

HYBRID STRUCTURES IN TOURISM INDUSTRY

Innovative Models, Sociological Insights and Multilevel Approaches

Armando Aliu
University of Heidelberg - Germany
Bekir Parlak
Uludag University - Turkey
Dorian Aliu
Canakkale Onsekiz Mart University -Turkey

The aim of this study is to examine the new trends in the hybridity research area and clarify the convergence of interests of state actors, private actors and civil society actors. Hybridity is perceived as a 'multidimensional phenomenon' and 'new paradigm' in tourism industry. The effective collaboration amongst public sector – private sector – civil society can be attained likelihood with taking into account regional governance and multilevel governance. Hybridity at global governance level covers 'decentration' (supra: centralisation and infra: decentralisation) which includes the nexus of 'voice' (democratic participation) and 'entitlement' (legal-social rights and duties). In this framework, this study explores state and non-state interactions at multiple levels and attempts to clarify how hybridisation provides triple win solution for state actors, private actors and civil society actors related issues in realm of theory/praxis dichotomy. Through enhancing legitimacy and effectiveness of the activities and efforts of non-state actors in the framework of (quasi)indirect centralisation process, states ensure reciprocal understanding. In this study, constructivism was followed as paradigmatic research method.

KEYWORDS: *hybridity, destination governance, regional tourism development, stakeholders, public sphere*