

A Hybrid Approach to Tourism: The Case Study of Fethiye, Turkey

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Abstract

Understanding the consumer, which forms the basis of marketing, and the consumer behavior is a subject that has been carefully followed and interested by the relevant field researchers. It is observed that significant changes have occurred in the expectations and demands of the general society, especially in Generation Z (who was born in the year 2000 and later), which is known to have a say in the economic markets due to the purchasing power in a close future. Within the context of these changes, a notion that is frequently mentioned in the recent marketing literature has begun to emerge: Hybrid Consumer. This new consumer type has some main characteristics, such as it cannot be correlated with the consumer segmentation criteria of traditional marketing, its behaviour cannot be predicted depending on its previous consumption, its motivation for consumption is variable and it has the willingness to pay at a very wide price range. The main purpose of this study is to carry out the definition of hybrid tourist by bringing the concept of hybrid consumer to tourism literature and to explain the characteristics of the touristic destinations which have hybrid characteristics through the example of Fethiye, Turkey. It is believed that both the travel motivations and the travel expenditure ranges of hybrid tourists change constantly. Such that the same tourist may want to experience many different types of tourism (sea-sand-sun, adventure, nature, culture, faith, etc.) during his/her travel to a destination. Therefore, it becomes a necessity to highlight destination specialities for hybrid tourists.

Key Words: Hybrid Tourist, Destination Marketing, Consumer Behavior, Travel Motivation, Fethiye-Turkey

1.0 Introduction

Market segmentation is a critical component of strategic market planning, and forms the basis of marketing action in most cases. In marketing literature, the concept of market stands for a whole target audience. Businesses identify buyers considered to have similar characteristics in a given market and/or demands and needs, and thus divide a market into sub-segments. Market segmentation is described by İsmet Mucuk as “*segmentation of a heterogeneous market into consumer groups in need of relatively similar goods*”.(Mucuk, 2001, s. 94). Developed in line with this action called market segmentation, strategies tend to become more efficient, goal-oriented and intelligible. This helps businesses act in line with a marketing strategy to meet their needs the best way that they can, and take steps accordingly. This process, which can be summarized as "customization of the strategies" in some way, leads the consumers to be more satisfied after purchasing the product and to recommend it to others. In addition, customized marketing helps mitigating costs as uptake efforts lead to a more stable target. Given its benefits, the benefits of market segmentation are self-evident for any successful marketing operation.

While segmentation may vary, there are five main types of marketing segmentation, which are common in literature. They are demographic, behavioral, psychographic, geographical and benefit segmentation.(Smith, 2016). Demographic segmentation is division of consumers into sub-segments by age, gender, occupation, income level, educational background and social-economic status. Behavioral segmentation is based on interactions of users with goods and/or services (Tüfekyapan, 2016). Expense and consumption trends of consumers regarding the product, level of their loyalty, their needs and frequency of usage are main titles of behavioral segmentation. Psychographic segmentation refers to taking into account personal traits, lifestyles, interests, perspectives on life and views of consumers while classifying the consumers. This type of segmentation takes notes of how people make use of their leisure time and what external factors they usually respond to. Geographical segmentation, as it is evident from the name, is the process of segmentation of the target audience on geographical basis (regions, countries, states, cities, quarters etc.). While geographical segmentation is the first step of international marketing, this method is adopted by local businesses, too. Differences in applicable laws, modes of payment and foreign exchange rates play a major role in this type of segmentation. Geographical segmentation is one of the types of market segmentation favored often by tourism businesses. Last but not least, beneficial segmentation is the process of segmentation based on value or benefit that target audience perceived about a certain brand. Various groups can be formed based on quality, performance, particular characteristics or customer services (Smith, 2016).

The essentiality of market segmentation has played a major role in marketing efforts so far and will probably continue to do so. However, as the generation Z has been recently getting closer and closer to the point of having a purchasing power, there are some questions in mind about what a marketing strategy is supposed to be followed for consumers who do not exactly fit any segmentation criteria as they concurrently have multiple demands and expectations. There is a new common type of consumers as a response to this question: Hybrid Consumer. Although it is referred to as the type of consumer that causes super-segmentation of demand in a variety of sources, it can be described in a simpler description as a mass that requires the provision of products that are increasingly complex and tailored to the various requirements of demand.(Cecilia, Elisabeta, & Magdalena, 2011). Almost none of these consumers' behavior complies with predetermined consumer segmentation criteria. Therefore, the concept of hybrid consumer compels the existing knowledge of market segmentation due to the complexity and diversity inherent in the concept.

While basic elements that spring to mind are identical when it comes to hybrid consumers, there are various opinions about definition in the literature. For example; Lewis and Bridger (2001) associate hybrid consumption with hedonic consumption; Arantola (2006) links the hybrid consumer view to a “transition” behavior in which low-income consumers can access luxury consumption by acting economically.(Leppänen & Grönroos, 2009). The fact that the consumers are ready to spend more on products with a different character while they want to spend as little as possible on standard products regardless of their incomes is the starting point of the hybrid consumer concept; but this definition is also quite insufficient.

The main purpose of this study is to define what a hybrid tourist and hybrid tourism mean based on the concept of hybrid consumers. While doing so, it is also intended to offer a description about how to present a tourism destination for hybrid tourists, and how to diversify tourism products of a given destination for hybrid tourists based on the case of Fethiye province in Turkey. While the studies on hybrid consumers are quite high in the foreign literature, it has been strikingly observed that the literature on hybrid tourists is scarce. Therefore, it is considered that the study is significant from the perspective of tourism literature.

2.0 Literature Review

What definitions about hybrid consumption have in common is that consumers are interested in making payments in a wide price range as a decisive criterion. Although it does not include the concepts of hybrid consumer or

hybrid consumption, one of the studies preparing the ground for these concepts was addressed by Yuspeh and Fein (1982). The result of the study, which has investigated how the benefit segmentations of the participants could be classified, is that only 40% of the participants can be classified correctly. Another study is the stability research by Calantone and Sawyer (1987) for the benefit segments in the retail banking market. The result of the study shows that only 29% of the consumers remain within the same benefit segment for two years. Researchers have linked this to consumers' search for diversity, increased promotional activities, and the lifestyle transformations of the household.

Hybrid concept in tourist consumption was first used by Poon (1993). Poon argues that a new type of tourist has emerged because of factors such as increased versatility and similar changes in consumers, increased environmental awareness, familiarity with the phenomenon of travel. Poon (1993: 9) describes the new type of tourist as "more experienced, more flexible, more independent, more 'green' and more quality" than the old tourists. Moreover, he has added that new tourists are not homogeneous and therefore their tendencies cannot be predicted; and that they are in a hybrid position reflecting the changing demographic patterns and lifestyles in society. Poon's comparison of old and new tourists is presented in the following table (Table 1) (Mowforth & Munt, 1998, s. 54).

Table 1: Characteristics of Old and New Tourists

Old Tourist Type	New Tourist Type
<ul style="list-style-type: none"> • They seek sea-sand-sun • Follow the masses • Today here - who cares tomorrow? • The need for pretension • Superiority • They prefer tourist attraction centers • Reactionary • They prefer to eat at the hotel • Homogeneous 	<ul style="list-style-type: none"> • They want to experience new things • They want to assume responsibility • See and enjoy; but not to harm • The need for having a good time • Understanding • They love sports and nature; they prefer activities that take place in the nature • Adventurous • They prefer to try local dishes • Hybrid

Source: Poon (1993: 10). *Tourism, Technology and Competitive Strategies*. CAB International. New York.

Although there are scientists who support the use of market segmentation in tourism terminology, there are some critics, too. Sharpley (1994) criticized the lack of consensus between tourism academics about the number of segmentations of touristic consumer masses, and the complexity of terminologies. Sharpley also stated that tourist behavior - despite of being static in the segments of the market segmentation - is dynamic, that tourist behaviors cannot be isolated from the social environment and that these negatively affect the segmentation process (Holden, 2000, s. 47).

Towards the end of the 1990s, research on new consumer types has accelerated with the effect of approaching the millennium. Most of the researchers of the time have stated that consumption is no longer just about meeting the needs; and that consumption is intertwined with relationships, identities, perceptions and images. In 1995, Gabriel and Lang confirmed the argument that consumers are unpredictable and argued that identity construction is increasingly dependent on lifestyles in parallel with consumption (Gabriel & Lang, 2006). Firat (1997: 6-8), on the other hand, states that the buying behavior of consumers has changed; and that the customers are searching for answers to the questions such as "Will I enjoy experiencing this product/service? Does experiencing this build

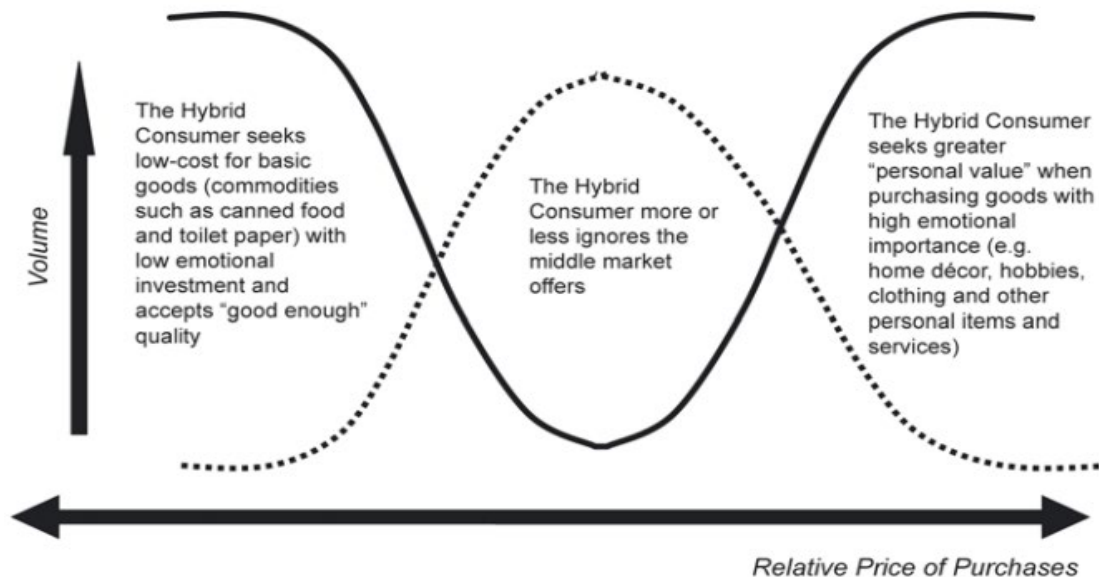
a life experience for me (or does it allow me to build a life experience for me?”), instead of the question "Does it make sense to buy this product/service?".

Wind, Mahajan and Gunther (2001: 13-14) talked about a new consumer in their book “Convergence Marketing: Strategies for Reaching the New Hybrid Consumer” and explained how businesses can reach this consumer. This new type of consumer is referred to in the book as the "*centaur*", which in Greek mythology represents a mythological creature that has the upper body of a human and the lower body and legs of a horse. It is thought that the reason why the authors named the consumer with inspiration from this mythological creature was the “hybrid” character of the creature. Centaurs are described as a hybrid who has mastered the state of the art technology, and can still dominate it, but still does not break with traditional desires and motivations. So it is argued that the new type of consumer has been transformed by technology. The book also emphasizes that these new consumers, which are defined as centaurs, act on multiple channels and their preferences are multifaceted. One of the most concise statements by Wind, Mahajan and Gunther (2001: 14) on the preferences of the centauris "*not either/or but both!*".

In 2004, the European Tourism Action Group (ETAG) emphasized the increase in the number of tourists who buy luxury and economical vacations in succession; and indicated that tourists tend to mix and match standards and holiday types during a trip (Bowen & Clarke, 2009, s. 257). This explanation points out that the concept of hybrid tourist should take part in literature more. Grönroos and Leppänen (2009) also emphasized that hybrid consumption behavior is an important area of research, but studies on this are not yet sufficiently found. The authors argued that a strikingly different consumption model emerged, that traditional market segmentation theories were a thing of the past, and that a purchasing model based on hybrid consumption behavior should be developed. In the study, it was also found that medium priced goods and/or service alternatives are no longer preferred; consumers have shifted their focus on either high-budget (upscale, premium) alternatives or low-budget options on the contrary.

Yeoman (2010) argued that the need for touristic consumers to experience a range of different types of tourism can be accounted for by their needs for self-expression and identity formation. "Experiencing a range of different types of tourism" is considered as one of the most important characteristics of hybrid tourists.

One of the recent studies that tackles the phenomenon of hybrid consumption was addressed by Ehrnrooth and Grönroos (2013). The study also notes that hybrid consumption goes beyond the limits of segmentation, and hybrid consumers do not fall under the category of any market segment referred in conventional marketing literature, and they opt for luxurious consumer goods when it comes to certain purchases, and may choose low-budget goods in some cases for savings purposes. As noted above, Grönroos conducted a similar study with Leppänen back in 2009, and visualized the consumption trend concerning low-medium-high quality goods and/or services in the study dating back to 2013. The following figure (Figure 1) displays purchasing trends of hybrid consumers (Ehrnrooth & Grönroos, 2013, s. 1798).

Figure 1: Purchasing Trends of Hybrid Consumers

Source: Quoted directly from; Ehnrooth and Grönroos (2013: 1798). *The Hybrid Consumer: Exploring Hybrid Consumption Behaviour*. *Management Decision*. 51(9).

As a leader in food and agriculture finance and sustainable banking, Rabobank published a report titled "The Rise Of The Hybrid Consumer" in 2013, thus demonstrating that the industry is aware of and attaches importance to this concept. The report is drawn up based on a hybrid approach in food consumption, and indicates that this new approach has a major impact on food companies, food retailers and food service providers. It also highlights the fact that hybrid consumers make economical choices when it comes to basic goods (bread, toilet paper etc.), and thus can focus on luxurious/first-class products that are emotionally and socially more relevant. The report draws attention to the fact that the hybrid consumer market trend is a long-lasting phenomenon, and that the reason why this is the case is the increase in the driving forces of hybrid consumption, namely the role of women and generation Z in household spending (Rabobank, 2013).

A study investigating the Hybrid tourism concept in Turkish tourism literature within the context of Glamping (Luxurious Camping Tourism) was addressed by Ergüven, Yılmaz and Kutlu (2015). In their study where they consider glamping as a hybrid product of tourism as it offers a combination of luxurious desires (wide and comfy beds, wardrobes etc.) and the urge of camping in the bosom of nature, it is highlighted that glamping is estimated to be a trend in tourism for the year 2020.

In 2017, a survey, which was conducted by a Finnish-based retailing group company called Kesko Corporation (K Group) about food and consumer trends, revealed that food purchasing trends of consumers have transformed, and almost half of the Finnish respondents (48%) fall under the category of hybrid consumers. It has been stated that this new type of consumer tends to select only the highest quality and/or the most ethical option for a given product, while being price-conscious for another product at the same time, and this new type of consumer has been labeled as "hybrid consumer". The report identifies the characteristics that define the hybrid consumer as follows (Kesko Corporation, 2017): (1) The price the hybrid consumer is willing to pay varies according to the situation. (2) They make choices according to their own values. They usually tend to choose high-quality, locally-produced, ethical and healthy products. (3) It is a type of consumers with a pretty high level of demands. (4) Their mode of consumption offers insight into who they are or what they want to be.

3.0 Concept of Hybrid Tourist

The word tourism is derived from "tornus" meaning "turning, going around, going back" in Latin. The concept of tourism was first described in German by E. Guyer-Freuler in 1905 as "the need for rest, change and enjoyment of nature as a result of the development of trade, industry and small arts and the integration of societies" (AÖF Ders Notu, bt) In today's world, tourism, in the simplest terms, is billed as one's travel to a place other than his/her place of residence for no more than one year for recreational, business, educational and similar purposes.

The definition of the human element involved in tourism has been made in many different ways. The most comprehensive and valid ones of these definitions are those of the League of Nations and the United Nations. The League of Nations, which was founded after the First World War and survived until World War II, is an international organization that aims to preserve world peace. Today, the United Nations has undertaken the same goal. According to the definition of the Committee of Statistical Experts of the League of Nations in 1937, a foreign tourist is a person who visits any country outside the country of residence for no less than twenty-four hours. In 1963, the definitions of visitors, tourists and excursionists were discussed at Tourism and Travel Conference held by the United Nations in Rome. To this end, the definitions accepted are as follows: A visitor is a person who travels to any country other than his/her permanent residence for other reasons than working. The concept of both tourist and excursionist is based on the definition of visitor. In other words, the concept of visitors covers both concepts. What separates the concepts of tourists and excursionists is the "duration of the visit". People who stay in the country they visit for a maximum of 24 hours are called excursionist while people who stay at least 24 hours and maximum 1 year are called tourists.

It is known that the phenomenon of tourism is mainly carried out with an urge to meet various needs such as resting, getting away from the chaos of urban life, relieving stress, having fun and getting to know new cultures. However, it is clear that this situation has been going through a transformation process in recent years. With the inclusion of technology in almost every area of human life, the globalization of the world, the spread of cultural interaction, the relative increase in information and transparency, and the resulting economic, socio-cultural changes; consumer perspectives and consumption expectations have also started to change. Especially in these years when Generation Z (generation born in 2000 and later) started to be considered as a consumer gradually, it became more and more noticeable that they would be a different consumer group than Generation Y (generation that was born between 1980-1999). Perhaps one of the most important characteristics of the Z generation, which is born into the Internet, in terms of consumption is the focus problem. As a result of growing with technology and being open to stimuli from many different channels, the generation Z tends to focus on multiple products at once and shift their focus on a wider perspective.

While the motivation to go on holiday has been primarily to meet the needs, the motivation to experience something new has taken precedence over it in recent years. In other words, tourism has grown into a trend of experience. The concept 'experience' is described by the Current Turkish Dictionary of the Turkish Language Institution as "*all knowledge, know-how and expertise acquired by a person in a certain period of time or throughout life*". According to a similar definition, it expresses the totality of knowledge, skills and behaviors that are acquired as a result of one's perceptions and activities. In the broadest terms, the most important driving force of hybrid tourism, which is described as the simultaneous provision of multiple types of tourism in a hybrid fashion, is the need to gain experience. The form of travel that allows people to explore themselves and to gain new experiences, to leave their cameras or mobile phones aside and to enjoy the moment, and that makes the soul of a person happy in some way is called "experience tourism". Another aspect of experience tourism is to enjoy that destination as if he/she were one of the local people, rather than just to relax and see the city's usual tourist notes as a standard tourist. However, it is known that today's new tourist type has also a demand for diversification of his/her experience need; that is to say, there is a desire to experience many different experiences at the same

time during a visit to a single destination. At this point, Hybrid Tourism comes into play. Hybrid tourism includes hybridity literally and aims to provide consumers with a wide range of touristic products in a single destination and, in this way, to bring the new tourism demand, which has especially focus complexity, to the touristic satisfaction.

The concept of hybrid tourism actually originates from the perception of tourism toward hybrid tourists. On the other hand, hybrid tourists deserve a particular attention in literature as it does not meet the market segmentation criteria that are frequently encountered in traditional marketing literature, does not fall under the category of any segmentation pattern, or is not included in a segment, in which it used to be included beforehand over a certain period of time, in the next period. Hybrid tourists need to experience multiple types of tourism in a single travel experience. In the same time period, they may want to relax by enjoying the sea-sand-sun trio, participate in extreme sports and trekking-like activities, visit cultural touristic areas, taste gastronomic values, go for rafting and go for adrenaline tourism activities such as paragliding. In the 2000s, when tourists began to concentrate on different types of tourism beyond the sea-sand-sun tourism, which is known as mass tourism, a term emerged in the literature as "alternative tourism". The concept of alternative contained in this term is, in fact, thought to create a great confusion. This is because the alternative means an option/another means to be chosen, and it is construed as "another type of tourism" that substitutes for mass tourism. However, tourism is not one of the substitutes for mass tourism as it means a lot more with the consideration of all types of tourism in an integrated fashion. This integrated structure creates a setting, which helps a destination develop as quickly as possible in tourism and enables each stakeholder directly or indirectly generating revenue from tourism to benefit from it. Hybrid tourism results from this integrated structure and eliminates the need to make a single choice. In addition to the desire to experience different types of tourism, another characteristics of the hybrid tourist is that he/she acts in a wide range of prices. The tourism referred to as social tourism back in the day for individuals with low income levels and the tourism that addressed to high-income groups with focus on luxurious tourism facilities were considered separately. However, this situation has started to lose its validity for today's tourist. Hybrid tourists are now taking part in many different benefit segments and turning their attention to low-cost goods/services for certain products, while they are willing to pay very high prices for certain products. The same tourist may want to have a tent holiday in one year and stay in a 5-star all-inclusive luxury beachfront hotel. Therefore, it becomes difficult to determine strategies for this type of tourist. Being able to satisfy a hybrid tourist can be possible only by offering all aspects that arouse one's interest in a hybrid fashion. The hybrid presentation, on the other hand, represents a whole that all tourism attractions in a destination or touristic facility is provided in a combined fashion - without a distinction such as low-income consumer, high-income consumer etc. - and that is used to keep the tourist's interest alive during the time he/she spends there. The question "How can a tourism destination come to the fore for hybrid tourists?" is exemplified through Fethiye, which has an important place in Turkey in touristic terms in this study.

4.0 An Example of Hybrid Destination: Fethiye, Turkey

Dating back up to B.C. 5th century, Fethiye had always been a significant center of attraction for major civilizations such as the Lycians, the Persians, the Egyptians, the Roman Empire, the Byzantines, and the Ottomans. For this reason, it has a rich variety of cultural products from every period in terms of tourism and history. Having been given scores of names throughout the centuries, Fethiye became affiliated to Muğla upon the foundation of the Republic of Turkey in 1923. The town was named after pilot Fethi Bey in 1934 as he fell martyr in 1914.

As a result of the researches, no definite statistical data has been found regarding the number of tourists visiting Fethiye. However, the distribution of foreign tourists entering Muğla by sea (especially Fethiye Port) and airports (Dalaman Airport and Milas-Bodrum Airport) has been obtained. Although these data provide a broad framework

for tourism in the province of Muğla, it does not give any direct information about Fethiye. For this reason, a telephone call was made with Fethiye Tourism Information Bureau to reach the relevant data. It has been noted as the result of the phone call that there is no report on the number of tourists visiting in the last five years; that, however, the number of foreign tourists visiting Fethiye in 2018 is approximately 572 thousand; and that the total number of tourists (domestic and foreign) is around 1 million 341 thousand.

When the touristic accommodation facilities in Fethiye are examined, there are 399 accommodation facilities in Fethiye. Of them, 320 (80%) have local (municipality) certificate, while 68 of them (17%) have operation certificate, and 11 of them (3%) have investment certificate. While the number of registered beds was declared as 34.577, a study conducted by Fethiye Chamber of Industry and Commerce in 2018 revealed that there is a unregistered bed capacity of 15.000. It is stated that most of the unregistered bed supply belongs to UK citizens and home rental systems (such as airbnb and others) have an important place in Fethiye.

Table 2: Accommodation Facilities in Fethiye (2018)

	Number of	Number of	Number of
Business Certificated	68	7.576	16.385
Investment Certificated	11	1.048	2.238
Local (Municipality)	320	7.503	15.954
Total	399	16.127	34.577

Source: Fethiye Ticaret ve Sanayi Odası (2019). 2018 Sosyo-Ekonomik Rapor.

The total number of rooms for the facilities with operation certificate in Fethiye is 7,576 and the total number of beds is 16,385. Five of these facilities are 5-star resorts with a total bed capacity of 3,807; five of them are 5-star hotels with a total bed capacity of 4,194. The number of four and three star hotels in the destination is proportionally higher. There are a total of 15 four-star and 27 three-star hotels, with a total of 7,536 beds (3,946 at four star hotels and 3,590 at three star hotels). The region is also home to six two-star hotels (358 beds), three pensions (104 beds), three boutique hotels (190 beds) and four private accommodation facilities (196 beds), with a total bed capacity of 848. The list of touristic facilities with operation certificate in Fethiye is given in Table 3 below.

Table 3: Business Certificated Facilities in Fethiye (2018)

	Number of	Number of	Number of
Holiday village	5	1.747	3.807
5-Star hotel	5	1.822	4.194
4-Star Hotel	15	1.868	3.946
3-Star Hotel	27	1.735	3.590
2-Star Hotel	6	175	358
Hostel	3	53	104
Boutique Hotel	3	92	190
Special Accommodation	4	84	196
Total	68	7.576	16.385

Source: Fethiye Ticaret ve Sanayi Odası (2019). 2018 Sosyo-Ekonomik Rapor.

In addition to the facilities with operation certificate, Fethiye is home to 11 investment-certified accommodation facilities with a total bed capacity of 2,239; and 320 local (municipal)-certified accommodation facilities with a bed capacity of 15,954. Their distribution is shown in Table 4 and Table 5 below.

Table 4: Investment Certificated Facilities in Fethiye (2018)

	Number of	Number of	Number of
4-Star Hotel	3	646	1.422
3-Star Hotel	4	331	662
Boutique Hotel	4	71	154
Total	11	1.048	2.238

Source: Fethiye Ticaret ve Sanayi Odası (2019). 2018 Sosyo-Ekonomik Rapor.

Table 5: Local (Municipality) Certificated Facilities in Fethiye (2018)

	Number of Facilities	Number of Rooms	Number of Beds
Apart	22	284	570
Hotel	7	272	549
Kamping	31	65	112
Motel	4	52	104
Hotel	178	5.974	12.816
Apart Hotel	5	58	125
Guest House	73	798	1.678
Toplam	320	7503	15954

Source: Fethiye Ticaret ve Sanayi Odası (2019). 2018 Sosyo-Ekonomik Rapor.

In addition to the aforementioned accommodation facilities, there are seven registered yacht establishments certified by the Ministry of Tourism and Culture in Fethiye. There are a total of 198 yachts and 1,803 beds in yacht establishments (Fethiye Belediyesi, 2014).

When the accommodation statistics of Fethiye district in 2018 are analyzed, it has been determined that the total number of tourists visiting the facilities is 376.207, the total number of overnight stays by tourists is 1.231.101 and the average length of stay is 3.3 days. (Fethiye Ticaret ve Sanayi Odası, 2019). When the nationalities of incoming tourists are examined, the top five are as follows: (1) Turkey with 186.579 tourists (local tourists), (2) United Kingdom with 120.618 tourists (3) Russian Federation with 26.470 tourists, (4) Germany with 7277 tourists and (5) Poland with 6850 tourists.

When the transportation possibilities of Fethiye are examined, it is seen that the highway network is developed. There are regular bus services on three highways en route to Antalya, Muğla and Burdur. The proximity of Dalaman International Airport to the district is one of the factors that make transportation to the district quite easy. Although there are no scheduled transport services by sea, regular ferry services to the Greek Island of Rhodes are offered during the summer season. In addition, Blue Cruise tours are organized to the major touristic centers such as Kas, Marmaris, Bodrum from Fethiye, again in the summertime.

Located on the west coast of the Mediterranean Region, Fethiye is the second largest district of Muğla after Bodrum. The tourism map of Fethiye, which is a developed district in terms of tourism, is as shown in Figure 2 below.

Figure 2: Tourism Map of Fethiye



Source: Yılmaz, Nurhan (2013), “Fethiye, Ölüdeniz ve Çevresi”, Gezimanya, Temmuz 04, 2013, (Çevrimiçi) <https://gezimanya.com/GeziNotlari/fethiye-oludeniz-ve-cevresi> (E.T.: 13.11.2019)

Fethiye, one of the major vacation destinations in Turkey, is an extremely pertinent spot for hybrid tourism. In fact, it has many different touristic opportunities for eight different types of tourism. It is stated that hybrid tourists want to experience many different types of tourism in the same travel process. For this purpose, Fethiye's tourism values are grouped as follows and shown in Table 6.

Table 6: Touristic Attractions of Fethiye

<p>Sea Sand Sun Tourism</p>	<ul style="list-style-type: none"> • Oludeniz • Kabak Bay • Cennet Bay • Katrancı Bay- Natural Park • Gunluklu Bay • On İki Adalar (Twelve Islands): Yassıca Island> Boynuzbükü Bay> Akvaryum Bay> Tersane Island> Kızıl Island (Red Island) • Boat Trips: Blue Cave> Butterfly Valley> Aquarium Bay> Saint Nicholas Island
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Culture Tourism	<ul style="list-style-type: none"> • Kayakoy Ghost Town • Gemile Island • Likya Way • Gravestone of King Amyntas • Fethiye Archaeological Museum • Tlos Ancient City (Yaka Village) • Pınara Ancient City (Minare Village) • Telmessos Ancient City ve Amphitheatre • Kadyanda • Letoon • Patara • Arsada Ancient City • Sidyma Ancient City • Araxa Ancient City • Cadianda Ancient City ti • Afkule Abbey
Adventure and Adrenaline Tourism	<ul style="list-style-type: none"> • Paragliding in Babadag • Jeep Safari Tour • Scuba Diving • Rafting (Dalaman River) • ATV Safari Tour • Horse Safari Tour
Ecotourism	<ul style="list-style-type: none"> • Butterfly Valley • Gemiler Island, Gemiler Bay ve Gemiler Valley • On İki Adalar (Twelve Islands) • Saklıkent Canyon • Caretta Caretta-Watching • Green Valley • Gizlikent Waterfall • Blue Cave • Yediburunlar (Hiera Akra)
Sports Tourism	<ul style="list-style-type: none"> • Trekking - Likya Way; Yediburunlar; Olympos, Kumluca • Windsurf – Calis Beach
Yacht Tourism	<ul style="list-style-type: none"> • Göcek (Yacht races) • Fethiye Cord
Health Tourism	<ul style="list-style-type: none"> • Sultaniye Mud-Bath
Camping and Caravan Tourism	<ul style="list-style-type: none"> • Fethiye Kayaköy Art Camp • Olympos, Kumluca

Source: Compiled by authors

Drawing the attention of tourists by creating product diversity in tourist destinations and attracting them to destinations as well as extending their average duration of stay are the top subject matters that attract the attention of tourism stakeholders. Hybrid tourists, a new concept in the literature, prefer to take a vacation in places where product diversification is abundant. A tourist, who has enjoyed a sea-sand-sun holiday in an all-inclusive luxury resort on one hand and gone for Paragliding tourist in Babadağ on the other in any given year when he/she visits Fethiye, can opt for camping and trailer tourism and boost ecotourism activities in the ensuing year. Thus, appealing to the group of consumers, whose touristic activities are not dependent on a certain income and are

constantly changing, can only be ensured by being able to focus equally on all the attractions that the destination has and bring them to the forefront.

In this context, Fethiye is considered to be one of the most successful examples that can be given about Turkey. However, it should be noted that each destination can be properly promoted to hybrid tourists. What matters at this point is to unerringly identify what hybrid tourist is and what he/she attaches importance to, and what his/her expectations, desires and demands are.

5.0 Conclusion

The market segmentation, which has taken an important place in traditional marketing literature until today, has been replaced by new quests in recent years after the emergence of a new type of consumers, who do not fit segmentation criteria and are difficult to be categorized, has started to be recognized. Homogeneous groups with similar needs and similar responses to marketing mix activities were replaced by heterogeneous consumer groups with unpredictable and multiple needs and desires at the same time. Therefore, the need for segmentation has dwindled down, and a holistic approach has emerged instead. The concept of hybrid consumption has emanated from this approach.

It has been found that Hybrid tourism and Hybrid consumer concepts, which have emerged from the adaptation of hybrid consumption to the tourism sector, are barely addressed in tourism literature. In this study, which is addressed from a conceptual point of view, Hybrid tourist is summarized as a type of tourists who has a need for experiencing multiple and various types of tourism during a travel experience, and have a quite wide price range for purchase of tourism goods and services. In other words, product diversification is essential for hybrid tourists.

In addition to being incompatible with market segmentation criteria, a hybrid tourist raises the necessity to revise marketing tools. So much so that a new marketing mix should be developed in line with the qualities and characteristics of this new type of tourist who was born into the digital age and does not want to leave mobile phones and can perform all kinds of activities easily through digital means. The easiest and fastest access of hybrid tourists to a wide range of products is through digitalization. It is important to ensure that the product diversity of destinations is made to stand out, properly promoted and offered to consumers as quickly as possible through the active use of social media, reminder marketing and e-marketing operations.

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