



ACADEMIC RESEARCH and REVIEWS in SOCIAL SCIENCES

Editors

Prof. Sinan SÖNMEZ, Ph.D.

Assist Prof. Mücahit YILDIRIM Ph.D.



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Academic Research and Reviews in Social Sciences

Editors: Prof. Sinan SÖNMEZ, Ph.D.

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Chapter-1

TERRORISM AND ITS EFFECTS ON HUMAN PSYCHOLOGY

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Terrorism is not a concept that belongs to the 20th century, it is a very old phenomenon whose origins date back to 66-73 AD. It is a concept that frequently comes on the agenda both in different countries of the world and in our country, and affects the lives of individuals and communities in some way (Hoffman, 1998). In this study, definitions terrorism and terrorism concepts will be made and their effects on human psychology will be discussed.

Although the concepts of terror and terrorism seem different, they are essentially the same. Terror is a state of widespread fear that causes intimidation in human beings, while terrorism is a method of adopting the use of organized, systematic and continuous terrorist actions in order to change the current situation illegally for political purposes (Şen, 2015).

Terror, derived from the Latin word “terrere”, corresponds to the meanings of “great fear, awe, fright” in daily language. Parallel to the increasing number of terrorist incidents in recent years, an additional meaning that “terror is being done for a political purpose” has been added to these meanings (Yılmaz, 1989). Terror involves abnormal acts of violence and atrocities that are deliberately used or threatened by groups to achieve a political, religious, or ideological goal by intimidating a large population (Enders and Sandler, 2002). According to Article 1 of the Turkish Anti-Terror Law, terrorism; “using force and violence; to change the political, legal, social, secular, economic order specified in the Constitution by one of the methods of repression, frightening, intimidation or threat, to disrupt the indivisible integrity of the state with its country and nation, to jeopardize the existence of the Turkish state and the republic, and to weaken or to destroy or to seize the authority of the state, to destroy fundamental rights and freedoms, internal and external security of the state, public order or general health in order to disrupt the activities of any person or persons who are members of an organization.”

As to terrorism, it is the systematic implementation or threatening of murder or extermination movements to intimidate individuals, groups, society or governments with the aim of meeting certain political demands. Although the definitions made in the literature highlight different points of view, it is seen that there is a consensus that terrorism is basically a structure aiming at achieving its political aims by changing the social and political structure through violence or threat of violence (Bandura, 1990; Hoffman, 1999).

Studies show that many social, psychological, political and economic factors are effective on the basis of terrorist actions (Köseli, 2006). These factors are effective in isolating individuals from society and then joining of them to terror groups with appropriate motivation (Hudson and Majeska, 1999). Perceptions of inequality among different segments of society pave the way for the complaints

of groups who perceive their deprivation compared to other groups. This may occur as a factor that can increase ethnic or group tension. Violence and terrorism can more easily find place in systems where perceptions of injustice and inequality are common because this situation stimulates feelings of revenge (Donnelly, 2004; Croizer, 1960). Laqueur (1999) also states that perception of inequality is the most important source of motivation for terrorism.

In order to understand the impact of terrorism on society, one must first consider what society is. Society is most basically composed of individuals and has common material and spiritual values. The aim of terrorism is to try to break the identity of the group and the sense of trust that the society has (Hamaoka et al., 2004). It is also seen that societies exposed to terrorist activities carry a high risk of showing signs of stress (Hourani et al., 1986).

In the literature, it is seen that exposure to terrorism at various levels dramatically deteriorates the psychological structure of societies and therefore individuals. The most important reason for this is that these actions cause death or disability by leaving individuals vulnerable (Zeidner, 2006).

Psychological Effects of Terrorism on Human Beings

Terrorism is a form of war designed to have the highest psychological impact on the masses (Everly and Mitchell, 2001). In contrast, Silke (2001) showed that only 6% of the studies on terrorism were conducted by mental health experts (psychologists, psychiatrists).

The reactions of the people who have been exposed to terrorism in some way vary according to various factors (DiGiovanni, 2004). Their reactions can be handled in three groups as non-interest, empathy/sympathy or trauma. If the event is run physically or culturally distant from the person, the person may show a non-interest attitude. On the other hand, even though the event takes place physically away, one can show empathy/sympathy if one feel intimacy to one side. If there is a physical and cultural affinity to the terrorist incident, trauma can be observed in the person (Quarantelli, 1985). In the case of direct exposure to terrorism, many sources of stress such as fear of death, uncertainty, detention, cruelty and violence arise. Besides that, attitudes and reactions such as attacking, escaping, freezing, shocking can be seen in individuals (Quarantelli, 1985).

After the terrorist incidents, intense stress and behavioral changes are observed in the majority of people. People engage in a series of inquiries about human nature, death, life and themselves. Victims of terrorism; they undergo psychological transformations to find their place in the world and reintegrate into the world. This transformation includes a mourning and healing processes respec-

tively. After the terrorist incidents, some people choose to adopt and adapt to new values, while others may return to their old values and thoughts after the recovery period (Jordan, 2005).

Terror makes every individual in the community a potential victim. Direct and indirect threats that threaten the physical and psychological integrity of individuals, their assets and their own assets, sense of familiarity and controllability, their important values, thoughts, comments, attitudes and assumptions create a traumatic society (DiGiovanni, 2004). This kind of actions also interrupts the routine life of people (Zeidner, 2006). Exposure to acts of terror causes serious psychological symptoms such as anger, rejection, defocusing and sleep disturbance, depression in the person. Besides these; feeling sad, worry, anxiety, smoking and alcohol consumption can also be observed (Nandi et al., 2005). In such an event, people may feel insecurity towards everyone because their feelings of trust and safety are damaged (Waters, 2002).

Immediately after the terrorist acts, people have a high rate of PTSD, anxiety and depression symptoms (Brewin et al., 2000; Shalev and Freedman, 2005). The possibility of panic attack disorder also increases in adults in connection with PTSD (Pfefferbaum et al., 2006).

According to the APA (2000), such traumatic events leading to serious injuries and reactions, or death threats or actual deaths contain fear, helplessness, horror, anxiety, depression, unhappiness, guilt or anger. Terrorist explosions in public places such as bomb explosions can be very traumatic due to their sudden and unexpected nature. Terrorist incidents and mass violence are psychologically most disturbing disasters because of their intentional nature. As a result, the psychological outcome is more severe (Norris et al., 2001; Khan et al., 2012) and may involve many mixed reactions (Khan et. al, 2012). The extent of damage in these reactions may vary from person to person depending on the degree of closeness to the event, the lethality of the event, the style of coping and the expectation of recurrence in the future (Greenberg et al., 1992).

PTSD is the most common disorder following a traumatic event. According to DSM; IV, PTSD symptoms can be clustered in three groups; recurrent symptoms such as nightmares and flashbacks, avoidance symptoms such as avoiding places or events related to traumatic experience or emotional numbness, over arousal symptoms such as concentration or sleep difficulty, startle response. Past studies show that PTSD, accompanied by other behavioral and health disorders, is the most likely outcome after terrorist incidents (Galea, Nandi and Vlahov, 2005), and two thirds of victims directly affected by terrorism show varying degrees of psychological impairment (Beaton and Murphy, 2002). In addition to PTSD,

many may develop anxiety disorders, depression, and substance use (Abenhaim et al., 1992; North et al., 1999). Studies have shown that people repeatedly report high levels of psychological distress, even long after the attacks on the 9/11 World Trade Center (Silver et al., 2002). Therefore, it cannot be denied that direct exposure to the traumatic event has serious effects on the mental health of the victims. The primary concern of a large number of studies focuses on aspects such as PTSD.

In addition, terrorist incidents lead to a perception of victimization in the society and increase the negative beliefs, stereotypes and hostile attitudes towards group members of terrorists; as the 9/11 attacks increased negative stereotypes towards Muslims. Commonly, such attacks are related to xenophobia and ethnocentrism, which increases identification and support with in-group members, reduces tolerance to external group members (Waxman, 2011).

Studies have shown that even if the act of terrorism has taken place away from a society, it has been indirectly traumatized through the communication networks of today (Milgram, 1986). Especially the visual transmission of events leads to the shortening of the distance between the people who watch the event and the development of attitudes and emotions by putting oneself in the event (Schleifer, 2006). Terrorism is a hostile activity that causes many disasters and even deaths. Not only does it cause physical injuries, it also leads to psychological illnesses and long-term mental disorders.

Past studies have shown that people who survived a direct or indirect terrorism event recovered extremely slowly from the traumatic experience of stress, fear and anxiety. Especially trauma in some individuals who lost someone they love can develop into the post-traumatic stress disorder, which is one of the long-term psychological disorders.

Terrorism is known for its short-term and long-term psychological effects, as well as for its losses it causes. Terrorism is described as a hostile act that aims to eliminate civilians' perceptions of security, especially by causing fear and anxiety. This category of man-work catastrophe is planned and fulfills a number of forward-looking agendas of terrorism (Levav, 2006). After the major terrorist catastrophes, the immediate focus is on the victims' lives and the reconstruction of infrastructure. However, psychological trauma can persist for a very long time or lifetime. Many studies show that such disasters have very different effects.

Terrorist attacks lead to mental traumatic situations as a factor that changes the mental health of an individual. Terrorist attacks in the adult population can lead to numerous mental health symptoms and may turn into psychological disorders. The current study indicates that terrorist attacks have been on the rise for a long

time and are related to one of the major public health problems. It is observed that these attacks do not only affect the victims, but also affect the general population with the loss of perception of security, property and loved people. Studies show that a terrorist attack causes more psychopathological disorders than other disasters (Salguero et al., 2011). These terrorist attacks damage the mental health and well-being of people who are directly and indirectly affected by the attacks. On September 11, 2011, the effects of these traumatic events were observed in those directly exposed to these attacks. These have led to some acute stress symptoms, such as fear, horror, helplessness, and over arousal. Anxiety and future risk of avoidance and future terrorist acts as additional symptoms extend to a global concern (Karnik and Kanekar, 2014). Other post-traumatic symptoms reported after the attacks were work-related; such as the difficulty in influencing their capacity to do their duties and building social relationships (Silver et al., 2002). These anger and fear symptoms can increase the desire for revenge. Studies show that people and communities who experience acute stress symptoms such as fear, anxiety and avoidance go down. Some of these acute stress symptoms may also develop into various psychopathological disorders over time.

In a qualitative study conducted by Hussain and Sarma (2016), 10 survivors of the 2008 terrorist bombs in Guwahati were asked semi-structured questions. When the mental health symptoms were questioned, the participants reported mostly stress-related symptoms such as avoidance, over arousal, and confusion. However, other psychological symptoms such as fear, anxiety, unhappiness, loss of interest in daily activities and hopelessness have also been reported. People experience many emotions such as fear, worry, loss, sadness and mourning after such terrorist attacks (Bragin, 2011). Those who experience such trauma show some stress reactions for several weeks. Reactions are divided into four different categories (Mathewson, 2004).

Emotional reactions: Transient fear, shock, denial, sadness, anger, resentment, guilt, shame, desperation, separation of important individuals in their lives from the person.

Cognitive reactions: Confusion, indecision, anxiety, disorientation, difficulty remembering and concentration, shortening of attention span, self-blame and unwanted memories.

Physical reactions: Tension, nausea, physical pain, change in libido, irritability, drowsiness, insomnia, rapid breathing, sweating, easily startled symptoms such as affrightment and panic attacks.

Interpersonal reactions: Distrust, irritability, abduction, isolation, feelings of abandonment or rejection, being judgmental, over-controlling or distant.

Studies have identified a number of risk factors for PTSD; such as being a woman, being in an ethnic minority, having a low education level, not working, having less social support, being single, being young, having a history of psychiatric treatment (Eşsizoglu et al., 2009).

Result

Terror, is one of the human-made disasters. However, it's deliberate; it differs from the others in terms of its perpetrators, victims, effect, purpose and prevalence. The violence mentioned in terrorism is also different from ordinary violence. Because in order to achieve their goals, terrorists do not target individuals who are targeted individually as in ordinary violence, but random people. In this way, the psychology of victim is generalized in accordance with purpose of terrorism in society (Bandura, 1990).

Although its form, purpose, methods and effects change according to physical, social and political conditions, the effect of terrorism on human life is mostly traumatic. Permanent damage can occur in the daily lives, thinking systems, expectations and hopes of individuals and societies who are exposed to terrorism directly and indirectly. Both individuals and the society sometimes meet terrorism directly, but mostly through mass media indirectly (Demirli, 2011).

Terrorist organizations aim to attract as much attention as possible and to create fear as much as possible. While there is no subject aiming to gain from the consequences of destruction in a natural disaster, there is a subject/organization aiming to gain achievement from mass violence and terrorism through the negative results it creates.

In our country, which has suffered from terrorism and its negative consequences for many years, the number of studies examining the effects of terrorism on human psychology and community psychology is quite limited. It is surprising and pathetic to be so exposed to terrorist actions and so inadequate in scientific context. Today, the concept of terrorism is often discussed under disciplines such as political science, public administration and law, it is very important that is addressed and studied by people oriented disciplines such as psychology and sociology.

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Chapter-2

THE RELATIONSHIP AMONG THE SENSE OF GUILT, SHAME AND SELF PERCEPTION IN VIOLENCE PERPETRATORS AND VICTIMS: A SAMPLE FROM TURKEY¹

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1 This study was presented (as oral presentation) XI. Forensic Sciences Congress, April 23-26, 2014 and it was produced from doctorate thesis.

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Introduction

As a social problem, violence can be defined as harmful behaviors that hurt an individual physically or psychologically and may take sexual, physical, emotional, and economic forms (1). The World Health Organization (WHO) (2002) defines violence as “the intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, which either results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment, or deprivation”.

Failure to express the feelings of violence, anger, and tension appropriately reflects due to the inability of problem-solving and may turn into different forms of violence (3). Self-directed violence (suicide, drug addiction, etc.), domestic violence, blood feud, and honor killings can be given as examples of forms of violence. Violence is an unacceptable social and legal crime, regardless of its form. In addition to threatening the health, life, and rights of an individual, it leads to the emergence of several psychiatric symptoms (4). Individuals who are perpetrators or victims of violence may suffer from depression and post-traumatic stress disorder, as well as guilt and shame (5,6).

Guilt and shame are problematic emotions that are experienced due to earlier personal mistakes, failures, or behaviors, contradicting with social values and emerge as a result of the negative self-evaluation of an individual (7). Perpetrators of violence may display behaviors that represent the feeling of guilt and shame, such as expressions of remorse and regret for their behaviors and their feeling are conceptualized as a product of their capacities for self-awareness, self-reflection. Similarly, victims of violence may exhibit feelings of guilt and shame, as they may believe that they deserve the unfair treatment due to their wrong choices (8-10). Previous studies revealed that revictimization is related to guilt and shame (11).

Although the concepts of guilt and shame are considered to be interwoven, they possess different meanings. Guilt creates a thought of having behaved in an extremely negative way because it is associated with the thought of being a bad person. In other words, guilt is more about how one behaves, while shame is integrated with one's self. Therefore, while the self is not harmed in the feeling of guilt, it is evaluated negatively as being worthless and powerless in the feeling of shame (7,12).

Social comparison is the cognitive judgments that individuals obtain as a result of comparing themselves with the characteristics of other individuals, that is, individuals' self-evaluation. Self-concept, social comparison that can also be expressed as self-perception, has been conveyed as a person's perspective about

themselves, shaped by their interpretation of their experiences and environment, together with the feedbacks, reinforcements and attributions made by other people (13).

The inability of people to be confident especially in their evaluation of themselves leads them to compare themselves with others. Although some individual differences such as jealousy, regret, blame and guilt affect the frequency of social comparison, they compare themselves to others because of their motivation to develop opinions and thoughts about themselves. It is also used as a coping method against stressful situations (14).

The phenomenon of violence is related to feelings of guilt and shame in itself and staying in prison or shelter home due to violence may cause individuals to experience such feelings more intensely. The restricting and socially isolating effects of such institutions may both enhance feelings of guilt and shame of individuals and affect their self-perception negatively (15). Self-perception, self-esteem can also be affected depending on the feelings of guilt-shame that can trigger emotional, social and psychological problems that may occur after traumatic experiences (7, 16).

The relationship of guilt, shame, and self-perception with various psychiatric disorders and emotional relations was studied in different groups (12,17,18). Irwin et al., (2019) argued that long-term shame had adverse effects on the cognitive, emotional, and behavioral processes and affected mental health. In a study investigating the role of generalized explicit and implicit guilt and shame in interpersonal traumatization and post-traumatic stress disorder, Bockers et al., (2016) found that trauma-related guilt and shame were usually explicit, while implicit guilt was critical in post-traumatic stress disorder.

Some studies on perpetrators and victims focused on sexual crimes (19,20). But, we found no qualitative or quantitative studies on guilt, shame, and self-perception among perpetrators and victims of other forms of violence. This study was investigated the relationship among guilt, shame, and self-perception in perpetrators and victims of violence and revealed the effect of lifelong exposure to violence.

Research Questions

- 1- Is there a relationship among the guilt, shame, and social comparison scale scores of the perpetrators and victims of violence?
- 2- What is the effect of gender, education, income and lifelong violence exposure on scale score?

Materials and Methods

This study was conducted at women's shelters and adult convicts (except juvenile convicts) and prisoners in Ministry of Justice an E-Type Closed Prison Authority.

The population was 450 in Ministry of Justice an E-Type Closed Prison Authority. In our study, sampling was depended on voluntary basis, and convicted individuals who accepted to be involved in this study ($n = 160$). When the distribution was considered in terms of gender, which was a limitation in our study, the prison group consisted of 8 (5%) females and 152 (95%) males. Juvenile convicts, and those convicted of crimes against property are excluded from the study. Data were collected as a result of three separate interviews conducted in an E-Type Prison at the time the ministry decided between the dates of 01.03.2012 and 31.05.2012.

The universe for shelters has not been determined. Because shelter homes in Turkey are secret places that host victims where studies require a special approval from the ministry and can be conducted only on certain dates and places. However, it could not be calculated because no similar studies were found in the same group. The sample in the shelter home group consisted entirely of females ($n=50$). Adapting a cross sectional design, this study was done in women's shelters between the dates of February 2012 and January 2013. Necessary ethical permissions were obtained from the relevant units of the ministries in order to collect the data. Afterward meetings were done with units where the study was conducted. Participants were informed about the study. Precautions were taken to protect privacy.

Data collection tools:

The data were collected using the introductory information form, Guilt-Shame Scale (GSS), and Social Comparison Scale .

Introductory Information Form

There was two parts (Sociodemographic and violence). Question number for perpetrator groups is 38 (4 question was related to crime story), and for victims is 34 (3 questions was related to shelter home process).

Guilt-Shame Scale (GSS)

It is the self-assessment scale that can be used in order to determine the guilt-shame emotion which can be experienced in certain situations and in depression. Validity and reliability of this scale were done by Şahin and Şahin (1992), and it

was composed of 24 items. Scoring of the scale is based on 5-point Likert scale from 1 to 5. By using this scale, guilt and shame emotions were calculated separately. From 12 to 60 scores might be obtained separately from each subscale. High scores indicated more guiltiness or more shame emotions. Validity and reliability scores were obtained and estimates of internal consistency Cronbach's Alpha value for the guilt subscale was found as 0.81 and for shame subscale was found as 0.80 (22). In our study, Cronbach's Alpha value for the guilt subscale was 0.91 and for shame subscale was 0.81.

Social Comparison Scale

'Social Comparison Scale' was made validity and reliability by Şahin et al. (1993) measures the individuals' perceptions regarding how they assess themselves compared to others. Firstly, the scale was composed of 5 items and later it was revised and was converted into an 18-item scale. The validity and reliability (Cronbach's Alpha coefficient of 0.87) were calculated. In our study, Cronbach's Alpha coefficient was 0.9 and corrected coefficient was 0.905.

This Likert scale was consisted of two poles and contained 18 items. A score of each item of the scale was between 1 to 6; minimal 18 and maximal 108 points can be obtained from the scale. High scores meant positive self/ego perception whereas low scores meant negative self/ego perception (24,25)

Statistical Analysis

Following data to be digitized, statistical analysis was done by using SPSS 20 statistics package program. Reliability analysis was done to have reliable scales. In order to compare the groups, Mann-Whitney U test was used in data that can be measured but did not show normal distribution. The association between variables or scales were evaluated by using Spearman or Pearson correlation analysis. Descriptive statistics were given as arithmetic mean \pm standard deviation. Statistical significance level was assessed as $p < 0.05$.

Results

Table I displays information on demographic variables and violence characteristics

Table I: Demographic variables and history of violence between perpetrators and victims

Variable		Perpetrators		Victims	
		n	%	n	%
Gender	Women	8	5.0	50	100
	Men	152	95.0	-	-
Education Level	Illiterate	11	6.9	5	10.0
	Literate	8	5.0	3	6.0
	Primary school	54	33.8	23	46.0
	Secondary school	33	20.6	7	14.0
	High school	49	30.6	9	18.0
	University	5	3.1	3	6.0
Income status	High	43	26.9	6	12.0
	Average	80	50.0	19	38.0
	Low	37	23.1	25	50.0
Type of violence	Physical violent	142	88.7	7	14.0
	Sexual violence	18	11.3	1	2.0
	Verbal/Emotional violence	-		3	6.0
	Economic violence	-		1	2.0
	All of them	-		12	24.0
	Multiple type	-		26	52.0
Exposure to lifelong violence	Yes	66	41.0	49	98.0
	No	94	59.0	1	2.0
Frequency of violence	Once	9	13.6	1	2.0
	Twice	6	9.1	0	0
	3 or more times	51	72.3	5	10.2
	Without number	0	0	18	36.7
	For year	0	0	21	42.9
	Since I got married	0	0	4	44.0

Table II presents the mean score of the variables in the scale by groups and the relationship among the variables in the scale. It was found that those in prison had lower guilt and shame scores compared with those staying in shelter homes while their SCS scores, which measure their self-perception, were higher ($p < 0.05$).

Table II: Means and correlations between groups and scale variables

Scales	Perpetrators				Victims			
	Means+SD	1-Guilt	2-Shame	3-SCS	Means+SD	1-Guilt	2-Shame	3-SCS
1-Guilt	48.21 ± 11.64				54.56 ± 7.89			
R		1.00				1.00		
Sig		-				-		
2-Shame	41.69 ± 10.93				46.38 ± 9.55			
R		0.596	1.000			0.471	1.00	
Sig		0.000**	-			0.001**	-	
3-SCS	85.11 ± 18.48				81.49 ± 16.05			
R		0.175	0.192	1.000		0.041	0.094	1.00
Sig		0.027**	0.015**	-		0.779	0.518	-

*Spearman Correlation Analysis, ** $p < 0.05$

As there were no male in the sample group for victims, the factor of gender was only investigated in the perpetrator group. It was found that gender was not a significant factor in the scale scores of perpetrators (guilt p value= 0.742; shame p value = 0.452; SCS p value= 0.891) (Table III).

Table III. Averages of scale variables on gender

Groups	Guilt	Shame	SCS
	Mean rank		
Perpetrators of violence (n = 160)			
Women	85.75	92.50	78.31
Men	80.22	79.87	80.62
Statistical	MU = 566.000	MU = 512.000	MU = 590.500
Analyses	p = 0.742	p = 0.452	p = 0.891

*Mann–Whitney U test

Education, income status did not affect guilt-shame and SCS scores (Table IV). In the groups where we investigated lifelong exposure to violence, we found

no statistical difference in terms of mean guilt scores ($F = 80.467$, $p = 0.071$), and that exposure to violence did not affect guilt and shame scores ($p=0.378$ vs $p=0.475$). Although there was no statistical significance, we saw that victims of violence had higher guilt (54.56 ± 7.89 vs. 48.21 ± 11.64) and shame (46.38 ± 9.55 vs. 41.69 ± 10.93) scores compared to perpetrators. The SCS scores, which measured self-perception, were 85.11 ± 18.47 for the perpetrators and 81.49 ± 16.05 for the victims, and there was no statistical difference between the groups ($F = 0.140$, $p = 0.772$).

Discussion

Evaluating the relationship among guilt, shame, and self-perception in perpetrators and victims of violence, this study investigated the differences between the groups on the basis of the research hypotheses. It was found that victims had higher guilt and shame scores than the perpetrators, whereas the self-perception was higher among the perpetrators.

The feelings of guilt and shame were described as unpleasant feelings through which one evaluates himself/herself negatively and which also affect one's self-perception (15). Lewis (2000) explained that shame was evaluated through one's identity, whereas guilt was assessed on the basis of only one's behavior at a particular moment. Experiences of shame were described through characteristics indicating low self-perception (27). The results of this study were similar to previous studies that there was a linear relationship between guilt and shame and there were an inverse relationships between self-esteem and shame-quilt (16,28).

While guilt is displayed through behaviors, shame is displayed through the failure of the self and self-image. The reason why some people exhibit disruptive behaviors such as hurting others, committing crimes without feeling guilty, etc., might be that their behavior is in line with their ego and that they do not feel an emotional affinity to the people they hurt; because this is abuse of rights in cases where the ability to understand the feelings of others is not enough. Another reason is that some people cannot express their feelings adequately and may choose to set a boundary through different behaviors (12,29,30); furthermore, it was argued that people with high levels of anger do not feel guilty, as they feel justified (27). This studies seem to explain why self-perception levels were high, but guilt and shame levels were low among the perpetrators. The other study finding showed that criminals had feelings of guilt as well as shame (31).

Table IV: Distrubition of means of scale points according to education and income status

Variable	Quilt point		Shame point		SCS point		
	Perpetrator	Victim	Perpetrator	Victim	Peretator	Victim	
	X±Sd		X±Sd		X±Sd		
Education	Illiterate	39.64±13.91	58.40±1.14	38.27±10.81	48.00±7.52	82.45±12.56	87.25±12.97
	Literate	45.62±11.97	58.33±1.15	37.00±12.42	47.00±4.58	83.00±15.67	57.33±16.17
	Primary school	48.35±10.56	54.79±8.43	42.75±10.43	47.17±8.94	84.73±20.28	77.29±15.02
	Secondary school	48.35±12.43	50.57±11.12	40.76±11.32	40.00±13.98	86.35±19.40	83.57±11.94
	High school	50.08±11.14	54.50±4.81	41.56±10.40	47.50±7.46	84.96±18.32	93.62±13.12
	University	50.20±12.91	52.00±11.27	42.40±11.28	44.00±11.79	91.40±13.94	94.33±6.35
		F=0.234	p=0932	F=0.984	p=0.507	F=1.376	p=0.367
	High	48.76±12.78	54.33±7.63	43.05±12.41	43.67±4.27	87.37±17.85	89.83±15.52
	Medium	49.20±10.00	54.53±5.96	42.07±9.90	47.00±9.19	86.17±17.99	85.84±13.66
	Low	45.43±13.31	54.64±9.39	39.30±11.16	46.56±10.82	80.19±19.80	75.96±16.54
Income status	F=0.847	p=0.541	F=0.463	p=0.683	F=12.394	p=0.075	

The study revealed that no difference between guilt and shame scores on the basis of gender. Other group studies also found that women were more prone to shame and guilt compared with men (16,32). Rostami and Jowkar (2016) explored the dimensions of loneliness and the relationship between guilt and shame, further determining that gender had a medium effect on the feelings of guilt and shame. The different result was obtained in our study may be a reflection of individuals' perception of justice or normalization of the situation experienced or a reflection of the difference of gender distribution between groups.

Differences existed among the lifelong exposure to violence scale scores by groups, which was one of the research hypotheses. While the rate of those in the prison group who said "No" was high, the rate of those in the shelter home who said "Yes" was high; this is an interesting result, as it does not fit with the notion that experiencing or witnessing violence increases the risk of resorting to violence. Although there was no difference between the groups in terms of the scale scores concerning lifelong exposure to violence, the GSS scores were high among the victims of violence, and their self-perception levels were low. The previous study found that the risks of exposure to violence and shame and guilt related to their violent experiences increased, while mental health has received much research attention (6). We believe that this result might be due to overdevelopment of the sense of self of the perpetrators, i.e., the way one perceives oneself and not caring about the opinions of society, thus leading to lower guilt and shame.

The present study found that the feeling of shame was intense in terms of exposure to violence among the perpetrators of violence. It is thought that this result may be related to the fact that knowing about a crime committed by others might lead to a feeling of worthlessness in the perpetrator. In Lacherza's (2017) study with different sample groups, it was found that as the scores of perceived stigmatization and shame increased, the self-esteem decreased. It was demonstrated that traumatic experiences might lead to the development of the feelings of guilt and shame (7), and it was argued that women who were exposed to violence were usually the individuals with low levels of self-esteem (16). In the studies conducted with persons a history of exposure to violence, it was found that the symptoms indicating a feeling of guilt and shame were high in women (6,8).

Limitations

One of the limitations of our study was gender; gender was a salient aspect of the institutions selected for this study and the characteristics of this study fields. Moreover, the number of women in prison in the given period was low. As a few men prefer staying in shelter homes in Turkey, the number of victims was low,

and this number was mainly composed of women.

Another important limitation is the fact that a small number of individuals can be reached in the shelter group due to reasons such as being able to conduct interviews at the time and places determined by the ministry and the principle of volunteering.

Conclusion and Suggestions

It was detected that there was a poor relationship between the self-concept and guilt-shame scores in violence perpetrators; while a moderately positive relationship was found in both groups in terms of shame-guilt scores. Social environment is crucial in preventing post-violence guilt and shame. Creating a social sensitivity by means of the implementation of programs aiming to create an awareness of violence and its results and increasing the public consciousness can make substantial contributions to the prevention of the stigmatization and condemnation of the individuals experiencing such incidents.

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Chapter-3

RELATIONSHIP BETWEEN ECONOMIC GROWTH AND CONSTRUCTION SECTOR IN TURKEY

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1. INTRODUCTION

In a country, the growth of goods and services produced in a period of time is called economic growth. Economic growth, which has a vital prescription for the countries, also informs us about the development of the countries. Economic growth, which is dealt with by many different subjects and approaches in economic literature, is among the most basic macroeconomic targets of the countries.

The construction sector is regarded as one of the most important levers of economic growth because it has the internal dynamics that it possesses and is in the position of a drag on many subsidiary sectors. Like other developing countries, the construction sector constitutes the main axis of development in Turkey. The construction sector includes hospitals, schools, airports, power generation facilities, factories, dams, housing and all kinds of infrastructure services. The construction sector is one of the main reasons for having a large number of sub-sectors and a great deal of expertise under one roof. The construction sector provides employment and creates demand for goods and services produced by more than 200 sub-sectors of its own. Therefore, it is seen as the locomotive sector of the economy all over the world. It is possible to examine the contributions of the construction sector to the country's economy in many ways, such as the share of the construction sector and its associated sectors in the total output of the country, its impact on the balance of payments, and its share in employment.

In the interested period, Turkey gave great importance to infrastructure investments. The construction of infrastructure investments such as school, hospital, courthouse, football stadium, highway, bridge, viaduct, tunnel, seaport, airport, metro road, dam and hydroelectric power plant has accelerated in these years. The question of whether these construction sector expenditures contribute to economic growth or not, has motivated us to write this paper. Therefore, it is thought that the investigation of the effect of the construction sector on the Turkish economy will contribute significantly to the literature.

In this paper, the relationship among economic growth, the public sector and the private sector construction expenditures is examined in Turkey. The difference of this study from the existing studies in the literature is that the construction industry in Turkey is examined under two different headings: private sector construction expenditures and public sector construction expenditures. In this way, the effects of public and private sector construction expenditures on each other can be examined, as well as the relationship between economic growth and these sectors can be examined separately.

In this paper, first, a few brief notes on economic growth and the construction sector are addressed. In the second part of the study, the studies in the literature

are mentioned and in the third part, some information about the construction sector in Turkey and in the world is given. Data and methodology are included in the fourth part of the study. In the last part, the findings obtained from the analyzes are evaluated and the results and evaluations are expressed.

2. LITERATURE REVIEW

In the literature, the relationship between economic growth and the construction sector has been addressed many times for many different countries' economies. Some studies selected from the literature are given below.

Pietroforte and Gregori (2003) analyzed the construction industry in eight industrialized countries in the 1970s and 1980s, using OECD input output tables at current and fixed prices. The construction sector, which was found to have a minor impulsive role in France and Australia, was found to have a greater influence in Denmark and Germany. It was found that the output multiplier in Japan has a high pull potential and a low push effect, but the opposite was observed in the USA. From all these, they stated that the construction industry actually follows the economic fate of production. It was also found that the increasing share of service inputs differs in the composition of assets in the studied economies.

Chang and Nieh (2004) found the unidirectional causality from Taiwan's construction activities to economic growth in both the short and long term. They also found that there exist a cointegration among real GDP, real investment in construction activity, real government expenditures, and real private consumption expenditures variables.

Ramsaran and Hosein (2006) investigated the growth, employment and construction industry in Trinidad and Tobago, and found that the coefficient of correlation between construction labor productivity and GDP per capita in the period 1973-2002 was 0.70. It was also found that the construction sector in Trinidad and Tobago contributed about 7% to GDP and provided employment in about 14% of the workforce in 2004.

Wigren and Wilhelmsson (2007) examined the relationship between economic growth and construction investments in Western Europe. They applied causality analysis and found that GDP causes total construction investments in the short run, but not in reverse and infrastructure investments have led to economic growth in the short run, and that housing construction has long-term effects on economic growth. They also found that public infrastructure policies affect short-term economic growth, but has a weak effect on the long-run and a backfill effect from other construction types.

Ergec and Tasdemir (2008), investigated the causality relationship between

the construction sector and monetary policies for the Turkish economy. Considering to the results of the causality test, it was seen that the construction output is affected by monetary policies, construction loans are not affected by money supply but are affected by interest rates, and deduced from this information that the amount of construction credits is determined by loan demand. In addition to these, it was seen that there is a causality from the construction output to the money supply and the short-term interest rate.

Khan (2008) stated that one of the most neglected sectors in Pakistan is the construction sector and while the share of the construction sector in GDP was only 2.3% in the fiscal year 2007, employment contribution was disproportionately 6.1%. Growth in the construction sector was calculated as 17.2% in 2006-2007 period, although it was 5.7% in the previous year. The high level of demand for construction workers has caused wage increases since 2005 and wages increased by 11.1% in 2007. The study concluded that Pakistan had a very strong causality between economic growth and the construction sector.

Giang and Pheng (2011) compiled studies on the impact of the construction sector on economic development over the last 40 years, and they stated that the majority of the findings are positive and statistically significant between construction sector and economic growth. They stated that it is unclear whether the growing share of construction activity in total GDP is a reason or a result of economic growth in developing countries and they found that the share of an economy in the construction sector in GDP increase rapidly in the beginning, but become straight in the following period and decrease at higher economic development levels. They also found that there is little information about the effects of the adaptation capacities of other sectors in the economy on the construction sector.

Kılıç and Demirbaş (2012) examined the relationship between building and non-building expenditures, which are the determinants of public sector construction expenditures, and economic growth in Turkey. Using the quarterly data for the period 1980-2007, they found that there is a long-run relationship between the ratio of public non-building construction expenditures to GDP and growth rate.

Ozkan, Ozkan and Gunduz (2012) examined the relationship among construction sector growth data (infrastructure, building and housing (public), building and housing (private) investment) and GDP for Turkey and found causality between infrastructure and building-housing investments and GDP.

Kılıç, Savrul, Topkaya and Ozekicioglu (2013) examined the effects of the global financial crisis on Turkey's construction sector. They stated that due to the high interest-to-low exchange rate policy between 2002 and 2006, there was a lot of liquidity inflow to the country and housing demand rose and they stated that

housing demand has begun to decrease since the second half of 2006 and the rate of growth in the construction sector has started to decrease from the second quarter of 2007. It is stated that the effects of the global financial crisis experienced in 2008 felt the deepest in 2009. In 2008, it was determined that the construction sector contracted from the first quarter of the year. It was also found that the sector's GDP share decreased in 2009 as well. It was emphasized that the construction sector showed significant growth in 2010, and suggestions were made to ensure continuity of growth.

Osei (2013) found that the share of the construction sector in Ghana in GDP was 9.1% between 1993 and 2011, and this figure has a key role in the economy. As a result of the causality analysis, they found that construction sector activities encourage economic growth.

Kargı (2013) examined the interaction between the construction industry and economic growth in Turkey. In developing countries, although the growth rate of the construction industry is higher than the growth rate of GDP, it is less in developed countries. He also stated that there is a causal relationship between the construction sector and economic growth in Turkey as well as in other developing countries.

The relationship between economic growth in Saudi Arabia and the construction sector between 1970 and 2011 has been examined by Alhawaish (2015). As a result of applied Granger causality analysis; there is bi-directional causality between the construction sector and economic growth in the long term, but there is no causality between the construction sector and economic growth in the short term.

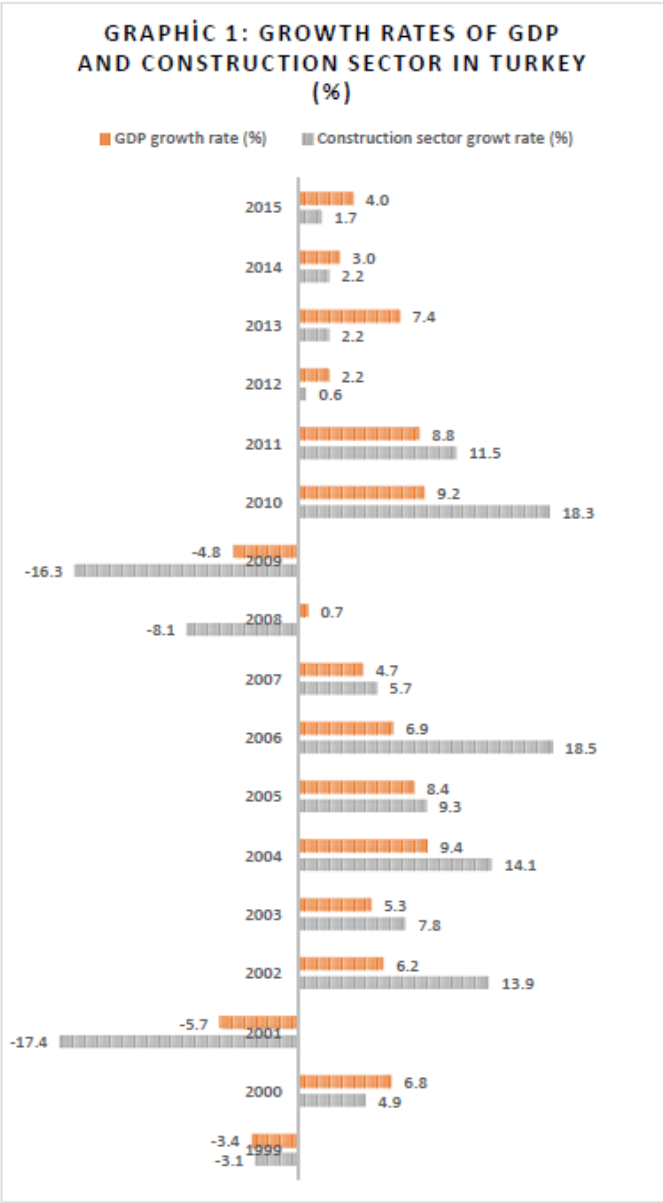
Kalmaz and Giritli (2018), who analyzed the relationship between the growth in the TRNC economy and sectoral growth in the period of 1977-2016, obtained unidirectional causality from GDP, construction sector, manufacturing sector, and agriculture sector incomes to services sector incomes. Moreover, it was stated that the development of the construction sector and the industrial sector in TRNC will provide sustainable economic growth and employment.

In almost all national and international studies, it is observed that there is a causality relationship between economic growth and construction sector expenditures, and this relationship may vary in the short and long term.

2.1. Construction Sector in Turkey and the World

The relationship between the construction sector and economic growth increases the sector's sensitivity to economic fluctuations. While the construction sector showed a faster increase compared to other sectors in the periods of high

economic growth, it was one of the first sectors to be affected negatively in the recession processes. Economic fluctuations can be observed in all economies around the world. This situation is tried to be directed by some practices of governments. Therefore, governments use the construction industry as an instrument to manage economic fluctuations (Kaya, Yalçinkaya, & Hüseyini, 2013). In this context, Turkey and in the world construction industry in this part of the study and statistical information will be given about economic growth.



If looked at the Graphic 1 carefully, it is not wrong to say that the construction sector is a sector that gives pioneering signals about the Turkish economy trend. Graphic 1 shows real GDP growth rates and construction sector growth rates in Turkey between 1999 and 2015. The contraction in the Turkish economy in 1999, the Turkish financial crisis that broke out in 2001, and the global economic crisis that has been felt since 2008 caused a contraction in the Turkish economy in 1999, 2001 and 2008-2009. In parallel with the contraction in the Turkish economy in these years, negative growth rates in the construction sector emerged too. In 1999, the GDP growth rate was -3.4% and the construction sector growth rate was -3.1%. But, in 2000, the GDP growth rate was in the positive direction of 6.8% and the construction sector growth rate was also positively 4.9%. While the GDP growth rate in the 2001 crisis was -5.7%, there was a further contraction of -17.4% in the construction sector. If looked carefully, between 2002 and 2007, positive construction sector growth rate, as well as a positive economic growth rate was occurred. Especially, the sector shown record growth in 2006. In the 2009 crisis, while the economy contracted by 4.8%, the construction sector contracted by 16.3% in the same year. Immediately afterward, in 2010 the economy grew by 9.2% and the construction sector grew by 18.3%, playing a role that restores the economy. In 2010 and 2011, the economy and construction sector grew at a high rate parallel to each other. In 2012, while the economic growth was 2.2%, the construction sector decreased to 0.6%.

Table 1: Share of Construction Sector in Gross domestic product at current prices, 1998-2015 (*) (1000 ₺)

Year	GDP Value (purchaser's prices)	Construction Sector Value	Share (%)
1998	71 892 898	4 362 083	6,1
1999	107 164 345	5 969 305	5,6
2000	170 666 715	9 071 100	5,3
2001	245 428 760	11 404 099	4,6
2002	359 358 871	16 286 205	4,5
2003	468 015 146	21 654 506	4,6
2004	577 023 497	30 819 874	5,3
2005	673 702 943	37 582 564	5,6
2006	789 227 555	49 816 623	6,3
2007	880 460 879	59 796 605	6,8
2008	994 782 858	67 981 093	6,8
2009	999 191 848	56 156 969	5,6
2010	1 160 013 978	70 701 311	6,1
2011	1 394 477 166	100 016 363	7,2
2012	1 569 672 115	117 433 142	7,5
2013	1 809 713 087	145 908 413	8,1
2014	2 044 465 876	165 654 620	8,1
2015	2 337 529 940	190 614 219	8,2

(*) corrected

TurkStat, Annual Gross Domestic Product, 2015

In 2012, when the economic crisis was felt most intensely all over the world, the Turkish economy and therefore the construction sector in Turkey was naturally influenced by this contraction. The contraction in domestic demand also caused hesitation in the construction sector. Despite the fluctuating in global economies and geopolitical risks, the construction sector, and the economy continued to grow in parallel with each other in 2013 and after.

Between 1998 and 2015, construction sector value, gross domestic product value (purchaser's prices) and share of the construction sector in the gross domestic product are shown in Table 1. The share of the construction sector in the GDP is calculated to be 6.2% on average over the years. When Table 1 is examined, the share of the construction sector in GDP within these years declined only in the crisis years of 1999, 2001 and 2009. The share of the construction sector in GDP is on an increasing trend except for the crisis years. This share increased from 6.1% in 1998 to 8.2% in 2015.

Globally, there is a positive relationship between growth in the construction sector and economic growth, and in general, the growth rate in the sector is above the economic growth rate. The global economic growth rate was 3.3% in 2013, while the growth rate in the construction sector was 4.5%. At the same time, while the GDP growth rate in Turkey was 7.4%, the construction sector growth rate was 2.2%. In 2014, global economic growth is 3.4% and in parallel, growth in the global construction sector is 3.5%. At the same time in Turkey, while the GDP growth rate was 3%, the construction sector growth rate was 2.2%. In 2015, while global economic growth was at 3.2%, the construction sector grew by 4%. On the other hand, the growth in the Turkish construction sector was realized at 1.7% and the GDP growth rate was 4% (Sezgin & Aşarkaya, 2016). In 2015, the construction sector in the world is at the level of 8.5 trillion USD, which is expected to reach 10.3 trillion USD by 2020. It is observed that although growth in the construction sector is historically above economic growth, this situation reversed in 2016. Global growth is estimated at 3.1% in 2016, while growth in the construction sector is estimated at 2.8% (Sezgin & Aşarkaya, 2017).

For the last five years, Turkey has been ranked second after China on the “World’s Largest International Contractors” list. There are 250 companies in this list that are thought to dominate more than 90% of the world market. Turkey’s share of the world’s revenue, which reached 550 billion dollars in 2013, is 4%. Countries such as Spain (14.7%), France (9.3%), Germany (8.6%) and South Korea (7.8%), which are in competition with Turkey in G20, share a significant ratio. (Ozdemir, 2014)

3. DATA AND METHODOLOGY

In this paper, the relationships among economic growth, public sector and private sector construction expenditures were examined in Turkey. While public sector construction investments are less sensitive to expectations and cyclical fluctuations, private sector construction investments are more sensitive to market expectations and economic fluctuations. Due to this difference, public and private sector construction expenditures are included in the model separately in this study. The series used in the study were obtained from the “GDP by Expenditure Method” table, which is free from the 1998-based calendar and seasonal effects in the Turkish Statistical Institute (TurkStat) official website. In the study, from 1998Q1 to 2016Q2, quarterly data of GDP, public sector construction expenditures and private sector construction expenditures were used with fixed prices of 1998².

2 After 2016Q2, TURKSTAT has not shared up-to-date data in this field.

3.1. Unit Root Tests

If there is no systematic change in the mean and variance of a time series, and there are no regular, periodic changes, the series is called “stationary”. More simply, the time series does not have a continuous increase or decrease over a given period of time, and the data are scattered along the horizontal axis in this process. If a time series is stationary, the mean, variance, and covariance remain the same no matter when it is measured (Gujarati & Porter, 2009). The fact that macroeconomic time series are not stationary is one of the main problems encountered in studies using time series. This can lead to an unrealistic relationship between the variables used in the analysis. Before starting the statistical analysis, it is necessary to examine the stationarity of the variables used in the analysis in order to be reliable. Stationarity of the time series is tested by unit root tests. There are different methods to test the existence of the unit root (Harris & Sollis, 2003).

In this study, in order to examine the stationarity of the series, ADF (Augmented Dickey-Fuller) and PP (Phillips-Peron) unit root tests were applied and the results are shown in Table 2, Table 3 and Table 4.

Table 2: Unit root test results of GDP					
GDP t-Statistic -3.322395		ADF Test I(0)		PP Test I(0)	
		Prob.*	Adj. t-Stat	Prob.*	
		0.0708	-2.820411	0.1949	
Test Critical Value	1%	-4.090602		-4.088713	
	5%	-3.473447		-3.472558	
	10%	-3.163967		-3.163450	
GDP t-Statistic -6.218047		ADF Test I(1)		PP Test I(1)	
		Prob.*	Adj. t-Stat	Prob.*	
		0.0000	-6.218047	0.0000	
Test Critical Value	1%	-3.524233		-3.524233	
	5%	-2.902358		-2.902358	
	10%	-2.588587		-2.588587	

Table 3: Unit root test results of public sector construction expenditures

Public Sector Construction Expenditures t-Statistic -2.587822		ADF Test I(0)		PP Test I(0)	
		Prob.*	Adj. t-Stat	Prob.*	
		0.2870	-2.382122	0.3856	
Test Critical Value	1%	-4.088713		-4.088713	
	5%	-3.472558		-3.472558	
	10%	-3.163450		-3.163450	
Public Sector Construction Expenditures t-Statistic -10.10606		ADF Test I(1)		PP Test I(1)	
		Prob.*	Adj. t-Stat	Prob.*	
		0.0000	-10.12254	0.0000	
Test Critical Value	1%	-2.597476		-2.597476	
	5%	-1.945389		-1.945389	
	10%	-1.613838		-1.613838	

Table 4: Unit root test results of private sector construction expenditures

Private Sector Construction Expenditures t-Statistic 0.910097		ADF Test I(0)		PP Test I(0)	
		Prob.*	Adj. t-Stat	Prob.*	
		0.9016	0.939815	0.9062	
Test Critical Value	1%	-2.597476		-2.597025	
	5%	-1.945389		-1.945324	
	10%	-1.613838		-1.613876	
Private Sector Construction Expenditures t-Statistic -5.189734		ADF Test I(1)		PP Test I(1)	
		Prob.*	Adj. t-Stat	Prob.*	
		0.0000	-5.256219	0.0000	
Test Critical Value	1%	-2.597476		-2.597476	
	5%	-1.945389		-1.945389	
	10%	-1.613838		-1.613838	

It is seen from the three tables above that each data series are nonstationary in levels but stationary in the first differences at a significance level of 5%. Namely, all the data series are I(1) i.e., integrated of order one.

After analyzing the stationarity of the series, the optimal lag length should be determined for the relationship among the series is examined. For this purpose, the lag length, which makes the critical values of Akaike, Schwarz and Hannan-Quinn smallest, is determined. It is seen that from Table 5, optimal lag length is 4.

Tablo 5: Determination of the optimal lag length

Lag	Sequential modified LR test statistic	Akaike information criterion	Schwarz information criterion	Hannan-Quinn information criterion
0	NA	87.37371	87.47163	87.41250
1	357.5254	82.05208	82.44375	82.20727
2	66.80408	81.22163	81.90707	81.49322
3	76.53400	80.16679	81.14598	80.55478
4	52.69275*	79.47344	80.74640*	79.97783*
5	13.63010	79.47603	81.04274	80.09681
6	13.36153	79.46805*	81.32852	80.20523

*Note: * indicates lag order selected by the criterion*

3.2. Granger Casuality

In the paper, the causality relationships among variables was examined by the Granger causality test. When Engle-Granger examines a long-run relationship between two variables, they assume that the variables used in the model are integration in the same order. The fact that all the variables are integrated in the same order as a result of unit root tests made it possible to test whether there is a causality relation between the series. The results of the causality analysis are shown in Table 6.

In Table 6, DPublic, DGDP, and DPrivate indicate that public sector construction expenditures, GDP, private sector construction expenditures are stationary in first differences, respectively. The following hypotheses will be considered when the table is analyzed:

H_0 : Independent variable does not Granger cause the dependent variable.

H_1 : Independent variable Granger cause the dependent variable.

Table 6: Causality test results

Dependent variable: DGGDP			
Excluded	Chi-sq	df	Prob.
DPublic	16.01920	3	0.0011
DPrivate	59.99527	3	0.0000
All	68.20243	6	0.0000

Dependent variable: DPublic			
Excluded	Chi-sq	df	Prob.
DGGDP	0.821576	3	0.8443
DPrivate	2.923944	3	0.4035
All	3.916591	6	0.6880

Dependent variable: DPrivate			
Excluded	Chi-sq	df	Prob.
DGGDP	1.150459	3	0.7649
DPublic	13.60407	3	0.0035
All	16.47922	6	0.0114

If the probability value is greater than 5%, the null hypothesis cannot be rejected (i.e., independent variable does not Granger cause the dependent variable). If the probability value is less than 5%, the null hypothesis can be rejected (i.e., independent variable Granger cause the dependent variable) (Gujarati & Porter, 2009).

When Table 6 is taken into consideration, the result indicates that if the dependent variable is GDP, public and private sector expenditures Granger cause GDP. Moreover, if private sector expenditure is a dependent variable, there is no causality relationship with GDP. But it has been determined that public sector expenditures Granger cause private sector expenditures. When the dependent variable is public sector expenditure, there is no causality relation. Briefly, it is determined that the public sector and private sector construction expenditures Granger cause of GDP, and in addition public sector construction expenditures are determined as the reason for private sector construction expenditures.

In light of this information, the unidirectional causality from public and private sector construction expenditures to economic growth shows that both the public and private sector construction expenditures are not affected by the economic growth, but these expenditures affect economic growth.

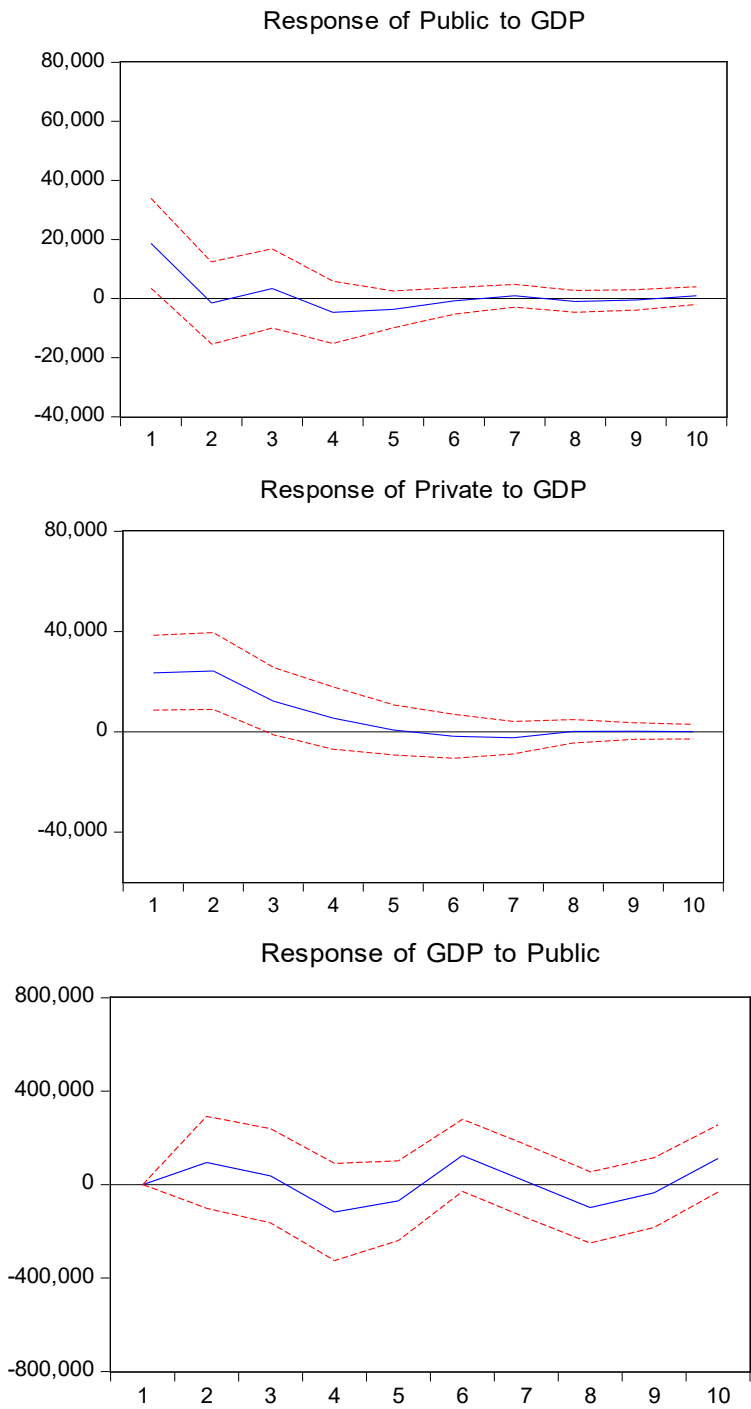
3.3. Impulse-Response Analysis and Variance Decompositions

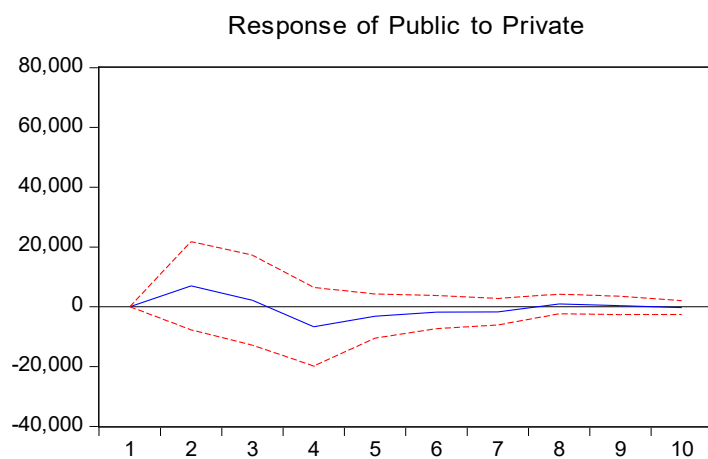
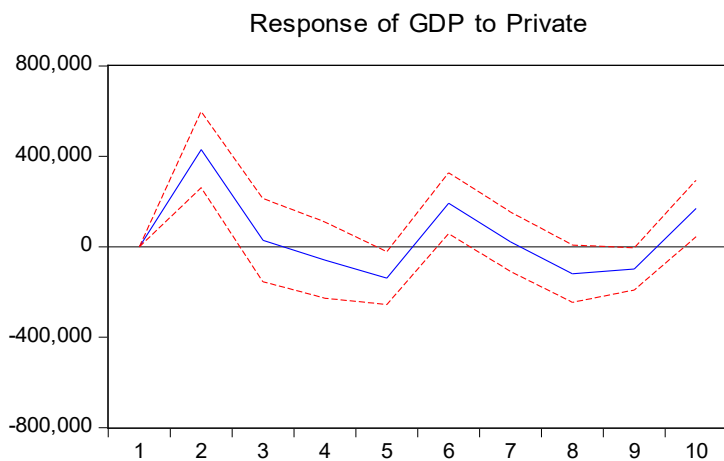
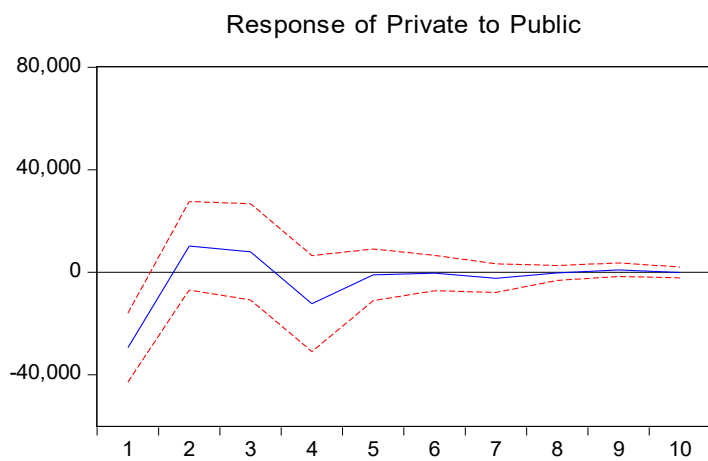
Impulse response functions reflect the effect of one standard deviation shock in one of the random error terms on the current and future values of the internal variables. It is determined by impulse-response functions whether a variable that is effective on a macroeconomic magnitude can be used as a policy tool. But its impact level is determined by variance decomposition. The variance decomposition, which expresses the shocks of the variables themselves and other shocks as a percentage, is obtained from the moving average sections of the VAR model. The variance decomposition analysis shows what percent changes in a variable are caused by themselves, and what percent changes is caused by other variables. In addition, it also provides information on the degree of causality relations between variables (Enders, 1995).

3.4. Impulse-Response Analysis Results

While continuous lines in the graphs represent the response of the model to the 1 standard deviation shock of the error terms of the model over time, the dashed lines represent the confidence intervals obtained for the ± 2 standard error. The results obtained from the impact-response analysis support the results of the causality analysis. It is observed from the graphs that while a standard deviation shock of public sector construction expenditures affects GDP and private sector construction expenditures, a shock in GDP impact on public and private sector construction expenditures weakly.

Graphic 2: Impulse Responses





3.5. Variance Analysis Results

It is seen from Table 7 that a shock of GDP is exactly based on its own shock in the first period. The impact of GDP shock on GDP declines by 26.63% after ten periods, while the public sector and private sector expenditures increase from 0% to 4.76% and 20.86%, respectively.

Table 7: Variance analysis results of GDP

Period	GDP	Public Sector	Private Sector
1	100.00	0.00	0.00
2	71.18	1.33	27.48
3	73.58	1.39	25.02
4	72.30	3.14	25.55
5	75.27	3.02	21.70
6	72.28	4.26	23.45
7	75.29	3.80	20.90
8	74.07	4.48	21.44
9	76.28	4.05	19.66
10	74.37	4.76	20.86

As can be seen from Table 8, a shock of the public sector is mostly based on its own shock in all periods. The proportion of this variance ranged from 91.76% to 89.12% in the first and 10th period respectively, while the impact of public sector shock to private sector increase from 0% to 2.42% and the impact of public sector shock to GDP varies by around 8% in all period.

Table 8: Variance analysis results of public sector construction expenditures

Period	GDP	Public Sector	Private Sector
1	8.23	91.76	0.00
2	7.76	91.15	1.08
3	7.93	90.89	1.17
4	8.19	89.71	2.09
5	8.41	89.29	2.28
6	8.41	89.23	2.34
7	8.41	89.18	2.40
8	8.43	89.14	2.41
9	8.43	89.13	2.41
10	8.45	89.12	2.42

By looking at Table 9, The impact of a shock on the private sector to private

sector changes 65.86% to 60.82% at the first and 10th period respectively, while the impact of private sector shock to GDP increase from 13.28% to 20.62% and the impact of public sector shock to GDP varies from 20.86% to 18.55%.

Tablo 9: Variance analysis results of private sector construction expenditures

Period	GDP	Public Sector	Private Sector
1	13.28	20.85	65.86
2	20.68	17.67	61.64
3	21.00	16.87	62.12
4	20.59	18.54	60.86
5	20.57	18.53	60.88
6	20.58	18.49	60.91
7	20.63	18.55	60.81
8	20.62	18.54	60.82
9	20.62	18.55	60.82
10	20.62	18.55	60.82

When the variance decomposition results are evaluated together with the other analysis results, it is seen that they are in agreement with the results of causality and impulse-response analysis and meet the theoretical expectations.

4. CONCLUSION

There is a close relationship between the construction sector and many other economic sectors. The construction sector uses the goods and services produced by many different sectors. Structures that constitute the output of the construction sector constitute a component of goods and services produced by other sectors. So, the increased spending in the construction sector affects other sectors positively. On the basis of these, it can be said that the construction sector is an important macroeconomic policy tool to achieve a sustainable growth rate, and that it is a locomotive of the economy.

In this paper, the relationships among economic growth, public sector, and private sector construction expenditures were examined in Turkey. The quarterly data for the variables used in the study were analyzed from the first quarter of 1998 to the second quarter of 2016. The seasonally adjusted data was taken from the Turkish Statistical Institute (TurkStat) official website. Because time series are used in the study, first, the ADF stationarity analysis was applied to the series and then the Phillips-Perron stationarity analysis was applied to the series and the results was checked for the compliance. As a result of both tests, it was

determined that all series are nonstationary in levels but stationary in the first differences. Then, causality analysis was applied, and as a result of the analysis, public and private sector construction expenditures were found to be a reason for economic growth but not vice versa. In addition to these, public sector construction expenditures have also been found to cause private sector construction expenditures. Then, impulse-response analysis and variance decompositions were applied to the series. It was seen that the results obtained from these analyzes overlap with the results of the causality analysis.

In recent years, the construction sector in Turkey has entered a rapid growth and development phase again with major construction projects. The vast majority of projects are carried out by public-private partnership confirms the analysis result that public sector construction expenditures trigger private sector construction expenditures.

In this paper, it is aimed to determine the importance of the construction sector in the Turkish economy. As in domestic and foreign literature, causality relation was found between economic growth and construction sector expenditures in Turkey over the 1998Q1-2016Q2 period.

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Chapter-4

SOCIO-CULTURAL HERITAGE IN PROMOTION OF THE COUNTRY: SUGGESTION FOR THE USE OF TURKISH TEA AS A GASTRONOMIC VALUE.

Gönül GÖKER¹

INTRODUCTION

Good publicity is essential for a country to have a positive image. Besides the country's economy, socio-cultural structure, education, etc., it is the touristic destinations that most attract the attention of the foreigners. The Republic of Turkey is a tourism country. Being located in the Mediterranean Basin, having four climates at the same time, forming a bridge between Asia and Europe, its endemic fauna and flora structure, unique scenic beauties, and having hosted many civilizations provided Anatolia an autonomous characteristic. For this reason, this country, which has both cultural and natural tourism attractions, appeals to tourists.

Many values can be emphasized in promoting the country. Scenic beauties, historical places, national folklore, museums, ancient cities, gastronomic elements, etc. can be listed among these values. Today, tourists are interested in the local cuisine of the countries they visit alongside their nature, history, and culture. Tasting the food unique to a country and learning how it is cooked has been one of the indispensable experiences for tourists.

When the touristic destinations highlighted in the promotion of the country are evaluated, it has become important to consider gastronomic elements as sub-destination sources and to include them in the promotion. For this reason, the fact that the gastronomic values, the main elements used in the promotion of the country, have an effect on tourists' preference and purchase-decision stage, is inevitable.

In the present study, it is emphasized that Turkish Tea, which has an important place in Turkish Cuisine, is as important as food and other local drinks (Turkish Rakı, Cappadocia Wine, Sirince Wine) in the promotion of the country. Before Turkish tea is a gastronomic value, it is important as a socio-cultural heritage. Turkish Tea should be evaluated more intensively in the promotional activities with its deep-rooted history, its unique place, and coffeehouses and tea gardens that have unique views.

Studies on the touristic potential of tea within the scope of tea tourism or cultural heritage are more common in Asian countries. Tea is a drink that came from Asia to Turkey. Turks are the nation that consumes the most tea in the world today. Tea is a cultural heritage for Turks as well as for Asians. Compared to Asians, it has been determined that Turks do not include tea in their touristic promotion activities and academic studies. This study was carried out to encourage Turkish tea, which is a cultural and gastronomic value, to be included more in touristic promotions.

LITERATURE

Promotion and Country Presentation

Promotion is the activities carried out openly, continuously, intensively, and systematically according to a certain plan/policy in order to create a positive image of a country or enterprise and to improve its reputation (Hacıoğlu, 2000: 70). In this promotion process, the economic, social, and touristic data of the country are conveyed to the target audience through communication tools such as short promotional videos, posters, or various conferences. (Emre, 2012: 45).

According to Avcıkurt and İlban (2016: 185), touristic promotion is the activity of systematically informing potential customer groups about the natural and cultural resources of the country, along with transportation and accommodation facilities, using promotional techniques, and creating a positive image about the country or the touristic product.

The objectives to be achieved through promotional activities are generally listed as follows (Aliyeva, 2019: 9):

- ✓ To attract the attention of the target audience by informing
- ✓ To create a positive image of the promoted product, service, or phenomenon
- ✓ To form an attitude and behavior in the target audience in relation to the promoted product
- ✓ To support marketing and sales activities
- ✓ To create sympathy by preventing prejudice in the target audience

Many countries use tourism resources in promoting the country. Promotions started to increase in the field of tourism along with globalization, diplomacy, exportation, etc. It plays a very important role in the strategic promotion of tourism destinations. (Süngü, 2017: 4)

The roadmap to be followed in order to achieve the targets established in the promotion of Turkish tourism determined by the Ministry (T.R. Ministry of Culture and Tourism) is summarized as follows. *“Turkey will follow the developments in the world and make sure that its campaigns are focused on the target, prepared separately for the targeted markets, emphasizing contemporary values while remaining faithful to various original and national values, and feature tourism values for the targeted audience, and support these campaigns with public relations events such as fairs and hosting. In the campaigns, it will utilize electronic media even more in order to reach the target audience quickly and effectively”*(Qtd. in: Avcıkurt & İlban, 2016: 186).

Independent promotion and marketing of sub-destinations within the country that have their own unique attractions has also become a necessity to increase tourism revenues. The upper destination (country) supporting each geographical area or place, which has become a tourist attraction by achieving independent integrity within itself, provides a synergistic and strategic benefit (Yavuz & Karabağ, 2009: 120). It has also been found that intense advertising activities within the scope of promotion represent a certain attraction by revealing the different and impressive features of the tourist destination. Süngü, 2017: 5)

While emphasizing the attraction sources of the sub-destinations in the country's promotion activities, natural, historical, and cultural attractions are presented. Cultural attractions are influential factors in tourists' preference of a destination and the purchasing-decision process.

Cultural tourism resources of a country consist of Traditional handicrafts, Architectural style, Religious places, Festivals and special events, Heritage attractions, Traditional food, and beverages (Uygur & Baykan, 2007: 7).

Liveturkey.com, which is a content website in Culture and Tourism Ministry webpage that brings together the experiences that foreign tourists are most curious about Turkey and the experiences they miss the most, serves as a promotional platform for videos of famous chefs cooking Turkish food, virtual museum tours, and adventure and extreme sports that can be done in Turkey (<https://tanitma.ktb.gov.tr>)

As a gastronomic value, traditional food and beverages play an active role in promoting the country. For gastro-tourists who want to taste different flavors, local food, and drinks specific to the region are at the forefront of promotional activities as a tourist attraction.

Socio-Cultural Heritage in Country Promotion

All tangible, intangible movable and immovable cultural assets must be protected for the continuity of societies (Gül& Gül, 2019: 1237). Tourism activities have an intermediary role in the recognition and protection of cultural heritage.

The most important feature that distinguishes cultural tourism from others is that it has a learning function (Aliağaoğlu). Lee, Ahmad, Petrick, Park, Park & Kang (2020) suggested that Culture provides a platform to predict tourist behavior in destinations, enhance visitors' experiences, and enable experiential learning. Cultural heritage tourism (Santa & Tiatco, 2019: 303) is a form of travel to visit the material and spiritual remains of the destinations, to learn about the life styles of the people living there (Kodaş & Eröz, 2012: 170). Cultural heritage tourism (Bahçe, 2009: 2) is one of the most preferred types and its market is developing gradually. Cultural (heritage) tourism is divided into subgroups such as

dark tourism, event tourism, ethnic tourism and silk road tourism. Su, Bramwell & Whalley, (2018:31) Cultural heritage Tourism provides a broad perspective that tries to understand the relationships between entities processes and Context

Cultural heritage tourism should be considered as a sub-group of cultural tourism. Cultural assets belonging to a destination; Historical artifacts, national folklore, museums, handicrafts, local food (Uygur & Baykan, 2007: 35) Music, cinema, theater, dance, traditional production methods, natural parks (Bahçe, 2009).

Gözde (2012) divided cultural heritage into two as historical and current. Current heritage scientific, artistic, sportive and so on. includes activities. Historical heritage is festival tourism, heritage tourism, faith tourism, ethnic tourism as well as grief tourism, war zones-dark tourism, industrial heritage tourism, sila tourism, etc. includes alternatives.

There are many studies on cultural heritage tourism or socio-cultural values in tourism. Su, Bramwell & Whalley (2018) talked about the mediating role of cultural heritage in defining the past political and economic relations of countries in their study titled "*Cultural political economy and urban heritage tourism*". Su, et al. (2018) used the Nanjing / China example in the study. By looking at the destination's cultural values, they caught traces of their past economic and political relations.

Uslu and Kiper (2006) In their work titled "*Effects of Tourism on Cultural Heritage: Awareness of Local People in the Case of Beypazarı / Ankara*", they investigated the effects of tourism activities on local identity in a rural destination and the awareness of local people on the effects of tourism. They determined the positive and negative effects of tourism on the destination through the survey questions applied to the local people.

Kılıçarslan and Caber (2018) in their work "The Impacts of Perceived Crowding, and Atmospherics on Visitor Satisfaction at Cultural Heritage Sites: A Comparison of Turkish and British Visitors to Topkapı Palace, Istanbul"; They aimed to reveal the perceived crowd, atmosphere and visitor satisfaction relationships in the field of cultural heritage and to compare the international differences in Turkish and British visitor samples. They collected data from 261 Turkish and 236 British visitors with the survey. Analysis results showed that both dimensions of atmosphere positively affect visitor satisfaction, but the perceived crowd negatively affected both nationalities. The area where the survey is applied is Istanbul / Topkapı Palace, which is a cultural heritage element.

Cultural tourism should not be evaluated only with hedonistic feelings. Cultural tourism is more connected with nostalgic feelings. Individuals' desire not to break their ties from the past life can also be reflected in their product purchasing

preferences (Sierra and McQuitty, 2007: 99-100). Individuals with a high tendency to nostalgia tend to engage more in cultural activities. (Harvey, 1997: 107 as cited in: Aliğaoglu, 2004: 52) He said that the desire to protect the past is a part of a person's desire to protect himself. He emphasized that it is difficult for people to make predictions about their future without knowing their past.

Local foods and drinks are also one of the cultural heritage items. Local foods and beverages, which are an alternative source of attraction, take the most important place after spatial visits in excursions made within the framework of cultural tourism tours. Anatolia (Turkey), which has hosted many civilizations territory, has had a rich culinary culture as the fruit of this cultural diversity. The most important empires of history such as Rome, Byzantine and Ottoman ruled in these lands. Ethnic diversity; clothing, speech, art, etc. As reflected in the circumstances, it also affected the cuisine culture and Turkish Cuisine entered among the few local cuisine in the world.

Local cuisine is the passion of travel experiences for many, contributing to the identity of tourist destinations. European countries such as France, Spain and Italy highlight their rich cuisine in the promotion of the country. This includes European countries, as well as Asian countries such as Japan, Korea and Thailand. Culinary culture is attractive in terms of tourist experiences and provides high competitiveness for destination identity and image (Jalis, Che & Markwell, 2014: 103).

We characterize the local cuisine (food, beverage, cooking method, storage conditions, etc.) culture of a destination as gastronomic values. Gastronomic values are part of a destination's intangible and tangible cultural heritage. Therefore, it will be the right step for us to link gastronomic tourism with cultural tourism.

Recently, gastronomic items considered within the scope of socio-cultural heritage are more common in country promotion tools. Ministries, agencies and other tourism offices of the countries include gastronomic items in addition to historical places and natural beauties while promoting. This promotion, brochures, magazines and newspapers etc. printed means, television, radio, internet, social media, and written, visual and audio means. Gastro-tourists, a subtype of cultural tourists, participate in these trips especially to taste these flavors, to see the production and the place where they are presented.

Turkish Tea as a Gastronomic Value in Country Promotion

Gastronomy, originating from the word "gastros" in Greek, which means stomach, is a field of science that deals with the culinary culture and roots of past civilizations (Kivela & Crofts, 2006: 354-355). Gastronomy is defined as the dis-

cipline that examines food and beverages within their entire historical development process, enables the detailed research of their scientific and artistic features and their adaptation to our age (Göker, 2011: 26).

Gastronomy entered the French cuisine literature in 1835 as the “Art of Good Eating.” (Shahrim, 2006: 14-15). It means that a dish is unique to a region, a place, or a country (Sormaz, Akmeşe, Güneş & Aras, 2016: 726).

The relationship between gastronomy and tourism constitutes an important platform for the promotion of cultures through local cuisine (Şengül & Türkay, 2016: 90). Eating and drinking, one of the basic needs, has now become a social activity. Besides tasting the food, people also wonder about how it is made (Süngü, 2017: 33). The presentation of local food at restaurants in destinations with gastronomic tourism also contributes to the increase in domestic agriculture production. (Smith and Hall, 2003: 249).

Whether urban or rural, gastro-economy is a powerful phenomenon and a key sub-sector of tourism economies with a high growth potential (Forleo & Benedetto, 2020: 1).

If good promotion and marketing activities are carried out, it can contribute to the development of sustainable tourism as well as the recognition of the region in terms of gastronomic values and protection of cultural heritage. (Akdu & Akdu, 2018: 934).

Okumuş, Kock, Scantlebury and Okumuş (2013) in their work titled “Using Local Cuisines When Promoting Small Caribbean Island Destinations”, They compared how four small Caribbean islands - Aruba, Dominican Republic, Jamaica and Martinique - used their authentic cuisine to promote their destinations. The content of brochures, catalogs, websites and other promotional materials was analyzed for each destination. The study results show that these four Caribbean island destinations need to develop expertise in culinary tourism and then promotions through brochures, catalogs, websites and other marketing materials.

Turkish tea (look at the view while drinking tea)

Tea prepared from the leaves of a plant called “*Camellia sinensis*” is grown in large quantities in the northern regions. Tea obtained from herbs, vegetables, and fruits are considered medicinal (Hashimoto, 2008: 1085). According to Chinese sources, it is claimed that drinking tea in China has a history of 5000 years. (Jolliffe, 2007:23)

Tea production in Turkey takes place in a region that starts from the Georgian border and includes the Ordu province. Within this region, Rize province has areas suitable for tea production in the first degree in terms of tea cultivation. Rize

province provides 60% of the tea production in Turkey (İskender, 2020: 1960). Regions where the annual average temperature does not fall below 14 C, the total annual precipitation is not less than 2000 mm and its distribution by months is regular, and the relative humidity is at least 70% are the climatic conditions necessary for the tea plant to grow (Özyazıcı, Sağlam, Dengiz & Koçak, 2014: 13). For this reason, the Eastern Black Sea Region has the most productive climate and vegetation in our country for tea production.

Although not as much as wine tourism, tea is starting to become a tourist attraction as a gastronomic value (Hashimoto, 2008: 1085). It is considered that tea, which has a socio-cultural connotation besides being an agricultural product, has the potential to integrate with tourism in order to increase the sustainability of societies' livelihood (Su, Wall & Wang, 2019: 1591).

Tea has become one of the three beverages most consumed worldwide, along with coke and coffee. Although it is one of the Niche/Special interest tourism types such as wine and food tourism, research areas related to tea are limited. People who are interested in tea tourism are given the title "tourists interested in history and tradition." According to studies conducted in some countries, tea tourism is associated with eco-tourism and heritage tourism (Cheng, Hu, Fox & Zhang, 2012: 28-29).

Tea tourists have many experiences such as watching views of tea, visiting tea shops and museums, tasting tea, watching tea production, participating in tea ceremonies and cultural events, staying in places that are related to tea, seeing tea brewing techniques, preparation stages of tea, and kitchens where tea is prepared (Su, Wall & Wang, 2019: 1594).

Examining tea as a cultural heritage and linking it with tourism first started in China. Later, Japan, Britain, the United States of America, and India conducted studies on this subject (Cheng, Xu, Zhang & Zhang, 2010: 213). Although there are promotional activities and projects in many countries in the context of touristic activities related to tea tourism, there are few academic studies.

Tang and Xie (2019) in their work titled "Research on The Evaluation of Tourism Development Potential of Tea Intangible Cultural Heritage Based on Gray Clustering"; They created a gray cluster assessment model based on the center-point mixed probability function and evaluated the tourism development potential of the tea's intangible cultural heritage. The research results showed that the intangible cultural heritage of the different teas in Huangshan City has a huge difference in tourism development potential, further demonstrating the scientificity and rationality of the method proposed in this article.

Among the nations of the world, Turkish people are the ones who love tea the

most. According to a rumor, it is said that the Turkish love for tea started with Hodja Ahmet Yesevi. Hoca Ahmet Yesevi, who stopped by at one of the Turkistan villages on the border of China, was a guest at a farmer's house and he was served tea there. Ahmet Yesevi sweats and feels relieved from his tiredness when he drinks the tea that he tasted for the first time. Then he prays, "This is a healing thing, give it to our patients so they can heal. May Allah give favor to this until the doomsday" (Eröz & Bozok, 2018: 1162).

Black tea that is consumed today was not present in Turkish Cuisine until the 19th century. Black was included in our kitchen through diplomatic relations established with Central Asian cognates. Crimean Tatars and Bukhara people who immigrated to Istanbul spread the black tea culture to Istanbul. With the introduction of tea culture into Turkish cuisine, tools and equipment such as a teapot, samovar, and porcelain were included in the Turkish Kitchen (Hatipoğlu, 2014: 179-180).

Tea, which is in life from breakfast until late at night, has led to the emergence of different cultural values. Rhymes about tea, riddles, mani and folk songs, hymns, legends, jokes, traditions and customs are cultural values in themselves. Even though the word tea is in Chinese, it has found its place in dictionaries and idioms, reaching a large number of words and phrases. Tea, Tea Garden, Tea Glass, Brew Tea, Teacup, Tea Sapling, Tea Seedling, Teaspoon, Tea Set, Tea-giving, Tea Break, Tea Shop, Teapot, Teapot, Tea Money, Teahouse, Teapot, Teahouse, Tea Pot next to the words; Rabbit Blood has led to the emergence of idioms such as Tea, Drinking Tea, Cracking Tea, Slurping Tea, Treating Tea, and Pasha Tea. Tea culture has also revealed a tea ethnography during the period of cultivation, preparation and consumption. Scissors used in cutting tea, baskets, boxes, teapots, samovars, tea cauldrons, glasses, cups, spoons, trays, etc. they are all ethnographic substances formed around tea culture (<https://www.rtb.org.tr>).

Coffeehouses, which exist since the Ottoman period, are male-dominated places where tea is consumed intensively. Tea gardens that can be visited with your family are, in a sense, a summer version of coffeehouses. They are set up in scenic, woody, sometimes high (castle, hill, etc.) places to watch the city from above. Tea gardens serve tea with samovar as much as with tea glasses. Tea gardens are places for socializing where families mingle and young people meet and have fun together (Güneş, 2012: 248).

Breakfast is a very important and rich meal for Turkish people. They consume tea as a beverage on the breakfast menu. The rich breakfast culture of Turks is also reflected in outdoor activities. Therefore, there are breakfast rooms, tea gardens and cafes that serve breakfast. In such places, tea is usually served in a samovar.

Family tea gardens established in scenic areas are trendy places for tourists to both taste Turkish tea and watch the unique view. Tea gardens, where local people used to go in order to socialize and have fun, have become touristic destinations with accommodation facilities and restaurants. Tea gardens, which are especially established in places with natural attractions and views specific to the destination, allow tourists to relax and enjoy the view while drinking Turkish tea, a gastronomic value.

Tea gardens, which are an element of Turkish National Culture dating back to the Ottoman period, enable tourists to have a different experience with their delicious tea, the tools, and equipment they use (samovar, etc.), and their qualified and cheerful staff, aside from the natural scenery of their location. Apart from the beauty of the scenery, the taste of the tea, the way the tea is presented, its traditionality, the smiling faces, and sincerity of the employer and staff are also very important.

Tea Garden, also known as the outdoor café, is a symbol that has become synonymous with Turkish culture. It is a Turkish tradition to enjoy tea and breakfast in a scenic hill, historical tower, castle or a natural garden. This outdoor recreation, which Turks do in their spare time, should be considered more in the promotion of the destinations and tourists should be provided to experience this activity. Drinking tea in a scenic area, which is a traditional act for Turks, should be used in country promotion activities. The pleasure of drinking tea in the scenic area is a socio-cultural legacy for Turks from the past.

Famous tea gardens (outdoor cafes) in Turkey can be listed as follows;

- ✓ Moda Family Tea Garden: Kadıköy-İstanbul (<https://www.hurriyet.com.tr/>)
- ✓ Çengelköy Historical Çınaraltı Tea Garden: İstanbul-Üsküdar (<https://www.hurriyet.com.tr/>)
- ✓ Pierre Loti Coffee: Pierre Loti Hill, Eyüpsultan-İstanbul (<https://istanbul.ktb.gov.tr/>)
- ✓ Tophane Tea Garden, Murat Paşa-Antalya (<https://www.hurriyet.com.tr/>)
- ✓ Boztepe Tea Garden, Ortahisar-Trabzon(<https://www.trabzon.net.tr>)
- ✓ İnkaya Çınaraltı Tea Garden: Osmangazi-Bursa (<https://www.kulturportali.gov.tr/>)
- ✓ Cable Car Family Tea Garden: İzmir (<https://www.tripadvisor.com.tr/>)
- ✓ Tahmis Coffee: Gaziantep (<https://www.tahmiskahvesi.com.tr/>)
- ✓ Priest's Vineyard: Ankara (www.papazinbagi.biz)
- ✓ Beach Tea Garden: Adana (<https://www.hurriyet.com.tr>)

Many of the gardens (outdoor café) listed above have at least 100 years of history. Especially Pierre Loti Hill in Istanbul and Tahmis Coffee in Gaziantep shed light on history. Boztepe Tea Garden (outdoor cafe) in Trabzon is magnificent with its view overlooking the Black Sea and its delicious tea. Turkish tea can become more attractive when marketed together with traditional places.

Discussion

When looking at the studies on the subject; Historical places have been the subject of cultural heritage. Gastronomic items are not much included in the cultural heritage. Gastronomic studies are mostly about food. Tang and Xie (2019) evaluated tea within the scope of cultural heritage in their study titled “Research on The Evaluation of Tourism Development Potential of Tea Intangible Cultural Heritage Based on Gray Clustering”.

In this study, we emphasized that gastronomic items are also cultural heritage. Therefore, we developed a proposal for the use of Turkish Tea, which is a gastronomic element within the scope of cultural heritage, in country promotions.

Conclusions

The purpose of the present study is to conduct qualitative research to show that the presentation of Turkish Tea, which is an indispensable drink in Turkish Cuisine, in Tea Gardens, which is also an element of Turkish National Culture, can be beneficial in promoting the country as a touristic destination.

Tea gardens (outdoor cafe) and coffee houses have come from the Ottoman Empire to the present day. These places are places where the best tea is brewed and social time is spent. In the study, it listed popular tea gardens and cafes in Turkey. The locations offered are deep-rooted and historical. Due to their rooted and historical nature, they are considered within the scope of cultural heritage. It should be ensured that tourists pay more attention to tea gardens and historic coffee houses, which have at least 100 years of history and are important for Turkish culture.

It should be emphasized that Turkish Tea is as important as other local drinks (Turkish Rakı, Cappadocia Wine, Sirince Wine). For gastro-tourists or fans of ethnic restaurants, it can be a very good experience to drink delicious tea in these places. Turks like tea as a beverage for breakfast. Breakfast is also served in such places. Tourists will also enjoy drinking tea in a traditional samovar along with a Turkish breakfast. Turks socialize better and relax physically while having tea. In Turkish culture, chatting while drinking tea is a nice recreational activity. Tourists must experience this. Turkish tea is as attractive as Turkish dishes, and tea gar-

dens are as attractive as Turkish ethnic restaurants. For this reason, a very good publicity is required.

Posters, magazines, virtual sites, instagram, facebook, etc. used in country promotion activities. In communication channels, it is necessary to increase the interest of the consumer by including these places more. Since most of the places are historical, cultural and mystical elements should be used. Good service is essential for good promotion.

Agencies, official institutions and other tourism offices in the country should focus on Turkish Tea and Traditional Tea Gardens in their promotional activities. Culture Portal etc. pages should provide more visual and promotional information in this area. Magazines, promotional blogs and other official / unofficial sites of Turkish cuisine should go through revision regarding Turkish Tea and tea gardens.

This study is important for the literature due to the limited number of studies on Turkish Tea as a socio-cultural heritage or Introduction of the Country and Turkish Tea. This study may lead other studies on tea gardens and Turkish tea.

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Chapter-5

FROM ORIENTALISM TO ISLAMOPHOBIA: REFLECTIONS OF THE COLONIAL IDEOLOGY ON THE FIELD

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INTRODUCTION

Colonialism is the imperialist expansionism pursued by the West based on the promise of offering its technical and economic achievements to humanity. It is the colonization of the world by placing itself in the center of the world and categorizing it as the West and the others. With its technical and economic power, the West, which is a concept defining Europe, is compared to a machine. The West reflects the mood of the person who has achieved their goals and regenerates its energy of life by continuing to create chaos and to exploit the lands away from their own countries.

The Westernization of the world has begun and developed in the form of Christianization. Catholic Western Christianity supported the expansion of the Crusaders as well as the First and Second colonial expansionism. Missionary activities of the West manifested themselves with the adoption of Christianity. On the other hand, Protestantism opened the door to a secular and economic morality and utilitarianism to the West (Latouche, 1993, 43-44).

The discovery of America and the Indies in the Fifteenth Century opened up new possibilities and trade routes to the European bourgeoisie, leading to the collapse of the feudal structure and the establishment of capitalist relations in Europe. Hence, the colonial system of capitalism provided the necessary resources for capitalist production at the expense of the exploitation and slaughtering of the native people of Asia, Africa, and America (Marx, Engels, 1966, 7).

The concepts of individual freedom and human rights, which are listed among the main arguments of Westernization, have emerged with the Renaissance, the Enlightenment, and the French Revolution (Amin, 1993, 22). The principles of freedom, equality, and fraternity, which were introduced to the world with these concepts, were unfortunately interrupted by the conditions imposed by capitalism and sacrificed to imperialist desires.

Westernization detached the people of the Third World from their own culture and transformed them into passive consumers who were alienated from their own culture (Latouche, 1993, 57).

Orientalism refers to the designation of the world as the East and the West. The West defines itself as the civilized developed world. On the other hand, it designates the East as primitive, producing terror, discriminating against women, not reading, not producing, not thinking, and not attaching importance to human rights by imposing all the features that it does not desire to have.

According to Turner, Orientalism is a discipline that was first introduced by the Council of Vienne to study oriental languages and cultures in the Early Fourteenth Century. During this period, the commercial and military expansion of Eu-

rope into the Middle East and Asia brought the need to study these cultures and languages (Turner, 2003, 67).

The Orientalist discourse is a political power suggested through theology, literature, art, philosophy, and sociology, and it is a means of legitimizing imperialist aspirations (Turner, 2003, 45). With a Eurocentric perspective, Orientalism has emerged as a self-righteous approach that has been based on European and Christian culture and identity and that has accused the East of all kinds of negativity that it does not want to have itself.

Islamophobia, on the other hand, is the fear of Islamic terrorism that has emerged after the theory of Clash of Civilizations discussed by Huntington and published by the journal of Foreign Affairs in 1993, and later, on the excuse of the September 11 attacks in 2001.

The Eastern people were previously humiliated and exploited by stigmatizing them as humanoid, primitive, Eastern, and Muslim. Islamophobia has been created by the developed colonial mentality that does not want the Eastern people who cannot find the opportunity to live in their own country or want to live a better life. With this culture of fear, the colonial mentality excluded or re-exploited these people who take refuge in western countries by treating them as second-class people.

The hypothesis of the study suggests that Islamophobia is a culture of fear and hatred created by right-wing extremist and right-wing populist organizations through the media. The colonization activities that started as the Westernization/Christianization/Civilization movement by the Western missionaries have now been reversed, and the fear of Easternization/Islamization/Primitization of Europe has been created due to Eastern immigrants. Thus, it is the creation of a culture of fear in European/Western people. The PEGIDA Movement

(“*Patriotische Europäer Gegen die Islamisierung des Abendlandes*” in German and “*Patriotic Europeans against the Islamisation of the West*”), which was launched in Dresden city of Germany, was discussed as the subject of the study.

In the study, the keywords of ‘PEGIDA’, ‘Bachmann’, ‘Facebook’, ‘Islam’, and ‘terror’ that have been associated with Islamophobia were searched in the following two newspapers published in Germany. Then, the Islamophobic images in the related news contents were analyzed using the Pegeaux method. Then, the European/Christian/Western culture was evaluated ethnologically by comparing this analysis with the orientalist images.

According to Daniel Henri Pageaux’s foreign/alien analysis method, firstly, the images are determined; then, it is determined whether these images are real or fictional, finally, the role of the subject examined in the social structure of the

period is investigated (Ulagli, 2006, 57-58).

The first newspaper examined in the study is Bild Zeitung (Überregionale Zeitungen in Deutschland. www.bild.de), the largest mass newspaper with a daily circulation of 1,370,000 in Germany. The second *newspaper examined in the study is Die Tageszeitung* (Überregionale Zeitungen in Deutschland. www.taz.de), which has a circulation of 192770 and is regarded as a left-wing sharp-tongued newspaper by the readers.

HISTORY OF EUROPEAN COLONIALISM

Before becoming Europeans, the people in Europe settled there and made it their homeland. In the Medieval age, there weren't significant differences between the east and west of the world in terms of development; in fact, it is known and stated by many historians that the east of the world was more advanced in terms of developments.

In the feudal period after the collapse of the Roman Empire, Europe was in a mess of Roman traditions, Christianity, and Germanic tribes that immigrated to Western Europe in terms of the socio-economic situation. The society consisted of noble warriors, people belonging to the clergy, serfs who were bound to the land, and peasants (Pelz, 2017, 17-18).

In Europe, the Middle Ages was a period when fear, poverty, and diseases prevailed, deep social divisions were present, and the lords and the Catholic Church exploited the people by intense pressure and violence. In this period, the land together with the peasants living on it was considered the property of the feudal lords. The church was exerting pressure and violence on the public through the Inquisition. Revolts against the feudal system of the Middle Ages, excessive exploitation, oppression, and violence was suppressed by the practices of the Inquisition. With the Renaissance, Discoveries, and Reform movements, Europe left the Middle Ages and headed to modernization (Koray, 2005, 25-35).

The feudal period between the 5th and 15th centuries was a period when feudal lords seized some of the products produced by peasants who did not have lands (Fulberth, 2014, 86). With scientific inventions and discoveries after the 15th century, Europe started to dominate the world and establish colonies. In Europe, where both goods and human being trade was carried out with the colonies, England has been the first country to realize the industrial revolution and capitalist production and taken the lead in colonization and colonial trade (Koray, 2005, 39-42). Europeans, who wanted to improve their trade at the beginning of the modernization era, wanted to get to know other cultures and improve their knowledge about them. Europeans, who compared the people they met in the

places where they went considering their beliefs and lifestyles, have decided who would be regarded as human and who would be regarded as humanoid. Although obtaining commercial interests was the aim of European expansionism, these interests were accompanied by conquest, enslavement, and Christianization (Bernasconi, 2000, 11-12).

Western history tradition starts the colonial period with discoveries. (Ferro, 2002, 19). Since constructing life in the newly discovered fertile lands would be possible by reorganizing life thereafter destructing the settled life, this process of destruction involves a wide range of practices including getting income, trading, bargaining, war, genocide, enslavement, and riots. Therefore, colonialism is the exploitation and control of the lands belonging to others by obtaining those lands by various methods and establishing hegemonic relations (Loomba, 2000,19). With a single world market it created, Europe brought colonization to the most remote corners of the world, and it caused an upheaval that deeply affected the economic structures, lifestyles, and cultures of these regions (Latouche, 1993, 33).

MARGINALIZATION AND XENOPHOBIA IN EUROPE

During the European colonization and missionary activities, Europe's approach to indigenous peoples was conducted within the scope of civilized/primitive discrimination. With the scientific inventions, navigation technologies, and improvement of maritime commerce, Europeans went into the continents of America, Asia, and Africa. They marginalized the indigenous people of different appearances, clothing, and lifestyles in the lands, where they claimed that they went to bring civilization, by using these social characteristics and anatomical structures as an excuse; even they discussed whether they could be regarded as human (Senel, 1993, 55). Christian missionaries excommunicated the religions and languages of the indigenous people they regarded as humanoid, they have brought colonial racism in these lands; they also destructed their mindset and belief and turned them into passive, bemused, yielding, obedient, self-alienated individuals (Zahar, 1999, 33). The native Africans were deemed human only after becoming white in proportion to the fact that they adopted the identity, culture, and language of the colonial power in their own lands (Fanon, 2014, 13). Thus, the notion of the humanity of the African was denied, they were self-alienated, and regarded as a thing (Cesaire, 2005, 180). Therefore, with their missionary practices they carried out during the colonial period, Europeans ignored the languages, religions, and cultures of these people, and defined them as unhuman/primitive beings; thus, they enslaved these people behind the mask of their Christianization/Civilizing mission and exploited their land.

In medieval Europe, the Muslim Orient was widely and intentionally defined and marginalized by images that differentiated it from the Christian West. Christian/Western travelers set out with their collective identities and cultural spectacles and gathered information about the Orient. These travelers wrote travelogues that depict these people using derogatory and marginalizing images. In these images that have been created about the Orient since the Middle Ages until today, lust and violence have been highlighted as two basic motifs. In the 19th century, this marginalization increased and became more widespread due to imperial purposes, and it was continued with the images of the Orient as libidinous, primitive, incapable, and lazy (Kabbani, 1993, 14-15).

Colonial activities of Europeans covering 84.6% of the world in the 20th century have been realized using different discourses, representations, and images to establish their hegemony on the others and obtaining their consent (Loomba, 2000, 33-34). The images created by man have clarified the definitions of the modern and primitive in the minds of the people. Thus, a sense of identity has been created using the discourses of “us” and the “other”. Orientalism has been generated as the geographical imaginary fiction that separates the East from the West using the European motif of the “other”. In this fiction, the Orient is described as a danger penetrating the West (Said, 2003, 63-66). Therefore, Orientalism is not just a geographical image with different geography and culture, it is also a Muslim/Oriental culture that European/Christian/Western culture confronts. With their studies on Orientalism, Western colonial mentality, which designed and organized the world and history, defined the Orient as a primitive/feminine/lazy/libidinous identity while it defined the West as a civilized/white/masculine identity.

EUROCENTRIC IDEOLOGY AND CULTURAL RACISM

The supranational European identity based on Western Christianity, European idea that defines European civilization, and Montherland's identifying himself by emphasizing his Christian Catholic identity, although he was known not to be a devout Christian, has set an example for attributing the origins of Europe to Catholic Christianity (Braudel, 2001, 375-376). European countries such as Germany, France, Sweden, Norway, Denmark, Hungary, etc. are under the supranational Christian European identity. Europe took its name from the beautiful princess Europa in mythology; Zeus abducted her, and they had many sons (Yurdusev, 1997, 31). Philology, which has developed with capitalism and colonialism, defines the peoples based on the biblical story that states humanity in the world was the descendants of the three sons of Noah, namely Ham, Shem, and Japheth,

after Noah's Flood. Philology defines the peoples of Ancient Egypt as the Hamites, who speak the Hamitic language; it defines Semitic language speaking Arabs and Jews as Semites, and Japheth's descendants, who speak Indo-European languages, as Europeans (Senel, 1993, 75). Since the Empire attributed its origins to Christianity in the Roman Empire, Christianity, which replaced the Roman culture, led to cultural racism based on the religious foundations in Western societies in the Middle Ages after the collapse of the Roman Empire (Senel, 1993, 47). Thus, the concept of "religious fellowship" has emerged as the basis of the Eurocentric idea. The emergence and spread of Islam in the Middle East after Christianity contributed to the identification of Europe with Christianity. The division of the Roman Empire into two resulted in the Eastern Roman (Orient) and Western Roman (Occident) distinction. Latin Christianity identified Western Roman Empire with Europe and the Eastern Roman Empire with the East. Thus, it led to the intellectual and cultural division of Europe. However, the common identity of the peoples in Europe was Christianity, not Europeanism. The most important event that ensures the cultural unity of Europe is the Crusades (Yurdusev, 1997, 34). Thus, the distinction between East/Islam and West/Christian became clear.

Christianity was the main determinant of European identity in the Middle Ages; however, social identification has been replaced by the nation-states after the emergence of nation-states in the modern period since the 15th and 16th centuries (Yurdusev, 1997, 36, 38). The Modern Period, the emergence of the nation-states, the settlement of the human-centered world order instead of the god-centered world order in Europe, and secularization removed the barriers of identifying the Europeanism idea with only Christian. However, Christianity has continued to exist as a powerful unifying element in the identification of Europe.

Europeans' identifying themselves as civilized and superior was embedded in the European identity. Europeans see themselves not as one of the civilizations in the world but as the civilization itself. Thus, they defined African natives as humanoid/primitive creatures to enslave and exploit them through the church. European colonizers, acting on behalf of their country, established their hegemony through language and discourse. European/Christian/Western has established an exploitation order through language by focusing on the description of Civilized/White/Masculine. They established their hegemony and generated consent under protest by turning other people into passive objects with the discourse and images they created.

To legitimize its intention of political domination, and economic exploitation under the mask of the mission of civilizing the East, the West, which defined itself as civilized, honorable, well-intentioned, has redesigned its civilized/primitive

discrimination policy, which was practiced in its earlier colonies, in these lands. On the one hand, they described the peoples of the East using the images of not creating a civilization, lazy, libidinous, etc. on the other hand, they smuggled the works of the civilization, museums, and manuscripts produced by these peoples to their own countries. Also, they destructed, destroyed, and demolished the cultural works in these lands by damaging the immovables in various ways. Therefore, the foundation of the European identity and the European consciousness has been based on the clash of civilizations. This understanding is directly related to the colonial mentality of Europe. Later, with the dissolution of the Soviet Union and the end of the Cold War, this understanding emerged with Huntington's theory of the Clash of Civilizations.

Samuel P. Huntington proposed the theory of the Clash of Civilizations in his article published by the journal of Foreign Affairs in 1993. In this theory, he gave the message that upon the elimination of the risk of Communism, the relations between civilizations would change and the cultural differences stemming from religion would be more conflicting compared to several others. He defined this conflict, which he addressed on micro and macro levels, as the clash of civilizations. In the division and conflict scenarios that separate civilizations, he stated that the most dangerous conflict in the future would arise from the interaction between the vanity of the West and the intolerance of Islam, and the excessive obstinacy and assertiveness of the Chinese people (Huntington, 2006, 9, 267). According to Huntington, the ideological division between Europe's Western Christianity and Orthodox Christianity would disappear with the end of the Cold War, which started with the division of Europe politically and ideologically by the Iron Curtain. However, he projected that the cultural division between the Islamic and the Christian world would emerge again (Huntington, 2000, 309). According to this theory, Huntington brings together the USA, Canada, New Zealand, Scandinavian countries, and European countries, which are geographically far from each other, under a civilization and religion-based roof. These countries belonging to the European/Christian civilization have been considered to be under the same roof which is nondenominational.

On September 11, 2001, the Pentagon, the headquarters of the United States Department of Defense, and the World Trade Center were attacked. Osama Bin Laden and Al Qaeda, which was turned into an army by the US by equipping them with modern weapons against the Soviet invasion in Afghanistan, were stated to be the terrorist organization that was responsible for these attacks. Osama Bin Laden and the Al Qaeda organization, which were previously described as Freedom Fighters in Afghanistan, later started to confront the US. Therefore, the

September 11 attacks were carried out by the Islamic terrorists that were created by the US itself (Chomsky, 2002, 12). With the fear of Islamic terrorism, which started with the excuse of the Islamic terrorist attacks on the USA on September 11, 2001, the risk of communism in the Cold War period has been replaced by the Islamic terror, and Orientalism has been replaced by Islamophobia. Thus, Huntington's thesis of the Clash of Civilizations has been reflected in the field. Therefore, the risk of communism has been replaced by the danger of radical Islam, and European/Christian Civilization has become opposing forces against the Eastern/Islamic Civilization.

Al Qaeda, one of the organizations that the US and Western European countries have glorified as freedom fighters by training, providing economic support, and selling weapons to achieve political and economic benefits, attacked the US World Trade Center and Pentagon on September 11, 2001, causing the deaths of many people. Similar attacks carried out by Daesh/ISIL are as follows:

The attack in Paris, the capital of France on 13 November 2015; the terrorist organization Daesh/ISIL claimed responsibility,

The attack in Brussels, the capital of Belgium on 22 March 2016; the terrorist organization Daesh/ISIL claimed responsibility,

The attack in Nice, France on 14 July 2016; the terrorist organization Daesh/ISIL claimed responsibility,

The attack in Berlin, the capital of Germany, on 19 December 2016; the terrorist organization Daesh/ISIL claimed responsibility,

The attack in Manchester, England, on 22 May 2017; the terrorist organization Daesh/ISIL claimed responsibility,

The attack in Barcelona, Spain, on 3 June 2017; the terrorist organization Daesh/ISIL claimed responsibility (Anadolu Agency, Esen, 18.08.2017).

As can be seen, the attacks are carried out by the Al-Qaeda terrorist organization, which the US has armed and defined as freedom fighters in Afghanistan, and Daesh/ISIL, which has similar characteristics. However, Muslims who live in Europe and have nothing to do with these attacks have been marginalized and made hostile. They have been exposed to both behavioral and legal discrimination and annoyance.

FEAR OF ISLAM AND FAR-RIGHT TERRORIST ORGANIZATIONS IN EUROPE

The Muslim-Christian opposition and Islamophobia started with the conquest of Spain by Muslims in 711 and continued with the Crusades. Even several rumors date Islamophobia back to the period of Muslim conquests (Hamidullah, 1, June 2018, pp.57-66). In the report of the European Monitoring Center on Racism and Xenophobia (EUMC) in 2015, Islamophobia has been described as anti-Muslim racism. Muslims were chosen as scapegoats as a means of creating consent for the dominant powers of the society to build and reproduce their hegemony in society (Perspektif, Ahmet Aslan, 18.01.2020). Islamophobia, which is used to express the fear of Islam, means the fear from Muslims, dread from them, and regard them as hostiles. Together with the fear of Islamic terrorism, which has been developed with the September 11 attacks, it has become a means of legitimizing the acts of marginalization, discrimination, and xenophobia against Muslims based on cultural racism.

The concept of Islamophobia has been widely used since the 1990s. A culture of fear and hatred against Islam and Muslims has intensified in Europe after the September 11 attacks. Islamophobic, secret, and outspoken attacks have turned into the practices of various discriminations such as physical attacks against Muslims, attacks to the places of worship, teasing, harassing, rejecting, stigmatizing, blocking of goods and services. Islamophobic and ex parte news about Muslims in the media has boosted this culture of fear and hatred. Insulting and humiliating symbols for Islam, Muslims, and the Holy Prophet have been used in the media by legitimizing it with the freedom of the press. In television programs, Muslims were shown using negative stereotypes and images such as gender discriminatory, irrational, bigoted, tyrannical, bloodthirsty, etc. Therefore, this marginalization, discrimination, and hostility towards Muslims with different beliefs, cultures, lifestyles, and ethnic structures caused Islamophobia to gradually turn into cultural racism (Kalin, 2018, pp.37-45, 48). However, these marginalizing and discriminatory publications have a negative and provocative effect on both European peoples and Muslims. The most typical example of these effects is the cartoon crisis that started in Denmark, when the Jyllands Posten newspaper published 12 cartoons depicting the Prophet Mohammed, the holy prophet of Islam, on September 30, 2005. Re-publication of these cartoons on various occasions had a provocative effect on Muslims and caused new events and counter-attacks.

After the publication of those 12 cartoons, which were insulting Prophet Muhammed and first published in 2005 by the Danish newspaper Jyllands-Posten, by Charlie Hebdo magazine in 2006, the Paris attacks took place on 13 November.

Daesh/ISIL has claimed responsibility for these attacks, which caused horror and indignation in Europe. Islamophobia, which emerged together with the concepts of Radical Islam and Islamic terrorism with the September 11 attacks, which Al Qaeda claimed responsibility for, reached its peak with this attack (Bianet, Res. Assist. Serra Can, 09 December 2015). The cartoon crisis continued to be intermittent. This persistent attitude of the media and the hatred and indignation generated by the cartoons in the peoples of Europe have caused negative feelings, negative behavior, and verbal and physical attacks towards Muslims.

Below is the news titled “Cartoon insulting Prophet Mohammed again by Charlie Hebdo”:

Paris

*French humor magazine **Charlie Hebdo** published **insulting cartoons** about **Prophet Muhammad** before the trial that will begin tomorrow regarding the terrorist attacks in **Paris** in January 2015.*

According to the magazine’s shared cover, the cartoon in this week’s issue to be released tomorrow included the sentence “It is difficult to be loved by fools”, dedicated to Prophet Mohammed. The expression “Mohammed is dealing with fundamentalists” was used in the cartoon.

The cover also includes 12 images insulting Prophet Muhammad published by the Danish newspaper Jyllands-Posten in 2005 and Charlie Hebdo magazine in 2006. Above and below the images, the following text is written in large fonts “Was it all for this?”

In the statement made by the magazine, it was argued that it was important to publish this cartoon before the trial that would begin the next day.

The magazine published insulting cartoons about Prophet Mohammed before and after the attacks in January 2015.

Seventeen people died in the attacks on Charlie Hebdo magazine and a Jewish market in Paris on January 7 and 9, 2015. While the attackers were killed by the operation of the police, the terrorist organization Al-Qaeda claimed responsibility. Fourteen people will be tried in the case that will begin tomorrow regarding the attacks... (Anadolu Agency, Yusuf Ozcan 1.09.2020, World).

After these cartoons were published by Charlie Hebdo, the sense of marginalization and discrimination against Muslims has increased. Therefore, the reproduced hatred discourse and provocations against Muslims and Islam had a negative effect on Muslims who became annoyed and distrustful by this situation.

As can be seen in the following article, the cartoon crisis escalated and caused new incidents after these cartoons had been published by Charlie Hebdo. One of these incidents is the beheading of a teacher who brought this magazine to the

class and showed it to the students.

Below is news about this incident:

“Teacher showing the cartoons of Prophet Muhammad was beheaded”

A history teacher who allegedly showed the cartoons of Prophet Muhammad to his students in his class in Paris was beheaded after school. Nine people were detained regarding the killing of the teacher... (Kronos, 17 October 2020, World).

As seen above, the culture of hatred discourse, and fear created by presenting Muslims using negative images and the use of Islamic and anti-Muslim marks and symbols in the media legitimizes the emergence of anti-Islamic movements in Europe and prepares the ground for attacks and formations against Muslims.

Therefore, presenting the images of Muslims relating to terrorism in the media has increased the attacks on Muslims in Europe. In 2017, 950 Islamophobic attacks were reported only in Germany (YTB, Presidency for Turks Abroad and Related Communities).

On September 21, the European Action Day Countering Hate Speech Against Muslims, it was stated that there was a 74% increase in anti-Muslim racist attacks in Europe. The Christchurch terrorist attack, which caused the death of 51 and injury of 49 people, on 15 March 2019 has shown that the racist attacks against Muslims in Europe have reached a scary level (SETAV, Bayrakli and Hafez, 27.09.2019).

The Interior Minister of Germany stated that about 50 far-right terrorist organizations, which were found to be dangerous, were followed up. One of them is the National Socialist Underground (NSU) terrorist organization, which killed 10 people, 8 of whom were Turkish, in Germany between 2000-2007. Besides, far-right organizations such as 'Gruppe S', 'Oldschool Society', 'Gruppe Freital', 'Freie Kamaradschaft Dresden', 'Nauener Gruppe', 'Gruppe Nordadler', 'Kamaraschaft Aryans', 'Reichbürger', etc. have attacked mosques and refugee hostels of the Muslims. The relations of the far-right Alternative for Germany (German: Alternative für Deutschland, AfD), which received 12.6% of the votes in the 2017 elections in Germany and obtained 92 deputies, with 'Flügel' and far-right groups such as its affiliated youth organization 'Junge Alternative' in the state of Thuringia, and the National Democratic Party of Germany (German: Nationaldemokratische Partei Deutschlands, NPD)'s relations with far-right groups such as 'Die Rechte', 'Pro NRW', and 'Der Dritte Weg' were stated. Also, it was expressed that there were about 24 thousand “far-rightists” in Germany besides the above-mentioned far-right organizations that continued their activities and were monitored by the Federal Office for the Protection of the Constitution (German: Bundesamt für Verfassungsschutz, BfV). It was also stated that they

have committed crimes such as bombing attacks against refugees, immigrants, foreigners, politicians, damaging property, killing, threatening, and spreading hatred. (Anadolu Agency, Basay, Gonultas, 22.02.2020, World).

Below, information about Turks killed in their homes by burning by racist Germans in Germany is given in chronological order:

The Turkish mother and her three children were burned to death in the house, which was set on fire on 22 November 1982.

The house of the Arslan family was set on fire and 3 Turkish children were killed by burning in Mölln on 22 November 1992.

The house of a Turkish family was set on fire, and 5 Turkish children were burned to death in Solingen on 29 May 1993.

The neo-Nazi terrorist organization NSU traveled around Germany and killed 10 people, 8 of whom were Turkish between 2000-2007 (Hurriyet, Ozcan and Varli, 21.02.2020).

The far-rightist Tobias Rathjen attacked two cafes and a kiosk and killed 9 immigrants, 4 of whom were Turkish, and then killed his mother at home and committed suicide on February 19, 2020 (SETAV, Alboga, 22.02.2020). In the division of Germany into East and West Germany after the collapse of Hitler fascism, the main founding cadres of the Federal Republic of Germany (German: Bundesrepublik Deutschland, BRD), which was established under the administration of the US, the UK, and France, were formed from the cadres that kept Hitler fascism alive (Ozdemir, 02.02.2012, Yeni Hayat, Policy). Therefore, a deep-rooted racist tradition continued in the reconstruction of West Germany.

THE PEGIDA MOVEMENT AGAINST THE ISLAMIZATION OF THE WEST

In today's European societies, cultural racism and xenophobia have been practiced against the immigrant and former colonial peoples, whose religion, language, culture, and lifestyle are different. Various discourses and practices were implemented for separating and eliminating these people, who came to European countries, from themselves. Similar to those produced in the colonial period, images of violence, humiliation, contempt, justification of exploitation have become stereotypes in society, and it has been used again to impose marginalization and discrimination on these people (Wallerstein, 1993, 25-30).

According to the United Nations High Commissioner for Refugees (UNHCR), more than one million asylum seekers, mostly from Syria (46.7%), Afghanistan (20.9%), and Iraq (9.4%), caused the migrant and refugee crisis in Europe in 2014 (Wikipedia, European migrant crisis). Therefore, the increase in the pop-

ulation of immigrants and refugees in Europe has been shown as the reason for xenophobia and hatred crimes based on cultural racism.

German experts have stated that the major six problems regarding Islam in Germany were as follows:

1. The allegation that the content of the sermons in the mosques cannot be controlled since these sermons are given in Arabic,
2. The allegation that men and women are not equal in Islam,
3. The allegation that the true intentions of asylum seekers who came to Germany are unknown,
4. The allegation that Tayyip Erdogan directs the Turks in Germany,
5. The allegation that those who criticize Muslims in Germany are threatened,
6. The allegation that the laws ordered by the Qur'an for Muslims come before the German constitution (Bild Zeitung, 28.11.2018). According to the Bild newspaper, they were presented as the major problems for the Germans.

After his first book titled “Germany Abolishes Itself”, Thilo Sarrazin wrote his second book titled “Hostile Takeover: How Islam Impedes Progress and Threatens Society”. In this book, he claims that Europe and Germany have been Islamized (DW, 30.08.2018). Therefore, Anti-Islamic organizations have been established by some far-rightists who fear that Islam can become the most powerful religion in Germany and in all of Europe and that their Christian culture can be endangered since too many refugees come to Germany from Islamic countries. One of these organizations is the PEGIDA Movement.

It was stated that the reason for the founding of the PEGIDA Movement, which was founded by Lutz Bachmann on 20 October 2014, was to preserve Germany’s Christian-Jewish Western culture and German identity. PEGIDA, the name of the movement, was formed by the initials of “Patriotische Europäer Gegen die Islamisierung des Abendlandes” (English: Patriotic Europeans Against the Islamisation of the West). PEGIDA, which started with a street demonstration in Dresden, Germany, identified itself as the movement of Patriotic Europeans Against the Islamisation of the West (DIKEN, Elmas Topcu, 12.01.2015).

After the demonstrations in Dresden, anti-Islamic movements similar to the demonstrations of the PEGIDA movement have spread to other cities of Germany. Movements with the names of KOGIDA in Cologne, BOGIDA in Bonn, LEGIDA in Leipzig, MUGIDA in Munich, BERGIDA in Berlin, etc. have spread in other cities of Germany. With the interest in the PEGIDA Movement in other cities, a strong civilian movement was formed in Germany against this move-

ment. These civil movements, which identified themselves as the Anti-PEGIDA Movement, prevented the spread of the PEGIDA movement in Germany by conducting Anti-PEGIDA demonstrations. According to the surveys conducted, it was determined that the participants in the demonstrations of the PEGIDA Movement were close to the right-wing political parties, and the majority of them had a tendency to vote for the AfD party (Dilbirligi, World Bulletin, 20.10.2015). The PEGIDA movement, which was established in Germany, has started to spread in other European countries. In 2015, 6 PEGIDA centers were opened in Norway, Austria, Switzerland, Sweden, Italy, and Spain (Sabah, 25.12.2015, WORLD).

In the Amnesty International Report 2016/17 - Germany, it was stated that right-wing parties such as NPD (Nationaldemokratische Partei Deutschlands) and AfD (Alternative für Deutschland) supported and cooperated with organizations similar to the PEGIDA Movement (cited by Dilbirligi, Liberal Düşünce Dergisi (English: Liberal Thought Magazine), Year: 22, Issue: 86, Spring 2017, pp. 145-168).

Jörg Meuthen, the co-chair of the right-wing populist AfD party, said to Deutsche Presse-Agentur (dpa) that they would cooperate with the PEGIDA movement which was against immigration and Islam (Deutsche Welle, 22.02.2018).

After Lutz Bachmann made racist statements against Muslims by wearing Adolf Hitler costumes on Facebook in 2015, Dresden state prosecutors opened a prosecution case for inciting the public by using negative statements against Muslims and immigrants on social media (Volksverhetzung). Thereupon, Bachmann resigned from PEGIDA on 21 January 2015. After Lutz Bachmann, Kathrin Oertel became PEGIDA's media spokesman, and she resigned on 28 January 2015. Then, six former members who resigned from PEGIDA established the Direct Democracy for Europe (Direkte Demokratie für Europa, DDfE) party on 02 February 2015. However, Lutz Bachmann was re-elected by PEGIDA members in February 2015 (Wikipedia, PEGIDA). Dietmar Bartsch, deputy chairman of the Bundestag group, described PEGIDA as "an act of hatred" to Tagesspiegel (Der Tagesspiegel, Bohme und Cristian Tretbar, 21.01.2015).

ISLAMAPHOBIC IMAGES IN THE MEDIA AND ATTACKS AGAINST MUSLIMS

The 'images', which are used for homologizing, representation, description, and imagination, are created for stigmatizing, stereotyping, marginalizing, or homologizing the individuals and groups. The media, by its nature, images the people or groups that are the subject of the news by making binary oppositions such as good/bad, we/them, woman/man, good woman/bad woman, rich/poor, Mus-

lim/Christian ones while giving the news. The imaging is used to create a culture of fear and hatred, especially produced by the media to maintain the hegemony of the dominant powers. A typical example of this is the verbal and visual Islamophobic images seen in the European press; for example, presenting a photo of Merkel wearing a headscarf in the media, etc.

The ideological instruments that call individuals as subjects work both by producing consent and by using pressure. The ideology that establishes hegemony is in the subconscious of the individual, and it is always institutional (Althusser, 1994, 32-43). Therefore, the media, which can reach and influence each individual in today's world, particularly use elements of fear and hatred to create and maintain the hegemony of the dominant power. Islamophobia is one of these elements of fear and hatred. The colonization activities that started as the Westernization/Christianization/Civilization movement by the Western missionaries have now been reversed, and the fear of Easternization/Islamization/Primitization of Europe has been created due to Eastern immigrants. Thus, Islamophobia is the creation of a culture of fear and hatred in European/Western people. The information given in the news about Breivik, who killed 69 people on 22.07.2011 in Oslo, the capital of Norway, can be given as an example. In an almost 1500-page manifesto published on the Internet, Breivik stated that he took action to "defend" against Islam, which he claimed was capturing Europe (BBC, 20.04.2012).

Another example of a terrorist attack carried out for Islamophobic reasons is the Christchurch terrorist attack in New Zealand. A total of 51 people were killed by Tarrant in attacks on two mosques on 15.03.2019 (Anadolu Agency, 27.08.2020).

In Germany, Tobias Rathjen, a far-right extremist, published a video manifesto and killed 9 immigrants including 4 Turks; after the attacks, he killed his mother at home and committed suicide (Anadolu Agency, 22.02.2020).

As can be seen in these three examples, in their manifestos, the perpetrators stated that they were against the Islamization of Europe and they regarded Muslims as a risk to Europe. For example, Tarrant, who described himself as European, expressed that "The origins of my language are European, my culture is European, my political views are European, my philosophical views are European, my identity is European, and most importantly, my blood is European" in the manifesto he published (Evrensel.net, 16.03.2019). Breivik, who performed Nazi salutes at the hearings, described himself as a traditional Neo-Nazi who worshiped Odin, a god in the Norse mythology and 'the commander of a secret Christian organization planning an anti-Muslim revolution in Europe' (sputniknews.com, 12.01.2017). Rathjen, who made angry remarks about Arab and Turkish immi-

grants, in his manifesto, called on other Neo-Nazis by mentioning to destruct several races and cultures (tv100, 21.02.2020).

Therefore, the demonstrations of the PEGIDA Movement (Patriotische Europäer Gegen die Islamisierung des Abendlandes), which was launched in Dresden, Germany, could be defined as an Islamophobic cultural racism movement against the Muslim Eastern peoples who tried to take refuge seeking for the safety of life and concern for the future.

The first newspaper examined in the study is Bild Zeitung (Überregionale Zeitungen in Deutschland. www.bild.de), the largest mass newspaper with a daily circulation of 1,370,000 in Germany. The second newspaper examined in the study is Die Tageszeitung (Überregionale Zeitungen in Deutschland. www.taz.de), which has a circulation of 192770 and is regarded as a left-wing sharp-tongued newspaper by the readers.

1. Bild Zeitung

Table 1. The PEGIDA Demonstration in Dresden
Are the angry citizens back? (Sind die Wutbürger jetzt wieder zurück?)

Concepts	Key Concepts	Fictional Concepts
Merkel warned against the hatred behind PEGIDA.		Merkel warned against the hatred behind PEGIDA.
Sarrazin said that “The politicians must take fears seriously.”		Sarrazin said that “The politicians must take fears seriously.”
Although PEGIDA is criticized for its anti-Islamic slogans, why does the number of its participants increase?	Although PEGIDA is criticized for its anti-Islamic slogans, why does the number of its participants increase?	
Scientists say that not only the right-wing extremists and right-wing populists but also ordinary Germans who wanted to be heard participated in the PEGIDA demonstrations.	Scientists say that not only the right-wing extremists and right-wing populists but also ordinary Germans who wanted to be heard participated in the PEGIDA demonstrations.	

Two Germans changed the world with their little speakers. However, do the demonstrators follow the wrong leader? The charismatic leader, who has hooligan contacts, started it all with a Facebook Group.	Two Germans changed the world with their little speakers. However, do the demonstrators follow the wrong leader? The charismatic leader, who has hooligan contacts, started it all with a Facebook Group.	
Funke, a scientist, finds the claim that Germany will be destroyed by Muslims is absurd and scary.	Funke, a scientist, finds the claim that Germany will be destroyed by Muslims is absurd and scary.	
The criminal history of Lutz Bachmann, the leader of PEGIDA, is known.	The criminal history of Lutz Bachmann, the leader of PEGIDA, is known.	.
Right-wing populist feelings are provoked in the demonstrations. PEGIDA is regarded as an extension of the AfD.		Right-wing populist feelings are provoked in the demonstrations. PEGIDA is regarded as an extension of the AfD.
By associating migration with terrorism, Konrad Adam from the AfD says that the radical Islamists have entered Australia and there is no need for a flood of immigrants to endanger the Germans, only one radical Islamist is enough (referring to the ISIS terrorist's hostage-taking attack in Sydney, Australia).		By associating migration with terrorism, Konrad Adam from the AfD says that the radical Islamists have entered Australia and there is no need for a flood of immigrants to endanger the Germans, only one radical Islamist is enough (referring to the ISIS terrorist's hostage-taking attack in Sydney, Australia).
The scare of the people in the world and in Germany has increased since the hostage attack in Sydney shows what can be done by just one perpetrator.		The scare of the people in the world and in Germany has increased since the hostage attack in Sydney shows what can be done by just one perpetrator.
Heiko Maas (SPD), Federal Minister of Justice, calls PEGIDA "embarrassing". However, the results of the survey conducted by the newspaper Die Zeit revealed that 49% of the people empathize with the PEGIDA demonstrations.	Heiko Maas (SPD), Federal Minister of Justice, calls PEGIDA "embarrassing". However, the results of the survey conducted by the newspaper Die Zeit revealed that 49% of the people empathize with the PEGIDA demonstrations.	

An anonymous Islamophobe called out from Facebook to Maas, “sweep everything aside.”		An anonymous Islamophobe called out from Facebook to Maas, “sweep everything aside.”
About 73% of the German people are concerned about radical Islam gaining power in Germany. Also, 59% of the people think that too many refugees have been accepted to Germany.	About 73% of the German people are concerned about radical Islam gaining power in Germany. Also, 59% of the people think that too many refugees have been accepted to Germany.	
Prof. Patzelt said to Bild Zeitung that “If politics gives explanatory information to the public about a sustainable immigration and integration policy, the PEGIDA movement will wane; on the other hand, if they continue to call it “embarrassing”, etc., the PEGIDA movement might grow.”	Prof. Patzelt said to Bild Zeitung that “If politics gives explanatory information to the public about a sustainable immigration and integration policy, the PEGIDA movement will wane; on the other hand, if they continue to call it “embarrassing”, etc., the PEGIDA movement might grow.”	

Bild Zeitung, (16.12.2014).

In its news heading “Sind die Wutbürger jetzt wieder zurück? (Are the angry citizens back?) Bild Zeitung states that Sarrazin said that politics should take into account the fears of the people despite the German Chancellor Merkel’s warning about the culture of hatred and fear created by PEGIDA.

The Bild Zeitung asks why the number of supporters increases despite PEGIDA is criticized for its anti-Islamic slogans. According to the scientists, not only the right-wing populists and right-wing extremists but also ordinary Germans who want to be heard participate in the PEGIDA demonstrations.

In its news, Bild Zeitung states that two Germans changed the world with their little speakers and the charismatic leader Lutz Bachmann, who has hooligan contacts, started it all with a Facebook Group. It is also known that Lutz Bachmann has a criminal history and the PEGIDA movement is regarded as an extension of the AfD. Therefore it asks whether the German people follow the wrong leader.

Referring to the ISIS terrorist’s hostage-taking attack in Sydney, the largest city in Australia, Konrad Adam from the AfD says that only one radical Islamist is enough to create danger.

Heiko Maas from the SPD states that the PEGIDA Movement is embarrassing. However, the results of the survey conducted by the newspaper Die Zeit revealed that 49% of the people share the same opinion with the message given at

the PEGIDA demonstrations.

An Islamophobe from Facebook reacts to Maas’s expression and accuses him of ignoring the events. About 73% of the people are concerned about radical Islam gaining power in Germany. Also, 59% of the people think that many refugees have been accepted to Germany. Prof. In his response to the question of the Bild Zeitung about the strengthening of PEGIDA Patzelt stated that “If politics gives convincing information to the public about a sustainable immigration and integration policy, the PEGIDA movement will wane; on the other hand, if the politicians continue to call it “embarrassing”, etc., the PEGIDA movement might grow.”

Table 2. Call for Murder by Twitter (Mordaufruf Bei Twitter)
Is PEGIDA targeted by ISIS? (Ist PEGIDA im Visier der ISIS?)

Concepts	Key Concepts	Fictional Concepts
Red Alert in Dresden		Red Alert in Dresden
ISIS terrorists called for murder on the internet for the PEGIDA leader Lutz Bachmann.		ISIS terrorists called for murder on the internet for the PEGIDA leader Lutz Bachmann.
“Patriotic Europeans” announced on the Facebook page of PEGIDA that they canceled the protest demonstration at Dresden Theaterplatz.		“Patriotic Europeans” announced on the Facebook page of PEGIDA that they canceled the protest demonstration at Dresden Theaterplatz.
The chief of the Dresden Police Department banned rallies to be held on Monday.	The chief of the Dresden Police Department banned rallies to be held on Monday.	
According to Wilhelm, the Minister of Interior, the assassination information was received from a foreign intelligence agency.	According to Wilhelm, the Minister of Interior, the assassination information was received from a foreign intelligence agency.	
A senior official stated that they received a bomb call similar to other tweets calling PEGIDA anti-Islamic.		A senior official stated that they received a bomb call similar to other tweets calling PEGIDA anti-Islamic.
In an Arabic tweet, “@ princezahab1” states: “Deal with the dog Lutz Bachmann because of anti-Islamic hatred”. ‘Dog’ is an offensive term. ‘Deal with’ means kill.		In an Arabic tweet, “@ princezahab1” states: “Deal with the dog Lutz Bachmann because of anti-Islamic hatred”. ‘Dog’ is an offensive term. ‘Deal with’ means kill.

Bachmann, the founder of PEGIDA, called on his followers on Facebook to obey the ban and not to write “provocative slogans.”		Bachmann, the founder of PEGIDA, called on his followers on Facebook to obey the ban and not to write “provocative slogans.”
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Luisa Schlitter, Christian Fischer, and Hanno Kautz (Bild Zeitung, 18.01.2015).

The news with a heading “Is PEGIDA targeted by ISIS?” (Ist PEGIDA im Visier der ISIS?) states that the PEGIDA protest demonstrations to be held on Monday was canceled after ISIL had called for the murder of the PEGIDA leader Lutz Bachman on Twitter.

The chief of the Dresden Police Department canceled all rallies to be held outdoors on Monday in case of a bomb attack in the “Patriotic Europeans” protest demonstration at Dresden Theaterplatz. Wilhelm, the Minister of Interior, said that they had received the warning from a foreign intelligence agency. A senior official stated that they had received a tweet similar to other tweets naming PEGIDA anti-Islamic.

Table 3. Demonstration Ban in Dresden shocks Germany (Demo-Verbot In Dresden Schockt Deutschland)

Is PEGIDA targeted by ISIS terrorists? (Ist PEGIDA im Visier der Terrormiliz ISIS?)

Concepts	Key Concepts	Fictional Concepts
The protest demonstrations in Dresden, which were banned due to receiving a terrorist attack warning, shocked the Federal Republic of Germany.		The protest demonstrations in Dresden, which were banned due to receiving a terrorist attack warning, shocked the Federal Republic of Germany.
Are the ISIS terrorists at the back of the terrorist attack?		Are the ISIS terrorists at the back of the terrorist attack?
Alert Level Red in Dresden: ISIS terrorists made an online call for the murder of Lutz Bachmann (41), the founder of PEGIDA.		Alert Level Red in Dresden: ISIS terrorists made an online call for the murder of Lutz Bachmann (41), the founder of PEGIDA.

Bild Zeitung, (19.01.2015).

In the news, it is stated that Alert Level Red was announced in Dresden and ISIS terrorists made an online call for the murder of Lutz Bachmann (41), the founder of PEGIDA.

The protest demonstrations in Dresden, which were banned due to receiving a terrorist attack warning, shocked the Federal Republic of Germany.

The news asks whether the ISIS terrorists are at the back of the terrorist attack.

2. Tageszeitung

Table 4. Right-wing populism in Dresden (Rechter Populismus in Dresden)
Frightened Germans (Die Veraenstigten Deutschen)

Concepts	Key Concepts	Fictional Concepts
Facebook Group	Facebook Group	
PEGIDA Movement	PEGIDA Movement	
Patriotic Europeans		Patriotic Europeans
Lutz Bachmann, the spokesman of PEGIDA	Lutz Bachmann, the spokesman of PEGIDA	
Islamization of the West		Islamization of the West
Islamization of Germany		Islamization of Germany
ISIS terrorism		ISIS terrorism
War in the Islamic countries		War in the Islamic countries
Militant Muslims		Militant Muslims
Fear of the degeneration of the German language		Fear of the degeneration of the German language
All refugees must have stolen smartphones		All refugees having stolen smartphones
Each refugee costs seven times more than the unemployment benefit received by Germans.		Each refugee costs seven times more compared to the unemployment benefit received by Germans.
The oil-producing rich countries of the same religion taking refugees		The oil-producing rich countries of the same religion should take refugees
The borders should be closed immediately to be able to walk around on the streets comfortably in the evenings		The borders should be closed immediately to be able to walk around on the streets comfortably in the evenings
Frightened Germans		Frightened Germans
Wearing a burqa		Wearing a burqa
Sharia law		Sharia law

The sound of the muezzin (azan recitation) suppressing the Cathedral's bells		The sound of the muezzin (azan recitation) suppressing the Cathedral's bells
PEGIDA is responsible for the violence against refugees		PEGIDA is responsible for the violence against refugees
We are the wall		We are the wall
We are the people		We are the people
Get rid of the scumbags		Get rid of the scumbags
Drive the Nazis away from Dresden		Drive the Nazis away from Dresden

Michael Bartsch, (Tageszeitung, 02.12.2014).

In his article in the Tageszeitung headed 'Frightened Germans (Die verängstigten Deutschen)', Michael Bartsch stated that the PEGIDA Movement, which was organized as a Facebook group in mid-October 2014, rapidly created a culture of hatred and fear in Germans against Muslim refugees and foreigners and the majority of male Germans under the age of 30 and over the age of 60 participated in the demonstration he performed in Dresden every Monday. He states that the members of the group, organized as a movement against the Islamization of Europe, said that the borders should be closed to the refugees immediately because they feared that their grandchildren would have to wear a burqa, that Germany would be governed by Sharia law, that the German language would degenerate, that the sound of the muezzins would suppress the Cathedral's bells, that the ISIS terrorism would be active in Germany, and they would not be able to go out comfortably in the evening.

He also states that according to the PEGIDA demonstrators, all refugees had stolen smartphones and they said that each refugee cost seven times more than the unemployment benefit receive by Germans and these refugees should go to oil-producing rich countries having the same religion with them. On the other hand, the opponents of PEGIDA say that they do not want Nazis in Dresden and that the PEGIDA Movement is responsible for the violence against Muslims in Europe.

Table 5. PEGIDA in Dresden (PEGIDA in Dresden)

Does the press lie? Not today (Lügenpresse? Heute nicht)

Concepts	Key Concepts	Fictional Concepts
Bachmann	Bachmann	
PEGIDA	PEGIDA	
PEGIDA demonstrators, Patriotic Europeans		PEGIDA demonstrators, Patriotic Europeans
Facebook	Facebook	
A moment of silence for all victims of religious violence. Especially for the victims in Paris and Nigeria		A moment of silence for all victims of religious violence. Especially for the victims in Paris and Nigeria
The fear of the Sharia law taking root in the European land		The fear of the Sharia law taking root in the European land
We are Charlie		We are Charlie
PEGIDA actuated Europe to deport Islamists		PEGIDA actuated Europe to deport Islamists
We are the people		We are the people
Globalization, euro crisis, refugees, Islamism, jihad, Sharia, terrorism, enough is enough!		Globalization, euro crisis, refugees, Islamism, jihad, Sharia, terrorism, enough is enough!
Fear, true fear		Fear, true fear
A 72-year-old German doesn't want her grandchildren to wear a headscarf or a veil		A 72-year-old German doesn't want her grandchildren to wear a headscarf or a veil
PEGIDA demonstrators want to walk around on the street in the evenings without being harassed		They want to walk around on the street in the evenings without being harassed
PEGIDA's headquarters in Dresden	PEGIDA's headquarters in Dresden	
Anti-PEGIDA Movement	Anti-PEGIDA Movement	
12th PEGIDA demonstration, reaction to the Paris attack, and the commemoration of those killed in the attack		12th PEGIDA demonstration, reaction to the Paris attack, and the commemoration of those killed in the attack
News Photograph; photograph of Merkel wearing a headscarf		News Photograph; photograph of Merkel wearing a headscarf
The politicians no longer represent the public		The politicians no longer represent the public
The people want AfD now		The people want AfD now

According to bewusst.tv and quer-denken.tv internet sites, the Paris attack is a preparation		According to bewusst.tv and quer-denken.tv internet sites; 'Paris attack is a preparation'
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Thomas Gerlach, (Tageszeitung, 13.01.2015).

In his article headed ‘Lügenpresse? Heute nicht’ (Does the press lie? Not today) in the Tageszeitung, Thomas Gerlach, states that Lutz Bachmann called demonstrators to stand in silence for those killed for religious violence, especially in the Paris attack and in Nigeria in the 12th PEGIDA demonstration. Then, in his speech, he said “The veil, the headscarf, globalization, the Euro crisis, refugees, Islamism, jihad, Sharia, terror, harassment, enough is enough!”. Gerlach also stated that Bachmann provoked PEGIDA supporters against Muslim refugees using possibilities by giving provocative speeches if Sharia law takes root in European land, etc., and said that he made these issues the subject of the whole world. Therefore, Lutz Bachmann spreads a culture of hatred and fear in the public through the possible dangers from the Muslim refugees. According to Bachmann, this fear in Europeans is true fear.

Table 6. PEGIDA Slogans at eBay (Pegida Slogans auf Ebay)

Let me know those who want to buy a T-shirt (Fiese Shirts einfach melden)

Concepts	Key Concepts	Fictional Concepts
Lutz Bachmann	Lutz Bachmann	
eBay	eBay	
Amazon	Amazon	
Lutz Bachmann, who had previously appeared in front of the demonstrators with his Hitler mustache, this time posed both on the internet and before the demonstrators wearing a t-shirt reading “Rapefuge not welcome” and referred to what happened in Cologne on New Year’s Eve.		Lutz Bachmann, who had previously appeared in front of the demonstrators with his Hitler mustache, this time posed both on the internet and before the demonstrators wearing a t-shirt reading “Rapefuge not welcome” and referred to what happened in Cologne on New Year’s Eve.
Some t-shirts were distributed through eBay Germany. eBay does not know how long these t-shirts will be sold.	Some t-shirts were distributed through eBay Germany. eBay does not know how long these t-shirts will be sold.	

T-shirts reading “We are against Islamic terrorism in our country” or containing Islamophobic images against Merkel were seen at PEGIDA demonstrations in Leipzig and other cities.	T-shirts reading “We are against Islamic terrorism in our country” or containing Islamophobic images against Merkel were seen at PEGIDA demonstrations in Leipzig and other cities.	
In 2015, PEGIDA Anthem was available for an online purchase by downloading at Amazon. Amazon donated the profits to charity organizations for refugees.	In 2015, PEGIDA Anthem was available for an online purchase by downloading at Amazon. Amazon donated the profits to charity organizations for refugees.	
PEGIDA Anthem	PEGIDA Anthem	

Anna Grieben, (Tageszeitung, [13.1.2016](#)).

Lutz Bachmann, who previously posed with his Hitler mustache at the PEGIDA demonstrations held in Dresden every Monday evening, this time

appeared wearing a t-shirt reading “Rapefuge not welcome”. T-shirts offered to the market by eBay were given away to the PEGIDA supporters during the demonstration and sold through eBay Germany.

Amazon donated its profits from the online purchase of PEGIDA Anthem to charity organizations for Refugees. The Islamophobia and anti-Muslim culture of fear and hatred led by PEGIDA is carried out by international propaganda through AfD, NPD right-wing political movements, media, and other organizations. Anti-Islam propaganda has started to create a market in Europe by being carried out industrially through eBay and Amazon.

Table 7. Fictional Islamaphobic Images Created By The PEGIDA Movement Over The Media

PEGIDA	ANTI-PEGIDA
<ul style="list-style-type: none"> • Patriotic Europeans, • Islamization of the West, • Islamization of Germany, • ISIS terrorism, • War in the Islamic countries, • Militant Muslims, • Fear of the degeneration of the German language, • All refugees having stolen smartphones, • Each refugee costs seven times more compared to the unemployment benefit received by Germans, • The oil-producing rich countries of the same religion should take refugees, • The borders should be closed immediately to be able to walk around on the streets comfortably in the evenings, • Frightened Germans, • Wearing a burqa, • Sharia law, • The sound of the muezzin (azan recitation) suppressing the Cathedral's bells, • We are the people, • Get rid of the scumbags, • Refugees, Islamism, jihad, Sharia, terrorism, enough is enough! • A 72-year-old German doesn't want her grandchildren to wear a headscarf or a veil • They want to walk around on the street in the evenings without being harassed. 	<ul style="list-style-type: none"> • PEGIDA is responsible for the violence against refugees, • We are the wall, • Drive the Nazis away from Dresden

We can classify the analysis of the above-mentioned fictional images expressing the Islamophobia put forward by the PEGIDA Movement under seven categories. These categories can be listed as follows:

- a) The fear of the spread of Islam in Europe (Germany),
- b) The fear of the degeneration of European culture and identity,
- c) The fear of the degeneration of European lifestyle,
- d) The fear that Islam will replace Christianity,
- e) The fear that the Sharia Law will replace Civil Law,

- f) The fear that the aid provided to refugees will adversely affect the socio-economic structure of the people,
- g) The fear that young German people will be unemployed due to refugees,

As can be seen from the results of the above-given image analysis classification, the study's hypothesis stating that "Islamophobia refers to that the colonization activities that started as the Westernization/Christianization/Civilization movement by the Western missionaries have now been reversed, and the fear of Easternization/Islamization/Primitization of Europe has been created due to Eastern immigrants; thus, it is the creation of a culture of fear and hatred in European/Western people." becomes true.

CONCLUSIONS

As Huntington argued in his thesis on the Clash of Civilizations, with the unification of the two Germany and the dissolution of the Soviet Union in the 1990s, NATO has started to expand under the Christian umbrella to include Central and Eastern European countries.

With the end of the Cold War, the US started the Iraq War by turning to the Middle East. Grasping the strategic importance of oil after the oil crisis in 1973, the US settled in these lands with the pretext of controlling radical Islamic organizations after the September 11 attacks in 2001. The Arab Spring and the Syrian War that started in 2010 had a negative impact on the people of these countries. The Middle Eastern people, who did not have the opportunity to live in their own countries, have started to migrate to developed countries in various ways. Refugees, who preferred developed countries such as Germany, the UK, France, Australia, the US, and Canada, have faced various problems both in these countries and in countries on their route.

Various anti-Islamic organizations have been established in Europe by associating Muslim refugees with terrorist organizations such as Al-Qaeda and its branch, ISIS. The PEGIDA movement, which is the subject of the study, is one of them. Organized via Facebook, the PEGIDA Movement held street demonstrations every Monday evening in Dresden, causing a culture of fear and hatred in the people by using anti-Islamic slogans. The founder of the PEGIDA movement, Lutz Bachmann, who has close links with right-wing populist parties such as the AfD and far-right Hooligans, depicts Muslim refugees as a threat to European lifestyle, European culture, and identity by using anti-Islamic slogans. The PEGIDA Movements is observed to lead the public through the media in Germany by creating a culture of fear and hatred using Islamophobic images, such as the arriv-

al of too many refugees to the country, that they are from different religions and cultures, that the aids to these refugees will burden the citizens of that country, that the young people will be unemployed due to refugees, that the people will not be able to walk around on the street comfortably in the evenings, that the refugees steal things such as mobile phones, etc., that Islamic terrorist organizations might infiltrate the country, that the Sharia laws might be introduced to the country, that the sound of the call to prayer from the mosques might suppress the church' bell, that their grandchildren might have to wear a burqa, etc.

The Western colonial mentality that designs and classifies the world and history defined the East as a primitive/female/lazy/libidinous identity in its Orientalism studies while it defined the West as a civilized/white/masculine identity and thought that they deserved exploiting. However, when things went into reverse and these people came to their countries, Islamophobic images that created a culture of fear and hatred were added to the primitive/female/lazy/libidinous Oriental image of Orientalism. How the European/Christian/Western culture sees itself from the ethnological perspective can be summed up by what Tarrant, who defined himself as European, said in the manifesto he published. Tarrant defines himself by stating that "The origins of my language are European, my culture is European, my political views are European, my philosophical views are European, my identity is European, and most importantly, my blood is European."

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Chapter-6

ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND ORGANIZATIONAL TRUST RELATIONSHIP: A FIELD STUDY

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1. INTRODUCTION

In the globalizing world, healthcare enterprises that want to compete and gain competitive advantage in an environment where competition is intense strive to meet their needs for healthcare services. The development of technology, information age, intellectual capital, contemporary management styles, increasing communication resources increase the quality of service. However, it is not sufficient to provide a competitive advantage. It is necessary to use organizational resources efficiently in order to meet the increasing needs with limited resources. Healthcare organizations implement various regulations and practices to achieve this. The success of these practices is a correct and sufficient service delivery, organization, management and manpower. The healthcare industry is a labor-intensive industry and is quite different from other sectors. Specialization and teamwork in healthcare services are very common and the service continues uninterruptedly (1). It is difficult to recruit the right personnel, bring them into the business, and even keep these personnel in the business for a long time (2). The quality of their staff is very important as they are essential structures (3). Healthcare employees have various roles towards patients. It is the interface between the company and the customer. The role has to adjust the expectations and demands (4). Therefore, concepts such as organizational trust, organizational citizenship behavior, job satisfaction, organizational commitment, organizational justice, etc. are the determinants of service delivery in enterprises.

Changes and developments in efficiency, productivity, competition, globalization, customer demands and expectations increase the importance of the human factor in the success of today's organizations. Especially for those who do their job properly, who are meticulous and punctual in their duties, who work for the benefit of the organization even outside their official duties, who are conscientious, courteous, civic virtuous, who take additional duties, take care to keep the secrets of the organization, participate in volunteer work, help their colleagues, entrepreneurial and creative is needed (5). However, when it is carried to the organizational level collectively, it contributes significantly to the performance of the organization (6). We can gather the importance of organizational citizenship behavior in organizations under four headings. These are, first of all, global competition, organization members, civic performance, organizational support and conscientious initiative. Second, the popularity of team-based organizations will increase the tendency for personal support of citizenship. The third is an adaptive league for power and a willingness to put in extra effort. The fourth is that customer and customer satisfaction has become increasingly important (7).

Although trust is expressed as the essence of relationships, it is seen as the so-

cial glue factor that holds people together. It is seen as a component of common value, culture, morality and social networks in organizations (8) - (9). Organizations are social structures that are affected by human feelings and thoughts. Trust plays an important role in maintaining healthy and continuous relationships in social settings. Trust, which is accepted as a basic component in the effectiveness of social processes; It is necessary in all areas of social life and ensures the continuity of individual friendships (10). In businesses that want to continue their activities in an intense competitive environment, they have to give importance to organizational trust in order to increase efficiency and productivity. In addition, organization employees want to trust their organizations, managers and colleagues in order for their members to be happy and successful in the workplace (11). Organizational trust is a necessary condition for the continuity of organizations. Employees who trust their organizations, managers and colleagues can be more effective and productive for organizations.

As in all businesses, waste, overwork, fatigue, exhaustion, burnout, insecurity, inefficiency and failure can be seen in healthcare enterprises. The elimination of failure and inefficiency depends on organizational work. In the globalizing world, businesses need employees whose organizational trust is developed and who can contribute to organizational effectiveness and development beyond official job descriptions in order to survive in a constantly changing and intense competitive environment (12).

The results of this study will help to better understand how organizational citizenship behaviors affect organizational trust in healthcare organizations. These results can be role models for healthcare businesses.

2. CONCEPTUAL FRAMEWORK

In this section, literature information was given on organizational citizenship behavior, and organizational trust the relation between organizational citizenship behavior, and organizational trust the relation between.

2.1 Organizational Citizenship Behavior

Organizational citizenship behavior is a phenomenon that is not defined in the official reward systems of the organizations but is based on the voluntary basis of the employees. In other words, it is known as non-role behaviors that do not involve formal role behavior (13). It has been among the most studied topics in management sciences. The concept is said to be Barnard's (1938) unity of collaborative efforts and Katz (1964) 's extra role behavior (14). Behaviors above the defined role expectations, which are important for the lives of organizations, have

been defined as organizational citizenship (15). Organizational citizenship behavior is not included in the job descriptions of the employees and is the behavior that occurs mostly as a result of personal requests (16).

The concept of organizational citizenship differs according to various sectors. Borman and Motowidlo (1993) stated that it is particularly suitable for service private enterprises (17). Because those in the service business are in close contact with customers and they need to show special organizational citizenship behavior. These should include customer-oriented organizational citizenship behavior (18) - (19). Dimensions to explain this behavior have gained importance (20).

Smith et al. First examined the organizational citizenship under two headings as generalized conformity and altruism (21). Organ (1988) further expanded this concept and grouped it under five headings as civic virtue, conscientiousness, courtesy, sportsmanship and altruism (22). Despite the increasing interest, a consensus was not reached on the dimensions (Podsakoff et al. (2000) (23) in their research. He concluded that there are 30 potentially different forms that determine organizational citizenship behavior and divided them into sub-headings). These dimensions are; helper behavior, sportsmanship, organizational loyalty, organizational adaptation, individual initiative, social virtue, and personal development (23), and Deckop et al. (1999) discussed it in three dimensions as altruism, sportsmanship and conscientiousness (24). In their study, Erdal and Altındağ (2020) examined organizational citizenship in three sections as undertaking workload, working in discipline, and feeling belonging (25). Commonly developed by Dennis Organ (1988), Altruism (altruism / benevolence) is used in five dimensions called conscientiousness, courtesy, gentlemen (sportsmanship) and civic virtue (26).

2.2 Organizational Trust

Trust arises from the relationships of people with each other in the process. The positive expectation of an individual towards other individual or individuals and the psychological sensitivity of these expectations It contains sincerity and an emotional bond (27). While Mishra (1996) (28) defines organizational trust as the desire to be vulnerable to the other party, based on the belief that one party is competent, transparent, relevant and credible for the other, McKnight, Cummings, and Chervany (1998) (29) define organizational trust as the individual's personal He expressed the belief that nonexistent structures support the probability of success in a given situation. In other words, the employees believe that their relations with the organization will not be harmed, their weaknesses will not be exploited, and their rights will be protected (30). Organizational trust that em-

employees believe they will benefit or at least not be harmed (31). Organizational trust is the belief that individuals interact with the environment, beliefs and values of this environment, and that the decisions taken will benefit the organization or the individual (32).

Research on organizational trust has mainly focused on three areas; interpersonal trust (33) - (34) - (35), trust in supervisor (36) and trust in senior management (37). The concept of trust in the organization has not been studied much. The employee may trust his supervisor, but not his organization. Good working relationships between the employee and the supervisor can make the employee see the supervisor as a friend. The employee's trust in the organization may vary depending on the organization's recognition or awareness of the employee's participation. It is quite common for the employee to perceive his supervisor as the representative of the organization and to evaluate it in this direction, and there is a generalization of trust towards the organization (31). Employees may sometimes not trust their managers and trust the organization. Trust in this type of organization can be seen mostly in public enterprises and in university hospitals with many managers (12).

Today, businesses create various structures such as new organizational ties, strategic mergers, partnerships and joint investments in order to gain and maintain competitive advantage. These structures push organizations from hierarchical structure to network and merger structures. These new structures made organizations more sensitive and adaptable to change, facilitated entrepreneurial actions, and increased communication and problem-solving efficiency between departments and functions within the organization. Especially the trust between employees and colleagues is very important for the long-term profitability of the business and the well-being of the members of the organization. Organizational trust has various benefits, it can be said that it reduces transaction costs caused by mechanisms and organizational structures, increases information sharing, provides utilitarian behavior, prevents divisions and conflicts within the organization, and adapts by preventing uncertainty in decisions taken within the organization (38). Trust within the organization is very important for these structures to function properly (32). Jucevicius and Juceviciene (2015) stated in their study that the development of organizational trust is not sensitive to the mechanical nature of simple or complex systems but is based on people's social interactions (39).

Specially in health institutions, trusting their managers and colleagues to ensure the efficiency of human resources improves the communication, solidarity and team spirit in the organization and ensures that the enterprise reaches its goals. The atmosphere of trust also helps employees to express their feelings and

thoughts comfortably, identify themselves with their organizations and increase their performance (40). Organizational trust is among the positive organizational behavior outcomes for businesses and adds surplus value to the organization (41).

2.3 Organizational Citizenship Behavior and Organizational Trust Relationship

Businesses that continue their activities in an intense competitive environment strive to be one step ahead of their competitors with the services they provide. In the globalizing world, there is an important relationship between the development and economic development levels of the countries and the quality of the health services they provide to the society. Healthcare enterprises are health institutions with high service quality, where many professional groups with various specialization areas work in cooperation. Their success depends heavily on organizational results. Trust is an important concept in determining employee behavior. Cooperation between employees will increase in enterprises with an atmosphere of trust and it will be easier for the organization to reach its goals. In this context, the concept of organizational citizenship will come to the fore and employees will behave beneficial to the organization without waiting for any reward to be useful to their organization outside of official job descriptions (42) El Alaoui (2020) They found that relationship and organizational trust fully mediated this relationship (43), Dede (2017) found in his study that the trust in the administrator and the organization affected the behavior of organizational citizenship in a significant and positive way (44).

Timiroğlu and Çokgören (2019) also found a correct relationship between the perception of organizational trust and organizational citizenship behavior in a study conducted through the professional staff. It has been observed that organizations with an effective organizational trust perception show more organizational citizenship behaviors (45). Ersan (2018) found positive and significant relationships between organizational trust dimensions and organizational citizenship behavior dimensions in their study with healthcare professionals (42) Kocaoğlu and Özdemir (2020) found a significant relationship between organizational trust variable and organizational citizenship variable in their study (46) .

The perception of managers' sharing of information with employees, motivating words to their employees in terms of their work, and the perception that they will not benefit from weaknesses increase the perception of trust in the managers (45). It is observed that as the trust between employees and managers increases, the employees show a sense of gratitude to the workplace, increase in work motivation and as a result, they show more organizational citizenship behavior

(47). Tecimen (2020) found that as employees' trust in their managers increases, their commitment to work and organizational citizenship behavior will increase. According to this study, commitment and organizational citizenship behavior can be explained by the trust in the manager and the increase in the trust in the manager increases the commitment to work and organizational citizenship behaviors (48). In their study, Cankül et al. (2018) stated that organizational trust positively affected organizational citizenship and job performance (49). Tokgöz and Aytakin Seymen (2013) found a significant and positive relationship between organizational trust, organizational citizenship, and organizational identification (50).

3. METHODOLOGY

In this section, information was given about research universe and sample group, research scale, research model and variables, measurement instruments and data analysis.

3.1. Purpose of the Study:

Healthcare enterprises are healthcare enterprises that have a very comprehensive work flow in themselves, high quality, in line with ethical principles, and where many healthcare professionals work together with patients. Trust in the organization, manager and colleagues is important for quality patient care and treatment. Patient satisfaction is very important while serving the patient. As in all sectors, the low organizational trust and low organizational citizenship behavior of the health sector employees can reduce the efficiency and productivity of the enterprise. Unless employees see themselves as part of the organization, their performance drops. With this study, the effect of organizational citizenship behaviors of the members of the organization on organizational trust was investigated and the reasons for this were aimed to be determined.

3.2. Research Universe and Sample Group

The research sample working in public university hospital in Turkey in Istanbul Provincial random survey method face to face with 987 people was conducted between October 2018- September 2019 date. With the help of the statistical package program used in social sciences, the collected data were analyzed by descriptive and descriptive analysis, validity, reliability, normality analysis, factor analysis, correlation and regression analysis.

3.3. Research Method and Research Scales

The research was examined in three parts, and the first part included demographic information consisting of questions about the participant and the hospital. In the second part Padsakoff and others (1990) (51) were developed by, used in previous research in Turkey and the translation is made (Kabataş, 2010), (Erdogan Bedük 2013), (Turgut and Akbolat, 2017) (52) - (53) - (54). was used for organizational citizenship scale. The scale consists of five dimensions: undertaking workload (altruism), courtesy, feeling of belonging (conscientiousness), disciplined work (civic virtue) and sportsmanship. There are 4 statements to measure each dimension, and there are a total of 20 statements in the scale. 7-point Likert is used to measure expressions. In the third part, organizational trust scale consisting of 12 questions created by Nyhan and Marlowe (1997) (55) and adapted to Turkish by Demircan (2003) (56) and the subscale of trust in the organization and trust in the manager were used to measure organizational trust. Questions to 12 measure trust in the organization. Questions were measured with a 7-point Likert scale.

3.4. Research Model and Hypothesis

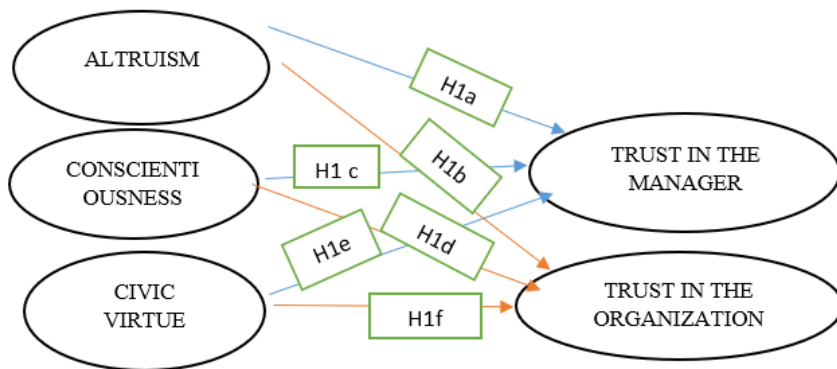


Figure 1. Research Model

The research model of the study can be seen in Figure 1. According to research model, there are one main hypothesis, and four sub-hypotheses as followings.

H1. There is a positive significant relationship between organizational citizenship behavior and organizational trust

H1a. There is a positive and significant relationship between altruism and trust in managers

H1b. There is a positive and significant relationship between altruism and

trust in organization. H1c. There is a positive and significant relationship between conscientiousness and trust in the manager.

H1d. There is a positive significant relationship between conscientiousness and trust in the organization.

H1e. There is a positive significant relationship between civic virtue and trust in manager.

H1f. There is a positive significant relationship between civic virtue and trust in organization

3.4 Research Results and Findings

87 people working in public university hospitals in Istanbul participated in the study. When we look at the demographic characteristics of the participants; 58% are women and 42% are men, 63. 5% are married and 36. 5% are single. 33.2% of the employees work in internal sciences, 36. 4% in surgical sciences and 34. 4% in basic and administrative sciences. The vast majority of the participants are between the ages of 30-39, 30% between the ages of 19-29, 29. 1% between the ages of 40-49 and 12. 5% over the age of 50. The duration of working in the institution is between 6-10 years, with a maximum of 25. 9%. At least it is 31 and above with 4. 2%, 23. 8% 0-5 years, 13. 7% 11-15 years, 15.6% 16-20 years, 8.7% 21-25 years And 8.1% is 26-30 years. When we look at the working time of the participants in the profession, we have at least 21. 2% between 6-10 years, 5. 5% with 31 years and above, 0-5 years with 17. 1%, 11-15 years with 15. 5% 16-20 years with 17. 7%, 21-25 years with 13. 0%, 26-30 years with 10. 0%. Educational status is at most undergraduate, 31. 8%, at least primary school 8. 3%, high school 18. 2%, associate degree 18. 4% and graduate, 20. 2%.

-Normality tests were conducted to understand whether the data were normally distributed. Organizational trust Skewness value statistic =, -484, std error =, 078, kurtosis statistic value = .256, Std Error =, 156, Skewness value statistic =, - 679, std error = .078, kurtosis statistic value =, 270 Std Error = .156 was found. Since these values are between -2 and 2, the data are normally distributed.

Cronbach's Alpha test is used to measure the reliability of the scales (57). Cronbach's Alpha = .950 for the organizational trust scale and Cronbach's Alpha = .888 for the collective citizenship scale. In addition, the reliability test consisting of all scale questions was performed and Cronbach's Alpha =, 947. Having a high reliability value in total shows that it is compatible with the sub-dimensions of the scale. In social sciences, if Cronbach's Alpha value is greater than 7, scales are considered reliable (58). The reliability of these research data is quite high.

To measure the validity of the scales, Kaiser-Meyer-Olkin and Bartlett, s Test

of Sphericity test was used. The organizational trust scale is Kaiser-Meyer-Olkin = , 944 and Bartlett, s Test of Sphericity sig = .000. The organizational citizenship scale is Kaiser-Meyer-Olkin = . 921 and Bartlett, s Test of Sphericity sig = .000. The total scale values were Kaiser-Meyer-Olkin =, 934 and Bartlett, s Test of Sphericity sig = .000. In social sciences, for Kaiser-Meyer-Olkin reliability, a value greater than 7 is required (59). It is required to have a limit value of <0.05, which is measured with the multivalued significance test with the Barlet sphericity test (60). All values in the study are well above the threshold values.

Exploratory factor analysis was performed to test the validity of the variables and scales that successfully passed the Kaiser-Meyer-Olkin and Bartlett s Test of Sphericity test, and Table. It is shown in 1.

Table 1. Factor Analysis

SCALE	TRUST IN THE MANAGER	CONSCIENTIOUSNESS	ALTRUISM	CIVIC VIR- TUE	TRUST IN THE OR- GANIZATION
OT 5	,905				
OT 4	,881				
OT 7	,872				
OT 8	,867				
OT 1	,856				
OT 2	,845				
OT 6	,844				
OT 3	,573				
OCB 11		,841			
OCB 12		,817			
OCB 10		,779			
OCB 13		,776			
OCB 15		,734			
OCB 9		,729			
OCB 14		,680			
OCB 16		,637			
OCB 8		,578			
OCB 6		,419			
OCB 2			,915		
OCB 3			,877		
OCB 1			,823		
OCB 4			,767		
OCB 5			,628		

OCB 19				,864	
OCB 18				,814	
OCB 20				,806	
OCB 17				,742	
OCB 7				,398	
OT 12					,782
OT 11					,677
OT 10					,650
OT 9					,600
Extraction Method: Principal Component Analysis. Rotation Method: Promax with Kaiser Normalization Rotation converged in 7 iterations					

As can be seen in Table 1, as an independent variable, Organizational citizenship behavior, as a result of the exploratory factor analysis, is divided into three sub-dimensions in this study, although there are five sub-dimensions in the scale. These; Consciousness, Altruism, Civic Virtue. Organizational trust, which is the dependent variable, was examined in two dimensions as trust in the manager and trust in the organization.

Table. 2. Correlation Analysis

		Trust in The Manager	Conscientiousness	Altruism	Civic Virtue	Trust in The Organization
Trust in The Manager	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	987				
Conscientiousness	Pearson Correlation	,282**	1			
	Sig. (2-tailed)	,000				
	N	987	987			
Altruism	Pearson Correlation	,307**	,677**	1		
	Sig. (2-tailed)	,000	,000			
	N	987	987	987		
Civic Virtue	Pearson Correlation	,007	,167**	,108**	1	
	Sig. (2-tailed)	,833	,000	,001		
	N	987	987	987	987	

Trust in The Organization	Pearson Correlation	,698**	,245**	,259**	-,042	1
	Sig. (2-tailed)	,000	,000	,000	,188	
	N	987	987	987	987	987

** . Correlation is significant at the 0.01 level (2-tailed).

As seen in Table 2, when we look at the correlation between organizational citizenship behavior sub-dimensions and organizational trust sub-dimensions, conscientiousness and trust in manager positively weak correlation (Correlation coefficient is = .282 and sig = .000) conscientiousness and trust in organization is positively weak. correlation (Correlation coefficient is = .245 and sig = .000) was observed. There is altruism and trust in manager positive direction moderate relationship (Correlation coefficient is = .307 and sig = .000). There is altruism and trust in organization positive direction weak (Correlation coefficient is = .259 and sig = .000). No relationship was found between the civic virtue and the manager trust because the (Pearson Correlation coefficient is = .007 and sig = .833.) It must be (sig <0.001) to have a meaningful result. No relationship was found between the civic virtue and the organization trust because the (Pearson Correlation coefficient is = -.042 and sig = .188.) It must be (sig <0.001) to have a meaningful result.

Table. 3 Model 1 - Regression Analysis (Trust in Manager)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14177,433	3	4725,811	38,753	,000 ^b
	Residual	119874,757	983	121,948		
	Total	134052,190	986			
		R	R Square	Adjusted R Square	Std. Error of the Estimate	
		,325 a	,106	,103	11,04300	
		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
	(Constant)	19,556	2,202		8,880	<0.001
	Conscientiousness	,159	,046	,144	3,494	<0.001
	Altruism	-,069	,052	-,040	-1,324	,186
	Civic Virtue	,421	,081	,213	5,198	<0.001

a. Dependent Variable: Trust in The Manager

b. Predictors (constant) : Conscientiousness, Altruism, Civic Virtue

As seen in Table 3, there is no direct positive weak relationship between the independent variable Concentration and the trust-dependent variable, as sig <0.001 and B value = 144, and there is sig = 186 between the Altruism independent variable and the trust-dependent variable. Since sig <0.001 and B value = 213, a direct positive weak correlation was found between the Civic Virtue independent variable and the trust-dependent variable. The determination coefficient is 10. 6%.

Table. 4 Regression Analysis (Trust in the Organization)

Model		Sum of Squares	Df	Mean Square	F	Sig.
2	Regression	3102,993	3	1034,331	29,721	<,000 ^b
	Residual	34209,598	983	34,801		
	Total	37312,592	986			
		R	R Square	Adjusted R Square	Std. Error of the Estimate	
		,288 a	,083	,080	5,89926	
		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
	(Constant)	9,998	1,176		8,499	<0.001
	Conscientiousness	,084	,024	,144	3,432	<0.001
	Altruism	-,076	,028	-,084	-2,727	,007
	Civic Virtue	,178	,043	,171	5,198	<0.001

- a. Dependent Variable: Trust in The Organization
- b. Predictors (constant) : Conscientiousness, Altruism, Civic Virtue

As seen in Table 4, the result of the regression analysis is that sig <0.001 between the independent variable concentration and the trust in the dependent variable organization, and since the B value is 144, there is a direct positive weak relationship, between the Altruism independent variable and the trust-dependent variable sig = .007. there is no relationship. Since the sig <0.001 and the B value is = 178, a direct positive weak relation was found between the Civic Virtue independent variable and the trust-to-organization variable. The determination coefficient is 8. 3%.

Table.5. Hypothesis Results.

No	Hypotheses	
H1	There is a positive significant relationship between organizational citizenship behavior and organizational trust	Partially supported
H1a	There is a positive and significant relationship between altruism and trust in managers	Supported
H1b	There is a positive and significant relationship between altruism and trust in organization	Supported
H1c	There is a positive and significant relationship between conscientiousness and trust in the manager.	Supported
H1d	There is a positive significant relationship between conscientiousness and trust in the organization	Supported
H1e	There is a positive significant relationship between civic virtue and trust in manager	Red
H1f	There is a positive significant relationship between civic virtue and trust in organization	Red

3. DISCUSSION, CONCLUSION and RECOMMENDATION

Employees who contribute to organizational performance by acting outside of official job descriptions also provide a strategic competitive advantage to the organization. For this reason, the human factor has been seen as very important for competitive advantage, the behaviors of the employees have been examined, the causes and results have been understood. Separating from other sectors, the health sector is dynamic, complex, in a structure where technological, ethical, specialization and spiritual values are intense. The human factor is very important for organizational success, efficiency and productivity, and the most important determinants of this are employees. Success depends only on employees. In this context, organizational citizenship behavior of the members of the organization will increase the activities that increase organizational trust.

In this study, a weak and positive relationship was found between organizational citizenship behavior and organizational trust. Significant positive and weak correlations were observed in the dimensions of conscientiousness and organizational trust, both in the trust in the manager and in the trust in the organization. A moderate positive relationship between altruism and trust in the manager, and a weak positive relationship between altruism and trust in the organization were observed. Civic virtue and organizational trust have not been associated with both the trust in the manager and the trust in the organization. Since this study was carried out in a public university hospital, employees do not show much organizational citizenship behavior because they feel safe and do not notice their salary or

additional payments if they make too much effort, and because they are engaged with too many managers. When they show citizenship behavior, they are not even appreciated by the organization and the room decreases their motivation. We can see this in the regression analysis we have done in Model 1, although there is a weakly positive relationship between trust in manager and Conscientiousness and civic virtue, but there is no relationship between altruism and trust in manager. Because in state university hospitals, organizational citizenship behavior does not support trust in the manager because the managers are selected by the top management and there are too many managers. In Model 2, there is no relationship between trust in the organization and organizational citizenship in the Conscientiousness and civic virtue dimensions, and there is no relation in the dimension of altruism. Employees' organizational citizenship behaviors do not affect organizational trust much, as it is an environment where all employees have the same opportunities, where they only change their places when they fail and it is very difficult to dismiss them.

Significant relationships between organizational citizenship and organizational trust have also been found in previous studies. Polat and Ceep (2008) found in their study with teachers that perceptions of organizational citizenship behavior are high; They found that organizational justice, organizational trust and organizational citizenship behaviors and all their sub-dimensions are in a positive relationship with each other (61). Kürşat Yılmaz (2009), in his study with private tutoring teachers, stated that he had a moderate sense of trust and organizational citizenship behavior. At the same time, he could not find a significant relationship between teachers' views on organizational trust, trust in colleagues, trust in stakeholders and trust in managers and organizational citizenship behaviors. (62). Koşar and Yalçınkaya (2013) found that teachers' organizational trust levels affect their organizational citizenship behaviors and that the organizational culture variable is a partial mediator variable (63). According to the results of his research in Uzun (2018); found a positive and significant relationship between teachers' perceived organizational support and organizational trust, emotional commitment, and organizational citizenship behaviors (64). Timuroğlu and Çokgören (2019) revealed in their study with professional staff that they have a correct relationship between organizational trust perception and organizational citizenship behavior (45). Öztürk et al. (2018) found a positive and statistically significant relationship between psychological contract, organizational trust, and organizational citizenship behavior (65). Yılmaz and Fidan (2017), in their study with graduate students, found that organizational support has a full mediating effect on the altruism, conscientiousness and gentleman's dimensions of organiza-

tional citizenship behavior, and that there is partial mediation in its effect on the dimensions of courtesy and civic virtue (66) .

In this study, Turkey's İstanbul province, was built with public university, working in the hospital. If it was done with employees in private or other sectors, it would have different results. Organizational citizenship behavior and organizational trust were mostly studied in teachers. It is recommended to be examined in other and professions in the future. Organizational outputs are very important outputs for the future of businesses. For this reason, organizations that want to achieve success should give importance to employees, support them in a way that contributes to the organization, and make improvements.

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Chapter-7

RAWLSIAN POLITICAL LIBERALISM AND PUBLIC REASON IN CIVIL SOCIETY

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According to Rawls, fundamental political questions on constitutional essentials and matters of basic justice must be discussed and resolved by public reason when these discussions take place in the public political forum. The public political forum is divided into three parts: 1. The discourse of judges (especially judges of a supreme court) in their decisions, 2. The discourse of government officials, 3. The discourse of candidates for public office and their campaign managers (Rawls 443). Outside of the public political forum is the background culture, which is the civil society, and public reason applies to the political discussions in the background culture merely as an *ideal*. Rawls says “it is imperative to realize that the idea of public reason does not apply to all political discussions of fundamental questions, but only to discussions of those questions in what I refer to as the public political forum” (Rawls 442, 443) In this work, I argue that Rawls’s assertion that idea of public reason applies only to the public political forum is not consistent with his other views on political liberalism. His views on the basic requirements of democratic citizenship implies that public reason must be the only kind of reason applied to all substantially political discussions, whether in the public political forum or in the background culture.

I will first analyze Rawls’s notions of reasonable comprehensive doctrine and reasonable citizen. Rawls does not give explicit definitions of these notions, and I will try to clarify these terms only in order to show their relation to the idea of public reason. I will then focus on the notion of public reason and its application to the public political forum and its application as an ideal to the background culture. I will argue that reasonableness, as an essential aspect of democratic citizenship according to political liberalism, requires application of public reason also to the background culture. This has some very important consequences. If every citizen is expected to apply public reason to all political discussions, then a democratic citizen has an obligation to be knowledgeable about the society she lives in and the comprehensive doctrines other than hers in order to efficiently apply public reason. This also has some ramifications concerning public education, namely the requirement for exposing students to diversity despite the complaints of some conservative comprehensive doctrines.

According to Rawls, there will always be supporters of different comprehensive doctrines in a democratic society. The only way for all citizens to agree on one comprehensive doctrine is oppressive use of the state power, which is not acceptable in a democracy. Even by free discussion and exercise of reason, citizens cannot come to a consensus on a single comprehensive doctrine which answers the questions on morality, duties and obligations in life, and which claims to present the “whole truth.” The reason why the citizens in a democracy cannot agree

upon one comprehensive doctrine is not that they are not rational or reasonable enough. Supporters of a comprehensive doctrine cannot convince the rest of the society to adopt their comprehensive doctrine because of some facts that obtain naturally in a democratic society, which make coming to an agreement on a single comprehensive view by exercise of reason and free discussion practically impossible. Rawls calls these inevitable factors that prevent reason to be the uniting principle in the society in terms of comprehensive doctrines “burdens of judgment.” For example, empirical and scientific evidence that would be presented as a justification for a comprehensive doctrine is mostly too obscure and complex for laypeople to have a shared understanding. Also, not only moral and political, but all concepts are vague to an extent and marginal cases are always possible in which the meaning and significance of the relevant concepts would be a matter of interpretation. Furthermore, people differ from one another in terms of their individual features such as their backgrounds, education, psychology, character, etc. and these differences makes it impossible to arrive at a consensus on rather subjective matters, such as morality, included by comprehensive doctrines. Rawls also admits that many hard questions that the comprehensive doctrines provide answer to have no clear, objective answer (Rawls 56-57).

Because of these burdens of judgment the fact of reasonable pluralism is unavoidable in a democracy, but it does not present a problem. In a reasonable pluralism, citizens as supporters of different comprehensive doctrines can still have an overlapping consensus on a political conception of justice (or rather, a family of political conceptions of justice which are all reasonable). A political conception of justice is “the framework of basic institutions and principles, standards, and precepts that apply to it, as well as how those norms are to be expressed in the character and attitudes of the members of society who realize its ideals” (Rawls 11-12). A reasonable political conception can be endorsed by all the citizens in the democracy. Burdens of judgment do not make a consensus on a reasonable political conception of justice impossible. However, given reasonable pluralism, it is very hard for all citizens to actually agree on one political conception. That’s why Rawls thinks that the overlapping consensus in a democratic society would be on a family of political conceptions of justice instead of a single one. But, although it is unrealistic to expect people to have a consensus on a single reasonable political conception, it must be noted that burdens of judgment do not make such a consensus impossible. So, “reasonable” means acceptable in spite of the burdens of judgment. The overlapping consensus would normally be a family of reasonable political conceptions. None of these reasonable political conceptions of justice are unacceptable in principle to any citizen. They *can* be presented in-

dependently of any comprehensive doctrine (Rawls 453).

Rawls describes a political conception as a module (Rawls 12, 13), which can be attached to any reasonable comprehensive doctrine. A reasonable comprehensive doctrine either does not have political views, or has reasonable, self-standing political views. But, if a reasonable comprehensive doctrine already supports political views, albeit reasonable, this could be a problem in a democratic society if citizens were expected to have a consensus on a single political conception of justice. A comprehensive doctrine can support a reasonable political conception exclusively. In that case, that comprehensive doctrine would not support and could even oppose to other reasonable political conceptions. So, if there are two or more reasonable comprehensive doctrines which exclusively support different political conceptions of justice, an overlapping consensus on a single political conception of justice is impossible. An adherent of a purely non-political comprehensive doctrine can endorse any reasonable political view, but the adherents of those comprehensive doctrines that are exclusively supporting a political conception of justice cannot endorse a political conception of justice other than the one supported by their comprehensive doctrine. That's why Rawls concedes that the overlapping consensus does not have to be on a single political conception of justice, but it can be on a family of reasonable political conceptions.

If a comprehensive doctrine is purely non-political in the sense that it does not support any political views, then it is reasonable, since its supporters can endorse any answer to a fundamental political question. But, a reasonable comprehensive doctrine does not have to be purely non-political; it can support a political conception as long as that political conception is reasonable. So, the political conception that a reasonable comprehensive doctrine supports must be presentable independently of that doctrine. For example, a reasonable comprehensive liberalism can support Rawls' "justice as fairness."

A reasonable comprehensive doctrine can *support* a political conception of justice, but can a reasonable comprehensive doctrine *include* a political conception of justice? In other words, can a reasonable comprehensive doctrine present a political conception of justice as a part of the doctrine and/or present the non-political views of the doctrine as justification of that political conception? Before answering this question, first let us look at a different description of reasonable comprehensive doctrines.

Rawls also defines a reasonable comprehensive doctrine as the doctrine that can be affirmed by reasonable citizens (Rawls 59). Reasonableness for a comprehensive doctrine and reasonableness for a citizen are related but different notions. Reasonableness is one of the essential characteristics of a democratic citizen;

political liberalism presupposes that citizens in a democratic society are reasonable. If a citizen is reasonable, then she (1) sees others as free and equal, (2) is prepared to offer fair terms of cooperation, and (3) agrees to act on those terms, provided that others also accept those terms (Rawls xlii). The terms that are offered by a reasonable person must satisfy the criterion of reciprocity, in order to be fair. The criterion of reciprocity requires that the person who offers the terms must reasonably think that those terms are reasonably acceptable by any other free and equal citizen.

Fulfilling the criterion of reciprocity when offering terms of cooperation is a necessary condition for a citizen to be reasonable. A citizen must reasonably think that the terms she offers are reasonably acceptable. But, what does “reasonably” mean in this definition of the criterion? Offering fair terms is a necessary condition for being reasonable, and to fulfill criterion of reciprocity is to offer terms that meet the criterion of reciprocity. So “reasonably” in the definition of the criterion of reciprocity cannot mean “as a reasonable person,” because then a reasonable person would be a person who offers terms that only a reasonable person could offer, and this is circular.

A person reasonably accepts the terms of cooperation, if those terms are justifiable without appealing to comprehensive doctrines, in other words, if they are publicly justifiable. A person *reasonably* thinks that the terms are generally acceptable, when without appealing to comprehensive doctrines she can show that those terms are justifiable to all. The criterion of reciprocity is fulfilled when a person has a publicly justifiable belief that the acceptability of the terms of cooperation she offers is publicly justifiable.

“Publicly justifiable” for Rawls generally means “justifiable independent of the comprehensive doctrines.” He also uses the term “free-standing” (Rawls xlii, xlv, 10, 12). The fair terms of cooperation are included in the political conception of justice, since the political conception applies to the “basic structure” of society and basic structure is society’s main institutions and the way they fit together into “one unified system of social cooperation” (Rawls 11). So, when Rawls asserts that the political conception of justice must be free-standing, he also affirms the criterion of reciprocity, since the fair terms that are the subject of the criterion of reciprocity are included in the political conception.

Free-standing and publicly justifiable answers to fundamental political questions are discussed and deliberated by public reason. According to Rawls, the fundamental questions of political justice that public reason applies to (which are the content of a liberal political conception of justice) are about the basic rights, liberties and opportunities, priority of these rights, liberties and opportunities,

and the measures assuring all citizens have adequate means to make effective use of these rights, liberties and opportunities (Rawls 223).

Comprehensive doctrines, whether they are reasonable or not, cannot be appealed to in order to justify a political view within public reason. Anything that cannot be publicly acceptable because of the burdens of judgment is not a part of the public reason. In public reason, concerning basic political issues, such as justifying a political conception of justice, besides the elementary concepts such as reasonableness and rationality of free and equal citizens in a democratic society, we can only appeal to common sense and uncontroversial science. This restriction is necessary in order to guarantee that the decisions made in the public reason are justifiable to all citizens and do not violate the criterion of reciprocity (Rawls 450). So, public reason is bound by the criterion of reciprocity.

As mentioned above, Rawls asserts that the idea of public reason only applies to (binds) the public political forum, which includes the discourse of judges in their decisions, the discourse of government officials, and the discourse of candidates for public office and their campaign managers. Outside of the public political forum is the background culture, the civil society. Background culture includes non-public reasons such as that of churches, universities, scientific societies, etc. The *ideal* of public reason is that the citizens in the background culture are to conduct the fundamental political discussions on the reasonably acceptable values as if they are in the public political forum (Rawls 226). This ideal is “a willingness to listen what others have to say and a fair-mindedness in deciding when accommodations to their views should reasonably be made” (Rawls 217). Ideally the citizens are to think themselves as if they were legislators when they engage in political discussions (Rawls 444).

Since, according to Rawls, the idea of public reason applies to the public political forum, but not to the political discussions in the background culture and it is only an ideal that the citizens in the background culture reason according to public reason, it is tolerable that in a democratic society citizens discuss fundamental political matters with appealing to the comprehensive doctrines in the background culture. In other words, since only the political discussions in the public political forum must honor the restrictions of the public reason, the political discussions in the background culture seems to be not essentially bound by these restrictions. But, restrictions of public reason essentially stem from the criterion of reciprocity since that is what guarantees the decisions in public reason are publicly justifiable. As Rawls states, the limiting feature of the family of political conceptions that are the content of public reason is the criterion of reciprocity (Rawls 450).

Let us consider some examples. In the background culture, let us suppose, a Christian discusses fundamental questions of political justice with an atheist. Since they are not in the public political forum, they are not bound by the principles of public reason. It is ideal for them to behave as if they were in the public political forum, but it is only an ideal, not an essential democratic obligation. So, in this discussion with the atheist, is it okay for the Christian to appeal to Christianity? The political view that the Christian supports can be also free-standing. This means that, although the Christian supports it because of her Christian faith, it might be not necessary to be a Christian to endorse that political view. If the proposed political view is free-standing, then the Christian can reasonably expect that the atheist can reasonably accept that political view. It seems that there is no violation of the criterion of reciprocity in this case even though the discussion is not done by public reason. However, there is a problem. If the Christian reasonably thinks that the political view she offers is free-standing and therefore publicly justifiable and therefore the atheist can reasonably accept that political view, then why would she defend that view to an atheist by appealing to Christianity as if it is a part of Christian doctrine? Even though the political view she endorses is in itself free-standing, she does not present it as a free-standing view. In other words, even though the political view itself is reasonably acceptable, the justifications presented by the Christian for it, in this example, are not reasonably acceptable.

It can be claimed that the fact that offered justifications are not reasonably acceptable is irrelevant as long as the political view itself is reasonable. However, the justifications for a political view cannot be separated from that view. Being free-standing is essential for a political conception to be publicly acceptable and Rawls explicitly states that being free-standing pertains to the mode of presentation (Rawls 12). So, there is no “bare” political conception, that is, the offered justifications must be taken with the offered political conceptions. The mode of presentation also determines if that view is publicly justifiable or not. So, the criterion of reciprocity applies not only to the political conception of justice, but also to the justifications of that view. A political view and its justification constitute a whole, just like the premises and the conclusion together constitute an argument. The conclusion of the argument might be reasonably acceptable, but if the truth of the premises or the validity of the argument is debatable, then the argument itself is not reasonable. We should take the argument as a whole, not only the conclusion. Likewise, we must see the justifications as an essential complement of a political conception.

The justifications that the Christian presents for her reasonable political views

in our example are not reasonable. The atheist cannot be reasonably expected to reasonably accept what is offered by the Christian in this case, because the justifications presented appeal to Christianity. Since the mode of presentation is integral to the view offered, what is offered by the Christian does not meet the criterion of reciprocity, which means, the Christian in our example is not reasonable in the context of her discussion with the atheist. If a person offers justifications for her political views that are not reasonably acceptable for her interlocutor, meaning, if she violates the criterion of reciprocity and therefore the principles of public reason, even though she is not in the public political forum, she is not reasonable. This is a very serious problem since reasonableness is one of the essential features of a citizen of a democratic society, along with rationality. Reasonableness of the citizens is simply presupposed by political liberalism, and it is indispensable. By reasonability, we enter the public world (Rawls 53). But then, the distinction between public political forum and the background culture does not seem to be significant in this case. Reasonableness can require applying public reason even outside of the public political forum.

What if the Christian in our example offers the same political conception with the same justifications to a fellow Christian from her church? In this case, it seems there is a problem with above approach. Let us look at one of Rawls' definitions of reasonableness:

People are reasonable in one basic aspect when, among equals say, they are ready to propose principles and standards as fair terms of cooperation and to abide by them willingly, given the assurance that others will likewise do. Those norms they view as reasonable for everyone to accept and therefore as justifiable to them; and they are ready to discuss the fair terms that others propose. (Rawls 49)

According to Rawls, a reasonable citizen sees the norms she offers as reasonably acceptable by everyone. However, if a Christian defends a political view (which includes fair terms of social cooperation) to another Christian by appealing to their shared comprehensive beliefs, the justifications she offers are acceptable for her interlocutor, but still not publicly justifiable and reasonably acceptable by everyone. But this seems problematic because asking her not to justify her political views with her religion even when she talks to a person who shares her religious views seems to be absurdly restrictive. In this case, Rawls' distinction between the public political forum and the background culture seems more appropriate.

However, the main difference between two discussions in our examples, one between a Christian and an atheist, and the other between two Christians, is not that the second one is in the background culture but the first one is not. After all, background culture is defined as the outside of the public political forum and the discussion between the Christian and the atheist obviously does not occur in the public political forum, since the individuals in our example are ordinary citizens.

When two Christians are discussing the basic political questions, they can do this with two different intentions: (1) In order to present and revise their personal views or better understand their comprehensive doctrine, (2) In order to agree upon a political view that is thought to be binding for all citizens in the society. In the first case, their intention, in the relevant sense of “political”, is not political. Even though they discuss a political view, they are discussing it as if it is a part of their personal views or their shared comprehensive doctrine; their intention is not to offer that view to other citizens along with the justifications from Christianity. So, their discussion can be intellectual, religious, or philosophical, but it is not political; even though the subject of their discussion is political, the discussion itself is not. However, in (2) the discussion is political, because the intention for the discussion is political. The intention’s being political or not is crucial for the applicability of the criterion of reciprocity. If the intention is not political, then the terms or political views that are discussed are not really *offered* to the society. The criterion of reciprocity is applicable only if there are terms of cooperation that are offered, not merely intellectually examined or mentioned.

A discussion is not really political if both its subject and the intentions of the participants are not political. If the discussion is not political then the citizens are not unreasonable just because the political view they defend or the way they defend that view does not meet the criterion of reciprocity. This is also true for a discussion between the Christian and the atheist. We supposed in our example that they were conversing with political purposes, but if they were discussing the same subject with purely intellectual purposes, then they would not be expected to present views that fulfill the criterion of reciprocity and that are publicly justifiable. Rawls states that “public justification is not simply valid reasoning, but argument addressed to others” (Rawls 465). If the argument is not really addressed to others as a political proposal, then the purpose of the discussion is not political hence it is not bound with public reason.

In a political discussion, on the other hand, the citizens are expected to be reasonable. In a political discussion they really “offer” fair terms of cooperation. As mentioned above, these fair terms of cooperation concern with the basic structure of the society which is regulated by the political conceptions of justice. So,

the criterion of reciprocity must be met in a political discussion on the political conceptions of justice. In any political discussion, participants, as reasonable citizens, are expected to discuss political views without violating the criterion of reciprocity.

If one justifies her political views with a non-public reason in a political discussion then she is not reasonable since what she offers (the political views and the mode of presentation of those views) violate the criterion of reciprocity. So, Rawls' contention that public reason only applies to the public political forum is not plausible. Public reason applies to any political discussion. I use the adjective "political" for a discussion when both the subject matter and the intention is political, whereas Rawls calls any discussion with a political subject matter political. To make the distinction clear I will call the discussions, or discourses, or reasonings political in my sense "substantially political." So, if citizens, whether they are in the background culture or not, discuss political matters politically (with political intentions), then their discussion is substantially political and public reason applies to their discussion.

At this point, we can ask again the question that we have asked above but did not answer: Can a reasonable comprehensive doctrine, not just support, but include a political conception of justice? Or, would this violate the criterion of reciprocity and render the doctrine unreasonable? If a comprehensive doctrine includes a political conception, then that political conception is presented by the comprehensive doctrine as the part of the "whole truth." So, that political conception, from that comprehensive doctrine's perspective, religiously or philosophically or morally true. However, this alone does not make a comprehensive doctrine unreasonable. Rawls states that unreasonable comprehensive doctrines "assert that the religiously true, or the philosophically true, overrides the politically reasonable" (Rawls 488). So, if a comprehensive doctrine which includes a political conception but does not assert that that political conception is the only acceptable one, than that comprehensive doctrine can still be reasonable. However, a supporter of this kind of a reasonable comprehensive doctrine still cannot present that political conception in a substantially political discussion as a part of the whole truth. Rawls writes:

While we want a political conception to have a justification by reference to one or more comprehensive doctrines, it is neither presented as, nor as derived from, such a doctrine applied to the basic structure of society, as if this structure were simply another subject to which that doctrine applied. (Rawls 12)

So, the political conception of justice, even if it is a part of a comprehensive doctrine, must not be justified by reference to the rest of the doctrine. It can be included as a part of the doctrine and can be tied to other views of the doctrine, but must be presented as if it were a free-standing module. In other words, the political conception must be presented and justified by the public reason, not by the non-public reason of a comprehensive doctrine.

The fact that all citizens in a democratic society are expected to apply public reason to substantially political discussions has important consequences. For example, citizens must be knowledgeable about the society and the reasonable comprehensive doctrines that are endorsed by other citizens.

Dworkin asks the following question, about an adherent of a comprehensive liberal doctrine: “What is there to prevent him from thinking that other reasonable people *could* reasonably accept the comprehensive position that he finds not only reasonable but persuasive?” (Freeman 2062). In other words, how can one determine if her view, for example, a political conception included in her comprehensive doctrine, is reasonably acceptable or not? If a citizen thinks that her views (political or not) are reasonably acceptable by others, this means she thinks that her views (and the justifications she propose) are not rendered unacceptable to any person by burdens of judgment. Let us remember the criterion of reciprocity: the citizen who offers the terms of cooperation must reasonably think that those terms are reasonably acceptable by any other free and equal citizen. So, the criterion of reciprocity requires a person to not only *think* that her views are reasonably acceptable, but also *reasonably think* that her views are reasonably acceptable. Reasonably, as discussed above, means publicly justifiable and acceptable in spite of the burdens of judgment. So, she must be knowledgeable about the society and the burdens of judgment such as how different psychological and moral tendencies and different cultural/religious backgrounds affect others’ judgments, how complex the comprehensive doctrines are, etc. in order to reasonably assess the reasonableness of the views and justifications she proposes. Her knowledge about the society, the reasonable comprehensive doctrines in the society and the burdens of judgment is what prevents her to mistakenly think that her views are reasonably acceptable when in fact they are not.

So, we can say that being a citizen in a democracy requires reasonableness and reasonableness requires knowledge and appreciation of the diversity in the society. To sum up the views presented so far: Reasonable citizens use public reason whenever they engage in a substantially political discussion or reasoning. Citizens in a democracy are required to be reasonable. Reasonableness is one of the two essential features of democratic citizenship. Citizens in a democracy are

required to use public reason when they engage in a substantially political discussion or reasoning. Effective use of public reason requires fulfilling the criterion of reciprocity and offering reasonable answers to basic political questions. And, finally, to reasonably determine if a view is reasonably acceptable or not, one has to be knowledgeable about the society, the reasonable comprehensive doctrines in the society and the burdens of judgment.

This is a substantially political reasoning. Its subject is the basic responsibilities of citizens of democratic society, and its intention is to offer a political view on the basic responsibilities of democratic citizens. So, both its content and intention are political. This reasoning is publicly justifiable since in it there is no reference to a comprehensive doctrine or any belief that is not generally acceptable because of the burdens of judgment. Since it is publicly justifiable, any comprehensive doctrine is unreasonable if it takes this reasoning as categorically unacceptable. The above reasoning meets the criterion of reciprocity. Of course people can still reject this reasoning and its conclusion and prefer another view which they might think is *more* reasonable, but if they reject it because it is incompatible with their comprehensive doctrines, then their comprehensive doctrines are unreasonable.

This argument shows why exposing children to diversity is very important. Children must be exposed to diversity and given information about the reasonable comprehensive doctrines in the society so that they will be able to efficiently apply public reason to substantially political discussion in the future as democratic citizens. But, this view contradicts some of the comprehensive doctrines in the society. Some religious and conservative views oppose children's being exposed to diversity in schools claiming that presenting other views to children as legitimate alternatives jeopardize the children's adherence to those conservative views. For example, if homosexuality is a sin for a religious comprehensive doctrine, then some who hold this doctrine probably do not want their children to be thought in school that homosexuality is a normal and acceptable social fact. A similar objection was raised by Christian families in Hawkins County, Tennessee in 1983. Since the reading program in the school exposed the children to different world views and in effect offered alternatives to the religious views of their families, the families claimed that the reading program interfered with their religious beliefs (Macedo 471).

There are two options: either exposing children to diversity is not publicly justifiable since some reasonable comprehensive doctrines reject it, or those comprehensive doctrines which reject exposing children to diversity are unreasonable since exposing children to diversity is publicly justifiable. The fact that a dem-

ocratic citizen must be equipped with relevant information about the reasonable comprehensive doctrines in the society to be able to be reasonable in substantially political discussions even in the background culture implies that exposing children to diversity is a requirement for a democracy. So, if a conservative comprehensive doctrine opposes to exposing children to diversity, then it is an unreasonable comprehensive doctrine and not an essential part of the democratic culture.

It is not merely the knowledge about other comprehensive doctrines that offends the ones who hold conservative comprehensive doctrines, but that other comprehensive doctrines are presented as acceptable and natural parts of the reasonable pluralism in the society. The view which offends the conservative citizens such as the above-mentioned Christian families in Tennessee is that when it comes to the basic structure of society and political conceptions of justice, politically *reasonable* supersedes the *truth*. No comprehensive doctrine has the right to regulate the basic structure of the society given reasonable pluralism. This kind of an approach would probably make the students question their comprehensive doctrines. Why their comprehensive doctrine, say religion, is true but not acceptable by everyone? If their comprehensive doctrine is true, why is it not justifiable to all? Why should they take other “false” comprehensive doctrines into account? How can other comprehensive doctrines be as legitimate as theirs? The exposition to diversity would probably make the children raise these questions to themselves and to their families. These questions might be perceived as a threat to the unquestioned belief in a comprehensive doctrine, but questioning is an inevitable outcome of a democratic education.

To conclude, Rawls’s distinction between the political discussions in the public political forum and background culture is not plausible. Public reason must apply to all substantially political discussions and reasonings whether they take place in the public political forum or in the background culture. This requires citizens to be educated on the basic ideas of the reasonable comprehensive doctrines in the society, hence in the schools children must be exposed to diversity even though this offends supporters of some conservative comprehensive doctrines.

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Chapter-8

THE CATEGORIZATION OF THE TYPES OF SPORTS COMMONLY PLAYED IN TURKEY ACCORDING TO THEIR HEDONIC AND UTILITARIAN CONSUMPTION TENDENCIES

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INTRODUCTION

It is a known fact that the way to a healthy body and comfortable life is through sport. As part of a universal culture, sport is an important means of bringing together people with different values such as language, religion and race. Sports that are commonly played nowadays, as well as having physical benefits, also have positive effects on people psychologically. It is seen that many definitions have been made with regard to sport, which plays such an important part in people's lives. Considering the similar characteristics that appear when all the definitions are examined, sport may be defined as competitive and enjoyable activities that require a certain degree of strength and skill (Guttman, 1986, p.43). For, in all definitions related with sport, there are common aspects like recreation, entertainment, deriving benefit from its health aspect, and contributing to social cohesion. As countries' levels of development increase, sport is conducted in a more organised way and is regarded as virtually a part of life.

The sporting activities carried out nowadays have a broad functional structure such as creating material and nonmaterial value, achieving different benefits from their own viewpoints for the organisers as much as for the spectators, and providing substantial benefits to nations in terms of tourism. Based on the rise in new and different possibilities such as the games played, the trainings, the competitions and contests, the sightseeing opportunities and the forming of new friendships, part of the time is set aside for sporting activities. In other words, sport has emerged from being merely an activity carried out in one's free time and become a virtual occupation (career) (Ratten, 2015, p.162-168). From this point of view, the aim is to determine for what purpose sport is played and, especially for the types of sports commonly played in Turkey, which ones tend towards utilitarian consumption and which ones tend towards hedonic consumption.

Generally, consumption of goods and services has two dimensions. Consumption is expressed in two ways; the pleasure dimension of consumption, that which gives pleasure to the consumer when it is carried out, is known as "hedonic consumption", while the dimension that ensures the consumer takes benefit from it when carried out is known as "utilitarian consumption". From this viewpoint it is seen that sport bears great importance both for society and for the individual. The fact that there are a large number of branches of sport creates the motivation for choice in individuals. Two factors that play a part in choice must also be considered. The first of these is the benefit provided by this sport to the individual. The most important factors affecting choice here are the benefits provided by the chosen branch of sport such as the contribution to the person's financial situation or the improvement in his/her health. The second factor is the pleasure given to

the individual by the chosen branch of sport. Here, the most important factors influencing reasons for choice are the happiness derived from the sport played and consideration of the contribution it makes to the person's prestige (Köker and Maden, 2012: p. 94-121; Hopkinson and Pujari, 1999: p. 273-290).

In line with the explanations given, the main aim of this study is the categorisation of the types of sports commonly played in Turkey in terms of their consumption tendencies. An attempt has been made to achieve this aim by producing a listing of the types of sports commonly played by the use of the focus group technique.

LITERATURE RESEARCH

Hedonic Consumption

Hedonism, that is the pursuit of pleasure, is a philosophical view claiming that the meaning of life is found in pleasure and enjoyment. Hedonism identifies the thing giving pleasure or relieving suffering in a good way (Ayдын, 2010: s.436). When a consumer chooses a product, he/she makes the choice not only with a view to obtaining practical benefit, but also at the same time with the aim of deriving pleasure and of satisfying this pleasure. This situation is defined as an approach that deals with a more emotional dimension of shopping (Babacan, 2001: p.98). A person's deliberate preference for a product or activity out of emotivity is his/her feeling emotional towards it in addition to its merely appealing to the five sense organs (Özdemir and Yaman, 2007: p.81-91).

When speaking of sport, the first thing that comes to mind is the slogan "sport for health". Health is the subject most emphasised by people for protecting physical integrity in the best way. Yet when branches of sport are examined, it is seen that they are played not merely for their positive contribution to individuals' health, but also entirely for gaining pleasure and enjoyment. An examination of fields of science researching into consumption and the consumer reveals that today's consumers are not simply individuals who behave rationally. Individuals make their choices not only to derive benefit, but also for the meaning that those choices convey to them (Hirschman and Holbrook, 1982: p.92). From this point of view, hedonic consumption may be termed in part as the externalising of a person's inner world and fantasies.

There are many factors influencing hedonic consumption. Generally, these may be listed as "social experiences, sharing of common interests, interpersonal appeal, ready statuses and the excitement of competition". When an individual makes his choice of sport, whether it is hedonic or utilitarian will become clear according to these criteria. The preferences, when associated with a special set

of emotions, if it is believed that they will satisfy these emotions or allow the pleasure-giving emotions to continue, the hedonic perception becomes meaningful in the fullest sense (Mathwick et al., 2001:39-56). For example, if the branch of sport preferred for its pleasure dimension satisfies the person's pleasure dimension or if he/she believes that it will gain him/her social standing, this perception takes on its full meaning in the hedonic dimension. When the exact opposite happens, however, unhappiness and dissatisfaction occur. When the image dimension of hedonic consumption is considered, its symbolic dimension predominates. For the symbolic image, the name, brand, and perception by others of the preferred choices are important. When considering the sports dimension, types of sports preferred by certain groups or those which not many individuals have the chance to pursue come to the fore. For example, it is seen that the sport of golf, as well as being a niche market as far as Turkey is concerned, is a branch of sport which is preferred and which can be preferred by few individuals, and is one which is based more upon people's social status. The person who goes to play golf is perceived as "an individual of high standing" in the eyes of other people. The consumers attach more importance to the dimension of their preferences that will give them pleasure in terms of the subjective happiness given by the different emotions it will make them feel (Odabaşı, 1999: 84). As a result, some preferences of consumers may be perceived as hedonic, while others may be regarded as utilitarian. The reason for this stems from the images and ideas formed by the preferences in the person's mind.

Utilitarian Consumption

The most important factors in utilitarian consumption are the functional, practical and operational features of the chosen item. It is a logical and efficient behavioural principle that seeks to solve individuals' problems and displays behaviour towards a definite aim. Utilitarian consumption is generally solution oriented and indexed towards optimal benefit. The effect of these determinants is to motivate the person towards economic and beneficial perceptions rather than towards taking pleasure from his/her preferred behaviour (Hae-Sook, 2005: 129; Babin et al, 1994: 646).

When considering the types of sports preferred, when it comes to preference for utilitarian consumption, the individual gives importance to factors that will contribute towards his/her health or financial situation rather than to taking pleasure or enjoyment. For example, when the sport of athletics is taken as a basis, it is seen that the most important factor affecting an individual's reasons for preference is first of all its contribution to health, followed by the financial gain to be

made from this branch of sports.

When brand perception in utilitarian consumption is considered, the determining factors are seen to be performance, quality and reliability. The reason why perception of choice of sport and brand perception in utilitarian consumption are different stems from the fact that interpretation of benefit varies according to the situation. Generally, an individual who prefers utilitarian consumption does not show much interest in new branches of sport. Even if he/she does, he/she will continue with the choice that provides benefit. When periods of utilitarian consumption and hedonic consumption are considered, it is observed that utilitarian consumption occupies a longer period in an individual's life and creates brand loyalty. Yet a commonly-accepted definition of brand loyalty does not exist in the literature. In the research conducted, brand loyalty is generally defined as "when an individual has the opportunity for preference, making the same preference again" (Chaudhuri and Holbrook, 2001). The individual who prefers utilitarian consumption will, according to results of the studies made, give the pleasure dimension secondary importance however attractive the other choices are. Yet it has been observed that he/she may prefer another branch of sports to his/her chosen branch of sports if he/she considers it will be more beneficial. The results show that an individual may use his/her right to choose by preferring a second branch of sports that he/she considers will be more beneficial, rather than one that gives pleasure. Starting from this, we are led to the view that the individual gives most importance to preferences that provide benefits to himself/herself. The most important criterion that may cause him/her to change to another branch is the fact that it may provide more benefit than the chosen one.

Nowadays, transactions made by consumers that show hedonic tendencies have increased in comparison with previous years. In other words, the majority of transactions made in the past tended more towards the utilitarian type (Batra and Ahtola, 1991; Langrehr, 1991: 428-433; Roy, 1994:139-163). When the studies carried out are examined, it is seen that in the majority of studies, hedonic-utilitarian consumption tendencies are discussed within the context of consumer goods. Together with this, it is seen that recently, studies directed towards the tourism sector have been focused on. However, no research directed towards hedonic-utilitarian consumption tendencies in relation to sporting activities have been encountered. Nevertheless, a summary of some studies carried out with regard to hedonic-utilitarian consumption tendencies is given below.

In the first comprehensive study made by Tauber (1972), the factors stimulating shopping tendencies were separated into two groups, namely personal and social. He listed personal characteristics (factors) such as enjoyment-relaxation,

following developing trends, physical activities, and social factors as communication, attractiveness of reference groups, and gaining status.

In Hirschman and Holbrook (1982)'s study, hedonically biased shopping was first discussed. According to this study, it was observed that consumers gave preference to gaining benefit from the products that they buy, but that shopping was seen as a source of enjoyment.

Ahtola (1985)'s study dealt with consumer behaviour with regard to hedonic and utilitarian attitudes.

Arnold and Reynolds (2003), in their research entitled "Hedonic Shopping Motivations", stated that the pleasure derived by consumers from their shopping activities could be placed into six categories, namely (1) shopping for adventure, (2) socially-based shopping, (3) shopping for gratification, (4) role-oriented shopping, (5) idea-motivated shopping and (6) value-oriented shopping.

Stoela et al. (2004) stated that customers who came with the aim of shopping with hedonic or utilitarian approaches tended to shop again if these aims were satisfied.

In a study made by Özdemir (2007), the role of television in hedonic consumption behaviours of university students was discussed.

In a study conducted by Köker and Maden (2012), an attempt was made to define the relationships between hedonic and utilitarian consumption behaviours, production-based innovation behaviour and the personal innovation tendency of consumers, and purchasing and consumer behaviours in terms of identity.

Çakıcı and Yıldırım (2014), in their study, argued that there are four factors related with the hedonic consumption tendencies of business people, these being happiness-based, fashion-based, discount-based and socially-based factors.

In a study by Akkılıç and Çetintaş (2015), the effect of hedonic and utilitarian consumption tendencies on behavioural intentions in thermal tourism enterprises was measured and the effect of some dimensions of hedonic and utilitarian consumption on behavioural intentions was determined.

RESEARCH METHODOLOGY

Aim of the Study

Besides the activities carried out to fulfil the needs necessary for them to continue their lives, like food and drink, people, by participating in different activities like travelling, sightseeing, social activities and sport, feel happier in themselves. Indeed, one of the important activities that play a part in people's daily lives is sport. There are many types of sports commonly carried out in Turkey and in every type of sport played there are seen to be differences in the aims pursued.

From this point of view, the main aim of the study is to determine which of the types of sports commonly played in Turkey are evaluated as being biased more towards hedonic consumption and which types of sports are evaluated as being biased more towards utilitarian consumption.

Research Method

The data considered necessary for the research were obtained by using the focus group discussion technique, one of the qualitative research methods. Care was taken to keep to group sizes of 6-13 people. In order to ensure homogeneity of each group, care was taken to form groups according to educational level (degree, postgraduate, doctoral students) and occupational groups (such as academicians, civil servants, administrators). During the course of research, by forming 16 different groups, interviews were conducted on the types of sports commonly played in Turkey under the guidance of a moderator. Then each group was asked to place which types of sports were more hedonic and which ones were utilitarian-oriented on the developed scheme. Certain clues were provided that would contribute to the evaluations in the focus group discussions. These were (1) which of the types of sports carried out were played entirely for pleasure or which ones were not, (2) which ones had high economic returns and which ones did not, and (3) which ones were commonly played among people and which ones were not. By collecting the forms filled in by the focus groups, the types of sports played with bias towards hedonic consumption were categorised by being placed on the scheme starting from the very right towards the left, while those played with bias towards utilitarian consumption were categorised by being placed on the scheme starting from the very left towards the right.

RESULTS

The situation that appeared as a result of the discussions in the groups formed under the supervision of a moderator is given in Figure 1.

As can be seen in Figure 1, at the top of the sports played with a tendency for hedonic consumption comes golf. It can be seen that in Turkey, golf is played entirely for social status. In second place behind golf comes the sport of parachuting. In third place as a hedonically-biased sport comes diving. As a common denominator for all these sports, features such as pleasure, prestige,

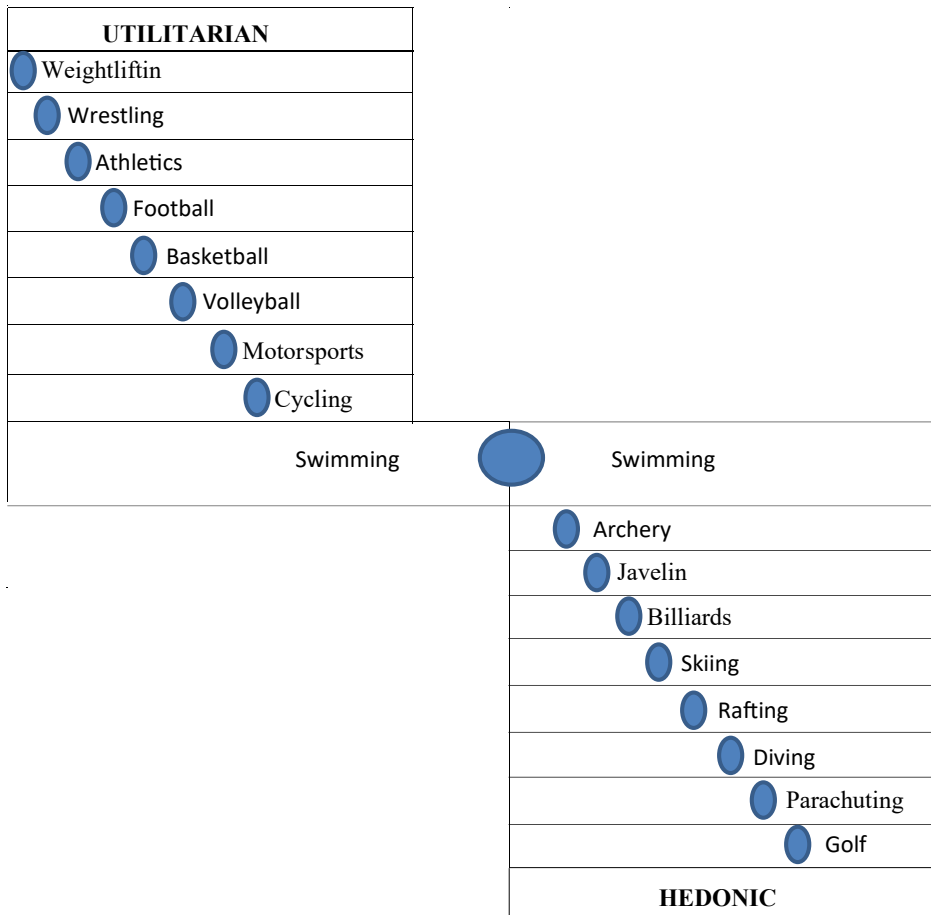


Figure 1: Categorization of the types of sports commonly played in Turkey according-to their hedonic and utilitarian consumption tendencies.

Excitement and adrenalin stand out. The other types of sports that are hedonically weighted are listed as rafting, skiing, billiards, javelin and archery respectively.

When Figure 1 is examined, at the head of the types of sports played with a tendency towards utilitarian consumption comes weightlifting. This is a branch of sport which is regarded as being played with a desire for physical well-being and health rather than being played with an aim for pleasure. Following weightlifting, in second place as a type of sport with a utilitarian bias comes wrestling. Athletics comes in third place. After these three types of sport, the types of sports listed as utilitarian-biased are football, basketball, volleyball, motor sports and cycling respectively.

In the middle of both types of consumption tendency comes swimming. In fact, when the sport of swimming is examined, it is the type of sport most traditionally carried out in the summer months, especially by holidaymakers. On the other hand, swimming is also one of the most important types of sports done professionally and especially recommended from a health point of view.

CONCLUSION AND RECOMMENDATIONS

Having a tendency for hedonic consumption means giving importance to features such as pleasure, making oneself happy, enjoyment and social status, that is, putting pleasurable shopping first. Emphasis is placed on the image created by the consumption of the product. Having a tendency for utilitarian consumption, however, means focusing entirely on the benefit gained from the product or service. Consumers who behave in a utilitarian way place importance on rational processes when making decisions.

As the economic situation of people who begin to give importance to personal happiness improves, they move away from needs that are obligatory towards consumption that is pleasurable. Another factor that affects the buying decisions of consumers who tend towards different products or services in addition to meeting their basic obligatory needs is known to be educational level. In other words, as people's educational level increases, they are known to behave more hedonically. Furthermore, consumption trends can show variation according to occupational group.

The study was conducted by employing the focus group discussion technique, one of the qualitative research methods. The data deemed necessary for the study were gathered by forming 16 focus groups. The participants making up the focus groups were asked to reveal which of the types of sports commonly played in Turkey were hedonically-biased and which ones were utilitarian-leaning.

Results showed that at the head of the types of sports played in Turkey that are entirely biased towards hedonic consumption and that are played wholly for pleasure and social status was the sport of golf. It was revealed that in second place behind golf among the types of sports mostly played for hedonic purposes was parachuting. The sport of diving came in third place. On the other hand, it was determined that at the head of the types of sports played for utilitarian purposes was the sport of weightlifting. Results showed that in second and third places were the sports of wrestling and athletics respectively.

Recommendation: When today's situation is examined, people are participating more and more in sporting activities that are weighted towards pleasure. For this reason, priority should be given to establishing sports facilities (pitches,

sports halls, sports equipment, etc.) where different sporting activities can be carried out. In terms of scientific research, which types of sports lean towards hedonic or utilitarian consumption, especially in other countries, can be identified.

LIMITATIONS AND FUTURE RESEARCH

In this study, the fact that when the focus groups were formed, wider populations or occupational groups could not be reached, and that the study looks only at how the commonly played types of sports were perceived (Are they hedonic? Are they utilitarian?), reveals the limitations of the study.

In future studies to be carried out in this field, it would be desirable for them to be conducted in a way that encompasses a wider population. Furthermore, it is clear that studies can be carried out that aim to identify how types of sports commonly played in other countries are perceived.

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Chapter-9

PALLIATIVE SOCIAL WORK PRACTICE DURING THE CORONAVIRUS (COVID-19) PANDEMIC PRECAUTIONARY MEASURES

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Introduction

The emergence of the Covid-19 virus at the end of 2019 led to a radical change in the lives of individuals, families, and societies, and this change extended to include the nature of professional practice in social work. Social workers resorted to innovating many methods and developing techniques to respond to the measures brought about by the nature of this disease and the precautionary measures that accompanied the pandemic. Medical social workers are among the people who have stood in the front lines of dealing with this pandemic in strict measures, especially those working in palliative and end-of-life care. Today, more than ever, most deaths occur in people with chronic diseases and older people due to the impact of the Coronavirus. This put great stress on the work of social workers in the context of professional intervention with end-of-life persons and their families. However, the nature of the transmissible infection of the disease posed a great challenge to palliative care and professional intervention for social work, as indicated by many studies conducted on the professional practice of social work in the medical field during the Covid 19 pandemic. As there is a difficulty in determining, a specific course of treatment due to the unknown nature of the disease and its rapid developments and the inability to directly communicate with the families and patients so that the death process was not in the usual way and this increased the pressure on the social worker during the professional intervention. The social worker remained in doubt about the efficacy of his interventions, the validity of his distance intervention, and whether or not he could properly interpret the persons nearing death and their families. It is worth noting that social workers as part of the health care team have the competence and ability to provide palliative care and patient and family-centered care in such circumstances despite their difficulty and despite the increasing challenges. This chapter will review the current role of palliative social work practice during the Covid-19 pandemic.

Covid 19 and the growing need for palliative care

Palliative care during the Covid 19 pandemic is focused on the importance of developing sound methods of distance communication with patients at the end of life and providing their families with the opportunity by devising the best ways to communicate with them as there is also an urgent need to support the patient's family after his death due to the complete isolation imposed by the nature of the disease, which prevents the last farewell to the moments of death, which increases the tragedy for the family and the remaining survivors. Consequently, a social worker as part of a multidisciplinary team in palliative care has many roles that he can play in normal and exceptional settings. Perhaps the nature of this crisis

and the new developments it imposed to require the social worker many professional competencies that exceed the competencies required from the specialist in a normal situation.

The World Health Organization (2013) defines Palliative Care as “*an approach that improves the quality of life of patients and their families facing the problems associated with life-threatening illness, through the prevention and relief of suffering by means of early identification and impeccable assessment and treatment of pain and other problems, physical, psychosocial and spiritual. The palliative care goal is to improve the quality of life for both the patient and the family. Palliative Care provides:* • *relief from pain and other distressing symptoms,* • *affirms life and regards dying as a normal process,* • *intends neither to hasten or postpone death,* • *integrates the psychological and spiritual aspects of patient care,* • *offers a support system to help patients live as actively as possible until death,* • *offers a support system to help the family cope during the patient's illness and in their own bereavement,* • *uses a team approach to address the needs of patients and their families, including bereavement counseling, if indicated, and* • *Enhances quality of life, and may also positively influence the course of illness. Palliative care is applicable early in the course of illness, in conjunction with other therapies that are intended to prolong life, such as chemotherapy or radiation therapy, and includes those investigations needed to better understand and manage distressing clinical complications”.*

The need for universal access to palliative care has increased during the COVID-19 pandemic and has been observed by requiring global health organizations and experts to provide comprehensive palliative care services. This is due to the increasing rise in COVID-19 cases and deaths. This is an important indicator of the importance of this type of care, especially in precautionary measures. This situation required strengthening policies and practices to provide safe and high-quality palliative care at various levels for all (Rosa, & Davidson, 2020). Consequently, the escalating infection and death rates associated with the pandemic have created an urgent need for high-quality palliative care in all critical care settings, in addition to the necessity to provide primary palliative care for every patient and family during this type of health crisis (Rosa et al., 2020). However, the impact of the Covid 19 pandemic affected both patients, their families, and the multidisciplinary palliative care team, communication, and workflow. Roles and responsibilities and are reflected in the performance and the nature of the services provided. A multidisciplinary team moved to practice its work and implement remote palliative care programs, which affected the quality of care. The team did not receive training at the beginning of the pandemic to practice

distance care. Besides, the precautionary measures and the prevention of patients' families from entering the hospital impact the quality of care due to the loss of the important element, which is the physical contact of the family with the patient (Weaver et al., 2020). Therefore, palliative care is considered one of the most important components of health care during the Covid 19 pandemic because it provides psychosocial support and support to patients and their families in difficult decision-making (Costantini et al., 2020). However, large numbers of patients and severe precautionary measures require palliative care providers to establish many strategic plans and developing many tools and techniques that contribute to an effective response (Fausto et al., 2020).

The need to focus on the ethical aspect and distributive justice in giving priority to people who deserve palliative care more than others (Hill et al., 2020). As the widespread spread of Covid 19 makes patients and their families in a state of emotional turmoil and difficulty deciding due to uncertainty and limited options. However, the multidisciplinary team in palliative care is best prepared to deal with these needs of patients and their families. However, palliative care advisory teams face many challenges during the pandemic that have set them in continuous variables that have made the criteria for comprehensive palliative care counseling temporarily stricter to cope with these variables (Powell & Silveira, 2020). Perhaps one of the main challenges is how to sort out the most urgent visits while keeping vulnerable patients safe from the pandemic. This has also led to restrictions on visits to the social worker as an important part of the palliative care team and remotely transferring them. Despite the importance of physical presence in evaluating patients and providing psychological, social, and spiritual support, the risks are high for the team and the patient themselves (Tran et al., 2020). However, with the increasing spread of disease and the increasing risk of death from Covid 19 infection in patients with chronic diseases and the elderly, the need for social work to be included as an important part of a multidisciplinary team in palliative care increases dramatically. Social workers as members of the health care team need to be prepared for the many roles during this global health crisis which has brought about many variables that require rapid response and innovation in palliative care.

The social worker in the medical field during the Covid 19 pandemic

The Covid-19 pandemic has increased the need for a social worker as part of the health care team more than ever. Despite this urgent need, the repercussions of the pandemic also affected the professional practice of the social worker. They placed him in front of major challenges such as social justice and the health care

system (Ross et al., 2021). In addition to the barriers of direct work with patients and their families in providing psychological and social support, especially for patients at the end of life. This challenge has prompted social workers to develop solutions that facilitate communication between patients and their relatives (Fox et al., 2021). The idea of transforming the direct work of the social worker into communicating with patients and their families through technological means posed another challenge in the lack of a comprehensive evaluation and observing body language in a good way and feedback (Di Ciero, 2021). Despite the development of many methods that somewhat facilitated this task, the challenge remained with patients from diverse cultural backgrounds, where the language barrier and the use of translators constituted another challenge added to the intervention with patients due to the associated poor emotional communication and poor appreciation of patients' fears and providing support (Boparai et al., 2021). This new situation in the practice of social work in the medical field and the inability of social workers to communicate well with clients from different cultures has affected their feelings of anxiety about interfering with their clients and their motivation to work and accomplish (Aaslund, 2021). As many studies conducted in this field indicated that the health care team during the Covid-19 pandemic suffers from anxiety, depression, sleep problems, and distress due to the nature of the disease and its transmission, especially among health workers because of their direct contact with patients (Muller et al., 2020). Therefore, it is imperative to develop strategies that alleviate the pressures caused by the pandemic on the health care team as a team working in the front lines and exposed to many risks, the most important of which is the stress on mental health (Vanhaecht et al., 2021). Given the strategies presented by many studies to overcome the mental health problems associated with the Covid 19 pandemic, they can be classified into four categories:

«1) informational support (training, guidelines, prevention programs), 2) instrumental support (personal protective equipment, protection protocols); 3) organizational support (manpower allocation, working hours, re-organization of facilities/structures, provision of rest areas); 4) emotional and psychological support (psychoeducation and training, mental health support team, peer-support and counselling, therapy, digital platforms and tele-support).» (Zaçe et al., 2021).

However, there is a need to understand and develop methods and strategies that help respond to these challenges, making the social worker fully integrate with the health care team during the pandemic. This is because social work is the most important element in responding to the needs of patients and their families,

which has increased with the increasing spread of the epidemic and the increase in critical cases requiring psychosocial support (Ross et al. 1., 2021). Cases referred to a social worker often have many complex individual conditions such as housing, responsibility for children, economic and social conditions, etc. As this requires working through multiple systems from psychological interventions to financial management and coordination of services, social workers have an important role in working with chronic and dangerous diseases represented in providing support and psychological and social care. This is due to the correlation of these chronic diseases with social, economic, and systemic damage and their request for the intervention of the social worker through many systems to treat conditions that affect people with chronic diseases such as cancer (Pockett et al., 2020). In general, the social worker's role as part of the palliative care team has been affected by the precautionary measures reflected in his role and level of satisfaction about intervention with clients from different cultures. Nevertheless, social workers have resorted to developing and innovating the best ways to deal with the current situation and respond to patients and their families' psychological and social needs.

The role of the social worker in the multidisciplinary palliative care team

The social work profession contributes to palliative care that is applied in health care with a multidisciplinary team and aims to respond and satisfy the spiritual, psychological, social, and physical needs of patients at the end of life and their families (Watts, 2013). While providing this type of care, it is imperative to identify best practices commensurate with cultural diversity. As the social worker in health care has the opportunity to develop cultural competence that helps him intervene with all racial, ethnic, and social groups. Where NASW noted the importance of understanding the interconnected nature of cultural dimensions in palliative care and the impact of the cultural competence of the general practitioner on individual care that can positively and effectively affect the psychological distress of the family and the individual coming to death, this requires the social worker to have continuous education and training and to see all available resources and everything new in this field to keep pace with emerging requirements (Rine, 2018). This is because palliative care requires working with patients and their families with an integrated approach that includes providing support in various fields. The support and services provided by the social worker during palliative care is an essential factor in improving patients' quality of life and a source of hope for them and their families (Abdul Azeez, & Anbu Selvi, 2019). For moderating social work with patients and families to have a measure of val-

ue and benefit, it requires the social worker to have a high level of professional knowledge and skill because four difficult tasks are awaiting the social worker in this field: assessment and reevaluation; planning and intervention; death, grief, and bereavement; and professionalism. This is also a set of basic roles and competencies referred to by many studies, namely: “Initial and continuous psychosocial assessment of the patient and the family; intervention in crises; individual and family counseling. Development of the care plan; making referrals to local resources and agencies; cooperation with other disciplines; facilitating Effective communication between family and team; patient/family education regarding palliative and end-patient/family case management; heritage work; ethical problem-solving; financial counseling; grief counseling; bereavement care; spiritual evaluation and interventions; and advanced care planning “(Head et al., 2019).

The Oxford Textbook of Palliative Social Work has defined several professional roles that a social worker plays as part of the palliative care team as follows: Terry Altilio & Otis-Green, 2011):

1. *“Incorporating biopsychosocial-spiritual history into the plan of care*
2. *“Exploring the cultural beliefs and values that require clinician adaptation and accommodation*
3. *“Facilitating interdisciplinary family meetings*
4. *“Clarifying advance directives and identifying an appropriate surrogate decision maker*
5. *“Assessing literacy and language needs and providing appropriate education to inform discussions of treatment options, including code/resuscitation status*
6. *“Assisting the team to monitor patient-family satisfaction with our care.”*

The book also referred to the services and interventions used in direct care that impact, as there are indirect roles for the social worker as part of the team in supporting health cooperation, relieving and removing tension between the team, and identifying the obstacles facing the care plan.

The practice of social work in palliative care requires the development and review of treatment plans given the ever-evolving and changing needs. Treatment planning requires that the social worker adapt the techniques to suit patients and their families according to religious, ethnic, cultural, age, educational, economic, and social levels, mental health status, and disability in various settings. Consequently, the social worker makes a multi-dimensional evaluation that includes planning interventions of various psychological, social, and spiritual levels with the patient, family, support networks, and a multidisciplinary team. The social worker, as part of the palliative care team, has skills that help enhance and sup-

port team performance, the most important of which are (Gwyther et al., 2005):

Effective communication with the team,

- Multidisciplinary cooperative education
- Provide suggestions that help the team to set priorities
- Negotiate with the team on issues related to client confidentiality
- Developing methods for informing the patient and family members of the possible diagnosis and the course of events that may develop as death approaches
- Provide patient counseling at various levels and advocate on his behalf
- Helping caregivers with various spiritual and cultural issues
- Assist the team in dealing with crises.

Looking at the roles that the social worker plays in a multidisciplinary team in palliative care, we find that they are sensitive roles and require that the social worker be highly qualified, where the social worker enhances the team's ability to understand the philosophy of caring for patients at the end of life and their families and the need for the team to integrate to achieve maximum quality.

Conclusion

The (COVID19) pandemic has caused an increasing increase in the number of infected people who need to stay overnight in hospitals and the intensive care unit due to the symptoms associated with this disease. Consequently, the proportion of people at risk of death in need of palliative and end-of-life care increased. This has exerted great pressure on hospitals that may exceed their capacity by far, making palliative care under pressure and in the dilemmas of social justice and ethical decisions related to providing these services to the neediest groups. The challenges facing social workers in dealing with cases at the end of life and their families are the precautionary measures related to preventing direct contact between the patient, the family, and the palliative care team. This situation has created two main challenges, namely the ethical challenge in making decisions in cases most in need of care and the challenge at the level of direct professional practice in the difficulty of direct communication with the patient and their families due to precautionary measures, which makes the feeling of satisfaction with professional intervention low among social workers. This situation requires setting new standards in palliative care and reconsidering the competencies needed to deal with this crisis. In addition to the need to focus on ethical issues in practice and discrimination and social justice issues.

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Chapter-10

BUSINESS MANAGEMENT STYLES AND TECHNIQUES

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The Meaning and Scope of Management Styles

A management style can be defined as the way a manager chooses to achieve his/her company's goals. Management styles include the ways that a manager schedules, promotes, decides, employs and manages the staff.

Manager's way of management has a big impact on the enterprise, on the cultural environment, industrial sectors, country and on the manager himself/herself.

An adequate executive shall adapt managerial approach in line to effects and goals.

Management approach is determined externally and internally.

The organization structure, cultural environment of the enterprise, policies, motivation and capabilities of the employees and priorities list are items to be considered internally.

Generally, the need of guidance depends on the capabilities of the employees.

The environment out of the company consists of legislations, economic situation, opponents, vendors and customers. This environment has an impact on managing staff and workers.

Types of Management Styles

In general management approaches can be categorized as “**Autocratic, democratic and laissez-faire**” types and subtypes of these.

In the “Autocratic Management Styles” there is a top-down direction and monolog like communication.

The management keeps all authority and control in the hand.

Working staff is under intensive control and has a limited movement area defined by clear metrics. Questions, feed backs, and improvement ideas are blocked.

The subtypes of “autocratic management” method are “authoritative, persuasive, and paternalistic”.

In the “**Authoritative Management Style**” the directions are given in details and an unconditional obeying is expected and in the lack of obey related staff will be penalized.

Staff shall deliver a stable performance.

The work and way of work of staff is checked in details continuously as the belief in the employee success without commanding by administrators is missing.

It helps to define roles and taking decisions. Useful for low skilled staff and increasing productivity in presence of administrators.

It is to be considered that innovation and approach of ‘us’ will be missing.

“**Persuasive Management**” is Leaders’ ability to persuade comes to the

fore in the most important plot of competencies that lead them to success and happiness.

The common characteristics (Değer, (n.d.)) of leaders with high persuasion skills are as follows:

- They know themselves and their target audience and thus speak the language of their audience.
- They establish strong communication ties with the people they face.
- They are not aggressive and coercive. They don't make much of a demand. They are patient...
- They respect the opinions of their friends. They do not act timid and timid...
- They use their body language positively. How they say is more important than what they say...
- They have sufficient knowledge on the subject. They speak clearly, concisely and concisely...
- They know who they are. They are confident in themselves. They act correctly and honestly...
- They attach importance to the perspective and approach of the other person.
- They know how to listen and ask meaningful questions...
- They value strong storytelling and strong visual charts on the subject.
- They make a good first impression with a strong posture, a sincere handshake and a smile...
- They know when to take a step back and give time to others...
- They address people by name and make them feel that they value...
- Never; To win small fights, they don't lose big battles...
- They never miss their excitement, enthusiasm and smile on their faces...

Once you acquire these qualities for result-oriented leadership over time, you will see that it has a contagious effect on everyone you encounter in all the projects you take responsibility for.

But even if you have all these qualities, and even more, there will be moments when you get stuck in persuading people.

We see that the strategy of showing the pros and cons of an event and leaving the choice to people doubles the power of persuasion.

For example, in the field of sales to the additional buyer; It is not very persuasive to mention only the benefits of a product and force it to buy, and in some cases it can be repulsive. Therefore, it is more reassuring to give people a certain area of freedom rather than doing this visually.

It helps to build a trust between the parties and makes the way smoother for top-down decisions and make the working staff more positively responding. But the way of feed backs stays blocked (10 Types of Management Styles, 2021).

As explanation of **“Paternalistic Management”** paternalism comes from “pater”, which means “father” in Latin. It is defined as the practice of managing individuals, a country, and a nation as if growing them with paternal affection. This definition emphasizes the dialectical and hierarchical relationship of paternalism between subordinate and superior, who have different roles. The superior role provides guidance, protection, and care to the subordinate in or outside the work environment, and in turn acts faithfully and obediently towards the subordinate.

In return, what is expected from the employee is to show commitment to him and to obey him unconditionally. Paternalistic features are generally seen in state and family structures with patriarchal and feudal order. The state, which has the characteristics of paternalism and paternalism, is obliged to take care of its people.

Paternalistic leadership can be defined as a friendly type of leadership that combines strong authority with caring and respect.

A paternalist manager or leader is a form of leadership practiced by the manager who takes care of and protects their employees for their good and interests as a father, and who is involved in their professional and private lives.

The paternalist leader makes other individuals in the institution feel that they are a part of that family and explains clearly to the employees how a new task can be fulfilled, punishing or rewarding them when appropriate. Employees know that when they solve problems as desired, paternalist leaders will be happy and show a positive opinion. In addition, employees are motivated to take responsibility.

Paternalistic leadership style is common in Eastern cultures and differs from that of Western cultures (Yılmaz, (n.d.)).

Training and staff’s skills improvement are supported but the employees are passive for being creative and finding solutions.

“Democratic Management Styles”

The staff is active and involves in “decision-making process” and takes responsibility of results.

There are two ways of dialogue and team spirit is widely spread.

The subtypes of Democratic Management Styles are Consultative, Participative, Collaborative, Transformational and Coaching Management Styles.

In **“Consultative Management Style”** working staff delivers the necessary

information, ideas and opinions to management and the final decision will be made by the executive.

It is common to use this technique where the team consists of specialists with a certain knowledge.

In the **“Participative Management”** style related to the job definition staff reaches details of the problems and purposes and are supported to find proposals and involve in the final decision.

It helps to motivate and direct the staff for working more efficiently.

In the **“Collaborative Management”** style, all the communication channels are open so that the employees may vote and the decision occurs based on these votes.

There is a high engagement, productivity and creativity throughout all the organization.

The **“Transformational Management”** style is focused on targets and goals. The structure is nimble and the raising goals push the middle and low management and the team members frequently and there is a need of employee motivation to respond the requirements.

The work ethic is part of the process.

Staff learns to live in a very challenging environment.

The **“Coaching Management”** style is derived from sports. The employees are considered as athletes of a sports team and the managers are their coaches.

The executive works on the improvement of team members through training and experiencing in the work areas.

The staff is open for upskilling within their positions and has high engagement.

“Laissez-faire leadership”, also known as representative leadership, is a style of leadership in which leaders are hands-on and allow group members to make decisions. Researchers have found that this is often the leadership style that produces the lowest productivity among group members. However, it must be recognized that this leadership style can have both benefits and possible pitfalls. There are of course certain settings and situations where this leadership style may be best suited. Knowing the dominant leadership style can help you understand one’s own strengths and potential weaknesses. This article contains information about the characteristics of Laissez-Faire leadership style.

This approach to leadership requires great confidence. Leaders should make sure that group members have the skills, knowledge, and follow up to complete a project without micromanagement.

Encourages personal development: As leaders are very practical in their approach, employees have a chance to be hands-on. This leadership style creates an environment that facilitates growth and development.

Promotes innovation: The freedom given to employees can encourage creativity and innovation.

Allows faster decision making: Since there is no micromanagement, employees under laissez-faire leadership have the autonomy to make their own decisions. They can make quick decisions without waiting weeks for the approval process.

This approach can work if the team is full of highly skilled and experienced self-employed people. Because these group members are experts and have the knowledge and skills to work independently, they can perform tasks with little guidance. This style is particularly effective when group members are more knowledgeable than the group leader. The laissez-faire style allows them to demonstrate their deep knowledge and skills surrounding the particular subject (Ağaoğlu, (n.d.)).

“Authorizing Management” style is building a process of assignment, control, realization, review and advisory.

The teams are empowered for cooperation, solutions, innovative activities as they have highly skilled members.

“Visionary leaders” are people who can set new horizons. Far-sighted leaders make good use of the potential of staff in their organizations and convince them that they can do much better than they do. Past, present, and future are three important time periods that affect the behavior of leaders. Future-oriented behaviors are of great importance in visionary leadership behavior. Visionary leadership is a horizon leadership and it points towards the future. Visionary leaders try to carry those who want to the future with their visions (Aksu, 2009).

The employees are highly engaged and think that their tasks are fitting to their capabilities.

Trendy Techniques

Beside the tough competitive environment enterprises face an additional challenge during the pandemic period to survive. This challenge meets international giants and small-medium enterprises. Here a few business trends which are expected to dominate the future are mentioned.

1. **“Businesses will continue to prioritize e-commerce.”** While e-commerce was already developing before the pandemic, a report by IBM shows the shift away from physical stores to digital shopping has sped up by approximately five years. According to the report, e-commerce is projected to increase by 20% in total in 2020. To prepare for this shift in consumer outlay, fine-tune your small business’s e-commerce presence in 2021. Create a flawless e-commerce experience for your customers by redesigning your site mobile-friendly.
2. **“Alternative payment options will proliferate.”** Another trend that is likely to last into 2021 **and** beyond is the dominance of different payment options. In their yearly State of Retail Payments investigation, the National Retail Federation found that no-touch payments (e.g. contactless credit and debit cards or mobile pay) for retail outlets have increased 69% since January. Among retailers that have implemented contactless payments, 94% expect the increase to continue over the next 18 months. Entering into next year, explore touchless payment options for your small business, including online payments with curbside pickup.
3. **“Remote work will persist.”** For the small and medium enterprises working out of offices was experienced by entrepreneurs and working staff with different receptions. During the pandemic, many small enterprises shifted to part-time or full-time remote work schedules in response to local decrees. According to a survey by Intermedia (Top Business Trends for 2021, 2020), 57% of this group of companies are trending to work remotely. According to another survey (Anonymous, 2020) 78% of SMEs (Small-Medium Enterprises) worked more than 5 hours every day. The meetings are over in an hour. While 32% of the employees stated that they felt more productive with working from home, again 32% said they were not sure. The rate of those who did not feel productive was 22%, and the rate of those who were not able to engage themselves was 14%. Ignoring those who abstained, the method of working from home was not very convenient for SME employees. 32% of the employees said that the meetings were efficient and result-oriented. 71% of the employees stated that they reduced their contact with workplace friends. 46% of the employees stated that they could not adapt to the new order, while 36% stated that they adapted. The rate of those who were undecided was 18%. While 26% of the participants stated that their workload increased and 29% decreased, the rate of those who declared that there was no change was 45%.

4. **“Businesses that provide virtual services will continue to be in high demand.”** According to the U.S. Chamber of Commerce, the pandemic has led to increased request for certain business types, particularly those related to technology and virtual health and fitness. If you are considering starting a business, or are looking for ways to pivot or enhance your business, look to these business categories for inspiration.

Strategic Planning

Strategic planning is a tool that enables managers to make appropriate decisions by evaluating themselves, the system, goals and resources. In order to understand strategic planning, the concept of planning must be understood very well and must be integrated with the concept of strategy.

A successful planning will enable the management to have an understanding of the issues, at the same time motivate its employees and take responsibility, and shorten the response time of the company in the face of unexpected events.

Strategy is a phenomenon that makes the business stand out among its competitors and requires operating in harmony with environmental conditions. Depending on the distance from which the target can be captured, the duration of the strategy should be variable, and the strategy should be evaluated as short, medium and long term.

Strategy can be handled at 3 levels (Batuhan Kocaoğlu, 2004/1).

1) Company Strategy 2) Business Strategies 3) Functional Strategies

Planning is a sequential process required to direct the business, to ensure that the organization that will do the work is prepared for the necessary change and to prevent uncertainties.

In this sense, it is both preparing for the future and preventing risks by creating an opportunity from uncertainties.

The strategic plan includes the expectations of the business owners and senior management from the business, as well as determining the objectives of the business, as well as the points they want to reach in relation to different fields of activity.

In essence, the strategic plan aims to ensure that all internal elements and stakeholders with whom the plan is shared move towards achieving common goals from top management to subordinate employees in harmony, efficient, coordination and synchronization.

Strategic Planning Process in General

1. Determination of the Mission and the Concept of Vision,
2. Determination of Objectives,
3. Internal Analysis,
4. External Environment Analysis,
5. Determination of Company Strategies,
6. Evaluation and Selection of Company Strategies,
7. Planning Functional Strategies,
8. Implementation of the Strategic Plan,
9. Control of Plans and Applications.

Balanced Scorecard

Managers who want to see the current status of the company use Balanced Score card as a measurement system.

Balanced Scorecard is a performance measurement tool that uses interconnected multidimensional performance indicators to apply organizational strategies in all areas of the organization and to continuously evaluate organizational performance in line with strategic goals (Bahar Özyörük, 2014).

It was based on the main idea of ensuring that Balanced scorecard strategies are associated with the operational goals of the business and monitoring the indicators representing these relationships and checking whether the strategies achieve the expected results.

Balanced Score card is used in three areas: a measurement system, strategic management system and communication tool.

Techniques Related to Quality Management Systems

There are countless methods of quality management and techniques that can be used. They include Kanban, Kaizen, Six Sigma, Quality Circle, TQM, EFQM, Self-Managing Teams approaches among others.

Kanban

Kanban, which means signal board as a word in Japanese, aims to make the flow in the working system uninterrupted through the visualization and pulling system (Anonymous1, 2015).

Kanban is an evolutionary change management method developed by David J. Anderson in the early 2000s. Kanban, which can be used for any kind of work based on knowledge; It's a pragmatic, actionable and data-driven approach.

Kaizen

Kaizen means “continuous improvement or continuous improvement” in Japanese. This philosophy can be applied in all areas of business and private life.

According to Masaaki Imai, the founder of the Kaizen strategy, Kaizen is the most important concept of Japanese organizational management and the key to Japanese business success.

Kaizen, a management strategy used for development and innovation, also contributes to facilitating the development of corporate processes (Ağın, 2020).

No distinction is made by senior management between employees in organizations where this philosophy is applied. Every employee has equal rights, status and freedom within the organization.

In organizations where the Kaizen philosophy is applied, all of the employees at the lower and upper levels are part of the change and improvement process. In the field of organizational change, the opinions of all employees are taken and a common consensus is achieved.

TQM

TQM defines it as “a combination of strong leadership, participatory management and teamwork”, and “producing flawless products or doing everything perfectly”. For many people, TQM is synonymous with “customer satisfaction.” Or, simultaneously, it involves the satisfaction of all stakeholders (shareholders, customers, management and employees), stakeholders, who have an interest in the success of an organization. In general, TQM (Yıldırım, 2002) the development of services through full participation, to increase internal and external customer demand and to create customer loyalty, which is based on the improvement of the results obtained in the business, putting customer expectations above all else and creating the quality defined by the customer within the scope of the service and the execution of all activities”.

EFQM

With the transition from the classical management understanding to the modern management approach, the product and service sectors have also developed themselves socially over time. Today, EFQM Excellence Model (EFQM MM) criteria come to the fore in the quality understanding that passes through the stages of Quality, Total Quality Control, Kai-Zen, Continuous Improvement, and Total Quality Management. The criteria in this model are Leadership, Policy and Strategy, Employees, Collaborations and Resources, Processes, Products and Services, Results for Customers, Results for Employees,

Results for Society, Key Performance Results.

In the early days, businesses were seen as just a series of mechanical connections, and individuals were accepted as a mechanical part of these mechanical connections. In this case, business efficiency is considered as a variable depending on the technical superiority and the amount of production. The feeling that a business has a human dimension that transforms its business functions and assets into tangible vital results has shifted the conditions of business success to more social areas. This is where corporate culture comes in. It consists of social capital consisting of networks and communities that enable people to operate on the basis of trust-based connections and cooperation with each other, and intellectual capital that mobilizes knowledge, information, ownership and experience to create wealth. According to some, the characteristics of corporate culture are generally gathered under four main headings. Corporate culture is a learned or acquired phenomenon. Corporate culture should be shared among group members. It takes place in the mindset, consciousness and memory of the members of the institution as beliefs and values. Corporate culture is in the form of behavioral patterns that are regularly repeated or revealed.

Three approaches to corporate culture stand out. In the first approach, culture is a force that determines behaviors as a part of the environment, while in the second approach, it is seen as a phenomenon created by the conditions and relationships in which the institution is located. According to the third approach, culture is not a variable in the institution, but the institution itself. According to this point of view, it is more appropriate to examine the corporate culture not only with material data but rather with symbolic, expressive and intellectual data.

Individuals who feel that their goals, objectives, vision and values are in harmony with the corporate purpose, goals, vision and values are at a higher level.

While corporate culture is a system of “norms, assumptions, values, beliefs and habits that shape the thoughts and behaviors of employees, corporate identity includes the characteristics of the employees, the features that make the institution different from other institutions, the continuity of the organization’s past and the future, and it symbolizes the organization itself, the behavior allows him to express it through the way of communication.

There are two main reasons why a strong culture is valuable: “The harmony of culture and strategy and the increase in the commitment of the employees to the organization”.

The regulatory function of corporate communication to support internal and external activities, • The function of persuading the corporate and product management to create an identity, • The function of informing the internal and

external target audience, • The function of integrating individuals as a good corporate citizen in order to socialize them.

It should be aimed for employees to see their businesses as their own workplaces, to take part in working groups voluntarily, to be a natural member of the quality system in every period of their working life and to have the highest level of corporate loyalty. In enterprises that follow this process or are natural members of quality management systems; The corporate culture will be born and develop spontaneously, and change will be achieved by continuously developing in a positive way over time within the framework of continuous improvement activities (Tayfun Türkoğlu, 2019).

Six Sigma (6s)

Literally, sigma is a statistical term that indicates how far the process is from perfection to meet customer expectations. Six Sigma, which expresses a performance level equivalent to 3.4 errors per million, has become a term that describes the vision and system to achieve this. In its broadest sense, it is possible to define Six Sigma as a cultural change effort to meet customer needs at a near perfect level, for more customer satisfaction, profitability and competitive position. Six Sigma as a business term, for businesses; It is defined as a development strategy that increases profitability, eliminates unnecessary transactions, reduces costs caused by poor quality, and increases the efficiency and productivity of operations in order to meet or even exceed customer needs and expectations. The managerial definition of Six Sigma is made as “the culture change that enables the enterprise to increase customer satisfaction and accordingly to improve the profitability and competitive advantages of the enterprise”. In statistical terms, Six Sigma is above all a symbol of a target. This target is defined as an error rate of 3.4 per million.

Principles:

Customer focus: Customer focus is one of the most important issues in six sigma. Not only the current but also the possible future needs and desires of the customers should be anticipated and combined with the competitive advantages of the business.

Data and fact-based management: The basic issues of six sigma are the collection and statistical analysis of comprehensive and complex data in the detection and elimination of errors. The first stage of Six Sigma applications is to determine the key criteria required for business performance evaluation. These criteria are used in defining critical variables and optimizing the results.

Process focus, management and improvement: In Six Sigma, processes are seen as places where action takes place. Six Sigma sees the process as the key to success, regardless of the process (product or service design, performance measurement, etc.).

Proactive management: Proactive management is about setting ambitious goals for success, reviewing them frequently, and focusing on anticipating and preventing problems. Six Sigma uses the tools and practices necessary to replace reactive habits with a dynamic, sensitive and proactive management style.

Unlimited collaboration: Six Sigma is a detailed understanding of both the actual demands of end users and the workflow in a process or production chain.

Orientation to perfection: tolerance to failure: Every business aiming at Six Sigma must constantly force itself to be perfect, and must be able to accept occasional failures (Okşan Kansoy, 2008).

Quality Circle

Quality circles are small groups of employees that are formed on a voluntary basis and meet regularly in order to discuss, discuss and solve a wide variety of problems such as efficiency, effectiveness and quality of any workplace.

The first of these is improvements in quality, efficiency and communication levels. The communication problems that may have been established before among the members who establish relationships with each other and work together to find solutions to problems are eliminated. Establishing quality circles helps not only the communication between the members but also the communication of the employees with the senior managers to be more effective. Thanks to the quality circles, the development of some personal abilities and problem-solving skills of the members who participate in the circles are in question. Members ~ have skills such as approaching problems, developing solutions, looking at problems through the eyes of others thanks to the problem-solving techniques they learned during their initial training; this helps to meet the self needs. In addition, it is ensured that the members increase their interest in the job and have their jobs. Thanks to the weekly meetings, the members enjoy group work and learn to make decisions together with the group. This helps employees to move away from individuality.

Quality circles fulfill the most important element of total quality management by meeting many needs of employees. Total quality management, founded on the philosophy of “processing quality to people”, serves this purpose thanks to quality circles (Bayazıt, 1996).

Self-Managed Teams

It is seen that the concept of self-leadership remains a neglected concept in managerial efficiency. Managers and leaders often focus on how to guide employees towards organizational goals and how to shape employees' behavior. It is observed that organizations do not give their employees any chance to manage themselves, although they sometimes need it. However, as the value of the human factor in organizations is understood, the importance of self-control and sense of responsibility at the individual level gains more importance.

Among the leadership substitutes arising from employees; experience, talent, professional discipline, indifference to rewards and the need for independence.

The employee leads himself by directing himself through these interactions both at the mental and physical levels.

The self-leadership approach, which stands out in team building and personnel empowerment approaches, focuses on the basic strategies that most employees should have today in order to increase job satisfaction, employee productivity and the performance of the organization as a whole. Organizations should train their employees in a way that they can manage themselves and lead themselves, and they should also give importance to their training in this way. Organizations need to include these approaches to the effective use of "human resources" in their management policies (Selen Doğan, 2008).

As a conclusion, we can cite the importance of newly developed (or still being developed) business techniques and models. The heavy and challenging pandemic conditions have forced nearly all companies to develop new working models and employment styles such as alternate working hours, working from home, increasing online commerce, enhancing existing infrastructure and improving networking systems etc.

Existing e-commerce companies increased their profits dramatically during this period.

To succeed, companies have to adapt to the rapidly changing conditions of the global economy and to take the necessary precautions immediately.

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Chapter-11

INDUSTRIAL REVOLUTION 4.0, IS IT POSSIBLE TO INCREASE PUBLIC-SOCIAL EXPENDITURES: THE NEW REVOLUTION OF ANDROID ROBOTS?

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Introduction

AI(Artificial Intelligence) deals with top uncertainties. How would a slow, mini-mini brain do these things if a biologic or electronic AI wants to perceive, understand, predict, and change a larger and more complex world than itself? How can we attempt to do these things with these inabilities? These questions are difficult to answer but the researcher has durable discoveries. It is possible to do these unique studies in AI by the discoveries, for unlike research such as making traveling faster than the speed of light and the gravitation-defusing device. The only thing that the researcher has to do here is to look in the mirror to see an example of the intelligent system(Russell and Norvig, 1995: 3).

Scientists will have the possibility to change some robots to develop their souls in this century. In fact, scientists will be able to produce a modified and quite beautiful robotess. Robotess “Helena” may also hate scientists who produced herself because she did not know to love and give birth if she could come alive. Helena will be able to recognize her own sterility when she examines sterile greenhouse flowers that meet consumer demand(Schodt, 2009: 5)

However, production control will be made by android robots with human visage. Business robots will make all industrial production in this century and this productivity of business robots also stems from AI.

1. Literature review

Yaşarlar (2019) and Bayraktar(2019) studied the maintainability of the actuarial balance in Turkey for the period of 1972-2013. The fact that the number of retired persons per working persons is high was given as the biggest obstacle to the maintainability of the actuarial balance in Turkey.

It is expressed that social aids are relieved in the context of non-governmental organizations in Turkey and it has been asserted that extreme poverty can be ignored too. In his article, Bedir (2020) treated the subject of social aids in the economic life of Turkish society.

Yip (2020), Chan (2020), So (2020), Wat (2020), and Lam (2020) expressed that the aim of the CSSA (Comprehensive Social Security Assistance) System is to enhance the income level significantly to provide the essential needs of insurants, and they asserted that this system is also successful.

Yuda (2018) put forward that the most important factor is that the medical aids are provided by the state in their lying hospital short-term of the low-income groups in Japan. Health insurance is the other most important factor in disengaging from public aids if the insurants are in the process of being treated the same as in the long-term hospitalization.

Khronin (1976) specified that students receiving technical education also studied practical education in the crumbling Soviet Union, and he

specified that students started to work in workplaces within one year after their graduation.

Eckdahl (2019) expressed in his book that obesity reached the same critical dimensions of an epidemic. The author stated that across the world, 13 percent of all adults and seven percent of all children had the obesity problem.

Smith (2017) mentioned the statement of an old soldier in the court, who was being tried for using drugs. The soldier said in his statement that his mental health deteriorated due to the dope habit. He said that he first caught the “post-traumatic stress disorder” and then “schizophrenia.”

Tulloch et al. (2020) expressed in their article that the dicing habit increased by setting off the other stressors at the fireside. They showed that dicing habits diminished when family members were isolated from each other.

2. Actuarial balance, social aid, social security assistance, and medical assistance

For each period, in the future, the elements of the long-term actuarial planning are as follows:

- efficient income rate expressed as the rate of income(payroll tax rate) to the annual taxable payroll,

- efficient cost rate expressed as the ratio of the system cost(expenditure) to the annual taxable payroll,

- sum of the balance of funds at the beginning of the period plus the present value of the total income during the period,

- rate of the synthetic efficient income over the years equal to the rate comprising the sum of the balance of funds at the beginning of the period plus the present value of total income during the period and the present value of taxable payroll over the long term,

- synthetic efficient cost ratio over years equal to the rate comprising the sum of the present value of the expenses during the period plus the current value of the targeted fund level at the end of the period equal to the expenses of the following year and the current value of the taxable payroll during the period,

- the difference between the synthetic productive revenue and the synthetic productive cost rate(da Silva et al., 2004: 431). The actuarial balance of the social security institutions will decrease by the increasing social aids, the increasing social security aids, and the increasing expenditures of the health aid with the Industrial Revolution 4.0. These aids will be financed by the increase of public expenditures and then, there will be expansions in the volumes of economies and the reason for all these is the decrease in the ratios to the countries' populations of mass regarding

the working labor force efficiently. I can model the upsetting of this actuarial balance as follows:

$$\begin{aligned} \Sigma AD^n - \Sigma AD^{n+1} = & [(\Sigma WSHI^n \% x WI^n) + (\Sigma WSSIW^n \% x WI^n) + \\ & (\Sigma WSUI^n \% x WI^n) + (\Sigma ESHI^n \% x WI^n) + (\Sigma ESSIW^n \% x WI^n) + (\Sigma ESUI^n \% x WI^n) + \\ & (\Sigma ESSTIB^n \% x WI^n) - (\Sigma RS^n) - (\Sigma PHI^n) - (\Sigma US^n)]^n - [(\Sigma WSHI^{n+1} \% x WI^{n+1}) + \\ & (\Sigma WSSIW^{n+1} \% x WI^{n+1}) + (\Sigma WSUI^{n+1} \% x WI^{n+1}) + (\Sigma ESHI^{n+1} \% x WI^{n+1}) + \\ & (\Sigma ESSIW^{n+1} \% x WI^{n+1}) + (\Sigma ESUI^{n+1} \% x WI^{n+1}) + (\Sigma ESSTIB^{n+1} \% x WI^{n+1}) - \\ & (\Sigma RS^{n+1}) - (\Sigma PHI^{n+1}) - (\Sigma US^{n+1})]^{n+1} \end{aligned} \quad (1)$$

The variables in this model are as follows:

AD: Actuarial Deficit

WSHI: Worker's Share of Health Insurance

WI: Wage Income

WSSIW: Worker's Share of Security of Incapability of Working

WSUI: Worker's Share of Unemployment Insurance

ESHI: Employer's Share of Health Insurance

ESSIW: Employer's Share of Security of Incapability of Working

ESUI: Employer's Share of Unemployment Insurance

ESSTIB: Employer's Share of Short Term Insurance Branches

RS: Retirement Salary

PHI: Payment of Health Insurance

US: Unemployment Salary.

The actuarial balance deficit will be covered from the transfer expenditures of the general budget if the social security institution or organization is a public legal person or persons, and also this means the growth of the public economy due to the increase in public expenditures. The actuarial balance deficit will cause an increase in social transfer expenditures. I can model the development of the general budget as follows:

$$NB^n - NB^{n+1} = [CO^n + RE^n + TE^n]^n - [CO^{n+1} + RE^{n+1} + TE^{n+1}]^{n+1} \quad (2)$$

The variables of the above model are as follows:

NB: National Budget

CO: Capital Outlays

RE: Recurring Expenditures

TE: Transfer Expenditures

The transfer expenditures increase to meet the actuarial balance gap. Transfer expenditures cause an expansion of the general budget, and the functional modeling of this increase(the expanding) is as follows:

$$NB(AD)^n - NB(AD)^{n+1} = [TE^n - AD^n]^n - [TE^{n+1} - AD^{n+1}]^{n+1} \quad (3)$$

Social aids are presented under the "merge thesis" in political sociology. The merge thesis has three elements: representative thesis, humanitarian thesis, and social contract thesis. Social aids are included in

the humanitarian thesis. I can also explain the humanitarian thesis as follows; public officials should aim to maximize the benefits accrued from public expenditures, or they should use the funds to benefit the poorest (Thompson, 1992: 52). When industrial revolution 4.0 steps in the form of improving efficiency, the states will be obliged to increase the active social aids to support the minimum livings of humans.

Estimating the social security aid will be an accurate approach to deal with social security aid-related policies in the present day. The last period of the pension fund reforms has been fundamentally steered by ever-growing apprehension concerning the economic effect of the senile and the need for fiscal restraint in the European Union. The general tendency is that the benefits of the public pension fund have diminished. In most countries, the benefit ratio of the public pension fund has declined. This benefit ratio can be described as the ratio of the average public pension fund to the average production per employee. Furthermore, the systemic reforms have changed the structure of providing the pension fund since retirement conditions have changed the described benefit kind of retirement providings for the retirement providings. Generally, by exceptions, it is possible that this kind of change scrolls more risks into the related individuals from the same generation with more restrictive redistribution by approval of lower-income individuals (Zaidi et al., 2006: 3). The number of people who are on the pension fund per working employee will have seen an abnormal rise when Industrial Revolution 4.0 has stepped in increasing acceleration. This situation will disrupt the actuarial balance. Also, the fund is currently paid to the elderly who do not have any benefit primary, but it will also begin being paid to the educated and uneducated working-age, young people. In addition, they will continue to receive the unemployment salary along aeons if working persons quit. Also, this situation will again deeply and negatively impact the actuarial balance.

In countries that lack a mandatory sick insurance system, the subject of medical care is on the public agenda. I just shortly speak of the current situation of the sick insurance in developed countries that the subject of medical care requires the estimations in the forthcoming process with Industrial Revolution 4.0.

Many sick insurance systems are present in the European Union. In the Beveridgian System, everyone has the right to health services. The states can select mandatory sick insurance when they select an insurance system to involve the whole population. This provides a basic package from which the whole population can benefit. This kind of insurance is qualified by solidarity.

There is the obligation to insure the whole population but there is not the significance of the decent or the wicked risks, and there is not the significance of the financial situations of the individuals and there is the obligation to approve everyone. The contributions can be related to the income or the price can be designated for the basic package but the price

does not depend on risk factors. Benefits are designated depending on the need. The crosswise subvention among the funds has different mechanisms since some funds will have much wicked risks(Nistor, 2011: 21). To help in the medical care to humans will become mandatory irrespective of income levels since the volume of “the labor stores” will enlarge although Industrial Revolution 4.0 steps in effectively. The term “labor stores” belongs to Marx.

In this study, social expenses are treated in the scope of the ESSPROS (European System of Integrated Social Protection Statistics), and these expenses are grouped into three as social aids, social security, and medical costs.

3. Jobs seeking advanced technical specialties

The labor demand is not any “future shock” for the talented workers. American commercial establishments are aware of the fact that the need for talented workers is increasing every day. 56 percent of establishments report that the restructuring and the introduction of the new technology have increased the talent needs for non-managerial workers. In reality, American employers progressively look for recorded workers who are qualified with the basic, technical, and organizational abilities and who have expertise in the core competency of the company(Stuart and Dahm, 1999: 2).

Unnecessary subprocess duties will need fewer workers in the factory or the office as the cost of automatization diminishes such as the cost of information. More jobs will gradually be created to develop and optimize cyber-physical systems. The establishment of significant factories can seem possible contrary to expectations, however, the automatic factories can run themselves with less human labor. There is also a possibility that the automatic factory deescalating workers cannot stay competitive in the long term. It is expected that the factory equipment will continue to improve as if I have seen a salient improvement in the functionality of the smartphones over the past decade. This still needs talented labor to evaluate, install and maintain the equipment. Empowering software of a factory will also continue to improve if the application of processes will not be able to cover any day’s needs at any time. Therefore, an increasing supply of talented labor needs to develop the software, improve it and follow the data processing. Only a factory can need fewer people to process; however, rises in productivity create new markets, and new commercial establishments and factories increase the demand for talented labor which was the case in the past industrial revolutions(Baldassari and Roux, 2017: 21).

A Chinese cellular phone module-producing factory that employed 650 employees until a few months ago started to use 60 robotic arms on 10 production lines which, as a result, dropped its number of employees to

60(Milliyet, 2015). More developed production systems will also reduce the need for human labor.

4. Obesity, dope habits, other health problems, and sportive and social activities

The prevalence of obesity has increased in the U.S.A. such that over 65 percent of adults are considered to be fat and obese in the U.S.A., indicating an increase of 25 percent in the past 30 years. Obesity is associated with many diseases, such as increasing disability and early death and it has an enormous effect on the health service system(Carucci, 2013: 630).

The life of an honest pothead necessitates the awareness of being “addicted.” He generally expeditiously moves in the streets and looks forward to “the weekend habit.” The patience develops when he reduces the intervals between needles, and he can increase the dose of the heroin to reach the effects of the initial needle. He becomes ill after he endures without drugs for some time and his mind is aware of the addiction disorders if he discovers to be removed with increasing frequencies by the needle of the drug. “He can fight with the thirst”(as missing bitterly the drug to eliminate the withdrawal symptom) in perplexity. He can often “get worse to a package heroin” due to addiction if he again “uses drugs” to prevent himself from “getting ill.” Lindesmith proved that the perpetual “wish” is the root of repeated experiences of using drugs to ease the abstinence agony. He will predict many of typical conducts reinforcing his addiction if a person can tell about statement associated the awareness of the relation between the distress of abstinence and the absence of drug and he will distinguish his addiction in near future. He describes himself as addicted when one person hinted him to be addicted “... It is proved as the patient be able to conceptually control his reactions and conducts towards drug due to repetition of the drug experience when it can be designated as the cognitive-situation process. The distress of abstinence is irrevocable in the origin of only this patient but this situation is not such in continuation of the illness.”(Sutter, 1966: 194-195).

Those have been provided in the findings to the brains of IAD(Internet Addiction Disease) subjects who have had multi-structural changes. The rustiness of grey matter and the white matter GA(gradual anisotropy) changes of some brain areas are markedly related with time of the internet addiction. These results can be partially interpreted as the functional failure of the cognitive control in the IAD. The disorders of the posterior brain frontal lobe cortex are coherent with the former drug addiction studies. Therefore, it has been suggested that partially overlapping treatments and substance abuse will be able to exist in the IAD. It is hoped that the results can help develop deeper insights into the IAD and will help with the diagnosis of and preventing the IAD(Yuan et al., 2011: 7).

To investigate the available physical activity documents in the level of Europe and to investigate the presence and the content of suggestions for the physical activity levels such as rules for applying the physical activity encouragements would be useful due to the increasing public health importance of the physical activity. The significant lack of physical activity policies for the public health between the European Countries has to be atoned to do the same at the national level. The cultural variances between and within the European Countries will lead to some variances in presence of the national suggestions and perhaps should lead but, the countries should harmonize with the available last finding (Oja et al., 2010: 4).

The probable statistical relation of the social relations and the reported activities with the mortality in the interviews circle has been investigated during the medical examinations in the 1967-1969 period in a study that investigated 2,754 adults (at the age of 35-69) in the Tecumseh Society Health Study throughout 12 years succeeding nine years for the 1967-1969 period. Male deaths were less probable during the following period after the refinements according to the age and the kind of the risk factors for the mortality when the men reported a higher level of social relations and activities in 1967-1969. The trends for the women were similar when the senility age and other risk factors were generally controlled. These results are constant as taking into account the age, jobs, health statuses of the groups. Any relation between mortality and satisfaction from social relations and activities is not covered. It is argued how and why the social relations and the activities affected mortality, and they are described as the important focuses for the next investigation (House et al., 1982: 123).

The aim of all efforts is to provide them to maintain as the unproblematic social entity their lives of humans.

5. Diet programs, drug and internet inspections, mass sports activities, and mandatory social activities

The programs regarding the low carbohydrate and the low-fat were associated with more weight loss and the increasing weight loss without the medical intervention related to the behavioral support, exercise, and diet during the 12 months. The differences in weight loss between the individual diets are probably less important for weight loss efforts. This understanding supports the application of advising any diet for a patient will abide by weight loss (Johnston et al., 2014: 931).

The individuals who are sufferers of severe mental diseases have often substance abuse and addiction which puts them at increased risk according to the results of the poor treatment. However, the reliability and validity of the report criteria designating substance abuse and addiction based on self-report remain understudied in the sample in this study. This investigation evaluates the two versions of the Drug Abuse Screening Test(DAST) as the separation tools for the psychiatric sample of the outpatient. Seventy-

three men and 24 women being treated in a public psychiatric facility participated in this investigation. All participants completed the DAST with the substance use and the other criteria of the psychiatric statement. The DAST results indicated equal internal harmony and temporal stability in this sample. The factor analysis supports the multidimensional sample. The concurrent criterion associating with the separator finding for the validity has been evaluated and it has been deduced that both of the tested versions of the DAST have healthy psychometric properties when it is used with psychiatric outpatients (Cocco and Carey, 1998: 408).

Family-based interventions that improve communication and teach parents the harmless use of the Internet can help children and adolescents. Even so, intensive (and generally much expensive) extra-hospital treatment options that receive too much media attention have been exposed to less experimental research to support a strong offer. The same technique puts into practice online treatment websites that encourage the person with problematic Internet usage to click on certain links (Aboujaoude, 2010: 89).

The communists won the Civil War in October 1949 and founded the People's Republic of China (PRC). The national sports congress was organized in Beijing on October 26 and 27, 1949. Zhu De the vice-chairman of the PRC and the president of the People's Liberation Army made a speech in the opening and explained the PRC's sports policies. He expressed that sports should help society embrace the value system of the new establishment, including loyalty, rapport, team spirit, cooperation, and discipline. All workers, parents, students, shortly, the citizens of the new China should also sport mass sports events as pre-training for the business and military defense. Feng Wenbin, the general secretary of the Communist Youth Association also addressed the audience "People who have healthy bodies can better contribute to the military, economic and cultural developments." So, the sports policy of the new China was to encourage mass sports events (Wei et al., 2010: 2381).

It can be obtained a more reliable picture of life owing to be experienced as focussing the reactivity of humans in their current social environments. The current results are received by showing that they found greater satisfaction and meaning in their lives when people with greater symptoms of depression met their own needs as being suggested an important role for the positive social relations to support these important cognitive perspectives in life. Thus, the full series of the social interactions for ongoing research on etiology, maintenance, recovery can especially provide the productive cause and these positive results can come across to a standstill period in depression (Steger and Kashdan, 2009: 16).

It will gain importance with Industrial Revolution 4.0 that the human as a social entity lives a healthy life in society.

6. The exploitation of creative activity and the mathematics of going bankrupt actuarial balance

The modern system of exploitation needs principles to unite the four historical-logical 'layers' of being exploited the labor by the capital: 1) the 'classical' system of being appropriated to the rented labor and the surplus value by the capitalist; 2) being appropriated to the monopoly (excess) profits and the financial profits; 3) partial-social redistribution as a reflection of the surplus-value and the 'expansionism' policy of the capital 4) the relationships of the exploitation related to the creative activity and related to appropriated the intellectual rent peculiar to the current stage. The exploitation of creative labor is the most important source for the future development of the capitalist economy. The capitalist exploitation of intellectual activity (creative workmanship) is quite different from the 'classic exploitation.' This difference is as follows: 1) to appropriate the intellectual activity of the surplus-value; 2) the exploitation of the brainpower under these conditions; 3) there are not certain borders between the work time and the spare time and between the working labor and the surplus labor. Furthermore, the exploitation of any individual creative labor is also the exploitation of all human culture since the creative labor of anyone is also closely relevant to the culture of the human being (Buzgalin and Kolganov, 2013: 486).

Within this context, I need the analysis shaping the matrices for modeling and the proof of the actuarial balance that we will do in the Banach Economic Space (Kothare et al., 1994: 441-442). At the mathematical equation in the form of the matrix, the national budget, the transfer expenditures, the actuarial deficit, and the independent variable of the recurring expenditures will be assigned as the submatrix. Let me predict that the $AD RE$ matrix exists which provides the $NB AD(TE RE) = PSE$ equality on the condition that NB , TE , AD , RE , and PSE are respectively the matrices in dimensions of mxn , mzp , mzs , mxt , and mxk . The PSE symbolizes the public social expenditures here. Let me unify as partial at the block form to the matrix equality

$$[NB^n TE^{n+1}] \begin{bmatrix} AD^n \\ RE^n \end{bmatrix} = NB^n AD^n + NB^n RE^n + TE^{n+1} AD^n + TE^{n+1} RE^n = PSE^{n(n+1)} \quad (4)$$

I will investigate two theorems concerning this matrix equality in this title that I will present down there:

-Under what conditions are AD and RE are unprecedented in the solution of (4)? I mean the incomparable from the unprecedented.

-Under what conditions are AD and RE dependents in the solution of (4)? That is to say, is there a solution in $\begin{bmatrix} AD^n \\ TE^{n+1} \end{bmatrix}$ for any two $\begin{bmatrix} AD^n \\ RE^n \end{bmatrix}$ and $[NB^n TE^{n+1}]$ solutions of the (4)?

It is known from the theory regarding the ‘inverses’ in the general situation of the matrices

That the need and sufficient condition for overlapping of (4) equation is for it to be in the form of $\frac{[NB^n TE^{n+1}]}{PSE^{n(n+1)}} = \frac{[NB^n TE^{n+1}]^-}{PSE^{[n(n+1)]^-}}$. Under these circumstances, the first general solution TE^- , the generalized ‘inverse’ of NB that is, $NB^n TE^{(n+1)-} NB^n = NB^n$ and PT as a divergent ‘requisite’ matrix is written as follows:

$$AD^n = TE^{(n+1)-} PSE^{n(n+1)} + (I - TE^{(n+1)-} NB^n)PT \quad (5)$$

PT and I symbolize respectively the public treasury and the unit matrix. Under the same conditions, the second general solution of the (5) is written as follows:

$$RE^n = TE^{(n+1)-} PSE^{n(n+1)} + (I - TE^{(n+1)-} NB^n)PT \quad (6)$$

PT and I are respectively at the dimensions of oxn and oxs . In this situation, the general statements of AD and RE overlapping with $PE^n > [I \ 0]$ and $PE^{n+1} > [0 \ I]$ can be written as follows:

$$AD^n = PE^n TE^{(n+1)-} PSE^{n(n+1)} + (I - TE^{(n+1)-} NB^n)PT \quad (7)$$

$$RE^n = PE^{n+1} TE^{(n+1)-} PSE^{n(n+1)} + (I - TE^{(n+1)-} NB^n)PT \quad (8)$$

where PE symbolizes the public expenditures.

To provide simplicity, let me look at the family of the AD and RE solutions of the (4) with $\{PE\}$ and $\{PT\}$.

I mean that they can be

$$\{AD^n\} = \{AD^n: AD^n = PE^n TE^{(n+1)-} PSE^{n(n+1)} + (I - TE^{(n+1)-} NB^n)PT\} \quad (9)$$

$$\{RE^n\} = \{AD^n: AD^n = PE^{n+1} TE^{(n+1)-} PSE^{n(n+1)} + (I - TE^{(n+1)-} NB^n)PT\} \quad (10)$$

at present, I will try to solve the two problems that I have expressed in the question form above.

Theorem 6.1 Let me be consistent with the (4) equation. Under the circumstances,

a. The need and sufficient condition for being the unprecedented of the AD block in the solution of (5) is

b.

$$s(TE)^{n+1} \leq o + s(TE)^{n+1} \quad (11)$$

or in the equal form of this, it takes the stand

$$\varepsilon(PSE^{n(n+1)}) \cup \varepsilon(TE^{n+1}) - \varepsilon(RE^n) \leq \{0\} \text{ and } s(TE^{n+1}) \leq 0 \quad (12)$$

For being the unprecedented of the RE block in the solution of (6), the necessary and sufficient

c. the condition becomes as follows:

d.

$$s(TE^{n+1}) \geq o \text{ and } E(PSE^{n(n+1)}) \cup E(TE^{n+1}) - E(RE^n) \geq \{0\} \quad (13)$$

Proof 6.1 It is easily understood from the general statement of RE given in (8) that RE is unprecedented, if and only if it is

$$TE^{n+1}(I - TE^{(n+1)-}NB^n \geq 0 \quad (14)$$

Thus, however, jt departs from

$$s \begin{bmatrix} WSHI^{n+1} \\ ESHI^{n+1} \end{bmatrix} \geq s(WSHI)^{n+1} - s(ESHI^{n+1} - ESHI^{n+1}/WSHI^{(n+1)-} WSHI^{n+1} \quad (15)$$

as starting off the rank formula, it is seen that it has been in the form of

$$s \begin{bmatrix} TE^{n+1} \\ PE^n \end{bmatrix} \geq s(TE^{n+1}) \quad (16)$$

In this formation, it is attained to the (10) if I receive as the necessary abbreviation for $PE^n = [I \ 0]$. it is As being based on again the same form,

$s(TE^{n+1}) \geq s(PSE^{n(n+1)}) + s(TE^{n+1}) \geq o + s(TE^{n+1})$ is formed. Thus and so, (12) is equal to (13). The matrix forming the transfer expenditures is a singular matrix. In other words, the single method of retrenching from the transfer expenditures or the public-social expenditures is to increase the recurring expenditures and this method passes from increasing the employment too.

Theorem 6.2 Let me act as being consistent with the (4) equation. Under the circumstances, AD^n and RE^n blocks are dependent on the solution of (4), that is to say, the $NB^n \geq \begin{bmatrix} AD^n \\ RE^n \end{bmatrix}$ is the solution of (4) for $AD^n \notin \{RE^n\}$ and $CON \notin \{PSE^{n(n+1)}\}$ if and only if the solution has the characteristic

$$E(PSE^{n(n+1)}) \cup E(TE^{n+1}) \geq \{0\} \quad (17)$$

Proof 6.2 It has reached the result to

$$\begin{aligned}
& [PSE^{n(n+1)}(AD^n) + PSE^{n(n+1)}(RE^n) + TE^{n+1}(AD^n) + TE^{n+1}(RE^n)] \\
& \quad - PSE^{n(n+1)} \\
& \geq [PSE^{n(n+1)}(PE^n)PSE^{[n(n+1)]^-}PSE^{[n(n+1)]^3}(PE^n)(I \\
& \quad - PSE^{[n(n+1)]^-})PT + 2TE^{(n+1)^3}TE^{[n+1]^-}(I \\
& \quad - TE^{(n+1)^-})PT]PTPSE^{n(n+1)} \\
& \geq [(PSE^{n(n+1)}(PE^n) \\
& \quad + TE^{(n+1)^2})PSE^{[n(n+1)]^-}PSE^{n(n+1)^3}(PE^n)(I \\
& \quad - PSE^{[n(n+1)]^-}PSE^{n(n+1)})PT + PSE^{n(n+1)}(PE^n) \\
& \quad - PSE^{n(n+1)} \\
& \geq [PSE^{n(n+1)}(PE^n)(I \\
& \quad - PSE^{[n(n+1)]^-}PSE^{n(n+1)}, PSE^{n(n+1)}(PE^n)(I \\
& \quad - PSE^{[n(n+1)]^-}PSE^{n(n+1)}), TE^{(n+1)^3}(I \\
& \quad - TE^{[n+1]^-}, TE^{(n+1)^3}(I - TE^{[n+1]^-})]PSE^{n(n+1)}]
\end{aligned}$$

If I write the values in (9) and (10) instead of AD^n and RE^n in $[PSE^{n(n+1)}(AD^n) + PSE^{n(n+1)}(RE^n) + TE^{n+1}(AD^n) +$

$TE^{n+1}(RE^n)] - PSE^{n(n+1)}$. It arises by this equality that $NB^n = \begin{bmatrix} AD^n \\ RE^n \end{bmatrix}$ is the solution of (4) for any $AD^n \notin \{RE^n\}$ and $RE^n \notin \{CO^n\}$ if and only if it is $((PSE^{n(n+1)})(PE^n)(I - PSE^{n(n+1)^-}PSE^{n(n+1)}) = 0$, $PSE^{n(n+1)}(PE^n)(I - PSE^{n(n+1)^-}PSE^{n(n+1)}) = 0$,

$TE^{(n+1)^2}(I - TE^{(n+1)^-}TE^{n+1}) = 0$ and $TE^{(n+1)^3}(I - TE^{(n+1)^-}) = 0$. As starting the (16) rank formula, it is reached to these four results, which

equals to $\begin{pmatrix} PSE^{n(n+1)} \\ PE^n AD^n \end{pmatrix}$, $s \begin{pmatrix} PSE^{n(n+1)} \\ PE^n RE^n \end{pmatrix} = s(PSE^{n(n+1)})$,

$s \begin{pmatrix} PSE^{n(n+1)} \\ TE^{n+1} AD^n \end{pmatrix} = s(PSE^{n(n+1)})$ and

$$s \begin{pmatrix} PSE^{n(n+1)} \\ TE^{n+1} RE^n \end{pmatrix} = s(PSE^{n(n+1)}) \quad (18)$$

here, it is $s \begin{pmatrix} PSE^{n(n+1)} \\ PE^n AD^n \end{pmatrix} = rank \begin{bmatrix} PE^n TE^{n+1} \\ PE^n 0 \end{bmatrix} = rank PE^n + rank TE^{n+1}$

and $s \begin{pmatrix} PSE^{n(n+1)} \\ TE^{n+1} AD^n \end{pmatrix} = rank \begin{bmatrix} TE^{n+1} PE^n \\ RE^n 0 \end{bmatrix} = rank TE^{n+1} + rank AD^n$. Hence, (17) equals (18). This result indicates that the actuarial deficit in the public social security institutions is defrayed by the national budget which means that the actuarial balance goes bankrupt and so I have already hypothesized also these assumptions hereunder.

The parliamentary institutions and the government of laws that were censured by the Marxist intellectuals before the collapse of the Berlin Wall were not the only bourgeois institutions. It is now understood that rises and falls in prices, wages, incomes, and fortunes help to form the political senses. In addition, these symbols lead to the political institutions, rules, and policies which form ultimately social and economic changes. First of all, to have an approach regarding the political and social institutions, ages and wealth are mandatory and vital. The bipolar mutual challenges of the 1917-1989 period are now clearly past. The conflict between communism and capitalism has clogged instead of encouraging the research on capital and inequality by historians, economists, and even philosophers. For some time past, the intellectual mind which still bears the stamps of these times moves outside these old disputes and the historical research that they cause (Piketty, 2014: 576). The main factor which led to the disintegration of the Socialist Bloc is the totalitarian political regimes.

The long-term benefit to the proletarian and society of using advanced production techniques and advanced means of production arises in the laborer. Karl Marx modeled the long term benefit as follows and explained:

*Real saving – economy –= saving at time of labour
= development of prolific force. Disappearing the usable (free) time and contrast
of time of labour. Being understand correctly of social production process*
(19)

Marx suggests that real economy or saving will be provided by saving from labor-time and the saving is identical with the development of prolific force. Saving on labor time means increasing the free time that is, the time needed for the full development of the individual. Increasing free time or spare time means increasing time for entertaining activities so, it means the laborer participates in the production process as another object (Marx, 1859: 382-383). Humans want to live in parliamentary democracies and in economic and social welfare. Nordic economies meet these expectations of people.

7. Professions that will disappear

It is predicted that the process of structural change and transformation started by Industrial Revolution 4.0 in sectors such as services and agriculture and that this process will continue. In the scope of the transformation in the sectors, it will change the work process and later, it will change work definitions. Finally, people will be employed according to these work definitions, the structure of the professions, and the characteristics of human sources. This situation will cause to differentiate the plannings of both the organizational and individual careers. In other words, it is hoped that new professions emerge with the intelligent machines having the AI, and new technologies will be used in the different

sectors with Industry 4.0. It is thought that some existing professions such as ‘call center operatorship,’ ‘couriership,’ ‘agricultural workmanship,’ ‘cashiership’ etc., will disappear and many new professions such as ‘Industrial Data Scientism,’ ‘IT/IoT Solution Architecture,’ ‘Robot Coordinatorship,’ ‘Industrial Computer Engineering/Software Engineering,’ ‘Cloud Calculation Speciality,’ ‘Data Security Speciality,’ ‘Network Development Engineering,’ ‘3D Printer Engineering,’ ‘Industrial User Interface Draughtsmanship,’ ‘Wearing Technology Draughtsmanship’ will emerge. So, the need for a qualified labor force that can use technological devices will increase while the need for unskilled labor will decrease. However, it is inevitable that the educational system and programs are revised to satisfy the need of the human resource according to the new specialty fields; the new specialty fields will be made to adapt to the new information and communication technologies which are technology-oriented in the sectors of the industry, the agriculture and the service (Akgül and Ayer, 2020: 5).

At the present situation, the educational activities in the organizational sense have derived from expressing an education that the prefabricated fixed information has been taught. It is asserted that educations are aimed at bringing in the willpower for solving the problems encountered by information. The education is obtained in processes of the search, the generation of information, the knowledge completion, and the improving skill. Especially, in the following period, it will be possible for them to able to overcome the problems by means of these education methods only. Consequently, the workpeople will begin to encounter non-described works since the effects of the Industry 4.0 process will be perceived. It can be predicted that the developing technology will contribute positively to education and to organizations (Demirkaya and Sarpel, 2018: 242).

Industry 4.0 will increase the possibilities of the qualified labor force.

8. Defense and security services

The legal implications of autonomous weapons and the possible challenges of such systems are investigated. The studies can present the managing laws for the weapons and the management of the hostilities. Autonomous weapon systems can take aim and attack without being dependent on human operators. Such systems are fully developed, especially technological developments in artificial intelligence bring such systems to the stage with the independent ability. In reality, some experts predict that autonomous weapons will serve as a model on battlefields within twenty years. If such a possibility is reckoned with, it is base to focus on the related technology which is flashing on the troubles of reference to these sharp-edged systems and the related laws. Such studies start an examination of the recent emerging technology by considering how the weapons have been currently designing, by detailing the autonomous

characteristics, by supporting these complicated systems and technological developments that may include the weapon systems of this kind in the future. The second aim of these studies is to define the suitable law of the armed conflict principles. The principles are especially practicable to one focus of new weapon systems on the unique legal challenges which are created by the autonomous systems. The legal examination will be on the regulation of drafts for approving the legal entity of autonomous weapon systems. The usage of autonomous systems may be forbidden in some operations under the armed conflict law during war situations. The third and the last focal point of these studies is to cover the possible deficiencies in legal regulations regarding autonomous weapon systems. Especially, the studies from this type will reveal the solution styles of the problems regarding subjectivity in the interpretation styles and the targeting decisions. The studies will reveal that the general responsibility may require being evaluated differently of the reaction to the autonomy (Thurnher, 2014: 213). Robotic soldiers will be able to serve by significant restraints.

The hominoid robot, puppet, or mannequin are used to warn the driver of the danger on the road. The device is used on the roads, in the streets, and in other places where there are moving vehicles. The robot apparatus informs the driver of the imminence by wagging its arms and by signaling an alarm. The robot can imitate a policeman or an inanimate road operator by this method. The device can also contain the speed sensation and favorably the velocity measurement tools. The robot can make decisions about the speed of the vehicle and the area border by wagging its arms or giving signals. It can be also equipped with a camera or display and can be controlled wirelessly (U.K. Patent No. GB2449836(A), 2008). Robot traffic policemen can effectively provide traffic control services.

Robots will reduce the costs of public services in this sector.

9. The effects of the pandemic on unemployment

They should show strong efforts to prevent the productive fluctuations due to the distracting activities if workers want to avoid the output fluctuations in the home-office work environment during the pandemic period. In the short run, capturing a parameter is not possible for a scientific study since the COVID-19 pandemic spreads throughout the world, leading the fear and anxiety in citizens and especially in laborers on the scope of high vacillations of the distracting activities. However, they will concentrate on avoiding distracting activities if workers want to carry out the process of combining the works of the home office in a short time (de Oliveira et al., 2020: 11-12).

Both seasonal unemployment and permanent unemployment have increased since the pandemic emerged. In addition, weekly unemployment rates have also risen. Unemployment rates among Asian and Latino workers

have increased in the leisure and hospitality sectors in the Nevada State of the United States. Also, problems have emerged in the financial resources of the Unemployment Insurance Institution. The institution cannot decree the appeals of the new unemployment files (Tuman, 2020: 368).

Employers will probably prefer robots in their factories after the pandemic since robots work at low costs and they do not get ill.

Conclusion

Nowadays, Scandinavian or Nordic economic systems and applications are different from the classical capitalist system and its applications. Now, the prices based on the cost system by the productivity are at the sovereign position in the Nordic systems. The present-day non-classical Nordic systems are open to international economic rivalry. There is a reality that Norway is not a member of the European Union. The Nordic systems will cover the social aid, social security, and health expenditures needs of the large masses also in the future. It is predicted that these systems will cover these needs at an increased quality in the future. Increasing these needs will disrupt the actuarial balance of the social security institutions since the automatization in the production will ascend to the top level by Industrial Revolution 4.0. The productivity need of the public sector revives also in these systems. The public heaviness will increase also in the developed capitalist systems and this condition is needed in terms of the rivalry with the Nordic economies.

The android robots which will maintain the structure of the new production will have human feelings and empathy skills, and these robots will be designed with these characteristics. In this age, a thumping majority of proletarian masses in the world are unfortunately deprived of the class consciousness, which prevents them from claiming their rights, which is expected to be reflected in the future, as well. The situation will emerge in the future that they will make real the new Nordic systems as the androids. Androids will feel sorrow for this situation of humans. As a matter of fact, android robots will want to make real the new Nordic economic systems in the world and also another drive for androids that is the “the wretched jobless persons” will suffer.

In theory, all political and economic systems are established to increase social welfare and provide justice. What distinguishes Nordic economic systems from capitalist systems is that Nordic systems are aimed directly at providing social welfare and justice. Indeed, modern Nordic economic systems care about the physical and moral development of humans. In other words, in modern Nordic economic systems humans will not engage in a quest for new political systems. Modern Nordic systems will scotch neoliberalism.

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Chapter-12

EVALUATING THE FINANCIAL PERFORMANCE OF TURKISH TOURISM COMPANIES VIA FUZZY ELECTRE METHOD

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1. INTRODUCTION

Tourism is a wide financial sector providing services in many areas, such as accommodations, food, and beverage, as well as providing employment opportunities for many people. In addition, tourism creates positive effects in areas such as social and cultural interaction and the balanced distribution of income.

Performance is the level of achievement of the goals of businesses, and the ability of a business to continue its success is ensured by performance measurement (Esmer & Bağcı, 2016). Evaluating a company's performance is important not only for managers but also for partners and investors. Company performance is assessed by analyzing, measuring, evaluating, and interpreting answers to a wide range of questions related to company structure, financial structure, and capital structure. Measuring performance shows how effectively resources are used. In addition, increases and decreases in profitability and positive developments in cost reduction efforts can be understood through performance measurements and evaluations.

With accurate financial performance analysis, companies can effectively carry out good decision-making, planning, and audit functions. Financial performance can provide a holistic view of the company's performance. Several studies have been conducted on performance measurement in the field of tourism, but most of them are about evaluating hotel performances. Apart from Koyuncuğil and Özgülbaş (2010) and Ecer and Günay (2013), a review of the literature found no research that used financial ratios for evaluating performance in the tourism sector. Further, I found no study that measured the financial performance of tourism companies with fuzzy ELECTRE. Most studies used methods such as multivariate statistical methods and data envelopment analysis from nonparametric analyzes. In this study, I aim to analyze the financial performance of companies in the Turkish tourism sector and make financial evaluations using a Fuzzy ELECTRE method. Thus, the study may be a guide for the financial behavior and decisions of tourism companies.

This paper is organized as follows. The literature review is given in the second section. Fourteen financial ratios for the 2012–2018 period are used for the five tourism companies traded at BIST. The next section provides information on the ELECTRE method and fuzzy sets and numbers. Then the fuzzy ELECTRE method is introduced. In the fourth section, data and findings are given. In the final section, conclusions are provided.

2.LITERATURE REVIEW

Earlier research has examined studies measuring the financial performance of tourism companies; studies on tourism companies in Turkey are numerous. Kandir et al. (2008) examined the effects of growth in the tourism sector on the financial performance of tourism companies. In this context, the study examined the relationship between the ratio of tourism revenues to national income and the financial performances of tourism companies. In the study, financial performance was considered as investment profitability and was measured by equity profitability and sales profitability. The study results showed that there is a direct correlation between occupancy rates and financial performances of tourism companies.

Hwang and Cheng (2003) measured the performance of the managers of 45 hotels in 1998 and their effectiveness from 1994 to 1998 using data envelopment analysis. The study results revealed that managerial performance depended on the internationalization level of the hotels.

Rodriguez and Robaina (2004) examined the effect of outsourcing on financial performance and service quality in hotel companies. According to their results, outsourcing affects hotel performance. Sharma and Upneja (2005) examined micro and macro factors that affect the financial performance of small hotels in Tanzania.

Jang et al. (2006) analyzed the relationship between website development and financial performance of hotels in relationship marketing using the canonical correlation method. The results showed that developing e-relationship marketing on hotel websites has a strong impact on the financial performance of hotel companies.

Wang et al. (2006) examined total quality management, market orientation, and hotel performance using structural equation modeling and discriminant analysis in research conducted on 588 samples. Their findings showed that market orientation and total quality management positively affect hotel performance. The researchers also concluded that external environmental factors played a mediator role among total quality management, market orientation, and hotel performance. Lee and Jang (2007) examined the effects of market diversification strategies in hotels on hotel financial performance and stability, using accounting measurements, market measurements, and risk adjusted performance measurements to measure financial performance. According to their findings, market diversification does not increase profit but partially increases performance stability.

Shang et al. (2008) examined the effect of e-commerce on hotel performance with data envelopment analysis. The study revealed that e-commerce has no significant effect on effectiveness after the removal of external factors. In other words, e-commerce is not the main determinant of the effectiveness of international hotel companies in Taiwan.

In a study using data envelopment analysis, Chen (2009) evaluated the performance of a hotel chain in Taiwan using only seven variables. Later, Chen (2011) investigated the effects of global events developing around the world on the performance of hotels in Taiwan. For this purpose, he performed panel data analysis using the income, profitability, and stock data of the hotels. The study determined that the crises related to tourism and the expansion of tourism mobility have an impact on hotel performance criteria.

Koyuncugil and Özgülbaş (2010) found that tourism companies do not have liquidity and cash problems, according to the financial analysis carried out in their studies of the Turkish tourism sector. That study also found that all activity indicators in the sector tend to decrease. Finally, the authors found that the sector's net profit margin rates were low in certain years.

Ecer and Günay (2013) used grey relational analysis to measure the financial performances of tourism firms traded at BIST. The study measured the financial performance of nine tourism companies for the period 2008–2012, according to 17 financial ratios using liquidity, leverage, profitability, and operating indicators. Because the most important indicator is leverage, the researchers concluded that companies in the tourism sector should behave more carefully in their debt-use decisions. In the evaluation made according to leverage indicators, D, B and J among the tourism companies were identified as the best performing.

Karadeniz et al. (2019) investigated the financial performance of the tourism firms traded at BIST by the vertical analysis method. The study aimed to reveal the financial conditions of the tourism companies whose shares are traded at BIST and to compare them with the wider tourism sector.

In the literature, few studies mentioned fuzzy ELECTRE. Sevkli (2009) used fuzzy ELECTRE for supplier selection and Aytaç et al. (2011) applied fuzzy ELECTRE to an evaluation of catering firm alternatives. Hatami-Marbini and Tavana (2011) used fuzzy ELECTRE for group decision-making. Rouyendegh and Erkan (2013) selected academic staff by fuzzy ELECTRE. Kumar et al. (2017) evaluated suppliers' green performance using the fuzzy ELECTRE method.

3. ME HODS AND MATERIALS

3.1. ELECTRE Method

ELECTRE (ELimination Et Choix Traduisant la REalite), a popular multi criteria decision making (MCDM) method, was originated by Roy et. al. in 1966. In this method, concordance and discordance indexes are used for analyzing the relations among alternatives (Sevcli, 2009). The concordance and discordance indexes can be defined as satisfaction and dissatisfaction of decision makers in comparing the alternatives.

ELECTRE method, due to the use of sorting methods in business problems, has become one of the most applied MCDM models (Alemi et. al. 2011). Various versions of ELECTRE have been developed over years. Particularly, ELECTRE I is used for selection, TRI for assignment and II, III, IV for ranking problems (Marzouk, 2010).

The ELECTRE I method is summarized as follows (Yoon and Hwang, 1995);

Step 1: Creating the decision matrix

For n criteria, m alternatives, the data matrix (A_{ij}) is created as;

$$A_{ij} = \begin{bmatrix} a_{11} & a_{12} & \dots & a_{1n} \\ a_{21} & a_{22} & \dots & a_{2n} \\ \vdots & \vdots & \dots & \vdots \\ a_{m1} & a_{m2} & \dots & a_{mn} \end{bmatrix} \quad (1)$$

Step 2: Normalizing the decision matrix

Calculating r_{ij} , normalized decision matrix is normalized (X_{ij});
For minimization objective:

$$x_{ij} = \frac{\frac{1}{a_{ij}}}{\sqrt{\sum_{i=1}^m \frac{1}{a_{ij}}^2}} \quad i = 1, 2, \dots, m \quad j = 1, 2, \dots, n \quad (2)$$

For maximization objective:

$$x_{ij} = \frac{a_{ij}}{\sqrt{\sum_{i=1}^n a_{ij}^2}} \quad i = 1, 2, \dots, m \quad j = 1, 2, \dots, n \quad (3)$$

$$X_{ij} = \begin{bmatrix} x_{11} & x_{12} & \dots & x_{1n} \\ x_{21} & x_{22} & \dots & x_{2n} \\ \vdots & \vdots & \dots & \vdots \\ x_{m1} & x_{m2} & \dots & x_{mn} \end{bmatrix} \quad (4)$$

Step 3: Calculating the weighted normalized decision matrix;
The weighted normalized matrix (V_{ij}) is calculated as;

$$V_{ij} = \begin{bmatrix} w_1 x_{11} & w_2 x_{12} & \dots & w_n x_{1n} \\ w_1 x_{21} & w_2 x_{22} & \dots & w_n x_{2n} \\ \vdots & \vdots & \dots & \vdots \\ w_1 x_{m1} & w_2 x_{m2} & \dots & w_n x_{mn} \end{bmatrix} \quad (5)$$

Where, w_j is the relative weight of the j th criterion and $\sum_{i=1}^n w_j = 1$

Step 4: Determining the concordance and discordance sets;

If alternative A_p is preferred to alternative A_q for all criteria, the concordance set is composed as;

$$C(p,q) = \{j, v_{pj} \geq v_{qj}\} \quad (6)$$

The discordance set contains all criteria for which A_p is worse than A_q .

$$D(p,q) = \{j, v_{pj} < v_{qj}\} \quad (7)$$

Step 5: Calculating the concordance and discordance index
The concordance index is calculated as;

$$C_{pq} = \sum_{j^*} w_{j^*} \quad (8)$$

where j^* are attributes contained in the concordance set $C(p,q)$. The discordance index $D(p,q)$ is defined as follows;

$$D_{pq} = \frac{\sum_{j^+} |v_{pj^+} - v_{qj^+}|}{\sum_j |v_{pj} - v_{qj}|} \quad (9)$$

where j^+ are attributes contained in the discordance set $D(p,q)$.

Step 6: Outranking relationships

Outranking relations between alternatives are calculated. A_p outranks A_q when $C_{pq} \geq \bar{C}$ and $D_{pq} \leq \bar{D}$ where \bar{C} and \bar{D} are the averages of C_{pq} and D_{pq} .

3.2. Fuzzy Sets and Fuzzy Numbers

In classical logic variables are defined as true or false, black or white, 0 or 1 (Kartalopoulos, 1995). Hence the real world is complex and it is hard to describe with crisp numbers (Eyüboğlu and Çelik, 2016). Although fuzzy set theory was researched in the 1920's by Lukasiewicz and Tarski (Pelletier, 2000), it is first introduced by Zadeh in 1965 (Tanaka, 1997). Extension of a crisp set is defined as fuzzy set. Fuzzy set allow partial membership whereas crisp set allow only full membership or non-membership at all (Aytaç et. al., 2011). A tilde '˜' is used above a letter in the function when it represents fuzzy set (Eyüboğlu and Çelik, 2016). In the literature triangular and trapezoidal numbers are used as fuzzy numbers. In this study, triangular fuzzy numbers (TFNs) are used.

A TFN, \tilde{M} on R is provided by its membership function $\mu_{\tilde{M}}(x): U \subseteq R \rightarrow [0,1]$ which is linear piecewise continuous as (Kamvysi et al. 2014):

$$\mu_{\tilde{M}}(x) = \begin{cases} \frac{x}{m-l} - \frac{l}{m-l}, & x \in [l, m] \\ \frac{u}{u-m} - \frac{x}{u-m}, & x \in [m, u] \\ 0 & , otherwise \end{cases} \quad (10)$$

If $M_1 = (l_1, m_1, u_1)$ and $M_2 = (l_2, m_2, u_2)$ and then the operations of addition, multiplication, reciprocal and division for these two TFN can be represented as:

$$M_1 \oplus M_2 = (l_1, m_1, u_1) \oplus (l_2, m_2, u_2) = (l_1 + l_2, m_1 + m_2, u_1 + u_2)$$

$$M_1 \otimes M_2 = (l_1, m_1, u_1) \otimes (l_2, m_2, u_2) = (l_1 \times l_2, m_1 \times m_2, u_1 \times u_2) \quad (11)$$

$$M_1^{-1} = (l_1, m_1, u_1)^{-1} = (1/u_1, 1/m_1, 1/l_1)$$

$$M_1 (/) M_2 = (l_1 / u_2, m_1 / m_2, u_1 / l_2)$$

In this study, Hamming distance is used for calculating the distance between two fuzzy numbers. For any fuzzy numbers \tilde{A} and \tilde{B} , the Hamming distance $d(\tilde{A}, \tilde{B})$ is calculated as (Hatami-Marbini and Tavana, 2011):

$$d(\tilde{A}, \tilde{B}) = \int_R |\mu_{\tilde{A}}(x) - \mu_{\tilde{B}}(x)| dx \quad (12)$$

3.3. The Proposed Fuzzy Electre Method

The steps of Fuzzy ELECTRE is defined as follows (Hatami and Tavana, 2011; Aytaç et. al. 2011);

Step 1: First of all, a committee of decision-makers (DMs) who are knowledgeable about the problem is formed. In the committee that has K decision makers; fuzzy rating of each decision maker DM_k ($k = 1, 2, \dots, K$) can be presented as fuzzy number \tilde{R}_k ($k=1, 2, \dots, K$) with membership function $\mu_{R_k}(x)$.

Step 2: In this step evaluation criteria are decided. Once the criteria determined, linguistic variables are chosen for evaluating.

Step 3: When all decision makers ratings are described as triangular fuzzy numbers $\tilde{R}_k = (a_k, b_k, c_k)$, $k = 1, 2, \dots, K$, then the aggregated fuzzy rating can be assigned as $\tilde{R} = (a, b, c)$, $k = 1, 2, \dots, K$.

$$a = \frac{1}{K} \sum_{k=1}^K a_k, b = \frac{1}{K} \sum_{k=1}^K b_k, c = \frac{1}{K} \sum_{k=1}^K c_k \quad (13)$$

If the fuzzy importance weight of k th decision maker is $\tilde{x}_{ijk} = (a_{ijk}, b_{ijk}, c_{ijk})$ and $\tilde{w}_{jk} = (w_{jk}^L, w_{jk}^M, w_{jk}^U)$, $i = 1, 2, \dots, m$, $j = 1, 2, \dots, n$, then the aggregated fuzzy ratings (\tilde{x}_{ij}) of alternatives can be found as;

$$\tilde{x}_{ij} = (a_{ij}, b_{ij}, c_{ij}) \quad (14)$$

$$a_{ij} = \frac{1}{K} \sum_{k=1}^K a_{ijk}, b_{ij} = \frac{1}{K} \sum_{k=1}^K b_{ijk}, c_{ij} = \frac{1}{K} \sum_{k=1}^K c_{ijk}$$

The aggregated fuzzy weights (\tilde{w}_{ij}) of each criterion are calculated as;

$$(\tilde{w}_j) = (w_j^L, w_j^M, w_j^U)$$

$$w_j^L = \frac{1}{K} \sum_{k=1}^K w_{jk}^L, w_j^M = \frac{1}{K} \sum_{k=1}^K w_{jk}^M, w_j^U = \frac{1}{K} \sum_{k=1}^K w_{jk}^U \quad (15)$$

Step 4: Fuzzy decision matrix is created as;

$$\tilde{D} = \begin{bmatrix} \tilde{x}_{11} & \tilde{x}_{12} & \cdots & \tilde{x}_{1n} \\ \tilde{x}_{21} & \tilde{x}_{22} & \cdots & \tilde{x}_{2n} \\ \vdots & \vdots & \ddots & \vdots \\ \tilde{x}_{m1} & \tilde{x}_{m2} & \cdots & \tilde{x}_{mn} \end{bmatrix} \quad \tilde{W} = [\tilde{w}_1, \tilde{w}_2, \dots, \tilde{w}_n] \quad (16)$$

Where, $\tilde{x}_{ij} = (a_{ij}, b_{ij}, c_{ij})$ and $\tilde{w}_j = (w_j^L, w_j^M, w_j^U)$; $i = 1, 2, \dots, m, j = 1, 2, \dots, n$.

Step 5: When the fuzzy decision matrix created, it is normalized. Hence, the normalized fuzzy matrix (\tilde{R}) is calculated as;

$$\tilde{R} = [\tilde{r}_{ij}]_{m \times n} \quad i = 1, 2, \dots, m; \quad j = 1, 2, \dots, n \quad (17)$$

$$\tilde{r}_{ij} = \left(\frac{a_{ij}}{c_j^*}, \frac{b_{ij}}{c_j^*}, \frac{c_{ij}}{c_j^*} \right), c_j^* = \max_i c_{ij}$$

Step 6: Then multiplying the importance weights and the values in the normalized fuzzy decision matrix, the weighted normalized fuzzy decision matrix (\tilde{V}) is created as;

$$\tilde{V} = \begin{bmatrix} \tilde{v}_{11} & \tilde{v}_{12} & \cdots & \tilde{v}_{1n} \\ \tilde{v}_{21} & \tilde{v}_{22} & \cdots & \tilde{v}_{2n} \\ \vdots & \vdots & \ddots & \vdots \\ \tilde{v}_{m1} & \tilde{v}_{m2} & \cdots & \tilde{v}_{mn} \end{bmatrix} \quad (18)$$

Where $\tilde{v}_{ij} = \tilde{r}_{ij}(\cdot) \tilde{w}_j$ $i = 1, 2, \dots, m$ $j = 1, 2, \dots, n$ and \tilde{w}_j presents the importance weight of criterion C_j .

Step 7: In this step concordance and discordance matrices are calculated by using \tilde{V} and pair wise comparison of the alternatives. The concordance set J_C and the discordance set J_D is defined as;

$$J_C = \left\{ j \mid \tilde{v}_{gi} \geq \tilde{v}_{fj} \right\} \quad (19)$$

$$J_D = \left\{ j \mid \tilde{v}_{gi} < \tilde{v}_{fj} \right\}$$

Here J_C and J_D are indexes of all criteria belonging to the concordance and discordance coalition.

In the Hamming distance Equation (12) is used for comparing two alternatives g and f on each criterion. At first, their least upper bound $\max(\tilde{v}_{gj}, \tilde{v}_{fj})$ is calculated. Then Hamming distances $d(\max(\tilde{v}_{gj}, \tilde{v}_{fj}), \tilde{v}_{gj})$ and $d(\max(\tilde{v}_{gj}, \tilde{v}_{fj}), \tilde{v}_{fj})$ are determined. $\tilde{v}_{gj} \geq \tilde{v}_{fj}$ only if $d(\max(\tilde{v}_{gj}, \tilde{v}_{fj}), \tilde{v}_{fj}) \geq d(\max(\tilde{v}_{gj}, \tilde{v}_{fj}), \tilde{v}_{gj})$

Step 8: The concordance matrix is created as;

$$\tilde{C} = \begin{bmatrix} - & \cdots & \tilde{c}_{1f} & \cdots & \tilde{c}_{1m} \\ \vdots & \ddots & \vdots & \cdots & \vdots \\ \tilde{c}_{g1} & \cdots & \tilde{c}_{gf} & \cdots & \tilde{c}_{gm} \\ \vdots & \ddots & \vdots & \cdots & \vdots \\ \tilde{c}_{m1} & \cdots & \tilde{c}_{mf} & \cdots & - \end{bmatrix} \quad (20)$$

The elements of the concordance matrix are calculated by the fuzzy weights of all criteria in concordance set.

$$\tilde{c}_{gf} = (c_{gf}^L, c_{gf}^M, c_{gf}^U) = \sum_{j \in J_C} \tilde{W}_j = \left(\sum_{j \in J} w_j^L, \sum_{j \in J} w_j^M, \sum_{j \in J} w_j^U \right) \quad (21)$$

Step 9: The discordance matrix is created as;

$$D = \begin{bmatrix} - & \cdots & d_{1f} & \cdots & d_{1m} \\ \vdots & \ddots & \vdots & \cdots & \vdots \\ d_{g1} & \cdots & d_{gf} & \cdots & d_{gm} \\ \vdots & \ddots & \vdots & \cdots & \vdots \\ d_{m1} & \cdots & d_{mf} & \cdots & - \end{bmatrix} \quad (22)$$

$$d_{gf} = \frac{\max_{j \in J_D} |\tilde{v}_{gj} - \tilde{v}_{fj}|}{\max_j |\tilde{v}_{gj} - \tilde{v}_{fj}|} = \frac{\max_{j \in J_D} d(\max(\tilde{v}_{gj}, \tilde{v}_{fj}), \tilde{v}_{fj})}{\max_j d(\max(\tilde{v}_{gj}, \tilde{v}_{fj}), \tilde{v}_{fj})} \quad (23)$$

Step 10: The value of the concordance matrix are evaluated according to the concordance level. The average of the elements in the concordance matrix can be defined as the concordance level $\bar{C} = (c^L, c^M, c^U)$.

$$c^L = \frac{\sum_{f=1}^m \sum_{g=1}^m c_{gf}^L}{m(m-1)} \quad c^M = \frac{\sum_{f=1}^m \sum_{g=1}^m c_{gf}^M}{m(m-1)}, \quad c^U = \frac{\sum_{f=1}^m \sum_{g=1}^m c_{gf}^U}{m(m-1)} \quad (24)$$

Step 11: According to the minimum concordance level $\tilde{\bar{C}}$, Boolean matrix B is created as;

$$B = \begin{bmatrix} - & \cdots & b_{1f} & \cdots & b_{1m} \\ \vdots & \ddots & \vdots & \cdots & \vdots \\ b_{g1} & \cdots & b_{gf} & \cdots & b_{gm} \\ \vdots & \ddots & \vdots & \cdots & \vdots \\ b_{m1} & \cdots & b_{mf} & \cdots & - \end{bmatrix} \quad (25)$$

$$\begin{cases} \tilde{c}_{gf} \geq \tilde{\bar{C}} \Leftrightarrow b_{gf} = 1 \\ \tilde{c}_{gf} < \tilde{\bar{C}} \Leftrightarrow b_{gf} = 0 \end{cases} \quad (26)$$

For comparing \tilde{c}_{gf} and $\tilde{\bar{C}}$, Hamming distance is used. When the alternative g dominates f , in the matrix B , $b_{fg} = 1$.

Step 12: By discordance level, the elements of the discordance matrix is calculated. The average of the elements in the discordance matrix can be defined as the discordance level \bar{D} .

$$\bar{D} = \frac{\sum_{f=1}^m \sum_{g=1}^m d_{gf}}{m(m-1)} \quad (27)$$

Step 13: using a minimum discordance level, Boolean matrix H is created.

$$H = \begin{bmatrix} - & \cdots & h_{1f} & \cdots & h_{1m} \\ \vdots & \ddots & \vdots & \cdots & \vdots \\ h_{g1} & \cdots & h_{gf} & \cdots & h_{gm} \\ \vdots & \ddots & \vdots & \cdots & \vdots \\ h_{m1} & \cdots & h_{mf} & \cdots & - \end{bmatrix} \quad (28)$$

$$\begin{cases} d_{gf} < \bar{D} \Leftrightarrow h_{gf} = 1 \\ d_{gf} \geq \bar{D} \Leftrightarrow h_{gf} = 0 \end{cases} \quad (29)$$

The elements of matrix H with value of 1 show the dominance relations among the alternatives.

Step 14: Multiplying B and H matrices, the global matrix Z is determined.

$$Z = B \otimes H \tag{30}$$

Each element (z_{gf}) of matrix Z is calculated as;

$$z_{gf} = b_{gf} . h_{gf} \tag{31}$$

Step 15: In the final step, a decision graph is drawn using the final matrix Z, in order to calculate the ranking order of the alternatives (Kumar et. al., 2017). Let A_g and A_f be two alternatives. There is an arc between two alternatives A_g and A_f if alternative A_g outranks A_f ; there is no arc between the two alternatives if alternatives A_g and A_f are incomparable; and there are two arcs between the alternatives in both direction if these alternatives are not different.

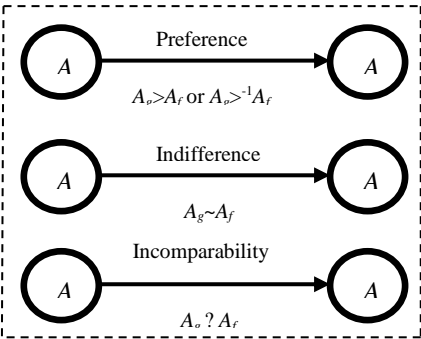


Figure 1. A graphical presentation of the binary relations (>, >⁻¹, ~, ?)

4. APPLICATION

The aim of the study is to evaluate the financial performance of Turkish Tourism companies during the period of 2013-2018. All the financial ratios are calculated by financial statements of the firms, obtained from Public Disclosure Platform.

The sample consists of 5 companies. These are symbolized as A1, A2, A3, A4 and A5. The financial performances of these companies are evaluated by 14 financial ratios. These ratios are shown in Table 1.

Table 1: Financial Ratios

Criteria	Formula	Code	Ratio
Liquidity	Current Assets/Current Liabilities	L1	Current Ratio
	Quick Assets/Current Liabilities	L2	Quick Ratio
	Cash And Cash Equivalent Assets/ Current Liabilities	L3	Cash Ratio
Financial Leverage	Long-Term Liabilities/Total Equity	FL1	Debt/Total Equity Ratio
	Total Debts/Total Assets	FL2	Debt Ratio
	Current Liabilities/Total Assets	FL3	Current Liabilities/Total Assets Ratio
	Total Assets/Total Equity	FL4	Equity Multiplier Ratio
	Long-Term Debts/Total Assets	FL5	Long-Term Debts/Total Assets Ratio
Profitability	Net Income/Total Equity	P1	Return On Equity
	Net Income/Total Equity	P2	Return On Assets
	Net Income/Sales	P3	Net Profit Margin
Activity	Sales/Trade Receivables	A1	Account Receivable Turnover
	Sales/Total Assets	A2	Total Assets Turnover
	Sales/Total Equity	A3	Equity Turnover

Firstly, a committee of four decision makers (DM1, DM2, DM3, DM4) is formed who are academic and sector employees. Then the decision makers determined the weights of financial ratios. Linguistic variables for determining the weights of criteria are given in Table 2.

Table 2: The Linguistic Variables for the Importance Weights of Financial Ratios

Linguistic Variables	Very Low (VL)	Low (L)	Medium (M)	High (H)	Very High (VH)
Fuzzy Number	(0, 0, 0.2)	(0, 0.2, 0.4)	(0.2, 0.4, 0.6)	(0.4, 0.6, 0.8)	(0.6, 0.8, 1)

Then the decision makers used linguistic variables and determined the importance weights as shown in Table 3.

Table 3: The Importance Weights of the 14 Ratios by Four DMs

	DM1	DM2	DM3	DM4	DM1	DM2	DM3	DM4	DM1
L1	H	H	VH	VH	FL5	H	M	M	M
L2	VH	H	H	H	P1	VH	VH	VH	H
L3	VH	VH	VH	H	P2	VH	VH	H	H
FL1	H	H	M	M	P3	H	VH	H	VH
FL2	M	M	H	H	A1	M	M	L	M
FL3	M	M	M	M	A2	L	M	M	M
FL4	H	H	M	H	A3	M	M	M	M

The fuzzy weights of criteria calculated by Eq. (11) and Eq. (13). Aggregated fuzzy ratings are given in Table 4.

Table 4: Aggregated Fuzzy Weights of the Criteria

Ratios (Criteria)	Fuzzy Weights	Ratios (Criteria)	Fuzzy Weights
L1	(0.50, 0.70, 0.90)	FL5	(0.25, 0.45, 0.65)
L2	(0.45, 0.65, 0.85)	P1	(0.55, 0.75, 0.95)
L3	(0.55, 0.75, 0.95)	P2	(0.50, 0.70, 0.90)
FL1	(0.30, 0.50, 0.70)	P3	(0.50, 0.70, 0.90)
FL2	(0.30, 0.50, 0.70)	A1	(0.15, 0.35, 0.55)
FL3	(0.20, 0.40, 0.60)	A2	(0.15, 0.35, 0.55)
FL4	(0.35, 0.55, 0.75)	A3	(0.20, 0.40, 0.60)

Since one representative indicator of a company has six values from 2013 to 2018, the values of indicators are set into triangular fuzzy numbers and setting formula is presented as follows.

Let $b_{ij}(e)$ indicate the value of indicator j for company i on the period e , where $i = 1, 2, \dots, 5; j = 1, 2, \dots, 14; e = 2013, 2014, \dots, 2018$.

To reach the values of the six periods, the representative indicator of company i on indicator j presented with the triangular fuzzy number ($g_{ij}^l, g_{ij}^m, g_{ij}^r$) is defined as:

$$g_{ij}^l = \min\{b_{ij} | e = 2013, 2014, \dots, 2018\}, \quad (32)$$

$$g_{ij}^m = \frac{1}{6} \sum_{e=2013}^{2018} b_{ij}(e) \quad (33)$$

and,

$$g_{ij}^r = \max\{b_{ij}(e) | e = 2013, 2014, \dots, 2018\} \quad (34)$$

Utilizing the method of triangular fuzzy numbers, the fuzzy numbers of financial ratios are shown in Table 5.

Table 5: The Fuzzy Decision Matrix

	L1	L2	L3	FL1
A1	(0.297,2.980,10.686)	(0.296,2.975,10.676)	(0.000,0.096,0.321)	(0.033,0.096,0.225)
A2	(3.195,10.486,17.554)	(3.194,10.479,17.539)	(3.165,10.377,17.380)	(0.004,0.176,1.029)
A3	(1.617,4.457,10.228)	(0.486,1.112,2.020)	(0.033,0.394,0.988)	(-16.557,-1.506,5.230)
A4	(0.172,1.689,4.363)	(0.171,1.686,4.360)	(0.001,0.457,2.552)	(0.034,0.270,0.503)
A5	(0.357,0.730,2.044)	(0.353,0.450,0.607)	(0.000,0.021,0.055)	(0.405,0.775,1.189)
	FL2	FL3	FL4	FL5
A1	(0.082,0.141,0.210)	(0.030,0.061,0.122)	(1.090,1.167,1.266)	(0.030,0.080,0.178)
A2	(0.022,0.148,0.531)	(0.016,0.063,0.146)	(1.022,1.256,2.133)	(0.004,0.085,0.482)
A3	(0.120,0.800,1.294)	(0.091,0.178,0.284)	(-20.521,-1.057,7.821)	(0.000,0.622,1.010)
A4	(0.112,0.303,0.451)	(0.062,0.135,0.225)	(1.126,1.478,1.822)	(0.027,0.168,0.276)
A5	(0.507,0.590,0.707)	(0.223,0.292,0.360)	(2.028,2.530,3.418)	(0.200,0.297,0.355)
	P1	P2	P3	A1
A1	(-0.117,0.023,0.111)	(-0.092,0.022,0.091)	(-2.552,0.261,4.284)	(0.016,0.036,0.063)
A2	(0.017,0.063,0.188)	(0.015,0.044,0.088)	(0.158,0.817,2.946)	(0.016,0.042,0.072)
A3	(-1.995,0.947,4.584)	(-0.255,-0.001,0.401)	(-11.412,-3.668,0.375)	(0.000,0.360,1.723)
A4	(-0.075,-0.009,0.042)	(-0.044,-0.005,0.024)	(-4.318,-0.817,0.673)	(0.010,0.030,0.049)
A5	(-0.397,-0.227,-0.011)	(-0.126,-0.086,-0.005)	(-1.264,-0.571,-0.025)	(0.109,0.141,0.165)
	A2	A3		
A1	(0.021,0.032,0.049)	(0.026,0.038,0.058)		
A2	(0.030,0.083,0.124)	(0.043,0.094,0.127)		
A3	(0.000,0.601,2.367)	(-0.435,1.620,4.676)		
A4	(0.010,0.050,0.083)	(0.017,0.069,0.117)		
A5	(0.100,0.172,0.225)	(0.270,0.437,0.767)		

Table 6: Normalized Fuzzy Matrix

	L1	L2	L3	FL1
A1	(0.017,0.170,0.609)	(0.017,0.170,0.609)	(0.000,0.006,0.018)	(-494.364,-173.038,-73.540)
A2	(0.182,0.597,1.000)	(0.182,0.597,1.000)	(0.182,0.597,1.000)	(-3964.553,-93.842,-16.085)
A3	(0.092,0.254,0.583)	(0.028,0.063,0.115)	(0.002,0.023,0.057)	(1.000,10.995,-3.166)
A4	(0.010,0.096,0.249)	(0.010,0.096,0.249)	(0.000,0.026,0.147)	(-489.498,-61.427,-32.944)
A5	(0.020,0.042,0.116)	(0.020,0.026,0.035)	(0.000,0.001,0.003)	(-40.869,-21.351,-13.924)
	FL2	FL3	FL4	FL5
A1	(0.261,0.153,0.102)	(0.546,0.267,0.134)	(-18.830,-17.578,-16.212)	(0.000,0.000,0.000)
A2	(1.000,0.145,0.040)	(1.000,0.259,0.112)	(-20.080,-16.337,-9.619)	(0.001,0.000,0.000)
A3	(0.179,0.027,0.017)	(0.180,0.092,0.058)	(1.000,19.408,-2.624)	(1.000,0.000,0.000)
A4	(0.192,0.071,0.048)	(0.265,0.121,0.073)	(-18.223,-13.882,-11.263)	(0.000,0.000,0.000)
A5	(0.042,0.036,0.030)	(0.073,0.056,0.046)	(-10.119,-8.112,-6.003)	(0.000,0.000,0.000)
	P1	P2	P3	A1
A1	-0.025,0.005,0.024	(-0.230,0.054,0.227)	(-0.596,0.061,1.000)	(0.010,0.021,0.036)
A2	0.004,0.014,0.041	(0.038,0.111,0.220)	(0.037,0.191,0.688)	(0.009,0.024,0.042)
A3	-0.435,0.207,1.000	(-0.636,-0.002,1.000)	(-2.664,-0.856,0.088)	(0.000,0.209,1.000)
A4	-0.016,-0.002,0.009	(-0.110,-0.012,0.060)	(-1.008,-0.191,0.157)	(0.006,0.017,0.028)
A5	-0.087,-0.050,-0.002	(-0.315,-0.214,-0.013)	(-0.295,-0.133,-0.006)	(0.063,0.082,0.096)
	A2	A3		
A1	(0.009,0.014,0.021)	(0.006,0.008,0.012)		
A2	(0.013,0.035,0.052)	(0.009,0.020,0.027)		
A3	(0.000,0.254,1.000)	(-0.093,0.347,1.000)		
A4	(0.004,0.021,0.035)	(0.004,0.015,0.025)		
A5	(0.042,0.073,0.095)	(0.058,0.094,0.164)		

Table 7: The Distance Between Two Alternatives

L1					FL5						
X11	X21	X31	X41	X51	X11	X21	X31	X41	X51		
X11	-	(0.169, 0)	(0.091, 0)	(0, 0.164)	(0, 0.206)	X11	-	(0, 0)	(0.125, 0)	(0, 0)	(0, 0)
X21	-	-	(0, 0.078)	(0, 0.333)	(0, 0.375)	X21	-	-	(0.125, 0)	(0, 0)	(0, 0)
X31	-	-	-	(0, 0.255)	(0, 0.297)	X31	-	-	-	(0, 0.125)	(0, 0.125)
X41	-	-	-	-	(0, 0.042)	X41	-	-	-	-	(0, 0)
X51	-	-	-	-	-	X51	-	-	-	-	-
L2					P1						
X11	X21	X31	X41	X51	X11	X21	X31	X41	X51		
X11	-	(0.129, 0)	(0, 0.212)	(0, 0.151)	(0, 0.245)	X11	-	(0, 0)	(0.576, 0)	(0, 0.010)	(0.004, 0)
X21	-	-	(0, 0.341)	(0, 0.281)	(0, 0.374)	X21	-	-	(0.576, 0)	(0, 0.010)	(0.004, 0)
X31	-	-	-	(0.061, 0)	(0, 0.033)	X31	-	-	-	(0, 0.586)	(0, 0.572)
X41	-	-	-	-	(0, 0.093)	X41	-	-	-	-	(0.014, 0)
X51	-	-	-	-	-	X51	-	-	-	-	-
L3					P2						
X11	X21	X31	X41	X51	X11	X21	X31	X41	X51		
X11	-	(0.416, 0)	(0.018, 0)	(0.061, 0)	(0, 0.007)	X11	-	(0, 0.070)	(0.449, 0)	(0, 0.105)	(0, 0.087)
X21	-	-	(0, 0.398)	(0, 0.355)	(0, 0.423)	X21	-	-	(0.520, 0)	(0, 0.035)	(0, 0.017)
X31	-	-	-	(0.043, 0)	(0, 0.025)	X31	-	-	-	(0, 0.555)	(0, 0.536)
X41	-	-	-	-	(0, 0.068)	X41	-	-	-	-	(0.018, 0)
X51	-	-	-	-	-	X51	-	-	-	-	-
FL1					P3						
X11	X21	X31	X41	X51	X11	X21	X31	X41	X51		
X11	-	(540.637, 0)	(0, 47.158)	(13.478, 0)	(0, 47.159)	X11	-	(0, 0.299)	(0.106, 0)	(0, 0.276)	(0, 0.528)
X21	-	-	(0, 587.795)	(0, 527.159)	(0, 587.796)	X21	-	-	(0.405, 0)	(0.022, 0)	(0, 0.229)
X31	-	-	-	(60.636, 0)	(0, 0.001)	X31	-	-	-	(0, 0.383)	(0, 0.634)
X41	-	-	-	-	(0, 60.637)	X41	-	-	-	-	(0, 0.252)
X51	-	-	-	-	-	X51	-	-	-	-	-
FL2					A1						
X11	X21	X31	X41	X51	X11	X21	X31	X41	X51		
X11	-	(0.133, 0)	(0.018, 0)	(0.009, 0)	(0.001, 0)	X11	-	(0.001, 0)	(0.266, 0)	(0, 0.002)	(0.012, 0)
X21	-	-	(0, 0.115)	(0, 0.124)	(0, 0.132)	X21	-	-	(0.264, 0)	(0, 0.003)	(0.011, 0)
X31	-	-	-	(0, 0.009)	(0, 0.017)	X31	-	-	-	(0, 0.268)	(0, 0.253)
X41	-	-	-	-	(0, 0.008)	X41	-	-	-	-	(0.014, 0)
X51	-	-	-	-	-	X51	-	-	-	-	-
FL3					A2						
X11	X21	X31	X41	X51	X11	X21	X31	X41	X51		
X11	-	(0.052, 0)	(0, 0.014)	(0, 0.010)	(0, 0.008)	X11	-	(0.008, 0)	(0.270, 0)	(0.004, 0)	(0.018, 0)
X21	-	-	(0, 0.066)	(0, 0.062)	(0, 0.060)	X21	-	-	(0.262, 0)	(0, 0.004)	(0.009, 0)
X31	-	-	-	(0.004, 0)	(0.006, 0)	X31	-	-	-	(0, 0.266)	(0, 0.252)
X41	-	-	-	-	(0.002, 0)	X41	-	-	-	-	(0.014, 0)
X51	-	-	-	-	-	X51	-	-	-	-	-
FL4					A3						
X11	X21	X31	X41	X51	X11	X21	X31	X41	X51		
X11	-	(0, 2.691)	(0, 1.625)	(0, 1.750)	(0, 2.304)	X11	-	(0.004, 0)	(0.306, 0)	(0.004, 0)	(0.040, 0)
X21	-	-	(1.066, 0)	(0.941, 0)	(0.387, 0)	X21	-	-	(0.302, 0)	(0, 0)	(0.036, 0)
X31	-	-	-	(0, 0.124)	(0, 0.679)	X31	-	-	-	(0, 0.302)	(0, 0.266)
X41	-	-	-	-	(0, 0.554)	X41	-	-	-	-	(0.036, 0)
X51	-	-	-	-	-	X51	-	-	-	-	-

Table 9 shows the distance between two alternatives g and f, relative to each criterion. Eq. (12) is applied to reach Hamming distance.

Using Eq. (21), the concordance matrix is found as Table 8. And also Table 9 demonstrates the discordance matrix obtained by using Eq. (23). The last rows of these tables show the minimum concordance and discordance levels.

Table 8: The Concordance Matrix

	A1	A2	A3	A4	A5
A1	-	(1.90, 2.70, 3.50)	(1.30, 2.10, 2.90)	(3.20, 4.80, 6.40)	(3.60, 5.40, 7.20)
A2	(3.05, 5.05, 7.05)	-	(4.70, 7.30, 9.90)	(3.90, 6.10, 8.30)	(3.55, 5.35, 7.15)
A3	(3.65, 5.65, 7.65)	(0.25, 0.45, 0.65)	-	(3.45, 5.45, 7.45)	(4.75, 7.35, 9.95)
A4	(1.75, 2.95, 4.15)	(1.05, 1.65, 2.25)	(1.50, 2.30, 3.10)	-	(3.20, 4.80, 6.40)
A5	(1.35, 2.35, 3.35)	(1.40, 2.40, 3.40)	(0.20, 0.40, 0.60)	(1.75, 2.95, 4.15)	-

$$\overline{C} = (2.475, 3.875, 5.275)$$

Table 9: The Discordance Matrix

	A1	A2	A3	A4	A5
A1	-	1	0.012	1	0.001
A2	0.005	-	0.002	0.002	0.001
A3	1	1	-	1	0.008
A4	0.130	1	0.010	-	0.001
A5	1	1	1	1	-

$\overline{D} = 0.509$

Table 10: Boolean Matrix B Based on the Minimum Concordance Level

	A1	A2	A3	A4	A5
A1	-	0	0	1	1
A2	1	-	1	1	1
A3	1	0	-	1	1
A4	0	0	0	-	1
A5	0	0	0	0	-

Table 11: Boolean Matrix H Based on the Minimum Discordance Level

	A1	A2	A3	A4	A5
A1	-	0	1	0	1
A2	1	-	1	1	1
A3	0	0	-	0	1
A4	1	0	1	-	1
A5	0	0	0	0	-

Table 12: The Global Matrix Z

	A1	A2	A3	A4	A5
A1	-	0	0	0	1
A2	1	-	1	1	1
A3	0	0	-	0	1
A4	0	0	0	-	1
A5	0	0	0	0	-

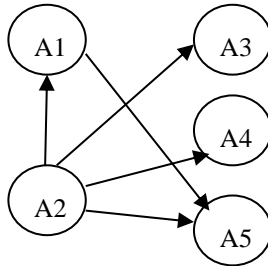
**Figure 2.** The decision graph for the application

Table 10 and Table 11 shows the Boolean matrices B and H. Using Table 10 and Table 11, the global matrix (Z) is constituted as in Table 12.

Eventually, the decision graph for the application is created as in Figure 2. According to the figure, A2 is selected as the best company among five tourism companies traded at BIST.

5. CONCLUSION

The fact that an activity performs well for many years by being managed financially is important for the continuity of the investment and what it provides. Financial performance is an important indicator in evaluating managers, while investors who want to be partners in a company consider the performance of that company. In addition, by measuring financial performance, a company can determine how far ahead or behind its competitors it is. Tourism companies are in sectors where large investments are required and receiving the return on investment takes many years. Therefore, it is extremely important to measure companies' financial performance. In this study, the performance of five tourism companies traded at BIST is measured by financial ratios. These companies have not been included in the analysis for the study, although the desired number of about 3,000 tourism companies in Turkey could not be reached with all the necessary data relating to these companies.

This study analyzed the financial performance of five tourism companies in Turkey from 2013 to 2018, using the fuzzy ELECTRE method to evaluate the performances on basis of 14 criteria. First, the criteria were measured. According to the decision-makers, the most important criterion is return on equity. Then the fuzzy ELECTRE method was used to rank the five companies in terms of financial performances. Results showed that A2 has the best performance among the other companies.

This study contributes to the literature in two ways. First, the study has information that may guide other tourism companies in the sector in terms of financial behavior and decisions. Second, it will demonstrate the feasibility of using the fuzzy ELECTRE method in the field of tourism because few tourism companies are traded at BIST, and it is impossible to access all the data related to these companies from past to present. However, in this paper, I will show how fuzzy ELECTRE, as proposed by Hatami-Marbini and Tavana (2011), is applied to evaluate financial performance, and for future research methodologies like fuzzy TOPSIS, fuzzy PROMETHEE can be used. Thus, this study will bring a new perspective and make a useful contribution to the Turkish tourism sector.

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