

**IMPACT OF EDUCATION AND COMMERCIAL BUSINESS DEVELOPMENT
ON SUSTAINABLE DEVELOPMENT: STAKEHOLDER-BASED
IMPLEMENTATION**

*IMPACTO DA EDUCAÇÃO E DO DESENVOLVIMENTO DE NEGÓCIOS
COMERCIAIS NO DESENVOLVIMENTO SUSTENTÁVEL: IMPLEMENTAÇÃO
BASEADA NAS PARTES INTERESSADAS*

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ABSTRACT

Today, the concept of sustainable development emerges as a concept that needs to be learned and implemented for both universities and commercial enterprises and countries. The three important dimensions of sustainable development, economic, social and environmental dimensions, need to be well known by both the current generation and the future generations. Within the scope of stakeholder theory, stakeholders need to do whatever they can economically, socially and environmentally for sustainable development. In this study, it was aimed to determine whether the dimensions of sustainable development and the concepts of environmental attitude, regional commitment and sense of belonging and regional attractiveness have an effect on the development of universities and commercial enterprises and whether the concept of stakeholder theory has an effect on sustainable development. The survey conducted for the research was applied to shopping malls operating in Samsun province and university areas where participation was thought to be high. As a result of the collection and examination of the data, it was seen that the development of educational and commercial centers has an effect on regional commitment and regional attractiveness, local government decisions have an effect on the development of educational and commercial centers and environmental attitude, and regional attractiveness has an effect and significance on environmental attitude and regional attachment.

Keywords: Tourism, Sustainability, Stakeholder Theory, Regional Attractiveness, Regional Commitment, Environmental Attitude.

RESUMO

Hoje, o conceito de desenvolvimento sustentável surge como um conceito que precisa ser aprendido e implementado tanto para universidades quanto para empresas comerciais e países. As três dimensões importantes do desenvolvimento sustentável, econômica, social e ambiental, precisam ser bem conhecidas tanto pela geração atual quanto pelas gerações futuras. Dentro do escopo da teoria das partes interessadas, as partes interessadas precisam fazer tudo o que puderem econômica, social e ambientalmente para o desenvolvimento sustentável. Neste estudo, o objetivo foi determinar se as dimensões do desenvolvimento sustentável e os conceitos de atitude ambiental, comprometimento regional e senso de pertencimento e atratividade regional têm efeito no desenvolvimento de universidades e empresas comerciais e se o conceito da teoria das partes interessadas tem efeito no desenvolvimento sustentável. A pesquisa conduzida para a pesquisa foi aplicada a shopping centers que operam na província de Samsun e áreas universitárias onde a participação era considerada alta. Como resultado da coleta e exame dos dados, foi visto que o desenvolvimento de centros educacionais e comerciais tem efeito no comprometimento regional e na atratividade regional, as decisões do governo local têm efeito no desenvolvimento de centros educacionais e comerciais e na atitude ambiental, e a atratividade regional tem efeito e significância na atitude ambiental e no apego regional.

Palavras-chave: Turismo, Sustentabilidade, Teoria das Partes Interessadas, Atratividade Regional, Compromisso Regional, Atitude Ambiental.

Introduction

Nature and the environment, which encompass the totality of existence, have been in mutual interaction with human beings. As a result of this bilateral interaction, both nature and environment and human beings have had to change. Firstly, interactions with the environment have been affected by economic and social changes over time, and after a while, the understanding of sustainable development has reached different dimensions with the involvement of stakeholders. The concept of sustainable development is a concept that has come to the world agenda as the problems experienced in the environment, economy and social dimensions have become unpreventable. The concept of sustainable development came to the agenda after the second half of the 20th century and still occupies the world agenda. For the first time, it found its place in the United Nations Conference on the Human Environment held in Stockholm in 1972 and the definition used today was made in the “Our Common Future Report” published in 1987. Sustainable development, which has economic, social and environmental dimensions, initially appeared as a concept covering only countries and their policies, but in the conferences held in the following years, the issue of responsibility of other stakeholders has come to the agenda (Engin & Akgöz, 2013: 87).

If we consider the concept of sustainable development with its three dimensions, for the achievement and sustainability of economic development, protection of the natural environment and already scarce resources, elimination of income inequality, prevention of poverty and increasing the welfare level of individuals are vital for the maintenance of world peace. Today, sustainable development is evaluated within the framework of changes in not only economic but also human and social indicators. At this point, stakeholders have a duty to serve the sustainability of economic development by taking the opinions of both businesses and educational institutions, local governments and experts (Soubbotina, 2004: 23). Today, it can be said that most people have become aware of sustainable development and have moved from an understanding that does not care much about using the natural resources obtained from the environment efficiently, leaving solid

wastes, polluted waters, emissions resulting from production to the environment without any filtering process, to an understanding that realises that the world is approaching its limits in terms of natural resources, is sensitive about recycling or reusing wastes, uses environmentally friendly clean technologies in production and adopts environmental protection as a philosophy, not just because the law requires it (Teksöz, 2015: 73). The social dimension of the concept, on the other hand, envisages the prevention of poverty, fair distribution of income and raising the welfare level of individuals, and advocates the adaptation of society to changing conditions. Therefore, it is now recognised that development and society are inseparable and sustainable development is the development model of today and the future.

The study focuses on whether the dimensions of sustainable development (environmental attitude, regional attachment and regional attractiveness) are effective in the development of educational and commercial centres and to what extent the decisions taken by local government, employers and expert authorities within the scope of stakeholder theory have an impact on this effect. Whether regional attractiveness and regional attachment in the development of educational and commercial centres, environmental attitude in the decisions taken by local government, employers and expert authorities, and whether the development of educational and commercial centres and regional attractiveness are effective on regional attachment and environmental attitude were determined by linear regression analysis. As the problematic of the research, to what extent are sustainable development dimensions effective in the development of educational and commercial centres, and are the decisions of local government, employers and expert authority as stakeholders important in this effect? Finding the answers to these questions will show that sustainable development activities play an active role in the development of educational and commercial centres and that the decisions taken by local government, employers and expert authorities are effective in the formation of these activities.

Conceptual Framework

Sustainable Development and Its Importance

Although the concept of sustainability has a very important place today and is often used by many individuals to market a certain concept, it is still known and used incorrectly by most individuals. When defining this concept, sustainability should be considered in the future. Sustainability is also defined as “preserving the ability to produce in the near future”. The most common definition of development is the definition made by the World Commission on Environment and Development in 1987. According to this definition, development is the fulfilment of the needs of the present generation without compromising the ability of future generations to meet their own needs. Although this definition is simple and understandable in general terms, it is necessary to clarify the term “need” in the definition. The perception of “human need” is largely shaped by the society and culture in which we live. While some individuals understand only very basic needs such as food, drink and shelter, others perceive situations such as the provision of health services and social security and sometimes goods such as cars, dishwashers and televisions as needs. What is meant to be explained in the definition is the belief that one should use as much as one needs. While some individuals understand only very basic needs such as food, drink and shelter, others perceive situations such as the provision of health services and social security and sometimes goods such as cars, dishwashers and televisions as needs. What is meant to be explained in the definition is the belief that one should use as much as one needs (Çelik, 2006: 20). Sustainable development has emerged by blending the concept of sustainability and development. It is defined as an environmentalist world view that aims to ensure economic development without sacrificing the principle of utilising environmental values and natural resources in a wasteful and rational manner, taking into account the rights and benefits of present and future generations (Seydioğulları, 2013: 20). Although there is no consensus on the definitions of sustainable development, there are certain generally accepted principles that can guide sustainable development. These principles can be analysed under three groups: environmental, economic and

social sustainability. Initially, sustainable development was used only to emphasise the conflict between protecting the environment and natural resources and responding to the development-related needs of the human generation. However, it was later realised that sustainable development would not be possible without certain social and economic changes, such as the reduction of income inequality and greater social equality between people and nations. Sustainable development requires significant advances in the political, social, economic, institutional and technological order, including a redefinition of the relationship between developing and developed countries (Dinçer & Aslan, 2008: 32). Sustainable development is a term used by policy makers around the world, but it is still new and there is no single interpretation. The concept of sustainable development continues to evolve and is constantly being revised, expanded and refined (Soubbotina, 2004: 8). According to the World Bank, sustainable development is “the process of managing a portfolio of assets to protect and maximise the opportunities facing people”. Sustainable development includes economic, environmental and social sustainability and can be achieved through the rational management of physical, natural and human capital (Soubbotina, 2004: 14).

Since the 1970s, it has become clear that ecological problems cannot be solved by addressing them alone, and that in order to develop an effective solution strategy, the problem of population growth in the underdeveloped and developing countries of the world, the methods of combating increasing poverty and inequality of opportunity at the international level, including factors such as unlimited resource consumption and resource sharing, must be addressed with a new approach. It was also realised during this period that the only way out for humanity to avoid self-destruction is to establish a delicate balance between the protection of the ecological environment and economic development in a way that supports both environmental and social development and economic development. This process, in which awareness of the ecological environment has increased, has also been a process in which mechanisms for the realisation of the concept of sustainability have been established. All of the proposed mechanisms are based on three basic principles. These can be summarised as the protection of the environment,

prevention of pollution and the growing realisation that the realisation of the principle of “sustainable development” is only possible through “decentralised” solutions (Akgül, 2009: 143).

Sustainability is directly related to long-term economic, environmental and social health. In this framework, "it is necessary to create economic diversity, to create and sustain healthy environments, to create healthy communities and to seek new ways to meet local needs" (Bauen et al., 1996: 43). They propose the following six principles to ensure sustainability in society (Bauen et al., 1996: 48);

- Feeling a sense of belonging to a place,
- Supporting social vitality,
- Building local capacity to support resilience and adaptation in the face of change, Promoting a sense of responsibility as a leader,
- Promote and reinforce the importance of relationships and linkages at local and supra-local levels and
- Increasing equality within the social structure of the place.

When considered on the basis of the above principles, sustainable development finds its expression in the expression of Oktay (2005: 58-59): “...represents a multi-dimensional way to improve the quality of life for all people by limiting waste and pollution, improving the situation of disadvantaged people, conserving natural resources, building valued connections between people, emphasising cooperation and mutual benefit, and developing local assets to revitalise economies.”

Dimensions and Components of Sustainable Development

Although the concept of sustainability is multidimensional, it is generally defined through three basic structures: economic, environmental and social. An economically sustainable system is defined as a system that can avoid excessive sectoral imbalances that harm agricultural and industrial production, maintain domestic debt and public debt at manageable levels, and produce goods and services on a sustainable basis. An environmentally sustainable system refers to a system that can maintain a stable resource structure by avoiding the over-utilisation of

renewable resource systems and by consuming non-renewable resources on condition that they are replaced by investment. This definition includes biodiversity, atmospheric stability and other ecosystem elements not classified as economic resources. A socially sustainable system refers to a system that can achieve adequacy of social services such as education and health, distributional equity, gender equality, political accountability and participation. Moreover, these three concepts influence and interact with each other (Mawhinney, 2002: 22-23).

Human beings have been in direct interaction with the environment since their existence. He/She uses it to increase his welfare level and constantly changes the environment he lives in with the help of developing technology. The continuous use of natural resources for increasing welfare and changing the environment causes resource depletion, environmental degradation and pollution that threaten the future of humanity and other living things. If human welfare is to be increased continuously, it is necessary to ensure the continuity of the environment and natural resources. In this context, environmental sustainability comes to the fore and means ensuring the continuity of natural resources. The level of utilisation of resources should exceed the rate of self-renewal of these resources; the rate of pollutants emitted should exceed the rate at which natural resources process these pollutants. The protection of biodiversity, human health, air, water and soil quality, animal and plant life are also included in environmental sustainability. There are three important factors affecting the environment and its sustainability. These are industrialisation, urbanisation and rapid population growth (Tıraş, 2012: 65).

Especially after World War II, the rapid development of technology and industry and the acceleration of population growth cause an increase in environmental problems. Depending on the developments in technology and industrialisation, population growth is also accelerating, triggering migration to urban areas, causing unplanned and unhealthy urbanisation, and the infrastructure systems needed and put into operation are insufficient. In addition to unplanned industrialisation, nuclear tests during the period of unhealthy urbanisation, regional wars, migrations, intensive, intensive agriculture, abundant and unconscious use of chemicals, over-exploitation of soils, overgrazing, intensive animal husbandry and

industrial production and fossil fuel consumption without considering wastes and residues and without taking the necessary environmental measures and without treatment increase environmental pollution to dangerous dimensions. Research shows that half of today's environmental pollution has occurred in the last 35 years (Kaypak, 2011: 26). Rapid population growth is recognised as one of the most important causes of environmental problems. With the increase in population, the demands and pressures on natural resources and the environment also increase. The main problem is that the ecological carrying capacity of nature, the pressure of humanity on its environment, which is defined as the ecological footprint of humanity, has exceeded the level that the world can carry by nearly 40% due to effects such as rapid population growth, migration and intensive, irregular urbanisation, increasing agricultural and industrial production. By calculating the share of countries in this ecological pressure of humanity, an environmental sustainability index is made and published every year (Altunok, 2013: 40).

The most important goal of sustainable development is to promote human well-being and enable humankind to reach its maximum capacity. Developed and developing country leaders, non-governmental organisations, development experts and international aid agencies agree that in order to achieve the overarching goal briefly described above, four key objectives must be achieved. In short, these are seen as a healthy and developing economy that is experiencing structural change, an economy that ensures a broad and balanced distribution of gains, a political system and effective leadership that guarantees human rights and freedom, and an economic policy that takes into account environmental protection. These new and multifaceted policies on sustainable development are actually the result of the experiences of the last 50-60 years (Çelik, 2006: 21).

The first work to be done in the application of sustainable development principles in the field of economy is undoubtedly the principles according to which natural resources will be utilised. Because nature has a carrying capacity, nature should not be burdened more than it can bear. For this purpose, it is known that renewable and non-renewable resources should be subjected to reorganisation. The principle of utilisation of all renewable resources is the same as the processes

operating in maintaining the ability of forests to renew themselves or in ensuring the continuity of resources in the seas, and non-renewable resources, such as oil, are included among the depleting resources with a new regulation and are evaluated within the framework of the principles developed in this direction. Efforts to replace non-renewable resources with renewable resources are also being accelerated (Kılıç, 2012: 207).

The social dimension of sustainable development generally consists of combating poverty. Therefore, a development that does not take into account the needs of poor people is not sustainable. In addition to poverty, social sustainability also covers issues such as lack of education, inadequate and irregular employment, family planning and health services. Creating sustainable environmental awareness in people through continuous education and improving the current quality of life of people will ensure the protection of the quality of life of future generations. In the 1970s, as extreme poverty, inequality in income distribution and the deepening of the south-north divide reached unacceptable dimensions, the traditional concept of development came under intense criticism and the concept of “sustainable human development” came to the agenda. In addition to income, the concept includes human happiness and quality of life, a good education, a healthy and long life. At the same time, it also encompasses an environment that enables human beings to utilise their superior qualities in every field and to secure their democratic rights and freedoms. Human development refers to the ability of individuals to meet their most basic needs, to be born and develop in a healthy environment, and to contribute to the development of themselves and their environment through education (Yıldırım & Marin, 2004: 472).

Sustainable development proposes radical changes in the social and economic structure. Today, however, a large part of society continues to oppose the concept of future generations. On the other hand, the fact that the current legal system regulates the rights of living persons, except in a few cases concerning the foetus, leads to objections that it is not suitable for protecting the rights of future generations (Kılıç, 2012: 206). On the other hand, under the sustainability perspective, wants the economic and social goals in question to be based on the

utilisation of resources without any discrimination between present and future generations. It advocates that the sharing of wealth and income between generations should be based on general principles of justice and that comprehensive criteria should be introduced to ensure this (Katiliute & Daunoriene, 2015: 867). Most developing countries, in particular, recognise that it is not possible to achieve both an economic system capable of structural change and rapid economic development without polluting the environment and distributing the benefits fairly within society. For example, the goal of reducing inequality in income distribution is a difficult one to achieve. Because, if it is desired that the high-income earners invest more and take the economy forward, it is an inevitable fact that income inequality will exist. Moreover, when the development history of industrialised countries is examined, it can be seen that income inequality was quite significant in the early days. However, after reaching a certain level of development, most of these countries started to look for ways to reduce income inequality (Çetin, 2006: 7). In order to realise sustainable development, all social, economic and environmental dimensions must be implemented at the same time. These dimensions, which are included in the definition of sustainable development, also require everyone to show sensitivity to the society they live in and to develop their knowledge and interests (Yalçinkaya et al., 2011: 3326). In addition, when the related literature is examined, destination competitiveness can be enhanced through appropriate matching between tourism attractions/resources and destination competitiveness development strategies. The relevant strategies that require matching are detailed below.

Environmental Attitude

Environment is defined as the whole of living and non-living external conditions that affect living communities throughout their lives and an environment in which continuous production and consumption activities are carried out in order to meet the needs of living things and to continue their generation. Attitude is defined as enabling individuals and societies to gain certain value judgements and sensitivity for the environment and the desire to participate actively in protecting

and improving the environment (Bildik, 2011: 9). When we look at the history of humanity, human beings lived in an integrated way with the environment until the industrial revolution. However, with the industry and developing technology, human beings started to reorganise the environment and as a result of this arrangement, the damage that could not be done to nature in thousands of years has been done in a year. Despite the measures developed and implemented in recent years, there is no significant decrease in the ecological problems and destructive effects that emerged with the industrial revolution and gradually increased its impact. Researches on this problem, which was previously perceived only as pollution and nowadays covers all areas of social life, are increasingly intensifying. Pollution of rivers, lakes and seas, which are adversely affected as a result of production activities, destroys some of the beings living in these environments and puts some of them in danger of extinction. Today, at least 140 plant and animal species are doomed to extinction every day in the world. The level of carbon dioxide in the air is 26 per cent higher than before the industrial revolution and is increasing. In addition, 17 million hectares of forest are destroyed every year (Sarıçoban, 2011: 6).

Today, it is not possible to say that people live in a healthy environment. One of the most important reasons for living in an unhealthy environment is unhealthy urbanisation. Urbanisation is divided into many sub-branches such as the centre of commercial, industrial, wealth and political power, quality of life, job opportunities. If we consider human health and life, urbanisation should be in a healthy way. The necessity of environmental education is an indisputable fact for people to create environmental awareness and exhibit it as behaviour and to have knowledge and attitudes about the effects of daily behaviours on the environment. It is of great importance that people can understand the events related to the environment and have an attitude. In parallel with the increase in the world population, education is seen as the basic element for conscious, planned and permanent approaches in solving basic problems such as insufficiency of existing food and energy resources and environmental pollution. After the individuals forming the society receive this

education, changes occur in the behaviours and attitudes of individuals and healthy individuals are raised (Ünal et al., 2001: 6).

Environmental attitudes are all positive or negative attitudes and thoughts of people towards behaviours that are beneficial to the environment, such as fears, anger, restlessness, value judgements and readiness to solve environmental problems. People gain knowledge, skills and attitudes through education. Among these, attitudes are the most difficult behaviours to acquire and it is known that it is even more difficult to change acquired attitudes. Considering the difficulty of efforts to develop positive attitudes in individuals, various methods can be used to develop attitudes especially towards the environment (Bülbül, 2007: 28).

Regional Commitment

Loyalty is defined as the interactions that individuals establish with physical elements, various activities and areas or spaces. The concept of regional loyalty is a concept that is studied in the fields of environmental psychology and human geography. Later, different definitions are made about the concept that entered the marketing literature. The concept of loyalty, which we can express as the attachment developed towards a geographical area or a touristic place, has an important place especially in the regional dimension (Bezirgan, 2014: 528-529). In traditional societies; there is a solidarity that operates according to the principle of similarity; in these societies, individuals can be substituted for each other because both their in-group functions and representations are the same; they are completely devoted to common feelings and beliefs; their values, emotions and the things they consider sacred are the same; solidarity manifests itself naturally or mechanically; individuals can sacrifice themselves for each other and the society. In modern societies, where the weight of the common consciousness on individual consciousness has decreased, common beliefs and values are interpreted by individuals and the margin of freedom to comply with them has increased, there is organic solidarity. In these societies, the rise of individuality and the differentiation of functions develop together. The principle of similarity loses its importance; individuals differ but they have the consciousness that they are part of the

functioning of a whole. In this context, it is emphasized that as a result of the emergence of dominant state structures in today's modern societies, the individual begins to become a part of a whole to which he consciously lives his loyalty. This formation of loyalty between the individual and the region is realized through a common identity constructed within a unifying "region". This regional loyalty is reflected in the social unity and order-providing character of the person's regional identity (Alptekin, 2011: 67).

The concept of regional affiliation is associated with the concept of sense of community. Sense of community is a concept associated with environmentally sustainable behavior and the attitude of local (regional) people towards sustainable development. Güzel (2017) who evaluates sense of community as a tool that should be used to increase understanding and cooperation and increase loyalty to the region, considers the concept in four dimensions. *Membership* is a sense of belonging or sharing in a personal relationship. *Influence* is the sense of meaning to group members or making a difference in the group, and the group also has a sense of meaning to its own members. *Needs satisfaction* is the needs of group members being met through group membership. Finally, emotional commitment is the commitment and belief that group members share and the common space, time and experiences they will share in the future. If we consider regional dependency on sustainable development, people divide sustainable development into dimensions in terms of environmental, economic and social aspects. In order to have regional dependency or increase its meaning on people, the region must be at a satisfactory level for people in terms of social, environmental and economic aspects (Güzel, 2017: 34).

Regional Attractiveness

Attractiveness is essentially the basic element of individuals' travel purposes. The factors that affect individuals' attraction to a region are assumed to consist of single units, independent areas or small-scale geographic pieces that are accessible and have the power to make a large number of people travel a certain distance from

their homes for a certain or short period of time, in their free time (Akyurt, 2008: 16).

Individuals may be affected by many factors while evaluating their options during the decision-making process. At this stage, the introduction of factors that facilitate the decision-making process allows the right choices to be made. In this context, attractive factors contribute to the selection process by making individuals want to visit. Attractive factors mostly refer to the characteristics of the destination. Historical and natural beauties, flora and fauna structure, socio-cultural structure, urban architectural texture, accommodation and transportation facilities, religious or ethnic structure, lifestyle of local people and folkloric values etc. can be effective in people's choice of regional attractiveness factors (Şen Demir, 2010: 1044). In addition to regional attractiveness factors, local people should also embrace the destination and treat people differently. Local people should not look at people differently but make them really enjoy this destination. Local people should show the people who come to the destination the folk dances, food, features of the buildings, local clothes, etc. of that region in the best way possible and ensure that people come back to visit the region. Therefore, the importance of local people in increasing the regional attractiveness is high.

There are three characteristics that a country, region or area must have in order to create a touristic product. These characteristics are; accessibility, existence of tourism businesses and attractiveness. When we say attractiveness, we mean that the tourist prefers one place to another. However, in order for this choice to be made, it requires different touristic features from other regions and events that are at least as effective. Among the attractive events, sports events, cultural events, fairs, exhibitions, local events organized in the world and in Türkiye are the first to come to mind (Kızılırmak, 2006: 182).

The attractiveness factor can be explained under two headings as primary and secondary features in terms of the resources offered by tourism regions; a) Primary features (climate, ecology, culture and traditional architecture, etc.) and b) Secondary properties (accommodation, food and beverage, transportation and entertainment businesses, etc.). These two features together constitute the

attractiveness of the regions. It is known that secondary features are more effective and important than primary features in the development of the regions. Because it is known that it is impossible for people to go somewhere, make a touristic trip and stay there without meeting their primary needs such as transportation and accommodation facilities (Kocaman, 2012: 7).

It is important to know the values that enable sustainability and to protect, develop and ensure that their attractiveness continues in the future. For this, destinations have to protect their regional attractiveness and make them sustainable. As is known, the protection and preservation of cultural and physical resources in a destination is of great importance for the regional economy. In order for destinations to maintain their competitive advantage, regional and local attractiveness sources must first be identified and defined. While the environmental values that the destination has and that increase the motivation of the target audience are preserved, it will be beneficial to develop new environmentally sensitive products and diversify the product range. The main purpose of sustainable development, which we can think of as protecting natural and cultural values, local resources, and meeting the needs of individuals and the people in the destination by considering future generations, should be the correct use of resources, continuity of development, and improving the quality of life of present and future generations (Yavuz, 2016: 330).

The suitability of economic conditions in a region constitutes an attractiveness factor in the demand and purchase of tourism products. The price of the tourism product, the general economic situation, infrastructure opportunities and the status of the tourism industry are some of the economic factors. The most important factor that drives competition in the travel industry is price. Price represents the cost in terms of time, effort and money spent by the customer. The holistic price of a product in the region and the satisfaction it provides in return are subject to the personal evaluations of tourists and to the attractiveness of that region in the eyes of tourists. Tourism is the driving and driving element of the economies of developing countries. It produces new lines of business and provides the opening of work areas. Economic factors directly affect touristic activities.

Another element is psychological elements. The psychological elements that make the tourism product attractive include historical, cultural and religious relations between countries, traditions, customs and behaviors of societies, traditions and behaviors of managers, fashion, habits, snobbishness, sympathy or repulsion (Aktas & Batman, 2010: 378).

Stakeholder Theory

Today, the relationships between businesses and the social elements surrounding these businesses are getting stronger every day. A business gains competitive advantage as much as the importance it gives to these relationships. These elements are called "stakeholders" (Dönmez, 2008: 92). Mitchell et al. (1997: 854) defined stakeholders as "individuals or groups that are affected by the success of the business and/or affect the success of the business." These individuals or groups, called stakeholders, include shareholders, employees, suppliers, customers, local people, banks and other creditors, government, different interest groups, and in fact all segments that affect the business with their activities and are affected by the business's activities (Mitchell et al., 1997: 855). In today's business world, as the number of stakeholders in businesses increases, the dimension of the relationship between stakeholders and businesses is changing. It becomes necessary for businesses to take all stakeholders into consideration. This situation requires businesses to focus more on their stakeholders, and a stakeholder-focused perspective has emerged in businesses. With the increasing emphasis on the role of stakeholders in the success of businesses, "stakeholder theory" has emerged, which states that businesses should define their stakeholders, analyze their relationships with their stakeholders, and develop appropriate strategies to manage their stakeholders (Maignan, 2005: 958).

Stakeholder theory proposes and defines various alternatives for businesses that involve multilateral benefits and try to balance these benefits. stakeholder theory, expressed from different perspectives by different authors, can be examined by dividing into two main branches. The first of these branches is the field of study called "instrumental stakeholder theory", in other words, the field of study accepted

as social science, and the other is the field of study of "business ethics". The social science branch of stakeholder theory sees itself as a part of organizational studies and has partly the same perspective as post-modern theories such as network theory, agency theory, resource dependency theory etc. Stakeholder theory based on business ethics uses different tools and methods for different results. The stakeholder theory based on business ethics uses different tools and methods for different results. It accepts that each stakeholder has a privileged value for the business, regardless of their legal rights and power. It particularly focuses on behavior patterns created within the framework of ethical values for management (Ertuğrul, 2008: 201). Freeman's (1984: 18) stakeholder approach is based on a traditional approach based on the need for stakeholder shares to ensure balance in the management activities of the business. In the 2000s, it has become generally accepted that stakeholders do not only consist of creditors, employees, customers and suppliers of investments, but also include parties such as government, local communities, media, environmentalists, wildlife and future generations that are directly and/or indirectly affected by the businesses (Altnay, 2016: 53).

The stakeholders of the company are divided into two groups: internal and external stakeholders. Internal stakeholders consist of the founding owners, shareholders, managers and employees of the companies. External stakeholders can be listed as the society, the state, NGOs, customers, suppliers, competitors, media, customer spokespeople, environmental activists, financial institutions and banks (Gür, 2012: 92).

One of the most important resources that businesses have is their capital. Since they provide this capital, stakeholders and investors have the right to expect certain things from the business. The basic expectation of stakeholders from businesses is that they generate income for themselves. While these expectations are being met, the trust of stakeholders in the business is also extremely important. In order for all stakeholders to trust the business, the business must have a positive reputation. Trust gives strength to businesses and plays an important role in the sustainability of relationships with stakeholders. However, while trust can take a long time to gain, it can also be lost in a short time (Philips, 2004: 2).

Gaining lost trust can also require significant costs. For this reason, businesses are placing importance on communicating with stakeholders and sharing their financial accounts with the public in a more transparent manner. In order to gain the trust of stakeholders, businesses must be more open than ever. Stakeholder expectations must be fully met and exceeded. In this context, it can be said that fulfilling the expectations and returns of the stakeholders without harming the social and natural environment and presenting annual reports as required by law are among the responsibilities of the businesses towards the stakeholders. Especially in today's world where social and environmental responsibility has gained importance, stakeholders expect the businesses to fulfill such responsibilities. For example, if a company does not fulfill its environmental responsibilities, it may lead to sanctions from government authorities. This situation may cause investors to see the investment risk as high due to the company's inadequacy in corporate social responsibility. On the contrary, businesses that are successful in terms of corporate social responsibility will have relatively lower financial risks, allowing investors to show more interest and trust (Becan, 2011: 22). Today, it is seen that corporate social responsibility has started to come to the forefront in the activities of businesses. It is understood that in order for businesses to achieve success and achieve their goals, not only their own internal harmony is sufficient, but also that continuous and harmonious relationships with the environment in which the business operates must be established. The concept of corporate social responsibility, which is expressed as the comprehensive consideration of the impacts that the decisions to be taken by businesses will have on the public, reveals the necessity of evaluating the possible impacts that personal or corporate decisions and activities will have on the entire social system during the decision-making process (Gür, 2012: 90). The ability of businesses to sustain their vital activities depends on the dynamic relationships they establish with their internal and external stakeholders, and accordingly, adapting to the environment and meeting social demands. The importance of the stakeholder approach in terms of corporate social responsibility lies in the fact that it creates a legitimacy basis for corporate behavior. When companies develop policies that include the demands of

increasingly expanding stakeholder groups, such as their employees, customers, investors, business partners, governments, civil society organizations and society in general, and act in line with these policies, they will protect themselves from activism by gaining the consent of society and will benefit from the advantages that corporate social responsibility will provide. In addition, many methods have been developed to determine the stakeholders in the environment where the business is located. In particular, distinguishing between stakeholders can be achieved by evaluating three variables: power, legitimacy and importance. At this point, the stakeholder approach suggests that a balanced realization of responsibilities towards all stakeholders can ensure the success of businesses in the long term. The stakeholder approach assumes that this balance will also create a bridge of trust between the business and stakeholders. Businesses gain significant contributions from each stakeholder, such as increased sales, increased productivity, increased reputation and other advantages (Becan, 2011: 26).

In addition to all these, the concept of sustainable development also has an important place in stakeholder theory. When we examine the concept of sustainable development from the perspective of stakeholder theory, it is seen that it is defined as the adaptation of the necessary strategies and activities to ensure the future continuity and development of the business world and to protect the necessary human and natural resources from today, but at the same time to ensure its continuity today and to increase its profitability for its shareholders. The business world acts on certain structural conditions while carrying out its activities. In addition, financial markets also have an environment where they can evaluate themselves and carry different values back on behalf of their companies. In the meantime, management policies, corporate governance or governance and somehow scientific, political and social uncertainties, economic uncertainties have become issues that the business world should always take into consideration. Sustainable development and economic, ecological and social titles, in other words the sustainable development dimension of business, are dimensions that were added to the work of the business world later. There are many reasons why the

concept of sustainability has become so prominent for businesses today (Yalçinkaya et al., 2011: 3324-3325).

- The fact that companies have become very large organizations in an international structure has also given them social and environmental responsibilities. This shows that companies have a role to play in areas that were previously associated only with governments.
- Today's integrated ways of doing business (supply chain) push companies to act responsibly throughout the entire supply chain process.
- The development of communication technologies has caused a negative development in any country regarding a company to interact with the whole world in a very short time. In this direction, companies have entered into a situation of acting responsibly in all the geographies in which they operate.
- When making investment decisions, investors look not only at the financial performance of companies but also at their social and environmental performance. There is a consciousness that companies that work in this direction in the medium and long term will also create value for their partners.
- Customers and consumers now expect companies to be responsible in the products and services they produce. Consumer awareness is perhaps the most important reason that pushes companies to act in this area today.
- Today, all stakeholders expect transparency and corporate governance from companies. All segments of society expect companies to be transparent and accountable. This transparency includes not only the disclosure of simple financial statements but also the impact of the products and services produced on society as a whole and on the environment.
- Environmental disasters such as climate change occurring at the global level also force the entire business world to be sensitive about these issues.

- As a result of the above explanation, the purpose of a business is to create and maximize value for all stakeholders (Çetin et al., 2015: 10).

If the differences between the traditional regional development approach and the new regional development approach are to be revealed; the first difference emerges in the nature of regional development. While the main goal of the traditional regional development approach is “regional development”, this approach leaves its place to regional innovation in the new regional development. Another important difference is the basic mechanism. While “inter-regional redistribution” is used as the main resource in traditional regional development, the new regional development approach primarily focuses on “mobilizing local and regional resources”. In other words; in the new approach, regions should invest in their own growth by mobilizing their local assets and resources and thus benefiting from their specific comparative advantages, rather than depending on national transfers and incentives to ensure their growth. This approach, shaped by local awareness, is of great importance and is an important difference between traditional regional development and new regional development approaches. Apart from this, another difference is that the new regional development approach emphasizes resources and innovation for knowledge and knowledge production (Dulupçu et al., 2009: 243). Three key features of the new regional development approach are addressed (Sarıkaya, 2011: 44);

- Less emphasis on external investments and transfers, focusing instead on internal assets,
- Emphasizing opportunities rather than disadvantages and
- A collective/deliberative governance approach in which the central government plays a less dominant role, instead involving national, regional and local governments and other stakeholders.

These developments in regional development have also shaped regional development policies in many countries. Regional development policy practices focusing on the new regionalism approach are being implemented in many countries, especially in the EU countries. Türkiye is also following these developments and is increasingly shifting towards a new regionalism approach in

regional policy and is implementing regional policies focused on R&D, technological development, innovation, cooperation and implementing regional dynamics (Sarıkaya, 2011: 45).

Methodology

Purpose, Importance and Contributions of the Research

The aim of this study is to examine the dimensions of sustainable development (environmental attitude, regional dependence and attractiveness of the region) in the effects of developments in universities and commercial enterprises on sustainable development and to determine whether the concept of stakeholder theory is related to its effect on sustainable development. In the study, it is thought that the results to be obtained will enter the literature due to the limited number of studies on the impact of stakeholder theory on sustainable development by considering the developments in universities and commercial enterprises with the dimensions of sustainable development and that the effects of developments in universities and commercial enterprises among the dimensions of sustainable development will contribute to future studies. In our age, sustainable development emerges as an extremely important concept. Sustainable development has many dimensions, but the economic, environmental and social dimensions form the basis of sustainable development. For an economically sustainable system, creating a stable resource structure by using renewable and non-renewable resources efficiently for an environmentally sustainable system that can produce goods and services and that keeps domestic and public debt at a manageable level; for a socially sustainable system, creating a participatory system structure with competence and gender equality in the fields of education and health are what a system should have for sustainable development. It has been tried to reveal the extent to which the developments in education and commercial centers are effective in terms of sustainable development on the people in Samsun province.

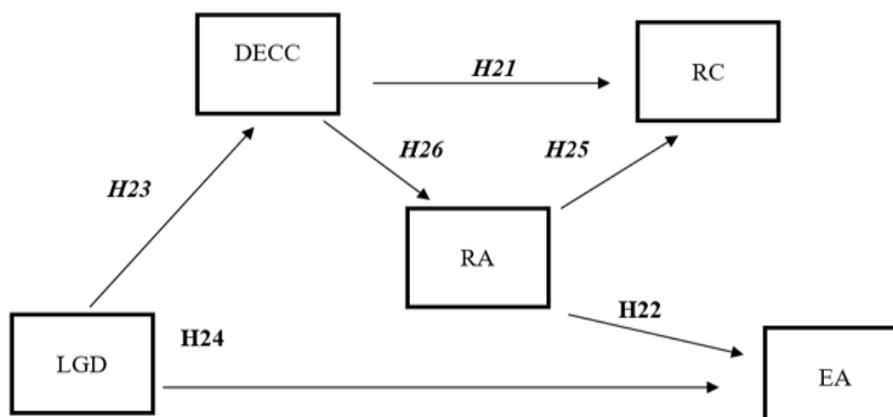
Research Model and Hypotheses

The following hypotheses were created regarding whether demographic characteristics reveal significant differences with the scales and the effects of education and commercial centers and regional affiliation and regional attractiveness, local government decisions and education and commercial centers and environmental attitude, regional attractiveness and regional affiliation and environmental attitude (Research Model).

- **H1:** Gender reveals statistically significant differences in the perception of the development impact in education and commercial centers.
- **H2:** Age reveals statistically significant differences in the perception of the development impact in education and commercial centers.
- **H3:** Educational status reveals statistically significant differences in the perception of the development impact in educational and commercial centers.
- **H4:** The development effect in vocational, educational and commercial centers reveals statistically significant differences in perception.
- **H5:** Income level reveals statistically significant differences in the perception of development impact in education and commercial centers.
- **H6:** Gender reveals a statistically significant difference in the perception of regional attachment and sense of belonging.
- **H7:** Age reveals a statistically significant difference in the perception of regional attachment and sense of belonging.
- **H8:** Educational status reveals a statistically significant difference in the perception of commitment and sense of belonging to the region.
- **H9:** Profession reveals a statistically significant difference in the perception of commitment and sense of belonging to the region.
- **H10:** Income level reveals a statistically significant difference in the perception of sense of attachment and belonging to the region.
- **H11:** Gender reveals statistically significant differences in the perception of environmental attitudes.

- **H12:** Age reveals statistically significant differences in the perception of environmental attitudes.
- **H13:** Educational status reveals statistically significant differences in the perception of environmental attitude.
- **H14:** Profession reveals statistically significant differences in the perception of environmental attitude.
- **H15:** Income level reveals statistically significant differences in the perception of environmental attitude.
- **H16:** Gender reveals statistically significant differences in the perception of regional attractiveness.
- **H17:** Age reveals statistically significant differences in the perception of regional attractiveness.
- **H18:** Educational status reveals statistically significant differences in the perception of regional attractiveness.
- **H19:** Profession reveals statistically significant differences in the perception of regional attractiveness.
- **H20:** Income level reveals statistically significant differences in the perception of regional attractiveness.
- **H21:** Development in educational and commercial centres has a positive and significant impact on the sense of loyalty and belonging to the region.
- **H22:** Regional attractiveness has a statistically positive and significant effect on environmental attitude.
- **H23:** The decisions taken by local governments, employers and experts have a positive and significant impact on the development of educational and commercial centres.
- **H24:** Decisions made by local governments, employers and experts have a positive and significant impact on environmental attitudes.
- **H25:** Regional attractiveness has a positive and significant effect on regional loyalty and sense of belonging.
- **H26:** Development in educational and commercial centres has a positive and significant impact on regional attractiveness.

Figure 1 – Research Model



**DECC: Development of Education and Commercial Centers, LGD: Decisions Taken by Local Governments, Employers, Expert Authorities and NGOs, RC: Regional Commitment, RA: Regional Attractiveness, EA: Environmental Attitude*

Source: It was designed by the authors, inspired by the literature.

Universe and Sample of the Research

The universe of the study consists of individuals in educational and commercial centers in Samsun province. The reason for choosing shopping malls in the study is that the study is implemented between february and april and that people generally spend their weekends in shopping malls due to the harsh winter weather conditions in these months like Samsun. The study is usually conducted on saturdays and sundays, and it is also desired to apply our survey to more individuals and individuals working in different professions in these shopping malls where there is a high density. The reason for the university being an education center is that the students here have a high level of knowledge about the subject, are conscious individuals, there are many students studying at these universities, and it is desired to reach students coming from different cities. The simple random sampling method was chosen while applying the survey. Considering that the population of Samsun city center is one million and that reaching this number can be time consuming and costly, surveys were conducted in the specified locations. 400 surveys were distributed in equal amounts in both commercial and educational centers to ensure that they contributed to the study. A total of 657 out of 800 surveys were returned. Of the surveys that were returned, 632 were included in the analysis

because they were scientifically usable. A return rate of %79 that could be included in the analysis was deemed scientifically sufficient.

Data Collection Tool and Analysis of the Research

In order to test the research model and the hypotheses established within the scope of the model, the survey technique was used to obtain research data. The data and information in the research were delivered to the people face to face in shopping malls and educational centers such as universities in Samsun province. The surveys were conducted between 01.02.2024 and 01.06.2024. The first 14 questions in the survey measure the impact of the development of educational and commercial centers, questions between 15-29 measure environmental attitudes, questions between 30-39 measure regional loyalty and sense of belonging, and questions between 40-51 are about the attractiveness of the region. A five-point Likert scale (5: I Absolutely Agree..., 3: I Neither Agree or Disagree..., 1: I Totally Disagree) was used in the survey and respondents were asked to indicate the extent to which they agreed or disagreed with each statement. In addition, questions 52-67 in the survey were used to measure the importance of decisions taken by local governments, employers and expert authorities in terms of the development of the region, and respondents were asked to indicate the degree (5: Very Important..., 3: Neither Important or Unimportant..., 1: Very Unimportant) of importance they felt for each statement. The study of Yoon (2002) was used in the preparation of the survey form, and the survey was made ready for pilot application by obtaining expert opinions from the fields of tourism, business and statistics. Reliability level of this preliminary application, which was conducted on 100 people, is given below. At the end of the preliminary application, the reliability levels of the scales used in the survey (Table 1) were deemed sufficient in the field of social sciences and the clarity of the statements was strengthened with the feedback from the 100-person participant group.

Table 1 – Survey Reliability Analysis

Cronbach's Alpha	Number of Expressions
,898	67

In the analysis of research data, the first thing to do is to test the reliability of the survey (Cronbach's Alpha). This way, it was tested how reliable the survey used in the research was. Cronbach's Alpha coefficient method was used because it is one of the widely used methods to test the reliability of the questionnaires and scales used. Cronbach's Alpha Coefficient varies between 0 and 1. The overall reliability of the questionnaire was observed to be at a high level of reliability as Cronbach's Alpha Coefficient was between 0.80-1.00. The results in Table 2 show that the scales again have a high level of reliability between %80 and %100.

Table 2 – Distribution of Reliability Analysis Results of Scales Used in the Study

Scales	Number of Variables	(Cronbach's Alpha)
Impact of Development of Education and Commercial Centers	14	.893
Environmental Attitude	15	.911
Sense of Commitment and Belonging to the Region	10	.889
Regional Attractiveness	12	.884
Local Authorities, Employers and Specialist Authorities	16	.900
Total	67	,903

Findings

Of the 632 people who participated in our study, 353 (%55.9) were male and 279 (%44.1) were female. Of the people in our study, 268 (%42.4) were between the ages of 18-24, 180 (%28.5) were between the ages of 25-34, 154 (%24.4) were between the ages of 35-44, and 30 (%4.7) were between the ages of 45 and above. The distribution of the education level of the employees was as follows: 10 (%1.6) people had primary school education, 24 (%3.8) people had secondary school education, 180 (28.5%) people had high school or equivalent education, 386 (%61.1) people had undergraduate education, and 32 (%5.1) people had

postgraduate education. Of the participants in our study, 286 (%45.3) were students, 54 (%8.5) were teachers, 22 (%3.5) were academicians, 136 (%21.5) were civil servants, 130 (%20.6) were workers, and 4 (%0.6) were other (self-employed) professions. He/She income distribution of the participants in the survey was as follows: 280 (%44.3) people had 22000 TL-40000 TL, 134 (%21.2) people had 40001 TL-60000 TL, 174 (%27.5) people had 60001 TL-80000 TL, 30 (%4.7) people had 80001 TL-100000 TL and 14 (%2.2) people had 100001 TL and above.

After demographic characteristics, the normality (Explore) test was applied to measure whether the survey scales were normally distributed.

Table 3 – Distribution of Normality Analysis Results of Scales Used in the Research

Normality Test	Static.	df	Sig.
Education and Trade Center	,135	632	,000
Environmental Attitude	,083	632	,000
Regional Commitment	,207	632	,000
Regional Attractiveness	,193	632	,000
Local Government, Expert Authority Decisions	,108	632	,000

As seen in the table, since the scales did not show a normal distribution according to the values in the normality test, the data were examined with the correlation test. For this, Spearman Correlation was applied in the correlation test.

Table 4 – Sperman Correlation Test for the Development of Educational and Commercial Centers, Environmental Attitude, Regional Loyalty, and Perception of Regional Attractiveness by Gender

Gender	p.
Development of Education and Commercial Centers	,991
Environmental Attitude	,027
Regional Commitment	,022
Regional Attractiveness	,363

Sperman Correlation Test was used in comparisons. *: $p > 0,05$

The relationships between the participants' Development of Educational and Commercial Centers, Environmental Attitude, Attachment to the Region and Attractiveness of the Region according to gender are given in Table 4. According to the data in the table, the perception of the development of educational and

commercial centers according to the gender of the employees did not reveal positive but significant differences with ($p>0.05$) ,991. As a result of the test, it was found that gender revealed positive and significant differences in the perception of environmental attitudes with a value of ,027 gender revealed positive and significant differences in the perception of regional attachment with a value of ,022 and gender revealed positive but not significant differences in the perception of the attractiveness of the region with a value of ,363. According to the data in the table, it is concluded that gender is perceived better than other scales in terms of regional dependence, with a score of ,022. Considering these results, the hypothesis of the research “Gender reveals statistically significant differences in the perception of development impact in education and commercial centers. (H_1)” was not supported, the hypothesis “Gender reveals statistically significant differences in the perception of environmental attitude. (H_{11})” was supported, the hypothesis “Gender reveals statistically significant differences in the perception of regional attachment and sense of belonging. (H_6)” was supported and the hypothesis “Gender reveals statistically significant differences in the perception of regional attractiveness. (H_{16})” was not supported.

Table 5 – Sperman Correlation Test for Development of Educational and Commercial Centers, Environmental Attitude, Regional Loyalty and Perception of Regional Attractiveness by Age

Age	p.
Development of Education and Commercial Centers	,932
Environmental Attitude	,708
Regional Commitment	,010
Regional Attractiveness	,001

Sperman Correlation Test was used in comparisons. *: $p>0,05$

The relationships between the Development of Educational and Commercial Centers, Environmental Attitude, Attachment to the Region and Attractiveness of the Region according to gender of the participants in the study are given in Table 5. According to the data in the table, the perception of the development of educational and commercial centers of the employees according to age did not reveal positive but significant differences with ($p>0.05$) ,932. As a result of the test, it was found

that age revealed positive but not significant differences in the perception of environmental attitude with ,708, age revealed positive and significant differences in the perception of regional attachment with ,010, and age revealed positive and significant differences in the perception of the attractiveness of the region with ,001. According to the data in the table, it is concluded that age is perceived better than other scales in the perception of the attractiveness of the region with ,001. Considering these results, the hypothesis of the research “Age reveals statistically significant differences in the perception of the development effect in education and commercial centers. (H₂)” is not supported, the hypothesis “Age reveals statistically significant differences in the perception of environmental attitude. (H₁₂)” is not supported, the hypothesis “Age reveals statistically significant differences in the perception of attachment and sense of belonging to the region. (H₇)” is supported and the hypothesis “Age reveals statistically significant differences in the perception of regional attractiveness. (H₁₇)” is supported.

Table 6 – Sperman Correlation Test for Development of Educational and Commercial Centers, Environmental Attitude, Regional Loyalty and Perception of Regional Attractiveness by Educational Status

Educational Status	p.
Development of Education and Commercial Centers	,124
Environmental Attitude	,929
Regional Commitment	,000
Regional Attractiveness	,033

Sperman Correlation Test was used in comparisons. *: p>0,05

The relationships between the Development of Educational and Commercial Centers, Environmental Attitude, Attachment to the Region and Attractiveness of the Region of the participants in the study according to their educational status are given in Table 6. According to the data in the table, the perception of the development of educational and commercial centers of the employees according to their educational status (p>0.05) did not reveal positive but significant differences with ,124. As a result of the test, it was found that education status revealed positive but not significant differences in the perception of environmental attitude with a value of ,929, education status revealed positive and significant differences in the

perception of regional attachment with a value of ,000, and education status revealed positive and significant differences in the perception of the attractiveness of the region with a value of ,033. According to the data in the table, it is concluded that education status is perceived better than other scales with ,000 in the perception of regional attachment. Considering these results, the hypothesis of the research *“Educational status reveals statistically significant differences in the perception of the development effect in education and commercial centers. (H₃)”* is not supported, the hypothesis *“Educational status reveals statistically significant differences in the perception of environmental attitude. (H₁₃)”* is not supported, the hypothesis *“Educational status reveals statistically significant differences in the perception of regional attachment and sense of belonging. (H₈)”* is supported and the hypothesis *“Educational status reveals statistically significant differences in the perception of regional attractiveness. (H₁₈)”* is supported.

Table 7 – Development of Educational and Commercial Centers by Professions, Sperman Correlation Test for Environmental Attitude, Regional Loyalty and Perception of Regional Attractiveness

Profession	p.
Development of Education and Commercial Centers	,969
Environmental Attitude	,240
Regional Commitment	,000
Regional Attractiveness	,000

Sperman Correlation Test was used in comparisons. *: p>0,05

The relationships between the Development of Educational and Commercial Centers, Environmental Attitude, Attachment to the Region and Attractiveness of the Region of the participants in the study and their professions are given in Table 7. According to the data in the table, the perception of the development of educational and commercial centers of the employees according to their professions did not reveal positive but significant differences with (p>0.05) ,969. As a result of the test, it was found that the profession revealed positive but not significant differences in the perception of environmental attitude with ,240, the profession revealed positive and significant differences in the perception of regional attachment with ,000, and the profession revealed positive and significant differences in the perception of the

attractiveness of the region with ,000. According to the data in the table, it is concluded that the profession is perceived better than other scales with a score of ,000 in perceiving the loyalty to the region and the attractiveness of the region. Considering these results, the research hypothesis *“Occupation reveals statistically significant differences in the perception of development impact in education and commercial centers. (H₄)”* was not supported, the hypothesis *“Occupation reveals statistically significant differences in the perception of environmental attitude. (H₁₄)”* was not supported, the hypothesis *“Occupation reveals statistically significant differences in the perception of regional attachment and sense of belonging. (H₉)”* was supported and the hypothesis *“Occupation reveals statistically significant differences in the perception of regional attractiveness. (H₁₉)”* was supported.

Table 8 – Sperman Correlation Test for the Development of Educational and Commercial Centers, Environmental Attitude, Regional Loyalty and Perception of Regional Attractiveness by Income Level

Income Level	p.
Development of Education and Commercial Centers	,460
Environmental Attitude	,369
Regional Commitment	,055
Regional Attractiveness	,003

Sperman Correlation Test was used in comparisons. *: $p > 0,05$

The relationships between the Development of Educational and Commercial Centers, Environmental Attitude, Attachment to the Region and Attractiveness of the Region according to the profession of the participants in the study are given in Table 8. According to the data in the table, the perception of the development of educational and commercial centers according to the income level of the employees ($p > 0.05$) did not reveal positive but significant differences with ,460. As a result of the test, it was found that income level revealed positive but not significant differences in the perception of environmental attitude with a value of ,369, income level revealed positive but not significant differences in the perception of regional attachment with a value of ,055, and income level revealed positive and significant differences in the perception of the attractiveness of the region with a value of ,003. Considering these results, the research hypothesis *“Income level reveals statistically*

significant differences in the perception of development impact in education and commercial centers. (H₅)” was not supported, the hypothesis “Income level reveals statistically significant differences in the perception of environmental attitude. (H₁₅)” was not supported, the hypothesis “Income level reveals statistically significant differences in the perception of regional attachment and sense of belonging. (H₁₀)” was not supported and the hypothesis “Income level reveals statistically significant differences in the perception of regional attractiveness. (H₂₀)” was supported.

In the regression analysis given in Table 9, the effects of the development of education and commercial centers on regional commitment (H₂₁), regional attractiveness on environmental attitude (H₂₂), local government decisions on the development of education and commercial centers (H₂₃), local government decisions on environmental attitude (H₂₄), regional attractiveness on regional commitment (H₂₅) and the development of education and commercial centers on regional attractiveness (H₂₆) were examined.

Table 9 – Regression Analysis Table

H ₂₁	R ²	SH	B	t	p
DECC	,189	,041	,189	15,505	,000
Dependent Variable: RC					
H ₂₂	R ²	SH	B	t	p
RA	,414	,025	,414	11,422	,000
Dependent Variable: EA					
H ₂₃	R ²	SH	B	t	p
LGD	,343	,033	,343	9,170	,000
Dependent Variable: DECC					
H ₂₄	R ²	SH	B	t	p
LGD	,408	,026	,408	11,229	,000
Dependent Variable: EA					
H ₂₅	R ²	SH	B	t	p
RA	,572	,029	,572	17,482	,000
Dependent Variable:RC					
H ₂₆	R ²	SH	B	t	p
DECC	,272	,046	,272	7,082	,000
Dependent Variable: RA					

As a result of the regression analysis conducted within the scope of H₂₁, the model established between the development of education and commercial centers

and regional affiliation is significant (p value=0,000<0,05). Again, the development of education and commercial centers affects regional commitment. This effect is a positive effect. The development of education and commercial centers variable explains regional affiliation by %18.9 ($R^2=0.189$). As a result of the regression analysis, the hypothesis of the study, "*Development in education and commercial centers has a positive and significant effect on regional commitment and sense of belonging (H₂₁).*" was supported. As a result of the regression analysis conducted within the scope of H₂₂, the model established between regional attractiveness and environmental attitude is significant (p value=0,000<0,05). Again, regional attractiveness affects environmental attitude. This effect is a positive effect. The regional attractiveness variable explains environmental attitude by %41.4 ($R^2=0.414$). As a result of the regression analysis, the hypothesis of the study, "*Regional attractiveness has a statistically positive and significant effect on environmental attitude (H₂₂).*" was supported.

As a result of the regression analysis conducted within the scope of H₂₃, the model established between local government decisions and the development of education and commercial centers is significant (p value=0,000<0,05). Again, local government decisions affect the development of education and commercial centers. This effect is a positive effect. The local government decisions variable explains the development of education and commercial centers by %34.3 ($R^2=0.343$). As a result of the regression analysis, the hypothesis of the study, "*The decisions taken by local governments, employers and experts have a positive and significant effect on the development of education and commercial centers (H₂₃).*" was supported.

As a result of the regression analysis conducted within the scope of H₂₄, the model established between local government decisions and environmental attitude is significant (p value=0,000<0,05). Again, local government decisions affect environmental attitude. This effect is a positive effect. The local government decisions variable explains environmental attitude by %40.8 ($R^2=0.408$). As a result of the regression analysis, the hypothesis of the study, "*Decisions taken by*

local governments, employers and experts have a positive and significant effect on environmental attitude (H₂₄)." was supported.

As a result of the regression analysis conducted within the scope of H₂₅, the model established between regional attractiveness and regional loyalty is significant (p value=0,000<0,05). Again, regional attractiveness affects regional loyalty. This effect is a positive effect. The regional attractiveness variable explains regional loyalty by %57.2 ($R^2=0.572$). As a result of the regression analysis, the hypothesis of the study, *"Regional attractiveness has a positive and significant effect on regional commitment and sense of belonging (H₂₅).*" was supported.

As a result of the regression analysis conducted within the scope of H₂₆, the model established between the development of education and commercial centers and regional attractiveness is significant (p value=0,000<0,05). Again, the development of education and commercial centers affects regional attractiveness. This effect is a positive effect. The development of education and commercial centers variable explains the regional attractiveness by %27.2 ($R^2=0.272$). As a result of the regression analysis, the hypothesis of the study, *"Development in education and commercial centers has a positive and significant effect on regional attractiveness (H₂₆).*" was supported.

CONCLUSION AND DISCUSSION

The concept of sustainable development is an important concept for the lives of individuals and society today. Sustainable development is defined in its most general sense as a development approach that meets the needs of the present generation without jeopardizing the ability of future generations to meet their own needs. From another perspective, sustainable development is the process of creating a series of opportunities that will enable individuals and society to realize their own desires and reveal their own potential in a sustainable time frame, while preserving the flexibility of economic, social and environmental systems.

In order for sustainable development to be successful and stable, some decisions need to be made, including investments and activities such as agricultural development, industry, transportation, education, health, culture and tourism, as well as social services. While making these decisions, stakeholders' thoughts need to be taken into account. Stakeholder groups are divided into local governments, NGOs, employers and expert authorities. Stakeholders should aim to increase the attractiveness of the region and increase commitment to the region by making decisions that are sustainable development, especially in terms of education and health, basic social services, gender inequalities, urban management, environmental sustainability and public participation (environmental attitudes), and economically. Turan (2014: 123) concluded in his study, in which he revealed the importance of sustainable development, that the three dimensions of sustainable development are of absolute importance and that stakeholders are active in making important decisions in terms of sustainable development. In their study where they revealed the importance of stakeholders, Kişioğlu & Selvi (2013: 96) concluded that stakeholders turn a blind eye to the environmental dimension of sustainable development and cause environmental pollution with the decisions they make. According to these results, it is emphasized that stakeholders can make both positive and negative decisions.

In this study, as a result of linear regression analysis, it was determined that the development in education and commercial centers had a significant positive effect of approximately 19% (Table 9) on regional commitment. This means that every action that will change the perception in the DECC activity in a positive way will have a %19 effect on the positive perception of RC. As can be understood from this, DECC is effective in creating a RC perception at a low level, which is similar to the results of the Alptekin (2011) study. Alptekin (2011: 185) concluded in his study that changes and developments in education and businesses have an impact on regional commitment. Özdevecioğlu (2003: 126) states in his study that the development in education and businesses can play a role in regional attractiveness in the effect of regional loyalty. In other words, regional attractiveness elements should be kept in the foreground and a situation of regional loyalty effect should be

created. In the study, it was determined that there was a significant positive effect of %27 (Table 9) on RA with DECC. Although it was seen that there was a low level effect, it was concluded that regional attractiveness elements were kept in the foreground and affected regional commitment, which in turn could have an effect on the development of education and commercial centers.

The LGD, which we define as stakeholders, affects the environmental attitude and DECC's in terms of implementing the decisions they make. It is important how the environment and society view the decisions made by the LGD, and a positive or negative attitude can be formed according to these decisions. It is known that the LGD can mostly make positive decisions on ETGM's. As a result of linear regression analysis in the study, it was determined that the LGD has a significant positive effect of approximately %34 on DECC (Table 9) and approximately %41 on environmental attitude. This means that every action that will change the perception of the LGD activity in a positive direction will have an impact on the positive perception of DECC and EA by %34 and %41. Ayaş (2007: 68) concluded in his study that local government decisions positively affect education and commercial enterprise development but negatively affect environmental attitudes. The most important reason for this is that Ayaş (2007) applied his application mostly in villages and towns and stated that a study to be conducted in a province would yield healthier results. The results we reached by including Samsun province in the study support Ayaş's suggestion.

Regional attractiveness, which is one of the dimensions of sustainable development, consists of the attractive elements in a region or area. In addition, one of the elements that increase regional attractiveness is the cultural and social events in that region. For this, the attitudes and behaviors of the environment and society are also important. As a result of linear regression analysis, it was determined that regional attractiveness has a significant positive effect of approximately %41 (Table 9) on environmental attitude. This means that every action that will change the perception in the regional attractiveness activity positively will have a %41 effect on the positive perception of environmental attitude. As can be understood from here, it is seen that regional attractiveness is moderately but effectively in creating

environmental attitude perception, which is similar to the study of Öztop (2014: 313). Kızılırmak (2006) concluded in his study that regional attractiveness negatively affects environmental attitudes. He explains the reason for this by concluding that the attractiveness elements in the region cannot be used correctly and effectively by the environment and society, and that there is no element that connects the society to the region.

The only way to transform sustainable development from an initiative into a reality is to raise individuals who believe in the concept of sustainable development and make it a philosophy of life. In order for development to be sustainable, education, poverty, fair income distribution, population and environment are important. Poverty and overpopulation are among the main causes of environmental degradation. The rapid increase in population and its needs causes the depletion of environmental resources. Population and poverty reduce environmental awareness. The depletion of environmental resources also negatively affects the economy and social life. NGOs, local governments, employers and expert authorities can guide society in sustainable development with the decisions they make. In the study, regional commitment, regional attractiveness and environmental attitude as sustainable development dimensions give the right effect and significance to the importance of the decisions of the LGD.

In terms of applicability in Samsun province, the sample size must be very large, and the study is limited by the fact that the majority of the students at the university as an educational institution, and the shopping malls are mostly people who come on Saturdays and Sundays because it is winter. In the study where the random sampling method was used, it is thought that in future studies, conducting such a study over a longer period of time and in the spring and summer months, reaching more people and using the convenience sampling method will bring more definite results to the literature. In sustainable development, it is aimed to organize training programs aimed at increasing regional attractiveness, regional commitment and environmental attitudes of stakeholders; to contribute to the creation of a "learning region" by informing stakeholders and especially NGO organizations about developments in technology. What is expected from

stakeholders is to participate in the processes as equal “partners”; to share information and authority and especially to support the implementation of the decisions taken.

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