

Acculturation Research in Residential Tourism

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Although the acculturation theory has been tested in tourism, there are almost no empirical studies in residential tourism. It needs to be clarified whether the general assumptions of the acculturation theory can be applied or whether the specifics of residential tourism call anew for an evaluation of the preconditions of acculturation theory in this setting. The existing studies, however limited, are misleading. This article calls attention to this fact and shows the necessity of testing the presumptions of acculturation theory in residential tourism before further research is conducted. A questionnaire research was conducted among residential tourists in Alanya. A total of 489 questionnaires from over 12 countries were included, reflecting the residential market in Alanya. The preference for a specific acculturation strategy was tested in relation to the influencing factors and level of satisfaction with life in the destination. The most preferred strategy by international residential tourists was integration, followed by assimilation and marginalisation. The strategy preference was influenced by demographic characteristics, holiday behaviour factors, second home characteristics, personality traits, and level of knowledge about Turkish culture. The overall level of satisfaction with life was 4.3 out of 5, which implies a very high level of satisfaction. Following limited previous research, the article uncovers the pitfalls and proposes a more suitable approach for acculturation research in this area. If the unique circumstances of residential tourism are taken into consideration, the study reveals some results that oppose the general acculturation theory and thus calls for further research.

Keywords: residential tourism, acculturation, Alanya, acculturation in tourism, residential tourists' acculturation



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Introduction

The acculturation of international residential tourists is a relatively untouched field that has captured the

attention of very few researchers. During their prolonged stay in the destination, residential tourists are under the influence of the foreign culture. The diffe-

rences between residential and mass tourists are sufficiently profound to form a separate research sample. However, while the acculturation theory has been tested in the field of tourism, the motivations, relations and results of this process have not yet been evaluated in terms of residential tourism.

The current state of the literature on the topic stems from a limited number of studies, all of them based on the same methodology, which leads to misleading interpretations of the results. By choosing an approach based on calculating the acculturation level and adopting a simple scale, the current studies' findings lead to misinterpretation when general acculturation theory assumptions are applied. This article shows how discrepancies with general acculturation theory can be revealed by selecting an approach and instruments suitable for residential tourism. The article includes a preliminary evaluation of fundamental relations within the concept of acculturation to illustrate such discrepancies. The article aims to call attention to the current state of the literature as well as accentuate the necessity to reevaluate the assumptions of the general acculturation theory in residential tourism. It is meant as a preamble to further studies, setting the tone of the research rather than a full-scale research article.

Theoretical Background

Nowadays, as a result of globalisation, an increase in income and leisure time, change in consumption patterns, easier accessibility of foreign destinations, and other factors, it is common for people from different cultures to live in the same region. Such a society comprises various groups defined by the voluntariness of contact with another culture, the time frame of their stay and whether the contact happens in their place of living or outside. Berry (1990) categorised such a society into 6 basic groups that may coexist in the same space and influence each other, i.e. indigenous people, ethnocultural groups (descendants of previous immigrants), migrants, temporary stayers or guests, refugees, and asylum seekers. This article focuses on temporary stayers or so-called sojourners, including international residential tourists.

Like all the above-mentioned groups, international residential tourists undergo the process of ac-

culturation when in different cultural environments for a certain period of time (Berry, 2005). Although acculturation has been defined differently over time (Powell, 1883; McGee, 1898; Simons, 1901; Maldonado & Tansuhaj, 1998), the most commonly accepted definition may be considered that by Redfield et al. (1936). The authors define acculturation as a process that results in changes in the original cultural patterns of individuals or groups with different cultures due to continuous first-hand contact with a different culture.

Each group or individual experiences the acculturation process in a different way. As Berry (1992) states, although there is no single acculturation model, different strategies and outcomes lead to successful or unsuccessful long-term adaptation. The first acculturation model was the unidimensional model of acculturation by Gordon (1964), which operates on the assumption that for one to adopt the host culture, one must give up one's culture of origin. This approach was controverted by Berry (1992, 1997), who introduced the bidimensional acculturation model, in which the cultures are not exclusive. It varies in its assumption that one can maintain one's culture of origin and adopt the new mainstream culture to a certain extent. The extent then identifies one of four acculturation strategies, i.e. assimilation, integration, separation, or marginalisation, which an individual prefers in a new cultural environment. Although it is the most commonly used acculturation model today, the matter of how many dimensions accurately express the acculturation process still needs to be clarified (Miller, 2007).

As a consequence of rising diversity in hosting societies, cosmopolitanism development and migration changes, the tridimensional and multidimensional acculturation constructs have been introduced in the literature. For example, the 3D model of acculturation of Black Caribbean immigrants in the USA by Ferguson and Bornstein (2013) is based on a simultaneous orientation toward three cultures within a multicultural society. In the tridimensional process-oriented acculturation model TDPOM (Wilczewska, 2023), the third dimension of cultural creation is introduced in addition to Berry's maintenance of original culture and adoption of host culture. Navas et al. (2005) elaborated the two-dimensional model into the Relative

Acculturation Extended Model *RAEM*, which follows the two main dimensions of Berry but expands them into seven subdimensions (political, work, economic, family, social, religion, and ways of thinking) and distinguishes between ideal and actual orientation.

Regardless of the model, the final part of the acculturation process includes adaptation as a long-term acculturation result. It reflects how successfully an individual adapts to the new culture when they apply specific acculturation strategies. It can be divided into psychological and sociocultural adaptation (Ward, 2001; Sam & Berry, 2006) or psychological (feeling well), sociocultural (doing well) and intercultural (relating well) adaptation (Schwartz & Unger, 2017). Integration is generally the most preferred acculturation strategy as it is considered the most efficient in relation to psychological and sociocultural adaptation (Berry et al., 2022; Ward & Szabo, 2019; Yoon et al., 2013; Berry, 2006). With assimilation and separation somewhere in the middle in most studies, marginalisation is the least preferred, with a negative perception (Berry, 2006). LaFromboise et al. (2010) state concerning marginalisation that 'a lack of identification with any culture is problematic'. Marginalisation strategy is related to the lowest levels of adaptation (Sam & Berry, 2006), higher levels of acculturative stress (Schmitz & Schmitz, 2022), cultural conflict, and dysfunctional and deviant behaviour (Berry, 2005). Choy et al. (2021) in their research state that marginalisation has the worst effects on the mental health of migrants. Similarly, in the study of Schmitz and Schmitz (2022), lower life satisfaction, poor ability for psychological adjustment, low self-esteem, depression and psychosomatic problems were related to the marginalisation strategy.

Acculturation in Tourism

It is a fact that tourism destinations are regions that are directly subject to cultural interaction. Despite this, the theory of acculturation has not been sufficiently researched in the field of tourism (Özekici & Ünlüönen, 2019). The past studies have proven that tourists are also a part of acculturation (Doğan, 1989; Penaloza, 1989). The two-dimensional acculturation model was proven suitable for tourism in a study

conducted on Chinese, German and American tourists who have visited or will visit Australia (Rasmi et al., 2014). Doğan (1989) applies the two-dimensional acculturation model to the concept of tourist consumption.

Various aspects have been examined in relation to acculturation in tourism, such as the shopping behaviour of second-home tourists (De-Juan-Vigaray et al., 2013; De-Juan-Vigaray et al., 2021), consumption acculturation between immigrants and tourists (Sevim & Hall, 2016), participation in tourism and its contribution to acculturation (Cruz & Buchanan-Oliver, 2017), acculturation and tourist satisfaction (Zhang et al., 2018), and the relationship between acculturation strategies and behavioural preferences, destination selection, holiday activities and individual characteristics (Rasmi et al., 2014). Although the topic of acculturation in tourism has been addressed by several other researchers (Berno & Ward, 2005; Rasmi et al., 2014), the field of acculturation of international residential tourists has remained relatively untouched.

Residential tourism has gained in numbers and importance during the last decades. It accounts for a significant number of tourists in countries like Spain or Turkey. International residential tourism creates an important tourist movement and surpasses official accommodation establishments regarding the number of overnight stays in some destinations (Okuyucu & Somuncu, 2015). During their prolonged stay in the destination, residential tourists create a significant economic effect as a specific consumer group for touristic and non-touristic products (Casado-Diaz, 1999; Kozak & Duman, 2011). Compared to mass tourists they show many differences (Müller, 2002a; Hall & Müller, 2004; Barrantes-Reynolds, 2011). Those include usually longer stays for vacation or temporary residence purposes, a preference for previously known destinations, a special bond with the place where the second home is located, lower seasonality, repeated visitations, high loyalty, connection to the real estate sector, dependence on a certain life standard, and usually a higher age and income tourist profile. In conclusion, international residential tourists (hereinafter referred to as *IRTS*) create a substantial group

significantly different from mass tourists to form a separate research group.

Due to their prolonged stay in a destination, IRTs are expected to be exposed to the influence of a different culture to a greater extent than mass tourists. Despite this conclusion, the question of how IRTs are influenced and to what end has remained unanswered in the literature. To date, the only research that covers the topic of acculturation of IRTs to a limited extent is the research of De-Juan-Vigaray and her colleagues (De-Juan-Vigaray et al., 2013; De-Juan-Vigaray & Garau-Vadell, 2015; De-Juan-Vigaray et al., 2021). However, several aspects of the approach and conclusions of this study need to be addressed in order to prevent simplification and misinterpretation of such a complex process.

This study aims to elaborate on aspects that should be considered in future studies of the acculturation of IRTs compared to the work of De-Juan-Vigaray et al. (De-Juan-Vigaray et al., 2013; De-Juan-Vigaray, 2015; De-Juan-Vigaray et al., 2021). Secondly, the study presents the results of research on IRTs and their acculturation in Alanya conducted in accordance with the proposed methods.

The Critical Aspects in the IRTs' Acculturation Research

This article was written in response to the work of De-Juan-Vigaray and colleagues (De-Juan-Vigaray et al., 2013; De-Juan-Vigaray, 2015; De-Juan-Vigaray et al., 2021), who conducted the first studies concentrating on international residential tourists and acculturation. The authors were the first to recognise the importance and difference of IRTs and the need to examine their acculturation as a separate research sample. However, some aspects need to be pointed out when considering their conclusions. As the unique aspects and relations within the acculturation process in residential tourism remain unknown, it is critical to carefully consider the selected instrument and the suitability of the approach of calculating the acculturation level.

The previous research was based on calculating the acculturation level of international residential tourists. The results of the study of De-Juan-Vigaray et al. (De-Juan-Vigaray et al., 2013; De-Juan-Vigaray, 2015; De-Juan-Vigaray et al., 2021) state that IRTs have

a very low level of acculturation with an acculturation score of 0.16 out of a range between 0 and 1. The low score is interpreted as the preference of IRTs for preserving their own culture, which in turn points to the preference for the separation or marginalisation strategy. In general acculturation literature, extensive research about acculturation strategies exists in relation to acculturation outcomes and adaptation. As mentioned above, the marginalisation strategy is the least desired strategy because of its connection to a variety of negative outcomes such as low level of adaptation, acculturative stress, conflict, deviant behaviour, depression, low self-esteem, or low life satisfaction (Berry, 2006; Sam & Berry, 2006; LaFromboise et al., 2010; Choy et al., 2021; Schmitz & Schmitz, 2022). The marginalising individuals have been found to show higher neuroticism, psychoticism, impulsivity or aggression-hostility traits. In a study of older Chinese adults in Chicago (Dong et al., 2015), marginalisation was related to lower overall health status and quality of life. In conclusion, the overall image of marginalisation painted in the acculturation literature is not consistent with the reality of residential tourism and the results of the study of De-Juan-Vigaray et al. (De-Juan-Vigaray et al., 2013; De-Juan-Vigaray, 2015; De-Juan-Vigaray et al., 2021) regarding IRTs. Unlike immigrants, international residential tourists willingly enter a different cultural environment for a desired period of time. Usually, they are in a better economic position than the local population and represent a source of income for the destination. The local population thus generally has a positive attitude towards the residential tourists. As the study presented further shows, marginalisation may be a successful acculturation strategy in the case of IRTs.

This brings forth the argument of Schwartz and Unger (2017) about the suitable approach in acculturation studies. According to the authors, calculating an acculturation level in acculturation studies may lead to misinterpretation of results. It is argued that terms such as low or high acculturation level only reflect the level to which a new culture is accepted by an individual or a group. As such, the terms 'high level of acculturation' and 'low level of acculturation' in reality reflect 'high level of assimilation' and 'low level

of assimilation', respectively, and therefore they should not refer to acculturation as a whole. According to Berry (2006), it is not possible to estimate a level of acculturation but the level of support for individual acculturation strategies only.

In the case of IRTs with their unique position between locals, tourists and immigrants, the relations between orientations, acculturation strategies and their success in adapting successfully to a new environment have yet to be examined. Accepting the new culture may be the preferred orientation in general acculturation theory when it comes to immigrants. However, to make any conclusions about acculturation of IRTs based solely on the level to which they accept the new culture may be misleading, especially without defining the relations within the process and relations to the results of the complex phenomenon of acculturation of this specific group. That is why the current study of IRTs in Alanya, Turkey, centres on measuring the preference for individual acculturation strategies in relation to influencing factors and results of the acculturation process.

Another issue of tourism acculturation studies is the lack of instruments. There has yet to be a specific acculturation scale for IRTs. The researchers depend on adopting general acculturation scales. The scale used in the study of De-Juan-Vigaray et al. (De-Juan-Vigaray et al., 2013; De-Juan-Vigaray, 2015; De-Juan-Vigaray et al., 2021) was the scale of Lerman et al. (2009), which is said to have been adopted for IRTs. After closer inspection, however, the scale may be argued to be highly unsuitable for the segment of IRTs. Four of the six items in the scale are oriented towards the language skills of IRTs. Specifically, the language spoken with friends and the language in which IRTs watch TV, read newspapers and magazines and tell jokes. The IRTs are not required to learn the local language as is often the case with immigrants; neither do they need to. In a developed residential tourism destination, the locals speak the languages of the major groups within IRTs. Furthermore, due to the temporality of their stay in the destination and easy access to communication channels and media in their home country via the Internet, it can be expected that the IRTs retain a relationship with their home country, fri-

ends, and media. The remaining two items of the scale refer to social interactions and examine the origin of closest friends and people with whom IRTs attend social events. None of the items specify that they refer to people with whom the IRTs socialise while in the destination. Otherwise there is a high probability that their closest friends are still those in their home country. In conclusion, measuring acculturation based on a scale that focuses solely on language skills and ethnic origin of the closest social circles of a group that moves only semi-permanently to a new destination is very narrow-profiled and does not have any real explanatory value.

As pointed out by Özekici and Ünlüönen (2019), the extent to which the acculturation theory can be applied to the concept of tourism, its basic assumptions, and explanatory power remain unknown when it comes to the specific conditions of tourism. The same applies to residential tourism. It is imperative that tourism researchers refrain from simplifying such a complex phenomenon as acculturation in their future studies. Simply applying a general construct without considering the specific differences between residential tourists and other acculturating groups may lead to misinterpretation and misleading results.

An empirical study is presented to underline the necessity of reevaluating the acculturation process and its assumptions in the specific circumstances of residential tourism. By testing the basic relationship between influencing factors, acculturation strategies, and adaptation success, the article illustrates discrepancies with general acculturation theory. The results clearly support the argument that applying the methodology and general assumptions from acculturation studies in other fields has no real explanatory value.

The Study of IRTs in Alanya Turkey

Since the 1950s, Alanya has steadily become one of Turkey's most frequented sand-sea-sun tourism destinations. In parallel with mass tourism, residential tourism has been growing rapidly since opening the market to foreign buyers in 2003. Since then, over 40,000 houses have been sold to foreigners in Alanya up to the end of 2020 (Alanya Chamber of Commerce and Industry, 2021). For years, Alanya has been among the

Table 1 Distribution of the Research Sample

Nationality	Properties sold to foreigners in Alanya (inc. 2020)		Sample	
	Total	%	Total	%
Russia	8,926	22.3	102	20.7
Germany	4,549	11.4	53	10.8
Norway	3,987	9.9	50	10.1
Sweden	3,008	7.6	39	7.9
Denmark	2,916	7.3	32	6.5
Holland	1,813	4.5	19	3.9
Ukraine	1,702	4.3	20	4.1
Iran	1,642	4.1	32	6.5
Finland	1,443	3.6	19	3.9
Kazakhstan	1,239	3.1	18	3.7
Ireland	1,070	2.7	11	2.2
United Kingdom	959	2.4	20	4.1
Other	6,756	16.8	74	15.2
Total	40,010	100	489	100

first 3 cities, along with Istanbul and Ankara, where the most properties are sold to foreigners every year. It ranked second after Istanbul in 2021, with 12,384 houses sold to foreigners that year (Turkish Statistical Institute, 2022).

Methodology

The research population was defined as international residential tourists using the second homes sold to foreigners within the borders of the Alanya district. Due to the lack of any statistical data on residential tourism, the research sample was calculated based on the statistics of house sales to foreigners in Alanya. A stratified sampling method was used in the study based on the number of houses sold to foreigners within the borders of the Alanya district. Alanya is a multi-national destination where international residential tourists cannot be reduced to one or two nationalities.

According to statistics from the Alanya Chamber of Commerce and Industry (2021), citizens from 87 different countries have bought a property in Alanya up to the end of 2020. Nationalities with at least 1,000 second homes sold determined the strata (Table 1).

Despite its significant representation, Iraqi citizens were counted under the 'Other' category in the study because of the difficulties in reaching them and their unwillingness to participate. In its place, United Kingdom was included as a separate group near the 1,000 properties border.

A questionnaire was designed to collect data. The snowball sampling method was preferred for data collection in the study. To reflect the tourism movement created by second homes, three international residential tourist groups, namely homeowners, guests, and tenants (Müller, 2002b), were included in the study. The questionnaire was translated into English, German, Russian, Arabic, and Persian by professional translators or bilingual academicians using the reverse translation method for translation accuracy control.

The data were collected online and offline. The online questionnaire was distributed to international residential tourists via e-mail or WhatsApp with the help of local real estate companies, the Real Estate Professionals Association and members of the Alanya Foreigners Council. Printed versions of the questionnaires were distributed to selected apartments with

high concentrations of foreigners and service providers frequented by international residential tourists such as tourist shops, restaurants, beach buffets, pool restaurants, hairdressers and Turkish bath service providers.

Between May and August 2022, a total of 511 questionnaires were collected, 489 of which were included in further analysis. As Table 1 shows, the share of individual countries in the research sample approximately corresponds with the representation of each country in the total number of properties sold to foreigners. It is considered the most adequate way of representing the research population as there are no other statistical data even remotely related to residential tourism in Alanya. This fact is also considered the biggest limitation of the research.

The Design of the Questionnaire

In accordance with the arguments of Berry (2006) and Schwartz and Unger (2017), the questionnaire was designed to establish international residential tourists' preference for acculturation strategies. A shortened form of the Acculturation Strategies Scale of Berry et al. (1987), whose usability in the field of tourism has been proven by Rasmi et al. (2014), was applied. Each of the four statements was adapted to Turkey and Turkish culture and represented one of the acculturation strategies, i.e. integration, assimilation, separation and marginalisation. The preferences were further studied in relation to influencing factors and level of satisfaction with life in the destination.

The factors influencing the acculturation process were selected from general acculturation literature as well as obtained from the specific circumstances of residential tourism. This question pool included demographic information and holiday habits associated with acculturation (Berry, 1997; Berry & Sam, 1997; Chung, 2001; Horenczyk & Munayer, 2005; De-Juan-Vigaray et al., 2021). The first eight questions determined nationality, gender, age, marital status, education level, occupation, monthly household income and population of the place of residence. The holiday habits-related questions included the number of visits to Alanya in a year, the total duration of stay, the preferred months, and the method of staying in

Turkey. As the point where residential tourists differ from general tourists is in terms of their accommodation, questions collecting second home information were added to the questionnaire. This section included questions regarding the relationship with the second home, the year of purchase or first rental, the type and size of the second home, and the reasons for choosing a second home instead of a hotel. Further pre-existing factors derived from the literature research included prejudice (Berry, 1997), personality traits (Berry, 1997; Berry & Sam, 1997; Celenk & Van de Vijver, 2011), perceived cultural similarity (Rasmi et al., 2014; Piontkowski et al., 2000), experience with the new culture, level of knowledge and language proficiency (Berry & Sam, 1997).

Finally, questions to evaluate acculturation results, i.e. level of success of adaptation, were included in the study. Taking into consideration the classification of adaptation by Schwarz and Unger (2017), psychological and intercultural adaptation were evaluated in the study, while the sociocultural adaptation questions related to work or school were not included. The questions representing psychological or internal adaptation evaluate satisfaction with life in Alanya, stress level or tendency to depression. Intercultural adaptation includes questions that evaluate the level of satisfaction with socialising with Turks and whether there are problems in handling daily tasks.

The validity and reliability of the measurement tool was evaluated by calculating Cronbach Alpha coefficients. The Cronbach Alpha coefficient was 0.857, indicating that the scale was highly reliable (Kalaycı, 2016: 405.)

The Results of the Acculturation of International Residential Tourists Study in Alanya

The p-value calculated at the 0.05 significance level in the Pearson Chi-square test was used to examine a relationship between the preferred acculturation strategy and the participants' demographic information, holiday habits, and second home-related information. Table 2 shows the participants' demographic profiles.

According to the study's results, integration was the widely preferred acculturation strategy among international residential tourists in Alanya (82.2%),

Table 2 The Demographic Information of the Participants

		Sum	Share (%)
Gender	Female	319	64.7
	Male	174	35.3
Age	18–24	10	2.0
	25–34	33	6.7
	35–44	111	22.5
	45–54	119	24.1
	56–64	131	26.6
	65+	89	18.1
Marital Status	Single	50	10.1
	Married without children	49	9.9
	Married with children (< 18)	102	20.7
	Married with children (> 18)	122	24.7
	Married with children (<> 18)	42	8.5
	Widowed	35	7.1
Education	Divorced	85	17.2
	Primary school	14	2.8
	High School	143	29.0
	University	213	43.2
Occupation	University–post graduate	118	23.9
	Government Official	58	11.8
	Private Sector	143	29.0
	Self-employed	111	22.5
	Housewife	23	4.7
	Retired	95	19.3
	Unemployed	14	2.8
Monthly Household Income (EUR)	Student	9	1.8
	< 50	32	6.5
	751–1,500	90	18.3
	1,501–2,250	105	21.3
	2,251–3,000	83	16.8
Population of hometown	> 0,000	167	33.9
	Up to 50,000	97	19.7
	50,001–200,000	125	25.4
	200,001–500,000	62	12.6
	500,001–1.5 mil.	74	15.0
	Over 1.5 mil.	130	26.4

followed by assimilation (9.9%) and marginalisation (6.9%). The share of the separation strategy below 1% excluded this strategy from further analysis.

Among the demographic information, a relationship between the preferred acculturation strategy and nationality ($p=0.000$), age ($p=0.047$), marital status ($p=0.000$), education level ($p=0.014$), occupational category ($p=0.000$), household income level ($p=0.031$) and the population of the city of permanent residence ($p=0.000$) was found. A Biplot chart from the correspondence analysis was used to examine the relationships confirmed with the Pearson Chi-square test.

The results show that participants from Ukraine and Finland tend to prefer the marginalisation strategy more than other strategies compared to other nationalities. The Dutch and British have been found to be closer to the assimilation strategy than other nationalities, while participants from other countries tend to prefer the integration strategy.

The confirmed relationship between an acculturation strategy and age shows that participants between the ages of 25 and 34 are closer to the marginalisation strategy than other participants. Participants between the ages of 45 and 54 are in a position between integration and assimilation. The remaining age groups seem to prefer the integration strategy over assimilation and marginalisation.

It was found that participants who were married and had children under the age of 18 tended to prefer the assimilation strategy compared to other strategies. The married participants whose children are both under and over 18 are closer to the marginalisation strategy. The other participant groups were found to have a preference for the integration strategy.

Considering the education level, university graduates and postgraduates are associated with the integration strategy. High school graduates are in a position between integration and assimilation, while the marginalisation strategy does not appear to be related to the education level of participants.

The results further show that self-employed participants prefer the assimilation strategy rather than integration and marginalisation. The unemployed participants tend toward the marginalisation strategy,

while the rest of the occupation groups prefer integration.

Participants with low monthly household income (income 750 euros or less) were found to be the group that preferred the marginalisation strategy the most. Participants with medium monthly household income (751–2250 euros) are positioned between assimilation and integration strategies. Finally, the participants with high income levels (monthly household income of 2,251 euros and more) tend to prefer the integration strategy over marginalisation and assimilation.

Participants from cities with lower populations (less than 50,000 or between 50,000 and 200,000) were the closest to the integration strategy compared to the other strategies. Participants from cities with medium population density (between 200,000 and 500,000) seem to prefer the assimilation strategy the most. It was concluded that participants from metropolitan cities were interested in two strategies. While those from cities with a population of 500,000 to 1.5 million prefer the integration and assimilation strategy, those from metropolitan cities with a population of more than 1.5 million seem to be associated with integration and marginalisation strategies.

Among the participants' holiday habits, acculturation strategies are related only to the number of visits to Alanya within a year ($p=0.007$). It was concluded that participants who travel to Alanya once, twice or three times a year tend to prefer the integration strategy. Those who come to Alanya 4 times a year were the most associated with the assimilation strategy. The most frequent visitors (5 times per year or more) were found to have no clear strategy preference as they were approximately the same distance from all three strategies. No relation to participants' duration of stay, preferred months or the method of staying in Turkey was confirmed.

The relationship between acculturation strategies and second-home characteristics was tested by calculating the p values of the Pearson Chi-square test. According to the findings, a significant relationship exists between preferred acculturation strategies and the type of relationship with second homes ($p=0.021$). Relationship types with second homes were defined as owners (54.8%), guests (21.3%) and tenants (23.3%) to

Table 3 Analysis of Differences in Other Acculturation Preconditions

According to acculturation strategies, there is a significant difference in the level of experience with Turkish culture.		
Variance homogeneity test	p = 0.691	
ANOVA	p = 0.626 (no difference among groups, \bar{x} =2.84)	
There is a significant difference in the level of language proficiency according to acculturation strategies.		
Variance homogeneity test	p = 0.152	
ANOVA	p = 0.668 (no difference among groups, \bar{x} =2.20)	
There is a significant difference in perceived cultural similarity according to acculturation strategies.		
Variance homogeneity test	p = 0.288	
ANOVA	p = 0.371 (no difference among groups, \bar{x} =2.57)	
There is a significant difference in the opinion on Turkish culture according to acculturation strategies.		
Variance homogeneity test	p = 0.549	
ANOVA	p = 0.035	
Tukey test	Group 1	Group 2
	Marginalisation (\bar{x} = 4.03)	Assimilation (\bar{x} = 3.76) Integration (\bar{x} = 3.58)
There is a significant difference in the level of knowledge about Turkish culture according to acculturation strategies.		
Variance homogeneity test	p = 0.000	
ANOVA	p = 0.047	
Games-Howell test	Group 1	Group 2
	Marginalisation (\bar{x} = 3.94)	Assimilation (\bar{x} = 3.23) Integration (\bar{x} = 3.56)

Note \bar{x} - average score value out of 5

better reflect the complex movement within residential tourism. The second-home owners and their guests who stay for free with the owner's permission tend to prefer the integration strategy to other strategies. Second-home tenants who stay for a fee are closer to the assimilation strategy than the integration or marginalisation strategy.

Parallel to the duration of stay, the year of purchasing the second home or renting for the first time did not have a significant effect on the preferred acculturation strategy. Although the Chi-square test pointed toward a relationship between the acculturation strategy and the size of the second home, the Biplot chart from the correspondence analysis revealed only a relation to the integration strategy. The reasons for

preferring a second home to a hotel during the stay in Turkey were tested using the Kruskal-Wallis independent samples test. The results showed that economic reasons ($p=0.008$), the opportunity to be closer to Turkish culture ($p=0.000$) and the familiarity with the environment factor ($p=0.048$) have a significant effect on the acculturation strategy.

Furthermore, a one-way analysis of variance was used to determine whether there was a significant difference in the participants' acculturation strategy from the perspective of their preconditions identified in the literature. Personality traits were studied using the Big Five personality dimensions model (Schmitz, 1994; Ones & Viswesvaran, 1999; Ward et al., 2004; Caliguiri, 2017) and the Ten-Item Persona-

lity Inventory scale (Gosling et al., 2003). Following the results, there is a significant difference in extraversion, conscientiousness, neuroticism and openness among the five personality traits included in the study. The participants with extroversion characteristics have a higher tendency to marginalisation and assimilation, while more introverted participants prefer the integration strategy. The participants with strong conscientiousness traits are prone to marginalisation and integration strategies, while participants with less dominant conscientiousness traits prefer the assimilation strategy. It was found that participants with high neuroticism were more prone to the assimilation strategy. Although there was a difference between acculturation strategies in terms of openness, the Post-hoc tests did not determine the source of the difference.

As can be seen from the results, the level of prior experience with Turkish culture, language proficiency or perceived cultural similarity was found to show no significant differences among the acculturation strategies. The opinion on Turkish culture was intended to measure the level of prejudice and was scored on a scale from 0 to 5. The higher the score, the more positive the opinion. The findings show that a positive opinion towards Turkish culture was found to be more strongly associated with the marginalisation strategy. When the opinion on Turkish culture scored in the middle range, it was more inclined towards integration and assimilation strategies. Similarly, participants with a high level of knowledge about Turkish culture were more prone to marginalisation. When the knowledge about the Turkish culture was at a medium level, assimilation and integration strategies were preferred.

The level of satisfaction with life in Alanya reflects the level of adaptation that is the result of the acculturation process. The average satisfaction level for each participant was found by calculating the average score of 6 statements evaluating psychological and intercultural adaptation. A one-way analysis of variance did not find a significant difference in the level of satisfaction with life in Alanya in terms of acculturation strategies. The level of satisfaction was very high regardless of the strategy. The average satisfaction level of IRTs with their life in Alanya was 4.34 out of 5. In

conclusion, the adaptation of IRTs in Alanya can be considered highly successful whether they prefer the integration, assimilation, or marginalisation strategy.

Conclusion and Discussion

This study of IRTs in Alanya, Turkey, attempts to show a way for further acculturation studies in the field of residential tourism. The circumstances of residential tourism are significantly different from those of mass tourism and other settings in which the acculturation process happens. That is why it is important to approach the phenomenon of acculturation in residential tourism as new and examine the functions and relations within the process to confirm the conclusions of general acculturation theory or reveal the differences.

The study of IRTs in Alanya shows that integration was the most preferred strategy by IRTs. It was followed by assimilation and marginalisation with close to zero preference for separation. This corresponds with the previous research of Rasmi et al. (2014), who successfully tested the bidimensional acculturation model in tourism. In accordance with the present study, the integration strategy was the most common among tourists (36% share), followed by marginalisation and assimilation. Both studies confirmed that the separation strategy was the least preferred among tourists and residential tourists.

The strategy preference was influenced by several demographic characteristics, and some of the holiday habits and second home characteristics included in the study. Contrary to De-Juan-Vigaray et al. (2021), the current study reveals that IRTs who stay in Alanya for a short or long period of time do not tend to a specific acculturation strategy. The duration of stay does not play any role in their choice of assimilation, integration or marginalisation strategy. This result supports the study of Sam and Berry (2006), who argue that in acculturation theory, it is not the duration of contact with a different culture that is important, but the changes that occur. Parallel to the findings, the year of a property purchase or of first property rental in the destination was also found to have no effect on strategy preference.

The relation of IRTs to their second homes substantially influenced their choice of acculturation strate-

gies. Accommodation in second homes is the main factor distinguishing residential tourists from other tourists. As emphasised by Hall and Müller (2004), the tourism movement created by second homes is not limited to homeowners. Family, friends, guests and tenants of second homeowners also contribute to the tourism movement. As the study results present, the second home owners, guests and tenants do not share the same preference for acculturation strategy. This fact should be taken into consideration when researching the acculturation in residential tourism. This study is the first to recognise the need to extend the research sample beyond the homeowners to better capture the tourism movement generated by residential tourism. As the results differ among the individual groups of residential tourists, not only second home owners but also their guests staying for free and tenants staying for a fee should be included in the research sample in future studies.

As to the other acculturation preconditions, several points need to be addressed. Ward et al. (2004) claim that adaptation is related to personality traits while Schmitz (1994) also states that personality traits play a significant role in the choice of acculturation strategies. The results of the study confirm this fact as well. The level of experience with Turkish culture and language proficiency before coming to Alanya was low but did not affect the choice of acculturation strategies. Furthermore, it was found that perceived cultural similarity did not create a significant difference in the selection of acculturation strategies, as in the study of Rasmi et al. (2014). However, the international residential tourists in Alanya perceive Turkish culture as different from their own culture. It disagrees with current literature, which states that the distance between two cultures is associated with negative effects, acculturation stress and unsuccessful adaptation (Ward & Kennedy, 1999; Yeh & Inose, 2003; Miller et al., 2011). Contrary to the literature, IRTs in the study claim that they are highly satisfied with their lives in Alanya, that life is not stressful and that they do not have any problems in continuing their daily lives, regardless of their acculturation strategies. The reason why perceived high cultural distance is associated with positive assimilation in residential tourism may be due to tou-

rism-specific circumstances or the intensity of interest in Turkish culture.

The success of the adaptation of IRTs in the destination was expressed through a level of satisfaction with life in Alanya. Zhang et al. (2018) found a relationship between tourists' acculturation strategies and satisfaction. Integration and assimilation strategies are positively related to satisfaction, while separation and marginalisation strategies are negatively related. Contrary to the study of Zhang et al. (2018), no significant difference was found in the satisfaction level of IRTs in Alanya according to acculturation strategies in this study. All strategies, i.e. integration, assimilation and marginalisation, provide a highly successful adaptation.

In the literature, the group that generally prefers the marginalisation strategy is associated with acculturation stress and negative health effects, low self-esteem and psychological problems, not being able to adapt to society, having problems in establishing relationships and continuing their daily lives. From the perspective of mainstream society, it is an acculturation strategy that is mainly perceived as negative and undesirable. On the contrary, the results of the current study clearly show that marginalisation does not have to represent a problem in the context of residential tourism. Participants who prefer the marginalisation strategy were found to be the most extrovert and responsible individuals with an equally high level of satisfaction with their life in the destination as those preferring integration and assimilation. The extent to which the marginalisation strategy in residential tourism conforms to the general acculturation theory should be considered. Bourhis et al. (1997) state that in some contexts, marginalisation is more of a form of individualism, in which one does not identify oneself with either culture but sees oneself as an individual. Such individuals are often self-confident, highly educated and very successful in adapting to new environments.

In conclusion, the study presents sufficient discrepancies between general acculturation theory and acculturation in residential tourism to justify examining the phenomenon from ground zero. It is imperative that acculturation studies in residential tourism are focused on examining the preference for specific

acculturation strategies instead of calculating a level of acculturation in order to avoid simplification and misleading conclusions.

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