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## TARANDIĞIMIZ INDEXLER



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# SAKİN ŞEHİRLERDE YAŞAYAN İNSANLARIN ÇEVRECİ BAKIŞ AÇILARININ VE TOPLUMSAL FARKINDALIKLARININ SÜRDÜRÜLEBİLİR TURİZMİN GELİŞİMİNE YÖNELİK TUTUMLARI ÜZERİNDEKİ ETKİLERİ: BU TUTUM SAKİN ŞEHİRLERİN SÜRDÜRÜLEBİLİR REKABETÇİLİĞİNİ ETKİLER Mİ?

## THE EFFECTS OF CITTASLOW RESIDENTS' ENVIRONMENTAL PERSPECTIVES AND COMMUNITY AWARENESS ON THEIR ATTITUDES TOWARDS SUSTAINABLE TOURISM DEVELOPMENT: DOES THIS ATTITUDE AFFECT THE SUSTAINABLE COMPETITIVENESS OF CITTASLOW CITIES?

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### ÖZET

**K**üreselleşmenin karşıtı olarak ortaya çıkan Cittaslow hareketi, kentlerin çevreci politikalar izlemelerinde, sürdürülebilir turizmin gelişiminde ve nihayetinde kentlerin sürdürülebilir rekabetçiliğinde önemli katkılara sahiptir. Literatürde Cittaslow'un, kentlerin sürdürülebilir olabilmelerinde alternatif bir yol olabileceğini ele alan bazı çalışmalar vardır. Ancak, sakin kentte yaşayanların çevreci bakış açılarının ve toplumsal farkındalıklarının kent sakinlerinin sürdürülebilir turizmin gelişmesine yönelik tutumlarına ve bu tutumların da cittaslow kentinin sürdürülebilir rekabetçiliğine etkisini doğrudan ele alan çalışma bulunmamaktadır. Bu çalışmanın amacı, cittaslow kentinde yaşayan kent sakinlerinin çevreci bakış açılarının ve toplumsal farkındalıklarının onların sürdürülebilir turizme yönelik tutuma ve bu tutumun da cittaslow kentinin sürdürülebilir rekabetçiliğine etkisini ortaya koymaktır. Araştırma verileri Türkiye'nin ilk Cittaslow kenti olan Seferihisar ilçesinde yaşayan kent sakinlerinden yüz yüze anket yönetimiyle toplanmıştır. Araştırma modeli yapısal eşitlik modellemesiyle analiz edilmiştir. Analiz sonucunda, sakin kentte yaşayanların toplumsal farkındalığının ve çevreci bakış açılarının sürdürülebilir turizm gelişmesine yönelik kent sakinlerinin tutumuna ve bu tutumların da cittaslow kentinin sürdürülebilir rekabetçiliğine olumlu etkisinin olduğu bulunmuştur. Araştırma sonuçları, cittaslow kentlerinin sürdürülebilir rekabetçiliği sağlayabilmek ve devam ettirebilmek için kent sakinlerinde sürdürülebilir turizmin gelişmesine yönelik olumlu bir tutum oluşturulması gerektiğini göstermektedir. Bu tutum için ise kent sakinlerinde çevreci bakış açısının ve toplumsal farkındalığın oluşturulması ve sürdürülmesi gerekmektedir. Bu konuda ise özellikle kent yöneticilerine önemli görevler düşmektedir.

**Anahtar Kelimeler:** Cittaslow, Sürdürülebilir Rekabet, Çevreci Bakış Açısı, Toplumsal Farkındalık, Sürdürülebilir Turizm Tutumu

**Jel Kodlar:** M31, Z32, Z33

## ABSTRACT

The Cittaslow movement, which emerged as the opposite of globalization, has important contributions to the cities' environmentalist policies, to the development of sustainable tourism and ultimately to the sustainable competitiveness of cities. There are some studies in the literature which discuss that Cittaslow can be an alternative way for cities to be sustainable. However, there are no studies that directly address the effects of environmentalist perspectives and public awareness of the residents of cittaslows on the attitudes of residents on the development of sustainable tourism and the effects of these attitudes on the sustainable competitiveness of the city. The aim of this study is to reveal the effect of cittaslow residents' environmentalist perspectives and community awareness on their attitudes on sustainable tourism development and the effect of this attitude on sustainable competition of cittaslow cities. Data were collected from Turkey's first Cittaslow town of Seferihisar by conducting face-to-face surveys with residents of Seferihisar. The research model was analyzed by structural equation modeling. As a result of the analysis, it was found that the community awareness and the environmentalist perspectives of the cittaslow residents had a positive effect on the attitude of the city residents on sustainable tourism development and these attitudes had a positive effect on the sustainable competitiveness of the city. The results of the research show that a positive attitude on sustainable tourism development should be created among the city residents in order to ensure and maintain the sustainable competitiveness of the cittaslow cities. For this attitude, it is necessary to create and maintain an environmentalist perspective and community awareness for city residents. In this regard, especially city administrators have important responsibilities.

**Keywords:** Cittaslow, Sustainable Competition, Environmentalist Perspective, Community Awareness, Sustainable Tourism Attitude

**Jel Codes:** M31, Z32, Z33

# 1. INTRODUCTION

Globalization, which has effects on the entry of enterprises into intense competition, has brought cities into intense competition. Due to this competition, cities have started to resemble each other and move away from their differentiating features (Bayraktar, et al., 2016: 70). With the influence of globalization, a movement called Cittaslow has begun in order to prevent the deterioration of the local texture of the cities and standardization of the lifestyles of the cities' residents and to improve the local characteristics of the cities (Yurtseven and Harman, 2010: 18). This movement aims to enable cities to develop and compete with other cities without losing their original identity and characteristics (Bayraktar et al., 2016: 70). In order for cities to compete as a destination, many policies and efforts within the cittaslow movement have to be realized. One of them is that people living in the slow cities to have environmentalist perspective and to have an awareness about this issue.

Increasing the awareness and the sensitivity about the environment in society is especially important for the sustainability of tourism cities. If natural and social resources are damaged, sustainability in terms of tourism will not be possible. Therefore, environmental resources which are the elements of the attractiveness of the destinations are also important for the sustainable competitiveness of cities (Can, 2013: 24). At this point, to gain sustainable competitive advantage, the basic skills possessed should be determined, and capabilities that can't be imitated by competitors must be established (Coşkun and Özyılmaz, 2016: 730).

This study aims to determine the effect of cittaslow residents' environmentalist perspectives and community awareness on the attitudes of city residents on sustainable tourism development and the effect of this attitude on sustainable competition of cittaslow cities. The review of the literature shows the existence of studies that discuss the sustainable competitiveness and tourism in terms of cittaslow (Karadeniz, 2014; Eğin et al., 2018; Park and Kim, 2016; Lowry and Lee, 2016). However, it is also a fact that the effects of the new environmental paradigms and community awarenesses of the city residents in a cittaslows on the attitude on sustainable tourism development, and its effect on sustainable competitiveness have not been investigated in terms of cittaslow cities. The results of this research will be determined whether the attitudes of city residents on sustainable tourism development is affected by the community awareness and environmental paradigm of city residents, and if so, how strong these

effects are. The result will also guide the development of city residents' attitudes on sustainable tourism development.

In the continuation of the study, the emergence of cittaslow concept, its development and its current status were investigated. After that, the literature on new environmental paradigm, community awareness, attitude on sustainable tourism development and sustainable competition concepts were examined, and the research model and hypotheses were determined. Then the methodology of the research and the findings of the research are evaluated. In the conclusion section, research findings were evaluated in terms of the theoretical and practical aspects and suggestions for future researches were presented.

## 2. Cittaslow Concept and Its Development

The calm movement is a cultural revolution that opposes the idea that the faster is always better. Slow philosophy means doing everything at the right speed. The important thing is not to do everything in the fastest way, but to make the possible thing the best way (Sırım, 2012: 124; Şahin and Kutlu, 2014: 58). Slow philosophy led to the emergence of slow food, slow city and closely related movements (like slow tourism, slow travel, slow business, slow media, slow fashion, slow parenting, etc.) (Nilsson et al., 2011: 374).

The Cittaslow concept, which is formed by combining the Italian word "*citta*" and the English word "*slow*" means "slow city" or "calm city" (Tunçer and Olgun, 2017: 1021). The beginning of the Cittaslow movement started with the influence of the Slow Food philosophy. The protests in 1986 by a group led by Carlo Petrini during the opening of a McDonald's restaurant at Piazza di Spagna (Spanish steps) square, one of the symbols of Rome, the capital of Italy lit the first spark of the Slow Food movement (<https://www.slowfood.com/about-us/our-history/>, accessed on: Feb 12, 2019). According to the protesters, this fast-food restaurant not only disrupted the unique beauty of the square and banalized "Spanish steps" which is a touristic place but also severely damaged the Italian food culture and eating habits (Petrini and Padovani, 2011: 110). Indeed, with the effect of globalization, cities begin to grow, mowed away from cultural values, and a culture of taste that has become standardized and ordinary with the increasing number of fast-food restaurants emerged. Moreover, the undermining and the economically challenging of small artisan culture by shopping malls and store chains, and traffic congestion, environmental pollution and similar situations with increasing population caused socio-cultural, economic and environmental problems to increased rapidly (Çıtak, 2016: 2693).

Cittaslow movement was aroused by the former mayor of the city of Greve in Chianti in Italy, Paolo Saturnini in 1999 based on Carlo Petrini's Slow Food philosophy (<http://cittaslowturkiye.org/#uluslararasi>, accessed on: Feb 12, 2019). The Cittaslow movement aims the preservation and the harmony of the natural texture, color and history of the city for the residents of the city to enjoy their lives and the visitors to enjoy their experiences. Cittaslow is an action that aims to prevent the forgetting of local values such as local handicrafts and local delicacies, to transfer these values to future generations and to those who come to visit the city (Yurtseven and Harman, 2010: 18). Cittaslow started with the goals like promoting local production, supporting and improving small-scale artisans, and preserving local values, local structures and architecture, and traditional and cultural products (Kadioğlu, 2009: 72-76).

In order for a city to become a Cittaslow, some arrangements and projects must be realized, and the city must obtain sufficient points from certain criteria. These criteria consist of 7 main headings listed as; *environmental policies; infrastructure policies; city life quality policies; policies on agricultural, touristic,*



*artisan and craftsmen; plans for hospitality, awareness, and education; social cohesion; partnership* and 72 subheadings. The population of the applicant city should be less than 50 thousand, and it should obtain a minimum score of 50 from the evaluation made according to these criteria (<https://cittaslowturkiye.org/uyelik-sureci-ve-kriterler/>, accessed on: Feb 12, 2019). When Cittaslow membership criteria are examined, it is seen that the environmentalist perspective and community awareness dimensions discussed in this study are the main criteria used in the evaluation of cities.

There are 30 countries and 252 cities throughout the world that are members of the Cittaslow network. Seferihisar is the first city from Turkey that joined the Cittaslow network on 28 November 2009, it is the decision center and the capital position of Cittaslow Turkey (<http://cittaslowturkiye.org>, accessed on: Feb 12, 2019). According to Turkey Statistics Institute's 2017 data Seferihisar, a district of Izmir province which is located in the west of Turkey is set in 369 km<sup>2</sup>, the district's population is 40.785 (<https://www.tuik.gov.tr>, accessed on: Feb 12, 2019). Ruled by many civilizations like Lydian, Iranians, Athenians, Spartans, Seljuks and its history dates back to 2000 B.C. Seferihisar, has a rich historical and cultural heritage (Soykan and Emekli, 2004: 8). By the end of January 2019, the number of districts in Turkey that become a member of Cittaslow is 15. The names of these districts in alphabetical order are Akyaka, Eğirdir, Gökçeada, Gerze, Göynük, Halfeti, Mudurnu, Perşembe, Şavşat, Seferihisar, Taraklı, Uzundere, Vize, Yalvaç ve Yenipazar (<https://cittaslowturkiye.org/#slayt>, accessed on: Feb 12, 2019).

### 3. Literature Review and Research Hypotheses

#### 3.1. New Environmental Paradigm

The new environment paradigm refers to the exclusion of human centrism and the rules that hold human beings above all and putting nature in the center when the values are determined (Kaplan, 2004). In the studies on the subject, it is stated that the new environmental paradigm is important in terms of sustainable competition and attitude towards tourism (Aytaç and Öngen, 2012; Kaypak, 2011). For example, in a study by Su et al. (2017) on cittaslow residents living in Taiwan, it has been found that if the awareness and knowledge of the city residents in the new environment paradigm can be strengthened, community awareness and city residents' attitudes towards the development of sustainable tourism can be improved.

#### 3.2. Community Awareness

Having community awareness and consciousness by city residents can have positive effects on the development and competitiveness of cities' sustainable tourism. For example, in their study on the residents of the state of Montana, McCool and Martin (1994) found that high public awareness had a positive impact on the development of tourism activities. The results of other researches also emphasize the importance of public awareness and consciousness (Sheldon and Abenoja, 2001; Su et al., 2017; Timothy, 2000; Tosun, 2000).

#### 3.3. Attitude on Sustainable Tourism Development

Sustainable tourism is an important strategic goal for touristic destinations. Resource consumption can be reduced, and the ecological environment can be protected through sustainable tourism. In addition to the Cittaslow movement, many organizations are trying to ensure the sustainability of historical

buildings, natural resources, and socio-cultural values in order to prevent further damage by people. In this context, researchers as Biçici (2013), Reid et al. (2004) and Trakolis (2001) have shown through their research that attitude of the people living in the tourism cities has an important role in sustainable tourism. In their study, Lankford and Howard (1994) found that the degree of participation of city residents in tourism activities has an impact on the attitudes of city residents towards the development of tourism. Furthermore, Akova (2006) stated in his study, by giving place to his researches in different years, that local people's perception of the effect of tourism differed over the years and that this perception should be measured and evaluated periodically for sustainable tourism.

### 3.4. Sustainable Competition

In parallel with the developments and changes experienced in many areas in today's world, the tourism sector is also developing rapidly and plays an important role in national economies. This situation pushes the destinations into the effort to have the largest share in the tourism market and rapidly increases the competition between destinations. In the competitive environment, the sustainability of environmental resources should be ensured in order to maintain and sustain the competitive position of the destinations. Conservation and sustainability of environmental resources consisting of cultural and physical resources are also very important for the tourism economy (Can, 2013: 35). For this reason, tourism should be managed with the right policies and people since the main purpose of tourism is using the resources correctly, ensuring cities' development and its sustainable competition and increasing the life quality of societies (Sezgin and Karaman 2008: 437). In this sense, the positive attitudes on sustainable tourism development can positively affect the sustainable competitiveness of cities.

The hypotheses developed within the framework of the literature discussed above are given below.

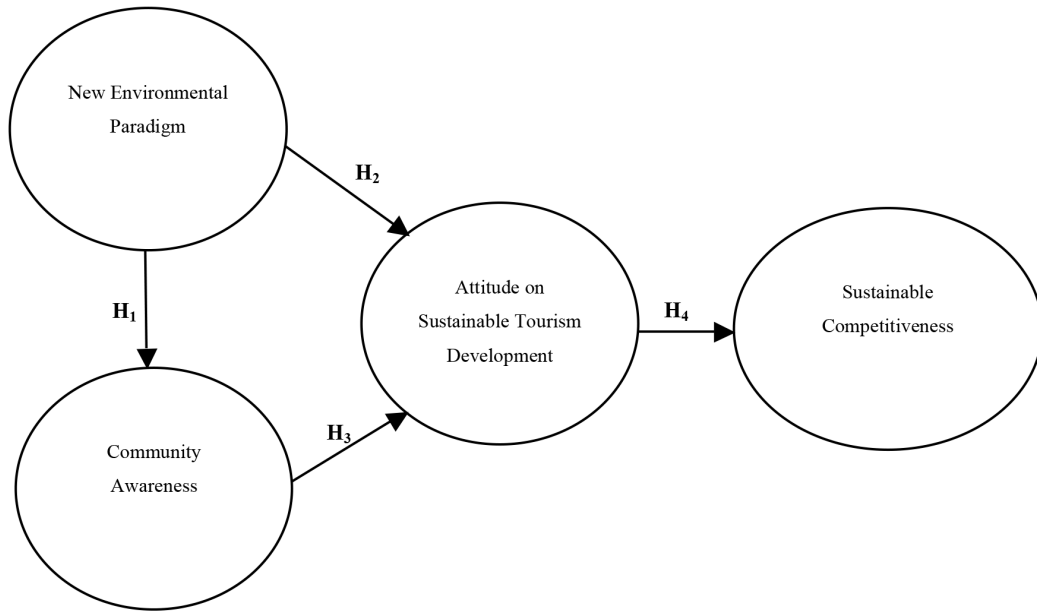
*H<sub>1</sub>: For the city residents living in cittaslow cities having a new environmental paradigm have a positive impact on their community awareness.*

*H<sub>2</sub>: For the city residents living in cittaslow cities having a new environmental paradigm have a positive impact on their attitude on sustainable tourism development.*

*H<sub>3</sub>: Community awareness of the city residents living in cittaslow cities have a positive impact on their attitude on sustainable tourism development.*

*H<sub>4</sub>: Attitudes of the city residents living in cittaslow cities on sustainable tourism development have a positive impact on the sustainable competitiveness of cittaslow city.*

The research model is shown in Figure 1 below.



**Figure 1: Research Model**

#### 4. Research Methodology

The aim of this research is to determine the effect of new environmental paradigms and community awareness of city residents on the attitude on sustainable tourism development, and its effect on the sustainable competitiveness of cittaslow cities. The study was carried out on the residents of the city of Seferihisar in Izmir. In the study, convenience sampling method was used. The data were collected between 03-07 August 2018 by using face to face questionnaire method. As a result of the research, 154 questionnaires were collected. Data were analyzed by IBM SPSS 23 and SmartPLS 3.2.8 package program.

The questionnaire used in the research consists of two parts. In the first part, there are scale statements about new environmental paradigm, community awareness, attitude on sustainable tourism development and sustainable competitiveness. The first twenty statements are on the new environmental paradigm, community awareness, attitude on sustainable tourism development which have been adapted from Su, Chang, and Yeh (2017). Ten statements regarding sustainable competitiveness were adapted by using the study of Yoon (2002). These questions were evaluated with 5-point Likert scale (1: Strongly disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree). In the second part, there are questions about the demographic characteristics of the participants (six questions) and the participants' level of knowledge about Cittaslow (two questions).

#### 5. Data Analysis and Results

In the analysis of the research data, firstly, frequency analysis was performed to determine the demographic characteristics of the participants. Then, the reliability and validity of the scales used in the study were tested. Finally, the relations between the dimensions in the research model were analyzed by Structural Equation Modeling (SEM) via SmartPLS 3.2.8 package program.

##### 5.1. Findings Related to Participants

The data on the demographic characteristics of the participants are shown in Table 1.

**Table 1: Demographic characteristics of participants**

Characteristics		f	%
Gender	Female	64	41,6
	Male	90	58,4
Age	20 years and under	35	22,7
	Between 21-30 years	47	30,5
	Between 31-40 years	30	19,5
	Between 41-50 years	26	16,9
	Between 51-60 years	7	4,5
	61 years and older	9	5,8
Education	Primary education	16	10,4
	High school	62	40,3
	Two-year degree	26	16,9
	Undergraduate	38	24,7
	Graduate	9	5,8
	Doctorate	3	1,9
Marital status	Single	75	48,7
	Married	79	51,3
Income (Turkish Lira)	1500 or less	30	19,5
	1501 – 2500	52	33,8
	2501– 3500	34	22,1
	3501– 4500	15	9,7
	4501– 5500	10	6,5
	5501– 6500	7	4,5
	6501– 7500	1	0,6
	7501 and above	5	3,2
Occupation	Public Employee	31	20,1
	Private Sector Employee	59	38,3
	Retired	15	9,7
	Student	44	28,6
	Other	5	3,2
To have knowledge about Cittaslow concept	Yes	118	76,6
	No	36	23,4
Having information about Seferihisar being a member of Cittaslow	Yes	107	69,5
	No	47	30,5
<b>Total</b>		<b>154</b>	<b>100</b>

When Table 1 is examined, it is seen that the majority of the participants were male (58,4%) and between 21-30 years old (30.5%). When the education level of the participants is examined, it is seen

that approximately half of the participants have a level of education in high school and below. In terms of marital status, it is seen that the participants have approximate rates. More than half of the participants (55,9%) have a monthly income between 1501 and 3500 Turkish Liras. In terms of occupation, it is observed that most of the participants are private sector employees (38,3%).

In this study, the residents of Seferihisar were also asked whether they had information about the Cittaslow concept and whether Seferihisar was a member of Cittaslow or not. Most of the participants stated that they knew what the concept of Cittaslow was (76,6%) and that Seferihisar was also a member of Cittaslow (69,5%).

The reliability of the scale (30 statements) used in the study was measured by Cronbach's Alpha. The Cronbach's Alpha value of the scale was found to be 0,919. This result, which is quite above the accepted value of 0.70 in the literature, shows that the scale used in the study is reliable.

## 5.2. Validity and Reliability Analysis of Scales

Confirmatory factor analysis was performed to determine the construct validity of the scales used in the model before proceeding with the analysis of the structural equation model. For this purpose, the analyzes of the convergent and discriminant validity of the scales in the measurement model were made. In order to test the reliability and convergent validity of the scales, *Factor Loadings*, *Average Variance Extracted (AVE)*, *Composite Reliability (CR)* and *Reliability (Cronbach's Alpha)* values of each scale included in the measurement model were calculated. Factor loadings and the Average Variance Extracted (AVE) values were analyzed for the determination of convergent validity. For internal consistency reliability, Cronbach's Alpha and Composite Reliability (CR) values were analyzed. The factor loadings, Cronbach's Alpha values, composite reliability values, and AVE values are shown in Table 2 below.

Hair et al. (2014: 618) stated that the observed factor in each scale should have a factor load of 0.50 or above and ideally have a factor load of 0.70 or higher. Therefore, the observed variables with a factor load below these values should be eliminated. In this study, the observed variables with a factor load of less than 0.50 were excluded from the measurement model. The Astd1, Astd2, and Sc3 statements were removed from the measurement model. As a result of the analysis, the factor loadings of the constructs were found to be between 0.554 and 0.863. For the test of convergent validity, the method proposed by Fornell and Larcker (1981) was used. According to this method, the AVE values of the constructs should be above 0.50 (Hair et al., 2014: 619). As a result of this analysis, the AVE values were found to be between 0.511 and 0.621. These values are significantly higher than the values expressed as threshold values.

Composite reliability (CR) indicates the extent to which the observed variables represent the latent structure (Fornell and Larcker, 1981). According to Hair et al., (2014: 619), the CR values should be over 0.60 (acceptable) (above 0.70 is a good value). As a result of the analysis, the CR values of the constructs were found to be between 0,866 and 0,904. These values are significantly higher than the values expressed as threshold values.

For the internal consistency of each scale included in the measurement model, Cronbach's Alpha values were calculated. Cronbach's Alpha, a measure of internal consistency, shows how closely the observed variables are as a group (Fornell and Larcker 1981). As a result of this analysis, as shown in Table 2 below, the reliability values of each construct (0,812 to 0,880) are found to higher than the values accepted in the literature (0,70). These values indicate that the scale reliability is quite good.

Table 2: Results of the measurement model

Construct	Codes of Items	Factor Loadings	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
<b>New Environmental Paradigm (NEP)</b>	nep1	0,784	0,846	0,891	0,621
	nep2	0,849			
	nep3	0,821			
	nep4	0,768			
	nep5	0,711			
<b>Community Awareness (CA)</b>	ca1	0,808	0,845	0,880	0,514
	ca2	0,747			
	ca3	0,634			
	ca4	0,815			
	ca5	0,690			
	ca6	0,650			
	ca7	0,651			
<b>Attitude on Sustainable Tourism Development (ASTD)</b>	astd3	0,554	0,812	0,866	0,526
	astd4	0,585			
	astd5	0,767			
	astd6	0,863			
	astd7	0,850			
	astd8	0,676			
<b>Sustainable Competitiveness (SC)</b>	sc1	0,700	0,880	0,904	0,511
	sc2	0,662			
	sc4	0,697			
	sc5	0,763			
	sc6	0,646			
	sc7	0,706			
	sc8	0,733			
	sc9	0,787			
	sc10	0,731			

The results of convergent validity and reliability measures discussed above meet the threshold values in the literature quite well. In other words, the observed variables explain the construct to which they belong. Finally, it can be stated that the coefficients of the measurement model are within acceptable limits, so the measurement model is reliable and valid.

In the final stage of the measurement model analysis, the discriminant validity of the construct was calculated. In the analysis of the discriminant validity, the recommended criteria by Fornell and Larcker (1981), and Henseler et al. (2015) were used. The method proposed by Fornell and Larcker (1981) was used for the analysis of discrimination validity. In order to achieve the discriminant validity according

to this method, the square root of the AVE value of a construct must be greater than the correlation values of this dimension with other dimensions (Fornell and Larcker, 1981). According to the results obtained from the analysis, it is seen that the constructs in the measurement model are separate constructs, and the discriminant validity is ensured. Table 3 below shows the results of the discriminant validity analysis performed according to the Fornell and Larcker (1981) criterion.

**Table 3: Results of the Discriminant Validity (Fornell - Larckell Criterion)**

	Attitude on Sustainable Tourism Development (ASTD)	New Environmental Paradigm (NEP)	Sustainable Competitiveness (SC)
Attitude on Sustainable Tourism Development (ASTD)	<b>0,726</b>		
Community Awareness (CA)	0,541		
New Environmental Paradigm (NEP)	0,407	<b>0,788</b>	
Sustainable Competitiveness (SC)	0,695	0,390	<b>0,715</b>

**Note:** Cross and bold numbers represent the square root of the AVE value, while the other numbers show the correlation values between the constructs.

According to the criterion of Henseler et al. (2015), HTMT value should be less than 0.85. Table 4 shows the HTMT values.

**Table 4. Results of the Discriminant Validity (HTMT Criterion)**

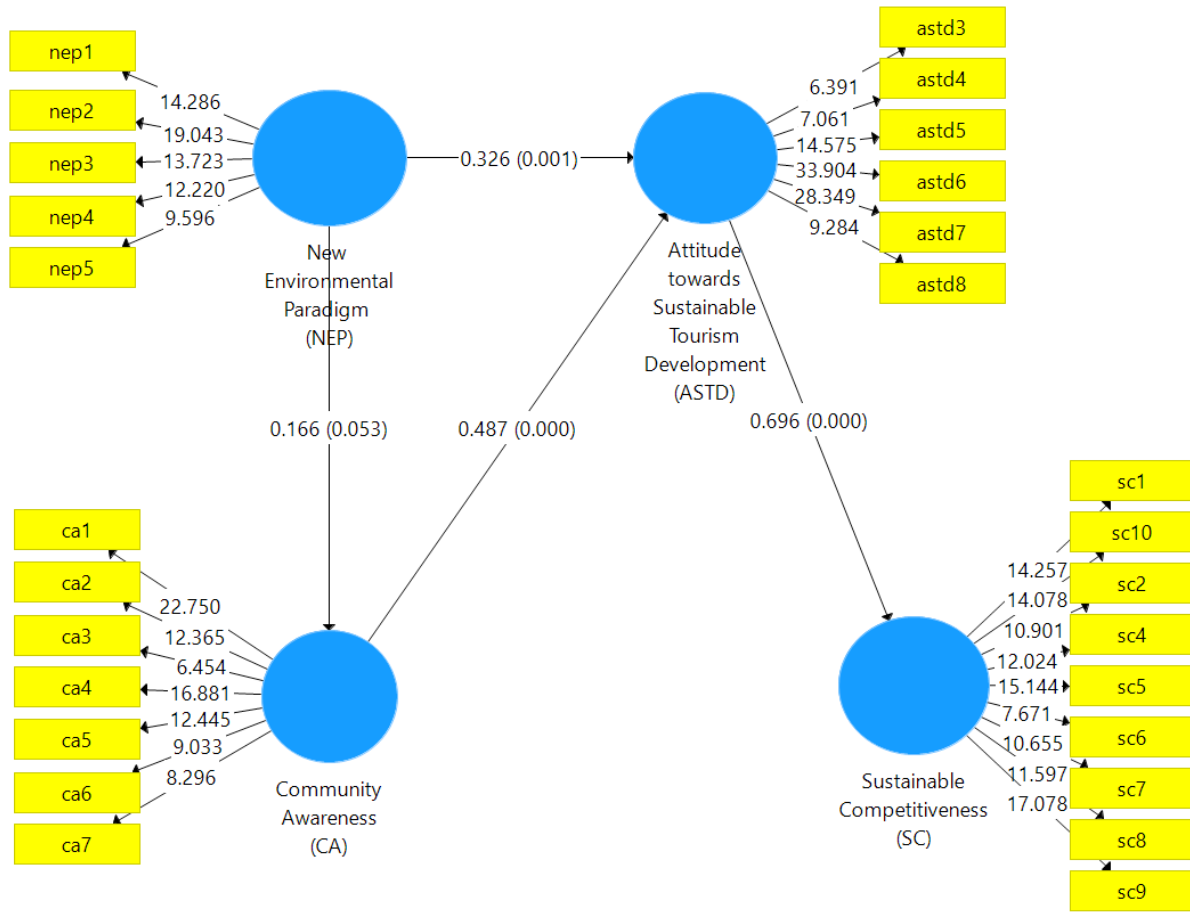
	Attitude on Sustainable Tourism Development (ASTD)	New Environmental Paradigm (NEP)	Sustainable Competitiveness (SC)
Attitude on Sustainable Tourism Development (ASTD)			
Community Awareness (CA)	0,620		
New Environmental Paradigm (NEP)	0,475		
Sustainable Competitiveness (SC)	0,800	0,452	

When the values in Table 4 are examined, it is seen that the values of HTMT in the study are below the threshold value.

The results of the analysis show that the measurement model provides the reliability and validity conditions and that the data are suitable for the analysis of structural equation model.

### 5.3. Testing the Research Model and Results

The effects of Seferihisar residents' environmental perspectives and community awareness on sustainable tourism attitude and the effect of this attitude on the city's sustainable competitiveness were analyzed by using structural equation model. The results of the structural equation model analysis are shown in Figure 2 below. The directional arrows between the latent variables in this model show the direction of the effect, and the values above the lines show the standardized beta values and p values.



**Figure 2: Results of the Structural Equation Modeling (PLS-SEM)**

Partial least-squares path analysis (PLS-SEM) was used to analyze the research model. Data were analyzed using the SmartPLS 3.2.8 statistical program (Ringle et al., 2015). PLS-SEM, which uses non-parametric statistical methodologies based on PLS algorithm, can be used with minimum demands regarding measurement scales, sample sizes (Monecke and Leisch, 2012: 1). Moreover, PLS-SEM does not demand a normal distribution of data (Hair et al., 2011: 144). Therefore, the analysis in this study was performed by using PLS-SEM mainly because of the lower demand in sample size and its other advantages. For the research model, the PLS algorithm was run to calculate linearity, path coefficients,  $R^2$ ,  $Q^2$ , and effect size ( $f^2$ ). In order to evaluate the significance of PLS path coefficients, t-values were calculated by sampling 5000 sub-samples from the original sample via bootstrapping. The results of the research model are shown in Table 5 below. Recommended hypotheses were tested at the 0.05 significance level ( $p < 0.05$ ).



**Table 5: Results of the Structural Equation Modeling (PLS-SEM)**

Hypotheses	Paths	Standardized Beta Coefficient	Standard Deviation	T Statistics	P Values	R <sup>2</sup>	f <sup>2</sup>	Q <sup>2</sup>	VIF	Results
H <sub>1</sub>	New Environmental Paradigm (NEP) à Community Awareness (CA)	0,166	0,086	1,938	0,053	0,028	0,028	0,007	1,000	Not Supported
H <sub>2</sub>	New Environmental Paradigm (NEP) à Attitude on Sustainable Tourism Development (ASTD)	0,326	0,096	3,388	0,001	0,396	0,0171	0,180	1,028	<b>Supported</b>
H <sub>3</sub>	Community Awareness (CA) à Attitude on Sustainable Tourism Development (ASTD)	0,487	0,068	7,149	0,000		0,383			
H <sub>4</sub>	Attitude on Sustainable Tourism Development (ASTD) à Sustainable Competitiveness (SC)	0,696	0,067	10,364	0,000	0,484	0,937	0,211	1,000	<b>Supported</b>

When the VIF (Variance Inflation Factor) values of the variables are examined, it is understood that there is no linearity problem between the variables since the values are below the threshold value of 5.

When Table 5 is examined, it is seen that the new environment paradigm affects the attitude on sustainable tourism development ( $\beta = 0.326$ ;  $p < 0.001$ ). Hence, the hypothesis H<sub>2</sub> was supported. As a result of the analysis, it has been found that community awareness affects the attitude on sustainable tourism development ( $\beta = 0.487$ ;  $p < 0.000$ ). Therefore, the hypothesis H<sub>3</sub> was also supported. Finally, it has been found that the attitude on sustainable tourism development significantly affects the sustainable competitiveness of cities ( $\beta = 0.696$ ;  $p < 0.000$ ). Therefore, the last hypothesis (H<sub>4</sub>) of the research was also supported. However, the new environment paradigm had no significant effect on community awareness ( $\beta = 0.166$ ;  $p < 0.053$ ). As a result, the hypothesis H<sub>1</sub> was not supported.

When the R<sup>2</sup> values in the model are analyzed, it is seen that the *new environmental paradigm* explains *community awareness* at a very low level (0.28%). On the other hand, the *new environmental paradigm* and *community awareness* variables explain *the attitude on sustainable tourism development* by 39.6%. Finally, *the attitude on sustainable tourism development* explains *sustainable competitiveness* by 48.4%.

When the effect size coefficients (f<sup>2</sup>) are analyzed, it is seen that the new environmental paradigm has a low-level effect on community awareness and attitude on sustainable tourism development. Community awareness has a moderate effect on attitude on sustainable tourism development. The effect of attitude on sustainable tourism development on sustainable competitiveness is quite high.

When the predictive power coefficients (Q<sup>2</sup>) are examined, it can be stated that the exogenous variables in the research model have the predictive power to endogenous variables because the values are greater than zero.

## 5. CONCLUSION

In this study, the effect of the new environmental paradigm and community awareness of city residents in Seferihisar, a city of cittaslow, on their attitudes on sustainable tourism development and the effect of this attitude on the sustainable competitiveness of the city were investigated. As a result of the study, it was found that the new environmental paradigm (33%) and community awareness (49%) of cittaslow city residents had a positive effect on their attitude on sustainable tourism development. In addition, another important result of the study is that the attitude on sustainable tourism development has a positive effect (70%) on the sustainable competitiveness of the city. However, in this study, it was not found that city residents' perceptions of the new environmental paradigm had a statistically significant effect on their community awareness. The results obtained from this study were consistent with the results of the research conducted by Su et al. (2017). However, the result that the new environmental paradigm has a positive effect on community awareness in the studies of Su et al. (2017) has not been replicated in this study. As a result of the study, it was found that the attitude on the sustainable tourism development of the city residents in Seferihisar, a Cittaslow member city, has a very high (70%) effect on sustainable competitiveness. The attitude on sustainable tourism development explains sustainable competitiveness by 48.4%. At this point, city administrators should develop policies to ensure that city residents have positive attitudes on sustainable tourism development for the city's sustainable competitiveness. In addition, the attitude of city residents should be measured and monitored periodically.

Public policies and promotional activities to be carried out in order to ensure sustainable competitiveness are very important. For this purpose, city administrators should develop and implement effective policies such as using natural resources properly, the development of systems and policies related to the safety of the tourists, the protection of the natural environment and the extension of the educational opportunities for the enhancement of environmentalism, the encouragement of the participation of the city residents in the decisions related to the development of sustainable competitiveness, the protection and improvement of the habitat. Moreover, the city's institutions and administrators have a leading role in promoting the city as a cittaslow city. For this purpose, it is very important for city residents to use today's technologies (such as web sites, social media, etc.) in the introduction of the city as cittaslow city. Another important role for the development of sustainable competitiveness belongs on the local media of the city.

As a destination, not only the city administrations but also the city residents have an important role in the competitiveness of cities. Unless the attitudes and behavior of the city residents are improved, it is not expected that the city will be at the top of the competitiveness index. Therefore, the levels of knowledge and participation of city residents should be increased especially in areas such as new environmental paradigms and community awareness. Positive attitudes of city residents to sustainable tourism should be established and improved. Thus, a high level of synergy can be achieved for the city's competitiveness.

In the literature, there is no studies done on the impact of cittaslow city residents on the sustainable competitiveness of the cittaslow city. In this respect, this study fills an important gap in the literature. However, the sample of this study only includes the residents of the city of Seferihisar in Izmir. Therefore, it is not possible to generalize the research results to all cittaslow cities. If future research is carried out in different city or cities that are members of the Cittaslow association, different results might be obtained. Therefore, the scope of future studies needs to be differentiated and expanded. Also, this issue can be examined by including different variables in the research model.

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