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Reflection of acculturation in tourism: a systematic literature review

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Abstract: The main purpose of this study is to reveal the present knowledge on situation of tourism-oriented acculturation studies vs. main acculturation literature. More specifically it is aimed to compile, evaluate, classify, discuss and compare the emerging tourism-acculturation literature by considering scope, sample, data, discipline and model criteria. Based on the systematic literature review principles, 27 tourism-oriented acculturation studies were refined from whole acculturation literature then classified according to criteria. In results it was revealed that acculturation intention studies as the scope, migrants as the sample, quantitative methods as the data type and anthropology/sociology as the discipline outweigh and rise to the forefront compared to other considered factors within this tiny tourism-acculturation literature. As to the model usage criteria, it was surprisingly seen that, studies were preferred to be designed either on model-less-ness being on the lead or on Berry's two dimensional model to which the extant acculturation literature adopt.

Keywords: acculturation literature; tourism; systematic literature review; tourism-acculturation interaction; tourism anthropology.

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1 Introduction

Cultural exchange is a fact for destinations. Destinations are transformed culturally by the influence of the new ideological currents coming to the region (De Kadt, 1979, p.65). The change in the values and behaviour patterns caused by change has been seen in many destinations (Lickorish and Jenkins, 1997, p.78). Nevertheless, the literature that is based on a half-century history about tourism perception (Andereck and Vogt, 2000, p.27; Liu and Var, 1986), faces a theoretical problem of explaining the process of cultural transformation. Despite the fact that concepts such as demonstration effect have had a place in tourism literature (Mason, 2003, p.56; Fisher, 2004), the researches carried out in the field of tourism are limited to testing the perception of tourism (Su and Wall, 2014; Dansac and González, 2014; Monterrubio et al., 2015) and unable to explain cultural transformation.

There are number of theories being in interaction with tourism field, explaining the phenomenon of cultural transformation and suggesting various models on the subject (Sharples, 2014). One of these theories is the theory of acculturation. Acculturation theory as being a long-standing background (Redfield et al., 1936; Berry, 1980) and the basis for thousands of researches (Castro and Rudmin, 2019) has increased its importance in today's world where interaction between different cultures is intense (Ozer, 2013, p.346). On the other hand, destinations can be accepted as global scene hosting these international interactions. However, acculturation theory is thought of not being received the necessary attention in tourism literature (Rasmi et al., 2014, pp.311–312; Canosa et al., 2017, p.12). Although the satisfactory explanatory power of acculturation theory on tourism phenomenon, its suitability to test the phenomenon of tourism in terms of its basic assumptions, and the possibility to integrate a model of tourism with the theory has not been evaluated. In this context, it was observed that a limited number of research has evaluated tourism phenomenon in the axis of this theory (Berno and Ward, 2005; Ward, 2008; Sevim and Hall, 2016). Moreover, as the situation for tiny proportion of this

enormous literature inside which vast knowledge led to emerge sub-literature (Arandia et al., 2012; Kuo, 2014; Castro, 2017; Sharif, 2019) are concerned, there is no study reviewing this emerging literature to best of our knowledge.

All this process has uncovered the main purpose of this research. The main scope of this research is to discuss the studies in the field of tourism, which deal with the concept of acculturation, in accordance with certain criteria and to determine their position in the acculturation literature. In addition to that, the other aim of the research is to reveal the deficiencies in the literature by classifying these researches according to their common and different aspects. In order to accomplish this goal, certain criteria have been developed by examining the model, measurement tools, measurement methods and scales that have been put forward in the literature of acculturation. Thus, the aim was to base the examination of acculturation studies in the field of tourism on tangible reasons. In this way, it is believed that the research will contribute to the theoretical development of the field of tourism and will guide future researches. Additionally, it is thought that the research will shed light on future researchers to meet interdisciplinary study requirement in the non-business part of tourism literature in which it is necessary for the formation of a tourism information platform (Tribe, 1997; Tribe and Liburd, 2016).

2 Literature

2.1 Acculturation

Acculturation is defined as the change in the original cultural structure that occurs in a culture or both cultures as a result of the interaction of different cultures without intermediaries (Redfield et al., 1936, p.149). The concept of acculturation has been introduced into the literature as a phenomenon and has become a research problem in the following years. In this context, Thomas and Znaniecki's (1918) first study on immigrants was materialised by Redfield et al. (1936)'s making the concept a model open to exploration. In the following years, the works of Gordon (1964) and Berry (1980, 1997) with Berry et al. (1989) and Berry (2006) transformed the concept into a unique literature on its own. This unique literature has reached such a point that, literature review studies on acculturation were required to address specific dimensions under this umbrella term (Arandia et al., 2012; Kuo, 2014; Castro, 2017; Sharif, 2019).

The acculturation literature is divided into different sub-groups by acculturation models. Following the model developed by Redfield et al. (1936), an assimilative model of acculturation was developed by Gordon (1964). The model has adopted the assumption that adopting the dominant culture would also mean abandoning the root culture and has developed the measurement tools in line with this maxim. The model is known as one-dimensional model in the literature. The criticism made about the one-dimensional model (Askegaard et al., 2005, p.161) paved the way for the development of two-dimensional models. Two-dimensional models are based on the assumption that the adoption of the dominant culture would not lead to an absolute abandonment of the root culture (Birman and Simon, 2014, p.212; Laroche and Jamal, 2015, p.21). In acculturation literature, within various two-dimensional models, Berry (1980) model stand out as most prominent one (Persky and Birman, 2005, p.12; Ngo, 2008, p.3). Within the scope of this model, it is claimed that various categories of acculturation will occur. These categories are called 'acculturation strategies'. Acculturation strategies are

defined in four parts as assimilation, separation, integration and marginalisation (Berry, 1980; Schwartz et al., 2010).

Three-dimensional acculturation models have also been developed in the last decade (2009–2019). The subject of the three-dimensional acculturation model is the tendency towards multiple cultural flows instead of one (Ozer and Schwartz, 2016, p.3). Three-dimensional culturing models are valid for regions with multiple dominant cultural flows (Ferguson, 2013, pp.249–250). However, this multiculturalism concept is valid not only for society but specifically also for individual. That is, multiculturalism is considered to blossom within individuals (Vora et al., 2019, p.500). However, despite its seemingly importance in globalised world (Nguyen and Ferguson, 2019, p.101), two-dimensional acculturation models can be said to keep its prominence.

2.2 The place of tourism in the acculturation phenomenon

2.2.1 Developmental stage of tourism-oriented acculturation literature

Tourism oriented acculturation literature has a longstanding background. Such that, the first introduction of tourism literature to acculturation concept coincide with era during when two and half decade has already elapsed over first acculturation model (Redfield et al., 1936). In this respect, the first study that established the correlation between tourism and acculturation themes was based on observation about the transformation of the local people in a Mexican destination by Nunez in 1963 (Ward and Berno, 2016, p.6). Nevertheless, the claim that the theory of acculturation could be applied in the field of tourism was only put forward in the anthropology discipline in the 1970s (Nash and Smith, 1991, p.13). Thereafter, another study that could be accepted as basis was conducted by Kariel (1989) in Sweden. In the study, it was emphasised that the locals acculturated in the culture of tourists. The study is important as it uses the term ‘*acculturation to tourism*’ directly. Additionally, the development of the acculturation curve for tourism is another important aspect of the study. In the same year, Nunez (1989)’s evaluation of acculturation in the context of tourism can be considered as another important point of connection. In recent years, Ferguson and Bornstein (2015) have empirically demonstrated that tourists acculturate local people, and that the local people adopt the culture of tourists. At that point, all these the improvement processes within tourism oriented acculturation literature was thought to occur in a way that Ünllöönen and Özekici (2019) also consecutively articulated.

Tourism oriented acculturation literature was in a historical development process not only for model adoption but only for model approach issue. In that case, when looked over the study of Esman (1984), it would be discerned that, an assimilative laden meaning was attributed to acculturation concept. This case indirectly proved an unidimensional acculturation model approach to be adopted. This approach was challenged in the tiny touristic villages of Burkino Faso due to its endurance against cultural erosion and this case is thought to pave the way for dialogic perspective for destinations (Nogués-Pedregal, 2019, p.234). So, this inference shows the way acculturative perspective of extant tourism literature progress from one dimensional assimilative perspective to two dimensional perspective. Also, it is a concrete sign that acculturation side of tourism literature lag almost thirty years behind main acculturation literature when considering adoption period of two dimensional models with Berry (1997)’s groundbreaking study

Long standing interaction process enabled tourism and acculturation fields to share some similarities coupled with differences. In fact, Berry included tourism in the basic elements that lead to acculturation along with occupation, migration and education (Berry, 2005, p.699). However, there are also several differences between the two fields. So much so that, in tourism-oriented acculturation studies, theory assumptions are prone to test the acculturation of the indigenous people (Nash and Smith, 1991, p.15). In contrast, in the literature of acculturation, the acculturation of the indigenous people is expressed by the term reverse acculturation (Andreeva and Unger, 2015) and has been studied in a limited way (Gupta, 2012, p.42). However, the process of acculturation in tourism is considered to have some advantages compared to other elements mentioned.

2.2.2 Destinations as laboratories of acculturation process

Destinations are seen as a laboratory in terms of the theory of acculturation (Ward, 2008, p.111). Because, within the scope of tourism activities, the cultural exchange made by locals and tourists at destinations has an absolute superiority compared to the conditions of migration, war, invasion and colonisation which acculturation deals with. and, compared to other conditions, both sides are independent in the cultural exchange during the tourism activity process (Macleod, 2004, p.10). This shows that Chance's condition of freedom for activation of acculturation process (Kvernmo, 2006, p.237) is met in destinations. On the other hand, in the cultural exchange caused by tourism, contrary to immigrants, the obligation to learn languages is valid for the locals (Lickorish and Jenkins, 1997, p.80; Brunt and Courtney, 1999, p.495). Moreover, the the local people being in the position of serving (Mason, 2003; Su and Wall, 2014), the conditions in the destination being arranged according to the standard of living of tourists (Lickorish and Jenkins, 1997, p.81), existence of tourist ghettos, tourist bubbles (Jacobsen, 2003, pp.82–83; Berno and Ward, 2005, p.564) and demonstration effect (Fisher, 2004; Wall and Mathieson, 2006, pp.247–253) as transmitters suggest that tourism-evoked acculturation will be more effective than migration-oriented acculturation.

Allegations given over xenophobia are able to presenting some reasonable proofs about that destinations are laboratories of acculturation process. As known, tourism and migration mobilities have common characteristics (O'Reilly, 2003). Nevertheless, the xenophobia against immigrants does not apply to tourists if tourism has a higher perceived return than expected. Such that, even in the regions where there is tourist mobility, the perception towards tourism is not negative even in conservative regions due to the potential economical benefits of tourism (Ünlüönen and Özekici, 2017). Immigrants, on the other hand, may face xenophobia. In contrast, the same people who approach the immigrants with xenophobia act with the motivation to gain experience in the regions they visit as tourists (Mathieson and Wall, 1982; Berno and Ward, 2005, p.594). This facilitates intercultural interaction and culture transfer in turn. For this reason, it is believed that, especially in terms of hosts, acculturation is thought to be a reality in destinations, and that the local people will thus adopt values personally on different levels such as language, media preference, social communication preference, belief systems carried by the tourists (Schwartz et al., 2010, p.244; Canavan, 2016, p.231). This claim was tried to be proved by various studies (Berno, 1999; Berno and Ward, 2005; Ward, 2008).

It is important know the direction and stages of acculturation process as well as knowing that acculturation is a phenomenon in destinations. The idea that acculturation

applies to local people as well was supported by Soontayatron (2010, p.94) and Scholtz and Slabbert (2015, p.7). However, Carter and Beeton (2004) adapted the process that emphasised the cultural transformation of tourists as a model to the local people. Accordingly, as a result of the interaction with tourists, the local people who have a specific system of traditions initially experience a process of change in the level of information regarding their own cultural structure. In the next stage, people become more inclined to touristic experience, and that can be considered as the starting point of the demonstration effect. The inclination towards touristic experience activates the cultural expression model of Carter and Beeton (2004), which leads to cultural transformation. As this cultural transformation is towards the touristic culture, this process can be expressed as the acculturation in the touristic culture. There are studies in the literature that, with direct or indirect arguments, support the acculturation of local people by following this process (Smith, 1989; Besculides et al., 2002; MacLeod, 2004; McClary, 2008; Scholtz and Slabbert, 2015; Gutberlet, 2016, p.60)

Tourism-oriented acculturation phenomenon is not restricted to locals. In that, tourists constitute another important side of this process and are included in the phenomenon of acculturation. The inclusion of tourists in the process of acculturation is based on the work of Ward (2008), who sees tourists as party to acculturation like local people (Khawaja et al., 2014, p.172). The proposition developed within the scope of this study was tested by Choi et al. (2016, p.8). It was claimed in the study that tourists may be subject to cultural transformation during the travel experience. Despite this conclusion, the suggestion that tourists can experience cultural transformation through travel is tied to the condition of cultural interaction (Sharma et al., 2018, p.450) which is considered to be very important in terms of psychological balance in the process of acculturation (Ward and Rana-Deuba, 1999, p.301). However, temporary residence time of tourists limits this process (Meethan, 2003, p.18) and eliminates the obligation to be integrated into the region. This gives the tourists the freedom to reject regional culture (Ward and Kennedy, 2001, pp.639–640; Sharma et al., 2018, p.450). The research results in the literature support this claim. For example, Sharma et al. (2009) argued that the integration process of immigrants for a new culture does not apply to tourists. This assumption was supported by Reisinger (2013). Likewise, Antonova-Ünlü et al. (2016) based the British tourists' non-adoption of Turkish language on limited interaction. Hottola (2004, p.461), on the other hand, argued that even if tourists are motivated to interact, it would not be more than a limited learning of the culture of the local people due to the limited interaction. In the literature, it is seen that voluntary tourism-oriented destinations are addressed in order to overcome this obstacle caused by the limitation of acculturation (Grabowski, 2013). On the other hand, it can be said that this acculturation situation for tourists is not valid for the cosmopolitan explorer tourists visiting the region in the first stage of the development phase of the destination. The reason for this is that the main motivation of these tourists is to gain cultural experience in the region. As a matter of fact, Carneiro and Eusébio (2012) found that social young tourists are more open to interaction with local people and motivated by desire to gain experience. This will enable the process of acculturation as it will maximise the intensity of cultural interaction.

All this evidence suggests that tourist destinations can be considered as basins of acculturation.

3 Method

This study aims to reveal the situation in the literature by evaluating and compiling the studies which directly and indirectly mention the phenomenon of tourism in the acculturation literature according to certain criteria. In this context, the systematic quantitative literature review method developed by Pickering and Byrne (2014, p.535) was used in the classification of research in the literature according to various criteria. This model offers a comprehensive overview of the field and the chance to identify gaps in the literature (Dupre, 2018, p.4). This method is also designed to enable researchers who are not masters of the literature review to perform a review of it (Pickering and Byrne, 2014, p.534). For this reason, research was carried out on the basis of systematic quantitative literature review method. Systematic quantitative literature review consists of three stages. In the first phase, keywords and research questions that form the scope of the research are determined. In the second stage, databases are searched and compiled according to these keywords. The search results that are compiled in the third and last stage are eliminated within the scope of the determined research questions and the studies covered by the questions are summarised in a table. In this study, tourism-oriented acculturation studies were graded in terms of whether they were in compliance with the basic principles in the acculturation literature. For this purpose, systematic literature review method had to be supported in the process of creating research questions which also constitute the criteria. In this context, open and axial coding method was used in the formation of the criteria with question property in the first stage (Neuman, 2014). Therefore, it is thought that by integrating the two methods, the deficiencies in the methods will be tolerated (Collins and Fauser, 2005, pp.103–104).

The first stage involves the determination of critical keywords to be utilised during the second stage. A pre-screening process was carried out before performing a three-stage systematic literature review. The aim of this process is to determine the basic keywords, the basic measurement, scale and model issues in the literature of acculturation. As a result of the pre-screening process, it was concluded that the keywords ‘acculturation’, ‘reverse acculturation’, ‘enculturation’ and ‘cultural change’ would be useful to reach significant studies of acculturation literature and thereby being able to evaluate tourism-oriented acculturation studies. In this process, the measurements, scales and models specific to the literature were determined. After determining the keywords, research questions were identified.

Second stage covers process of reaching related studies which would have been utilised for refinement of studies within both main acculturation literature and grey area representing the tourism-acculturation nexus. In this context, the keywords were searched between August 2017 and May 2018 in the Web of Science, Science Direct, Taylor and Francis, Emerald, Saga, Wiley and Google Scholar databases. In this process, the researches that were considered as guiding in the model of acculturation and measurement and met the acculturation-tourism relation were screened. The researches that were obtained at the same time, beginning from the same date (August 2017), were compiled by examining their abstracts at the first stage. The examination of the researches started in the same period as literature review period (August 2017) and continued until December 2018. Due to two reasons, the review period expanded over a

large period of time. First of all, the full text of the studies obtained in order to determine the main lines of researches which examine the assumptions of acculturation models and theory and to reveal the necessary points in clarifying the research questions and criteria were reported in detail. Secondly, the studies that were referred to and cited in the studies were also identified. So an effort was made to be in control of the literature. Because, as mentioned earlier, the research questions were also designed as criteria that determine whether the studies complied with the basic principles in the literature of acculturation. In this whole process, studies that were noticed to refer tourism context directly or indirectly were separated inside a different file to facilitate a second literature review process which was actualised to reach all tourism-oriented acculturation studies in various databases. Thereafter, at the end of the process of obtaining acculturation studies, the second literature review process was initiated to reach if any tourism-oriented acculturation studies. In this process, tourism, hospitality, and destination keywords were attached to the keywords that were determined as “acculturation, reverse acculturation, enculturation and cultural change” in the previous stage. Eventually, 653 studies were reached.

Processing, classifying and obtaining output as determining criteria respectively are forming the issue of the third stage. This stage is divided into two stages in itself. In the first part of the third stage, the significance levels of the full texts of 653 studies which were included in the database by reading their summaries in the second stage were determined in scrutiny, as recommended in the narrative method (Green et al., 2006, pp.103–104). Thus, the main themes of the studies were determined. Full texts of the study were read as recommended in the narrative method and classified according to open and axial coding and systematic literature evaluation method. At the end of this process, research questions and criteria were determined. After determining the research questions and criteria, the second part of the third phase was initiated. In this process, firstly, the full texts were read in the light of systematic literature review (Pickering and Byrne, 2014), and the characteristics of the study were noted in a table. Then, these notes were read again and categorised according to the open and axial coding method. In this process, common aspects between expressions were labelled under certain headings, and then it was revealed whether there was a relationship between these headings. Lastly, it was discussed whether the emerging categories reflected the scope of research (Neuman, 2014, p.480). At the end of the third phase, it was found that research could be represented under four different categories. Categories vary between 1 and 4, and approaching 4 means that the level of internalisation of the study’s theory of acculturation is increased.

Grading categories were carried out according to the response given to four different questions for each research. In this respect, it was concluded that the research fell into a qualified acculturation research category if all four of the four questions were answered positively. On the other hand, if only one question/criteria got a positive response, the research was in the category of simple acculturation research. So, actualising only one criteria was accepted as threshold. Therefore, studies which have specified a concept being reminding of acculturation without mentioning it were left out of the scope. Since there are conceptual researches as well as applied research in the literature, the criteria were determined separately for each type of research. These criteria and categories are summarised in Table 1.

Table 1 Criteria for tourism research in acculturation literature

<i>Criteria (Empirical)</i>	<i>Criteria (Conceptual)</i>	<i>Category name</i>
Is the concept of acculturation referenced?	Is the concept of acculturation referenced?	1. Simple Acculturation Research
Does the research test the assumptions of the theory of acculturation (some researches do not go beyond the scope of socio-cultural impact)?	Are the internal dynamics of the phenomenon of tourism discussed with the assumptions of the acculturation theory?	2. Partial Acculturation Research
Is the research established in accordance with a model of acculturation that is approved in the literature?	Is there any adaptation of the models that are unique to the theory of acculturation to the phenomenon of tourism?	3. Semi-Qualified Acculturation Research
Are the criteria for understanding the acculturation trend appropriate to the model discussed?	Are the criteria for understanding the acculturation trend appropriate to the model discussed?	4. Qualified Acculturation Research

These four categories are explained as follows:

Simple acculturation research: The concept of acculturation is referenced. However, theory assumptions or a model particular to the theory has not been studied.

Partial acculturation research: The assumptions of the acculturation theory were tested. However, the theory has not been scrutinised and it has not been examined by linking it with tourism.

Semi-qualified acculturation research: A model specific to the theory has been adopted, but there are structural deficiencies. The model is not handled properly.

Qualified acculturation research: Research design was carried out with scale and measurement types appropriate to the theory of acculturation by adopting a model and the compatibility of tourism with the model was discussed.

After the determination of the criteria, the process of identifying tourism-oriented acculturation studies, which met at least one of the four criteria, was initiated in 653 studies. Therefore, 653 studies were re-evaluated. Only the studies published in peer-reviewed journals were taken into consideration. Apart from this, no interval was determined with regard to the publication year. At the end of this process, 36 studies were determined in which the key concepts of tourism and acculturation intersected and at least one of the four criteria was present. However, even though the concept of acculturation was not mentioned in Doğan (1989) and Howard (2008), it was observed that they had not a content that expressed the process of acculturation. Therefore, these studies were excluded from the scope of the research. Anantamongkolkul et al. (2014) was excluded from the scope because it was a memorandum. And despite being a research, Nunez (1989) and Grabowski (2013) were published as a book section.

Although Yang (2010), Soontayatron (2010) and Kim (2013) met the research criteria, they were excluded because they were doctoral dissertations. The full text of the paper prepared by Weber et al. (2011) was not attainable. Therefore, 27 studies were examined during the research process. Researches are shown in Table 2 together with the journals where they were published.

Table 2 Tourism-acculturation researches

<i>Ranking</i>	<i>Journal</i>	<i>Research</i>
1	<i>Ethnology</i>	Nunez (1963)
2	<i>Current Anthropology</i>	Nash (1981)
3	<i>Mountain Research and Development</i>	Kariel (1989)
4	<i>Annals of Tourism Research</i>	Esman (1984) and Berno (1999)
5	<i>American Psychologist</i>	Berno and Ward (2005)
6	<i>International Journal of Hospitality Management</i>	Bojanic and Xu (2006), Magnini (2010) and Weber et al. (2016)
7	<i>Tourism, Culture and Communication</i>	Lee and Cox (2007)
8	<i>International Journal of Intercultural Relations</i>	Ward (2008) and Ferguson and Bornstein (2015)
9	<i>Journal of Foodservice</i>	Rajagopal et al. (2009).
10	<i>International Journal of Contemporary Hospitality Management</i>	Taylor and Finley (2010) and Weber et al. (2017)
11	<i>Tourism Management</i>	Juan-Vigaray et al. (2013), Hung et al. (2013) and Rasmi et al. (2014)
12	<i>Cornell Hospitality Quarterly</i>	Weber et al. (2014)
13	<i>Journal of Travel and Tourism Marketing</i>	Weber et al. (2015)
14	<i>Indian Journal of Science and Technology</i>	Choi et al. (2016)
15	<i>Tourism Recreation Research</i>	Grabowski et al. (2016)
16	<i>Tourism and Cultural Change</i>	Gjerald (2005) and Ivan (2016)
17	<i>International Journal of Academic Research in Economics and Management Sciences</i>	Sevim and Hall (2016)
18	<i>European Journal of Marketing</i>	Cruz and Buchanan-Oliver (2017)
19	<i>Ege Academic Overview</i>	Türkay and Yalçın-Kayıkçı (2018)

The 27 tourism surveys, which had at least one of the four criteria set out in the scope of the study, were filtered and summarised in a table within the scope of the research questions determined in the third stage, as suggested in the light of systematic literature review. The findings obtained at the end of this process were classified according to the characteristics of the data, the type of sample, if any, the type of data, the discipline used as basis and model usage status and the type of model underlying

4 Results

4.1 *Acculturation studies by data characteristics*

In this section, there are tourism-acculturation studies according to the scope of the research, the type of the sample and the data collection types.

Figure 1 Tourism-acculturation studies according to the scope of the research



As observing information upon Figure 1, acculturation intention studies are seen to outnumber acculturation strategy studies in a number. This situation is contrasted with both situation in extant acculturation literature and argument postulating that sample categorisation methods are more appropriate for tourism researches due to their facilitating feature to understand the perception (Harrill, 2004, p.6) On the other hand, acculturation strategy studies are categorised according to the acculturation strategies they adopt and are designed on a scope that examines the behavioural tendencies between categories. Among these studies, it was observed that Rasmi et al. (2014) had developed a relatively suitable measurement tool to identify acculturation strategies. In this study, however, there were serious measurement problems such as using the cumulative expressions (double barrelled) and measuring strategies with one expression. Questioning an expression separately for each dimension and testing it with clustering analysis were the strengths of the study. In another study, Weber et al. (2016), the acculturation strategies were determined on the arithmetic mean values of the two statements. In researches, although loyalty to settled and root culture was questioned, it is seen that measurement tools were limited to one expression. Additionally, in these two studies, criteria such as clustering or median division were not applied in the determination of acculturation strategies. These considerations are seen as the limitation of the two studies. Nevertheless, Weber et al. (2017) seems to have a method that is free from the mistakes of the two studies mentioned above. Acculturation intention surveys, on the other hand, are designed on a scope that tests the hypothesis of the whole sample according to its tendency to acculturation rather than categorising the sample. This situation is explicit especially for qualitative based studies. In these studies (Grabowski et al., 2016; Ivan, 2016), there is no information explaining the scope of acculturation through strategies. On the contrary, all sample was evaluated as a whole thus strategy specific deductions are not allowed. For instance, Cruz and Buchanan-Oliver (2017, p.779) have apparently

articulated that a cross-case analysis was carried out for capturing sharing meanings of whole sample. Yet there are exceptional studies such as Taylor and Finley (2010) which was both designed on qualitative methods and fulfilled to attribution to the acculturation strategies. As to quantitative based acculturation intention studies, main divergence between acculturation strategy and acculturation intention researches is thought of stemming from approach divergence or competency. Rajagopal et al. (2009) can be an appropriate example because, in this study, the same acculturation scale was drawn on with Bojanic and Xu (2006). Both of which have looked for whether acculturation phenomenon explains dining out behaviour. Yet, Rajagopal et al. (2009) base its research design on an acculturation intention style while Bojanic and Xu (2006) preferred to cluster sample according to acculturation strategies.

Figure 2 Tourism-acculturation studies according to the type of sample in the research



*Five conceptually comprehensive researches were not included in the sample type. Therefore, Figure 2 shows 22 studies.

Although the tourism phenomenon constitutes the basis of cultural interaction that involves the interaction between local community and tourism, it is observed in Figure 2 that tourism-acculturation studies predominantly have immigrants as their subject. On other side, in these acculturation-oriented tourism studies, empirical researches were rarely discussed until the 2000s and the local population was sampled (Kariel, 1989; Berno, 1999). The increase in the number of empirical researches as of the 2000s brought about the issue of immigrants and tourists being handled as subjects in 2009 and beyond. It is also valid for tourism researches to predominately have immigrants as subject matter in the acculturation literature. This finding constitute the similar side between tourism oriented acculturation studies and acculturation literature. Because, acculturation literature are usually built on minorities (Berry, 2010; Khawaja et al., 2014) and immigrants (Kuo, 2014, p.29).

Conceptual studies on the other hand are based on the scope arguing that the conceptual researches, the concept of acculturation or the models of acculturation can be studied within the scope of tourism and which compiles the discussions in the literature on this subject. Although acculturation is designed in the literature by using the main stream's acculturation strategies, it is observed that the researches on acculturation intention are predominant in acculturation-oriented tourism research.

In Figure 3, when addressing these studies to the time period, it is seen that observational and conceptual researches has had an important place within the first period between 1963–2009. On the other hand, quantitative and qualitative researches occupied

a significant place from 2009 onward. Yet, it is obvious that the researches are mainly empirical in the last instance. There are also five conceptual researches. However, since two of these studies included both observation and interview, they were kept separate. Thus, the total number of observation-based surveys, along with other observation-based research, was determined as three. As empirical studies are looked more closely, It is observed that the dominance of quantitative research in the acculturation psychology literature (Chirkov, 2009, p.99) has been reflected on tourism-oriented acculturation literature. This situation also shows that limitation of tourism perception literature towards dependency on quantitative methods (Cordero and Carlos, 2008; Sharpley, 2014) is a matter of reality for tourism-oriented acculturation literature too. Therefore, it is obvious that positivistic approach dominated empirical side of this literature. As to reflection of interpretive approach, it seems pretty obvious that there was no momentum for qualitative researches in the past. The dominance of quantitative research method in tourism-oriented acculturation studies is problematic due to the fact that methods based upon ethnography and qualitative interviewing methods own high level of importance to understand acculturation phenomenon (Chirkov, 2009, p.101). However, when looking at quantitative-qualitative research balance as to the data of 2009, it is worth noting that the literature gained momentum for having equalised quantitative-qualitative research equilibrium following first period. This is an evincible fact that qualitative methods, that is, methodologically vulnerable methods (Walle, 1997, p.535) has been gaining its importance over the years.

Figure 3 Researches on tourism-acculturation by type of research data



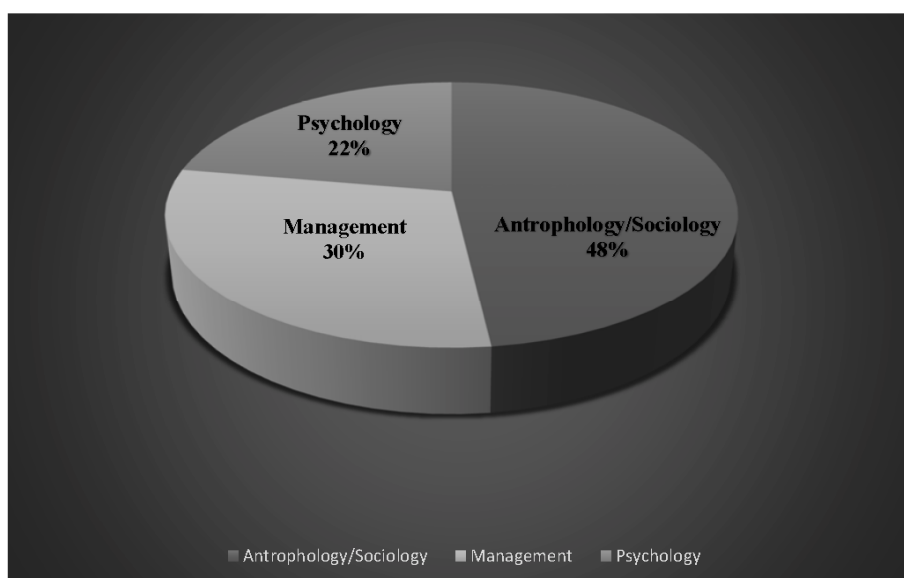
4.2 *Acculturation studies by research topics*

In this section, the classification of tourism-acculturation studies according to the discipline they feed from is presented.

Figure 4 shows that the aparting from management field, developmental acceleration in the acculturation literature is reflected in tourism research. Because, acculturation literature is frequently used in research by sociology/anthropology and psychology disciplines (Birman and Simon, 2014). As to management field, it is not thought to encompass a significant place as a disciplinary perspective in acculturation literature both for the past (Kim, 1979) and the present (Birman and Simon, 2014) studies. On the other hand, it can be said that the testing of consumption patterns in the field of acculturation is well reflected in the field of tourism. In this context, reaching such a finding in which the

management field represents a significant place within tourism-oriented acculturation literature can be explained with the longstanding dependency of the tourism research community on the management field. Such that, tourism field is claimed to compose of two discernible parts one of those is identified as tourism business studies (Tribe, 1997, p.650). The other all disciplines having been related with tourism field are clustered around social sciences (Tribe and Liburd, 2016, p.48). As for the other disciplines, the acceleration of researches on psychological acculturation over the last few decades has likewise been repeated in tourism research. Until the 2000s, only the tourism researches specific to sociology/anthropology disciplines were examined (Nunez, 1963; Kariel, 1989; Berno, 1999). Starting from the 2002s, business researches were also carried out (Bojanic and Xu, 2006; Lee and Cox, 2007; Rajagopal et al., 2009). All researches in these disciplines were conducted in a balanced manner from 2009 onward. Therefore, it can be said that tourism-oriented acculturation studies have reached a multidisciplinary structure over the years.

Figure 4 Tourism-acculturation studies according to the adopted discipline



4.3 Acculturation studies by the model adopted in the research

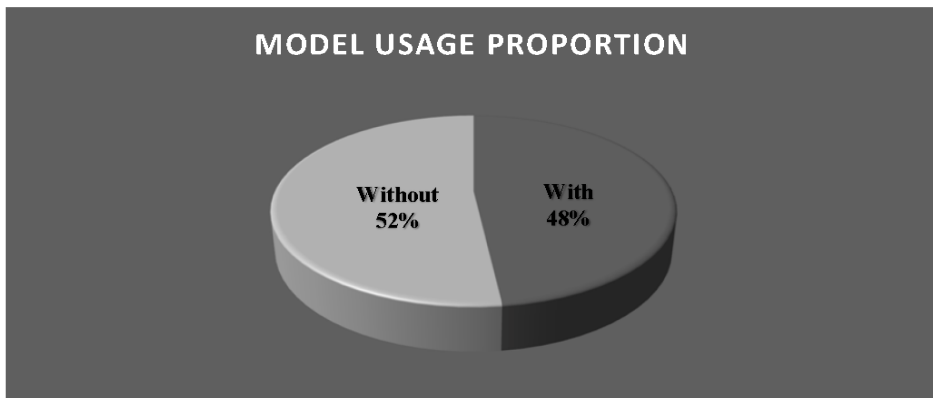
In this chapter, firstly the researches were evaluated for whether the researches adopted any model for the phenomenon of acculturation, regardless of whether they reflected the model adequately. Afterwards, the researches were evaluated within themselves, and they were divided into four degrees according to the current scale, measurement and models in the acculturation literature and their adaptation to the phenomenon of tourism. In conceptual studies, this rating was based on their proposal of model.

Even if the research design was not made according to the model in question, it was assumed that the research adopted a model if the results were associated with a model. An example of this is the work of Türkay and Yalcin-Kayicki (2018). The design of the

study in accordance with the model and measurement methods was evaluated according to the rating level in figure.

In Figure 5, it is seen that the distribution of model usage in tourism researches is almost equal. However, when these studies are measured according to certain criteria, differences in model use level become clear. No improvement in the literature on the model usage level over the years was observed. In the studies carried out before and after 2000s, instead of adopting the model of acculturation, an understanding of overlapping the assumptions of the theory of acculturation with the obtained results was predominant. Nevertheless, it was observed that there are examples of studies that integrated model use in the research design (Rasmi et al., 2014; Weber et al., 2014; Weber et al., 2015; Weber et al., 2016; Choi et al., 2016; Weber et al., 2017). This finding suggest that tourism oriented acculturation literature has been gaining momentum for model usage quality over years.

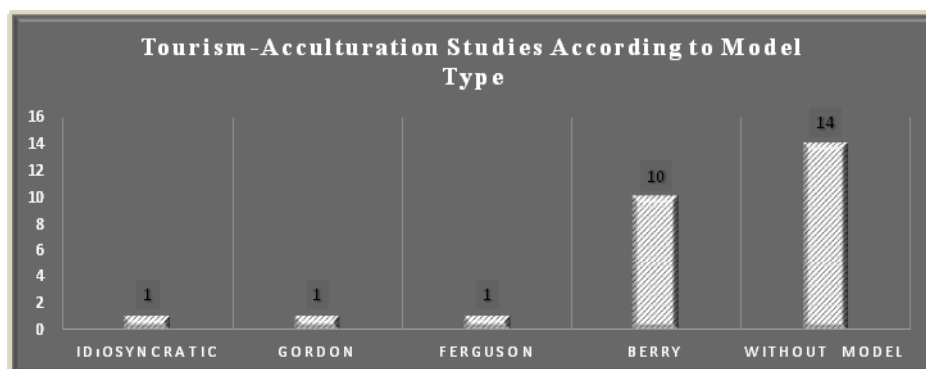
Figure 5 Tourism-acculturation studies according to model usage



Referring to Figure 6, it can be seen that the researches using a model are classified according to the model they use. In this context, whether a study is based on any acculturation model type was determined based on different conditions varying from direct utilisation of method, scale, and measurement approach of a model to discussing findings by benefiting from or adhering to the argument of a model. Yet, even if some discourses reminding some presumptions of any model were actualised, studies without reference, attribution or specification to any the sub-dimensions of any model were accepted to lack coverage of an acculturation model. Once this process was completed it was seen that studies were assembling under five model conditions which involve studies with model types of idiosyncratic (Kariel, 1989), Gordon (Choi et al., 2016), Ferguson (Ferguson and Bornstein, 2015), Berry (Berno, 1999; Bojanic and Xu, 2006; Ward, 2008; Magnini, 2010; Hung et al., 2013; Rasmi et al., 2014; Weber et al., 2014; Weber et al., 2015; Weber et al., 2016; Weber et al., 2017) and studies without any model (Nunez, 1963; Nash, 1981; Esmen, 1984; Berno and Ward, 2005; Gjerald, 2005; Lee and Cox, 2007; Rajagopal et al., 2009; Taylor and Finley, 2010; Juan-Vigaray et al., 2013; Grabowski et al., 2016; Ivan, 2016; Sevim and Hall, 2016; Cruz and Buchanan-Oliver, 2017; Türkay and Yalçın-Kayıkçı, 2018) respectively. As mentioned previously, Idiosyncratic model developed by Kariel (1989) was accepted as the first model to connect tourism-acculturation nexus (Ünlüönen and Özekici, 2019). In this model,

acculturation level of locals were explained with development level of destination. In this respect, the approach of the model was differentiated from Gordon's assimilation model in which acculturation is explained with an approach equivalent to assimilation and Berry's two dimensional model in which acculturation process is resulting in four possible strategies (assimilation, integration, marginalisation and separation) as well as Ferguson and Bornstein's remote acculturation model that claim acculturation with indirect and intermittent contact in today's globalised world.

Figure 6 Tourism-acculturation studies by model used



When taking into consideration the distribution equilibrium of type of models in usage, it is plausible to deduce that Berry model that dominated the literature of acculturation is the only choice within studies with models (Bojanic and Xu, 2006; Ward, 2008; Rasmi et al., 2014; Weber et al., 2014; Weber et al., 2016; Sevim and Hall, 2016; Weber et al., 2017) except studies being the previous model founder (Kariel, 1989; Ferguson and Bornstein, 2015). For Kariel (1989), the study itself has a feature of model identification. On the other hand, Ferguson and Bornstein (2015) is direct replication of original model developed by Ferguson and Bornstein (2012). The only exception utilising a different model than Berry's is Choi et al. (2016). In this study, acculturation phenomenon was evaluated by inspiring one dimensional assimilative perspective of Gordon (1964). Despite half-century standing between model and study in question, identification of assimilation concept directly in research model may be the reason this study has adopted Gordon's model.

In general, for some of all 27 researches, referencing a model instead of testing and the internalisation of the principles of the model was dominant in research design. Accordingly, it is seen that tourism researches did not use a model and are far from adopting the models of acculturation in general. Yet, it can be said that there are also limited number of studies which were designed in a qualified way in terms of taking acculturation models into account (Rasmi et al., 2014; Weber et al., 2016; Weber et al., 2017).

The fact that deprivation of tourism-oriented acculturation studies from adoption a tourism-specific model has emerged as an another structural problem. Moreover, it is observed that classical models of acculturation were not adapted to tourism. This situation is natural in early exploratory studies (Nunez, 1963). However, after 2000 (Berno and Ward, 2005) and in recent periods (Juan-Vigaray et al., 2013; Hung et al.,

2013; Ivan, 2016) not taking an acculturation model as a basis is considered to be an important deficiency in the literature. Hence, qualified research design based on a model was not associated with the research period. In fact, even though it was carried out before the 2000s, there are studies that reflected the specific models of acculturation models effectively in the research pattern (Kariel, 1989; Berno, 1999). The fact that the model was not developed in the literature may be accepted as an implication towards disorganisation in the literature.

Within the studies without model, there are some studies in which it is claimed that a model was adopted. However, it is seen that the basic principles of any model were not reflected in the research in general (Magnini, 2010; Grabowski et al., 2016; Cruz and Buchanan-Oliver, 2017; Türkay and Yalcin-Kayikci, 2018). In such studies, the model test consisted of referencing the model instead of using the appropriate measurement tools and adapting only the results of the research data to the assumptions of the model. Thus, it could be argued that in general, the concept of acculturation was mentioned in the researches, but the phenomenon of acculturation was not discussed. These researches are generally based on qualitative methods and are tourism studies based on sociology/anthropology disciplines (Gjerald, 2005; Hung et al., 2013; Ivan, 2016). In tourism research related to the field of business, the method seems to be more qualified.

5 Conclusion and suggestions

This research is the result of the motivation to reveal the tourism-oriented acculturation literature by compiling the researches that can be defined as the intersection of tourism and acculturation literature. Therefore, determining the current situation of the literature by classifying these researches according to various criteria and determining the acculturation-oriented gap in the field of tourism is the main focus of the study. Nevertheless, the reasons for the current situation and the prediction of the future of the literature are other aspects of the study. In this context, the reflections of model and measurement issues in the acculturation literature in the field of tourism were examined within the scope of the research.

The most prominent character worth noting is seen in the research design issue of tourism oriented acculturation literature. As the findings of the research are evaluated, it can be said that the basic principles of acculturation literature are not prevalent in the field of tourism. This assertion has been deduced from many findings. For instance, the fact that researches on acculturation intention in the field of tourism are predominant can be seen as the first sign that the researchers have no mastery of the literature because acculturation strategies are studied mainly in acculturation literature, and researches on acculturation intention can be said to be in the minority. In tourism literature, reaching any conclusion contrary to the acculturation literature may be related to research design because the fact that cultural studies have structural differences compared to tourism research (Tribe, 1997), which are under the control of the field of business, makes it necessary to have expertise in a different discipline in order to measure the concept. This requires a comprehensive literature review. Otherwise, it is possible that the researchers who do not have a good command of the literature will encounter different problems in research design. For example, a scale used in impact analysis can be mistaken for the detection of acculturation strategies. Indeed, in many acculturation studies conducted in the field of tourism, the scales that can only be used in impact analysis are used in

research design, and within the same research, based on the findings, a mistake is made in deducing the acculturation strategies of the participants. It is thought that this situation is caused by the fact that the focus is on the determination of acculturation strategies during the design of the researches, and that a change in research design is needed due to the scale not being suitable. This constitutes evidence for the claim that there is no mastery of the acculturation literature in tourism.

Discrepancy resulting from sampling similarity between fields comprise another character worth discoursing in this study. At this point It may be plausible to deduce that discussing predominately immigrants rather than the local people or tourists in tourism-oriented acculturation research, and using the Berry model which is very common in acculturation literature in research design without considering the characteristics of tourism strengthens the claim on incompetency of tourism oriented acculturation. Generally determining immigrants as sample type and adoption of Berry model as an almost unique research base may be a sign that the researches have directly adopted the research methods within acculturation literature without improving these methods through adjusting acculturation research design issues to the characteristics unique to destinations in a melting pot. Because, adjusting acculturation research methods in this way may enable them to explain tourism induced cultural transformation issue induced by interaction conditions unique to destinations which have a system based on the interaction of local people, tourists and employees instead of immigrants. Correspondingly, that the employees who have the highest level of interaction with tourists are almost never taken as the subject is noteworthy and points to a gap which might guide future researchers. This validated that the unique characteristics of destinations are ignored. An another reason of having validated this assumption is that, in order to be able to apply the two-dimensional model of Berry to the destination, a single country with a homogeneous cultural structure should be sending tourists to the destination for years, and the destination should not be receiving tourists coming from another culture. Therefore, testing such a model in destinations that many cultures have visited for years will be far from giving results that will contribute to the field.

Model and scale issues are thought to comprise the other source of reflection bias from acculturation to tourism field. There is further evidence that there is not adequate mastery of acculturation literature in the field of tourism-oriented acculturation literature. This can be found out when Weber's and her colleagues' studies are examined. When the studies of Weber et al. which integrate the concept of acculturation with service failure and recovery methods (2014, 2015, 2016, 2017) are examined, the quality of design for each new research seems to improve to fit the acculturation models. However, as far as tourism surveys are concerned, there has been no noticeable improvement in the utilisation of measurement tools and models in the tourism-oriented acculturation literature over a period of more than 50 years. As a matter of fact, determining the level of acculturation in these studies was put forward as a goal. However, it is observed that no model is used in reaching the goal, and the measurement tools are not used in accordance with the acculturation literature. Nonetheless, in order to determine the level of acculturation, it is important for the quality of the research to act with the directives of a number of models, to use the measurement tools that this model requires and adapt all these tools according to conditions of destinations. In most of the studies, it was observed that no measurement was carried out in the determination of acculturation strategies, that the results were reached through the interpretations of the measurement results, and that this mistake was repeated in different studies over time.

It is believed that the underlying element of all these issues stem from the lack of an acculturation model specific for the tourism system. In fact, tourism researches have a limitation in the first stage of research designs based on the acculturation models designed according to the understanding of the acculturation level of immigrants. Although Kariel (1989) developed a model related to this issue, the fact that the model does not respond to the question of how the acculturation takes place is thought to have led a restriction for future studies having had potential to improve and validate an acculturation scale unique to tourism case. On the other hand, there are attempts to integrate two dimensional models of acculturation into tourism. For example, there is an adaptation to dimensions of acculturation in the studies of Hung et al. (2013), Anantamongkolkul et al. (2014) and Rasmi et al. (2014). Similarly, Rasmi et al. (2014) tried to adapt the phenomenon of tourism to the two-dimensional model. However, it can be said that two-dimensional models are inadequate in explaining the multicultural interaction in destinations. In this context, it is believed that the use of three-dimensional or multi-dimensional models will provide useful results in heterogeneous community structures (Doucerain et al., 2013, pp.688–689). However, even the three-dimensional model is limited to testing acculturation to two different host cultures. This limitation has been recognised in the literature of acculturation, and a new generation of remote acculturation model was developed, in which the cultural transformation by media and the internet is based on acculturation (Ferguson and Bornstein, 2012). In this context, a specific model of acculturation, which meets the characteristics of the phenomenon of tourism, must be based on a classical acculturation method and the direct interaction with which the new generation models are integrated. In order to realise the process of identifying and adapting such a model of acculturation that can be adapted to the phenomenon of tourism, it is necessary to know exactly what the acculturation models explain, as well as mastering the inner face of the interaction between local people and tourists. Past research (Berno, 1999; Berno and Ward, 2005; Wall and Mathieson, 2006; Sevim and Hall, 2016) revealed the relationship of tourism with the field of acculturation, but did not evaluate how to integrate the measurement, scale and model structures into the field of tourism. This is natural because it requires an interdisciplinary perspective. Therefore, a conceptual research on how to integrate measurement, scale and model structures in the acculturation literature into the field of tourism will be useful in terms of the quality of tourism-oriented acculturation studies to be addressed in the future.

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