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Tourism Impacts on Local Residents' Emotional Solidarity with Tourists: The Case of Mersin **

* Fatma EBAN [a] iD **, Meryem SAMIRKAŞ KOMŞU** [b] iD

[a] Van Yüzüncü Yıl University, Faculty of Tourism, Department of Recreation Management, Van, Türkiye
[b] Mersin University, Faculty of Tourism, Department of Tourism Management, Mersin/Türkiye

Abstract

Tourism affects the living conditions of local residents in the destinations where it develops in environmental, economic and sociocultural terms. In particular, the rise in the quality of life due to economic contributions of the sector to the region also affects the perceptions of local individuals towards tourism impacts and the way and level of communication with tourists. Emotional solidarity (ES), which examines the relationship between local residents and tourists in detail, is essential in terms of increasing the contribution to tourism development, the tendency of tourists to visit again, and the income of the region from tourism. Accordingly, the objective of the study was to detect the effects of the positive and adverse impacts of tourism on the ES of local residents with tourists. Regression analysis, correlation analysis, and confirmatory factor analysis (CFA) were conducted to analyze the research data. The research data were collected both face-to-face and online from individuals residing in Mersin province. The positive impacts of tourism were determined to have positive and significant effects on the 3 dimensions of ES, namely welcoming tourists (WT), emotional closeness (EC), and sympathetic understanding (SU). Besides, it was detected that the adverse impacts had an adverse and significant effect only on WT.

INTRODUCTION

Tourism, one of the most important sectors, negatively and positively affects the lives of the host communities in the destinations where it develops (Yu et al., 2014: p.147-148).The investments provided by tourism to the region facilitate commercial activities and the resulting job opportunities provide higher income and better living standards to the residents of the region. This situation contributes to life satisfaction as it positively affects the material welfare of local residents (Lin et al., 2017: p.438). Tourism also influences emotional closeness (EC) of the region's residents with tourists. Woosnam and Norman first coined the emotional solidarity (ES) concept in tourism and considered it an emotional factor to explain the complex association between tourists and local residents (Erul et al., 2020: p.2; Lan et al., 2021: p.7).

ES is defined as the degree of intimacy and solidarity between tourists and local residents (Wosman and Norman, 2010). Local residents' communication and ES with tourists also affect their satisfaction, as well as the success of tourism (Lin et al., 2017: p.436). Once local residents positively perceive the impacts and think that development of tourism will benefit the region, they tend to interact with tourists and treat them warmly and sincerely. Those who have an adverse perception of tourism development are likely to resist and even dislike tourists (Wang et al., 2021: p.1; Lan et al., 2021: p.7).

The number of studies explicating the association between the adverse and positive sociocultural, environmental and economic impacts and the sub-dimensions of ES such as welcoming tourists (WT), emotional closeness (EC) and sympathetic understanding (SU) is limited. Studies in this field are especially important to comprehend the expectations of local residents and tourists from the sector and each other, to learn the contributions of tourists to the region and the residents of the region and the perception of local residents towards tourists, and to understanding the factors affecting this relationship of tourism stakeholders.

Conceptual Frameworkand Research Hypotheses

ES and Local Residents' Attitudes Towards Tourism

Durkheim initially coined the concept of ES in sociology, explaining it as a close emotional association between one individual and others (Lan, et al., 2021: p.7). The basis of the concept of ES is the identification of individuals with others, the increase in EC and the strengthening of relationship ties as a result (Li and Wan, 2016: p.4). The concept has been utilized in the recent tourism literature, although it dates back to the early 20th century (Woosnam 2011; Woosnam and Aleshinoyle, 2013; Aleshinloye et al., 2019: p.6). Durkheim's theory stated that an ES will be established between local residents based on sharing their beliefs and behaviors through communication with tourists (Woosnam, 2010: p.367). When local residents develop an affinity with tourists, it also increases tourists' loyalty to that destination (Moghavvemi et al., 2017: p.245).

Tourists' attachment with a location may increase their perception of intimacy and solidarity with the local residents which, in turn, reduces their prejudices and hostility towards them (Aleshinloye et al., 2019: p.4-6). In addition, the level of ES, hospitality, warm and sincere treatment of tourists by the inhabitants of the region ties them to the country, extends their travel time, and may cause them to give positive recommendations to others when they return to their country. Otherwise, rude and cold treatment of tourists will reduce the gains from tourism (Ersoy, 2017: p.18). The greater the residents' degree of ES toward tourists, the more they will potentially support tourism.

Therefore, government officials, policymakers, planners, and managers can strengthen the relationship between tourists and residents by arranging special occasions and festivities in key destinations to enhance local residents' contribution to tourism development (Erol et al., 2020: p.12).

ES has 3 main components: WT, EC, and SU. "WT" refers to the pride that local residents take in the tourists' visit or the tourists' feeling of being welcomed (Zhang and Tang, 2021: p.2). Individuals with a tolerant nature towards tourists are interested in engaging with them in order to develop themselves and benefit from the tourists. This situation contributes to the local residents' positive attitude towards tourism and influences the level of support given to tourism development (Hasani et al., 2016: p.5). "EC" describes the possibility for local residents to become friends with tourists or for tourists to feel quite intimate to residents (Zhang ve Tang, 2021: p.2). EC among local residents and tourists develops as a result of the commonalities they share (Hasani et al., 2021: p.5). "SU" denotes the extent to which both residents and tourists perceive a mutual understanding and shared interests between them (Zhang & Tang, 2021). Woosnam et al. (2009) defined SU as the ability of tourists and local residents to "put themselves in each other's shoes" in order to perceive the world from another's perspective. Such a viewpoint minimizes "otherization" among individuals (Moghavvemi et al., 2017: p.245).

When the studies in the literature are analyzed in a relational sense, studies suggesting that local residents' perceptions of tourism impacts significantly affect ES (Wosman, 2011; Li and Wan, 2017; Phuc and Nguyen, 2020; Lan et al., 2021) are found. There are also studies (Wosman and Norman, 2010; Phuc and Nguyen, 2020; Lan et al., 2021) that positive perceptions of tourism development affect ES positively. In addition, there are studies (Atak, 2009; Yetginer, 2019; Akkoç, 2024) showing that local residents' perceptions of the positive and adverse impacts of festivals have a negative moderating effect of ES on tourism development and support. In some studies, positive perceptions of tourism development affect ES positively, while negative perceptions of tourism development affect ES adversely (Lan et al., 2021). Hypotheses H1 and H2 are put forward.

H1: Local residents' perceptions of the positive impacts of tourism positively affect their ES with tourists.

H1a: Local residents' perceptions of the positive impacts positively affect WT for tourists.

H1b: Local residents' perceptions of the positive impacts positively affect their EC to tourists.

H1c: Local residents' perceptions of the positive impacts positively affect SU for tourists.

H2: Local residents' perceptions of the adverse impacts of tourism negatively affect ES.

H2a: Local residents' perceptions of the adverse impacts negatively affect WT for tourists.

H2b: Local residents' perceptions of the adverse impacts negatively affect their EC to tourists.

H3b: Local residents' perceptions of the adverse impacts negatively affect SU for tourists.

Methodology of the Research

The main objective of the study is to detect the effects of negative and positive sociocultural, environmental and economic impacts on the ES of local residents with tourists. For this purpose, 420 individuals living in areas with intense touristic activities in Mersin are surveyed online and face-to-face by the researcher employing the convenience sampling technique over the period October 5 - November 10, 2021. Online surveys were primarily

collected remotely via friends, with a focus on central Mersin. The remaining data were gathered face-to-face by the researcher from districts with high tourist concentrations, including Kızkalesi, Silifke, Anamur, Erdemli, and other districts.

Regarding the aim of the study and the hypotheses to be tested, it is possible to say that this study is designed in the relational survey model as stated by Karasar (2016).
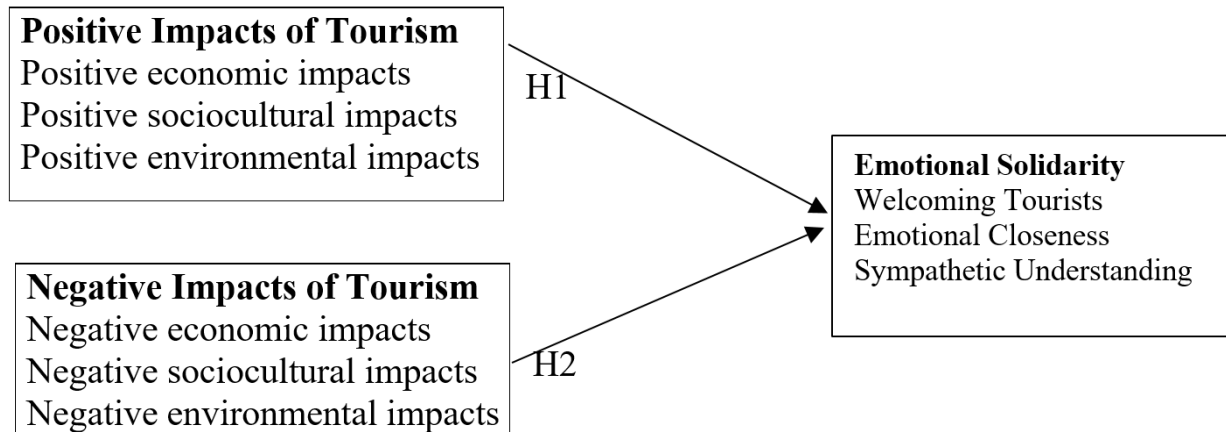
Positive Impacts of Tourism
Positive economic impacts
Positive sociocultural impacts
Positive environmental impacts

H1

Emotional Solidarity
Welcoming Tourists
Emotional Closeness
Sympathetic Understanding

Negative Impacts of Tourism
Negative economic impacts
Negative sociocultural impacts
Negative environmental impacts

H2

Figure 1. Symbolic Representation of the Research Model

Population and Sample of the Study

The population of the study is constituted by "individuals aged 15 and older residing in Mersin province in 2020". In order to determine the research population, TUIK reports for 2020 are consulted. Accordingly, the total population aged 15 and older living in Mersin province is determined as 1,441,322. Since it is not possible to reach the entire research population, convenience sampling method is selected. Convenience sampling method is the inclusion of anyone who wants to be included in the sampling (Ural and Kılıç, 2013: 42). Ural and Kılıç (2013: p.44-45) stated that when calculating the volume of the sample size to represent the universe, the following unlimited universe formula can be used for universes with more than 10,000 units.

$$n= \frac{\sigma^2 . z_\alpha^2}{d^2}$$

Since the population size of this study is 1,441,322 individuals, it is considered appropriate to have a sample size of 384 individuals. The sample size is increased by 36 individuals to 420.

Data Collection and the Research Process

A questionnaire consisting of 3 sections is utilized for data collection. In the beginning section, there are 6 questions about the demographic features of the participants. In the next section, there is a 28-item tourism impacts scale that aims to measure the adverse and positive sociocultural, economic and environmental impacts. The tourism impacts scale of this study has the same format used in Özyurt's thesis study. The final section includes the ES scale developed by Wosman and Norman to determine how shared behaviors, shared beliefs and communication with tourists affect ES and the attitudes and perceptions of the local residents towards tourism impacts, which consists of 3 dimensions (WT, SU, and EC to visitors) and 11 items. This scale is used in the form of the study conducted by

Phuc and Nguyen in 2020. The scales are in a five-point Likert format (1 - definitely disagree, 2 - disagree, 3 - neither agree nor disagree, 4 – agree, and 5- definitely agree).

Data Analysis Techniques

The obtained data are computerized. Frequency distribution, slope analysis, reliability and validity analyses, CFAs, regression and correlation analyses are carried out.

In the dataset obtained from 420 participants, a deviant analysis is performed to investigate extreme outliers. In this direction, Mahalanobis distance values are taken as basis (Çokluk et al., 2012: p.42-44). The two scales used in the study are analyzed separately. First, Mahalanobis distance values are calculated for each statement in the 28-item tourism impacts scale and divided by the number of parameters. The value obtained is found to correspond to the number of 28 parameters at the 0.001% significance level in the t-value statistics table (3.408) and 5 data with a value higher than this value are excluded from the dataset as they are deviant. For the t-values obtained by dividing the Mahalanobis distance values calculated according to the 11-item ES scale by the number of parameters, the corresponding value at the 0.001% significance level iss found to be 4.025. The 10 items with results above this reference value are considered deviant and excluded from the dataset (Kalaycı, 2010: 212; Nakip, 2006: 570-571). In total, 16 items are excluded from the dataset due to their deviant values and the subsequent analyses are conducted on the following 404 items.

Reliability Analysis

In the reliability analysis of the scale items, it is decided to exclude the items that did not fulfill the conditions by taking into account the fulfillment of some conditions. The criteria determined are that the Cronbach's Alpha (α) should exceed 0.600, the items in the scale should not have a negative effect on the overall reliability and the items should have a homogeneous structure (Alpar, 2012: p.458; Kalaycı, 2010: p.405).

The item-total correlation values should be positive and greater than 0.250 (Kalaycı, 2010: p.412). On the other hand, the multiple R^2 values should be greater than 0.300 and there should be no increase in the reliability value upon excluding the item (Alpar, 2012: p.391). In line with these conditions, reliability analyses are performed separately for the scales used in the research.

First, the reliability analysis of the 28 items is conducted. The Cronbach's α of 0.838 indicates a highly reliable scale. The items that make the most significant contribution to reliability are item 26 "Tourism causes solid waste and garbage problems" and item 18 "Tourism increases real estate and land prices". It is seen that no situation that required the exclusion of any item existed. On the other hand, Hotelling's T2 test performed to examine the homogeneity of the items shows that the items have a homogeneous structure (Özdamar, 2010: p.615-617).

Table 1. Reliability Analysis Results of the Impacts of Tourism Scale (n=404)

Items	Total Correlation of Adjusted Item	Multiple R^2 Coefficient	Cronbach's α Upon Excluding the Item
PITS1	.331	.537	.835
PITS2	.323	.605	.835
PITS3	.402	.640	.834
PITS4	.385	.574	.834
PITS5	.396	.391	.833
PITS6	.439	.595	.832
PITS7	.296	.452	.835
PITS8	.394	.537	.833
PITS9	.345	.527	.834
PITS10	.309	.597	.835
PITS11	.350	.617	.834
PITS12	.310	.569	.835
PITS13	.333	.603	.834
PITS14	.300	.655	.835
PITS15	.257	.639	.837
PITS16	.249	.365	.838
PITS17	.380	.381	.833
PITS18	.476	.594	.830
PITS19	.418	.597	.832
PITS20	.472	.527	.829
PITS21	.381	.593	.833
PITS22	.345	.633	.835
PITS23	.327	.532	.835
PITS24	.464	.581	.829
PITS25	.468	.708	.829
PITS26	.513	.757	.827
PITS27	.454	.793	.830
PITS28	.405	.750	.832
Cronbach's α of the Entire Scale	**0.838**		
Hotelling's T^2	1064.130; $F_{27;377}= 36.869$ (p≤0.0001)		

Secondly, the Cronbach's α of 0.907 for the 11-item ES scale indicates that the scale is highly reliable. The most important items contributing to the reliability are item 8 "I engage with tourists in a constructive and supportive manner" and item 7 "I find pleasure in engaging with visitors". There is no situation that requires item exclusion.

Table 2. ES Scale Reliability Analysis Results (n=404)

Items	Total Correlation of Adjusted Item	Multiple R^2 Coefficient	Cronbach's α Upon Excluding the Item
ESS1	.587	.503	.902
ESS2	.616	.678	.901
ESS3	.563	.584	.903
ESS4	.591	.508	.902
ESS5	.736	.581	.894
ESS6	.634	.517	.901
ESS7	.744	.655	.894
ESS8	.778	.666	.893
ESS9	.613	.458	.903
ESS10	.702	.580	.896
ESS11	.686	.562	.897
Cronbach's α of the Entire Scale	**0.907**		
Hotelling's T^2	258.016; $F_{10;394}= 25.225$ (p≤0.0001)		

Confirmatory Factor Analysis

CFA tests the variables' ability to represent a smaller number of constructs (Hair et al., 2014: p.602). The model established with the factors in the literature is confirmed by CFA (Yılmaz & Çelik, 2009: p.53). There are conditions that should be fulfilled to conduct CFA. The standardized values of the scale items should exceed 0.50 (Hair et al., 2014: p.605) and the t-values expressing the significance of the items should exceed 1.96 (Schumacker and Lomax, 2016: 109). Besides, the AVE (Average Variance Extracted) should exceed 0.50 and the CR (Composite Reliability) should exceed the AVE value (Fornell and Larcker, 1981: p.46; Yılmaz and Çelik, 2009: p.144). The margin of error calculated for the observed variables should be below 0.90. Finally, it is important that the factors should consist of at least three variables and the goodness-of-fit (GoF) should be at acceptable levels (Çokluk et al., 2012: p.277-284; Hair et al., 2014: p.602-605; Şimşek, 2007: p.86).

In the light of the information obtained, the two scales used in the survey are presented in a single model and CFA is conducted. As a result of the CFA conducted in the first stage; error variances, modification suggestions, t-values, and standardized values calculated for each item are examined. It is decided to exclude the item 17 "Tourism causes overcrowding" in the scale of the effects of tourism since its standardized value (0.37) is below the reference value (0.50). After the exclusion of the item, CFA is conducted again.

There are not many problems in the GoF obtained as a result of CFA. The χ2 GoF calculated by dividing the χ2 GoF by the degrees of freedom is found to be 3.36 (2004.62/815) and the RMSEA value is 0.060. However, most of the other GoF values are found to be at acceptable values.

Table 3. Descriptive Statistics for CFA

Statements	Standardized Load Value	Margin of Error	R^2	t-value	AVE	CR
Positive Economic Impact (PEI)					**0.51**	**0.87**
PITS1	0.68	0.53	0.47	15.02		
PITS2	0.73	0.46	0.54	16.57		
PITS3	0.81	0.34	0.66	19.28		
PITS4	0.78	0.39	0.61	18.06		
PITS5	0.58	0.67	0.33	12.17		
PITS6	0.78	0.39	0.61	18.01		
PITS7	0.57	0.68	0.32	11.94		
Positive Socio-cultural Impact (PSI)					**0.53**	**0.87**
PITS8	0.66	0.56	0.44	14.51		
PITS9	0.69	0.53	0.47	15.20		
PITS10	0.75	0.44	0.56	17.11		
PITS11	0.77	0.41	0.59	17.81		
PITS12	0.76	0.42	0.58	17.44		
PITS13	0.73	0.47	0.53	16.53		
Positive Environmental Impact (PEI)					**0.59**	**0.81**
PITS14	0.87	0.24	0.76	20.83		
PITS15	0.84	0.29	0.71	19.75		
PITS16	0.56	0.69	0.31	11.56		
Negative Economic Impact (NEI)						
PITS18	0.76	0.42	0.58	16.51	**0.61**	**0.82**
PITS19	0.88	0.23	0.77	19.63		
PITS20	0.70	0.52	0.48	14.77		

Table 3. Descriptive Statistics for CFA (cont.)

Negative Socio-cultural Impact (NSI)					**0.63**	**0.83**
PITS21	0.78	0.40	0.60	17.46		
PITS22	0.87	0.24	0.76	20.47		
PITS23	0.73	0.47	0.53	15.96		
Negative Environmental Impact (NEI)					**0.71**	**0.92**
PITS24	0.70	0.51	0.49	15.82		
PITS25	0.85	0.27	0.73	21.15		
PITS26	0.89	0.21	0.79	22.47		
PITS27	0.91	0.17	0.83	23.38		
PITS28	0.86	0.26	0.74	21.33		
Welcoming Tourists (WT)					**0.63**	**0.87**
ESS1	0.75	0.44	0.56	17.06		
ESS2	0.89	0.20	0.80	16.58		
ESS3	0.81	0.35	0.65	13.73		
ESS4	0.71	0.50	0.50	12.27		
Emotional Closeness (EC)					**0.64**	**0.87**
ESS5	0.78	0.38	0.62	18.27		
ESS6	0.73	0.47	0.53	16.41		
ESS7	0.85	0.28	0.72	20.46		
ESS8	0.84	0.30	0.70	20.14		
Sympathetic Understanding (SU)					**0.61**	**0.82**
ESS9	0.70	0.51	0.49	15.30		
ESS10	0.82	0.32	0.68	19.12		
ESS11	0.81	0.31	0.69	18.62		

The GoF obtained as a result of CFA is presented in Table 4. In this context, the normalized χ2 statistic and RMSEA (Root Mean Square Error of Approximation) are examined. Besides, other GoF are also examined. The aim here is to test the convergent validity of the measurement model in terms of other GoF (Şimşek, 2007: p.47-49).

Table 4. GoF Statistics for CFA

GoF Indexes	Values of the Measurement Model of the Study	Reference Values	
		GoF Value	**Acceptable GoF Value**
X^2/df	2004.62/815=2.45	$0 \leq X^2/df \leq 2.5$	$3 < X^2/df \leq 5$
RMSEA	0.060	$0 \leq RMSEA \leq 0.05$	$0.5 < RMSEA \leq 0.08$
AGFI	0.78	$0.90 \leq AGFI \leq 1.00$	$0.85 \leq AGFI \leq 0.90$
GFI	0.81	$0.90 \leq GFI \leq 1.00$	
RMR	0.061	$RMR \leq 0.05$	
SRMR	0.058	$SRMR \leq 0.08$	
CFI	0.96	$0.95 \leq CFI$	$0.90 \leq CFI$
NFI	0.93	$0.90 \leq NFI$	
NNFI	0.96	$0.90 \leq NNFI$	
IFI	0.96	$0.95 \leq IFI$	$0.90 \leq IFI$
PNFI	0.84	$0.95 \leq PNFI \leq 1.00$	$0.50 \leq PNFI \leq 0.90$
PGFI	0.70	$0.95 \leq PGFI \leq 1.00$	$0.50 \leq PGFI \leq 0.90$
RFI	0.93	$0.90 \leq RFI$	
Model CAIC< Saturated CAIC	2921.81<6623.34	Model CAIC<Saturated CAIC	
Source: Şimşek, 2007: 47-49; Yılmaz and Çelik, 2009: 47; Çokluk et al., 2012: 271-272; Hair et al., 2014: 578-589.			

The table indicates the obtained GoF values and the GoF values that should be fulfilled by the model. When the values are examined comparatively, it can be said that all values (except AGFI, GFI, and RMR) are at acceptable levels. When the GoF values are evaluated as a whole, it can be said that the measurement model is generally appropriate.

Findings

47.3% of the participants are female, whereas 52.7% are male. While 200 participants are married, 204 participants are single. According to the age group distribution, 82 of the participants are between 15-19 years of age, 140 of them are between 20-29, 78 of them are between 30-39, 54 of them are between 40-49, 32 of them are between 50-59, 10 of them are between 60-69, and 8 of them are 70 or older. The majority of the participants (32%) acquire high school degrees and a significant portion of them (26%) are paid employees.

Table 5. Distribution of Participants According to Demographic Features

Variable	Frequency	%	Variable	Frequency	%
Gender			**Marital Status**		
Men	213	52.7	Married	200	49.5
Women	191	47.3	Single	204	50.5
Age group	N	%	**Income**	N	%
15-19	82	20.3	1,600 TL and lower	13	3.2
20-29	140	34.7	1,601-2,000 TL	14	3.5
30-39	78	19.3	2,001-2,500 TL	32	7.9
40-49	54	13.4	2,501-3,000 TL	62	15.3
50-59	32	7.9	3,001-4,000 TL	72	17.8
60-69	10	2.5	4,001-5,000 TL	49	12.1
70 years and older	8	2.0	5,001-7,500 TL	81	20.0
Profession	N	%	7,501-10,000 TL	45	11.1
Retired	23	5.7	10,001-15,000 TL	24	5.9
Public personnel	57	14.1	15,001-20,000 TL	10	2.5
Business Owner	33	8.2	20,001 TL and higher	2	.5
Student	62	15.3	**Education Status**	N	%
Unemployed	24	5.9	Primary School	28	6.9
Housewife	40	9.9	Secondary School	29	7.2
Paid employee	105	26.0	High School	131	32.4
Self-employed	41	10.1	Associate Degree	71	17.6
Farmer	6	1.5	Undergraduate Degree	103	25.5
Other	13	3.2	Master's Degree	26	6.4
			PhD Degree	16	4.0

Descriptive Findings

First of all, the table shows that the highest mean value among the perceptions of local residents about the positive impacts is for the positive economic impacts of tourism ($\bar{X}$: 4.4293). Since the local residents think that tourism in Mersin creates job opportunities and increases the tax revenues of local governments, they have positive perception of the positive economic effects. This is followed by the positive socio-cultural and environmental impacts.

Table 6. Perception Levels of Local Residents on Positive and Adverse Impacts of Tourism

Variables	Frequency	Std. Deviation
PEI	4.4293	.52080
PSI	4.3379	.64044
PENI	4.0652	.86304
NEI	4.1601	.82269
NSI	2.7739	1.17601
NENI	3.2609	1.22657

In analyses conducted to demonstrate the degree of ES of the local population with tourists, the overall average score of the scale is determined to be $\bar{X}$=4.10. This score shows that the degree of ES of local residents with tourists is high. It is seen that the highest average score among the items that reveal the degree of ES of local residents with tourists belongs to the item "I extend hospitable treatment to visitors in this area". Here, it is evident that a strong

communication exists between the local population and tourists, and they share common interests.

Table 7. Descriptive Results of ES Scale (n=404)

Emotional Solidarity	$\bar{X}$	Std. Deviation
1. I am proud to attract tourists to this region.	4.1386	.89420
2. I feel that it is in the best interest of the residents to host tourists in this region.	4.3564	.73998
3. I value visitors for their positive impact on the local economy.	4.3515	.77185
4. I extend hospitable treatment to visitors in this area.	4.4208	.69107
5. I have developed a sense of connection with certain visitors I have met in this region.	4.0297	.99083
6. I formed friendships with a few visitors in this locality.	3.8787	1.13708
7. I find pleasure in engaging with visitors.	4.0743	.97075
8. I engage with tourists in a constructive and supportive manner.	4.1807	.84802
9. I share many similarities with visitors in this locality.	3.5520	1.19543
10. I feel love for tourists in this region.	4.1287	.88733
11. I understand tourists in this region.	4.0941	.96132
Overall Average	4.1045	0.9170

Findings Regarding the Hypothesis Tests

All of the hypotheses are aimed at testing the level and direction of the effects of variables on each other. The prerequisite for regression analysis, which refers to impact analysis, is that the variables have significant relationships. In this direction, the correlation values between the variables specified in the hypotheses are calculated. Therefore, correlation analyses are performed before each regression analysis, and variables with significant relationships are included in the regression models. In this context, Pearson correlation coefficients are taken into account in the relationship tests. The correlation coefficients obtained can vary between -1 and +1. However, when the correlation value approaches 1 in absolute terms, it means that the strength of the relationship increases (Alpar, 2012: p.333; Mooi and Sarstedt, 2011: p.88; Ural and Kılıç, 2013: p.243).

Firstly, correlation analysis is performed to examine how the positive impacts influence the ES variable. After the determination of a significant association between them (p=0.480**; p≤0.01), regression analysis is started. Table 8 indicates regression table in which the model established in this direction is tested.

Table 8. The Effect of Positive Impacts of Tourism on ES

	Unstandardized coefficients		Standardized coefficients	t-value	Significance Level	Multi-correaletion statistics		
	B	Std. Error	Beta			Tolerance	VIF	CI
(Constant)	1.736	.217		7.995	.000			
POI	**.551**	.050	.480	10.963	**.000**	1.000	1.000	14.613
Dependent variable: **ES**; R: 0.480; **R^2: 0.230;** Adjusted R^2: 0.228; D-W: 1.636; F for Model 1: 120.197; *p<0.01								

It can be said that the model is valid as a whole. If the beta value is examined, it is seen that the positive impacts have an effect of 0.551 on ES. In regression analysis where the effect of a single independent variable is examined, R2 =0.230 value should be examined for explanatory value. In this direction, it can be said that the explanatory power of the positive impacts in explaining the ES variable is 0.230, in other words, it has an explanatory ability of 23.0%; the remaining part can be explained by other reasons. Therefore, it is thought that ES, which is the dependent variable of the model, can be estimated. Therefore, it can be said that the positive impacts significantly affect the determination of ES. Based on this, it can be said that H1 is supported.

H1: Local residents' perceptions of the positive impacts positively affect their ES with tourists.

In this context, the sub-hypotheses are tested respectively. Firstly, correlation analysis is conducted to examine the relationships between each variable (Table 9).

Table 9. The Relationship between Positive Impacts of Tourism and ES Factors (N: 404)

Variables		POI	WT	EC	SU
Positive impacts of tourism	Pearson Correlation	1			
	p-value	-			
WT	Pearson Correlation	.525**	1		
	p-value	.000	-		
EC	Pearson Correlation	.370**	.549**	1	
	p-value	.000	.000	-	
SU	Pearson Correlation	.369**	.484**	.744**	1
	p-value	.000	.000	.000	-
**. Significance of correlation at p≤0.01					
*. Significance of correlation at p≤0.05					

Since the relationship between the variables is found to be significant, regression analyses are conducted. In this direction, it is examined how the positive impacts affect the ES factors.

First, the effect of the positive impacts on WT is tested (Table 10).

Table 10. The Effect of Positive Impacts of Tourism on WT

	Unstandardized coefficients		Standardized coefficients	t-value	Significance Level	Multi-correlation statistics		
	B	Std. Error	Beta			Tolerance	VIF	CI
(Constant)	1.823	.203		8.963	.000			
POI	**.583**	.047	.525	12.374	**.000**	1.000	1.000	14.613
Dependent variable: **WT**; R: 0.525; R²: 0.276; Adjusted R²: 0.274; D-W: 1.836; F for Model 1: 153.125; *p<0.01								

When the table is analyzed, it is detected that the positive impacts significantly affect WT (0.000<0.050). The predictive power of the change in the ability of local residents to welcome tourists caused by the positive effects of tourism is examined with the standardized regression coefficient (β). Accordingly, it can be said that a one-unit increase in the positive effects of tourism can cause a 0.583-unit increase in WT of local residents. In regression analysis where the effect of a single independent variable is examined, R2 =0.276 value should be examined for explanatory value. In this direction, it is determined that the explanatory power of the positive impacts in explaining WT variable is 0.276.

Secondly, the effect of the positive impacts on EC is tested (Table 11).

Table 11. The Effect of Positive Impacts of Tourism on EC

	Unstandardized coefficients		Standardized coefficients	t-value	Significance Level	Multi-correlation statistics		
	B	Std. Error	Beta			Tolerance	VIF	CI
(Constant)	1.780	.286		6.222	.000			
POI	**.529**	.066	.370	7.978	**.000**	1.000	1.000	14.613
Dependent variable: **EC**; R: 0.370; R²: 0.137; Adjusted R²: 0.135; D-W: 1.716; F for Model 1: 63.644; *p<0.01								

The positive impacts are seen to significantly affect the ability of EC and the effect level is 0.529. The explanatory power of the model is found to be 13.7%.

In the third test, the effect of the positive impacts on SU is tested (Table 12).

Table 12. The Effect of Positive Impacts of Tourism on SU

	Unstandardized coefficients		Standardized coefficients	t-value	Significance Level	Multi-correlation statistics		
	B	**Std. Error**	**Beta**			**Tolerance**	**VIF**	**CI**
(Constant)	1.605	.294		5.456	.000			
POI	**.542**	.068	.369	7.963	**.000**	1.000	1.000	14.613
Dependent variable: **SU;** R: 0.369; R²: 0.136; Adjusted R²: 0.134; D-W: 1.617; F for the Model 1: 63.610; *p<0.01								

The positive impacts are seen to have a significant effect on SU and the effect level is 0.542. The explanatory power of the model is found to be 13.4%.

The testing of the 3 sub-hypotheses (H1a, H1b, H1c) put forward in relation to hypothesis H1 is completed and all of them are found to be supported as of the test results.

In order to test H2 and H3 sub-hypotheses put forward accordingly, the variables in the model are first subjected to correlation analysis. In this section, the relationships between the adverse impacts and ES and its sub-factors; WT, EC, and SU are tested (Table 13).

First, correlation analysis is performed to examine how the adverse impacts affect the ES variable. After determining a significant and negative relationship between them (p=-0.097*; p≤0.05), regression analysis is conducted. The regression table, in which the model established in this direction is tested, is presented in Table 13.

Table 13. The Effect of Adverse Impacts of Tourism on ES

	Unstandardized coefficients		Standardized coefficients	t-value	Significance Level	Multi-correlation statistics		
	B	**Std. Error**	**Beta**			**Tolerance**	**VIF**	**CI**
(Constant)	4.350	.135		32.154	.000			
NEI	**-.075**	.039	-.097	-1.954	**.050**	1.000	1.000	7.939
Dependent variable: **ES;** R: 0.097; R²: 0.009; Adjusted R²: 0.007; D-W: 1.604; F for Model 1: 3.818; *p≤0.05								

It can be said that the model is valid as a whole. If the beta value is examined, the negative impacts are seen to have an effect of -0,075 on ES. In regression analysis where the effect of a single independent variable is examined, R2 =0,009 value should be examined for explanatory value. Accordingly, it can be said that both the significance level is on the borderline and the effect power is at a very low level. Accordingly, it can be said that the explanatory power of the adverse impacts in explaining the ES variable is 0.009, in other words, it has an explanatory ability of approximately 1%; the remaining part can be explained by other reasons. Therefore, it is thought that ES, which is the dependent variable of the model, can be estimated. From this point of view, it can be said that the adverse impacts have a significant and negative effect at a very small level in determining ES. Based on this, it can be said that H2 is supported.

In this context, the sub-hypotheses are tested respectively. Firstly, correlation analysis is conducted to examine the association between each variable (Table 14).

Table 14. The Association between Adverse Impacts of Tourism and ES Factors (n: 404)

Variables		NEI	WT	EC	SU
Negative impacts of tourism	Pearson Correlation	1			
	p-value	-			
WT	Pearson Correlation	-.153**	1		
	p-value	.002	-		
EC	Pearson Correlation	-.063	.549**	1	
	p-value	.208	.000	-	
SU	Pearson Correlation	-.051	.484**	.744**	1
	p-value	.306	.000	.000	-
**. Significance of correlation at p≤0.01					
*. Significance of correlation at p≤0.05					

Upon analyzing the correlations presented in Table 14 are analyzed, a significant relationship between the negative impacts and only WT variable is detected (p=-0.153** ; p<0.01). Therefore, regression analysis is conducted between these two variables with a significant association between them. Accordingly, the effect of the negative impacts on WT is tested (Table 15).

Table 15. The Impact of Adverse Impacts of Tourism on WT

	Unstandardized coefficients		Standardized coefficients	t-value	Significance Level	Multi-correlation statistics		
	B	Std. Error	Beta			Tolerance	VIF	CI
(Constant)	4.707	.130		36.273	.000			
NEI	**-.115**	.037	-.153	-3.102	**.002**	1.000	1.000	7.939
Dependent variable: **WT;** R: 0.153; R²: 0.023; Adjusted R²: 0.021; D-W: 1.774; F for the Model 1: 9.23; *p<0.01								

Upon analyzing the table, it is found that the adverse impacts of tourism variable has an adverse and significant effect on the WT. Moreover, it is seen that the effect level is -0.115. The explanatory power of the model is 2.3%.

The testing of the 3 sub-hypotheses (H2a, H2b, H2c) put forward based on the H2 hypothesis has been completed and it has been concluded that only H2a is supported as a result of the test results, while the other two hypotheses are not supported since they are not in significant relationships with the independent variable and no effect calculation can be made.

Table 16. Hypothesis Test Results

H1: **:** Local residents' perceptions of the positive impacts of tourism positively affect their ES (Emotional Solidarity) with tourists.	Supported
H1a: Local residents' perceptions of the positive impacts positively affect WT (Welcoming Tourist) for tourists.	Supported
H1b:Local residents' perceptions of the positive impacts positively affect their EC (Emotional Closeness) to tourists.	Supported
H1c: Local residents' perceptions of the positive impacts positively affect SU (Sempathetic Understanding) for tourists.	Supported
H2: Local residents' perceptions of the adverse impacts of tourism negatively affect ES.	Supported
H2a:Local residents' perceptions of the adverse impacts negatively affect WT for tourists	Supported
H2b: Local residents' perceptions of the adverse impacts negatively affect EC for tourists	Not supported
H2c: Local residents' perceptions of the adverse impacts negatively affect SU for tourists	Not supported

Conclusıon and Dıscussıon

Tourism affects the lives of local residents and their ES with tourists with the positive and negative effects it creates in various fields in the destinations where it develops and starts to develop. The effects of economic, sociocultural and environmental impacts of tourism on the ES of local residents are investigated by taking into

account the local residents living in Mersin province and its districts.

The perceptions of the local population towards the effects of tourism were initially examined. Among the local perceptions of tourism's positive effects, the highest average value was observed for the perceptions of positive economic impacts of tourism ($\overline{X}$: 4.4293). This was followed by positive socio-cultural impacts ($\overline{X}$: 4.3379), and then positive environmental impacts ($\overline{X}$: 4.0652). This indicates that the local community holds a positive view of tourism within the realms of economic, socio-cultural, and environmental impacts. However, the findings reveal that the local perceptions are more pronounced towards the positive economic and socio-cultural effects of tourism. The local population believes that the positive economic impacts of tourism on the region outweigh the negative economic effects. Locals think that tourism creates job opportunities in Mersin and increases tax revenues for local governments. From a socio-cultural perspective, the local population desires the protection of traditions and beliefs, respect for their lifestyles, and the use of their cultural heritage in a manner that it may be passed on to future generations during the tourism development phase. Environmentally, the local population states that the positive environmental impacts of tourism are more dominant. At this point, tourism planners, local governments, and educational institutions should conduct efforts aimed at preserving the environment and historical values, which are fundamental resources for tourism, to enhance the benefits of tourism and prevent the destruction it causes in the region. Additionally, the local community should be informed through seminars organized on this topic.

Within the scope of the research, firstly, the effect of the positive impacts on the ES dimensions is examined. It is determined that local residents' perceptions of the positive impacts had positive effects on the 3 dimensions of ES, namely WT (β=0.583; p=.000), EC (β=0.529; p=.000) and SU (β=0.542, p=.000). These findings are similar to previous studies (Woosnam, 2011; Hasani et al., 2016; Woosnam, 2014; Aleshinleyo et al., 2019; Phuc and Nguyen, 2020; Lan et al., 2021; Munanura et al., 2021). Woosnam (2011) identified that the sub-dimensions of ES, namely the level of tolerance towards tourists ($\beta = 0.173$; $p < 0.001$) and the feeling of empathy ($\beta = 0.508$; $p < 0.001$), have significant impacts on the local residents' attitudes towards tourism. These results indicate that the local population's attitudes towards tourism are influenced by the degree of their solidarity with tourists. Similarly, Hasani demonstrated that the sub-dimension of ES, specifically the level of tolerance towards tourists, significantly affects the local residents' attitudes towards supporting tourism development ($\beta = 0.547$; $p \leq 0.01$). Our research, differing from other studies, reveals that all three dimensions of ES positively influence the local residents' perceptions of tourism impacts.

The findings reveal the importance of positive impacts on the communication of local residents with tourists, welcoming them as hospitable and establishing emotional bonds with them. When local residents perceive the economic, sociocultural and environmental impacts positively, they are more willing to interact with tourists. Tourism in Mersin benefits the local community, local governments and the region, providing jobs for youth and women, helping to improve infrastructure and superstructure, and increasing areas for recreational activities. Due to these positive impacts, the local community in Mersin provides tourists with a unique vacation experience. Individuals living in Mersin want to be closer to tourists as they support tourism development in the region. The findings indicate that when the local residents perceive the impacts of tourism positively, they are satisfied with the development of tourism in the region, and they welcome tourists with tolerance. Such positive behaviors of the local population towards tourists contribute to tourists revisiting the region and recommending it positively to others.

Participants believe that the positive economic impacts of tourism enhance their quality of life and social welfare levels. It is necessary for tourism stakeholders to organize activities aimed at strengthening the relationship between the local residents and tourists.

Another relationship is the effect tourism of negative impacts on ES which affect ES significantly and negatively (β= -0.075, R2: 0.009) at a very low level. However, it is detected that of tourism the negative impacts significantly and negatively affected only WT (β=-0.115, p=002). Although the findings comply with the outcomes of previous studies which mostly explicated the general effect of the negative and positive impacts on the ES variable, but not the impacts on its dimensions. The findings of Lan et al. (2021) revealed that the negative impacts had a significant and negative effect on ES. Mananura et al. (2021) found that perceived negative tourism impacts have an inverse association with ES. Local residents' perceptions of tourism impacts have a high effect on their ES with tourists. The low level of education and general culture of local tourists, who mostly come to Mersin from the surrounding provinces, and their socio-cultural structure being different from the local community living in Mersin cause tourists not to act in a responsible tourist behavior. As a result of tourists damaging the historical and cultural sites of the region and polluting the sea and beaches, local residents do not want to welcome tourists in the region and behave rudely and aggressively. Besides, the increase in land and rental prices due to tourists and the high prices of products during the season negatively affect the behavior of the residents towards tourists. The fact that the touristic facilities in Mersin are intertwined with residential areas causes the local community to feel the negative impacts more in districts such as Kızkalesi where touristic activities are intense, and accordingly, the communication with tourists decreases. In addition, the findings show that the positive effects on ES are higher than the negative effects.

It is seen that the highest mean value among the perceptions of local residents in Mersin towards the positive impacts is towards the positive economic impacts. The average score of the degree of ES of local residents with tourists is $\overline{\text{X}}$: 4.10, which indicates that the EC and communication of local residents with tourists in Mersin is high. Tourism marketers and local administrations can improve this relationship by organizing festivals, fairs and cultural events that will enable local residents to come together and mingle with tourists.

Limitations and Future Direction

In this research, the relationship between ES and local residents' perceptions of tourism development was examined specifically in the Mersin destination, where tourism has not yet fully developed. Therefore, the first recommendation of this study for future research is to conduct this research in different sea-sand-sun focused tourism destinations with similar characteristics other than Mersin center and districts. Since individuals living in tourist destinations feel the effects intensely, the communication of local people with tourists will always be interesting. In destinations where different types of tourism are developed, the ES of local people along with tourists can be measured through various variables such as demographic factors, cultural differences, seasonality, level of interaction with tourists, length of living in the region, personality, tourist/local ratio and income. In cities that are completely dependent on tourism, the impacts of tourism on the relations of local residents with tourists can be investigated.

Declaration

All authors of the article contributed equally to the article process. The authors have no conflict of interest to declare. The ethics committee permission required for data collection was obtained from Mersin University Social

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Ek 1. Etik Kurul İzni

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