıkılmasında, sivil toplum dinamikleri ve toplumsal kesimlerin alternatif medya olanaklarını kullanması etkili olmuştur. Bu durum, medya ve demokrasi arasındaki ilişkinin kavranması açısından önemlidir. Pazar liberalizminin günümüz iletişim ortamında, yurttaşların temsili konusunda yarattığı olumsuzluklar; liberal kuramın ideal bir çerçeve olarak çizdiği medyanın “dördüncü güç” olma işlevini yerine getir(e)mediği sonucunu doğurmaktadır. Toplumdaki tüm toplumsal kesimlerin medyada temsil ediliyor olması demokratik bir iletişim sistemi için önkoşuldur. Dolayısıyla, medya, toplumsal grupların kamusal alana katılımlarını kolaylaştırmalı, kamuoyunu ilgilendiren tartışmalara katkı yapabilmelerini olanaklı kılmalı ve kamusal politikaların şekillenmesinde söz sahibi olmalarını sağlamalıdır. Bu anlamda, sivil itaatsizlik ve toplumsal hareketlerin medyada nasıl temsil edildikleri ve ne tür bir sunumla yer aldıklarının analizi çalışmanın amacını oluşturmaktadır. Türkiye’deki sivil itaatsizlik eylemlerinin ve diğer toplumsal hareketlerin medyadaki yer alışlarına ilişkin yapılacak analizler, bu hareketlerin yaygın medya tarafından nasıl bir sunumla verildiğinin ortaya konulması açısından önemli bir katkı sağlayacaktır. Pazar mantığının egemen olduğu Türkiye’deki günümüz medya ortamında, sivil itaatsizlik eylemlerine ve toplumsal hareketlere yeterince yer verilmekte midir? Ayrıca, bu tür hak arayışlarına yer verildiği durumlarda ise haberler nasıl bir sunumla izlerkitleye sunulmaktadır? Çalışmada, Türkiye siyasal hayatında son yirmi yılda ses getiren bazı sivil itaatsizlik hareketlerinin medyadaki yer alışları betimleyici nitel analiz yöntemi kullanılarak çözümlenmiştir. Seçilen bu örneklerin medyadaki temsiliyetlerinin değerlendirilmesi ise, Türkiye’de devlet-sivil toplum-demokrasi ve medya ilişkisini anlamlandırma açısından önem taşımaktadır.

Anahtar Sözcükler: Sivil Toplum, Demokrasi, Sivil İtaatsizlik, Medya.

Civil Society, Media and Democracy in Turkey: An Analysis of Civil Disobedience Cases on the Media

ABSTRACT

The aim of this study is to analyze the reflections of social movements in Turkey on media, in the framework of discussions made about civil society, media, and democracy. The dynamics of civil society, and the use of alternative media facilities by social groups have been effective on the destruction of Soviet Block and bureaucratized socialism in the Central and Eastern Europe. This occasion is significant in order to comprehend the relation between media and democracy. In today’s communication environment, the negative effects of market liberalism on the representation of citizens culminate in the result that media -presented as an ideal frame by the liberal theory- does not or cannot fulfill its mission to be the “fourth power”. The representation of all social groups in the media is a prerequisite to democratic communication system. Therefore, media should facilitate the participation of social groups into public sphere, give them the opportunity to contribute to the public opinion-related discussions, and let them have a say in the formation of social policies. In that sense, this study aims at analyzing how and in what way civil disobedience and social movements are represented on the media. The analysis made on the representation of civil disobedience and social movements on the media is going to make an essential contribution in terms of indicating the way these movements are presented by the common media. Do the civil disobedience and social movements have enough part in the contemporary media environment which is under the hegemony of market reasoning? When they do, how are these news presented to the audience? In this study, the representation of some of the sensational civil disobedience movements of the last twenty years is

analyzed by using descriptive qualitative analysis method. The analysis of media representation of these example cases is important in giving meaning to state-civil society-democracy and media relationship.

Keywords: Civil Society, Democracy, Civil Disobedience, Media.

GİRİŞ

Bu çalışmada, öncelikle demokratik siyasal kültürün gelişmiş olduğu ülkelerde uygulamaları sıkça gözlemlenen sivil itaatsizlik kavramının tanımı, arka planı ve temel özelliklerine vurgu yapılmıştır. Ardından, sivil itaatsizlik ile demokratik hukuk devleti arasındaki bağa işaret edilmiştir. Her iki kavramın arasında organik bir ilişki olduğuna vurgu yapılmıştır.

Çalışmada sivil itaatsizlik eylemlerinin özellikle güçlü bir sivil toplum içerisinde hareket alanı bulabileceği ve kamuoyunun vicdanına seslenilmesi konusunda ise medyanın çok büyük bir önem taşıdığı irdelenmiştir. Pazar liberalizminin egemen olduğu günümüz iletişim ortamında, toplumdaki tüm toplumsal kesimlerin medyada temsil ediliyor olması demokratik bir iletişim sistemi için önkoşuldur. Bu anlamda, sivil itaatsizlik ve toplumsal hareketlerin medyada nasıl temsil edildikleri ve ne tür bir sunumla yer aldıklarının analizi çalışmanın amacını oluşturmaktadır. Pazar mantığının egemen olduğu Türkiye'deki günümüz medya ortamında, sivil itaatsizlik eylemlerine ve toplumsal hareketlere yeterince yer verilmekte midir? Ayrıca, bu tür hak arayışlarına yer verildiği durumlarda ise haberler nasıl bir sunumla izlerkitleye sunulmaktadır?

Türkiye siyasal hayatında son yirmi yılda ses getiren bazı sivil itaatsizlik hareketlerinin medyadaki yer alışı betimleyici nitel analiz yöntemi kullanılarak çözümlenmiştir. Seçilen bu örneklerin medyadaki temsiliyetlerinin değerlendirilmesi ise, Türkiye'de devlet-sivil toplum-demokrasi ve medya ilişkisini anlamlandırma açısından önem taşımaktadır.

SİVİL İTAATSİZLİK KAVRAMI VE ARKA PLANI

Sivil kavramı, feodal ve askeri olmayan, daha çok kentsoylu kesimin geliştiği bir toplumda, yaygın orta sınıfın değerlerini ve yaşam tarzını yansıtmaktadır. Sivil kavramı ayrıca, temel hak ve özgürlüklerin tek taşıyıcısı olan bireyin, eşdeyişle yurttaşın kendi sosyal, siyasi ve hukuki gerçekliğindeki konumunu belirtmektedir. İtaatsizlik ise bir emre, kurala uymayı reddetme, söz dinlememe, itaatsiz bir kimsenin davranışı, bir kimseye, bir şeye itaatsizlik etmek, bir kimsenin buyruğunu, isteğini yerine getirmemek şeklinde tanımlanmaktadır. Dolayısıyla, itaatsizlik, uyulmayan kuralların ve buyrukların varlığını öncelemektedir (Ökçesiz, 1994: 105-106).

Sivil itaatsizlik kavramının kökleri, Eski Yunan'a değin uzanmaktadır.¹² Sivil itaatsizliğe ilişkin bir tarihin oluşmasında, özellikle dört ismin fikirleri etkili olmuştur: Sokrates, Henry David Thoreau, Mahatma Gandhi ve Martin Luther King. Sivil itaatsizliğin öncüleri olarak bilinen bu düşünürlerin, düşünce ve eylem tarzlarının, daha çok hukuk devleti düşüncesinin gelişimine hizmet ettiklerini söyleyebiliriz (Bové ve Luneau, 2006: 45-59). Tarihsel olarak çağdaş hukuk devletine ulaşılmasında, bu düşünürlerin eylemleri anlamlı mücadeleler olarak değerlendirilebilir.

Sözü edilen düşün ve eylem insanların "pasif direniş" yöntemleri, günümüz politik mücadelelerine halen katkıda bulunmaktadır. Sivil itaatsizlik gösterileri, bugün dünyanın birçok bölgesinde etkisini gösteren politik bir mücadele biçimine dönüşmüştür. Sivil itaatsizlik gösterilerine yakın geçmişte somut olarak, Nazi işgali sırasında Danimarka'da gösterilen direnişte ve ABD'de Vietnam savaşına karşı yürütülen savaş karşıtı eylemlerde rastlanılmıştır. Savaş karşıtlarının üniversite kampuslarından New York Borsası'na kadar hemen her yerde, kentlerin ana caddelerinde, önemli sanayi merkezlerinde, askeri bölgelerde, Beyaz Saray'da, Pentagon'da boy göstermesi, gençlerin askerliğe çağrı belgelerini kamuoyunun gözleri önünde yakması önemli sivil itaatsizlik gösterilerine örnek olarak verilebilir (Harding, 1997: 40).

Sivil itaatsizlik kavramı hakkında, pek çok yakın dönem düşünürü de tanımlar geliştirmiştir. Ortaya konulan her bir tanım, bir öncekinin eksikliğini giderici ve tamamlayıcı yönde olmuştur. Bu çalışmada Hugo Adam Bedau, Jürgen Habermas ve John Rawls'ın ileri sürdüğü tanımların özellikleri bir araya getirilerek sivil itaatsizlik kavramı anlamlandırılmıştır.

Bedau'ya (1991) göre, yasaya aykırı, kamuya açık, şiddeti dışlayan ve vicdani olarak bir yasayı, bir hükümet politikasını ya da kararını engellemek isteyen kimse sivil itaatsizliğe başvurmuş olmaktadır. Rawls'a (1997: 56) göre ise sivil itaatsizlik, "yasaların ya da hükümet politikalarının değiştirilmesini amaçlayan ve kamuya açık bir tarzda gerçekleştirilen, şiddeti dışlayan, vicdani ve aynı zamanda siyasi nitelikli, yasaya aykırı bir eylemdir."

Bedau ve Rawls'un tanımlarında ortak ve ilgi çekici olan, sivil itaatsizliğin hem yasadışılık hem de meşruluk özelliğini içermesidir. Bu konuda Habermas (1997a: 123), "modern devletin, yurttaşlarından sadece benimsenebilecek değerlerde ilkeler üzerine kurulmuş olması koşuluyla yasalara itaat bekleyebileceğini ve ancak, bu ilkeler çerçevesinde yasal olan, meşru olarak haklı gösterilebilir ya da gayri meşru olarak reddedilebilir" demektedir.

Sivil itaatsizliğe ilişkin geliştirilen tanımlar çerçevesinde, bu kavramın taşıdığı temel özellikler şu şekilde sınıflandırabilir (Coşar, 1997: 9-20; Nişancı, 2003: 215-233; Bové ve Luneau, 2006: 167-168):

(a) Yasadışılık: Sivil itaatsizlik eyleminin ya hukuk düzeninin yasaklayıcı bir kuralının kalıbına uyması ya da hukuka aykırı olarak gerçekleşmesi gerekmektedir. Çiğnenen hukuk kuralı ile protesto amacının örtüşmesi zorunlu değildir. Dolayısıyla, sivil itaatsizlik, haksız bir

¹² Antigone'nin, Kreon'un otoritesine/buyruğuna uymayarak savaşta ölen kardeşi Polyneikes'i törenle defnetmesi ve Sokrates'in adil saymadığı bir yasaya, ölümü göze alarak karşı çıkması sivil itaatsizlik eyleminin kökenlerinin Eski Yunan'a değin uzandığına işaret etmektedir (Harding, 1997: 31-32).

uygulamaya karşı bütün yasal yollar denendikten sonra girişilen yasadışı bir eylemdir. Ancak bunun anlamı, yasadışı örgütlenmeyi ya da yasadışı eylemi savunmak değildir. Çünkü sivil itaatsizlik eylemcisi, varolan anayasal düzenin temel ilkelerine topyekün bir itirazda bulunmaz. Tersine, toplumsal uzlaşma zemininde yer alan ilkelerin çiğnenmesinden duyduğu rahatsızlığı dile getirmek için bu yola başvurur. Bu nedenle, sivil itaatsizlik yasadışı ancak meşrudur.

(b) Alenilik: Herhangi bir sivil itaatsizlik eylemi mesajını, etkili olabileceğini hesapladığı araçlarla uygun bir iletişim kurarak iktidara ulaştırmayı amaçlamaktadır. Sivil itaatsizliğin temel hedefi, anlaşmazlık konusundaki tartışmayı, düşünce oluşturma sürecini yaygınlaştırıp yoğunlaştırmaktır. Yasadışı olmasına karşın, sivil itaatsizlik eylemleri gizli değil, kamuoyuna en etkili şekilde seslerini duyurmaya çalışırlar. Ancak, sivil itaatsizlik eylemini gerçekleştirecek kişilerin, kendilerini ve yapacakları eylemi önceden duyurmaları halinde sivil itaatsizlik eyleminin engellenmesi söz konusuysa; bu kişiler, kendilerini ve yapacakları eylemi son ana kadar gizli tutabilirler. Ancak bu gizlilik, eylem sona erdikten sonra mutlaka kamuoyuna duyurulmalıdır.

(c) Hesaplanabilirlik: Bir sivil itaatsizlik eylemi gerçekleştirilmeden önce, eylemin hedefi ve nasıl gerçekleştirileceği baştan açıklanır. Eylemin gidişatının ve ortaya çıkardığı sonuçların, eylemin başında söylenenlere uygun olması gerekir. Eylemcinin, eylemin başında söyledikleri ile eylem sırasında yaşananların farklı olması gerçekleştirilen eylemin bir sivil itaatsizlik eylemi olarak sunulmasını güçleştirir.

(d) Politik ve Hukuki Sorumluluğun Üstlenilmesi: Sivil itaatsizlik eylemcisi, gerçekleştirilen eylemin politik ve hukuki sorumluluğunu üstlenir. Meşru bir zeminde gerçekleştirilen sivil itaatsizlik eyleminin sonunda, politik ve hukuki sorumluluktan kaçınmak ve eylemi inkâr etmek düşünülemez.

(e) Şiddetin Reddedilmesi: Bir itaatsizlik eylemi, hukuk devletinde gerçekleşiyorsa onun sivil olarak anılabilmesi kesinlikle şiddet içermemesine bağlıdır. Devletin uyguladığı şiddet, nasıl ki özgürlük ve yasalara bağlıysa; sivil itaatsizlik eylemcilerinin şiddeti de üçüncü kişilerin özgürlükleri ve temel hakları ile yakından ilişkilidir. Savunulan temel hak ve özgürlüğün çiğnenen haktan daha üstün olması zorunluluğu, bu dengenin korunması gereğinin de bir sonucu olarak görülebilir. Sivil itaatsizlik eylemlerinde, üçüncü kişilerin fiziki ve psikolojik bütünlüklerine saygı gösterilir. Söz ile saldırıda bulunulmaması ve eylem karşıtlarının malına zarar verilmemesi önerilir. Sivil itaatsizlik eylemi, düşmanlıkları gidermenin ve karşıtını ikna etmenin bir yöntemi olarak düşünüldüğü için şiddet kullanmak eylemlerin amacıyla uyumsuzdur.

(f) Kamu Vicdanına Yönelik Bir Çağrı: Sivil itaatsizlik eylemi, toplumun çoğunluğuna ya da kamuoyuna gönderilen bir mesajdır. Bu çağrı, toplumda ortak bir adalet anlayışının varlığı varsayımına dayanmaktadır.

(g) Sistemin Geneline Değil Haksızlıklara Karşı Ortak Eylem: Sivil itaatsizlik eylemi, toplumsal sistemin kendisine değil, tek tek haksızlıklara karşı yapılır. Bir başka deyişle, sivil itaatsizlik eylemcisi sistemin genel anlamda adaletli olduğunu varsayar ve bunu değiştirmeye çalışmaz. Bu nedenle de, sivil itaatsizlik eylemcilerinin ideolojik anlamda görüş birliği içinde

olmaları gerekmez. Sivil itaatsizlik eylemcisi için önemli olan karşı çıkılan ya da talep edilen şeyler için ortak eylemin hayata geçirilmesidir. Bunun için farklı dünya görüşlerine sahip bireyleri bir araya getiren bu tür birliktelikler adem-i merkezîyetçi, taban inisiyatifine dayalı ve demokratik bir görünüm sergilerler. Sivil itaatsizlik eylemleri için oluşturulan birlikteliklerin ömürleri de genellikle söz konusu haksızlığın giderilmesiyle sınırlıdır.

SİVİL İTAATSİZLİK VE HUKUK DEVLETİ

Özgürlük düşüncesinin kendisi kadar egemenin hukuka boyun eğmesi gerektiği de Eski Çağ'dan beri siyasal düşünce tarihinin temel unsurlarından birini oluşturmuştur. Hukuk devletinin temelini oluşturan önemli bir öge, yurttaşın egemenin keyfilğine sınırlar çeken ve temel haklarda anlam kazanan o eski özgürlüğüdür. Bu ise, insanın on yedinci yüzyılda doğal hukuk sayesinde kazandığı özgürlüğü ile ilişkilendirilmiş ve on sekizinci yüzyılda devletin sınırı ve amacını oluşturmuştur.

On sekizinci yüzyılın sonlarına doğru ABD ile Fransa'nın anayasalarında yerlerini bulan güçler ayrılığı, temel haklar ve bireysel özgürlüklerin korunması, yasaların toplumsal yaşamı düzenlemesi bugün de anayasal devletin önkoşulları olarak belirginlik kazanmaktadır.

Anayasası olan, yurttaşların haklarını yasayla güvence altına alan ve bu yasalardaki hakların yönetime karşı savunulmasına da olanak veren, kanun yollarını açık tutan her düzen hukuk devleti olarak nitelendirilmektedir. Bu anlamda, "hukuk devleti kesinlikle bir ahlak devleti ya da teokrasi olamaz. Ayrıca, hukuk devleti, devletin asla içeriği ve hedefi olmayıp, bunları gerçekleştirmenin tarzı ve karakteridir" (Ökçesiz, 1994: 89-90).

Habermas'a göre, sivil itaatsizlik sorunu, "göreceli de olsa adil demokratik bir devletin, anayasayı meşru olarak kabul eden yurttaşları için ortaya çıkmaktadır. Ona göre, sivil itaatsizlik olayı, sadece bir bütün olarak işler haldeki hukuk devletinde söz konusu olabilir" (Habermas, 1997a: 122-125).

Birey için haklı görülebilecek bir sivil itaatsizlik eylemi, demokratik hukuk devletlerindeki yasal düzenlemelerin de meşru olmayabileceği gerçekliğinden kaynaklanmaktadır. Sözü edilen gayri meşruluk bireysel ahlaka, özel bir hakka ya da gerçekliğe ulaşmanın ayrıcalıklı bir yoluna göre tanımlanmamaktadır. Burada belirleyici olan, modern devletin yurttaşları tarafından gönüllü olarak tanınması beklentisini gerekçelendirdiği, herkes açısından onaylanabilecek genel ahlaki ilkelerdir.

Çağdaş hukuk devleti düşüncesi, günümüz koşullarında üç temel ilke üzerine kuruludur. Bunlar, (a) Güvenlik, (b) Özgürlük ve (c) Eşitliktir. Özellikle tanığı bulunduğumuz çağdaş evrensel kültürün bireyi, bu üç kavramı bir arada kendi dünyasının önemli öğeleri olarak algılamaktadır.

Hukuk devletini kısaca, hukuka dayalı devlet ya da yasalarla yönetilen devlet olarak tanımlamak mümkündür. Hukuk devleti ile sivil itaatsizlik arasındaki ilişki şöyle belirlenebilir: "Sivil itaatsizlik, bir hukuk devleti, hatta demokratik hukuk devletinin bir alt türü olarak liberal

demokratik hukuk devleti içerisinde karşımıza çıkan ve bu alt tür çerçevesinde değerlendirilmesi gereken bir olgudur” (Özlem, 1999: 89-90).

Liberalizme özgü evrenselciliğin damgasını vurduğu liberal demokratik hukuk devleti konseptinde, ‘ortak adalet duygusu’ ve ‘kamu vicdanı’ kavramlarının yer alması anlaşılır bir şeydir. Ancak, “hiçbir toplumda bir ‘ortak adalet duygusu’ ve total bir ‘kamu vicdanı’ yoktur. Dolayısıyla, sivil itaatsizlik eylemi sadece toplumun bir kısmı için geçerli bir adalet duygusuna ve yine kamu içindeki bazı kesimler için söz konusu edilebilecek bir vicdana seslenebilir” (Özlem, 1999: 99).

Sivil itaatsizlik, çoğunluğun kararının doğru kabul edilmesi ilkesini öncelikle reddetmektedir. Aksine, sivil itaatsizlik ‘çoğulluk’ ve ‘farklılık’ temelli bir ilke ile hareket etmektedir. ‘Çoğulluk’ kuralında, karar alma olayı, diyaloga dayalı bir yapıdaki kamusal alanda gerçekleşmesi halinde ancak demokrasiyle bağdaşabilir.¹³ Kamuoyunun özgür ve eşit koşullarda oluşması, iletişim temelli bir kamusal alanda olanaklı olabilecektir (Habermas, 1997b). Dolayısıyla, sivil itaatsizlik temel insan haklarına, herkesin söz söyleme hakkına eşdeğerle, iletişim özgürlüğüne dayanmaktadır.

Bu bağlamda, sivil itaatsizlik varlık mücadelesini ancak demokratik hukuk devletinde verebilir. Demokratik hukuk devletinin temel ilkeleri ele alındığında, özellikle bireylerin tek tek yaşam alanlarına müdahale edilmemesi gerektiği ilkesinin dikkat çektiği görülmektedir. Kuşkusuz, demokratik yapılarda hukuk düzeni, baskının yerini özgürlüğün alması gerektiği ilkesine göre düzenlenmelidir. Bu yüzden, sivil itaatsizlik, bir yandan kamusal vicdana çağrı yaparken; diğer yandan da kamuoyunun temel adalet ilkeleri çerçevesinde bu çağrıya yanıt vermesini beklemektedir.

Habermas’ın (1997b) da vurguladığı gibi, devlet baskısından kurtulmuş ve ucu açık bir iletişimle kurulan kamusal alanda sivil itaatsizlik eylemleri demokratik hukuk devletinin meşruiyetinin güvencesi olmaktadır. Hukuk devleti hedeflerinin gerçekleşmesini çerçeve alan sivil itaatsizlik, hukuk devletini doğuran ve temellendiren aydınlanmacı ve rasyonel doğal hukuk anlayışının bir sonucudur.

SİVİL TOPLUM, SİVİL İTAATSİZLİK EYLEMLERİ VE MEDYA

Toplumsal yaşamda sivil itaatsizlik eylemlerinin gerçekleşmesine olanak sağlayan siyasal bir kültür oluşmamışsa, farklı kimlik ve söylemlerin bastırılmasının yolları da açık demektir. Bu durum ise, demokrasinin yeterince gelişmemiş olduğuna ve devlet karşısında sivil toplum alanının darlığına işaret etmektedir. Tam da bu noktada, sivil toplum kavramının önemi gündeme gelmektedir.

Sivil toplum kavramı, çok genel bir ifadeyle, “insan topluluklarının devletin etki ve müdahalesi olmaksızın, rahatça hareket edebilecekleri bir alanı tanımlamaktadır. Bu alanı

¹³ Habermas (1997b), demokrasinin tamamlanmamış bir proje olduğunu, daha da ötesi tamamlanamayacağını ve sürekli revizyona gereksinimi olduğunu ileri sürmektedir. Dolayısıyla, çoğunluk kuralı son tahlilde kabul edilse de, bunun kamusal tartışmalara dayalı fikir oluşturma süreçlerini dışlamaması gerektiğine vurgu yapmaktadır.

oluşturan aile, çıkar, inanç ve ideoloji adına kurulan karmaşık ilişkiler bütünü'nün kendisi de 'sivil toplum' olarak nitelendirilmektedir" (Walzer, 1992: 33).

Sivil toplum, "farklı alanların özerkliği anlamında 'demokrasi' ve özgürlüklerin teşviki anlamında da 'liberalizm' kaideleri üzerinde oturan bir yapı ise doğal olarak 'sivil itaatsizliği' içereceği söylenebilir" (Sarıbay, 1993: 18). Bu bağlamda, sivil itaatsizlik kimi siyaset bilimciler tarafından hem demokrasinin hem de liberalizmin turnusol kâğıdı testi sayılmaktadır: "Demokrasinin testidir, çünkü demokrasi temel haklara, demokratik uzlaşmanın dışındaki moral görüşlere ve kurumsallaşmış yöntemlere saygıyı içermektedir. Aynı zamanda da liberalizmin testidir. Çünkü liberalizm, sivil toplumun siyasi boyutlarını ve toplumsal hareketleri olağan olgular olarak kabul etmektedir" (Cohen ve Arato, 1992: 587-588). Bundan dolayı sivil toplum, hem demokrasinin hem de liberalizmin sivil itaatsizlik olarak şekillenen toplumsal riskleri ortadan kaldıracak kadar hoşgörülü ve olgun bir siyasi kültürü zorunlu kılmaktadır.

Sivil toplum, devlet otoritesinin yönlendirmesi ve etkisi dışındaki özgür kurumsal birlikteliklerin bulunduğu alana karşılık gelmektedir. Sivil toplum, hiçbir bireyin, toplumsal kesimin ya da sınıfın toplumdaki diğer birey, toplumsal kesim ya da gruplar tarafından baskı altına alınmamasının bir güvencesidir. Bu bağlamda, sivil itaatsizlik, "yurttaşlara her şeyden önce olgun bir siyasi kültür yapısı içinde katılımın biçimlerini ve boyutlarını öğretmektedir. Sivil itaatsizlik ayrıca, hakların yaratılmasının ve genişletilmesinin, demokratikleşmenin motoru işlevini görmektedir" (Cohen ve Arato, 1992: 567).

Bununla birlikte, sivil toplum alanının güçlenerek genişleyebilmesinde yerleşik bir demokrasi ve köklü demokratik geleneklerin doğrudan katkısı bulunmaktadır. Hukuk devleti uygulamalarının istendik ölçüde gerçekleştirilememesi, belirli konularda görüş açıklamanın engellenmesi, kimi sivil itaatsizlik gösterilerinde eylemcilerin şiddete maruz kalmaları gibi nedenler Türkiye gibi gelişmekte olan ülkelerde sivil toplumun gelişimini sekteye uğratmaktadır. Gelişmiş bir demokratik rejime sahip olabilmek, sivil itaatsizlik olarak şekillenen toplumsal hareketleri hoşgörü ile karşılayabilecek bir siyasal kültüre sahip olmayı gerektirmektedir.

Hans Saner, "çöküş süreci içerisindeki demokrasilerde direniş kavramına değinerek; bu eylemi kamuoyu için meşru bulmaktadır. Örneğin, devlet içindeki kadro çürümelerini (örneğin yasallığın sınırlarının aşılması, rüşvet, yalan söyleme, güç alanlarını genişletme, insan hakları ihlalleri vb.) genel olarak muhalefet, medya ve bir de doğal olarak bağımsız yargı kamuoyunun gündemine getirmektedir" (Saner, 1997: 165).

Böylesi bir bozulma karşısında kurumsallaşmış araçların, kendiliklerinden harekete geçmelerinin bir garantisi yoktur. Saner'e (1997) göre, bu tür durumlarda kamusal direniş, hukuki ve ahlaki açıdan bir zorunluluk haline gelmektedir. Özellikle demokratik çoğulculuk açısından sivil toplum dinamiklerinin yaşatılması ve sivil itaatsizlik eylemlerinin temsiliyetinde medyanın teorik olarak üstlendiği rol önem kazanmaktadır. Çünkü, sivil itaatsizlik eylemlerinin sesini her yerden daha fazla medyada duyurabileceği varsayılmaktadır.

Güncel yaşamda, sivil toplum bir özel örgütlenişler alanını kapsamaktadır. Bu özel örgütlenişler alanı ise salt ekonomik yapıyla ilgili değildir. Modern yaşam aynı zamanda belirli kültürel, sosyal ve politik amaçlar doğrultusunda yeni bir dünya görüşüyle, yeni bir siyasal davranış ahlakıyla, etik ile düzeni sürekli olarak dönüştürmeyi de gerektirmektedir. Sivil toplum, bu çerçevede, Antonio Gramsci'nin deyişiyle, bir 'özel hegemonya aygıtı' niteliğini taşımaktadır (Bobbio ve Texier, 1982: 49).

İdeolojik ve kültürel platformda önemli bir yere sahip olan siyasal partiler, sendikalar ve dernekler gibi özel örgütlerin yanı sıra; gazeteler, dergiler, radyo, televizyon, internet ve bir bütün olarak kültür endüstrisi, bu üstyapının yeniden oluşumunda önemli işlevler üstlenmektedir (Gevgili, 1990: 21).

Çağdaş demokratik toplumlarda, sivil toplum örgütlenmeleri ile medya arasında doğrudan bir ilişki kurma yoluna gidilmektedir. Çünkü eleştirel akıl, insan hakları, özgürlük, eşitlik, demokrasi, hukuk devleti, sivil toplum, piyasa ekonomisi, özgür basın gibi Batı uygarlığında yüzlerce yıllık bir mücadelenin sonucunda ifade bulan 'evrenselci değerler'in kök salmasında; medyanın kamuoyunu bilgilendirme yönünde üstlendiği işlevlerin önemi büyük olmuştur.

Yeni sağ yaklaşımın da temel ilkelerine bağlı kaldığı klasik liberal kuramın kökeninde, toplumu bireylerin toplamı ve devleti de gücün merkezi olarak basite indirgeyen bir görüş yatmaktadır. Bu görüşe göre, temel toplumsal ilişki biçimi bireyler ve devlet arasındaki bağıdır. Bu bağın, daima uyanık olan medya tarafından sürdürülmesi gerekir. Gerçekten de, liberal kuramın bazı biçimlerinde medya, birey özgürlüklerini korumak ve siyasal otoritenin elindeki gücün kötüye kullanılmasını önlemek için sürekli nöbet tutan bir polis gücü gibi görülmektedir (Curran, 1993: 217).

Günümüz demokrasilerinde artık, kamuoyunu oluşturan yurttaşların hak ve taleplerini dikkate almadan hükümet etmenin mümkün olmadığından söz edilmektedir. Bu anlamda iletişim, kitle demokrasisinin işleyişinde vazgeçilmez bir öge olarak karşımıza çıkmaktadır (Wolton, 1991: 54).

Medya sahip olduğu özellikler nedeniyle, bir yandan devlet otoritesini temsilen yürütme gücünü elinde bulunduran siyasal iktidardan (seçilmiş politikacılar ve atanmış bürokratlardan) 'aşağıya', yurttaşlara doğru bilgi verme işlevini yürütürken; diğer yandan, sivil toplumun bünyesinde yer alan yurttaş inisiyatiflerinin hak ve taleplerini 'yukarıya', politikacılara doğru iletme yönünde benzer bir işleyişi sürdürmektedir. Klasik liberal kuram uyarınca, demokratik-hukuk devleti çerçevesinde medyanın yasal her tür birlik ve hareketin seslerini duyurmaları yönünde yapacağı "nesnel" yayınlara toplumsal yaşamda 'dördüncü güç' olma işlevini yerine getireceği varsayılmaktadır (Wolton, 1991: 54).

Ne var ki, idealde ileri sürülen bu düşüncelerin katı pazar liberalizminin uygulandığı bir ortamda hayata aktarılamadığı ve kâğıt üzerinde kaldığı gözlenmektedir. Doğal olarak bu da, liberal kuramın iletişim alanındaki yansımalarına yönelik eleştirilerin artması ve yeni demokratik medya sistemi modellerinin yapılandırılmasına yol açmıştır.

Liberal yaklaşımın önemli bir sorunu, iktidarın kapitalist ve ataerkil yapılar aracılığıyla sürdürülme biçimini yeterli derecede hesaba katmakta başarısız kalması ve bunun sonucu olarak da, medyanın daha geniş toplumsal katmanlarla nasıl ilişkilendirildiği sorusu üzerinde durmamasıdır. Dahası bu yaklaşım, “günümüzde artık, çıkarların organize hale geldiğini ve kolektifleştirildiğini görmezlikten gelmekte ve bu yüzden, liberal demokrasilerde medyanın modern temsiliyet sistemleri açısından ne tür bir işlev gördüğü sorusuna yanıt aramamaktadır” (Curran, 1993: 217).

Pazar rekabetini fetişizm boyutuna vardır ve deregülasyon (iletişim alanına yönelik düzenlemelerin ortadan kaldırılması) girişimleriyle medya alanında yoğunlaşmalara neden olan pazar liberalleri önemli eleştirilerle karşı karşıya kalmışlardır:

“Pazar yaklaşımına yöneltilen en temel eleştiri, (a) Temsil edici olmayan bir medya sistemi üretmesidir. Modern medyanın çoğu sektöründe görülen yüksek düzeydeki tekelleşme, pazara girişi güçlü kapitalist gruplarla sınırlandırmaktadır, (b) İletişim endüstrileri özellikle geniş ölçekli ekonomiler olması nedeniyle, çoğu medya kuruluşu bundan zarar görmektedir, (c) Pazar sisteminin diğer büyük kusuru ise, medyadaki ideolojik ve kültürel çeşitliliği daraltmasıdır” (Curran, 1993: 237-238).

Bu anlamda en azından kabul edilebilir bir medya sistemi tüm siyasal, ekonomik ve kültürel taleplerin kamusal alanda temsil edilmesini sağlamalıdır. Günümüz koşullarında yeni sağ ideolojiye dayanan ‘serbest pazar’ temelli bir medya sisteminin bunları gerçekleştirebilmesi mümkün gözükmemektedir (Curran, 1993: 238).

Pazar liberalizmine dayalı iletişim sisteminin yarattığı olumsuzluklar ve hantallaşmış devlet bürokrasisinin gözetiminde yürütülen kamusal yayıncılığın eski misyonunu yitirmesi karşısında, yeni sol ideolojide kaynağını bulan yeni demokratik medya modelleri ortaya atılmıştır. James Curran, Nicholas Garnham ve Graham Murdock’un dile getirdiği demokratik katılımcı medya modellerinin önemi bir tarafa; özellikle John Keane’in ‘kamu hizmeti yayıncılığı’ öngörüsü alanda ses getirmiştir.

Toplumunu oluşturan bireylerin sorunlarını dile getirebilecekleri, bir yurttaş olarak seslerini duyurabilecekleri, haklarını savunabilecekleri en önemli kurumlaşmış yapılardan biri o ülkedeki kitle iletişim araçlarıdır. Sağlıklı bir iletişim ortamının ve gerekli yasal düzenlemelerin devlet tarafından yapıldığı (ve sonrasında devletin devreden çıkarak hakem rolüne soyunduğu) toplumlarda, medyanın sivil toplum dinamiklerinin gelişimine verdiği destek büyüktür. Ancak, bu sav olan değil, olması gerektir. Çünkü yalnız Türkiye’ye değil, pek çok Batı’lı ülkeye baktığımızda, yurttaşlık haklarının olgunlaştırılması/savunulması yönünde medyanın kendisinden beklenen sorumlu yayıncılığı yeterince yerine getir(e)mediği gözlenmektedir.

Bu anlamda, medyanın sivil toplum dinamiklerinin gelişimine ve toplumda yatay iletişimi gerçekleştirmeye yönelik olarak üstleneceği en önemli rol “devletin resmi ideolojisine

ve pazar güçlerinin yönlendirilmesine alet olmamaktır” (Keane, 1992: 136). Ancak bu takdirde, medya kendisinden beklenen işlevleri yerine getirebilecektir.

Günümüzde, kamusal alanda ortaya çıkan medyatik dönüşümün sonucu klasik anlamdaki basit basın özgürlüğü kavramlarının terk edilip, onların yerine daha karmaşık ve farklılaşmış bir kavram olan iletişim özgürlüğünün konulması gerekmektedir (Keane, 1992: 53).

Basın özgürlüğü kavramının erişirlik, evrensellik iddialarıyla bağdaşmayan çelişki ve ikilemelerini aşmak amacıyla kullanılan iletişim özgürlüğü kavramının toplumsal sorumluluk anlayışıyla içeriklendirilmesi gerekmektedir. Bu ise aslında, medya alanında çoğulculuğu öngören ve Keane’in ‘kamu yararı’ nosyonundan hareketle geliştirdiği pazar-dışı ve devlet-dışı medya modelinde karşılığını bulan bir ‘katılımcı yapı’yı zorunlu kılmaktadır.

Özgür bir basının da yurttaşları sürekli olarak yanlış temsil edebileceği ve kamuoyunun yanıltılarak, yönlendirilebileceği olasılığına karşı sivil toplum medyası (pratikte yaşaması zor görünse de) vazgeçilmez bir alternatif niteliği taşımaktadır.

Denis McQuail’e göre, “kamu hizmeti yayıncılığını destekleyen demokratik katılımcı kuram; özgürlükçülük, ütopyacılık, sosyalizm, siyasal ve sosyal eşitlik, çevrecilik, yerellik gibi kuramsal yaklaşımların bir karışımıdır. Kuramın uygulamaya dönük örnekleri ise çok ve çeşitlidir. Yeraltı basını, korsan radyo, küçük topluluklara yönelik kablolu televizyon, kırsal yörelerde mikro medya, sokak gazeteleri ve siyasal afiş bu kapsamda ele alınabilir” (McQuail, 1987: 123).

Öte yandan, kamu hizmeti modeli, pazar liberalizminden iki önemli noktada ayrılmakta ve bu ayrımlar da onun üstünlüğünü vurgulamaktadır:

“Birincisi, ‘devlet egemenliği’ doktrinini reddetmesidir. İkincisi ise, sivil toplumu ‘pazar rekabeti’ ile anlamdaş saymaya karşı çıkmasıdır. Bunun yerine, pazara dayanan medyaların kendi kendilerini felç eden etkilerinden sivil toplumu korumak için önlemler alması gerekmektedir. Meta üretimi ve değişimi amacıyla yönetilmediği için gerçekten çoğulcu olabilen, kamu parasıyla finanse edilen, kendi kendisini örgütleyebilen kozmopolit bir sivil toplumun var olabileceğinden söz edilebilir. Ayrıca kamu hizmeti medyaları için demokratik devlet kurumlarınca garanti altına alınmış, kapitalizm sonrası bir sivil topluma ihtiyaç duyulmaktadır” (Keane, 1992: 138).

Pazar liberalizminin günümüz iletişim ortamında özellikle yurttaşların temsili konusunda yarattığı olumsuzluklar; liberal kuramın ideal bir çerçeve olarak çizdiği medyanın ‘dördüncü güç’ olma işlevini yerine getir(e)mediği sonucunu doğurmaktadır.

Medya, Curran’ın (1993) da ifade ettiği üzere, çatışan güçler arasındaki bir savaşım alanıdır. Medyanın bu çatışmaya tepki gösterme ve çatışmayı aktarma biçimi, toplumsal güçler arasındaki dengeyi ve sonuçta toplumda ödüllerin paylaşımını etkilemektedir. Bu nedenle, toplumdaki tüm çıkar gruplarının medyada temsil ediliyor olması demokratik bir iletişim

sistemi için önkoşuldur. Dolayısıyla, medya çıkar gruplarının kamusal alana katılımlarını kolaylaştırmalı, kamuoyunu ilgilendiren tartışmalara katkı yapabilmelerini olanaklı kılmalı ve kamu politikalarının şekillendirilmesinde söz sahibi olmalarını sağlamalıdır.

Yeni sol akımın geliştirdiği katılımcı sivil toplum kavramı hem devletin hem de sivil toplumun demokratikleştirilmesinin zorunlu olduğunun altını çizer. Kuşkusuz, bu ikili demokratikleşme süreci, kamusal alanda önemli bir göreve sahip olan medyanın da demokratikleşmesi sonucunu doğurur. Kamusal yayıncılığın yeniden yapılandırılmasıyla oluşturulacak Keane'in kamu hizmeti yayıncılığı modeli; devletten ve sermayeden bağımsız, kozmopolit bir sivil toplumun tüm ses ve taleplerine karşılık verebilecek bir anlayışı savunmaktadır.

TÜRKİYE'DEN SİVİL İTAATSİZLİK ÖRNEKLERİ VE MEDYADAKİ YANSIMALARI

Tarihsel süreçte Türkiye coğrafyasında gerçekleşen ve sivil itaatsizliğin tanım ve özelliklerini taşıyan bazı hareketlerden söz edilebilir. Türkiye'de adı konmasa da geçmişten bugüne, sivil itaatsizlik olarak nitelendirilebilecek eylemler gündeme gelmektedir. Bunlar arasında, genişliği ve etkisi açısından ilk önemli eylem Türkiye Öğretmenler Sendikası'nın 1969 yılındaki öğretmen boykotudur. Sonraki yıllarda yapılan bazı işçi eylemleri ile Kamu Emekçileri Sendikaları Konfederasyonu'nun (KESK) eylemleri de yine bu kapsamda değerlendirilebilir (Coşar, 1997: 25). Öte yandan, ülke çapında ses getiren diğer sivil itaatsizlik eylemleri ise şu başlıklar altında ele alınabilir:

- * Türkiye Birleşik Komünist Partisi'nin kuruluşuna (1987) ilişkin sivil itaatsizlik eylemi,
- * Düşünceye özgürlük davası eylemi,
- * Ticari radyo ve televizyonların kapatılmasına ilişkin "Konuşan Türkiye" eylemleri,
- * Susurluk skandalı sonrası, devlet-mafya-siyaset ilişkisine yönelik tepkileri dile getiren "Sürekli Aydınlık İçin Bir Dakika Karanlık" eylemleri,
- * Cumartesi Anneleri eylemleri,
- * Bergama halkının siyanürle altın çıkarılmasına karşı giriştikleri çevreci eylemler,
- * Vicdani red eylemleri,
- * "Hak, Hukuk, Adalet" yürüyüşü.

Sözü edilen eylemlerin tümü, demokratik devlete ulaşmanın yetersiz de olsa kilometre taşlarını oluşturmaktadır. Hak ve sorumluluklarının bilincinde yurttaş bireylerden kurulu güçlü bir sivil toplumun inşasında önemli bir misyonu yerine getiren bu eylemlerin Türkiye medyasında yer verilip verilmediği; verildiği zamanlarda da nasıl bir sunumla yansıtıldığı ise ayrı bir önem taşımaktadır.

Pazar mantığının egemen olduğu Türkiye'deki günümüz medya ortamında, sivil itaatsizlik türünden eylemlerin ve toplumsal hareketlerin yazılı ve görsel basında yeterince yer verilmediğine tanık olunmaktadır. Bununla birlikte, bu türden eylem ve hak arayışlarının haberlerine medyada yer verildiği durumlarda (ancak gösteri, şiddet ve gözaltı durumlarında,

bu tür eylemler medyaya konu olmakta) ise ya bağlamlarından kopuk/arka plansız eksik bilgiyle ya da çarpıtılarak izlerkitleye sunulmaktadır.

Bu anlamda, Erdal Dağtaş'ın editörlüğünü üstlendiği Türkiye'de Sivil İtaatsizlik, Toplumsal Hareketler ve Basın (2008) isimli derleme eserde; 1993 yılı Radyomu İstiyorum Eylemlerinin, Bergama Olaylarının, Cumartesi Anneleri Eylemlerinin, Vicdani Red Eylemlerinin, Bozüyük Olayının ve NATO Karşıtı Hareketlerin Türkiye basınına temsilen seçilen gazetelerde nasıl bir sunumla yer verildiği çözümlenmiştir. Sözü edilen çalışmada, Türkiye yakın siyasi tarihine ilişkin olarak sivil itaatsizlik ve toplumsal hareketler ile medyanın bu konudaki kamuoyu oluşturma gücüne ilişkin çıkarımlarda bulunulmuştur. Medyanın bu anlamda gerek ekonomi politik yapısı gerekse ideolojik yanlılık açısından benimsediği editöryal tutum bu olaylara ilişkin haberlerin sunumunda belirleyici olmuştur.

SONUÇ

Sivil itaatsizlik eylemlerinin temel amacı, siyasal iktidar(lar)ın kurumlarınca gerçekleştiriliyor olan bir haksızlığın giderilmesidir. Sivil itaatsizlik, olası bütün yasal yolların denenmiş ve bir sonuç alınamamış olmasından dolayı yasadışı bir eylemdir. Bu açıdan bakıldığında, eylem bir bilinçlilik ve rasyonellik gerektirmektedir. Ayrıca, sivil itaatsizlik eylemlerinin kamuya açık bir biçimde ve kamu vicdanına seslenilerek yapılması, üçüncü şahısların fiziksel ve psikolojik bütünlüklerine zarar vermemesi eylemin kamu vicdanında onaylanmasını sağlamaktadır. Bu durum, siyasal organları harekete geçirme konusunda eylemin yaptırım gücünü arttırmış olmaktadır. Ancak, belirtmek gerekir ki, sivil itaatsizlik, sistem karşıtı toplumsal hareketlerde gözlemlendiği biçimiyle belli bir düşünsel/ideolojik birlikteliğe dayanmamaktadır.

Sivil itaatsizlik, düzenin geneline değil, tekil haksızlıklara karşı yürütülen bir eylemdir. Rawls'un (1997) da belirttiği gibi, eylem, eşit özgürlükler ve eşit şans ilkesinin ihlali söz konusu olduğunda gerçekleşmektedir. Düşünce özgürlüğü söz konusu olduğunda ise, eylemin ideolojiler üstü yapısını korumanın güç olacağı kesindir. Ancak, düşünce özgürlüğünü engelleyen bir uygulamanın haksızlığı konusunda toplumsal uzlaşma sağlandığı ve kişisel çıkarların üstüne çıkarak, bu haksızlığa ortak bir dille yanıt verilebildiği takdirde sivil itaatsizlik eylemleri amacına ulaşacaktır.

Bu anlamda, sivil itaatsizlik vicdanidir. Başkasına yapılmış bir haksızlığı, kendine yapılmış bir haksızlık varsaymaktadır. Burada, söz konusu olan, kendine yönelik bir haksızlığa değil de, insana yönelik bir haksızlığa karşı alınan siyasal bir tavidir. Dolayısıyla, bu hareketi sağlayan vicdani sorumluluktur.

Hannah Arendt, bu vicdani sorumluluğu örselemem için sivil itaatsizlik eylemine karşı devletin geliştirmesi gereken tutuma ilişkin bir öneride bulunmuştur. Arendt'e (1997) göre, bu grupların siyasal düzen içinde baskın gruplar gibi tanınmaları, bunların kayıtlı temsilcilerinin olması ve lobi faaliyetleri aracılığıyla yürütmenin günlük işleyişi içinde hesaba katılmaları gerekmektedir.

Böylelikle, sivil itaatsizlik eylemleri ve eylemcileri, bir suç ve suçlu olmanın ötesinde, hukukun işleyişinde etkin bir rol alan katılımcılar olacaklardır. Bu ise, “yurttaşların kendilerini çağcıl bürokratik devlet karşısında daha güvende hissedebilecekleri yeni bir toplumsal yapının oluşmasına olanak sağlayacaktır. Söz konusu güvence hissini, yurttaşlara kendilerinin uzantısı bir aygıt konumuna yükselen devlet verecektir” (Yavaşgel, 2000: 404-405).

Bununla birlikte, medyanın ekonomi politiği ve içeriğine ilişkin öngörülen yeni bakış açıları, daha özgürlükçü ve demokratik bir toplumsal yapının inşasına doğrudan destek olacaktır. Sivil itaatsizliğe ilişkin eylemlerin ve diğer toplumsal hareketlerin medyada eksiksiz/tam ve gerçeğe en yakın temsiliyeti, medyanın toplumsal sorumluluklarını yerine getirmesinin ötesinde; yurttaşların temel hak ve özgürlüklerini savunması ve toplumun demokratikleşmesine katkı açısından büyük önem taşımaktadır.

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Türkiye’de Kentleşme ve Kentleşmenin Getirdiği Sorunlar¹⁴

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Beginning from very ancient times, people came together and formed settlements. In the past, the people only engaged in agricultural activities in rural areas. In time, they have founded today's cities by establishing larger and more complex settlements. With the intensification of the migrations from rural to urban areas, a population structure has emerged in continuous movement, and the urban textures have been shaped by these population increases in the cities. It is known that the history of the big cities goes back to very ancient times. In Turkey, it can be said that the urbanization started in 1950s, in the modern sense. In this study, urbanization, the definitions of urbanization and its historical development will be explained. Urbanization in Turkey will be discussed as the period from the founding of the republic to today. The reasons and problems of urbanization will be evaluated as a separate title. Then, suggestions for the solution of the urbanization problem will be presented.

Keywords: Urbanization, City, Internal Migration.

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GİRİŞ

Çok eski çağlardan bugüne insanlar toplu yaşamın gerektirdiği ölçüde bir araya gelerek yerleşim birimlerini oluşturmuşlardır. Önceleri yalnızca kırsalda tarım faaliyetleri ile uğraşan insan zamanla daha büyük ve karmaşık yerleşimler kurarak günümüzdeki kentlerin temelini atmıştır. Kırsaldan kentlere olan göçlerin yoğunlaşması ile sürekli hareket halinde bir nüfus yapısı ortaya çıkmış, kent dokuları da kentlerde yaşanan bu nüfus artışları ile şekillenmiştir. Bilinen birçok büyük kentin tarihinin çok eski çağlara kadar gittiği bilinmektedir. Türkiye’de ise modern anlamda kentleşmenin 1950’lerde başladığı söylenebilir.

Bu çalışmada kent, kentleşme kavramlarının tanımları yapılacak ve tarihi gelişimini anlatılacaktır. Türkiye’deki kentleşme Cumhuriyetin kuruluşundan günümüze kadar dönemler halinde irdelenecektir. Kentleşmenin nedenleri ve sorunları konularına değinilecektir. Yine kentleşmenin nedenleri ve kentleşme sorunları ayrı bir başlık halinde değerlendirilecektir. Kentleşme sorunlarının çözümüne yönelik öneriler sunulacaktır.

KENT VE KENTLEŞME KAVRAMLARI İLE TARİHSEL GELİŞİMİ

Kent Kavramı

Türk Dil Kurumu (TDK) Bilim ve Sanat Terimleri sözlüğünde kent: “Sürekli toplumsal gelişme içinde bulunan ve toplumun, yerleşme, barınma, gidiş geliş, çalışma, dinlenme, eğlenme gibi gereksinmelerinin karşılandığı, pek az kimsenin tarımsal uğraşılarda bulunduğu, köylere bakarak nüfus yönünden daha yoğun olan ve küçük komşuluk birimlerinden oluşan yerleşme birimi” olarak tanımlanmaktadır. Kentleşme süreci yerleşik düzene geçilmesiyle başlamış bir süreçtir. Bu nedenle en köklü medeniyetlerin kentlerde ortaya çıktığını söylemek mümkündür. Bu kentlerde eğitim, ticaret, endüstri yoğunlaşarak medeniyetlerin ana yapı taşı oluşturmuş ve bu kentler parçası oldukları toplumun tüm özelliklerini yansıtmıştır (Yılmaz & Çitçi, 2011: 253).

Kent kavramı tarihsel süreçte yaşanan gelişmelere bağlı olarak değişime uğramıştır. Günümüzde kentin tanımlanmasında dört ölçütün kullanıldığı görülmektedir. Bunlar; Demografik, işlev veya ekonomiye bağlı, toplum bilimsel ve yönetimle ilgili ölçütlerdir. Bu ölçütler dâhilindeki kent için ise sanayi ve ticaret hizmet alanları bulunan, tüm hizmet ve ürünlerin ulaştırıldığı, sınırlı bir alanda çeşitli statülerdeki insanların yoğunlaştığı, değişik sosyal grupları bünyesinde bulunduran, merkezden ve yerinden yönetim temsilcisi ve kurumlarının olduğu, mahalli, bölgesel veya uluslararası ilişki kurabilme kabiliyetine sahip bir toplumu ifade eder demek mümkündür (Özkan, 2018: 5, Bal, 2011, Özer, 2004).

Kentleşme Kavramı

Kentleşmenin anlamına bakıldığında “Endüstrileşme, sanayileşme ve ekonomik gelişmeye koşut olarak kent sayısının artması ve kentlerin büyümesi sonucunu doğuran, toplumda artan oranda örgütlemeye, uzmanlaşmaya ve insanlar arası ilişkilerde kentlere özgü değişikliklere yol açan nüfus birikimi süreci” olarak ifade edildiği görülür (TDK). Bir başka tanımda ise kentleşme, sanayi devriminin bir sonucu olarak 20. yüzyıldan bugüne kadar ortaya

çıkan bir olgu olup; kırsal nüfusun kentlere akmasıyla geleneksel yaşamdan modern yaşama geçilmesinin ilk aşamasıdır şeklinde tanımlanmaktadır (Erkan, 2013: 6).

Kent ve Kentleşmenin Tarihsel Gelişimi

M.Ö. 15000'lerde ilk olarak hayvanların evcilleştirilmesi ile başlayan süreç M.Ö. 8000'li yıllarda yaşanan tarım devrimi ile göçebe toplumların yerleşik düzene geçmeleri süreci iktisadi yaşamın da başlangıcı olmuş, avcılık ve toplayıcılıktan yerleşik tarıma geçiş dönemi insanların ekonomik ve sosyal gelişme hızını büyük ölçüde arttırmıştır. Yerleşik düzene geçen insanlar yerleştikleri bu yerlerde tarımsal faaliyetlerde buldukları alanların sınırlarını belirlemek suretiyle küçük yerleşim yerleri oluşturarak günümüz kentlerinin temelini atmışlardır (Vural, 2006:41-42).

Ekonomik, dini ve kültürel etkiler ile özel mülkiyet kavramının ilk kentlerin kurulmasında etkin rol oynadığı yadsınmaz bir gerçek olmakla birlikte modern anlamda kentleri kuruluşunun insanlık tarihinin önemli bir dönüm noktası olan sanayi devrimine tarihlenmektedir. Buhar makinesini icadı ile birlikte kentlerin fiziksel çevrelerinde ve kitlelerinde büyük değişimler yaşanmıştır. Kentleri çevreleyen surların yıkılması kentlerin sınırlı büyümesine neden olan sınırlandırmanın ortadan kalkmasıyla birlikte kentlerde hızlı bir dönüşüm de başlamıştır (Yılmaz, 2004: 252).

Yaşanan sanayi devrimi bireysel, küçük ve elde yapılan üretimlerin yerini teknolojinin ve makinelerin almasına, bu da makinelerin çalışması için daha çok iş gücü ihtiyacı doğmasına neden olmuştur. Kırsaldan kentlere hızlı bir göçe neden olan bu iş gücü ile kentlerde istihdam edilen ve yoğun bir barınma ihtiyacı içerisindeki işçi sınıfının da doğmasına neden olmuştur. Bunun sonucu olarak da kentlerde yeterli barınma imkânı bulamayan çalışanlar için kentlerin dışında yeni barınma birimleri kurulmuş ve işçi mahalleleri adını almıştır (Uğurlu, 2010: 60-61). Sanayi Devrimi ile başlayan ve kentlerin yalnızca fiziki koşullarının değişmesi ile sınırlı kalmayan süreç sosyal, kültürel ve siyasi değişimi de içerisinde barındırmıştır. Sanayi devrimi ile üretimde yenilik, sosyal yapıda değişim ile nüfus hareketliliğinin hızlanması kentlerin değişimini etkileyen en temel faktörler olmuştur.

19. ve 20. yüzyılda gelişmiş ülkelerde teknolojik yenilikler ile birlikte halkın kentlerde toplanması ile kent yapılarının planlanması düzenli bir kentleşme yaratırken, az gelişmiş ya da gelişmekte olan ülkelerde yaşanan hızlı nüfus hareketleri ile kentlerde çarpık bir kentleşme olgusunun ortaya çıktığını söylemek mümkündür. Gelişmiş ülkelerde sanayileşme, teknoloji ve kentleşme paralel bir ilerleme gösterirken, gelişmekte olan ülkelerde bu durum tam tersine bir seyirdedir (Erkan, 2010: 68).

Kentleşmede bir sonraki büyük değişim 1950'lerde başlamış ve özellikle 1980'lerden itibaren daha hissedilir hale gelmiştir. Küreselleşmenin devletlerarasındaki fiziksel ve ekonomik sınırları önemsiz hale getirmesiyle küresel ekonomik sistemin temel birimlerinin kentler olmaya başladığı görülmektedir. Artık günümüz sermaye hareketlerinde belirli büyük kentler ile (Tokyo, Londra, Newyork, İstanbul vb.) anılmaktadır (Aslanoğlu, 1998: 142; Pustu, 2006: 146).

TÜRKİYE’DE KENTLEŞME DÖNEMLERİ

Türkiye’de kentleşme sürecinin dönemler halinde irdelenmesi, ülkenin yaşadığı sosyal, politik, ekonomik değişimlerin kentleşmeye nasıl yön verdiğinin anlaşılması bakımından önem arz etmektedir.

1923 – 1950 Yılları Dönemi

Cumhuriyetin ilanı ile başlayan bu süreçte kentleşme oldukça yavaştır. Yıllar boyu süren savaşlar nedeniyle nüfus yoğunluğu oldukça düşüktür. Genel olarak ülkenin nüfusunun artması yönünde tedbirlerin uygulandığı dönemde gerek ölüm oranlarında meydana gelen azalma ve gerekse doğurganlık oranında yaratılan artış nüfusta hızlı bir büyüme yaşanmasına yol açmıştır (Sencer, 1979: 38).

Ankara’nın başkent ilan edilmesi, İç Anadolu’nun gelişiminin sağlanması açısından önemli bir gelişmedir. Bu aynı zamanda kentleşme açısından modern, yeni ve örnek bir kent modeli oluşturulması açısından da ayrı bir öneme sahiptir. Anadolu’nun birkaç kentinde fabrikaların kurulması dışında genel olarak sanayi kuruluşlarının Ege ve Marmara Bölgelerinde ağırlıklı olduğunun görüldüğü dönemde, başkent ve İstanbul’a ulaşımın sağlanmasına yönelik demir yolu ve kara yolu bağlantılarının oluşturulmasına yönelik çalışmalar dikkat çekmektedir (Özkan, 2018: 37; Keleş, 2012: 406).

Bu dönemin temel özelliği ülke genelinde kentleşme hareketinin durağan bir seyirde olmasıdır. Devletin yeni kurulmuş olması, ekonomik nedenler ile birlikte 1929 büyük buhranı, 1939-1945 yıllarında yaşanan II. Dünya Savaşı’nın bu durağanlıktaki temel etkileri olduğu değerlendirilmektedir. Sonraki yıllarda yaşananlar Türkiye’deki kentleşmenin temel dinamiklerini oluşturmaya ve ülkenin kentleşme yapısının omurgasını oluşturmaya başlamıştır (Yılmaz & Çitçi, 2011: 259).

1950- 1960 Yılları Dönemi

II. Dünya Savaşı sonrasında ülkenin yaşadığı siyasal değişim ile birlikte çok partili döneme geçilmiş, tek partili dönemim devletçi politikaları yerine iktidara gelen Demokrat Partinin liberal söylemlerinin etkili olduğu görülmektedir. Bu politik değişim kırsal alandaki faaliyetleri etkilemiş, makineli tarım artmış, kırsaldan kente bir nüfus hareketinin yaygınlaşması ile kentleşmenin önemli bir ivme kazanmasına neden olmuştur. 1950’lerden sonra tüm alanlarda yaşanan değişim ile birlikte özellikle büyük kentlerde plansız ve çarpık bir yerleşim başlamıştır. Altyapının yetersizliğinin yanında yeterli konut alanının yaratılmaması kent nüfusunda oluşan aşırı artışla birleşince gecekondulaşmanın başladığı bir dönem olmuştur (Niray, 2002: 12).

İlk defa bu dönemde Türkiye’nin hayatına giren gecekondulaşma konusunda olayın vahametinin anlaşılması bakımında yıllar bazında gerçekleşen gecekondu sayıları önemlidir. 1948 yılında 25-30 bin civarında tespit edilmiş gecekondu mevcut iken bu sayı 1953 yılında 80 bine, aynı yıl yürürlüğe giren ve gecekondulara af sağlayan 6188 Sayılı “Bina yapımı ve izinsiz

yapılan binalar hakkında Kanun” ile birlikte 1960 yılında 240 bin sayısına ulaştığı anlaşılmaktadır (Keleş, 2012: 583).

1960 – 1980 Yılları Dönemi

Bu dönemde kentleşmedeki ivme devam etmesine karşın özellikle yurtdışına yaşanan işgücü göçünün etkisi ile ülke içi nüfus hareketlerinde ilk yıllarda bir azalma görülmekte ise de kırsaldan kentlere göçün bu dönemde de yoğunluğunu koruduğu anlaşılmaktadır (Özkan, 2018: 53).

Yine bu yıllarda planlı bir kentleşmeye yönelişin başladığı, 1965 yılında yürürlüğe giren 634 sayılı “Kat Mülkiyet Kanunu” ile tek katlı yapılardan çok katlı yapılara geçişin hızlandığı görülmektedir. Kooperatif türü yapıların çoğaldığı bu süreçte müteahhitlik müessesinin de yaygınlaştığı bir dönem olmuştur (Niray, 2002: 13).

1961 Anayasası ile birlikte ülkenin planlı bir döneme girmesiyle birlikte ekonomik ve sosyal alanlarda kalkınma planlarına göre hareket edilmeye başlanılmış, bu çalışmalardan kentleşme olgusu da etkilenmiştir. Belediyeler kentlerin imar planlarını yapma sorumluluğunun verilmesi ile birlikte yaşanabilir kentlerin alt yapısını oluşturma çabaları başlamıştır. Devletin de sanayi yatırımlarını kent merkezleri dışına yaparak sağlıklı bir kentleşme için olanak sağlamaya çalıştığı anlaşılmaktadır (Yılmaz & Çitçi, 2011: 260-261).

Kentleşmenin hızlandığı bu yıllarda mevcut kentlerin nüfuslarında hızlı bir artış görülürken diğer yandan pek çok yerleşimin kent hüviyetine kavuştuğu görülmektedir. 1960 yılına kadar 66 olan kent yerleşimlerinin sayısı 102’ye, 50.000 den fazla nüfuslu kent sayısı 11’e yükselirken, orta ve büyük kent sayısı da 27’ye ulaşmıştır. 1960-1975 yılları döneminde kent sayısı 288, 50.000 üzeri nüfusu olan kentler 65’e, 100.000 den fazla nüfusu olan kent sayısı ise 36’ya ulaşmıştır (Sencer, 1979: 73).

1970-1980 yıllarında ekonomide görülen durgunluk ve özellikle 1974 yılında yaşanan petrol krizinin de etkisi ile hem tarım kesimindeki hem de sanayi kesimindeki üretimde büyük düşüslere neden olmuştur. Buna bağlı olarak ekonomide oluşan olumsuz tablo kentleşme hızını da önemli derecede düşürmüştür. Özellikle alt gelir sınıfindakilerin göç imkânlarının ekonomik nedenlerle sınırlanmış olması, doğal nüfus artışında meydana gelen düşüşün de kentleşme hızının azalmasına bir etkisi olmuştur (Sevgi, 1998: 16).

Dönemin kentleşme süreci bağlamındaki bir diğer özelliği ise ulaşım politikalarında meydana gelen farklılaşma olmuştur. Demiryolları ağırlıklı ulaştırma ve altyapı stratejisinden vazgeçilerek karayolu ağırlıklı ulaşım altyapısı ve stratejisine geçilmiştir. Oluşan ulaşım ve taşıma kolaylıkları kentleşme hızını daha da arttıran faktörler arasında yer almıştır. Ancak ulaşım araçlarında oluşan çeşitlilik ve yoğunluk bu defa trafik karmaşası ve sorunlarına yol açmış, yoğun nüfus ile birleşen yoğun trafik çevre ve hava kirliliği sorunları yaşanmasına yol açmıştır. Metropol niteliğinde tek kent olma özelliğini taşıyan İstanbul’a bu dönemde Ankara ve İzmir de eklenmiştir (Yılmaz & Çitçi, 2011: 261-262).

1980 Sonrası Dönem Kentleşme

1980 sonrası dönemde kentleşmeyi etkileyen en önemli faktörlerin; neo-liberal politikalar, sanayileşmenin gelişmesi ile ihracata yönelik altyapının güçlendirilmesi, turizmde yaşanan değişim, güvenlik sorunları kaynaklı büyük göç hareketleri olduğu söylenebilir. Yine aynı dönemde yeni kurulan üniversitelerin yarattığı eğitim göçünün de kentleşmede önemli bir etkisi vardır (Güneş, 2013: 253).

1980-1990 yıllarında yaşanan bir diğer değişiklik özellikle kıyı kesimlerinde turizme yönelik yatırımların artması ile birlikte Ege ve Akdeniz kıyılarında ortaya çıkan yeni kent dokusu olmuştur. Özellikle turizm teşvikleri ile bu yörelerde turizme yönelik bir kentleşme olgusunun başladığı ve yoğunlaştığı görülmektedir. Yine Güneydoğu Anadolu bölgesinde tarım alanında yapılan yatırımlar, Şanlıurfa, Gaziantep gibi kentlere ilginin artması, bu kentlerin gelişmesi ile sonuçlanmıştır (Kaplukan, 2014: 127).

1990-2000 yılları arasında güvenlik odaklı göçlerin yarattığı nüfus hareketleri nedeniyle Doğu ve Güneydoğuda bir kısım illerin nüfuslarında aşırı artışlar meydana gelmiştir. İnsanların bir kısmı batı bölgelerine göç ederken büyük bir kısmı ise yakın il merkezlerine yerleşmeyi tercih etmiştir. Bu durumda bu kentlerin istihdam edemeyeceği konut ihtiyaçlarını karşılayamayacağı düzeyde bir nüfusla yorulması sonucunu ortaya çıkarmıştır. Yetersiz alt yapı ve plansız kentleşme nedeniyle sorunlu kent dokuları ortaya çıkmıştır. Bu dönemde getirilen yasal düzenlemelerin gecekondulaşma, çarpık kentleşme, yetersiz alt yapı, çevre sorunları ile boğuşan bir kent yapısına çözüm üretmediği görülmektedir (Işık, 2005: 66).

2012 yılında 6360 sayılı yasa ile “Büyükşehir” tanımı değişmiş, büyükşehir sayısı önce 29’a sonra da 6447 sayılı kanunla Ordu ilinin dâhil edilmesi ile 30’a çıkarılmış, büyükşehirlerin sınırları il mülki sınırları olarak kabul edilerek, bu sınırlar içerisinde yer alan köylerin ve belde belediyelerinin tüzel kişilikleri sona ererek mahalle haline dönüşmüşlerdir. Bu şekilde kırsal nüfusun büyük bir bölümü bir anda kentsel nüfusa dönüşmüştür. Köy ve beldelerin büyükşehir belediyesine bağlı hale gelmesi, buralarda kentsel bir değişimi de zorunlu hale getirmiştir.

KENTLEŞME NEDENLERİ VE KENTLEŞME SORUNLARI

Kentleşme bir süreç olup; bu sürecin nedenleri ile kentleşmenin sonuçlarına bağlı sorunları vardır.

Kentleşmenin Nedenleri

Türkiye’de kentleşme literatüründe sosyal, ekonomik, teknolojik, siyasi ve psikolojik nedenler şeklinde bir gruplandırma yapıldığı görülmektedir.

Kentleşmenin Ekonomik Nedenleri

Kentleşmenin ekonomik nedenleri itici ve çekici etmenler olarak iki türdür. İtici etmenler köylüleri yerleşim yerinden iten üretim fazlalığı, makineleşme gibi etmenlerdir.

Çekici etmenler ise kentlerin kırsala göre ekonomik üstünlüklerinin fazla olmasıdır. Kentte daha fazla istihdam imkânı ve daha geniş yelpazeli gelir kaynakları vardır (Ekodiyalog).

Kentleşmenin Teknolojik Nedenleri

Kentleşmenin teknolojik nedenlerini ekonomik nedenlerden ayrı düşünmek imkânsızdır. Teknoloji üretimi ekonomik gelişmenin bir ürünüdür. Teknolojik gelişmişlik sayesinde üretim, dağıtım ve iletişim imkânlarına daha kolay erişim olanaklı hale gelir. Bilgisayar teknolojisinde yaşanan gelişmeler de eklenince kentleşme daha büyük bir ivme kazanmaktadır (Keleş, 2012: 34).

Kentleşmenin Siyasal Nedenleri

Tüm dünyada yaşanan küreselleşme tarımsal alanların kentlere, kentlerin ise dünya sistemine entegre olmasına neden olmaktadır. Kentlerin ülke için taşıdıkları değerler doğrultusunda (başkent, askeri kent, bilim sanayi üssü) destekledikleri ve bunun da kentleşmeyi hızlandıran nedenler arasında olduğu görülmektedir. Kırsalda tarım arazilerinin çeşitli nedenlerle küçük parçalar ayrılması neticesinde verimli işletilememesi küçük mülk sahiplerinin kente göç etmesini cazip hale getirmektedir (Albayrak, 2018: 13).

Kentleşmenin Sosyal-Psikolojik Nedenleri

Genel olarak sosyo-psikolojik nedenler kırsal ile kent yaşamının birbirinden farklı olması ve kent yaşamına duyulan ilgi ile ilgilidir. Kentli olmanın ayrıcalık olarak kabul görmesi ile kentlerde mevcut olan sosyal ve kültürel olanaklar kenti cazip hale getirmektedir. Bazen de kente göçmek bir yükseliş olarak anlamlandırılmakta, tüm bunlar kentte yaşamayı çekici kılarken, kırsalda yaşamayı itici değerlendirmekte bu da kentleşmenin nedenlerinden birini oluşturmaktadır (Sencer, 1979).

Kentleşmenin Sorunları

Kentleşmenin beklenen sonuçları, modern, yaşanabilir, sorunsuz ikamet edenlerin eğitim, iş, sağlık vb. ihtiyaçlarının sorunsuz karşılandığı model olan bir kent dokusunun oluşması iken, ülkemizde kentleşme bu beklentilerin çok uzağında gerçekleşmiştir. Özellikle yeteri kadar konut alanı üretilmeyen ve sürekli aldığı göçler ile plansız ve çarpık büyüyen kentler beraberinde sosyal ve ekonomik problemleri de getirmiştir. Genel kentleşme sorunlarını şu şekilde özetlemek mümkündür (Susmaz & Ekinci, 2009: 26-28; Özkan, 2018: 46-47; Zengin, 2018: 97-98; Demirci, 2013: 24-31):

Hızlı Sanayileşme, Çarpık Kentleşme ve Alt Yapı Sorunları

Sanayileşme ile birlikte yürütülen kentleşmeye literatürde dengeli kentleşme denilmektedir. Nüfusun sağlanacak iş imkânlarına paralel olarak yer değiştirmesiyle, kente göçen nüfusun derhal iş bulma olasılığı olmalıdır. Dengesiz kentleşme ise sanayileşme olmaksızın kentlerin yalnızca nüfus olarak büyümesini ifade etmektedir. Ülkemizde genel olarak yaşanan kentleşme budur.

Arsa ve Kira Fiyatlarındaki Artış Sorunu

Kentleşmenin yeteri kadar konut alanı üretilmeden yaşanması, beraberinde konut ve kira fiyatlarında büyük artışları getirmektedir. Yaşanan konut krizi spekülörler tarafından fırsat olarak değerlendirilmekte, haksız rekabet ve kazanç sağlanması gelir dağılımını da olumsuz etkilemektedir.

Plansız Yapılaşma ve Gecekondu Sorunu

Ülkemizde 1950'li yıllardan bugüne gündemde olan gecekondu öncelikli olarak kentlere uzak noktalarda barınma ihtiyaçlarının karşılanması amacıyla ortaya çıkmıştır. Yeterli önleyici ve ıslah edici önlemler alınmamasının sonucu olarak hem barınan sayısında hem de kapladıkları alan itibarıyla artmışlardır. İmar ve yapı işlerine yönelik mevzuata aykırı olarak ve genellikle devlet ait arazilerde yapılan bu konutlar kentlerin gelişigüzel büyümesine neden olmuşlardır. Kırsaldan kente göçün bir eseri olan bu yapılar yıllar içerisinde kentlerin merkezinde kalan çarpık kentleşme anıtları haline gelmiştir. Ülkemizde 1948'den günümüze yirmiden fazla imar affı içerikli yasanın çıkarıldığı düşünüldüğünde çözümün çok da kolay olmadığı değerlendirilmektedir.

Kentleşme ve Kent Kimliği Sorunu

Kentleşmenin yarattığı başka bir sorun da insanları mevcut gelenek, görenek, kültürel birikimlerinin kentleşmenin tehdidi altında olmasıdır. Kırsaldan beslenen değer, kültür ve kurumların birer birer ortadan kalkması ile kent kendine ait bir kültür oluşturmakta, bunu da yaşayanlara empoze etmektedir.

Kent kimliği uzun bir zaman dilimi içerisinde biçimlenmektedir. Kentlerin coğrafi konumu, kültürel düzeyi, mimarisi, yerel gelenekleri, yaşama biçimleri kente şeklini veren hususlardır. Her yeni kuşak kendisinden bir önceki kuşağın kendisine aktardığı değerleri, içerisinde yer aldığı kent toplumunun değerleri ile harmanlayarak kentle özdeşleşen bir kimliğe sahip olmaktadır. Böylelikle kentlilik bilinci de oluşmuş olmaktadır. Ancak kırsaldan kente göçen ve kent kültürünü yeterince içleştiremeyenlerde ortaya çıkan kültür boşluğu hızla yaygınlaşan bir kuralsızlığı doğurmakta, bu da kaosun temelini oluşturabilmektedir.

Çöküntü Alanları Sorunu

Kentlerde suç oranının görece olarak çok olduğu, mimari anlamda çarpık yapılaşmanın mevcut olduğu, aidiyet duygusu gelişmemiş genel olarak gelir düzeyi çok düşük ya da geliri olmayanların bulunduğu alanlar bu adla anılır. Kentlerimizde aşırı nüfus yığılmaları, arz talep dengesizlikleri, ekonomik şartlar, yanlış yer seçimi gibi nedenlerle çöküntü alanları oluşmuş ve oluşmaktadır. Çözüm arayışlarının bir sonucu olarak kentsel dönüşüm çalışmalarının gündeme gelmesi gösterilebilir.

Kent İçi Ulaşım Sorunu

Kentlerde ulaşım istenilen istenen noktaların birbirlerine en ekonomik, yatırım maliyetleri en uygun, kullanım ve tercih anlamında çevresel ve toplumsal maliyetlerin de dikkate alındığı çözümlerin uygulanması gerekmektedir. Kent içi ulaşımın yalnızca bir yerden başka bir yere ulaşmak dışında sosyal, toplumsal ihtiyaçlara cevap verebilmesi, iletişim imkânlarının ve trafik karmaşasının olmadığı geçitler ve araçlarla sağlanması ideal olmalıdır. Ancak günümüz kentlerinde karayollarının, kavşakların, meydanların tasarımında kullanılan yöntemler kötü bir kentsel imaja neden olmaktadır. Yapılan ulaşım düzenlemelerinde süre, ekonomiklik, algısal ve fiziksel unsurların göz ardı edildiği karmaşa ve kullanım zorlukları ile agresif bir düzenin hâkim oldu görülmektedir.

Kentsel Tasarıma Gereken Önemin Verilmemesi Sorunu

Kent dokusunu oluşturan tüm yapı elemanlarının belli bir uyum içerisinde planlı ve programlı bir yapıda olması gerekmektedir. Ülkemizde ise kentlerde durumun bunun çok uzağında olduğunu söylemek mümkündür. Kentlerin sokakları, park etmek için yollar boyunca park yeri aranması, otoparkların gerek nitelik ve gerekse nicelik olarak yetersiz olması, park ve rekreasyon alanlarının yok denilecek kadar az olması, çocukların oyun ihtiyaçlarının güvenle karşılanabileceği oyun alanlarının yetersizliği, sağlıksız pazaryerleri, yüksekliği her yerde farklı olan kaldırımlar vs. ilk etapta bir çırpıda söylenebilen sorunlardır.

Çevre Sorunu

Çevre kirliliği; insanların faaliyetlerinin sonucu olarak suda, toprakta ve havada meydana gelen olumsuz değişiklikler ile bunun sonucu ortaya çıkan kötü koku, gürültü, hava kirliliği vb. etkiler olarak özetlenebilir. Yeterli çöp biriktirme alanlarının olmaması, kullanılan araçlar ve ısınma vb. amaçlarla kullanılan katı yakıtlardan kaynaklanan karbon salınımları, içme suyu havzalarının korunamaması, çarpık kentleşme ile birleşince çevre sorunları da içinden çıkılmaz bir hal almaktadır.

KENTLEŞME SORUNLARININ ÇÖZÜMÜNE YÖNELİK ÖNLEMLER

Ülkelerdeki kentleşme hareketlerinin sağlıklı olabilmesi için kalkınma politikaları ile birlikte değerlendirilmesi gerekirken, Türkiye'deki kentleşme kalkınma temeline oturmuş sağlıklı bir kentleşme olmamıştır. Bu şekilde gerçekleşen bir kentleşme hem toplumun hem de fiziksel olarak kentlerin geleceğini tehdit etmektedir. Kentler gün geçtikçe daha da kalabalıklaşmakta, bununla birlikte sağlıksız kent sayısı gün geçtikçe artmaktadır (Yazar, 2007). Sorunun çözümüne yönelik önlemleri ekonomik ve fiziksel sorunlara yönelik önlemler olarak irdelenmesinin uygun olacağı değerlendirilmektedir (Es & Ateş, 2010:233-243).

Ekonomik Sorunlara Yönelik Önlemler

Kentlerdeki ekonomik sorunların başında kırsaldan kente göçen nüfusun işsizlik sorunu gelmektedir. Tarımla uğraşanların birçoğunun yeterli büyüklükte arazisinin olmaması, kırsalda gelir düzeyinin düşmesi, bunun sonucu olarak gelir elde etme gayesi ile büyük

kitlelerin kentleri tercih etmesi, genel olarak vasıfsız bu insanların iş olanaklarının da kısıtlı olması, ekonomik anlamda yaşanan sorunların temelini oluşturmaktadır. Kırsaldan kente göçün önlenmesi yaşanan bu istihdam sorunlarının bir kısmına çözüm olabilecektir. Bu bağlamda kırsalda istihdam ve gelir artırıcı önlemlerin alınması, tersine göçün sağlanması için gerekli reformların yapılmasına ihtiyaç bulunmaktadır. Bölgesel farklılıkların da ortadan kaldırılmasına yönelik çalışmalar ile kırsal alanların doğal kaynaklarının yerinde işlenmesi, bölgeye özel ev ve el sanatlarının geliştirilmesine yönelik çalışmaların yapılması, buralarda üretilen ürünler için uygun pazar alanlarının oluşturulması, alınması gereken en temel önlemler olarak görünmektedir. Kentlerde mevcut olan olanakların kırsala da ulaştırılması gerekmektedir. Yine kentlerdeki vasıfsız işgücünün vasıf kazanmasına yönelik meslek edindirme kursu vb. eğitim çalışmalarına önem verilmelidir.

Fiziki Sorunlara Yönelik Önlemler

Türkiye’de çevrenin tahrip edilmesi, fiziki plansızlık ve yerleşme düzensizliğinin yarattığı pek çok kentleşme sorunu yaşandığını söylemek mümkündür. Fiziki olarak ülkemizdeki kentleşmenin üç temel özelliği bulunmaktadır. Türkiye’deki kentleşmenin sanayiye bağlı kentleşmeye dayanmaması, çevre tahribi ve fiziki plansızlığın kabul edilir bir kentleşme şekli olduğuna inanılması, gecekondulaşmanın tasfiyesinden ziyade ıslahına yönelik tedbir içeren yasal süreçlerin bulunmasıdır. Ancak bunların bile uygulamada yetersiz kalması şeklinde özetleyebileceğimiz bu özellikler bu konularda alınması gereken önlemlerin de temelini oluşturmaktadır.

Konut Sorunuyla İlgili Alınması Gereken Önlemler

Barınma ihtiyacının karşılanmasına yönelik temel ihtiyaç olan konut, toplum hayatının sosyal ve ekonomik bakımdan en önemli unsurdur. Pahalı bir mal oluşu alt gelir grubuna dâhil insanların konut konusunda devlet desteğine ihtiyaç duymalarını gerekli kılmaktadır. Hızlı kentleşmeye bağlı olarak konut yapımında oluşan hız, kentlerin şekillenmesinin en temel faktörü haline gelmektedir. Konuya ilişkin alınması gereken önlemleri şu şekilde özetlemek mümkündür.

- Konut sorunun çözümüne yönelik devlet politikaları oluşturulmalıdır.
- Kırsaldan kente göç dengelenmeli, kırsala dönüş konusunda politikalar üretilmelidir.
- Mevcut konut stokunun iyileştirilmesine yönelik çalışmalar yapılmalıdır.
- Yeni planlı ve altyapı sorunu olmayan yerleşim bölgeleri oluşturulmalıdır.
- Toplu konut projeleri ekonomik şekilde hayata geçirilmelidir.
- Konut üretiminde kültürel değerlere uygun projeler oluşturularak uygulanmalıdır.

Bu önlemlerin alınmasının kentlerde yaşanan sorunların azalmasını sağlayacağı değerlendirilmektedir.

Gecekondu Sorunu İle İlgili Alınması Gereken Önlemler

Gecekondulaşma ve bunun getirdiği sorunlara karşı alınacak önlemlerin kısa ve uzun vadede çözümüne yönelik, ekonomik, sosyal, kent bilim ve kültürel yönlerini de kapsayan bir gecekondu politikasının oluşturulması zorunluluğu bulunmaktadır. Gecekondu sorununun temelinde bu yapıların yapıldığı arazi konusunda yaşanan hukuka aykırılıklar yatmaktadır. Genellikle hazine arazileri üzerine plansız bir şekilde inşa edilmiş olmaları nedeniyle oluşan mülkiyet sorunun toplum yararı ve sosyal politikalar gözetilerek çözülmesi gerekmektedir. Bahse konu gecekondu alanlarının tasfiyesi, bunun için burada yerleşik olanlara altyapısı tamamlanmış olarak üretilmiş yeni planlı alanlarda arsa verilmesi ya da kentsel dönüşüm çalışmaları yoluyla islahlarının sağlanması en temel önlemler olarak görülmektedir. Öte yandan yeniden gecekondu yapılmamasına yönelik önlemlerin de hayata geçirilmesi, bu konuda yasal düzenlemelerin ivedilikle ve kararlılıkla yapılarak uygulanması gerekmektedir.

Mekânsal ve Fiziki Planlamaya Yönelik Önlemler ve Öneriler

Tarihi her çağında ideolojilerin ve inanç sistemlerinin kendi özelliklerini yansıtan ve ihtiyaçlarına cevap veren mekânlar inşa ettikleri görülmektedir. Ortaçağ Avrupasındaki Gotik mimari yapılar, sosyalist rejim döneminde Rusya’da yapılan büyük ihtişamlı binalar ile merkezi yönetimin etkinliğini anlatan geniş caddeler, liberal düşüncenin bir emaresi olarak görülebilecek çok yüksek katlı binalar ile gökdelenler bunlara örnek teşkil etmektedir. Türkiye’nin sorunu ise mekânsal anlamda savunulan bir görüş ya da idealin olmaması, bu belirsizliğin kentlerin planlamasına da yansımalarıdır. İnsanı şekillendiren temel öğe sahip olduğu inançtır. Bu inancın yansımaları uygulamada karşımıza ideoloji ve kent anlayışı olarak çıkmaktadır. Toplum olarak çok katlı binalarda oturmak geleneklerimize uygun düşmemekte bu yüzden insanlara bu tür yapılarda ikamet etmek sıkıcı gelmektedir. Bir diğer konu bu tür blok yapıların anelerimizden olan komşuluk ilişkilerinin de ortadan kaldırması, mahalle kavramını yok etmesidir. Kültürümüzde daha çok tek katlı bahçeli, çevresiyle uyumlu konutlar bulunmaktadır. Mahalle kavramı gönüllü katılım, birliktelik duygusunu geliştirirken apartmanlar bireyci, kuralcı bir yapıya neden olmaktadır.

Fiziki planlama yapılırken ulusal bir mekân anlayışının benimsenmesi alınması gereken ilk önlemdir. Bir diğer önlem artan nüfusla oluşan yeni faaliyet için yerleşme alanları oluşturmaktır. Bu arada mevcut kültür değerlerine sahip konut ve yapı stokunun korunmasının sağlanması, alınması gereken diğer bir önlem olarak ortaya çıkmaktadır. Bu önlemlerin alınması durumunda kentlerin yaşanır hale gelmesi sağlanırken, tarihe saygılı taklitçilikten uzak bir kent dokusunun sağlanması da mümkün olabilir.

Sosyo-Kültürel Yapı İle İlgili Önlemler

Kentlerde, kent yaşamının ve kentleşmenin sosyal ve kültürel yapısına adapte olamayan kitlelerin uyumsuzluklarından kaynaklanan sosyal patlamaya yol açma potansiyelleri vardır. Türkiye’de yaşanmamış olmakla birlikte, ülkemizdeki yabancılaşmanın kentleşememe kaynaklı olduğunu değerlendirmek mümkündür. Devletin kent için belirlediği koşullar halktan uzak olarak tanımlandığında insanların bu değerleri benimsememesi, onları kentlileşmeye karşı

yabancılaştırmaktadır. Unutulmamalıdır ki farklı ideolojiler ve inanç sistemleri kentleri şekillendirir. Birbirinin aynı tek tip kentleşmenin beklenmesi hatadır. Zira Doğu ve Batıdaki kentlerin birbirinin aynısı olması beklenmemelidir. Yerleşme sorunlarının tanımlanmasında sürekli göz ardı edilen toplumun sahip olduğu kültürel kimlik ve sosyal değerlerin ön plana alınması, kentleşme konusundaki engelleri büyük oranda ortadan kaldıracak bir önlemdir. Halk tarafından üretilen çözümlerin, devlet tarafından dışlanmadan ve bu kitlelere söz hakkı verilemeden oluşacak hiçbir çözümün kalıcı, etkin ve uygulanabilir olmadığı hususu yadsınamaz.

SONUÇ

Yakın tarihte kentleşme ile ilgili yaşanan ilk büyük olay sanayi devrimidir. Kırsaldan kente hızlı bir göçe sebep olan bu sürecin günümüzde de sürdüğünü söylemek yanlış olmaz. Gelişmiş ülkelerdeki 19. ve 20. yüzyıllarda düzenli bir kentleşme yaratılırken, gelişmekte olan ve geri kalmış ülkelerde bu sürecin sağlıksız bir biçimde işlediği görülmektedir. 1980'li yıllarda özellikle küreselleşmenin yarattığı ekonomik ve sosyal farklılaşmalar, kentleşmeye yeni bir boyut katmıştır. Sermaye hareketlerinin sınırlar ötesine taşınması ile günümüzde borsalarının dünya ekonomisine yön verdiği kentler doğmuştur.

Türkiye’de ülke sathında kentleşme ile ilgili adımlar cumhuriyetin ilk yıllarında atılmıştır. Ankara’nın başkent ilan edilmesi ile ülkeye modellik yapacak modern bir kentin temelleri atılmıştır. Sanayi tesislerinin kentleşmede önemli yer tuttuğu bu dönemde Anadolu’nun çeşitli kentlerine fabrikalar kurulması suretiyle buralarda da bir kentleşme olgusunun başlaması ve gelişmesi hedeflenmiştir. 1945 yılına kadar durağan bir seyri olan kentleşme, çok partili dönem ile birlikte iktidarın liberal politika tercihlerinin kırsaldaki dengeleri değiştirmesi kentlere yoğun bir göçe sebep olmuştur. Yoğun bir şekilde göç alan kentler, yetersiz alt yapıları ve plansız yerleşimlerin başlaması ile düzensiz yerleşim ve gecekondulaşmanın yoğun olduğu kent dokularının oluşmasına neden olmuştur.

1984 yılından itibaren büyükşehir kavramı ile tanışan ülke özellikle bu yıllarda yaşanan farklı sosyal ve ekonomik olayları etkisi ile farklı bir kentleşme sürecine girmiştir. Ege ve Akdeniz kıyılarında turizm kaynaklı kentleşme yaşanırken GAP projesinin hayata geçmesi ile Güneydoğu illerinde kent merkezlerinde yoğun bir kentleşme görülmüştür. 1990’lı yıllarda ise Doğu ve Güneydoğu illerimizde yaşanan güvenlik olayları nedeniyle il merkezlerine yönelik bir göç hareketi olmuş, bu da düzensiz bir kentleşmeye neden olmuştur.

2012 yılından itibaren büyük şehir sayısı 30’a yükselen ülkede gecekondulaşma, çarpık kentleşmenin yarattığı sorunların çığ gibi büyüdüğü bir dönem yaşanmıştır. 1949 yılından itibaren gecekondulaşma ve çarpık kentleşmenin önlenmesi bir tarafa kuralsızlığın kural haline gelmesine neden olan 20’den fazla imar affi içerikli yasa ya da çeşitli yasalarda bu konulara ilişkin maddelerin yürürlüğe girdiği görülmüştür. Belediyelerin imar planı yapma ve uygulama yetkilerini modern, tarafsız, günün koşullarının gereklerine değil de piyasa koşullarına ve ranta göre şekillendirdikleri müşahade edilmiştir. Ruşen KELEŞ’ in (2010: 31) makalesindeki şu sözler adeta sorunu özetler mahiyettedir. *“Toplumun rant arayışçıları dışında hiçbir kesimine kazanç sağlamayan, toplumsal maliyeti çok yüksek bir kentleşme karşısındayız.*

Öyle anlaşılıyor ki, toplum ve kamu yararı kavramlarının, kentleşme bağlamında yeniden tanımlanmasında zorunluluk var. Çözüm kentleşme kültürüne sahip bir toplum olmamıza bağlı görünüyor. O da elbette akşamdan sabaha gerçekleşmeyecek.”

Ülkemizde yaşanan kentleşme ve kentlileşememe sorununun çözümü için önerilerimizi şu başlıklarla özetlemenin uygun olacağı değerlendirilmektedir.

- Kırsaldan kente göçün önüne geçmek için insanların kırsalda tarım dışı istihdamının sağlanması gerekir. Bu sayede burada yaşayan insanların kente göçü önlenmiş, kentlerin aşırı şişkin nüfus yapısının önüne geçilmiş olunacaktır.
- İmar planı yapma ve yürütme yetkileri yasalarla düzenlemiş olmasına karşın mevzuatta yer alan bazı boşluklar sürekli farklı ve istenilmeyen uygulamalara neden olmaktadır. Kentlerin planlı bir yapıya kavuşmasının temel taşlarını oluşturan imar hareketlerinin bilimsel ağırlıklı bir özerk kurul tarafından yapılması ve denetlenmesinin sağlanmasına yönelik yasal düzenlemeler yapılmalıdır.
- Sanayi ve kentleşmenin bir arada değerlendirildiği bir kentleşme modelinin uygulanmasına başlanmalıdır. Kent nüfus projeksiyonlarına uygun sanayi kentlerinin belirlenmesi ve bu şekilde gelişigüzel bir sektörleşmenin önüne geçilmesi sağlanmalıdır. Bölgeler arası dengesizliklerin ortadan kaldırılması amacıyla bölge planlarının uygulanması ve bunun için de gerekli finansman sağlanması elzemdir.
- Topluma kent, kentleşme ve kentlileşme bilinç ve kültürünün kazandırılmasına yönelik eğitimler verilmelidir.

İnsanların, insanca yaşam koşulları içerisinde, huzurlu, refah içerisinde, stresten uzak, konforlu, iş ve eğitim imkânları olan, sosyal donatıları bulunan modern kentlerde yaşamalarını sağlamak için devletin sosyal devlet olma özelliğini işletmesi gerekmektedir. Sosyal politikalar bağlamında bu imkânların sağlanması, vatandaş olarak bireylerin de tarihi geçmişlerine sahip, örf, adet ve ananelerini sürdürmek gayreti içerisinde bireysel ödevlerini yerine getirmelerinin sorunların çözümü noktasında bir gereklilik olduğu düşünülmektedir.

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Demokrasi, Gelir Eşitsizliği ve İnsani Gelişme İlişkisi: Türkiye Örneği

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ÖZET

İnsani Gelişme Endeksi, kişi başına milli gelirin yanında eğitim ve sağlık gibi önemli beşerî sermaye bileşenlerini içeren ve literatürde sıkça kullanılan önemli bir kalkınma göstergesidir. Bu çalışmada Türkiye’de demokrasi ve gelir dağılımı eşitsizliğinin insani gelişme üzerindeki etkileri 1990-2017 dönemi yıllık verileri ile araştırılmıştır. Değişkenler arasındaki uzun dönemli ilişkinin varlığını belirlemek üzere yapılan eş bütünleşme testi sonuçları, uzun dönemde anlamlı bir ilişkinin var olduğunu göstermektedir. Çalışmada uzun dönem katsayıları FMOLS yöntemi ile tahmin edilmiştir. Elde edilen sonuçlara göre gelir eşitsizliğindeki %1’lik artış, insani gelişmeyi %2,7 oranında azaltmaktadır. Demokrasideki %1’lik iyileşme ise insani gelişmeyi %0,09 oranında artırmaktadır. Her iki katsayı da %1 düzeyinde istatistiksel olarak anlamlıdır. Ayrıca vektör hata düzeltme modeli (VECM) sonuçlarına göre değişkenler 10 yılda dengeye gelmektedir. Bu sonuçlara bakıldığında demokratik kurumların iyileştirilmesinin ve yoksul kesiminin refahının artmasının kalkınmada önemli birer araç olduğu görülmektedir.

Anahtar Kelimeler: Demokrasi, gelir dağılımı, İnsani Gelişme Endeksi.

Democracy, Income Inequality and Human Development: The Case of Turkey

ABSTRACT

Human Development Index is an important development indicator which is used frequently in the literature and includes important human capital components such as education and health as well as per capita national income. In this study, the effects of democracy and income inequality on human development is investigated with annual data for 1990-2017 period in Turkey. The results of the cointegration test to determine the existence of a long-run relationship between the variables indicate that a significant long-run relationship exists. Long-run coefficients were estimated by FMOLS method. According to the results, 1% increase in income inequality reduces human development by 2.7%. Also a 1% improvement in democracy increases human development by 0.09%. Both coefficients are statistically significant at %1 level. In addition, according to the results of the vector error correction model (VECM), the variables come to equilibrium in 10 years. When these results are analyzed, it is seen that improving the democratic institutions and increasing the welfare of the poor are important instruments for development.

Keywords: Democracy, income inequality, Human Development Index.

GİRİŞ

İktisadi gelişmişliğin ölçütünün tek başına milli gelir olmadığı artık tartışma konusu olmaktan çıkmıştır. Kalkınma; ekonomik büyümenin yanında sosyal, kültürel ve politik birçok alandaki dönüşümü kapsamaktadır. Amartya Sen (1988)'in de çalışmasında belirttiği üzere ekonomik büyüme, tek başına bu dönüşümü açıklamak için yeterli değildir. Ekonomik gelişmişliği açıklamaya yönelik farklı yaklaşımların doğal bir sonucu, farklı kalkınma göstergelerinin ortaya çıkmasıdır. Bu kalkınma göstergelerinden biri de Birleşmiş Milletler tarafından yayınlanan İnsani Gelişme Endeksidir. Bu endeks, kişi başına milli gelirin yanında toplumun eğitim ve sağlık durumuna ilişkin göstergelerin bileşiminden oluşmaktadır ve ekonomik büyümeden daha geniş bir kalkınma göstergesi sunmaktadır.

Ekonomik gelişmenin yanında gelişme ile beraber yaratılan gelir artışından toplumun yoksul kesiminin aldığı pay da gelişme iktisadının araştırma alanlarından biri olmuştur. Kalkınma, toplumsal bir dönüşümü ifade etmektedir. Zenginlerden oluşan bir azınlık refah içinde yaşarken düşük gelir, düşük eğitim düzeyi, kötü çalışma koşulları ve bulaşıcı hastalıklar gibi düşük yaşam standartları içinde yaşayan insanların varlığı, toplumun tamamının bu dönüşüm içine girebileceğini düşünmek hatalı olacaktır. Dolayısıyla daha adil bir gelir dağılımının, kalkınmanın ön koşullarından biri olduğu düşünülmektedir.

Gelişme literatürünün geldiği noktada son yıllarda yapılan çalışmalarda kalkınma, iktisadi değişkenlerin yanında iktisadi olmayan değişkenlerle de açıklanmaya başlanmıştır. Bunlardan biri de ülkelerin yönetim biçimleridir. Bu alandaki çalışmalar, çoğunlukla demokrasini ve ekonomik gelişme ilişkisi üzerinde durmuşlardır. Demokrasinin gelişme üzerinde olumlu etkisi olabileceğini savunan görüşlere karşı olumsuz etkisi olabileceğini savunan görüşler de mevcuttur. Bu yaklaşımlardan biri olan “çatışma yaklaşımı” yoksul seçmenin daha fazla tüketebilmek adına gelirin yeniden bölüşümü için ortaya koyduğu taleplere karşı otokratların daha kolay direnç gösterebildiği ve demokrasinin bu anlamda tasarruf birikimine ve yatırımlara zarar verdiği görüşünü savunmaktadır (Baum ve Lake, 2003). Buna karşılık Olson (1996), demokrasinin ekonomik gelişmeyi destekleyeceğini savunmuştur ve bu yaklaşıma “bağdaşma yaklaşımı” adı verilmiştir. Demokrasinin ekonomik gelişme üzerindeki etkilerine yönelik farklı görüşler, bu alanda yapılacak ampirik çalışmaları önemli kılmaktadır.

Bu çalışmanın amacı Türkiye’de demokrasinin ve gelir eşitsizliğinin insani gelişme üzerindeki etkisini araştırmaktır. Çalışmanın ikinci bölümünde teorik ve ampirik literatürden söz edilmiştir. Üçüncü bölümde söz konusu ilişki ampirik olarak test edilmiş ve sonuç bölümünde elde edilen bulguların değerlendirilmesi yapılmıştır.

LİTERATÜR

Gelir dağılımının iyileşmesi ve yoksul kesimin milli gelirden aldığı payın artmasının ekonomik büyüme üzerindeki etkisine ilişkin farklı yaklaşımlar mevcuttur. Bunlardan birincisi Kaldor (1955)'un yaklaşımıdır. Buna göre ekonomik büyüme için gerekli olan sermaye oluşumunun gerçekleşmesi için yüksek miktarda tasarruf gereklidir. Bu tasarrufun ortaya çıkması için ise gelirin büyük bölümünün marjinal tasarruf eğilimi yüksek olan zenginlerin

elinde bulunması gerekmektedir. Böylelikle ekonomik büyüme için gerekli olan tasarrufların ve dolayısıyla yatırımların önü açılacak ve gelir eşitsizliği, ekonomik gelişmeyi hızlandıracaktır. Diğer bir yaklaşım ise gelir dağılımındaki eşitsizliğin yüksek olduğu ülkelerde politikacıların bu eşitsizliği azaltmak üzere kullandığı araçların gelişme üzerindeki olumsuz etkileri üzerinde durmaktadır. Barro (2000)'ya göre yoksulların refahını arttırmak üzere yapılan transfer harcamalarını finanse etmek üzere uygulanan vergiler, çalışma motivasyonunu ve yatırımları düşürür. Daha fazla gelir eşitsizliği, gelirin politikacılar eliyle yeniden dağılımına neden olacak ve bu durum, daha düşük yatırımı ve daha düşük büyüme oranlarını beraberinde getirecektir.

Kalkınma için fiziki sermayenin yanında beşeri sermaye artışı da gereklidir. Eğitim ise beşeri sermayenin başlıca göstergesi olarak kabul edilmektedir (Barro, 2001; Cohen ve Soto, 2007). Yoksul kesimin milli gelirden aldığı pay arttıkça daha iyi bir eğitim almak için ihtiyaç duyulan finansal kaynağa ulaşımın önü açılmış olacaktır. Bununla beraber daha iyi eğitim almış bireylerin milli gelirden daha fazla pay alma imkânları daha yüksektir (Gregorio ve Lee, 2002). Daha adil bir gelir dağılımı ve eğitim, birbirini besleyen iki yönlü bir süreci ifade etmektedir. Gelir dağılımının iyileşmesinin, bir başka beşeri sermaye göstergesi olan sağlık üzerinde de olumlu etkiye bulunması beklenmektedir. Preston (1975), bireylerin yaşam beklentileri doğal olarak sınırlı olduğundan toplum sağlığının iyileştirilmesinde yoksul kesimin refahının artmasının zenginlerin refahının artmasından daha etkili olacağını öne sürmüştür. Zenginlerin refahı ne kadar artarsa artsın yaşam beklentileri belirli bir düzeyin üzerine çıkmayacaktır. Buna karşılık yoksulların refahının artması, onların daha iyi koşullarda çalışmalarını ve daha sağlıklı ortamlarda yaşamalarını sağlayacağından ortaya çıkacak toplumsal etki, bu sorunları daha önce çözmüş olan zenginlerin refah artışından daha etkin olacaktır (Deaton, 2003).

Tablo 1: Ampirik Literatür

Yazar(lar)	Dönem	Örneklem	Yöntem	Sonuç
Rodgers (1979)	-	56 ülke	Yatay kesit regresyon analizi	Gelir eşitsizliği arttıkça yaşam beklentisi azalmaktadır.
Wilkinson (1992)	1979, 1981, 1982 ve 1983	9 gelişmiş ülke	Yatay kesit regresyon analizi	Gelir eşitsizliği arttıkça yaşam beklentisi azalmaktadır.
Baum ve Lake (2003)	1967-1997	128 ülke	Panel regresyon analizi	Demokrasi, yaşam beklentisi ve eğitim üzerinde pozitif yönde etkilidir. Ekonomik büyüme ile anlamlı bir ilişki bulunamamıştır.
Akçay (2006)	1998	63 ülke	Yatay kesit regresyon analizi	Demokrasinin insani gelişme üzerinde anlamlı bir etkisi bulunamamıştır.
Vollmer ve Ziegler (2009)	1970-2003	155 ülke	Panel regresyon analizi	Demokrasi, eğitim ve yaşam beklentisini pozitif etkilemektedir.
Patterson ve Veenstra (2016)	1960-2010	168 ülke	Panel regresyon analizi	Demokrasi, yaşam beklentisini pozitif etkilemektedir.
Shah (2016)	-	188 ülke	Yatay kesit regresyon analizi	Gelir eşitsizliği, insani gelişmeyi negatif yönde etkilemektedir.
Liotti vd. (2018)	1990-2014	18 eski Sovyet ülkesi	Sistem-GMM	Demokrasi, insani gelişmeyi pozitif etkilemektedir.

Ülkelerin demokratikleşme düzeyleri de kalkınmanın önemli belirleyicilerinden biridir. Amartya Sen (1999), çalışmasında demokrasinin yoksulluğu azaltma ve ekonomik gelişme üzerindeki araçsal rolüne değinmiştir. Buna göre yöneticiler, yoksulluk ve az gelişmişlik karşısında önlem alma dürtüsüne sahip değillerdir. Bunun nedeni ise yöneticilerin kendilerinin yoksulluğu tatmamış olmalarıdır. Dolayısıyla politikacıları, kalkınma sorunu karşısında adım atmaya itecek halk kitlelerine ihtiyaç vardır. Sen (1999)'e göre bu değişim, ancak demokratik rejimlerde ortaya çıkabilir. Demokrasilerde iktidara gelmenin yolu seçimlerden geçmektedir ve iktidarını korumak isteyen yöneticiler, halkın istek ve eleştirilerine yanıt vermek zorundadır. Demokratik rejimlerde siyasal süreci etkili bir şekilde değiştirme gücüne sahip zengin bir azınlığın sesine yoksul bir kalabalığın sesi de eklenir (Tavares ve Wacziarg, 2001). Bu şekilde yönetilen ülkelerde, yöneticilerin az gelişmişliğe karşı önlem alma dürtüsü daha yüksektir. Tarihte bağımsız, seçimlerin düzenli olarak yapıldığı, muhalefetin baskı altında kalmadan görüş ve eleştirilerini hükumete iletebildiği, sansüre uğramaksızın doğru ve tarafsız haber yapabilen özgür bir basına sahip özetle iyi işleyen bir demokrasisi olan hiçbir ülkede kıtlık sorunu yaşanmamıştır (Sen, 1999).

Literatürde gelir dağılımının ve demokrasinin ekonomik büyüme üzerindeki etkileri birçok çalışmada test edilmiştir (Helliwell, 1994; Persson ve Tabellini, 1994; Leblang, 1996; Barro, 1996; Voitchovsky, 2005; Acaravcı vd., 2015; Hayaloğlu, 2015; Acemoğlu vd., 2019). Buna karşılık demokrasinin ve gelir eşitsizliğinin insani gelişme ve onun alt bileşenleri üzerindeki etkisini araştıran çalışmaların sayısı kısıtlıdır. Bu çalışmalar tablo 1'de özetlenmiştir. Kalkınma iktisadında gelir odaklı yaklaşımın uzun yıllar literatüre hâkim olmasının insani gelişme alanında yapılan çalışmaların kısıtlı olmasına neden olduğu düşünülmektedir. Bu çalışma ile Türkiye'de kalkınmanın belirleyici üzerine mevcut literatüre katkı sağlanacağı düşünülmektedir.

VERİ SETİ VE YÖNTEM

Türkiye'de gelir eşitsizliği ve demokrasinin insani gelişme üzerindeki etkisini araştırmak üzere kurulan doğrusal-logaritmik model aşağıdaki gibidir.

$$LNHDI_t = \beta_0 + \beta_1 LNGINI_t + \beta_2 LNDEM + \varepsilon_t \quad (1)$$

1 numaralı denklemde HDI, Birleşmiş Milletler tarafından yayınlanan İnsani Gelişme Endeksi'ni ifade etmektedir. Eğitim, yaşam beklentisi ve satın alma gücü paritesine göre kişi başına gelir olmak üzere üç farklı alt bileşenden oluşan bu endeks 0 ile 1 arasında değer almaktadır. Endeks değeri 1'e yaklaştıkça daha yüksek bir kalkınma düzeyini göstermektedir. Modelde Gini, Gini katsayısını göstermektedir ve Gini katsayısındaki artışlar, daha adaletsiz bir gelir dağılımını ifade etmektedir. Gini katsayısı verileri "Standartlaştırılmış Dünya Gelir Eşitsizliği" veri tabanından alınmıştır (Solt, 2019). DEM ise demokrasi endeksini göstermektedir ve artışlarda demokratik, azalışlarda ise otokratik bir yönetim biçimini ifade etmektedir. Demokrasi değişkeni, Marshall vd. (2018) tarafından yayınlanan Polity IV veri tabanından alınmıştır. Çalışmada kullanılan veri seti yıllık verilerden oluşmaktadır ve 1990-2017 dönemini kapsamaktadır.

Çalışmada ilk olarak değişkenlerin durağanlık seviyeleri Kwiatkowski vd. (1992) tarafından geliştirilen KPSS birim kök testi ile araştırılacaktır. Bu yöntem 100 gözlemden düşük zaman boyutlarında diğer geleneksel birim kök testlerine göre daha doğru sonuçlar vermektedir (Shin ve Schimdt, 1992). Durağanlık analizi ile serilerin bütünleşme dereceleri belirlendikten sonra değişkenler arasındaki uzun dönemli ilişkinin varlığı Johansen (1988) ve Johansen ve Juselius (1990) tarafından geliştirilen eş bütünleşme testi ile araştırılmıştır. Söz konusu yöntem, durağan olmayan fakat aynı dereceden bütünleşik seriler arasında eş bütünleşme ilişkisinin varlığını araştırmaktadır. Eş bütünleşme analizi yapılırken öncelikle VAR modeli kurulmuş ve en uygun gecikme uzunlukları belirlenmiştir. Belirlenen gecikme uzunluklarında VAR modelinden elde edilen hata terimlerinde otokorelasyon, değişen varyans ve normal dağılım sorunlarının varlığına ilişkin testler yapılmıştır. Sonrasında eş bütünleşme testi uygulanmış ve uzun dönemli denge ilişkisinin varlığı araştırılmıştır.

Değişkenler arasında eş bütünleşme ilişkisi belirlendikten sonra uzun dönem katsayıları Phillips ve Hansen (1990) tarafından geliştirilen FMOLS (Fully Modified Ordinary Least Squares) yöntemi ile tahmin edilmiştir. Son olarak değişkenler arasındaki denge ilişkisinin kaç dönem sonunda ortaya çıkacağını belirlemek üzere Vektör Hata Düzeltme Modeli (VECM) tahmin edilmiştir.

Ampirik Sonuçlar

Serilerin durağanlığını test etmek amacıyla yapılan KPSS durağanlık testi sonuçları tablo 2’de verilmiştir.

Tablo 2: KPSS durağanlık testi sonuçları

Değişkenler	Düzy	1.Fark	Sonuç
HDI	0,3114** (7)	0,0923 (2,64)	I(1)
GINI	0,1693** (4)	0,3375 (4)	I(1)
DEM	0,4762** (0)	0,1703 (0)	I(1)
%5 Kritik Değer	0,4630 (sabit)		
	0,1460 (sabit +trend)		

Değişkenlerin durağanlık analizinde HDI ve GINI değişkenleri için sabit ve trend dikkate alınmış, fark değerlerinde ise yalnızca sabit dikkate alınmıştır. DEM değişkeni için ise yalnızca sabit dikkate alınmıştır. Newey ve West (1994) metodu ile belirlenen bant genişliği sayısı, tabloda parantez içinde verilmiştir. Elde edilen sonuçlara göre durağanlık hipotezi tüm değişkenlerin düzey hallerinde reddedilmiştir. Öte yandan seriler, birinci farkları alındıklarında durağanlaşmaktadır. Bu sonuca göre tüm değişkenler birinci dereceden durağandır (I(1)). Analize dâhil edilen serilerin durağan olmaması, uzun dönemli ilişkilerin analizinde eş bütünleşme analizi yöntemlerinin kullanılmasını gerekli kılmaktadır. Bu çalışmada Johansen-Juselius eş bütünleşme analizi yapılmıştır. Öncelikle VAR modeli tahmin edilmiştir ve en uygun gecikme değerleri aşağıdaki gibi belirlenmiştir.

Tablo 3: Gecikme uzunluklarının belirlenmesi

Gecikme	AIC	SIC	HQ
0	-9,387001	-9,240736	-9,346434
1	-16,72355	-16,13849	-16,56128
2	-17,65066*	-16,62680*	-17,36669*
3	-17,31520	-15,85255	-16,90952
X_{LM}^2	1,5913 (0,996)		
X_{HET}^2	70,504 (0,528)		
JB	8,8152 (0,184)		

Tablo 3'te Akaike, Schwarz ve Hannan-Quinn bilgi kriterlerine göre belirlenen gecikme uzunlukları gösterilmiştir. Veri seti yıllık verilerden oluştuğundan maksimum gecikme düzeyi 3 olarak belirlenmiştir. Tablo 3'teki bilgi kriterlerine göre en uygun gecikme seviyesi 2 olarak belirlenmiştir. Ayrıca gecikme seviyesi 2 olarak belirlendiğinde VAR tahmininden elde edilen hata terimlerinde otokorelasyon ve değişen varyans sorunlarının olmadığı, hata terimlerinin de normal dağıldığı gözlenmektedir. Bu gecikme düzeyinde eş bütünleşme testi sonuçları aşağıdaki gibidir.

Tablo 4: Eş bütünleşme testi sonuçları

İz (Trace) istatistiğine göre sonuçlar				
Hipotez	Öz değer	İz İstatistiği	Kritik Değer (%5)	Olasılık
$H_0: r = 0$	0,704094	42,82837	29,79707	0,000
$H_0: r \leq 1$	0,355648	12,38557	15,49471	0,139
$H_0: r \leq 2$	0,054378	1,397821	3,841466	0,237
Maksimum öz değer istatistiğine göre sonuçlar				
Hipotez	Öz değer	Maksimum öz değer istatistiği	Kritik Değer (%5)	Olasılık
$H_0: r = 0$	0,704094	30,44280	21,13162	0,001
$H_0: r \leq 1$	0,355648	10,98775	14,26460	0,154
$H_0: r \leq 2$	0,054378	1,397821	3,841466	0,237

Tablo 4'te iz istatistiği ile maksimum öz değer istatistiği dikkate alınarak yapılan eş bütünleşme testi sonuçları gösterilmiştir. Her iki istatistiğe göre "eş bütünleşme yoktur" hipotezi %1 anlamlılık düzeyinde reddedilmiştir. Buna karşılık "en fazla bir eş bütünleşme vektörü vardır" hipotezi kabul edilmiştir. Bu sonuçlara göre seriler arasında uzun dönemli bir ilişki vardır ve eş bütünleşme vektörü sayısı 1'dir.

Tablo 5: FMOLS tahmin sonuçları

	Katsayı	t istatistiği	Olasılık
Gini	-2,760261	-13,95381	0,000
DEM	0,091060	3,032389	0,005
C	9,816502	13,42092	0,000

Seriler arasındaki uzun dönemli ilişkinin varlığı belirlendikten sonra uzun dönem katsayıları FMOLS yöntemi ile tahmin edilmiştir. Bu yöntem, birinci dereceden durağan ve eş bütünleşme ilişkisine sahip serilerde uzun dönem katsayıların tahmin edilmesinde kullanılabilir. Elde edilen sonuçlara göre Gini değişkeninin insani gelişme üzerindeki etkisi negatiftir ve %1 düzeyinde anlamlıdır. Buna göre gelir eşitsizliğindeki %1'lik artış, insani gelişmeyi %2,7 oranında azaltmaktadır. Demokrasi değişkeni ise insani gelişmeyi pozitif yönde etkilemektedir. Bu etki %1 düzeyinde istatistiksel olarak anlamlıdır. Demokrasideki %1'lik iyileşme, insani gelişmeyi %0,09 oranında artırmaktadır.

Tablo 6: Vektör hata düzeltme modeli

	Katsayı	t istatistiği	Olasılık
D(HDI(-1))	0.244509	1.252714	0.2255
D(GINI)	-0.740080	-1.984383	0.0618
D(GINI(-1))	0.461608	1.245025	0.2283
D(DEM)	0.001037	0.155375	0.8782
D(DEM(-1))	-0.016368	-2.316944	0.0318
ECT(-1)	-0.109170	-2.380032	0.0279

Çalışmada son olarak hataların kaç dönemde giderileceğini ve değişkenlerin dengeye geleceğini belirlemek üzere vektör hata düzeltme modeli tahmin edilmiştir. Tabloda gösterilen “ECT (Error Correction Term)” değişkeni, FMOLS tahmininden elde edilen hata terimlerini ifade etmektedir. Elde edilen sonuçlara göre hata düzeltme teriminin bir gecikmeli değerinin işareti negatiftir ve %5 düzeyinde anlamlıdır. Buna göre her dönemde hataların %10'u giderilmektedir. Değişkenler on yıllık zaman periyodunda dengeye gelmektedir.

SONUÇ

Bu çalışmada Türkiye’de gelir eşitsizliğinin ve demokrasinin kalkınma üzerindeki etkileri 1990-2017 dönemi yıllık verileri ile analiz edilmiştir. Çalışmada kalkınma göstergesi olarak eğitim sağlık ve kişi başına gelir alt bileşenlerinden oluşan İnsani Gelişme Endeksi kullanılmıştır. Çalışmada öncelikle değişkenler arasında uzun dönemli ilişkinin varlığı Johansen-Juselius eş bütünleşme testi ile araştırılmıştır. Buna göre değişkenler arasında anlamlı bir eş bütünleşme ilişkisi olduğu sonucuna varılmıştır. Sonrasında ise uzun dönem katsayıları FMOLS yöntemi ile tahmin edilmiştir. Elde edilen sonuçlar Türkiye’de gelir eşitsizliği arttıkça insani gelişmenin negatif etkilendiğini, demokrasinin ise insani gelişme üzerinde pozitif etkisi olduğunu göstermektedir. Bu sonuçlara ek olarak tahmin edilen vektör hata düzeltme modeli sonuçlarına göre kısa dönemdeki dengesizlikler uzun dönemde giderilmektedir.

Çalışmadan elde edilen sonuçlara göre yoksul kesimin milli gelirden aldığı pay arttıkça ülkenin kalkınma hızı artmaktadır. Yoksulların refahının iyileşmesi; daha iyi eğitim alabilmelerine ve sağlık hizmetlerine erişimlerinin kolaylaşmasına imkân sağlamaktadır. Böylelikle kalkınma için gerekli olan beşeri sermaye oluşumunun önü açılmaktadır. Analizden elde edilen bir diğer sonuç, daha iyi işleyen bir demokrasinin daha yüksek bir gelişmişlik düzeyi yarattığıdır. Demokratik kurumların iyileşmesi, toplumun en yoksul kesiminin dahi taleplerinin dikkate alınmasını ve sorunlarının çözümüne yönelik politikalar geliştirilmesinin önünü açmaktadır. Böylelikle toplumun büyük bölümü eğitim ve sağlık gibi temel hizmetlerden

yararlanabilmektedir. Bu noktada Türkiye için önerilen; demokratik kurumların iyileştirilmesi, siyasi özgürlüklerin önünün açılması, toplumun her kesiminin siyasette temsil edilebileceği politik ortamın sağlanmasıdır. Demokrasinin işlerliği arttıkça ve yoksulların refahı iyileştikçe, daha yüksek bir kalkınma düzeyine ulaşmanın önü açılmış olacaktır.

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Alanya Belediyesi Hizmet Birimlerinin Maliyet Etkinliği: Veri Zarflama Analizi Uygulaması¹⁵

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ÖZET

Sosyo- ekonomik alanlarda yaşanan gelişmeler, bilgi toplumlarının gelişimi, teknoloji ve globalleşmenin toplumlarda pek çok değişmeyi beraberinde getirirken, vatandaşların kamu hizmetlerinden beklentilerini de bu paralelde etkilemiştir. Daha esnek, daha kaliteli ve daha memnun edici düzeyde hizmet almak isteyen vatandaşa en yakın kamu hizmeti vatandaşın bağlı olduğu belediyeler tarafından ulaştırılmaktadır. 2000’li yıllardan günümüze vatandaşın yerel yönetimlerden en temel beklentisi geçmişe kıyasla daha etkin çalışması şeklinde ortaya çıkmaktadır. Tüm dünyada olduğu gibi Türkiye’de de yerel yönetimlerden belediyelerde hizmetlerin etkililik ve verimliliği önem arz eden, ölçülmesi bir bakıma zorunlu hale gelen konulardan biridir. Bu çalışmada amaç Türkiye’nin en büyük ilçe belediyelerinden biri olan Alanya ilçe belediyesinde bulunan hizmet birimlerinin faaliyetlerindeki etkinliklerinin belirlenmesidir. Çalışmada Alanya Belediyesi 2018 faaliyet raporundan elde edilen girdi değişkenleri ve çıktı değişkeni olarak anket yoluyla elde edilen vatandaş memnuniyet skorları kullanılmıştır. Araştırma yöntemi olarak Veri Zarflama Analizi (VZA) kullanılmıştır.

Anahtar Kelimeler: Alanya Belediyesi, Yerel Yönetimlerde Etkinlik, Veri Zarflama Analizi, Vatandaş Memnuniyet Ölçümü.

JEL Kod: M0, M1.

Alanya Municipality Service Units’ Cost Efficiency: An Application of Data Envelopment Analysis (DEA)¹⁶

ABSTRACT

Developments in socio-economic areas, the development of information societies, technology and globalization have brought about many changes in the societies, and this has also influenced to expectations of citizen from the public services. The closest public service to the citizen who wants to more flexible, better quality and more satisfying service is being delivered by the municipalities which the citizen is depend on. Nowadays, the main expectation of citizens from the local governments is more effective than the 2000’s. As is the case all around the world, the effectiveness and efficiency of the services in the municipalities in Turkey are important and it is one of the subjects on measuring. The purpose of this study is to determine the efficiency of activities of the service units located in the Municipality of Alanya which is one of the biggest count municipality of Turkey. In the study, input variables obtained from in the Municipality of Alanya 2018 Annual Report and the output variable is the citizen satisfaction scores are output variables which obtained through questionnaire were used. Data Envelopment Analysis (DEA) was used as a research method.

Keywords: Alanya Municipality, Data Envelopment Analysis, Efficiency of Local Administration, Citizen Satisfaction Measurement.

JEL Code: M0, M1.

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GİRİŞ

Küreselleşme, bilgi ve teknolojinin gelişimi ile değişen dünya talebi, kamusal hizmetlerinden vatandaş memnuniyetini sağlayacak düzeyde kaliteli hizmet sunumu gerektirmektedir. Günümüz koşullarında tek düzen, alternatifsiz hizmet düzeyini terk eden, vatandaş memnuniyetini öncelikli hedef alan yerel yönetimler kamusal hizmetlerde çeşitlilik sağlama, katılımı artırma ve artan talebe göre azalan kaynakları en iyi ve en etkin şekilde yönetme görevini yerine getirmek zorundadırlar. Vatandaşa en yakın devlet kuruluşu olan belediyeler, yerel yönetimlerin en önemli aktörlerinden birisidir. 2018 TÜİK nüfus istatistiklerine göre, Türkiye nüfusunun yüzde 92,3'ü il ve ilçe belediye sınırlarındadır (<http://tuik.gov.tr>). Bu sebeple belediye yönetimi, nüfusunun büyük çoğunluğunun belediye sınırlarında yaşayan Türkiye gibi ülkeler için daha denetimli ve daha etkin bir düzeyde sunulması ayrıca önemlidir.

Sınırlı kaynak – sınırsız ihtiyaç düzenine kurulu iktisadi dünyada belediyelerin oluşturdukları bütçeler ile sundukları hizmet çıktıları arasında da benzer ilişki söz konusudur. Belediye'nin genel yönetimi altında yer alan hizmet birimlerine aktarılan bütçe doğrultusunda, ilgili hizmet birim yönetiminin objektif ve etkin karar alma, işe yarar ve optimal yatırımlar ile vatandaşa sağlanan yararın maksimize edilmesi, hem ülke vatandaşlarının refahı ve kaliteli yaşam isteğine hem de belediye yönetimine hâkim siyasi partinin oy kaybına uğramaksızın sürekliliği için gereklidir. Belediye yönetimi içinde bu durum bir tür denetim ve performans ölçümü ve izleme süreçlerini gerektirmektedir.

Bu çalışmada ülkedeki pek çok il nüfusunun üzerinde nüfus çokluğuna sahip, aynı zamanda yabancı yerleşiklerin bulunduğu Alanya ilçe belediyesinin mali etkinlik skorları hesaplanmış ve belediye hizmetlerindeki vatandaş memnuniyeti ölçülmüştür.

LİTERATÜR

Verimlilik ve Etkinlik

Bilgi toplumuna geçiş süreci ve sosyo-ekonomik alanlarda yaşanan değişimler, birçok alanda değişimlere neden olduğu gibi, kamu yönetimine egemen olan geleneksel anlayışı da değiştirmiştir (Çoşkun & Öztürk, 2002: 74). Dünya kamu yönetimleri, gelenekselden yeni kamu yönetim anlayışına geçiş yaparken öne sürülen temel argümanların başında etkinlik ve verimlilik gelmektedir (Biricikoğlu & Demirel Duyar, 2015: 375). Yerel yönetimlerin oluşturulmasının temel amaçlarından bir tanesi; bu kurumların gerçekleştirdikleri yatırım ve hizmetlerle vatandaşların yaşam kalitesini ve memnuniyetini artırması ve var olan kaynaklarını daha verimli ve etkin kullanmasıdır (Belli & Aydın, 2016: 1701). Bu bağlamda kamu örgütlerinin ve yerel yönetimlerin hizmet sunmadaki performans ölçümünde etkinlik ve verimlilik öne çıkmaktadır (Biricikoğlu & Demirel Duyar, 2015: 375). Konunun daha iyi anlaşılabilmesi için verimlilik ve etkinlik kavramlarının incelenmesi gerekmektedir.

Verimlilik kavramı, üretim miktarı ve üretim unsurları arasındaki ilişkiyi açıklamaktadır (Kök, 1991: 35). Yani verimlilik en az kaynakla en çok çıktıyı elde etme biçimi, çıktının girdilere olan oranıdır (Ceritli, 2002: 10; Deliktaş, 2002: 247). Etkinlik kavramı ise

temel anlamda minimum çaba ile maksimum fayda elde etme kapasitesidir (Kök, 1991: 45). Etkinlik kavramı en iyi üretim teknikleri kullanılarak elde edilen en yüksek çıktının fiili çıktıya olan oranı olarak ifade edilmektedir (Deliktaş, 2002:247). Etkinlik, hem sonuçların hem de kaynakların entegre değerlendirilmesidir (Akçay, 2013:60). Bir başka ifade ile etkinlik, bir kurumun tespit ettiği politika, proje ve aldığı tedbirlerle önceden saptanan amacını ne ölçüde gerçekleştirdiğini ifade eder. Bu bağlamda, etkinlik ile ilgili ifadeler incelendiğinde etkinliğin verimliliğe göre daha geniş bir kavram olduğu görülmektedir (Aydın, 2010: 50). Bu bağlamda etkinlik ölçümünü ele almak gerekmektedir. Etkinlik ölçümü, kaynakların belirli bir zaman diliminde belirli bir biçimde kullanımı ile gerçekleşen sonuçların, hedeflenen sonuçlara göre değerlendirilmesidir (Behdioğlu & Özcan,2009:302). Bir karar biriminin etkin olup olmadığı, etkililik ölçümü sonucunda elde edilen sonuçların hedef sonuçlara ulaşması yoluyla ölçülebilir. Verimlilik, etkililik ve etkinlik kavramları, özel ya da kamu kurumlarının faaliyetlerinde tutturulması olanaklar dâhilinde olan, hatta tutturulması beklenen hedeflere mevcut kaynak ya da girdilere ne derece yaklaşıldığını ve çıktılarının hedef çıktı miktarıyla çakışıp çakışmadığı üzerine kuruludur.

Belediye ve Kamu Hizmetlerinde Verimlilik ve Etkinlik Analizi

Küreselleşen dünyamızda tarım toplumları yerine sanayi toplumlarının ağır basması, ekonomik faaliyetlerin daha çok kentsel alanlarda yaygın olması dünya nüfusunun çoğunluğunu kırsal alan yerine kentsel alanda yaşamaya zorlamaktadır. Kentleşme artmakta kırsal yaşam terk edilmektedir. Dünya genelinde kentleşmenin hızla yaygınlaşması belediyeleri yerel yönetimler içinde en aktif hizmet veren birimlerden biri haline getirmiştir. Bunun yanı sıra her kurum gibi hizmetlerinin etkinliğinin ölçülmesi kamusal hizmet veren belediyeler içinde son derece önem arz eden ve tüm dünya genelinde kamu ya da diğer araştırmacıların dikkatini çeken konulardan biri olmuş hatta belli nüfus sayısının üstü için yasal zorunluluk haline getirilmiştir. Kaygısız ve Girginer (2011), belediye hizmetlerinde etkinlik ölçümünün pek çok açıdan yararından söz etmektedir. Bunları;

- Kaynakların etkin dağılıp dağılmadığını belirlemek,
- Kaynak savurganlığının önlenmesi ve yolsuzlukların önüne geçmek,
- Maliyete göre hizmet değerlendirmesine olanak sağlamak,
- Yapılan işlerin göz önüne alınması, yapılması gerekenlerin çıkarılması bir nevi faaliyetlerde denetim sağlamak şekilde özetlenmişlerdir.

Ayrıca etkinlik ve verimlilik analizleri; yerel yönetimlerde her birime ayrı bütçe ayrılması, her birimin görev ve faaliyet sınırlılıklarının farklı olması sebebiyle belediye altında yer alan birimlerin faaliyet performansının belirlenmesi, diğer birimlerle belediye içinde, genel belediye performansı hakkında bilgi sağlanması ve belirlenen girdi-çıkıtı bağlamında belediyeler arası karşılaştırma imkânı sağlamaktadır. Demir (2011), kamu kesiminde mal ve hizmet üretimine ilişkin verimlilikten daha geniş olan etkinlik ölçümünün önemlilikten daha çok bir bakıma gereklilik olduğunu ifade etmiştir.

Ülkeler arasında belediyeçilikte faaliyetler ve sınırlılıklar farklı olmasına rağmen tüm dünyada belediyeçiliğin temel amacı gerçekleştirilen yatırım ve hizmetler ile vatandaşların yaşam kalitesini korumak, arttırmak ve memnuniyet yaratmaktır. Bu durum ise yerel yönetimlere aktarılan genel bütçe gelirlerinin ve diğer kaynakların verimli ve etkin kullanımı sonucunda oluşacaktır (Belli & Aydın, 2016: 1701). Belediyelerde etkinlik ölçümü belediyelerin performansının belirlenmesidir. Bunun yanı sıra ölçüme ek vatandaşa yapılan hizmetlerin memnuniyet ile sonuçlanıp sonuçlanmadığının araştırılması etkinlik ölçümünün çıktısı olmalıdır.

Türkiye’de 2002 yılı itibariyle İç İşleri Bakanlığı’nca yürütülen ve belediyeçilikte etkinlik ve verimliliğin ölçülmesini hedefleyen Belediye Performans Ölçüm Projesi (BEPER) başlatılmıştır. Türkiye genelinde geçerli olan BEPER projesinin en temel hedefleri; belediyelerin hizmet kalitesinin yükseltilmesi, karar vericilere ve vatandaşa objektif kaynak sağlama ve hesap sorabilme imkânının sunulması, etkin çalışan belediyelerin belirlenmesi ve belediyeler arası karşılaştırma yapma olanağının sağlanmasıdır. Aslında bu projenin en önemli hedefi daha yaşanabilir kentler ile vatandaşın huzur ve memnuniyetinin sağlanmasıdır. Bu açıdan, belediyelerin kullandıkları kaynaklar ve halka sundukları hizmetler bakımından etkinliklerinin ölçülmesi önem taşımaktadır (İlkay & Doğan, 2009: 192). Proje kapsamında belediye hizmetlerini kapsayan 300’ü aşkın soruya cevap alınan Büyükşehir belediyeleri için 63, ilçe ve ilk kademe belediyeler için 70 performans kriteri ve bunlara ek 5 anahtar başarı göstergesi üzerinden performans değerlendirmesi yapılmaktadır. BEPER dışında pek çok araştırmacının Türkiye’de farklı il ve ilçelerde belediye birimlerinde, birimler arası karşılaştırma, belediye genel performansı ve belediyeler arasındaki performansların karşılaştırılması amacıyla yaptığı çalışmalara rastlanılmaktadır.

Belediye etkinlik ölçümü adına literatür incelemesinde ulusal ve uluslararası artan sayıda pek çok çalışmaya rastlanılmaktadır:

Borger De vd. (1994) Belçika’da 589 belediyenin üretim etkinliğini belirlemek amacıyla toplam personel sayısı, beyaz yakalı sayısı ve mavi yakalı sayısı girdi olarak ele alınmış, belediye sınırları içerisindeki yolların uzunluğu, asgari ücret alan çalışan sayısı, yerel devlet okullarına kayıtlı öğrenci sayısı, kamusal dinlenme alanının büyüklüğü çıktı olarak belirlenen modelde referans teknolojisi bakımından belediyelerin sıralamalarında duyarlılık baz alınmış veri zarflama analizi başta olmak üzere iki parametrik ve üç non-parametrik model kullanılmıştır.

Prieto ve Zofio (2001) çalışmalarında İspanya Castile Leon eyaletine bağlı belediyelerde su, kanalizasyon ve atık su temizliği, yol ve aydınlatma, sportif ve kültürel faaliyetler olmak üzere dört hizmet alanında belediye etkinliğini veri zarflama analizi ile hesaplamışlardır.

Bağdadioğlu ve Bayır (2004), Türkiye’nin 81 il belediyesinin 1994 ve 2004 seçim yılları arasındaki belediyelerin gösterdiği performansla bakmak suretiyle 1994-2003 yılları arasında belediyelerin gelir ve harcama davranışlarını karşılaştırarak belediyelere ilişkin hizmet- memnuniyet etkinliğini ölçmüş, belediyelerin etkinliğine göre Mart 2004 yerel

seçimleri sonucunda ortaya çıkan siyasi tercihlerin ne derece açıklandığına bakılmıştır. VZA analiz yönteminin bir uygulaması olan araştırmada veriler bütçe gelirleri ve bütçe giderleri (yatırım, cari ve transfer harcamaları) olarak belirlenmiştir.

Woodbury ve Dollery (2004) Avusturya New Souht Walws bölgesine bağlı belediyelerde su hizmetlerinde tahsis ve teknik etkinlik analizini veri zarflama analizi ile gerçekleştirmişlerdir. Yönetim giderleri, bakım ve işlem maliyetleri, enerji ve kimyasal maliyetler, sermaye yerine koyma maliyetleri girdi değişkenleri olarak seçilirken, çıktı değişkenleri kalitatif (su hizmet endeksi, su kalite endeksi) ve kantitatif (hizmet sunulan hane sayısı, yıllık su tüketimi) değişkenler olarak ikiye ayrılmıştır.

Sampaio de Sousa ve Stosic (2005), Brezilya'da 4796 belediyenin teknik etkinliğini ele almış, belediye harcamaları, öğretmen sayısı, hastane ve sağlık merkezi sayısı, bebek ölüm oranlarını girdi değişkeni olarak alan analizde dokuz çıktı ise toplam nüfus, okur yazar nüfus, okul başına kayıtlı öğrenci sayısı, okul başına devamlılık oranı, bir üst sınıfa geçen öğrenci sayısı, doğru sınıf seviyesindeki öğrenci sayısı, güvenilir sağlıklı suya ulaşabilen hane sayısı, kanalizasyona ulaşan hane sayısı, çöp hizmetlerinden yararlanan hane sayısı şeklinde belirlenmiştir. Model olarak veri zarflama analizi tercih edilmiştir. Sonuç olarak ise belirlenen belediye etkinlik skorları belediye büyüklüğü ile doğru orantılı olarak hesaplanmıştır.

Kaplan, Çelik ve Tekeli (2006), Türkiye'de büyükşehir belediyeleri örnekleminde 2002-2004 yıl aralığında ödenen ücretler, yatırım harcamaları, sosyal yardım, eğitim ve kültür harcamaları, transfer harcamaları olmak üzere 5 girdi; nüfus, yol yapımı, kamuya açık yeşil alan, günlük su tüketimi ve saatte yolcu taşıma sayısı ile çıktı değişkenleri veri zarflama analizi yöntemi ile belediyelerin performanslarını ölçmüştür.

Güneş ve Akdoğan Gedik (2007) Türkiye genelinde 16 büyükşehir belediyesinde etkinlik araştırması yapmış, belediyelerin sunmuş oldukları üç hizmet kriteri çerçevesinde veri zarflama analizi ile etkinlik hesaplamışlardır. Bu üç ana hizmet kriteri, toplu taşıma, su ve kanalizasyon, kolluk ve esenlik hizmetleridir. Bu ana hizmet kriterleri altında 11 girdi değişkeni, 8 çıktı değişkeni belirlemişlerdir. Büyükşehir belediye etkinlik skoru ortalama 78 olarak hesaplanan çalışmada Ankara, Bursa, Gaziantep, İstanbul, İzmir, Kayseri, Konya ve Mersin büyükşehir belediyelerinin ortalama etkinlik değerinin üzerinde faaliyette oldukları gözlenmiştir. En düşük etkinlik skorunun ise Antalya Büyükşehir Belediyesi olduğu belirtilmiştir.

Afonso ve Sonia (2008), Portekiz'deki 278 belediye örnekleminde kamu harcamalarının göreceli etkinliğini VZA ve parametrik analiz yöntemleri yardımıyla değerlendirmiştir. Araştırmada VZA yönteminde kullanılan girdi: kişi başına düşen belediye harcaması iken sosyal hizmetler, eğitim hizmetleri, kültürel hizmetler, temizlik hizmetleri, arazi düzenleme hizmetleri ve altyapı hizmetleri çıktı değişkenleridir.

İlkay ve Doğan (2009), Kapadokya bölgesindeki 14 belediye için 2004 ve 2008 yılları olmak üzere iki ayrı VZA uygulamış, analiz için çöp hizmetleri, imar hizmetleri, mali model ve su hizmetleri olmak üzere 4 ana başlık altında hem girdi değişkenleri hem de çıktı

değişkenleri belirlenmiştir. Analiz sonucunda çöp hizmetleri modelinde hem 2004 hem de 2008 yılında 5; imar hizmetleri modelinde 2004 yılında 5, 2008 yılında 6; mali modelde 2004 yılında 6, 2008 yılında 9; su hizmetleri modelinde ise 2004 yılında 5, 2008 yılında 9 belediyenin etkin olduğu görülmüştür. Analizler sonucunda Avanos, Nevşehir en çok etkin çıkan belediyeler olurken, Gülşehir, Kalaba ve Kaymaklı belediyelerinin ise toplamda 2 ile en az etkin belediyeler olduğu belirlenmiştir.

Sarı (2010), Türkiye’de bulunan 16 büyükşehir belediyesine ait toplu taşıma hizmetinin etkinlikleri VZA ile ölçülmüştür. Çalışma da otobüs sayısı ve personel sayısı girdi değişkenleri, otobüs hattı sayısı, hat başına günlük ve sefer sayısı ise çıktı değişkeni olarak belirlenmiştir.

Yıldırım (2010), İstanbul Büyükşehir belediyesine bağlı 32 ilçe belediyelerinin maliyet etkinlik analizini VZA Temel Bileşenler Analizi ile ölçmüştür. Veri setinde VZA cari harcamalar ve transfer harcamaları girdi; vergi dışı gelir, yardımlar-fonlar, yatırım harcamaları ise çıktı değişkenleri olarak kullanılmıştır.

Kaygısız ve Girginer (2011) ise, Eskişehir Osmangazi belediyesi altında hizmet sunan 9 hizmet biriminin etkinliklerini veri zarflama analizi ile hesaplamış ve karşılaştırmışlardır. Belediye faaliyet raporlarından elde edilebilen bilgiler dâhilinde 2008 yılına ait her birinin yıllık bütçesi, yıllık satın alma miktarı ve her hizmet biriminde çalışan personel sayısı analizde girdi değişkenleri oluştururken, tek çıktı değişkeni belediyenin hizmet alanı içinde yer alan vatandaşın memnuniyetidir.

Kaygısız ve Girginer (2011), Türkiye’deki Büyükşehir belediyelerini dört hizmet alanına ayırarak belediyelerin kendilerine tahsis edilen bütçeyle hizmetlerini ne derece etkin gerçekleştirdiklerini çıktıya yönelik VZA belirlenmesi amaçlanmıştır. Belediyelerin etkinliğin analizine ek mali etkinlik analizi yapmışlar, etkin olan belediyelerin maliyet etkinliğini garanti edemedikleri sonucuna ulaşmışlardır.

Güner (2014), Sakarya belediyesine bağlı kamu ve özel şehir içi toplu taşıma hatlarının etkinliğini ilişkisel VZA ile ölçmüştür. Operasyonel etkinlik girdileri kapasite ve durak sayısı, operasyonel etkinlik çıktısı bağlantısız yolcu sayısı iken; hizmet etkinliği girdileri sefer sayısı, km başına ortalama durak sayısı ve hizmet süresi, hizmet etkinlik çıktısı ise yine bağlantısız yolcu sayısıdır.

Kabakuş (2014) ise Türkiye genelinde 30 büyük şehir belediyesine ait 519 ilçe belediyesinin hizmet etkinliklerini araştırmıştır. Belediyelerin kurumsal web sayfasından elde etmiş olduğu veriler dâhilinde e- belediyeçilikte etkinlik araştırması yapan araştırmacı, belediyenin web sayfasına sahip olma girdi değişkeni olarak belirlenirken, çevrim içi işlem yapabilme, çevrim içi tahsilat imkânları da çıktı değişkenleri olarak modele dâhil edilmiştir.

Karahan ve Akdağ (2014), Diyarbakır Büyükşehir Belediyesi’ne bağlı kuruluş olan Diyarbakır Su ve Kanalizasyon İdaresi’nin yıllara göre hizmet etkinliği, su ve kanalizasyon iki ayrı hizmet birimi özelinde Veri Zarflama Analizi yönetimi ile ölçmüş, 2002-2012 yıl

aralığında hizmet birimlerinin etkinliğinin değişimi yıllara göre karşılaştırmalı olarak incelemiştir. Çalışma da girdi olarak toplam personel sayısı, içme suyu şebeke uzunluğu, atık su şebeke uzunluğu, kente verilen su miktarı, çıktı değişkenleri olarak da toplam abone sayısı, faturalandırılan su ve atık su miktarı kullanılmıştır.

Cumhur (2015) yazmış olduğu doktora tezinde, VZA ve Malmquist Endeksi Toplam Faktör Verimliliği yöntemi ile Türkiye'deki büyükşehir belediyeleri hariç 51 belediyenin su, katı atık, park ve bahçe, mali, itfaiye ve imar hizmetlerine ilişkin altı ayrı modelle etkinliğini ölçmüştür.

Ertuğ Kaygısız ve Girginer (2015), Türkiye'deki 14 büyükşehir belediyesinin maliyet etkinliği için VZA analizi ile öncelikle etkin olan ve olmayan belediyeleri tespit etmiş, etkin olmayan belediyeler için VZA yardımıyla performans iyileştirme bulguları sunmuşlardır. VZA etkin olan belediyeleri tespit ederken bu belediyeleri kendi aralarında sıralama olanağı tanımadığından etkin belediyeleri de kendi aralarında sıralamak için Gri İlişkisel Analiz (GİA) yönteminden yararlanılmıştır. VZA analizinde girdi değişkenleri: yatırım harcamaları, cari harcamalar ve transfer harcamaları iken, çıktı değişkenleri vergi gelirleri, vergi dışı gelirler ve yardım ve fonlardan elde edilen gelirler olarak önceki Türkiye büyükşehir belediyelerinin etkinliklerini ölçen çalışmalarındaki veri seçimi ile aynıdır.

Güner, Taşkın ve Gürler (2017), Sakarya ilinde şehir içi toplu taşıma hizmeti veren taşıma hatlarının etkinliğini VZA analizi ile ölçmüştür, şehir içi toplu taşıma hizmetinin hem belediye hem de özel sektör tarafından verilmesi bağlamında hangisinin daha etkin olduğunu araştırmıştır. Araştırmada VZA 'da girdi değişkenleri hizmet süresi (dk), rotasyon süresi (dk) ve sefer sayısıdır. Çıktı değişkeni ise günlük bağlantısız yolculuk sayısı olarak belirlenmiştir. Araştırma sonucunda Sakarya belediyesine ait toplu taşıma hatlarının, özel sektör taşıma hatlarına göre etkin olmadığı sonucuna ulaşılmıştır.

Aydemir ve Bayram Arlı (2018), Türkiye'deki 16 büyükşehir belediyesinin finansal etkinliğini araştırmışlardır. VZA yöntemi kullanılan araştırmada 3 girdi: Nüfus, cari harcamalar ve yatırım harcamaları. 3 çıktı: vergi gelirleri, işletme ve mülkiyet gelirleri, diğer gelirlerdir. 11 büyükşehir etkin bulunurken, 5 büyükşehir etkinlik değerini sağlayamamıştır.

İlgili alan yazın incelendiğinde çalışmalar, genellikle belediyelerin etkinlik ölçümleri ve belediyeler arası karşılaştırmalar, büyükşehir belediyesine bağlı ilçe belediyelerinin etkinlik ölçümleri ve karşılaştırmalarından oluşmaktadır. Kaygısız ve Girginer'e ait (2011) çalışma Eskişehir Odunpazarı Belediyesine bağlı 9 farklı hizmet biriminin mali etkinliğini ölçmektedir. Bu çalışma, Kaygısız ve Girginer (2011) çalışmasına benzer şekilde, Alanya ilçe belediyesine bağlı, vatandaş memnuniyetini doğrudan etkileyen 14 hizmet biriminin mali etkinliği ve vatandaş memnuniyet düzeyinin ölçülmesini amaçlamaktadır. Turizm ve coğrafi konum avantajı nedeniyle Alanya Belediyesi sadece yerlilerin değil yabancı vatandaşların da yerleşik şekilde bir arada yaşadığı demografik yapısıyla Türkiye'deki pek çok ilçeden farklılaşan büyük ilçe belediyelerinden biridir. Bu bağlamda bu araştırmanın hem literatüre katkı sağlaması beklenmekte hem de turizm ile özdeşleşmiş bir ilçe belediyesinde alt hizmet birimleri özelinde mali etkinlik araştırması olarak öncü olması hedeflenmektedir.

YÖNTEM: Veri Zarflama Analizi (VZA)

Alanya belediyesi 14 hizmet biriminin etkinliklerinin ölçümü için Veri Zarflama Analizi (VZA) kullanılmıştır. VZA’nde girdi değişkenleri, hizmet biriminin 2018 yıllık bütçesi, satın alma harcamaları ve personel sayısı, çıktı değişkeni olarak belediye hizmetlerine yönelik vatandaş memnuniyet anketinden elde edilen hizmet birimi başına memnuniyet skorları kullanılmıştır.

VZA, Farrell’in 1957 yılında ortaya koyduğu çalışmadaki teknik etkinlik tanımından yola çıkarak Charnes, Cooper ve Rhodes (1978) tarafından ürettikleri mal ve hizmet açısından birbirlerine benzer karar birimlerinin veya ekonomik birimlerin göreceli etkinliklerini ölçmek üzere geliştirilmiştir. Birden çok girdi ve birden çok çıktıyı ele alabilen bu yöntem benzer yapıdaki karar verme birimlerinin göreceli etkinliğini ölçmeye yarayan bir yöntemdir (Savaş, 2015: 205). VZA temelinde homojen yani birbirine benzeyen karar birimlerinin seçilmesi, aynı girdilerin kullanılarak aynı çıktı değişkeninin elde edilmesi gerekmektedir. Bu nedenle karar verme birimleri ve girdi çıktı değişkenlerinin seçimi oldukça önemlidir. Karar değişkenlerinin yeterli sayıyı tutturması esastır. Bu konuda genel görüş karar birimleri sayısının, girdi sayısı ile çıktı sayısının toplamının en az 2 ya da 3 katı olmalıdır (Colbert, Reuven, Levary, Michael ve Shaner vd., 2000: 657; Haas ve Murphy 2003: 538). Girdi ve çıktı değişkenlerinin ise karar birimleri için ortak ve elde edilebilir olması gerekmektedir. Girdiler ve çıktılar belirlendikten sonra verilerin güvenilir bir kaynaktan elde edilmesi esastır.

Veri zarflama analizinin çalışmanın amacına göre farklı modelleri bulunmaktadır. Bunlar CCR (Charnes, Cooper, Rhodes) modeli, BCC (Banker, Charnes, Cooper) modeli, toplumsal model ve çarpımsal modeldir. CCR ve BCC modelleri en çok kullanılan yöntemlerdir. 1978 yılında ilk olarak Charnes, Cooper ve Rhodes (CCR) tarafından geliştirilen CCR veya uluslararası literatürdeki diğer ismi CRS (Constant Returns to Scale) yöntemi ölçeğe sabit getiri varsayımına dayanır. Yani girdiler kaç kat artıyorsa aynı oranda çıktılarda da artış görünmesi durumudur (Kaygısız & Girginer, 2011: 41). Diğer yöntem ise 1984 yılında Banker, Charnes ve Cooper tarafından ortaya konan BCC veya literatürdeki diğer ismi ile VRS (Variable Returns To Scale) yani ölçeğe göre değişken getiri varsayımına dayanmaktadır.

CCR ve BCC yöntemi kendi içlerinde girdi ve çıktı odaklı ölçüm olmak üzere 2 ye ayrılmaktadır. Girdi odaklı ölçümlerde çıktı miktarları sabit tutulur, girdi miktarında meydana gelecek değişimler incelenir. Çıktı odaklı ölçümlerde ise girdi miktarının sabit tutulmakta ve çıktı miktarında meydana gelecek değişimler incelenmektedir. Behdioğlu ve Özcan (2009) girdi odaklı ölçümü, belirli bir çıktı bileşimini en etkin şekilde üretebilmek için kullanılacak en uygun girdi bileşiminin ölçülmesi olarak ifade etmektedir. Benzer şekilde çıktı odaklı ölçümler, belirli bir girdi miktarı ile ulaşılabilecek maksimum çıktı miktarı olarak tanımlanabilir. Çalışmamızda vatandaş memnuniyeti çıktı değişkeni olarak seçilmiştir, bu sebeple çıktı değişkeni sabit kalmak üzere girdilerdeki değişimin incelenmesi, mevcut memnuniyet için gereken girdi düzeylerindeki (bütçe, satın alma ve çalışan personel sayısı) değişimi ortaya koyacaktır. Bu sebeple analizde çıktı odaklı ölçüm CCR ve BCC yöntemi tercih edilmiştir.

Çıktı odaklı CCR Yöntemi:*Maks φ*

$$\sum_{j=1}^n \lambda_j x_{ij} - x_{i0} \leq 0 \quad ,$$

$$\sum_{j=1}^n \lambda_j y_{rj} - \varphi y_{r0} \geq 0 \quad , \quad \lambda_j \geq 0$$

 x_{ij} : j. karar verme biriminin kullanıldığı i. girdi miktarı *y_{rj} : j. karar verme birimi tarafından üretilen r. çıktı miktarı* *x_{i0} : Sıfırıncı karar verme biriminin kullandığı i. girdi miktarı* *y_{r0} : Sıfırıncı karar verme birimi tarafından üretilen r. çıktı miktarı**(Charnes, Cooper, Arie, Lewin ve Seifor ,1994; Cooper Seiford ve Tone, 2000; Talluri, 2000 aktaran Sarı, 2015:25-26).*Çıktı odaklı BCC Yöntemi:

Çıktı odaklı BCC, çıktı odaklı CCR modeline ek konvekslik kısıtı ve çarpan modelinde ek b_k değişkeni içermektedir (İşbilen Yücel, 2015:114).

Maks φ

$$\text{Konvekslik kısıtı} \quad \sum_{j=1}^n \lambda_j = 1$$

$$\sum_{j=1}^n \lambda_j x_{ij} - x_{i0} \leq 0$$

$$\sum_{j=1}^n \lambda_j y_{rj} - \varphi y_{r0} \geq 0 \quad , \quad \lambda_j \geq 0$$

CCR modeli ölçek etkinliğini dikkate alırken, BCC Modeli ölçeğe göre getiri modeli saf teknik etkinliği dikkate almaktadır (Demir, Derbentli & Sakarya, 2012:171). Bu sebeple iki modelin sonuçları arasında farklılıklar söz konusu olabilmektedir. Demir vd. (2012), CCR ve BCC modeli arasındaki ilişki etkinlik sınırı sırasıyla φ_{CCR}^* ve φ_{BCC}^* olmak üzere:

$$\varphi_{CCR}^* \leq \varphi_{BCC}^* \text{ 'dir.}$$

İşbilen Yücel (2015) bunu ‘CCR etkin olan bir birim, BCC de etkindir’ şeklinde ifade etmiştir. BCC’nin etkinlik sınırı CCR skorundan daha büyük ya da eşit olarak gerçekleşmektedir (Ergenekon Arslan & Güven, 2018: 93).

BULGULAR

Araştırmanın Evreni ve Örneklemi

Araştırmanın evreni Alanya ilçe sınırında yaşayan ve belediye hizmetlerinden yararlanan vatandaşlardır. TÜİK verilerine göre 2018 yılsonu verilerine göre Alanya ilçe nüfusu 312.319'dur. Örneklem büyüklüğü ise çalışmamızda kullanılan vatandaş memnuniyet anketine katılan 1544 kişiden oluşmaktadır. Tablo 1'de Yazıcıoğlu ve Erdoğan (2004)'ın $\alpha=0.05$ güven aralığı, ± 0.03 , ± 0.05 ve ± 0.10 örnekleme hataları için farklı evren büyüklüklerine yönelik gereken örneklem sayısı üzerine hazırladıkları çizelge gösterilmiştir. Tablo 1'e göre $\alpha=0.05$ güven aralığı, $\pm 0,05$ örneklem hatası için örneklem büyüklükleri, evreni 100.000'e kadar evren büyüklüğü için 381, 1.000.000'a kadar evren büyüklüğü için ise 384'tür. Alanya ilçe nüfusu 312.319 olduğundan üst sınır 1.000.000 evren büyüklüğü için geçerli olan 384 örneklem büyüklüğü araştırmamız için yeterli sayı iken anketörlerimizin ulaştığı katılımcı sayısının oldukça altındadır. Bu bağlamda ulaşılan katılımcı sayısı evreni temsil için uygundur.

Tablo 1: $\alpha=0.05$ için Örneklem Büyüklükleri

Evren Büyüklüğü	± 0.03 örnekleme hatası (d)			± 0.05 örnekleme hatası (d)			± 0.10 örnekleme hatası (d)		
	p=0.5 q=0.5	p=0.8 q=0.2	p=0.3 q=0.7	p=0.5 q=0.5	p=0.8 q=0.2	p=0.3 q=0.7	p=0.5 q=0.5	p=0.8 q=0.2	p=0.3 q=0.7
100	92	87	90	80	71	77	49	38	45
500	341	289	321	217	165	196	81	55	70
750	441	358	409	254	185	226	85	57	73
1000	516	406	473	278	198	244	88	58	75
2500	748	537	660	333	224	286	93	60	78
5000	880	601	760	357	234	303	94	61	79
10000	964	639	823	370	240	313	95	61	80
25000	1023	665	865	378	244	319	96	61	80
50000	1045	674	881	381	245	321	96	61	81
100000	1056	678	888	383	245	322	96	61	81
1000000	1066	682	896	384	246	323	96	61	81
100 milyon	1067	683	896	384	245	323	96	61	81

Kaynak: Yazıcıoğlu ve Erdoğan, 2004:50.

Vatandaş memnuniyet değerleri elde edilmesi için Alanya'da yerleşik olan yerli ve yabancı uyruklulara yönelik olarak hazırlanan memnuniyet anketi Basit Tesadüfi Örneklem yöntemi ile 1544 kişiye ulaşmıştır. Ankette her hizmet biriminin memnuniyetini ölçmeye yönelik toplamda 34 yargı bulunmaktadır. Anket 5'li Likert ölçeği ile hazırlanmıştır. Ölçeğin güvenilirliği Cronbach Alpha değerine göre % 94,9'dür (Ek 2'ye bakınız). Bu değer yüksek güvenilirlik göstergesidir¹⁷. Ankette 34. yargı Alanya Belediyesinin sunmuş olduğu hizmetlerden genel olarak memnuniyet tespiti üzerinedir.

¹⁷ Likert tipli ölçeklerde sıklıkla kullanılan Cronbach alfa (R_2) aşağıdaki gibi yorumlanmaktadır (Uzunsakal & Yıldız, 2018: 19).

$0 < R_2 < 0.40$ ise güvenilir değil
 $0.40 < R_2 < 0.60$ ise düşük güvenilirlikte
 $0.60 < R_2 < 0.80$ ise oldukça güvenilir
 $0.80 < R_2 < 1.00$ ise yüksek güvenilirlikte.

Tanımlayıcı İstatistikler

Basit Tesadüfi Örneklem yöntemi ile ulaşılan 1544 vatandaşa ait demografik özellikler Tablo 2’de detaylandırılmıştır. Araştırmamız kapsamında katılımcıların %74,5’i erkek, % 25,4’ü kadındır. Evli olanlarının yüzdesi %69,9, bekarların oranı ise %30,1’dir. Katılımcıların eğitim durumu incelendiğinde %42,1’in lise mezunu olduğu, %35,9 ‘un ilköğretim mezunu olduğu gözlenmiştir. Kalan %22 önlisans ve üstü öğrenim durumuna sahiptir. Gelir düzeyi olarak %42,6 ile en yüksek oranın 1801-3000 TL aralığında olduğu görülmüştür. Yine meslek olarak özel sektör çalışanlarının %42,8 olduğu, bu kesimi %31,5 ile serbest meslek çalışanları takip ettiği görülmektedir.

Tablo 2: Tanımlayıcı İstatistik Sonuçları

İstatistikler	Yüzde (%)	Sıklık		Yüzde (%)	Sıklık		Yüzde (%)	Sıklık
Medeni hal			Cinsiyet			Meslek		
Evli	%69,9	1079	Kadın	%25,4	392	Kamu	%12,1	187
Bekar	%30,1	465	Erkek	%74,6	1153	Öğrenci/ İşsiz / emekli / ev hanımı	%13,5	209
Eğitim			Yaş			Özel sektör	%42,8	661
İlköğretim	%35,9	554	18-25	%13,2	204	Serbest meslek	%31,5	487
Lise	%42,1	650	26-33	%21,7	335	Toplam :1544		
Onlisans	%8,2	127	34-41	%32,1	496			
Lisans	%12,5	193	42-49	%20,7	319			
Lisansüstü	%1,3	20	50 yaş üzeri	%12,3	190			
Mahalle			Gelir Düzeyi					
Merkez	%37	571	0-1800 TL	%39,4	608			
Batı	%26,1	403	1801-3000 TL	%42,6	658			
Doğu	%21,6	333	3001-4200 TL	%11,7	180			
2.Merkez	%15,3	237	4201 TL üzeri	%6,3	98			

Kaynak: Yazarlar tarafından hesaplanmıştır.

1.1. VZA ile Etkinlik Ölçümleri

VZA -CCR ve BCC modelinin çıktıya yönelik sonuçları analiz edilmiştir. Modellerin çözümü için DEAP 1.3.0 analiz programından yararlanılmıştır. Analiz programın elde edilen sonuçlar ile Tablo 3 oluşturulmuştur.

Tablo 3’de gösterildiği üzere etkinlik skoru 1 olan hizmet birimlerinin etkin, etkinlik skorları 1’den küçük olan hizmet birimleri ise etkin olmayan birimler olarak belirlenmiştir. Etkin birim sayısı VZA-CCR’a göre VZA-BCC modelinde daha fazladır. Bu sebeple BCC modeli tercih edilmiştir. CCR modeline göre ise sadece 2 hizmet biriminin (Planlama ve Veteriner hizmet birimi) etkin olduğu görülmektedir. BCC Modeline göre 6 hizmet birimi etkin bulunmuştur. Bu birimler Kültür ve Sosyal İşler, Bilgi İşlem, Park, Planlama, Spor ve Veteriner hizmet birimleridir. Yani bu birimlerin BCC modeline göre vatandaş memnuniyeti sağlamadaki başarısı %100 olarak yorumlanmaktadır. Ayrıca BCC modeli için etkin olmayan hizmet birimleri incelendiğinde her birisinin etkin olma sınırına yakın oldukları görülmektedir. Diğer yandan CRR Model sonuçlarında BCC modeline göre etkinlik skorlarının oldukça düşük olduğu da dikkat çekicidir. Analiz yönteminde de bahsedildiği üzere, BCC modelinde etkin olma durumu, CCR modeline göre daha olası ve daha kolaydır, bu durumda bu çalışma özelinde BCC modelinin tercih edilme sebebidir.

Tablo 3: Hizmet Birimlerinin Çıktı Odaklı CCR ve BCC Etkinlik Skorları ve Etkinlik Durumları

Hizmet Birimleri	CCR Etkinlik Skoru	Etkinlik Durumu	BCC Etkinlik Skoru	Oran (CCR/ BCC skor)	Etkinlik Durumu
Tiyatro	0.420	Etkin Değil	0.978	0.429	Etkin Değil
Kültür ve Sosyal İşler	0.571	Etkin Değil	1.000	0.571	Etkin
Bilgi İşlem	0.299	Etkin Değil	1.000	0.299	Etkin
Zabıta	0.104	Etkin Değil	0.922	0.113	Etkin Değil
Çevre	0.348	Etkin Değil	0.977	0.357	Etkin Değil
Emlak	0.247	Etkin Değil	0.898	0.276	Etkin Değil
Temizlik	0.056	Etkin Değil	0.959	0.058	Etkin Değil
Fen	0.043	Etkin Değil	0.927	0.046	Etkin Değil
İmar	0.480	Etkin Değil	0.924	0.519	Etkin Değil
Park	0.032	Etkin Değil	1.000	0.032	Etkin
Özel Kalem	0.251	Etkin Değil	0.952	0.263	Etkin Değil
Planlama	1.000	Etkin	1.000	1.000	Etkin
Spor	0.156	Etkin Değil	1.000	0.156	Etkin
Veteriner	1.000	Etkin	1.000	1.000	Etkin

Kaynak: Yazarlar tarafından DEAP yazılımında hesaplanmıştır.

Etkinlik analizi çıktısı olan, Likert ölçeği ile hesaplanan, hizmet birimlerine ait vatandaş memnuniyet skorları ve Ek 1 'de araştırmada kullanılan vatandaş memnuniyet anketindeki 34 yargı cümlesinin hizmet birimleri arasındaki dağılımı için Tablo 4 oluşturulmuştur. Vatandaş memnuniyet skorları hizmet birimini temsil eden yargı cümleleri için aritmetik ortalama ile hesaplanmıştır.

Tablo 4: Hizmet Birimleri İçin Vatandaş Memnuniyet Skorları

Hizmet birimi	Yargı cümlesi	Vatandaş Memnuniyet Skoru
Tiyatro	1,2,24	3,767
Kültür ve Sosyal İşler	1,9,23,24,30,31	3,844
Bilgi İşlem	3,4	3,888
Zabıta	5,6,7,8	3,653
Çevre	9,10,11,12,13	3,762
Emlak	11,17,18	3,498
Temizlik	14,15,16	3,811
Fen	19,20,21	3,707
İmar	22,29,34	3,550
Park	23,27	4,024
Özel Kalem	25,26	3,710
Planlama	28	3,590
Spor	32	3,959
Veteriner	33	3,812
Genel Memnuniyet	34	3,579

Tablo 4' de de gösterildiği üzere 5'li Likert Ölçeği sonucunda katılımcıların Belediye'nin tüm hizmetlerinden genel memnuniyet düzeyi 3,579 olarak hesaplanmıştır. Vatandaş memnuniyetinin en yüksek olduğu birim 4,024 skor ile, VZA sonucunda etkin birimlerden biri olan park ve bahçe hizmet birimidir. Bu skoru 3,959 ile yine etkin hizmet birimi olan Spor hizmetleri takip etmektedir. Diğer etkin birimlerin skorları ise veteriner hizmet birimi 3,812, Kültür ve Sosyal İşler 3,844 ve Bilgi işlem hizmet birimi 3,888 şeklindedir. Etkin hizmet

birimlerinin vatandaş memnuniyet skorlarının diğer hizmet birimlerine göre daha yüksek olduğu tespit edilmiştir.

SONUÇ VE TARTIŞMA

Yerel yönetimlerin en önemli aktörlerinden birisi olan belediyeler için sınırlı bütçe ve üretilen hizmet çıktısı arasındaki etkinliğin önemi açıktır ve bu ölçümler belediyelerin maliyet denetimini de sağlamaktadır. En önemli görevi yapılan yatırımlar ve sunulan hizmetler ile vatandaşların yaşam kalitesini olası en yüksek refah seviyesine ulaştırmak olan belediyelerin kaynak, hizmet ve memnuniyet denetiminin tüm dünyada bir gereklilik olduğu görülmüştür.

Bu çalışmanın ilk aşamasında Alanya belediyesinden genel memnuniyet ve alt hizmet birimlerinin memnuniyeti ölçümlenmiştir. Ölçülen vatandaş memnuniyet skorları, her bir alt hizmet biriminin çıktısı olarak etkinlik analizine dahil edilmiştir. Etkinlik analizi için VZA-BCC Modelinden yararlanılmıştır. 14 hizmet biriminden 6'sının etkinlik skoruna ulaştığı görülmüş ve hizmet birimlerinin etkinlik hesaplamasında çıktı değişkeni olarak kullanılan vatandaş memnuniyetlerinin etkin olan birimler de diğer birimlere göre daha yüksek olduğu belirlenmiştir. Araştırmanın sonuçlarından birisi de Alanya ilçe sınırlarında yaşayan, belediye hizmetlerini doğrudan temin edebilen, basit tesadüfi örnekleme yöntemi ile ulaşılan, 1544 kişinin belediye hizmetlerinden memnuniyet düzeyinin 3,579 skorla %71,5 gibi yüksek seviyelerinde olduğudur. En yüksek memnuniyet yaratan hizmet birimlerinin ise %80,4 ile Park ve Bahçeler hizmet birimi (4.024) ve %79 ile Spor hizmetleri (3,959) olduğu görülmüştür. Bu hizmet birimlerini yine yüksek memnuniyet düzeyinde %77,6 ile Bilgi işlem hizmet birimi (3,888) %76,8 ile Kültür ve Sosyal İşler hizmet birimi (3,844), %76 ile Veteriner hizmetleri (3,812) ve %76 ile Temizlik hizmet birimi (3,811) takip etmektedir. Genel olarak tüm hizmet birimlerinden memnuniyet yüzde 70 memnuniyet düzeyinin üzerindedir.

Çalışmamızdaki girdi değişkenleri 2018 yılı Alanya Belediyesi'nin yayınladığı faaliyet raporundan elde edilmiştir. Kullanılan girdi- çıktı değişkenlerinin seçiminde ilgili literatür dikkate alınmıştır. Alt hizmet birimlerinin etkinliğinin ölçümünde farklı girdi -çıkıtı kombinasyonları kullanılabilir ve dolayısıyla elde edilen etkinlik skorları farklılaşabilir. Bunun yanında bundan sonraki çalışmalarda benzer ölçekteki belediyelerin alt hizmet birimleri etkinlik anlamında karşılaştırılabilir.

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Ek 1: Güvenirlik Analizi Tablosu

Reliability Statistics

Cronbach's Alpha	N of Items
,949	34

Ek 2: Anket Formu

Medeni Hal : <input type="checkbox"/> Evli <input type="checkbox"/> Bekar						
Cinsiyet : <input type="checkbox"/> Kadın <input type="checkbox"/> Erkek						
Eğitim : <input type="checkbox"/> İlköğretim <input type="checkbox"/> Lise <input type="checkbox"/> Önlisans (2 yıllık) <input type="checkbox"/> Lisans (4 yıllık) <input type="checkbox"/> Lisansüstü						
Yaş : <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-35 <input type="checkbox"/> 36-45 <input type="checkbox"/> 46-55 <input type="checkbox"/> 56 yaş ve üzeri						
Gelir Durumu : <input type="checkbox"/> 0-1300 TL <input type="checkbox"/> 1301 TL-2500 TL <input type="checkbox"/> 2501 TL-4000 TL <input type="checkbox"/> 4001 TL ve üzeri						
Yaşanılan Mahalle :						
Meslek : <input type="checkbox"/> Kamu Sektörü <input type="checkbox"/> Öğrenci/ Emekli/Ev hanımı/ İşsiz <input type="checkbox"/> Özel Sektör <input type="checkbox"/> Serbest Meslek						
	Sorular	Hiç Memnun değilim	Memnun değilim	Ne memnunum ne memnun değilim	Memnunu m	Çok Memnunu m
1	Alanya Belediyesinin sunmuş olduğu tiyatro ve sanat hizmetlerinden					
2	Alanya Belediyesinin sunmuş olduğu kütüphane hizmetlerinden					
3	Alanya Belediyesinin sunmuş olduğu çözüm masası hizmetlerinden					
4	Alanya Belediyesinin resmi internet sitesi hizmetlerinden					
5	Alanya Belediyesinin sunmuş olduğu zabıta hizmetlerinden					
6	Alanya Belediyesinin sunmuş olduğu pazar yeri hizmetlerinden					
7	Alanya Belediyesinin yapmış olduğu gıda üretim, depolama, satış ve toplu tüketim denetimlerinden					
8	Alanya Belediyesinin yapmış olduğu ses ve gürültü denetimlerinden					
9	Alanya Belediyesinin halkı bilinçlendirme amacı ile vermiş olduğu eğitimlerden					
10	Alanya Belediyesinin sunmuş olduğu genel deniz temizliğinden ve tekne atık denetimlerinden					
11	Alanya Belediyesinin sunmuş olduğu halk ekmek hizmetlerinden					
12	Alanya Belediyesinin sunmuş olduğu kontrollü sokak satıcısı (simitçi, mısırcı vb.) hizmetlerinden					
13	Alanya Belediyesinin sunmuş olduğu kurban kesim yerleri ve iftar çadırı hizmetlerinden					
14	Alanya Belediyesinin yapmış olduğu temizlik hizmetlerinden					
15	Alanya Belediyesinin sunmuş olduğu geri dönüşüm (cam, plastik, kağıt vb.) toplama hizmetlerinden					
16	Alanya Belediyesinin yapmış olduğu harfiyat ve inşaat atıklarının toplanması, taşınması ve geri kazandırılması					
17	Alanya Belediyesinin yapmış olduğu emlak ve istimlak hizmetlerinden					
18	Alanya Belediyesinin sunmuş olduğu yol yapım hizmetlerinden					
19	Alanya Belediyesinin sunmuş olduğu üstyapı hizmetlerinden					
20	Alanya Belediyesinin yapmış olduğu trafik düzenlemesi uygulamalarından					
21	Alanya Belediyesinin yapmış olduğu imar hizmetlerinden					
22	Alanya Belediyesinin sunmuş olduğu kültürel ve sanatsal etkinliklerden (konser, festival vb.)					
23	Alanya Belediyesinin sunmuş olduğu kültürel ve sanatsal eğitim hizmetlerinden					
24	Alanya Belediyesinin yapmış olduğu tanım faaliyetlerinden					
25	Alanya Belediyesinin basın ilişkilerinden					
26	Alanya Belediyesinin sunmuş olduğu park ve bahçe hizmetlerinden					
27	Alanya Belediyesinin sunmuş olduğu şehir planlama faaliyetlerinden					
28	Alanya Belediyesinin sunmuş olduğu ruhsat hizmetlerinden					
29	Alanya Belediyesinin sunmuş olduğu sosyal yardımlardan (ihtiyaç sahiplerine yönelik faaliyetler)					
30	Alanya Belediyesinin sunmuş olduğu engellilere yönelik hizmetlerden					
31	Alanya Belediyesinin sunmuş olduğu spor hizmetleri ve organizasyonlarından					
32	Alanya Belediyesinin sokak hayvanlarına yönelik vermiş olduğu hizmetlerden					
33	Alanya Belediyesinin kaçak inşaat zaptı, tehlike arz eden bina tespiti gibi inşaat kontrol işlemlerinden					
34	Alanya Belediyesinin sunmuş olduğu hizmetlerden genel olarak					

Sahraaltı Afrika Ülkelerinde Ekonomik Kalkınmanın Belirleyicileri Üzerine Bir Literatür Araştırması¹⁸

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ÖZET

Kalkınma, Sahraaltı Afrika ülkelerinde yalnızca bağımsızlık öncesi dönemde değil, bağımsızlık sonrası dönemde de en zorlu konulardan birisi olmuştur. Hem iktisat literatüründe hem de bölge için kalkınma olgusu başlangıçta kişi başı gelir artışı ile eşdeğer tutulmuştur. Gelir odaklı bu yaklaşım hem Sahraaltı Afrika Ülkelerinin hem de diğer bölgelerin azgelişmişlik sorununu açıklamakta yetersiz kalmıştır. Bu nedenle insan odaklı yaklaşım gelişmiştir. Bu çalışmanın amacı, Sahraaltı Afrika Ülkelerinde kalkınma sürecinin belirleyicilerini gelir odaklı veya insan odaklı yaklaşım ile araştıran çalışmalar üzerine literatür araştırması yapmak ve mevcut literatürün güncel durumunu tartışmaktır. Geniş bir literatür araştırması ve tartışması, Sahraaltı Afrika bölgesinde kalkınma sürecinin belirleyicilerinin anlaşılması ve ampirik çalışmalar için etkin modelleme önerilerinin yapılmasına katkı yapacaktır.

Anahtar Kelimeler: Kalkınma, Kalkınma İktisadı, Sahraaltı Afrika Ülkeleri, Gelir Odaklı Yaklaşım, İnsan Odaklı Yaklaşım.

A Literature Survey on Determinants of Economic Development at Sub-Saharan Africa Countries

ABSTRACT

Development is the one of the most tough challenge for Sub-Saharan countries not only in the post-independence period but also pre-independence. Development issue was considered equal with real per capita income growth in both economic literature and for those countries. This income-based approach remained incapable to explain underdevelopment problem of both Sub-Saharan Africa Countries and other regions. Therefore, human-based approach has developed. Main of aim of this paper is to make a literature survey on papers which investigate determinants of economic development by adopting income-based or human-based approach and to make discussion on current situation of literature. In-depth investigation and discussion of literature would contribute to find determinants of development at Sub-Saharan Africa region out, and efficient modelling proposals for empirical studies.

Keywords: Development, Development Economics, Sub-Saharan Africa Countries, Income-Based Approach, Human-Based Approach.

¹⁸ Bu çalışma Sinan Erdoğan tarafından yazılan ve Hatay Mustafa Kemal Üniversitesi Bilimsel Araştırma Projeleri Koordinatörlüğü tarafından 19.D.012 proje numarasıyla desteklenen Sahraaltı Afrika Ülkelerinde Kalkınma Sürecinin İktisadi ve Ekonomik Belirleyicileri isimli doktora tezinden üretilmiştir.

GİRİŞ

Kalkınma iktisadının yükselişe geçtiği erken dönem teorik ve pratik olarak ele alındığında, kalkınma kavramı açısından önemli eserlerin olduğu ve önemli adımların atıldığı görülmektedir. 1944 yılında Dünya Bankası'nın kuruluşu az gelişmiş ülkelerin kalkınma sorunlarına çözüm bulabilmek adına önemli bir adım olmakla beraber, ilgili zaman dilimi günümüz kalkınma iktisadının temellerini oluşturan eserlerin oluşturulduğu dönem olarak öne çıkmaktadır. Rosenstein-Rodan (1943) tarafından öne sürülen "Büyük İtiş Teorisi", Nurkse (1952)'un "Kapalı Çember Kuramı", Lewis'in (1955) "Sınırsız Emek Arzı Modeli", Hirschman (1958)'in "Dengesiz Kalkınma Kuramı", Rostow (1960)'un "Gelişme Aşamaları Kuramı" dönemde oluşturulan önemli eserler olmakla beraber "Ortodoks Kalkınma Kuramları" olarak da anılmaktadırlar. Genel bir tanım ile az gelişmişliğin nedeni olarak ülkelere özgü ekonomik sosyal, demografik ve politik geri kalmışlıkları gören yaklaşıma "Ortodoks Kalkınma Kuramları" denilmektedir.

Ayrıca dönemde az gelişmişliğin kapitalist gelişmiş ekonomilerle kurulan iktisadi ve politik ilişkilerin bir sonucu olduğunu savunan "Bağımlılık Yaklaşımı" ve genel ifadesiyle az gelişmişliği ilgili ülkelerin sahip olduğu yapısal sorunlara bağlayan "Yapısalcı Yaklaşım" da diğer kalkınma okullarını teşkil etmektedir. Özellikle Ortodoks Kalkınma kuramları sahip olduğu ölçek ekonomileri, dışsallıklar ve eksik rekabet varsayımı nedeniyle ciddi ölçüde eleştirilere maruz kalmış ve 1960'lı yıllara gelindiğinde iktisat literatüründe periferiye savrulmuştur. Ayrıca bu kuramlar az gelişmişliği bir gelir yoksunluğu ve yoksulluk olarak ele aldığı için ciddi derecede eleştirilere maruz kalmıştır.

1980'li yıllara gelindiğinde hem gelir odaklı kalkınma yaklaşımına bir başkaldırı olarak Amartya Sen öncülüğünde insan odaklı yaklaşım gelişmeye başlamış, hem de içsel büyüme teorileri ve dış ticaret teorisinde gelişmeler ile ölçek ekonomileri, dışsallıklar, eksik rekabet varsayımlarına açıklamalar getirilmiştir. Bu gelişmelerle beraber kalkınma olgusu, iktisat literatüründe tekrar güncel bir tartışma alanı haline gelmiştir. Bu durumun sonucu olarak özellikle Latin Amerika, Güneydoğu Asya ve Sahraaltı Afrika gibi bölgelerin az gelişmişlik sorununa çözüm getirmek amacıyla birçok çalışma yapılmıştır. Günümüzde Latin Amerika ve Güneydoğu Asya ülkelerinde görece olarak iktisadi gelişme yönünde önemli ilerlemeler kaydedilmiş olsa da aynı durumun Sahraaltı Afrika ülkeleri için geçerli olduğunu varsaymak pek olası görünmemektedir. Nitekim; 2015 yılı itibarıyla Sahraaltı Afrika ülkeleri dışında kalan ülkelerin insani kalkınma endeksi ortalama 0,760 iken bölge için bu rakam 0,512' dir. Ayrıca 2015 yılı İnsani kalkınma endeksi sıralamasına göre düşük gelişmişlik sınıfındaki ülkelerin yaklaşık %83 'ü Sahraaltı Afrika Ülkelerinden oluşmaktadır. Bölgede Dünya Bankasının 2018 yılı verilerine göre ortalama %8,57 toplam işsizlik oranı, ortalama %15,89 genç işsizlik oranı söz konusudur. 2017 yılı verilerine göre bölgenin yıllık ortalama GSYH büyüme hızı yaklaşık %3,59'dur. Bölgenin nüfus artış hızı yaklaşık %7 olması nedeniyle bu büyüme oranı, bölgede yoksulluğu azaltmaktan çok uzaktır. Bölge "Çok Boyutlu Yoksulluk" endeksinde göre incelediğinde, dünya geleninde en yoksul 1 milyar kişiyi tanımlamak için kullanılan "Dipteki Milyar (Bottom Billion)" 'ın ulusal yoksulluk ortalamalarına göre yaklaşık %36,4'ü Sahraaltı

Afrika bölgesinde yaşamaktadır (Alkire vd., 2013). Ülker'e (2016: 71) göre yoksulluğun azaltılabilmesi adına bölgenin yıllık ortalama %7 büyüme oranını yakalaması önemlidir.

Bu çalışma iktisadi gelişme literatüründe Sahraaltı Afrika ülkelerinde az gelişmişliğin çözümüne yönelik olarak gelişen literatürü araştırmak ve literatürde yer alan eksiklikleri değerlendirerek, yeni çalışmalara fikir verme amacı taşımaktadır. Çalışmanın ikinci kısmında literatür araştırması verilmiş, üçüncü kısımda ise çalışma sonuçlandırılmış ve öneriler sıralanmıştır.

LİTERATÜR TARAMASI

Tablo 1: Gelir Odaklı Yaklaşım Sahip Çalışmalar

Yazar(lar)	Örneklem-Dönem	Yöntem	Bağımlı Değişken	Sonuç
Fosu (1999)	35 Sahraaltı Afrika Ülkesi, 1980-1990	EKK	Çıktı Büyüme Hızı	Dış Borç Servisi (-) İşgücü Büyüme Hızı (*) Sabit Sermaye Oluşumu(K) Ticari Mal İhracatı (+)
Englebert (2000)	32 Afrika Ülkesi 1985-1995	EKK	Ekonomik Büyüme Hızı	İyi Yönetişim (+) Kamu Harcamaları (-) Yatırımlar (+) Hukukun Üstünlüğü (+) Sivil Savaşlar(-)
Gyimah-Brempong (2001)	21 Afrika Ülkesi, 1993-1999	Genelleştirilmiş Momentler Yöntemi (GMM)	Reel Gelir Büyüme Hızı	Kamu Harcamaları (-) Yolsuzluk (+) Okullaşma (+) İhracat (+)
Fayissa vd. (2008)	42 Afrika Ülkesi, 1995-2004	Sabit ve Rassal Etkiler Modeli	Kişi Başı Reel Gelir	Turizm Gelirleri (+) Sabit Sermaye Yatırımları (K) Ekonomik Özgürlük (-) Okullaşma Oranı (+) Doğrudan Yabancı Sermaye Yatırımları (*) Ticaret Hadleri (*) Hane Halkı Tüketim Harcamaları (+)
Gries vd. (2009)	16 Sahraaltı Afrika Ülkesi	Hsiao-Granger Nedensellik Testi	Ekonomik Büyüme	Ticari Açıklık- (K) Finansal Gelişme (K)
Baliamoune-Lutz (2009)	39 Afrika Ülkesi, 1975-2000	Sabit-Rassal Etkiler Modeli	Satın Alma Gücü Paritesine Göre Hesaplanmış Kişi Başı Gelir	Sosyal Sermaye(K) Ticari Açıklık(K) Mülkiyet Hakları (*) Sivil Özgürlükler (-) Okur-yazarlık (+)
Akinboade & Braimoh (2010)	Güney Afrika, 1980-2005	Granger Nedensellik Testi	Gayri Safi Yurtiçi Hasıla	Turizm Gelirleri → GDP İhracat → GDP Reel Döviz Kuru → GDP
Fayissa & Nsiah (2010)	36 Afrika Ülkesi, 1980-2004	GMM	Kişi Başı Reel Gelir	İşçi Dövizini (+) Okullaşma Oranı (+) Sabit Sermaye Yatırımları (+) Yabancı Yardımlar (+) Doğrudan Yabancı Yatırımlar (*) Yabancı Portföy Yatırımları (-) Ticaret Hadleri (+) Ekonomik Özgürlük (+)

Narayan vd. (2011)	30 Sahraaltı Afrika Ülkesi, 1972-2001	Granger Nedensellik Testi	Ekonomik Büyüme	Demokrasi (K)
Gyimah-Brempong (2011)	52 Afrika Ülkesi, 1960-2010	İlişkisiz Denklemler Yöntemi	Kişi Başı Reel Gelir	Okullaşma (+) Kamu Harcamaları (-) Yatırımlar (+) Yabancı Yardımlar (+) Kamu Etkinliği (+)
Bosker & Garretsen (2012)	Sahraaltı Afrika Ülkeleri, 1993-2009	Havuzlanmış EKK	İşçi Başı Gelir	Piyasalara Erişim (+) Demokrasi (*) Kentleşme (*) Petrol Gelirleri (+) İç Savaş (-) İç Çatışmalar (*) Tarımın Ekonomideki Payı (-) Çalışan Nüfus Yoğunluğu (*) İlkokullaşma Oranı (*)
Bezemer vd. (2014)	43 Sahraaltı Afrika Ülkesi, 1950-2008	EKK ve İki Aşamalı EKK	Ekonomik Büyüme	Kölelik (-)
Masaki & Walle (2014)	43 Sahraaltı Afrika Ülkesi, 1982-2012	Havuzlanmış EKK, Sabit-Rassal Etkiler	Kişi Başı Reel Gelir Büyüme Oranı	Demokrasi (+) Demokrasi Süresi (-) Kişi Başı Reel Gelir (+) Enflasyon Oranı (-) Doğrudan Yabancı Yatırımlar (+) Ticaret Hadleri (*) Yaşam Beklentisi (+) Ticari Açıklık (+) Kamu Harcamaları (-) Politik Çatışmalar (-) Doğal Kaynak Zenginliği (*) Coğrafya (+) İklim (*) Etnik Fraksiyon (*)
Ahmed (2016)	30 Sahraaltı Afrika Ülkesi, 1976-2010	EKK ve Sistem Genelleştirilmiş Momentler Yöntemi (GMM)	Kişi Başı Reel Gelir	Yatırım Oranları (+) Kurumsal Kalite (-) Enflasyon (-) Kamu Harcamaları (+) Ticari Açıklık (+)
Adams vd. (2016)	16 Sahraaltı Afrika Ülkesi, 1971-2013	GMM	Ekonomik Büyüme	Enerji Tüketimi (+) Demokrasi (+) Sabit Sermaye Yatırımları (+)
Akobeng (2016)	41 Sahraaltı Afrika Ülkesi, 1981-2010	İki Aşamalı EKK ve Enstrümantal Değişken Metodu	Yoksulluk ve Gelir Dağılımı	Demokrasi (-) İşçi Döviz (-) Ortalama Hane Halkı Geliri (-)
Ahlerup vd. (2017)	192 Sahraaltı Afrika Bölgesi	EKK ve Enstrümantal Değişken Metodu	Bölgesel Gelir	Madencilik (+)

Sahraaltı Afrika bölgesine yönelik olarak yapılan çalışmaları kalkınma sürecini ele alış biçimi bağlamında iki gruba ayırmak mümkündür. Birinci grup çalışmalar gelir odaklı bir yaklaşıma sahip olup, bu bağlamda kalkınma sürecinin temel göstergesi olarak ülkelerin veya kişilerin gelirinde yaşanan artışlar kullanılmıştır. Gelir odaklı yaklaşıma sahip çalışmalar

niceliksel olarak değerlendirildiğinde bu alanda bir hayli fazla çalışma olduğu göze çarpmaktadır. Gelir odaklı çalışmalar yöntemsel bağlamda ele alındığında ise çalışmaların ezici çoğunluğunu çok ülkeli örneklem kullanan, yani panel veri analizi yöntemini benimseyen çalışmaların oluşturduğu görülmektedir. Fakat kullanılan yöntemlerin, panel veri analizinde sıklıkla karşılaşılan yatay kesit bağımlılık olgusunu göz ardı ettiği görülmektedir. Ayrıca kalkınma ile ilgili çalışmalarda karşılaşılabilen içsellik sorununu kontrol altında tutabilmek için Genelleştirilmiş Momentler yöntemi, enstrümantal değişken yöntemi gibi uygulamalar göze çarpmaktadır. Fakat bu yöntemlerde benzer biçimde yatay kesit bağımlılığı dikkate almamaktadır.

Tablo 2: İnsan Odaklı Yaklaşım Sahip Çalışmalar

Yazar(lar)	Örneklem-Dönem	Yöntem	Bağımlı Değişken	Sonuç
Njoh (2003)	40 Sahraaltı Afrika Ülkesi,	Pearson Korelasyon Analizi	İnsani Gelişme Endeksi	Kentleşme (+)
Asongu & Le Roux (2017)	49 Sahraaltı Afrika Ülkesi, 2000-2012	Enstrümantal Değişkenli Tobit Regresyonu	Eşitsizliğe Uyarlanmış İnsani Gelişme Endeksi	Bilgi ve İletişim Teknolojileri (+) Yabancı Yardımlar (-) Doğrudan Yabancı Yatırımlar (+) İşçi Dövizini (*) İlk Okullaşma Oranı (+) Kişi Başı Gelir Artışı (*)
Asongu vd. (2017)	44 Sahraaltı Afrika Ülkesi, 2000-2012	GMM	Eşitsizliğe Uyarlanmış İnsani Gelişme Endeksi	Bilgi ve İletişim Teknolojileri (*) Çevre Kirliliği (*) Eğitim (+) Doğrudan Yabancı Yatırımlar (+) Yabancı Yatırımlar (*) Krediler (+)
Asongu & Nwachukwu (2018)	49 Sahraaltı Afrika Ülkesi, 2000-2012	Sabit Etkiler Modeli	Eşitsizliğe Uyarlanmış İnsani Gelişme Endeksi	Cep Telefonu Kullanımı (-) Eğitim Kalitesi (*) Bilgi Teknolojileri-Eğitim Etkileşimi (+) Kişi Başı Reel Gelir (+) Yurtiçi Krediler (+) Doğrudan Yabancı Yatırımlar (+) İşçi Dövizini (+)

Diğer taraftan insan odaklı yaklaşımı benimseyen çalışmalar irdelendiğinde; insan odaklı yaklaşımın kökenleri yaklaşık yarım asırlık olmasına rağmen, bu yaklaşımdan hareketle ampirik çalışmaların 2000’li yıllardan itibaren artmaya başladığı gözlenmektedir. Bu bağlamda gelir odaklı yaklaşıma kıyasla daha kısıtlı ve dar bir literatürün varlığı göze çarpmaktadır. Özellikle Sahraaltı Afrika bölgesine yönelik çalışmaların sayısının ise çok kısıtlı olduğu görülmektedir. İlgili çalışmalar bağımlı değişken olarak İnsani gelişme endeksi, Eşitsizliğe Uyarlanmış İnsani Gelişme Endeksi ve bunların yaşam beklentisi gibi alt bileşenlerini

kullanılmışlardır. Ayrıca; yöntemsel bağlamda genel olarak panel veri analizi yöntemleri benimsenmiş olup, gelir odaklı yaklaşıma sahip literatürde olduğu gibi bu noktada da yatay kesit bağımlılık olgusu ihmal edilmiştir. Ayrıca açıklayıcı değişken seti olarak iktisadi, teknolojik ve demografik değişkenler kullanılmış iken, özellikle ilgili ülkelerin politik kurumlarını temsilen demokrasi, çatışmasızlık-barış gibi değişkenlerin ihmal edildiği göze çarpmaktadır.

Bu bağlamda literatürde, özellikle insan odaklı yaklaşım ile bölgede yaşanabilecek demokratik gelişmelerin, barış ortamının sağlanmasının, yolsuzluk oranlarını düşürmenin kalkınma sürecini nasıl etkilediğini araştıran bir çalışmanın olmadığı görülmektedir.

SONUÇ

Sahraaltı Afrika bölgesi, günümüzde az gelişmişlik açısından maalesef en zor durumda olan bölgelerden birisidir. Bu nedenle bölgenin az gelişmişlik sorununun çözümü için birçok çalışma yapılmış olup, bu çalışmaları kalkınma olgusuna yaklaşım bakımından iki başlık altında toplamak mümkündür. Birinci grupta yer alan çalışmalar kalkınma olgusunu salt bir gelir artışı olarak ele alan çalışmalardır. Kalkınma olgusu salt gelir artışına indirgenemeyecek kadar çok boyutlu ve karmaşık bir süreç olup, bu nedenle bu gruptaki çalışmalar literatürde sıklıkla eleştirilmekte ve “kaba” olarak nitelendirilmektedir. Ayrıca çalışmalarda sapmalı tahmin sonuçlarına ve politika önerilerine neden olabilecek birinci nesil tahmin yöntemleri kullanılmıştır.

İkinci kısım çalışmalar her ne kadar insan odaklı yaklaşım benimsemiş ve kalkınma olgusunun farklı boyutlarını ele almış olsa da bu noktada iki ciddi eksiklik göze çarpmaktadır. Birinci eksiklik model kurulumu bağlamında ele alınabilir. Bu açıdan bölge de bağımsızlık süreci sonrası demokratikleşme hareketleri ağır işlese de bölgede niteliği eleştiriye açık olmakla beraber demokrasiye yönelim konusunda sabit bir tutum olduğu göze çarpmaktadır. Ayrıca bölge, uzun süredir etnik, dinsel, iç ve dış çatışmalara sahne olmaktadır. Bu iki olgunun ampirik modellere dahil edilmemesi durumunda ihmal edilmiş değişken sapmasına ve model kurulum hatasına düşülebilecektir. İkinci olarak kullanılan yöntemler yatay eşit bağımlılık olgusunu dikkate almamaktadır. Bu açıdan ilgili çalışmalarda elde edilen çalışmaların sonuçlarının sapmalı olduğu açıkça ifade edilebilecek bir olgudur (Chudik & Pesaran, 2013).

Bu bağlamda gelecek çalışmalarda üç hususun göz önünde bulundurulması önerilebilecektir: a) Birincisi kalkınma olgusunun ele alınış bağlamında olup, gelir odaklı bir yaklaşım daha önce ele alındığı üzere kaba ve eski moda bir yaklaşım olacaktır. Bu nedenle kalkınma olgusu insan odaklı yaklaşım bağlamında ele alınmalıdır, b) ikincisi model kurulum noktasında olup, bölgenin temel dinamiklerini özellikle 1980 sonrası süreçte etkileyen ve günümüz iktisadi ve politik dengeleri oluşturan demokrasi, etnik, dinsel, iç ve dış çatışmaların kalkınma üzerine etkisi de modellere dahil edilerek model kurulum hatası ve ihmal edilmiş değişken sapması asgari düzeye indirilmelidir, c) üçüncü olarak; çok ülkeli çalışmalarda sapmalı tahminlerin önüne geçebilmek adına yatay kesit bağımlılığı dikkate alan ikinci nesil tahmin yöntemlerinin kullanılması daha doğru bir yaklaşım olacaktır.

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People's Participation on Sustainable Cultural Tourism Management of Klong Yao Village, Banwhayn Subdistrict, Wapipatum District, Mahasarakham Province, Thailand

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ABSTRACT

This research aimed to investigate people's participation on sustainable cultural tourism management of Klong Yao village, Ban Whay sub-district, Wapipatum district, Mahasarakham province. Mixed method was utilized for this research. The set of questionnaires was used for collecting quantitative data with 158 local people while the structured interview was used for collecting qualitative data with 3 community leaders. The result of this research revealed that the overview of people's participation at Klong Yao village on sustainable cultural tourism management in all aspects were moderate ($X=3.10$). The participation in the benefit of receiving is the highest mean ($X = 3.36$) followed by the operation ($X = 3.17$), finding problems and causes of the problem ($X = 2.98$) and decision making and planning ($X = 2.89$) respectively while the participation in tourism of community's leader in all aspects were excellent. The participation in tourism operation is the highest mean ($X = 3.77$) followed by finding problems and causes of the problem ($X = 3.70$), decision making and planning ($X = 3.65$) and the benefit of receiving ($X = 2.89$) respectively.

Keywords: People's Participation, Sustainable Cultural Tourism, Klong Yao Village.

INTRODUCTION

Tourism industry is currently high extension. It has an important role to economic system of Thailand. It is the source of foreign currency income, employment, infrastructure development and Tourism industry investment. Moreover, it distributes the progression to provincial part. In order to compete in the world tourism market, the cabinet announced tourism as the national agenda on April 17, 2009. Furthermore, the cabinet assigned the Ministry of Tourism and sports responds on the creation of short and long tourism recovery plan on April 20, 2009. The objectives of the plan are recovery and stimulation tourism industry to be expanded and sustainability, precipitation the quality of tourism income earning which lead to develop Thailand tourism for being readiness on quality and competitive potential with another country. In addition, it generates employment and distributes the tourism income to the provincial part which goes together with the sustainable development. (Ministry of Tourism and sports, 2011)

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions (World Tourism Organization (UNWTO), 2019).

Maharakham province locates in the center of Northeastern, Thailand. It was called Takasila Nakorn (City of education) where is peace atmosphere. Moreover, it was publicized as the province of Thailand that people are happiness the most. The index that make the trustworthiness to the tourists when they come to visit Maharakham are No illness, peaceful city, good environment, safety of life and goodness city (Department of Mental Health, 2006). In order that, there are many places and attraction for travelling in Maharakham province such as Santarat stupa, Mahachai temple museum, Mahathat stupa, The Research Institute of Northeastern Art and Culture, Phra That Na dun (Nadun stupa), Nongkuanchang handicraft village, Mongkol Standing Buddha, Mingmuang Buddha Image, Ban Paeng Weaving Reed Mat Agro Tourism Center, Pottery village, Klong Yao Village etc. (Maythawin, 2009)

Klong Yao is the Thai word for calling the long drum. In Maharakham province, there is one village that produce Klong Yao by hand. It is unique culture and valuable wisdom that took place in the long past and was passed down to younger generation ever since. Klong Yao relates to local people at Wapipatum district for a long time. It is produced for using in cultural activity and trade. Nowadays, the use of or playing the long drums are for competition at the district's annual Amazing Long Drum Playing Festival (On son klong yao chao Wapi khong dee puen ban of Maharakham) began for the first time in 1996 (Sitthisak, 2018). This festival is annual event that tourists can entertain themselves with Thai cultural activities from the folkway with long drum such as the drum producing, local dance with long drum, annual

long drum celebration, agriculture and learn how local people pass on their knowledge to the next generation but lack of stakeholders's participation of Klong Yao village, Ban Whay sub-district, Wapipatum district, Mahasarakham province.

As aforementioned above, this research aims to investigate people's participation on sustainable cultural tourism development of Klong Yao village, Ban Whay sub-district, Wapipatum district, Mahasarakham province to be cultural tourist destination following the national agenda upon the sustainable people's participation.

LITERATURE REVIEW

Cultural Tourism

The main usage of the term cultural tourism involves the consumption of a wide range of cultural manifestations like heritage, art, folklore and etc. by tourists. Cultural tourism can be generally seen as a sociocultural relationship between people which is promoted, moderated and mediated by a range of various factors including, planners, politicians, researchers, marketing professionals, travel agencies and so on. Cultural tourism can be regarded as a meeting between social systems and cultures which will produce changes in both of them (Smith, 1992). As a social practice, cultural tourism reconstructs or constructs identities (e.g. nationalism, social identities, and transnationalism) and will eventually contribute to globalization and framing a globalized world. (Bauman, 1999). Bonink (1992) identifies two approaches regarding the definition of cultural tourism; the "sites and monuments" approach, focusing on explaining the type of attractions visited by cultural tourists, which mainly describes culture as a product (Richards, 1996). This quantitative approach simply assumes cultural tourism as a consumer of cultural attractions and proposes a relatively limited view of the motivations and activities of cultural tourists, thus restricting its analysis to specific attractions and sites (Sina, Naciye, Nima and Fereshte, 2016).

Sustainable Tourism

Sustainable tourism is a tourism which is an achieving growth in a manner that does not deplete the natural and built environment and preserve the cultural, history, heritage, and arts of the local community (Edgell, 2006). Moreover, it means achieving a particular combination of numbers and types of visitors, the cumulative effect of whose activities at a given destination, together with the actions of servicing businesses, can continue into the foreseeable future without damaging the quality of the environment on which the activities are based (Middleton, 1998). In addition, sustainable tourism is tourism which people can participate and gain benefit from such as income or even facilities in community which are developed from tourism activities. Not only will the resources and local people get benefit from sustainable tourism, but also the private sector. In terms of tourists, sustainable tourism is an instrument to make them realize about the importance of resources, when they are satisfied with tourism, at the same time they might not destroy tourism resources because they will keep in their mind that the resources belong to them. Nevertheless, sustainable tourism effort should be realized with effective, which should not be left behind to the next generations to solve it because they like the present generation will use the resources without solving the problems

from the former generation as the concept of sustainable development (Maythawin &Suwattana, 2015).

People's Participation

Participation is the result of an overall agreement between members of a group whose intention and direction for changing are enough to generating a new project. The National Village and Urban Community Fund Office, the Office of Institute of Rajabhat Council and the Office of the Higher Education Commission (2002) specified participation as that people or community can participate in decision on local development policy and participate in benefit distribution as well as participate in any projects evaluation control of their local. Furthermore, Wanruks Mingmaneeakin (1988) summarized that people participation is an active and full participation of stakeholders in every step of community development project, especially participation in power, decision and responsibility. Participation assures that stakeholders meet their demand and get benefit equally which were related with the Ladder of citizen participation concept of Sherry Arnstein (1969) who has been writing in 1969 about citizen involvement in planning processes in the United States, described a "ladder of citizen participation" that showed participation ranging from high to low. The ladder is a guide to seeing who has power when important decisions are being made. It has survived for so long because people continue to confront processes that refuse to consider anything beyond the bottom rungs. In conclusion, participation means that people are closely involved in the economic, social and cultural and political processes that affect their lives. People may in some cases have a complete and direct control over these processes – in other cases the control may be partial or indirect. People have constant access to decision making and power. Participation in this sense is an essential element of human development. It generally refers to people's involvement in particular projects or programs. But today, participation means an overall development strategy focusing on the central role that people should play in all spheres of life. Human development involves widening their choice and greater participation enables people to gain for themselves, access to a much broader range of opportunities (Maythawin &Suwattana, 2015).

METHODOLOGY

Population

1. Population: people at Klong Yao village, Banwhay sub-district, Wapipatum district, Mahasarakham province 74 families which are 126 males and 135 females in total 261 people.
2. Community's leaders: Village leader, Chairman of Klong Yao producing group and local governmental representative

Sampling Group and Key Informants

The number of sampling group are 158 local people and 3 key informants are Village leader, Chairman of Klong Yao producing group and local governmental representative

In order that these sampling group and key informants were selected by the purposive sampling method which based on the researcher's decision and related with the research objectives.

Study Area

Figure 1: Location of Klong Yao village



Source: Google maps

The study area is at Klong Yao village, Banwhay sub-district, Wapipatum district, Mahasarakham province, Thailand.

Research Instruments

The research instruments were questionnaire and interview-form which were created following the research objectives and framework which consist the area as follow:

- Participation in tourism problem finding
- Participation in tourism decision and planning
- Participation in tourism operation
- Participation in tourism benefit receiving

RESULTS

Result from Questionnaire with Local People

General Data

The majority of local people is female (68%), follows by male (32 %). The most of local's age is between 41-50 year (32%), follows by age between 51- 60 year (27%). The most

of local people's education is primary school level (71%), follows by high school level (14%). The most of local's occupation is an agriculture (37%), follows by a private entrepreneur (21%). The most of local people's monthly income is between 10,001-20,000Baht (47%), follows by monthly income less than 10,000 Baht (41%)

Local people's participation on sustainable tourism management of Klong Yao village, Banwhay sub-district, Wapipatum district, Mahasarakham province

The overview of people’s participation on sustainable cultural tourism management of Klong Yao village, Banwhay sub-district, Wapipatum district, Mahasarakham province was shown in table 1.

Table 1: The overview of local people's participation in sustainable tourism management in all aspects

Area	X	SD	Level
1.Participation in tourism problem finding	2.98	1.317	Moderate
2.Participation in tourism decision and planning	2.89	1.383	Moderate
3.Participation in tourism operation	3.17	1.343	Moderate
4.Participation in tourism benefit receiving	3.36	1.299	Moderate
Total	3.10	1.336	Moderate

Source: Author

According to table 1, the overview of local people's participation on sustainable cultural tourism management in all area is moderate ($X=3.10$). The highest mean is participation in tourism benefit receiving ($X=3.36$), follows by participation in tourism operation ($X=3.17$) and participation in tourism problem finding ($X=2.98$) while the lowest mean is participation tourism decision and planning ($X=2.89$) respectively which were moderate.

Result from Interview-form with the Community's Leaders

The overview of community’s leaders’ participation on sustainable cultural tourism management of Klong Yao village, Banwhay sub-district, Wapipatum district, Mahasarakham province was shown in table 2.

According to table 2, the overview of community’s leaders participation on sustainable tourism management in all aspects are excellent ($X=3.58$). The highest mean is participation in tourism operation ($X=3.77$) follows by participation in tourism problem finding ($X=3.70$) and participation in tourism decision and planning ($X=3.65$) respectively while the lowest mean is participation in tourism benefit receiving ($X=3.21$) which were excellent.

Table 2: The overview of community's leaders' participation on sustainable cultural tourism management in all aspects

Area	X	SD	Level
1.Participation in tourism problem finding	3.70	1.312	Excellent
2.Participation in tourism decision and planning	3.65	1.372	Excellent
3.Participation in tourism operation	3.77	1.341	Excellent
4.Participation in tourism benefit receiving	3.21	1.286	Excellent
Total	3.58	1.328	Excellent

Source: Author

CONCLUSION AND DISCUSSION

The result from this research shown that the participation of local people on sustainable cultural tourism management in all aspects were moderate ($X=3.10$) while the participation of community's leaders on sustainable cultural tourism management in all aspects were excellent ($X=3.58$). It shows that the participation on sustainable cultural tourism management at the area between local people and community's leaders is different and it will affects to the sustainability of tourism at the community so the community's leader should practice and make a clear understanding in tourism to the local people as well as the benefit that they will get from the tourism.

Klong Yao is Thai word for calling the long drum. In Mahasarakham province, there is one village that produce Klong Yao by hand. It is unique culture and valuable wisdom that took place in the long past and was passed down to younger generation ever since. Klong Yao relates to local people at Wapipatum district for a long time. It is produced for using in cultural activity and trade. Nowadays, the use of or playing the long drums are for competition at the district's annual Amazing Long Drum Playing Festival (On son klong yao chao Wapi khong dee puen ban of Mahasarakham) began for the first time in 1996 (Sitthisak, 2018). In term of people's participation in tourism at the area is moderate. The local government should promote local people to participate more than now. Moreover, the local government should select the local representatives from direct stakeholder that are local people, leader of Klong Yao band and member of Klong Yao producing group to advice, operate, receive the benefit and evaluate in tourism and act as a committee in Klong Yao annual festival. Meanwhile, this activity can promote all stakeholder's participation to conserve and develop Klong Yao in annual festival equality and sustainability (Tinnakorn, 2018).

In term of development for annual Amazing Long Drum Playing Festival (On son klong yao chao Wapi khong dee puen ban of Mahasarakham, the process of tourism management by local people at Klong Yao village should consist of 1) assessment the possibility of community in tourism management by local people 2) identifying the mission 3) setting the goal and 4) preparing the community in tourism management (Weerapol & Prajet,

2004). Moreover, the local government and local people should sustain Klong Yao producing by training the producing staff to be a professional and produce it properly. At the same time, the local government should support Klong Yao village in budget and OTOP center in Wapipatum district that can be placed Klong Yao for trade and public relation to the tourist and outsider that can bring the income to local community. In addition, local people can realize the important of Klong Yao and conserve the Klong Yao producing as the local wisdom and heritage (Sumitra, 2009).

Finally, the development of Klong Yao village to be sustainable cultural tourism destination should consist of 1) development of tourism resources and destination 2) development of tourism accessibility 3) development of tourism facility and 4) development of life and belonging safety (Maythawin, 2015).

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Mensur Fetihnâmelerde Şiirin Kullanımı: *Cihad-Nâme* Örneği

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ÖZET

Bir seferin başından sonuna kadar geçen olayları, bir şehrin, kalenin alınışı veya bir savaşın kazanılmasını anlatan fetih-nâmeler, mensur veya manzum olarak yazılan eserlerdir. Fetih-nâmeleri mensur olarak kaleme alan bazı vak'anüvisler eserlerine manzum parçalar da yerleştirmiştir. Fetih-nâmelerin içerisinde yer alan bu şiirler yer yer durağanlaşan eserlerin anlatımını canlandırmış ve fetih-nâmelere bir zenginlik katmıştır. XVI. yüzyılda kaleme alınan Mustafa Sâfi Efendi'nin *Cihâd-nâme* adlı eseri, mensur olmasına rağmen içerisinde manzum parçaların yoğun olduğu bir eserdir. Yapılan fetihlerin akıcı bir şekilde anlatıldığı eserde kullanılan şiirler müellifin üslubunu zenginleştirmiştir. Anlatılan duruma uygun beyitlerin nesre yerleştirilmesi esere renk katmıştır. Padişah III. Murad'a sunulan *Cihâd-nâme*'de müellif, eserine şiirle başlamış ve eserde konuyla bağlantılı olarak manzum parçalara yer vermiştir. Barbaros Hayreddin Paşa'nın fetihlerini şiirlerle süsleyerek eserine canlılık kazandırmış, mensur eserdeki tekdüzeliği gidermeye çalışmıştır. Genellikle yazıldıkları dönemin padişahlarına sunulan fetih-nâmelerde edebî yönün kuvvetli olması gerekmektedir. Bu nedenle daha çok savaş hazırlıklarının ve fetih sahnelerinin tasvir edildiği bu eserlere manzum parçaların yerleştirilmesi fetih-nâmelere edebî bir zevk katmıştır. *Cihâd-nâme*'de sadece Mustafa Sâfi Efendi'nin şiirleri değil, birçok ünlü Divan şairinin de beyitleri bulunmaktadır. Bu şairler arasında Ahmet Paşa, Âgehî, Derûnî, Şeyhî, Hamdullah Hamdî gibi şahsiyetler bulunmaktadır. Müellifin eserinde bu şairlerin beyitlerine yer vermesi onun Divan şiiri geleneğine de hâkim olduğunu göstermektedir. Bu çalışmada mensur eserlerde yer alan manzum metinlerin kullanımı ve esere katkısı, Osmanlı dönemi edebiyatının öne çıkan fetih-nâme türü örneklerinden olan *Cihâd-nâme* bağlamında ele alınacaktır.

Anahtar Kelimeler: Fetih-Nâme, *Cihâd-Nâme*, Manzum, Mensur, Mustafa Sâfi Efendi, III. Murad.

The Use of Verses in Fetih-Name Prose: An Example of Cihad-Name

ABSTRACT

The fetihnames are the works written in verse or prose by mentioning the events from the beginning to the end of the expedition, the conquest of a city or a castle, or winning the war. Some of the historian who wrote fetih-names in prose placed some verses to their works. These poems within the fetih-names recreated the expression of the works which are partly stabile and enriched the fetih-names. The work named *Cihâd-name* written by Mustafa Safi Efendi in the 16th century has verses intensely despite its being a prose. In the work, which conquests were depicted flowingly, the verses used in the work enriched the genre of the author. The placement of proper couplets to the prose in accordance with the event depicted colored the work. In this way, the author tried to avoid the monotony in the prose work by using verses related to the topic. In general, the literary aspect of the fetih-names presented to the sultans of the period is required to be strong. Therefore, the addition of verses to the proses which mostly depict battle readiness and conquest scenes has contributed a literary taste to these proses. In the *Cihâd-name* presented to Sultan Murad III, the author embellished the conquest of Amiral Barbaros Hayreddin with verses and enlivened its work. In *Cihâd-name* there are not only the poems of Mustafa Sadi Efendi but also the couplets of various famous divan poets. Among these divan poets Ahmet Pasha, Agehi, Deruni, Şeyhi and Hamdullah Hamdi can be listed. The author's including the couplets of these poets in the work indicates his having comprehensive knowledge of divan poems. In this study, the use of verses in prose works and their contribution to the work will be analyzed within the framework of *Cihâd-name*, an example of fetih-name genre which is prominent in the literature of Ottaman period.

Keywords: Fetih-nâme, *Cihâd-nâme*, verse, prose, Mustafa Sâfi Efendi, Murad III.

GİRİŞ

Edebiyat tarihinde seferlerin başından sonuna kadar geçen olayları, bir şehrin, kalenin alınışını, bir savaşın kazanılmasını anlatan eserlere fetihnâme denilmektedir (Aksoy, 1995). Fetihnâme türü eserler yazan müellifler, seferlerde geçen olayları anlatırken eserlerini zenginleştirmek ve anlatımı akıcı kılmak için çeşitli unsurlardan faydalanmışlardır. Bu unsurların başında okuyucunun ilgisini esere yoğunlaştıracak olan âyeler, hadisler, Arabî ibareler ve şiirler gelmektedir.

Padişah III. Murad'a sunulan *Cihâd-nâme*¹⁹ de mensur bir fetihnâme olmasına karşın içerisinde manzum parçaların bulunduğu bir eserdir. *Cihâd-nâme*, Barbaros Hayrettin Paşa'nın hayatını ve onun Akdeniz'de gerçekleştirdiği fetihleri anlatmaktadır. Eserin kaynağını Seyyid Muradî'nin *Gazavat-ı Hayreddin Paşa*²⁰ adlı eseri oluşturmaktadır. Bu eser, mensur bir fetihnâme olup içinde *Cihâd-nâme*'de olduğu kadar şiir yer almamaktadır. Nesir bölümü öz olarak *Gazavat-ı Hayrettin Paşa* ile aynı olan *Cihâd-nâme*, müellifin esere aldığı şiirlerle kaynağı olan eserden ayrılmıştır. Eserin müellifi Sâfi Mustafa Efendi'nin şair yönü, onun *Cihâd-nâme*'yi sıkıcı bir nesir anlatımından çıkartıp manzum parçalarla akıcı hâle getirmesini sağlamıştır.

***Cihâd-nâme*'deki Şiirlere Genel Bir Bakış**

Cihâd-nâme, Osmanlı Devleti'nin en çok fetih gerçekleştirdiği ve bu nedenle de çoğu fetihnâmenin kaleme alındığı XVI. yüzyıla ait bir eserdir. Padişah III. Murad'a sunulan eser, 161 varaktan oluşmaktadır. Eserin müellifi Sâfi Mustafa Efendi'nin asıl görevi imamlıktır. Müellif; kendini yetiştirmiş, iyi derecede Arapça ve Farsça bilgisine sahip, şair yönü kuvvetli bir şahsiyettir. Müellifin tüm bu özellikleri eserde kendisini hissettirmektedir. Eser; hem âyet, hadis ve Arabî ibareler hem de şiir yönünden oldukça zengin bir eserdir.

Cihâd-nâme'de müellif, 212 şiire yer vermiştir. Bu şiirler beyt, nazm, kıt'a, rubai, mesnevi, mısra başlıkları altında verildiği gibi, “*Der-Medh-i Hazret-i Şiddîk*, *Der-Medh-i Şahâbe-i İzâm Rıdvānu'llāhi Aleyhim Ecma'in*, *Tesliyet*, *Şıfat-ı Raḥîmî*, *li-pādişāh*, *Münacât-ı Derkâr-ı fi'l-Hacât*, *Be-Cenâb-ı Hudâ*” başlıkları altında da kaleme alınmıştır. Eserdeki şiirlerin içerisinde 110 adet şiir “beyt” başlığı altında verilmiştir. Bu şiirler nesir bölümünde anlatılan bir olayı özetlemek ya da anlatılan duruma uygun bir çıkarımda bulunmak amacıyla esere alınan şiirlerdir. Hayrettin Reis, Tlemsen şehrini fethettiğinde, şehirden bir kişi mücahitlere yardım eder. Kaledeki askerlerin hepsinin uyduklarını, onlarla savaşacak bir asker bulunmadığını haber veren kişi, bu gecenin fırsat gecesi olduğunu ve falan burca merdiven kurlmalarını söylemiştir. Nesir bölümünde anlatılan duruma uygun olarak müellif, bir beyitle de anlatımını özetlemiştir:

¹⁹ Mustafa Sâfi, *Cihad-nâme*, Turkish History, Rieu, British Museum, Londra, No: 24,958, s. 51.

²⁰ Seyyid Muradî, *Gazavat-ı Hayrettin Paşa*, İstanbul Üniversitesi Kütüphanesi, No: 2639.

“...ol vaqt bilesiz kim bu gice fırsat gicesidür gaflet eylemeñ içerüde vâki‘ olan
‘asker mecrüh hep yaturalardur bir ferd yokdur ki sizünle muqâbele eyleye uşda filân
burca hâzır olasız ve ba‘zı nerdübanlar tedârik kılasız aşlâ germâda ‘usret ve
bundan ğayrı dem-i fırsat olmaz beyt

Furşatı fevt eylemez ‘âkil meger nādān ola
Quluna zulm eylemez sulţān meger sübhān [ola]’ (vr. 46a)

Cihād-nâme’de beyitten sonra en çok yer alan şiirler mesnevi başlığı altında verilenlerdir. 45 adet şiir, mesnevi başlığı altında veya başka bir başlık kullanılarak mesnevi nazım şekliyle yazılmıştır. 33 şiir nazm, 9 şiir kıt’a, 4 şiir rubai, 5 adet mısra, 6 şiir de kaside nazım şekliyle kaleme alınmıştır. Şiirlerde en çok kullanılan vezinler ise, *Mefâ‘ilün Mefâ‘ilün Fe‘ûlün*, *Fe‘ilâtün Mefâ‘ilün Fe‘ilün* ve *Fâ‘ilâtün Fâ‘ilâtün Fâ‘ilün* şeklindedir.

Şiirin *Cihād-nâme* üzerindeki etkisi eserin başında görülmektedir. Sâfi Mustafa Efendi, *Cihād-nâme*’ye altı beyitlik hamdeyleyle başlamıştır:

Hamd aña kim bendelerdür ins ü cān
Hükmine maḥkūmdur kevn ü mekān

Hāhıkdur cümleññ Allāhıdur
Hayy u Bâkı pādişāhlar şāhıdur

Şeş-cihetden fevķ u taht u piş u pes
Uramaz emrinsüz anuñ bir nefes

Cem‘ eyler iki baḥrini revān
بَيْتُهُمَا بَرَزَتْ لَا بَيْغِيَانٌ²¹

Kimse dimez emrine çün u çerā
يَفْعَلُ اللهُ مَا يَشَاءُ²²

Dergehinde oldı ankālar meges
Evce pervāz itme Şāfi sözi kes (vr. 1b)

Hamdele bölümünden sonra nesre geçen müellif, şiirinde gerçekleştirdiği şükrünü nesir bölümünde de devam ettirmiştir. Allah’ın isimlerini sıralayarak O’nun yüceliğini dile getirmiştir. Bu nesir bölümü uzun değildir. Müellif, nesir bölümünden sonra dünyanın geçiciliği ile ilgili iki beyitlik bir nazm yazmıştır. Beyitlerden sonra dünyanın faniliği üzerine tekrar bir şiir kaleme alan müellif, mısralarında nice şah olanların şimdi toprağın altında olduğuna değinmiştir:

²¹ “(Ama) aralarında bir engel vardır; birbirlerine karışmazlar.” (Rahman 55/20). (*Kur’an Yolu Meali*, 2014).

²² “...Allah u Teāla dilediği şeyi yapar.” (İbrahim 14/27; Âl-i İmran 3/40). (*Kur’an Yolu Meali*, 2014).

*Qanı ol yiryüzinde şâh olanlar
Sipih-i salţanatda mâh olanlar*

*Yaturlar şimdi yir altında ebter
Siyeh hâk ile olmuşlar ber-â-ber*

*Ararsuñ zerre zerre her ğubârı
Bulursuñ bir diyâruñ şehryârı* (vr. 2a)

Daha sonra Hz. Peygamber'in övgüsünün yer aldığı ve salavat getirmenin önemini vurgulayan kısa bir nesir bölümü gelmektedir:

*Virdüñ olsun dilüñde fi'l-evķât
Rûh-ı pâk-ı Muhammede şalavât* (vr. 2a)

Eserinin ilk sayfalarında ağırlıklı olarak şiire yer veren müellif, Hz. Peygamber'e salavat ile ilgili mısralarından sonra uzun bir methiye bölümüne geçmiştir. Dört büyük halifenin, Hz. Hasan ve Hüseyin'in, Sahabe-i Kirâm'ın ve dönemin padişahı Kanuni Sultan Süleyman'ın methiyeleri şiirle yapılmıştır. Bu şiirler, Barbaros Hayreddin Paşa'nın hayatının anlatıldığı ve içerisinde Cezayir başta olmak üzere adaların ve kalelerin fetihlerinin tahkiye edildiği esere estetik katmıştır. Eserin başından okuyucu nesirle boğulmamış, yer yer nesir ve aralardaki manzum parçalar okuyucunun edebî zevk almasına imkân vermiştir. Müellif Sâfi Efendi, şiirle başladığı eserini yine şiirle neticelendirmiştir. Eser, "Hâtimetü'l-Kitâb" başlığı altındaki 35 beyitlik bir şiirle tamamlanmıştır. Şükür ve hamt ile başlanan şiir, Sâfi Efendi'nin eserini sunduğu III. Murad'dan istekleriyle devam etmiştir:

*Şükr ile ğamd idelüm Allâha biz
Kim irişdük buncılayın şâha biz*

*Ni' met-i kübrâ durur ğalka 'ayân
Ħâkimü'l-vaķt ola bir 'adl issi ğân*

*Ger münâsib ola sultâna vezîr
Dağı gökçek dağı şîrîn lâ-nazîr*

*Şâfî-i dâ'î faķîrûñdür senüñ
Dergâhuñda bir esîrûñdür senüñ*

*Ġün gibi rüşen ķatuñda niyeti
ŞubĦveş rüşendürür her ğâceti*

*Ka'be-i küyuñ tavâf-ı sa'y idüp
Ravza-i pâke yüzi üzre gidüp*

Beytüñe mihmān ola bā-emr-i šāh
Umarum kim cezb ide fāhr-ı İlāh (vr. 159b-160a)

Fetihnâmedeki şiirler sadece eserin baş kısmında değildir. Beyt, mesnevi, kıt'a, rubai başlığı altındaki mısralar hemen hemen her sayfada bir veya birkaç defa yerini almış ve bu mısralar tahkiye bölümüyle uyumlu bir şekilde nazmedilmiştir. Hayrettin Reis'in Körfez bölgesini fethettiği bölümde müellif tarafından şiirin sıklıkla esere alınışı bu duruma örnektir. Barbaros Hayreddin Paşa ile Lütfü Paşa, Körfez bölgesindeki kaleyi almak için gittiklerinde mevsim, olanca şiddetiyle bastırılan kıştır. Sâfi Efendi, bu durumu bir beyitle tasvir etmiştir. Ardından müellif, bir cümlelik ve durumu özetleyen bir nesir kaleme almıştır. Hayreddin Paşa'nın altmış kadirga ile o bölgede kaldığı ve Lütfü Paşa'nın ise İstanbul'a döndüğü dile getirilmiştir. Müellif, bu durumu anlattıktan hemen sonra yine bir beyit kaleme alarak bu ahvâlin başka bir zamanda veya anda değişeceğine işaret etmiştir. Müellif, şiirini kaleme aldıktan sonra anlatımına nesir olarak devam etmiştir:

*“...kastelleri alınacak eyyāmda şiddet-i şitānuñ kemāl-i savleti şedīd olup
herkes bürüdet üzre olmağın yüzleri şoyup beyt*

Geldi kış yağı gibi tıtdı cihānı ser-te-ser
Cehd idüp görsen bugün başı yarağın her beşer

*Dönüp geldiler ol zamānda Hayreddīn Paşa hazretleri altmış kadirga ile taşrada
kalup ve Lütfi Paşa hazretleri bākī gemiler ile mahrüse-i Koşantiniyeye rücu' kıllup
beyt*

Be yek-sā'at be yek-laḫza be yek-dem
Diger-gün mişevd ahvāl-i 'ālem

*Çünkü Hayreddīn Paşa ebada 'llāhü ve kuvvāhü ol demde taşrada qarār idüp
der-ḫāl ikisine nām-ı cezireye 'inān emr idüp meger anda bir kal'a-i şa'be kūh-
mişāl nerdibān-ı fikret ḫayāl-i muḫāl*

İdemez evcine şahbāzān 'urūc
Vālihi bār u seng ²³ *ذَاتِ الْبُرُوجِ ...”* (vr. 127a)

Cihād-nâme'de müellifin nesir bölümünde sıklıkla kullandığı atasözü ve deyimler, şiirde de yerini almıştır. Böylece eserde manzum parçalar halkın diline yakın tutulmuş ve nesirle nazım arasında üslup açısından birlik oluşturulmuştur. Minorca'da düşmanların Hayreddin Reis'in mücahitlerine baskın düzenleme haberi, mücahitlerin o bölgeden

²³ “Andolsun burçlar sahibi göğe.” (Burûc 85/1). (*Kur'an Yolu Meali*, 2014).

uzaklaşmalarına neden olmuştur. Bu durumu beyitle özetlemek isteyen müellif, erliğin onda dokuzu hiledir, atasözünü mısralarına yerleştirmiştir:

“...küffâr-ı ešrâr bunları başkun itmege hîlekârlığa fırsat ararlarmış beyt

Gerekdür erde tedbîrinde hîle

Ki erlik ondurur toközü hîle...” (vr. 33b)

Sâfi Mustafa Efendi'nin eserinde yer verdiği şiiirler sadece kendisine ait olan nazmlar değildir. Müellif eserinde, Osmanlı sahasında yetişmiş kendi dönemi ve önceki dönemlere ait şairlerin şiiirlerinin yanında İran ve Arap Edebiyatı'na ait şairlerin şiiirlerine de yer vermiştir. Bu durum şairin şiiir bilgisini göstermesi bakımından önemlidir. Ayrıca fetihnamelerin sıradan insanlara yazdırılmadığını da göstermektedir.

Cihâd-nâme'de Divan Edebiyatı şairlerinden Necâtî, Ahmed Paşa, Lami'î, Hamdullah Hamdî, Şeyhî, Fatih Sultan Mehmed, Âgehî, Derûnî, Yetim, Tali'î, Usûlî, Hayretî, Hayalî Bey, Deli Birader Gazalî, Süleyman Çelebi, Münîrî Belgrâdî, Âhî gibi pek çok şairden mısraları görmek mümkündür. Sâfi Mustafa Efendi bu şairlerin içerisinde en çok Âgehî'nin beytlerine eserinde yer vermiştir. Müellif, divan şairlerinden seçtiği şiiirleri eserinde müstakil olarak vermemiş, nesirde anlatılan duruma uygun bir şekilde esere yerleştirmiştir. *Cihâd-nâme*, Barbaros Hayreddin Paşa'nın Akdeniz'de gerçekleştirdiği fetihlere de yer verdiği için eserde denizcilik terimleri sıklıkla geçmektedir. Sâfi Efendi, *Cihâd-nâme*'de edebî birikimini esere yansıtmış; Âgehî'nin denizcilik ile ilgili yazdığı ünlü şiiiri 31 beyitlik *Kaside-i Keştî*'nin 7 beytini eserine almıştır.²⁴ Mustafa Sâfi Efendi'nin Âgehî'nin şiiirinden aldığı bir beyitte, aşk denizine sefere gitmek için gayret göstermek gerektiği ifade edilmiştir. Sâfi Efendi, *Cihâd-nâme*'de bu beyti Hayreddin Reis'in sefere çıkma hazırlığını anlatırken kullanmıştır:

“...rûy-ı deryâya cûy-ı nev-bahâr ve seyl-i kûhsâr şıfat-hîz idüp bir gün ve bir gice bâdbân açup leyl ü nehâr beyt

Çulzüm-i 'ışka sefer eylemege 'azm eyle

Rûzgâr ola yûri tenta fora sök yelken

Diyü ikinci gün vaqt-i duhâda bi-'inâyetillâhi te'âlâ bir kûh-mişâl barçe-i şâmih-tilâl neheng-i deryâ-şıfat ğıjğırup külegi gün ve yelkeni ebrûdur ki çavs-ı çûzah girdâr-ı asmâne hevâdâr olup...” (vr. 25b)

Âgehî'nin *Kaside-i Keştî*'sine nazire yazan Derûnî'nin beyitlerine de *Cihâd-nâme*'de yer verilmiştir. Derûnî'nin naziresi bir *Bahariye*'dir ve burada deniz, hakiki bir deniz değildir. Derûnî, denizi bahar rûzgârında dalgalanan bir çayıra, gemiyi bahçeye ve gemicileri de çiçeğe benzetmiştir (Tietze, 2010). Derûnî'nin kasidesi bir *Bahariye* olduğu için *Cihâd-nâme*'nin müellifi, Derûnî'den aldığı beyitlere genellikle eserinin bahar tasvirleri yaptığı bölümlerinde

²⁴ *Cihad-nâme*; 23a, 25b, 26a, 32a, 105a, 106b, 132b.

yer vermiştir. Sâfi Efendi, beyitlerden ikisini baharın gelişini ve Hayrettin Reis'in derya beyi olduğunu anlattığı bölümün başında kullanmıştır:

“...*kūh-ı şahrā ve deşt ü demin yazıldı ve leşker-i ezhār şāh-ı bahāruñ emr-i vācibū 'l-i-‘tibār النَّهَارِ وَاللَّيْلِ فِي الْأَبْصَارِ*²⁵ *فَاعْتَبِرُوا يَا أُولِي الْأَبْصَارِ* *alemdārān-ı ser ü semenler gülgeşt-i çemenler idüp beyt*

*Çıkdı çekdüirdi yine gāzī ṭonamacı gibi
Dil getürdi nazar-ı şāh-ı bahāra süsen*

*Yir yirin yelken açup çıkdı açıldı ezhār
Şanki deryā-yı muhîṭ oldu fezā-yı gülşen*

*Etrāf-ı ‘ālem bezendi ve eknāf-ı heft-yem telāṭum emvācla ṭonandı kūhsār
lālezāra numūnedār ve eščār-ı emirāna libās-ı Hızır ile ve murğzārlarda murğlar zār
ile ve gülistānlar mişāl-i cinānlar olup...*” (vr. 39a)

Sâfi Mustafa Efendi'nin eserinde bir vesileyle zikrettiği İran Edebiyatı şairleri Sâdî, Hâfız Şirâzî, Fahredden Esad Gürgânî ve Nizâmî'dir. Bu şairler içerisinde en çok Sâdî'nin beyitleri eserde yer almaktadır. *Cihād-nâme*'nin baş kısımlarında Oruç Reis ile Hızır Reis'in Anapoli'den İspanya'ya giden büyük bir gemiyi ele geçirmeleri, gemiyi ve içindeki ganimeti gören Tunus halkının yaşadığı şaşkınlık anlatılmaktadır. Müellif, halkın sevgisini kazanan Hayreddin Reis ve mücahitlere Tunus'un ileri gelenleri düşmanlık beslemişlerdir. Müellif, bu durumu dile getirdikten sonra Farsça beyti esere yerleştirmiştir. Sâdî'ye ait olan beyit, onun *Gülistan* adlı eserinde geçmektedir. Beyit “Kötü bahtlılar bahtı açık olanların nimet ve makamlarının yok olmasını canı gönülden isterler.” (Sâdî, 2006) anlamına gelmektedir:

“...*bu yerūñ A‘rābī ki mü‘minūne kemāl-i ‘adāvetleri muḥaḳḳaḳ oldukları ile* *فَأَعْتَبِرُوا يَا أُولِي الْأَبْصَارِ*²⁶ *vefḳince ‘adāvet-i tāze ve buğz-ı bī-endāze ḥāşil kıilup her biri* *derd-i renc-i derūna ve marāz-ı ḳalbe mübtelā beyt*

*Tüvānem ānki niyāzārem enderūn-ı kesī
Hasūd-rā çe konem küze ḥod be-renc der-est*” (vr. 27a)

Eserde az sayıda olmakla birlikte Arapça beyitler de yer almaktadır. Ebü'l-Atahîye ait olan ve müellifin bahar tasviri yaparken zikrettiği Arapça beyit, “Her şeyde O'nun bir olduğuna dalalet eden bir âyet vardır.” (Parıldı, 2007) anlamına gelmektedir:

“...*her bir meks-i merdāne pervāz idüp Rabbū 'l-‘ālemīne lisān-ı ḥālle niyāza* *ve söz ü sāza başladı her giyāh-ı ḥuşk u tāze taḥşil-i miknet-i bī-endāze kıilup sürūd-*

²⁵ “...Gece ve gündüzde “...O halde ibret alın, ey akıl sahipleri!” (Haşr 59/2). (*Kur'an Yolu Meali*, 2014).

²⁶ “Bedeviler inkârcılık ve ikiyüzlülükte daha ileridirler...” (Tevbe 9/97). (*Kur'an Yolu Meali*, 2014).

1 dūrūdlā cūylar terennūm ve tūyūr-ı hoş-elhān kūşāde-dehān ve tegānnī kılmağā
āğāz

وَفِي كُلِّ شَيْءٍ لَّهُ آيَةٌ
تَدُلُّ عَلَى أَنَّهُ الْوَاحِدُ *şāhid-i ‘ādil-i da‘vādār olup...* (vr. 25b, 147a)

Cihād-nâme'de yer alan Arapça beyitlerin ikisinin şairi belli değildir. Bu beyitlerden biri; “*Dünyada benim, kendilerinden hiçbir kâr olmayan oklarım var. Bunların ismi vağd, sefih ve menih'tir.*” anlamına gelmektedir. Beyitte geçen “menih, sefih ve vağd” isimli oklar Arapların on tane fal okundan üçünün adıdır. Bu üç okun özelliği ise, içlerinin boş olmasıdır (Fahrudî er-Râzî, 1989). Müellif, bu beyitten hemen sonra Ahzab Sûresi'nde geçen “...*hak ve hakikati Allah söyler, doğru yolu da o gösterir.*”²⁷ mealindeki âyeti getirmiştir. Böylece, şiirde beyan edilen düşünce, nesirde âyetle desteklenmiştir. “...*hallâl-i müşkilât-ı kıl u kâldür mülâhaza-i şerîf buyurula*

لِي فِي الدُّنْيَا سِهَامٌ لَيْسَ فِيهِمْ رَيْحٌ
وَأَسَامِيهِمْ وَعُدٌّ وَسَفِيحٌ وَمَنْيُحٌ

وَاللَّهُ يَقُولُ الْحَقَّ وَهُوَ يَهْدِي السَّبِيلَ *ni‘me’l-mevlā ve ni‘me’d-delîl...* (vr. 8b)

Yukarıdaki örnekte de görüldüğü üzere Sâfi Efendi, *Cihād-nâme*'ye şiirleri seçerek almıştır. Esere alınan mısralar, nesir bölümüyle büyük bir uygunluk göstermektedir. Müellif, yer yer şiirlerinin yanında âyet ve hadislerle de nesirini sağlamlaştırmıştır.

Mustafa Sâfi Efendi'nin *Cihād-nâme* adlı eserinde yer alan şiirler vezin, nazım şekli, şiirlerin eserdeki dağılımı, şiirlerine yer verilen şairler ve temaları açısından incelenmiştir.

***Cihād-nâme*'deki Şiirlerde Tema**

Mustafa Sâfi Efendi'nin *Cihād-nâme*'sinde yer alan şiirlerin konusu genellikle fetih, dua ve Allah'a yakarış ile nasihat içerikli şiirlerdir.

Cihād-nâme'de genel olarak Barbaros Hayrettin Paşa'nın denizlerde gerçekleştirdiği fetihler anlatıldığı için eserde fetih içerikli şiirler oldukça fazladır. Bu şiirlerden birisi Hayrettin Reis ile Tunus Beyi İbnü'l-Kadı arasında geçen savaşın anlatıldığı nazmdır:

“...*ve fevc-ender-mevc seyl-i bārān-ı kūhsār ve mevc-i deryā-yı kaṭrebār her deşt ü dere vü diyār ‘askerzār olup ve bir cānibden Ḥayreddīn Re’īs daḥı mücāhidān u meğāziyān ile ‘Arabuñ ‘askerinūñ vefret ü keşiri baḥreyn-mişāl güyiyā bir baḥr-i pür-ḥabāb pür-şahrāda çalқанup beyt*

Çalқанup şahrāda ‘asker fevc fevc

²⁷ “...hak ve hakikatı Allah söyler, doğru yolu da O gösterir.” (Ahzâb 33/4). (*Kur'an Yolu Meali*, 2014).

Cūşa geldi baħr aşup urdı mevc” (vr. 63a)

Sâfi Efendi'nin Hayrettin Reis'in Tunus'u İspanyollara karşı savunduğu savaşı anlatırken şiirinde cenk meydanını konu edinmiştir:

*Haymelerden ol sipāh-ı bî-ħesāb
Şanki seylābidi olmış pūr-cenāb*

*Kaynaşur mūr u melaħvār ādemi
Sūrlar şankim kıyāmet ‘ālemi* (vr. 114b)

Cihād-nāme'de tövbe, istiğfar, Allah'a yakarış temalı şiirler de yer almaktadır. Bu şiirlerdeki yakarışlardan bazıları Hayrettin Reis tarafından yapılmıştır:

“...*Hayreddīn Beg ki min-ħadīmü'l-eyyām şāħib-i devletleri idi çünkim bu def'a ser-fürü idüp inābet ve istiğfār eyleyüp didiler kıt'a*

*Biz ki şermende-i günāh olduk
Yoldan azduk bu dem tebāh olduk
Āb-ı ‘afvıyla sen bizi pāk it
Bu ħasāvetle rû-siyāh olduk”* (vr. 65b)

Sıfat-ı Rahîmî adlı şiir, Tlemsen Emiri'nin Hayrettin Reis'e ihaneti üzerine kaleme alınmıştır. Şiirde müellif, insanların isyan içerisinde olduğunu, günah işlediğini dile getirir ve Allah'tan affedilmeleri için dua eder:

Sıfat-ı Rahîmî

*Ĥudāyā cümleñüñ şāħı rahîmsin
Ĥuluñuñ her günāhına kerîmsin*

*Ĥuluñ her kārı ‘işyān u ħaħādur
Ki şāħānuñ işi luħf u vefādur*

*Senüñ her kār ey sultān-ı a‘zam
Cihān içinde maħbūl ü müselleme*

*Kerem ħıl ħılma āħir demde mezmūm
Umaruz idesin ‘afvuñla merħūm*

*Ĥabībūñ faħr-i ‘ālem ħürmetiçün
Cemi‘i evliyāñuñ ħurbetiçün* (vr. 70a)

Sâfi Efendi, bazı şiirlerine başlık koymuştur. Bu şiirler içerisinde “*Münâcât-ı Derkâr-ı fi’l-Hâcât*” başlıklı bir şiir de yer almaktadır. Dua ve Allah’a yakarış temalı şiirin başlığı için Sâfi Efendi, “münâcât” kelimesini kullanmıştır. Sâfi Efendi, bu şiirde ne kadar aciz olduğunu ifade etmiş ve Allah’tan iyilikler ihsan etmesini dilemiştir:

Münâcât-ı Derkâr-ı fi’l-Hâcât

Didi ey pâdişâh-ı hâyyı ebed
‘Âciz ü zâr *ğaldıx eyle meded*

Keremüñ çünki halka vâfidür
Bir kez emrüñ cihâna kâfidür

Ben neyüm baħr-i luḡfa lâyık olam
Du‘â-yı ‘aşquñ içre fâ’ik olam

Bir faķırüm niyâz idüp ħapuña
‘Arz-ı ħâl itmek isterüm *ħapuña*

Şermsâr eyleme bizi yâ Rab
Bile bunca yanumda ümmet hep

Sebeb oldum ki sen müsebbibsün
Eyle izhâr ħudretüñi bugün

Hem ħabîbüñ Resül-i Ekrem için
Enbiyâ zümresinde a‘zam için

Yüz ururum ħapuña yâ Raħmân
Melce ‘ümsün sen iyilikle iħsân (vr. 138b)

Sâfi Efendi, eserinde duanın önemini belirten şiirler de kaleme almıştır. Bu şiirlerden birinde Allah’ın yapılan dualara muhakkak cevap vereceğini ifade edilmiştir:

Sen du‘âyı ide gör şâm u seħer
Şek degüldür ki icâbet olsun

Ĥaħ te‘âlâ der ħıluñ dâ’im du‘â
Kim icâbet baña maħşuş dâ’imâ (vr. 42b)

Cihâd-nâme’deki nasihat temalı şiirler de kaleme alınmıştır. Bu şiirlerdeki öğütler okuyuculara hem dünya hem de ahiret hususunda yapılan tavsiyelerdir. Aşağıdaki beyitte müellif, ahiret hayatında cennet bahçelerinde bulunabilmek için dünyada iyi amellerin çok yapılması gerektiğini nasihat etmiştir:

İtmek istersen eger bâğ-ı cinānda manca
‘Amel ü zühd kıumanyasını vāfir yüklen (vr. 25b, 132b)

Müellif, bir başka beyitte ise dünyada insanların rahatlık içerisinde de olabileceğini, darlık ve sıkıntı da görebileceğini söylemiş; kişi ne kadar çalışırsa çalışsın ölümün mukadder olduğunu dile getirmiştir:

Gelür saña ne ki olsa ferāhî vü tengî
Gerekse gönllüni giñ tut gerekse derdle tar
Kişiye çünkü mukadderdür naşîb-i ezel
Ne eksilür u ne artar iderse sa‘y-i hezâr (vr. 1b, 153a)

Sâfi Efendi, *Cihâd-nâme* anlattığı olaylara göre de şiiirler kaleme almıştır. Müellif, nesir bölümünde anlattığı durumu özetleyen mısralar yazmıştır. Bunlardan birisi, İspanya Kralı’nın Papa ve Portekiz ile ittifak yapıp Hayrettin Reis’e görülmemiş bir yenilgi tattırmak istediği bölüm anlatılırken müellifin yer verdiği şiiirdir:

“...Barbarosa bizüm eski ‘azîmimizdür anuñ gemileri cem‘an kıarada iken bu
kadar tonanma ile varup aña dağı bir iş eyleyeyüm kim devr-i âdemden bu deme
gelince deryâ ‘ilminde mâhir olan kıapudanlar işidüp ve kıudret-i cenâb olan hanlar
hem ‘ibret-nümâ idüp bir nâm ola beyt

Didi kıalmaz kişi çünkü ölecek
Hemân bir nâmdur bâkı kıalacak” (vr. 112a)

Sâfi Efendi, *Cihâd-nâme*’de az sayıda ve mesnevi nazım şekliyle yazdığı şiiirlerinin bazılarında nasihat temalı mısralara yer vermiştir. Mesela, güne erken başlamanın öneminden bahseden şiiirinde seher vaktinde uykuda olanları gaflet ehli olarak nitelemiş, fetihleri gerçekleştirenlerin sabah vakti zafere eriştiğini bildirmiştir. Hayreddin Reis’in Unnab’ı fethetmesi gittiği bölüm anlatılırken düşmanın gaflet anı, yani uyku vakti fetih vakti olarak tayin edilmiştir:

“...paşa-yı zül’l-ıktidâr bi-‘ināyeti’llâhi’l-settâr her re’ise gemisini şudan
çıkarup ‘ale’l-itmâm-ı ihtimâm üzre tonanmak fermân olunduğda küffâr gâfil iken
itmâm ve der-kenâr muheyyâ itdükleri gibi nâ-gâh fâlikü’l-eşbâh feth-i fütüh-ı
şabâh

Seher-hîz ol uyan ey ehl-i gaflet
Ki toğa başuña tâ şems-i devlet
Erenler şubh-dem irdi fütüha
Sînemüzden irişür feyz rüha” (vr. 118a)

Cihâd-nâme'deki şiirler içerisinde Hayrettin Reis'i öven bir nazm da yer almaktadır. Hayrettin Reis, İbrahim Paşa'nın daveti üzerine Halep'e gitmiştir. Müellif, Hayrettin Reis'in Halep'e gidişi üzerine bir mesnevi yazmıştır. Sâfî Efendi, bu şiirinde Hayrettin Reis'e övgü dolu mısralar kaleme almıştır:

*Çîn seher ki geh zâhid-i hırşîd
Oldı nūrânî kisvetiyle bedîd*

*Nūr-i îmân gibi çün itdi zuhūr
Küfr-i deycūrun eyledî pūr-nūr*

*Baş idüp 'âleme kerâmetler
Halk için bezl kıldı himmetler* (vr. 104a)

Cihâd-nâme'deki şiirlerde Sâfî Efendi, tasvirlerle de yer vermiştir. Eserde fethedilen yerler bazı şiirlerde betimlenmiştir. Bu şiirlerinden biri, Sermene adlı adadan önce fethedilen Mited Adası'nın güzelliklerinin anlatıldığı şiirdir:

*Gülistân ser-â-ser müşk ü sünbül
Gezüp âhūları otlar kıranfül*

*Çerâgâhı kamu cedy ü hameldür
İrem-i gülzâr gibi bî-bedeldür* (vr. 127b)

Cihâd-nâme'deki şiirlerde yer verilen temalardan biri de dünya malının ve makamının geçiciliğidir. İspanyollar tarafından Mayorka Adası'ndaki halka Barbaros Hayrettin Paşa'nın yakılarak öldürüldüğü söylenmiştir. Müellif eserinde, bu duruma çok üzülen halkın ağzından bir şiir kaleme almıştır. Sâfî Efendi şiirde dünyanın kötülüklerinden bahsetmiş, dünyanın yaşlandığını, gece ve gündüz işinin hile olduğunu belirtmiştir. Dünyadaki makam ve mevkilerin de elden ele dolaşan bir mendil olduğunu ifade etmiştir: "...ol şūreti görecek cümlesi feryâd idüp ağlaşdılar hey derdâ bizüm derdimüzüñ dermânı sen idüñ sen de gidecek bizüm hâlimüz diger-gün olup şimden şoñra dünyâdan bize kıt'a

*Dünyâ didükleri ne' acep pîre-zâlimiş
Leyl ü nehâr pişesi mekrile âl imiş
Ehl-i başîrete göre bu kaḥbe-i kabîḥ
A' mā yanında dilber şâhib-i cemâl imiş*

*El virdüğüne devlet ü cāhına hemân
İtme hayâl aña devâmın muḥâl imiş
Timâr mâr-ı devlet let be-mâl pür-belâ
Mañsıb didüğü elden ele dest-mâlimiş"* (vr. 124a)

Sâfi Mustafa Efendi eserinde yer alan yukarıdaki mısraları, Mayorka'daki Müslümanların ağzından vermiştir. Müellif, eserindeki şiirlerde bazen kendi ağzından bazen Hayrettin Reis'in, İspanya Kralı'nın bazen de halkın dilinden mısralar söylemiştir. Böylece nesir ile nazm bütünleşmiş, eserin edebî zevki artmıştır.

Sâfi Efendi, şiirlerinde baharın gelişine, aşka ve rindliğe de değinmiştir. Fâni olan dünya hayatını değersiz gören rind tipi, Sâfi Efendi'nin aşağıdaki şiirinde elinde kadeh bulunan başı açık bir kimse olarak tasvir edilmiştir. Şiirin genelinde de baharın gelmesiyle birlikte bir gaflet durumunun oluşmasından bahsedilmiştir:

Yine 'âlem dem-i bahâr oldı

Her taraf tâze lâlezâr oldı

Ra' d feryâd ider ne gaflet bu

Rahmet-âşâr âşkâr oldı

Şanuram bir benüm gele 'âşık

Gülşen-i dehrde hezâr oldı

Ta' n-ı ağıyardan muhallişdür

Şu ki nevrûzda yâr yâr oldı

Baş açuk elde cām her bir rind

Ŧut ki bir şâh-ı tâcdâr oldı

Muğber olma çün irmedüñ cāha

Niçe şeh hâkda ğubâr oldı (vr. 147a)

Sâfi Efendi'nin *Cihâd-nâme*'deki bazı şiirlerinde şu özellik görülmektedir: Müellif, nesir bölümünde anlattığı olayı şiirleriyle taçlandırmıştır. Olayların hemen arkasından kaleme aldığı bu şiirlerde nesir kısmında kullandığı kelimelerden yararlanmışır. Şiirlerinin birinci mısraındaki ilk kelimeler nesrin sonunda yer verdiği kelimelerden seçilmiştir. Hayrettin Reis'in Tunus Beyi İbnü'l-Kadı ile yaptığı cengin anlatıldığı bölümde bu kullanımın örneği görülmüştür. Sâfi Efendi, Hayrettin Reis'in cenkte üstün gelmesi üzerine İbnü'l-Kadı'ya bağlı olanların cürümlerini itiraf ettiklerini yazmıştır. Nesir bölümünün sonundaki "itiraf etmek" birleşik fiili nesirden hemen sonra gelen beytin ilk mısraında şair tarafından kullanılmışır: "...her cānibden envā' u ešnāf cürme i' tirāf idüp beyt

Fışkına i' tirāf iden miskīn

Yegdür andan ki ola tāt-at-bīn (vr. 66a)

Eserdeki şiirlerin teması nesir bölümünde anlatılan konuya göre şekillendiği gibi bazı şiirlerin mısralarında da şiirden hemen önce gelen nesir kısmındaki kelimeler kullanılmışır.

Müellif eserinde nesir ile nazım arasında kelimelerle oynamış, eserde bir bütünlük meydana getirmiştir.

SONUÇ

Klasik Türk Edebiyatı'nın önemli bir türü olan fetihnâmeler, yapılan seferleri ayrıntılı olarak anlatması sebebiyle tarihe ışık tutmaktadır. Safi Mustafa Efendi'nin Barbaros Hayrettin Paşa ile ilgili yazdığı *Cihâd-nâme* de onun Akdeniz seferini ayrıntılı bir şekilde anlatmaktadır.

Genel itibariyle mensur bir eser olan *Cihâd-nâme*'de Sâfi, eserine manzum bir hamdele ile başlamış, anlattığı konu ile bağlantılı şiirlere yer vermiş ve manzum bir hatime ile bitirmiştir.

Sâfi; eserinde Türk, İran ve Arap şairleri içerisinde en fazla Türk şairlerine yer vermiştir. Müellifin eserine 7 beytini alarak en çok yer verdiği şair, Âgehî'dir. *Cihâd-nâme*'de, Akdeniz'de yapılan sefer ele alındığı için seçilen şiirlerin bir kısmında denizcilik terimleri yer almaktadır. Denizcilik terimlerinin yer aldığı beytler, daha çok Âgehî'nin *Kaside-i Keştî*'si ve Derûnî'nin bu kasideye nazire olarak yazdığı *Bahariye* adlı şiirden seçilmiştir.

Cihâd-nâme'de müellif, fetih, dua, Allah'a yakarış ve nasihat bağlamında şiirlere yer vermiştir. Sâfi'nin *Cihâd-nâme*'de yer verdiği şiirler, anlatımını tekdüzelikten kurtarmış, esere akıcı bir üslup katmıştır.

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