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Dear Buran, İrem
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Güçer, Yalçın

We would like to thank you for submitting your paper to the 5th Managing Tourism Across Continents Conference organized by The Association of Turkish Tourism Academics in Istanbul, Türkiye from May 1-4, 2024. It is our pleasure to inform you that your paper entitled "Unveiling the Dynamics of Community Citizenship Behavior: A Study on Community Engagement, Psychological Ownership and Value Co-creation in Rural Tourism Destinations." has been accepted for oral presentation.

We look forward to welcoming you at MTCON24 conference in Istanbul, Türkiye.

Academic Coordinator
Assoc. Prof. Eda ÖZGÜL KATLAV

E. Özgül Katlav

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Outline

The Relationship Between Talent Management and Work Engagement: Case of Travel Agencies in İzmir	13
<i>Serkan Aylan and Cem Bildircin.</i>	<i>13</i>
An Insight to the Use of Robots in Hotels: Do Robots Meet the Expectations of Tourists?	15
<i>Gözdegül Başer.....</i>	<i>15</i>
Investigating the Impact of Income and Price on Domestic Tourism Demand in Türkiye	16
<i>İnci Oya Coşkun and Mustafa Kırca.</i>	<i>16</i>
Examination of Studies on Environmental Transformational Leadership With Scientific Literature Review.....	18
<i>Fetine Bayraktar and Liv Elle Fatoş Hribar</i>	<i>18</i>
Istanbul Unveiled: A Comprehensive Study on MICE Tourism as an Ideal Destination.....	20
<i>Gülray Cakmak, Tevfik Demirciftci, Gurel Cetin, and Erol Sozen....</i>	<i>20 A</i>
Research on the Development of Elderly Health Tourism in Türkiye	21
<i>Ceren Gül Artuner Özder, Nazlı Kardeş Çolakoğlu and Gül Nihan Güven Yeşildağ</i>	<i>21</i>
Design-Based Research Approach for Simulation Development: Case of Hotel Online Revenue Management.....	23
<i>H. Kader Şanlıöz-Özgen.....</i>	<i>23</i>
Culinary Exploration Unveiled: Social Media Influencers as Catalysts for Transforming Risk Perception, Crafting Destination Image, and Elevating Food Tourism Experiences in Iran	28
<i>Yasmin Babalou, Amirhossein Maleki, and Heather Gibson.....</i>	<i>28</i>
How Does Augmented Reality Technology Evolve Tourism and Hospitality Industry: A Mapping and Systematic Review.....	29
<i>Mohammad Reza Jalilvand, Hamed Ghasemi, and Seyed Mohammad Sina Mirabdolbaghi.....</i>	<i>29</i>
Sustainable Food and Wine Tourism Can Improve Destination Knowledge and Loyalty	30
<i>Francesca De Canio and Emiro Endrighi.....</i>	<i>30</i>

A Comparative Analysis of Sustainable Tourism Initiatives' Opportunities and Challenges: Suggestions for Stakeholders....	33
<i>Mehmet Bahar and Burcu Simsek Yagli</i>	<i>33</i>
Service Robot Interactions in Tourism: The Role of Engagement and Expectancy in Creating Recommendation Intention	35
<i>Gülara Alkaçır, Mehmet Özer, and Alper Özer</i>	<i>35</i>
Investigating the Motives, Habitus, and Taste of Greek's Tourism Consumption	37
<i>Ioanna Anagnostopoulou, Krinanthi Gdonteli, Pinelopi Athanasopoulou, and Geoge Kipreos</i>	<i>37</i>
Narratives in Tourism Studies: A Systematic Review and Future Research Agenda.....	41
<i>Giulia Grillini and Serena Volo.....</i>	<i>41</i>
Exploring the Role of Tourists in Value Co-creation and Co-destruction: A Crucial Nexus for Loyalty in Halal-Friendly Restaurants.....	43
<i>Siti Intan Nurdiana Wong Abdullah, Bernard Lim Jit Heng, Phuah Kit Teng, and Thanam Subramaniam</i>	<i>43</i>
Foreign Customers' Evaluations in the Hotel Industry During the COVID 19 Pandemic: An Investigation on Online Customers' Reviews	45
<i>Zeynep Genç.....</i>	<i>45</i>
Exploring the Relationship Between Individual Traits, Conspicuous Consumption and Consumer Behavior in the Luxury Hotel Industry: Insights From Qualitative Interviews ...	46
<i>Tuğrul Toker</i>	<i>46</i>
Virtual or Real? Attitudes of Generation Z Towards Virtual Reality in Sports and Sports Tourism.....	48
<i>Marko Perić</i>	<i>48</i>
Customized Games and Routes for Cultural Heritage and Arts - CULTURATI	49
<i>Levent Altınay, Zaid Alrawadieh, Eda Gurel, Claudio Nigro, and Rosa Spinnato</i>	<i>49</i>

Modelling the Travel Desire - Travel Intention Nexus of German Tourist Long-Haul Travel.....	53
<i>Tafadzwa Matiza and Anne Koechling.....</i>	<i>53</i>
The Role of Hotels in the Sustainable Tourism and Awareness of Local Food Usage.....	56
<i>Nurgül Boz and Burcu Karasakaloğlu.....</i>	<i>56</i>
Change in Touristic Consumer Preferences: Guides' Use of Digital Tools	58
<i>Ahmet Erdem and Mahmut Barakazı.....</i>	<i>58</i>
The Effect of Emotions on Recovery Satisfaction and Behavioral Intentions in the Hospitality Industry: The Moderating Role of Failure Severity	59
<i>Engin Tengilimoğlu and Osman Nurullah Berk</i>	<i>59</i>
The Effect of Source Risk, One of the Online Perceived Risk Dimensions in Individuals' Tour Purchasing Behavior on Webrooming Behavior.....	60
<i>Emre Ozan Aksöz, Yonca Bakır and Baran Arslan</i>	<i>60</i>
Travelling in the Digital Era: A Systematic Literature Review of Digital Technologies' Influence on the Travel Experience.....	61
<i>Maria Giovanna Confetto, Lucia Porcu, and Mara Normando.....</i>	<i>61</i>
Which Dimension of Sustainability Matter for Visitors? An eWOM Analysis of Iceland Attractions	65
<i>David D'Acunto, Serena Lonardi, Ilenia Confente, and Francesco Raggiotto</i>	<i>65</i>
Utilization of Knowledge Sharing in Social Media and Crisis Communication Within the Context of Tourism	70
<i>Madara Balawardena, Sanaz Vatankhah, Yanqing Duan, and Khalid Samara.....</i>	<i>70</i>
A Pilot Study of Consumer Behaviour in Purchasing Leisure Travel Through Discount Websites.....	74
<i>Jelena Dorčić, Katarzyna Minor, Jelena Mušanović, and Miha Bratec.....</i>	<i>74</i>

Social Media Influencer in Hospitality and Tourism - A Systematic Literature Review and Future Research..... 77

Ammar Javed, Merve Vardarsuyu, Ali Selçuk Çarand, Yüksel Ekinci..... 77

Adapting the Digital Sustainability Scale in Institutions Into Turkish: A Study on Tourism Academics 78

Ayşen Akbaş Turıq Emrullah Cansu, and Muharrem Tuna 78

Travel Planning With Artificial Intelligence: Let's Discover Istanbul 80

Osman Nurullah Berk and Engin Tengilimoğlu..... 80

Is the Destination Card a Free Lunch? A Microeconomic Approach..... 81

Sonia Messori, Alessandro Fedele, and Paolo Figini 81

Analysis of Instagram Content of the UN Tourism (United Nations World Tourism Organization)..... 83

Eda Hazarhun, SerdaBülbül, Pelin Tuna Arslan, and Burçin Cevdeçetinsöz..... 83

Towards to Zero Waste Management: The Island of Tilos 86

Fani Efthymiadon and Chryso Panayidou..... 86

Tourism Trends and Policies in OECD Countries: Issues, Challenges and Opportunities..... 88

Nuray Eker, Gökhan Genç, Ümit Şengel, Mustafa Çevrimkaya, Merve Işkın, and Ömer Saraç. 88

Exploring Bleisure Tourism: A Quest for Dimensions and Connections via Qualitative Content Analysis 89

Rab Nawaz Lodhi, Carla Del Gesso, Muhammad Asif, and Cihan Cobanoglu⁴..... 89

The Impact of Social Media on Healthy Eating Attitudes in Gastronomy Students 91

Beybala Timur 91

Decentralized Autonomous Organizations (DAOs) in Tourism: A Theoretical Perspective and Real-World Paradigms..... 93

Stelios A. K. Ioannidis and Giovana Goretti Feijó Almeida..... 93

Decision-Making Processes Among Chinese Generation Z for European Destinations	97
<i>Lingling Huang Maria Lexhagen, and Serena Volo.....</i>	<i>97</i>
Resident Perceptions of Tourism-Induced Change: The Case of Batanes Islands, Philippines.....	99
<i>Mary Anne Ramos-Tumanan, Edieser Dela Santa, and Augustus Resurreccion.....</i>	<i>99</i>
Investigating the Impact of Innovative Behavior on Customer Experiential Value and Satisfaction in the Airline Omnichannel Environment.....	102
<i>İnci Polat, Seden Doğan, and Cihan Çobanoğlu.....</i>	<i>102</i>
Influence of Tourism on Social Collective Memory: Museum Visitors' Perspectives	104
<i>Joel Qi Hong Yap, Zilmiyah Kamble, and Adrian T. H. Kuah.....</i>	<i>104</i>
Destination Management Organizations (DMOs) Targeting Family Travelers: The Role of Specialized Influencers	105
<i>Athina Nella and Dimitrios P. Stergiou.....</i>	<i>105</i>
Collaborating With Competitors: Coopetition-Based Associationism Toward Regional Tourism Destinations	108
<i>Adriana Fumi Chim-Miki, Rui Augusto da Costa, Fevzi Okumus, and Rodrigo Oliveira-Ribeiro</i>	<i>108</i>
With a Little Help From my Region: How Coopetition Affects the Creation of Tourism Social Value in Low-Density Territories From Regional Development.....	111
<i>Rui Augusto da Costa, Adriana Fumi Chim-Miki, and Jako Volschenk³.....</i>	<i>111</i>
Sustainable Tourism Observatories: An Evolutionary Toolkit	113
<i>Rui Augusto da Costa, Silvana Serrão, Filipa Brandão, and Adriana Fumi Chim-Miki.....</i>	<i>113</i>
The Difficulties Vegan Tourists Face.....	116
<i>Ahmet Vatan and Emel Gürcü.....</i>	<i>116</i>
A Comprehensive Review on Tourism Efforts/Initiatives to Healthy Ageing: A SDGs Lens	118
<i>Tawanda Makuyana.....</i>	<i>118</i>

Unveiling the Dynamics of Community Citizenship Behavior: A Study on Community Engagement, Psychological Ownership and Value Co-creation in Rural Tourism Destinations 120

İrem Buran, Fuat Atasoy, and Yalçın Güçer.....120

Unveiling the Dynamics of Sharing Economy Services: A Study on Benefits, Psychological Ownership, and Consumer Engagement 124

İrem Buran, Şenay Sabah Çelik, Yüksel Ekinçi, and Akın Koçak.....124

Bridging the Gap: Fine-Tuning Artificial Intelligence (AI) Chatbots for Tourism.....127

İsmail Gökay Kırtıl, Beykan Çizel, İsmail Uzun³, and Serdar Uzun¹.....127

Utilizing Visual Research Methods and Service Logic to Understand Families Experiences at a Heritage Visitor Attraction.....131

John Melvin 131

Business Anthropology Approaches in Tourism: A Scoping Review 136

Ziwei Yang, K Thirumaran, Zilmiyah Kamble and Josephine Pryce².....136

The Role of Interactivity With Twitter in Enhancing Tourist Behavior: Destination Context 138

Blend Ibrahim, Joe Hazzam, and Sabri Öz 138

Starting Route: Istanbul Street Food.....141

Seray Evren, Ela Nazlı Köz, and Nihan Yarmacı Güvenç 141

Impact of Sustainable Business Model Innovation on Hotel's Sustainability Performance and Overall Performance 143

Mehlika Saraç and Çağatan Taşkın 143

First-Class Air Travel: Historical Leadership Shifts and Contemporary Innovations 146

K Thirumaran and Mohit Raghav.....146

Seven-Steps Formation Model in Organizational Innovation: Coopetitive Scheme for Sustainable Tourism.....147

Jin Chan¹, Anne-Marie Coles¹, Helen Roskam², Jacqueline Zavala³, and Nadine Leder 147

An Adapted Framework for Assessing Sustainable Tourism Development on Small Island Developing States: The Case Study of Bluefields Bay, Jamaica	151
<i>Bernard Kitheka, Michelle McLeod, and Yating Liang.....</i>	<i>151</i>
Exploring the Impact of AI Innovations in Consumer Products on Consumer Brand Loyalty.....	153
<i>Monica Chauhan.....</i>	<i>153</i>
A Bibliometric Analysis of Travel Motivation Based on Web of Science Database.....	154
<i>Yusuf Kenan Karas, Hamza Metehan Kılıç, and Emine Yüksel.....</i>	<i>154</i>
The Innovation Ecosystem of the Tourist Cultural Cluster in the Ancient Villages of Southern Anhui.....	155
<i>Jin Chan, Congling Ma, Athena Piterou, and Feifei Teng.....</i>	<i>155</i>
Technology Driven Marine and Coastal Tourism for A Better World With the Blue Growth	159
<i>Ayşe Gazihan</i>	<i>159</i>
The Effect of Price Fairness Perception on Customer Satisfaction: A Study on Customers Staying in Five-Star Hotels in Istanbul..	162
<i>Emel Gürcü and Sezgi Gedik Arslan.....</i>	<i>162</i>
Understanding the Process and Functions of Storytelling: The Theory of Consumption Perspective.....	165
<i>Seza Zerman, Umut Kadir Oğuz, Samet Gökkaya, and Parikshat Singh Manhas.....</i>	<i>165</i>
Content Analysis of Academic Studies on Artificial Intelligence in Tourism Journals	170
<i>Eylem Taşdağıtıcı, Ayşen Akbaş Tuna, and Muharrem Tuna.....</i>	<i>170</i>
Leisure, Tourism, and the Valorisation of Proximity to Water: A Perspective From Portugal's Resident Population	171
<i>Luís Silveira and Mónica Brito.....</i>	<i>171</i>
Glance to the Future: Tourism and Artificial Intelligence (AI) .	173
<i>Nahid Malazizi</i>	<i>173</i>

The Impact of Health Protocols Against COVID-19 Pandemic on Food and Beverage Production and Supply: The Case of the Greek HoReCa Sector.....	174
<i>Christos Kakaroungkas, Theodoros Stavrinoudi, and Anestis Adamidis.....</i>	<i>174</i>
The Power of the Competency Formula: Fostering Creativity in Uncertain Conditions.....	175
<i>Mahlagha Darvishmotevali</i>	<i>175</i>
The Conceptualizing of Attendees' Proactive Motivational Orientation in Driving Attendee Entertainment Loyalty.....	176
<i>Porchom Phonmuk.....</i>	<i>176</i>
Gaining Spiritual Experiences With Leisure Activities: A Qualitative Analysis	177
<i>Selin Kama</i>	<i>177</i>
Placebo or Nocebo? A Conceptual Misunderstanding in Consumer Behavior Research	178
<i>Doğa Kurçer and Serhat Adem Sop</i>	<i>178</i>
Developing New Recipe With Geographically Indicated and Local Products: A Sweet Touch From Nevşehir to Tourism	179
<i>Firdevs Yönet Eren, Sinem Dikme, Kader Parlak, and Şule Aydın.....</i>	<i>179</i>
Students Attitudes of Artificial Intelligence: An Application on Vocational School Tourism Students	180
<i>Gülhan Sözbilen and Burcu Gülsevil Belber</i>	<i>180</i>
Examining Levels Among Tourism Employees: A Research in City Hotels in Elazığ Province.....	181
<i>Berna Ercan and Bayram Kirmızıgül.....</i>	<i>181</i>
What Makes a Lake Memorable? A Netnographic Research on the Case of Lake Salda.....	182
<i>Özcan Özdemir, Murat Yeşiltaş, and Suat Akyürek.....</i>	<i>182</i>
Content Analysis for Fatsa Culinary Culture	183
<i>Ezgi Eter, Üzeyir Kement, Sinan Baran Bayar, Mehmet Kabacık, and Faruk Yüksel.....</i>	<i>183</i>
Tourism Diplomacy as a Soft Power	184
<i>Ömer Sarı and Selma Meydan Uygur.....</i>	<i>184</i>

Evolution of Social Tourism Policies in Türkiye	185
<i>Nail Hoşcan, Özgür Sarı, and Erkan Türkseven. 185</i>	
Incorporating Culinary Intangible Cultural Heritage in Tourism Marketing Strategy	186
<i>Seray Evren and Serkan Şengül. 186</i>	
SCRM in Business Hotel Management: Evaluation of Service Quality Dimensions from the Perspective of CRM Managers	187
<i>Tuğba Şen Küpeli, Merve Öksüz, and İpek Kalemci Tüzün.....187</i>	
Flavor Meeting Charcoal: Brazilian Barbecue and Turkish Grilling Culture	188
<i>İlayda Büşra Ersoy and Güliz Coşkun.....188</i>	
Physical Therapy and Rehabilitation Centers With Accommodation: An Evaluation in Terms of Health Tourism ..	189
<i>Vildan Yılmaz and Ebru Günere² 189</i>	
God Make Me Again - The Relationship Between Loneliness and Duration of Participation in Recreation Activities: A Happiness Perspective.....	191
<i>Merve Öksüz, H. Suat Aksu, and Fatih Varol.....191</i>	
Religious Centers of Anatolia in Faith Tourism From the Perspective of Tourism Marketing: A Bibliographic Analysis of the Seven Churches	192
<i>Nuray Yıldız and Şule Kaya Ünal.....192</i>	
Do Michelin Green Star Restaurants use Sustainability as Niche Marketing on Their Websites?	194
<i>Nihan Akdemir, Bilsen Bilgili, and Oylum Ekşi.....194</i>	
Tourism Statistics Literacy (TLS) and Destination Management: The Case Study of the Greater Miami Convention and Visitor Bureau (GMCVB)	195
<i>Yasir Jehan, Giuseppina Lo Mascolo, and Stefano De Cantis.....195</i>	
Employee Resilience in the Hospitality and Tourism Industry: A Systematic Literature Review	196
<i>Hatice Güçlü Nergiz and Banu S. Ünsal Akbıyık 196</i>	
Gastronomy Tourism Swot Analysis of Edirne Province	197
<i>Güllü Arı and Asya Bozyazı Önder. 197</i>	

A Qualitative Study on the Challenges Faced by English Licensed Tour Guides in Foreign Language Usage	198
<i>Yurdanur Yumuk and Vildan Arslan</i>	<i>198</i>
An Evaluation on Sustainable Tourism Certificate and Accommodation Businesses	199
<i>Melahat Avşar.....</i>	<i>199</i>
A Case Study on Smart Hotel Technologies	200
<i>Selen Levent Küçükaydın, Sarp Tahsin Kumlu, Emre Samancıoğlu, and Emrah Özkul.....</i>	<i>200</i>
Evaluation of the Literature in the Field of Artificial Meat by Bibliometric Analysis	201
<i>Fatma Nur Tunay.....</i>	<i>201</i>
Brand Identity and Image Alignment: Challenges Posted by Cocreation	203
<i>Teresa Borges-Tiago, Fernando Almeida, and Flávio Tiago</i>	<i>203</i>
The Frontiers of Metaverse for Tourism and Hospitality.....	207
<i>Teresa Borges-Tiago, Paulo Rita, and Sónia Avelar</i>	<i>207</i>
Exploring Hotel Consumer Purchase Intentions Through Web Analytics: A PLS-SEM Approach	211
<i>Giuseppina Lo Mascolo, Marcello Chiodi, Gabriella Levanti, and Arabella Mocciaro Li Destri.....</i>	<i>211</i>
Exploring the Impact of New Technologies on Sport Tourism Experiences: A Comprehensive Review	215
<i>Marko Perić, İbrahim Çetin, and Vedran Zubović.</i>	<i>215</i>
The Role of Tourist Guides in Responsible Tourist Behavior From a Society 5.0. and 6.0. Perspectives.....	217
<i>Fusun İstanbullu Dinçer, Ali Turan Bayram, Melike Sak, Ömer Ateş, and Gül Erkol Bayram</i>	<i>217</i>
Designing Climate-Resilient, Women Entrepreneurs in Türkiye: Pathways of Reducing Poverty and Inequalities Example of Sinop.....	219
<i>Melike Sak, Gül Erkol Bayram, Zeynep Ergün, Amrik Singh, and Muthmainnah</i>	<i>219</i>

Analyzing the Accommodation Tax in Türkiye on a Provincial Basis.....	222
<i>Levent Selman Göktaş and Mehmet Beyazgül.....</i>	
Big Data-Driven Guest Experience Analysis: eDataLabHQ Case Study.....	224
<i>Gaye Deniz, Murat Toker, Aybüke Özsoy, İlker Öztürk, Neşe Yılmaz, İrem Yıldırım, Şule Ardiç Yetiş and Abdulkadir Şeket...224</i>	
Evaluation of Cappadocia Region in Terms of Big Data Based Revenue Management.....	228
<i>Gaye Deniz, Murat Toker, Aybüke Özsoy, İlker Öztürk, Neşe Yılmaz, İrem Yıldırım, Şule Ardiç Yetiş and Abdulkadir Şeket...228</i>	
Views of Kitchen Chefs of Public Institutions Towards Innovative Cuisine: Ankara Province Example	232
<i>Rana Şat and Sami Sonat Özdemir².....</i>	
The Turkish Adaptation of the Perceived Impact of Tourism Scale.....	234
<i>Grant Altay Taşkın.....</i>	
Role of Flow Experience in Fostering Travel Intentions of Youth in China and the Effect of Augmented Reality.....	236
<i>Shu-Hsiang Chen, Fawad Ahmed, and Yaye Mai</i>	
Leveraging Avatars for Environmental Stewardship in the Hospitality Sector	239
<i>Wailing Ng, Fei Hao, and Chen Zhang.....</i>	
Local Restaurant Research: A Bibliometric Analysis	242
<i>Özkan Süzer, Seza Zerman, and Gülay Kütre.....</i>	
Risk Perception of Frontline Service Robots in Tourism: Applying the UTAUT Model	244
<i>María Ángeles García-Haro, Ricardo Martínez-Cañas, Pablo Ruiz-Palomino, and María Pilar Martínez-Ruiz.....</i>	
How Servant Leadership Fosters Radical Innovation in Hotels via Increasing Internal Communication: Is This Effect Greater in Family-Owned Hotels?	246
<i>Pablo Ruiz-Palomino, Ricardo Martínez-Cañas, María Ángeles García-Haro, and Jorge Linuesa-Langreo.....</i>	

Understanding Service Robots in the Tourism and Hospitality Industry: A Bibliometric Analysis Approach.....	248
<i>Yves Pouabe and Serena Volo</i>	<i>248</i>
Shaping Perception: The Influence of Glass Design on Brand Image, Customer Attitude, and Behavioral Intentions	250
<i>Adam Carmer, Luana Nanu, and Andrew F. Bell</i>	<i>250</i>
Protected natural sites: Accessibility tourism infrastructure and perception; The case of Cappadocia.....	254
<i>Tibethan Memişoğlu and.Koray Çamlıca.....</i>	<i>254</i>

Unveiling the Dynamics of Community Citizenship Behavior: A Study on Community Engagement, Psychological Ownership and Value Co-creation in Rural Tourism Destinations

İrem Buran, Fuat Atasoy, and Yalçın Güçer

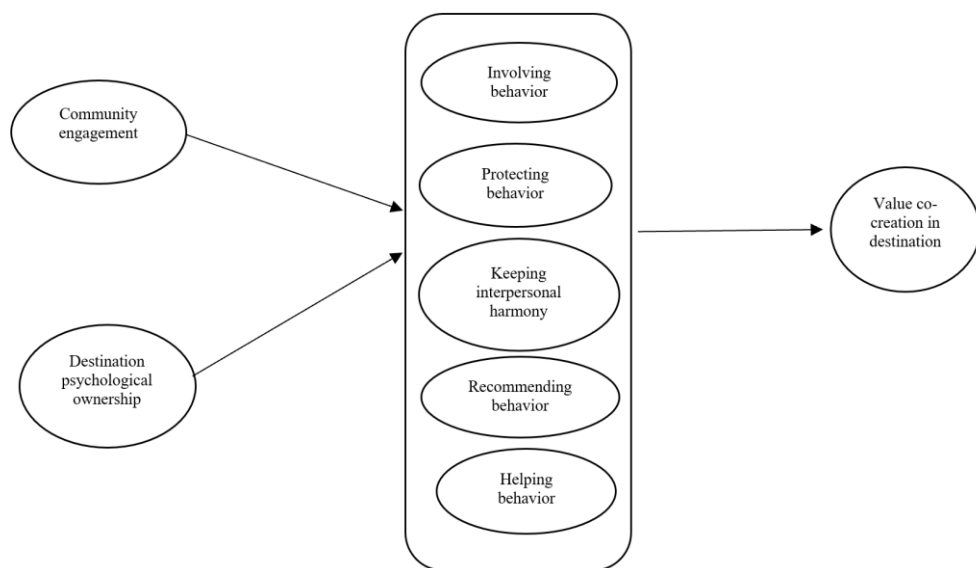
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Abstract

Local people actively participate in developing tourism destinations and value co-creation (Badurina & Frleta, 2022; Johnson & Neuhofer, 2017). Local people in a destination engage in many beneficial behaviors, such as supporting tourism activities and keeping the area clean. This situation provides economic, social, environmental and hedonic benefits for locals and contributes to tourists' unique experiences (Assiouras et al., 2019; Lee et al., 2021; Perić & Vitezić, 2023). For example, the hospitality of local people can enhance tourists' experiences and encourage tourism development (Xu, Xue, & Gursoy, 2022). The concept of community citizenship behavior (CCB) is critical in community development and in solving the problems of communities (Xu et al., 2022). Community citizenship acts as a catalyst for improving local people's quality of life and welfare. Although community citizenship is widely used in organizational behavior, in recent years, it has begun to be addressed in the context of tourism and destinations, and the need to investigate the relationship between local people and the community for tourism development has come to the fore (Xu et al., 2022).

As seen in Figure 1, current research focuses on identifying the antecedents and consequences of community citizenship in a rural tourism destination. In understanding the antecedents of CCB, the impact of psychological ownership, which has been the subject of much research in recent years, has been examined.

Figure 1. Community Citizenship Behavior



Strong psychological ownership leads to greater community involvement, which is crucial for sustaining the well-being of a community (Lee et al., 2023). Similarly, the hot topic of recent years, engagement is considered as actions aimed at solving social problems or improving the quality of life for the whole community, based on the fact that community engagement can make a difference in community development (Procentese & Gatti, 2021). The reason for choosing a rural area for the study is that the relationship between local people is more intimate and trusting in rural areas. Therefore, hospitality and participation in certain activities and communities for community benefit are high (Rosalina, Dupre, & Wang, 2021; Zhang & Xu, 2019). In addition, the community-based characteristics prevalent in rural tourism destinations become critical for value co-creation & destinations' competitiveness and overall success (Wu et al., 2022; Zaeri, Sepehrmanesh, & Vatankhah, 2023). Specifically, local people's community citizenship behaviors contribute to providing a memorable and authentic experience for tourists (Chen, Cottam, & Lin, 2020), create positive emotions in individuals, support all kinds of activities to be carried out in the region and ensure value co-creation. In this context, the current study aims to clarify the concept of community citizenship emerging in rural tourism destinations and the concept of community engagement and psychological ownership and to determine its impact on value co-creation. Tourism destinations vary greatly in size and level of governance, from small villages to cities, states and countries. The pro-environmental dimensions of CCB can contribute to better management of the public natural

environment in rural destinations. This would increase the sustainability of rural destinations. More importantly, participating in CCB will ultimately benefit the well-being of hosts. This may include a more satisfying living environment, better public facilities, better preserved local culture and an improved quality of life. Hosts with such positive emotions will develop a higher sense of belonging, pride and identity in their communities, which will contribute to their subjective well-being.

Keywords: community citizenship behavior, community engagement, psychological ownership, value co-creation

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This is to certify that

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**Unveiling the Dynamics of Community Citizenship Behavior: A Study on
Community Engagement, Psychological Ownership and Value Co-creation
in Rural Tourism Destinations**

Co-Chair

Prof. Serena VOLO

Free University of Bozen

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Prof. Muharrem TUNA

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