

EVALUATION OF CULTURAL TOURISM POTENTIAL IN TERMS OF GEOGRAPHY IN HATAY

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in
Geography

by
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To my parents and Selim

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The material included in this thesis has not been submitted wholly or in part for any academic award or qualification other than that for which it is now submitted.

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ABSTRACT

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EVALUATION OF CULTURAL TOURISM POTENTIAL IN TERMS OF GEOGRAPHY IN HATAY

The research area is a border city in the East of the Mediterranean region between the Syrian Mountains (The Kurt Mountains) and the Amanos Mountains. Hatay is surrounded by Mediterranean in the West, Syria in the East and South, Adana in the NorthWest, Osmaniye in the North and Gaziantep city in the NorthEast. Hatay is located on the historical cross roads that have linked three continents to each other, and it has always been the focus of beliefs and cultures. Hatay has performed the function of a bridge between the Middle East and Turkey. Ethnic origins of some of the societies in Hatay share common features with those of the cities in the vicinity. Many monasteries, churches and synagogues that reflect the Christian and Jewish cultural heritage and number of Turkish-Islamic works of arts are among the factors that attract attention towards Hatay. Hence, it can be said that the field of research is a vitally important place in cultural tourism of Turkey. There are cultural heritages of different beliefs that pave the way for the development of the belief tourism potential. Ethnic and folkloric values are among the leading elements when we analyze the cultural tourism potential. Furthermore, traditional houses, food and drinks of different cultures, language, multiculturalism, special occasions and ceremonies, different ethnic groups in many places such as Antakya, Samandağ etc. are the factors that converts Hatay into a cultural landscape.

Keywords: Hatay, Multiculturalism, Ethnic origin, Cultural tourism, Cultural heritages, Belief tourism

KISA ÖZET

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Haziran 2011

HATAY İLİNDE KÜLTÜR TURİZMİ POTANSİYELİNİN COĞRAFI YÖNDEN DEĞERLENDİRİLMESİ

Araştırma sahası, Akdeniz Bölgesi'nin doğu ucunda Suriye (Kurt Dağları) Dağları ile Amanos dağları arasında yer alan bir sınır ilidir. Batıdan Akdeniz, doğudan ve güneyden Suriye, kuzeybatıdan Adana, kuzeyden Osmaniye ve kuzeydoğudan Gaziantep ile çevrilidir. Tarih boyunca üç kıtayı birbirine bağlayan yolların kavşak noktasında bulunan Hatay, ayrıca inançların ve kültürlerin de odak noktası olmuştur. Ortadoğu ve Türkiye arasında bir köprü vazifesi gören Hatay'daki bazı toplulukların etnik kökenleri, çevre ülkelerdeki topluluklarla ortak özelliklere sahip bulunmaktadır. Hatay'ı çekici hale getiren etkenler Hristiyanlık ve Yahudi kültürel mirasını yansıtan çok sayıda manastır, kilise ve havra bulunduğu gibi çok sayıda Türk-İslam eserleri de bulunmaktadır. Bu sebeple, araştırma sahasının kültürel turizmde önemli bir merkez olduğu söylenebilir. Farklı inançlara ait kültürel mirasların bulunması inanç turizmi potansiyelinin gelişmesini sağlamıştır. Kültürel turizm potansiyeli açısından değerlendirildiğinde ise, araştırma alanında etnik ve folklorik değerler öne çıkan çekiciliklerdir. Öte yandan geleneksel evler, farklı kültürlerle ait yeme-içme, dil, çokkültürlülük, özel günler ve festivaller araştırma sahasındaki Antakya, Samandağ vb. gibi yerleşmelerin, farklı etnik kökenlerinin bulunması Hatay'ın kültürel peyzaja dönüşmesini sağlayan unsurlar olmuştur.

Anahtar Kelimeler: Hatay, Çokkültürlülük, Etnik köken, Kültür turizmi, Kültürel miras, İnanç turizmi

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LIST OF ABBREVIATIONS

DPT	Devlet Planlama Teşkilatı (State Planning Organization)
GATT	General Agreement on Tariff and Trade
GDP	Gross Domestic Product
GIS	Geography Information System
İKV	İktisadi Kalkınma Vakfı (Economic Development Foundation)
SPA	Salus Per Aqua
NGO	Non-governmental Organization
OECD	Organization for Economic Co-Operation and Development
SWOT	Strengths, Weaknesses, Opportunities, Threats
TEB	Turkish Economy Bank
TMMOB	Türk Mühendis ve Mimarlar Odası Birliği (Union of Chambers of Turkish Engineers and Architects)
TKB	Türkiye Kalkınma Bankası (Development Bank of Turkey)
TÜİK	Türkiye İstatistik Kurumu (Turkish Statistical Institute)
TÜRSAB	Türkiye Seyahat Acenteleri Birliği (Association of Turkish Travel Agencies)
VFR	Visiting Friends and Relative

WTTC World Travel and Tourism Council

WTO World Tourism Organization

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PREFACE

This study entitled "Evaluation of cultural tourism potential in terms of Hatay" covers the sources that form the basis of cultural tourism in Hatay province and facilities of presenting these sources to the tourists in accordance with the perspective of tourism.

The new type of tourism in the world today is designated by the tourism of culture. Cultural tourism can be defined as a type of tourism; "founded on cultural sources aimed at introducing new places, learning new things and most important of all gaining new experiences by participating in cultural activities actively". The study first focuses on problem statement section. In this chapter, general problems related to tourism and cultural tourism in the world, in Turkey as well as in the field of study are emphasized. Especially, suggestions were provided for the solutions of the problems. The second chapter explains tourism conceptually and analyzes the tourism in the world and in Turkey in detail. The third chapter deals with methodology in detail. The fourth chapter briefly analyzes Turkish tourism in the world. The historical process, which paves the way for the formation of available cultural resources in the field of research, is explained in the fifth chapter. In the sixth chapter, which forms the main section of the study, historical values that are dealt with in culture tourism potential and socio-cultural values are explained and numbers of suggestions are provided for their use as touristic products.

In the final chapter, geographical assessments that may lay the foundation for the development and planning of cultural tourism in Hatay and general suggestions were made.

INTRODUCTION

THE PLACE, BOUNDARIES AND MAIN FEATURES OF THE RESEARCH AREA

Hatay, which is located in the extreme East of the Mediterranean region, is a border province. It is located between 35°48'-37°01' North latitudes and 35°46'-36°41' East longitudes. Hatay is surrounded by the Mediterranean Sea from the West, Syria from the East and South, Adana from Northwest and Osmaniye and Gaziantep from the North (Figure 1).

Having surface area of 5542 km², Hatay covers 0.7% of the country area and consists of Antakya, Belen, Dörtyol, Hassa, Kırıkhan, Kumlu, İskenderun, Samandağ and Reyhanlı sub-provinces.

Geological units, ranging from Sub-Paleozoic era to Holocene, can be seen in Hatay (Figure 1). In general meaning; it is seen that Mesozoic ophiolites in South Amanos, Paleozoic and Mesozoic old limestone in Middle Amanos, late Tertiary limestone in Kuseyr plateau and around, old anthropogenic covering units at Antakya-Kahramanmaraş base ground exist in Hatay. Also coastal valleys and river valleys are dominant over geological structure. Besides, there are zones, where basic lava coverings are common, between Kırıkhan and Hassa and West of Erzin. Antakya and the surrounding main tablelands are used as settlement in the Mesozoic era. These are seen at slopes of Amanos and Keldağı (Korkmaz, 2007:73). Tertiary units, in that territory, are covering wide area at Amanos and Keldağı, whereas Quaternary units are existed mostly in graben bases (Korkmaz, 2007:73). Samandağ and Antakya graben area, where the Amik Plain and the Amik River are also located, are composed of alluviums. Debris cones and taluses existed between elevations, surrounding graben, and graben bases. Geodynamic

factors have a great role on geology (Karataş, 2010:23). Hatay is located on the encounter area of The Dead Sea fault zone, coming from south, and East Anatolian fault zone, entering to city territories from north. It is a matter of left lateral movement depending upon the effective stress. Beside this, as a result of pressure of Arabian plate, folds, thrusts, and reverse fault zone have gotten shape in the territory. But, this compression regime has changed, however it is not known when it happened, it can be understood from young basalt which emerges in the late old quaternary when fillings has changed into opening up regimes woven by normal faults. (Över, Ünlügenc and Özden, 2001: 12). Listric faults, existed in The Amik plain -which has a pull-apart water basin property- and base of plain, prove this situation (Karataş, 2010:23).

Hatay is surrounded by the North extension of the Amanos Mountains and İslahiye sediment runnel from the North, the plains of Syria tectonic from East and South, and the Mediterranean Sea from the West. Mountains constitute the beginning of Toros in the province. Amanos Mountain is the highest mountain in the province territory, directed from SouthWest to The Amanos mountain arises between Antakya-Kahramanmaraş Graben and Gulf of İskenderun. It draws attention with its mountainous mass, limited fault lines located in the East and West part, and also upright structure towards The Toros zone (Korkmaz, 2007:34-35).

In the SouthWest of Hatay there are Samandağ and Musa Mountain. El-Mansuriye Mountain is parallel to the Syria border at the South tip of Hatay. The highest part of the Amanos Mountain is Miğir hill (Bozdağ), in the Eastern part of the Dörtyol district, with a 2240 m height. Amanos Mountains' length is approximately 175 km, and the width of these mountains is about 30km (Yaman, 2007:14). Since these mountains are

huge, they don't give passage easily. The most important mountain passage is Belen with 660 m height.

The southern part of the area of depression is Keldağı. Between the districts of Yayladağı and Altınözü these mountains lie. The highest point of Akra Mountain, the NorthWest of Yayladağı, is 1729 m. The part of Hatay depression, encompasses of Habib-i Neccar Mountain which is 500m height.

Asi River, Karasu, and the stream of Afrin are crucial rivers for Hatay. The Asi River is the most important river of Antakya and the vicinity. Total length of the river is 380 km. It is around 94 km within province borders (Figure 2). The Asi, rising from Lebanon, enters Turkey near the Esrefli village by passing Syria as it continues to flow through North (Korkmaz, 2007:77). After 10km, it draws an arch and directs to south. Then, by following Antakya-Samandağ Graben it flows to the Mediterranean Sea. Regime of the Asi has changed due to dams, built by Syria (Korkmaz, 2010:77). Despite the increasing current in winter, in the summer River comes about to dry due to increasing evaporation, agricultural irrigation and Syria's not leaving enough water because of dams (Korkmaz, 2007:77).

Karasu rises from Kahramanmaraş and combines with Afrin Stream in the bed of Amik Lake, which is dry today, and runs to the Asi with a canal. The length of Karasu is 122 km. The length of Afrin Stream is 197 km which rises from Gaziantep and combines with Karasu. The combination of Karasu and Afrin streams, combine with Asi. There was a valley in Asi basin. In addition to this, there are many small valleys which compose of small streams and brooks and all these run to Mediterranean (Yaman, 2007:14).

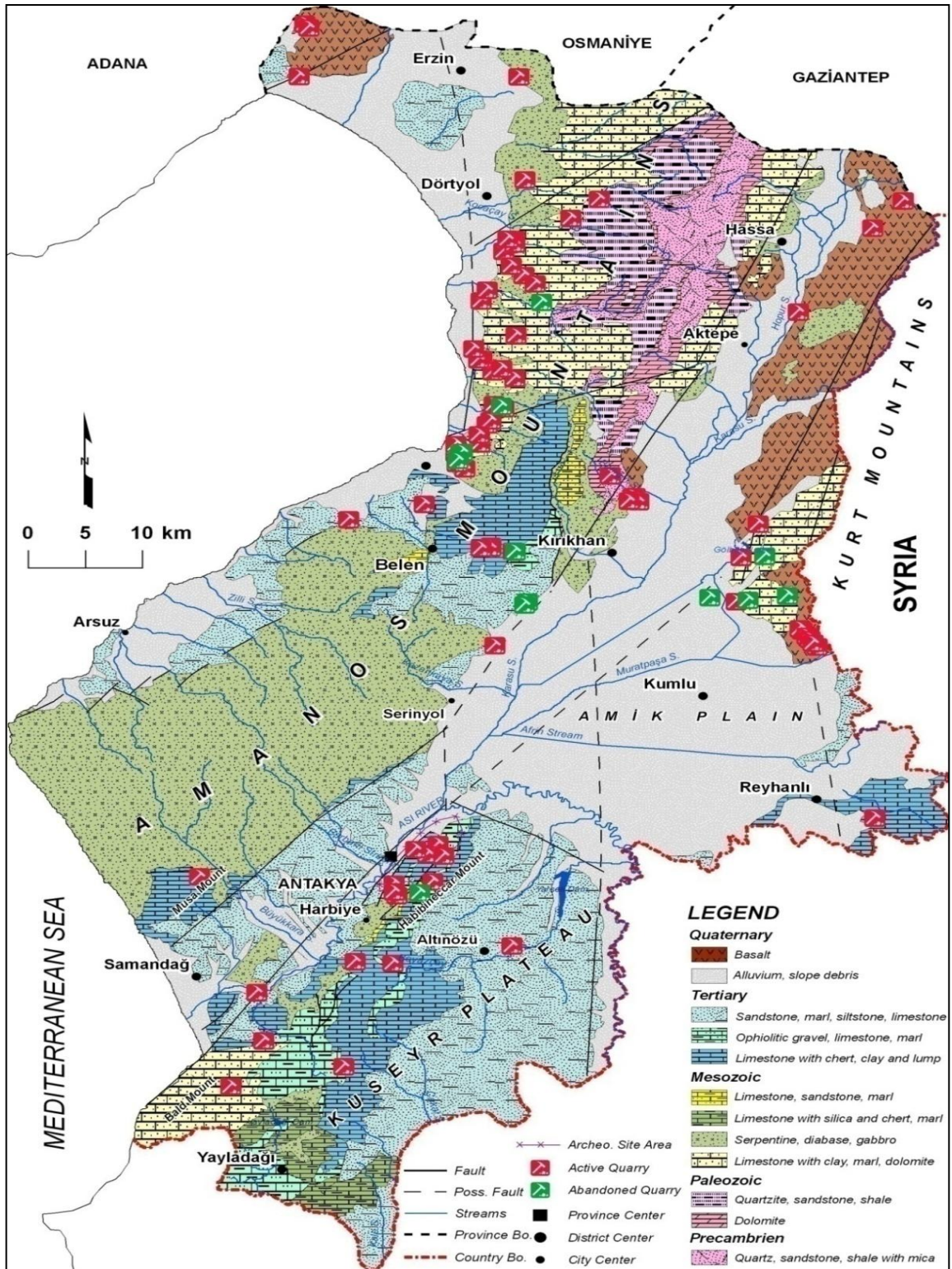


Figure 1. Geological map of Hatay

Source: Korkmaz, Çetin, Ege, Karataş, Bom, Özşahin, 2010:186

Having 90 km length and 15-50 km width, this plain is in depression, which ranges from the Red Sea to Kahramanmaraş. Erzin, Dörtyol and Arsuz plains are important flats lined up to coastal line, located on the part of Deliçay Valley and wide.

As the province is in the Mediterranean basin, in general meaning it is open to influence of sea. It is in the Mediterranean Climate Zone. Going to inner parts, climate is getting more continental as well. While mild climate is dominant at districts, like Dörtyol and İskenderun, on coastal parts of the city, it gets more continental feature at inner districts such as Antakya and Kırıkhan (TEB, 2004:5). Yearly average temperatures of Hatay change between 15.1 to 20 C⁰. Highest temperature values can be seen in August. The lowest values can be seen in January (İki Bin Yılında Hatay, 2000:39). Only at the meteorological stations of Hassa, Kırıkhan and Yayladağı stations, highest values measured in July (Karataş, 2010:37).

Precipitation reduces gradually through deeper inland and falls as rain. Whereas 70% of rainfalls are seen in of September and March; it is seen the least in August (www.meteor.gov.tr, 23.03.2011). A remarkable feature, drawing attention, of these rainfalls is that these are orographic rainfalls, which is caused by Amanos, which is located in an upright position to air currents coming from sea and in the East of Dörtyol the elevation suddenly increases. This case allows the mountainous areas subjected to take the annual average rainfall of around 1500 mm. Whereas, Yayladağı is the place that gets the highest amount of rainfall, Kırıkhan gets the lowest amount of rainfall. Rainfalls, reaching to maximum level in December, January and February, show minimum level in July and August. One of the most typical climate features of Hatay is the dominant winds blowing from the south-West direction. When all meteorological data is examined, it can be said that

Mediterranean climate, the summers are hot and dry and winters of Hatay warm and rainy, is dominant.

Syria is at the south of Kuseyr Plateau, consisting of the most beautiful place of Hatay. It is almost surrounded from the East, the West and the North by the Asi River (Korkmaz, 2007:36). The plateau fields have formed on the slopes of Amanos mountains in Hatay. Amanos and Yayladağı are important places for animal husbandry. There are areas for uplands, used in summer and winter, on the plateaus, which are formed as straight steps on 800-1000 m elevation zone (Yaman, 2007:14). Some of them are Belen, Atik, Zorkun and Güzelyayla (Soğukoluk) uplands. There are upright steps at the slopes, constituted by young fault zones facing Asi depression, of Keldağı. There are wide plateaus on these steps at around 350-400 m elevation zone.

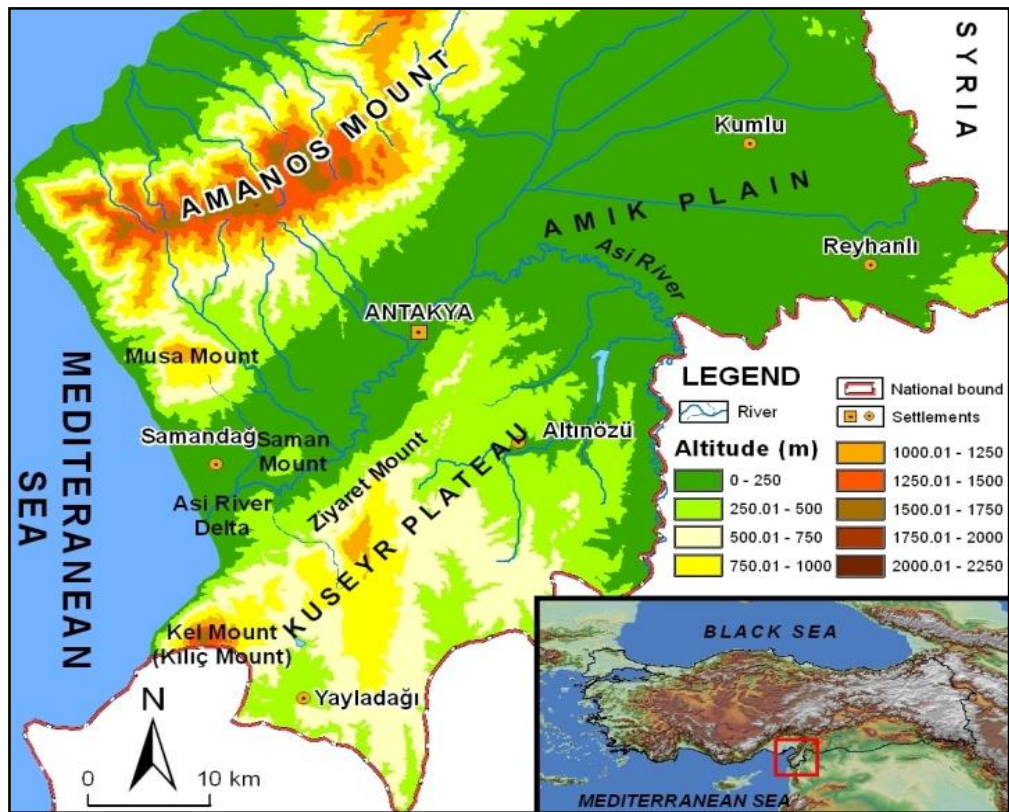


Figure 2. Location map of Asi River Delta

Source: Korkmaz,Çetin, Kuşcu, Ege, Bom, Karataş, 2010: 2

Today, there isn't any important and big lake, whereas, in the past, there was the Lake Amik in the middle of Amik Plain until 1975. It constituted the biggest lake of the province. After being dried, there hasn't been left any big and important lake (Karataş, 2010: 84). Rainfalls area of Amik Plain is 6600 m². In addition to its strategic importance, this lake was the most important water reservoir. Unfortunately, it has been removed by draining. In some years, Amik Lake appears for a short time with winter rainfalls (Korkmaz, 2007: 78). There are other small lakes, having value in terms of domestic and foreign tourism. Yenişehir Lake, Gölbaşı Lake are some of them (Ana Britannica General Culture Ansiclopedia, 1988: 451). Artificial group of lakes are Yarseli and Yayladağı dams and other six ponds, constructed for irrigation.

Hatay draws attention with its features, different kinds of soils can be observed together. Due to this difference, all types of soils are effective on the water they carry in terms of mineral balance and leakage and stream features. Covering 13% of province, alluvial soils spread on plains and river valleys. Areas, transformed into alluvium soils, also appear as a result of reduced material, on carriage, depending on declining slope on colluvial soils. Colluvial soils cover 13% of Hatay and concentrated at the Southwest of Dört Yol and the South of Kışlak. 36% of soils are limeless brown forest soils, having A, B, C horizons humid region soils. They are common at the place that left between Amanos, especially Hassa-Dört Yol and the South of Kışlak. Other soil types are red Mediterranean soil, brown forest soils, red-brown forest soil, and basaltic soils.

Climate and topography features provide natural vegetation a structure, which has a large number of hosts in, for Hatay (Karataş, 2010: 41). There is total of 208.165 hectares of forest and it consists of 39% of general forest area (Hatay İl Çevre ve Orman Müdürlüğü, 2008: 84). These forests are

located mostly on Amanos Mountains and other mountainous and rough masses. Forests prevent flood and be a precaution against water and soil erosion. Flora on Amanos houses forms the half of vegetation types in Turkey. Even though, Vegetation cover in the city is in evergreen Mediterranean forest type, a lot of types of vegetation that belong to Europe-Siberia flora can be met. Most part of forest lands are on Amanos Mountain and Red pine tree type constitutes large part of it. Besides, fundamental tree types, constituting Turkey's forests consist of black pine, fir, cedar, beech, oak and hornbeam. It is determined that there are more than 3000 endemic and variety of secondary species on Amanos (Hatay İl Çevre ve Orman Müdürlüğü, 2008:84).

Hatay is a place that people have preferred to settle on for more than 5000 years. It has been one of the most densely populated areas in some periods of the history. But, it was only possible to reach reliable information about population in and after 1940. According to this, in 1940, population of Hatay recorded as 246,138. Now, the population is total of 1,480,571 and on the being of 756,196 male and 724,375 female (TÜİK, 2010:7). So that population increased approximately 5.7 times. The increment of city population is 22% and this is a little bit more than Turkey's average (1.31%) in 70 years (Table 1). Population is mostly concentrated at coastal plains and basins like Antakya-Kahramanmaraş graben in Hatay. Especially the area, part of İskenderun gulf and Samandağ-Kırıkhan, located in between Arsuz and Dörtüol, draws attentions with its unique, almost without interruption, architectural structure of Arsuz and Dörtüol. These two lines are the most densely populated areas. From these, especially, Antakya and İskenderun are the places that show city feature due to vast job opportunities and urban facilities, and has taken migration. On the other hand, population and density decline at places where elevation and slope increase (Amanos and Kuseyr plateau). At these places seasonal settlement is more intense than

continuous settlements. Hatay has 12 districts (including central), 76 municipalities and 420 villages. 46.37% of population lives in urban and 53.63% of population lives in rural areas in Hatay. As it is seen; more than half of the population lives in villages. This is possible because of the convenient transportation facilities, villages are close to city and it allows the residents to commute to the city. The distribution of the population of Hatay shows extreme similarities with distribution of the population of Turkey. The distributions of the rates of gender, literacy, cultural level show similarities with the rates of Turkey (Açcı, 2008:26).

Table 1.Population of province/district centers, towns/villages by provinces and districts and annual growth rate of population, 2010

Province and District	Population			Annual Growth Rate Of Population (‰)		
	Total	Province and Urban	Towns and villages	Total	Province and Urban	Towns and villages
Hatay	1,480,571	743,439	737,132	22	38.1	5,9
Antakya	461,477	213,581	247,896	35.5	54.7	19,3
Altınözü	60,591	7,199	53,392	-27.1	-35.3	-26
Belen	28,950	21,936	7,014	32.8	48.8	-15.6
Dörtyol	147,629	70,856	76,773	12.2	19.2	5.7
Erzin	39,946	30,340	9,606	5.1	-0.5	23.2
Hassa	54,908	9,218	45,690	0.2	1.2	0
İskenderun	331,697	201,183	130,514	40.5	55.7	17.4
Kırıkhan	103,922	71,580	32,342	8	32.6	-44.3
Kumlu	13,239	4,923	8,316	-28.6	-48.4	-16.7
Reyhanlı	86,660	61,234	25,426	7	-1.2	26.8
Samandağı	129,644	44,918	84,726	4	17.5	-3.1
Yayladağ	23,051	6,471	16,580	2.8	102.1	-34.5

Source: TÜİK, 2010: 32

Agriculture has an important place in the economy of Hatay. 61.6% of population, economically active, is employed in sector of agriculture. There

isn't any land problem in agricultural production thanks to the presence of the vast plains, particularly Amik plain (Karataş, 2010:44). The delta Amik, Erzin, Dörtyol, İskenderun and at inner part of the Amik plains are fundamental lands of Agriculture. Hatay has a big range of agricultural product with both efficiency of lands and influence of climate. It is possible to grow a number of products from grain to fruit-vegetables in almost all parts of Hatay. Especially the industrial plants, such as cotton in Kırıkhan, Reyhanlı, Antakya, the Amik plain and around and also there is fruit production in Erzin, Dörtyol, İskenderun and Samandağ (Karataş, 2010:44). But now, there is water paucity at the Amik plain (Figure 3). The main reasons on this matter are using unsuitable vegetation for the land condition which also gave rise to emerge of unsuitable vegetation pattern, and growing vegetations that need more water in arid period and meeting this need from underground waters after draining Amik Lake, which was the most important water reservoir (Korkmaz, 2009:66).



Figure 3. The Amik Plain

Source: Karataş, 2010: 44

To reduce negative effects of arid period on agricultural life, first of all, it is necessary to change vegetation pattern to one that needs less water. In addition to this plan, the maximization of the potential of existing water

should be made and applied. This work is important, because, agricultural irrigation is the field that water is used more than other places. Moreover, organic agriculture is to be supported because of suitable production factors in the city. To improve animal husbandry, it is necessary to give consideration to agriculture of forage plant and culture of grassland. Investments on this subject will allow egg and meat poultry husbandries improve. It will increase the revenue of animal husbandry (TEB, 2004:123). Sea products are hunted at İskenderun, Dörtyol, Erzin and Samandağ district, neighboring the Mediterranean Sea. And also, in rivers and streams, like the River Asi, the Afşin stream, Karasu internal fishing is done. Convenient investment fields - aquaculture, sea, lake, inland water, fishing and shipping industry, fish food industry (Fish conservatives, production and sale of frozen fish), fish web, production of fishery sub industry products- can be thought (Çiftçi, 1995:354).

Mining doesn't have any importance place for Hatay. Low number of employment in this sector shows that it is not an important work segment (Hatay İl Çevre ve Orman Müdürlüğü, 2009:239). There are actively used quarries. But, they can affect tourism badly in terms of visual impact (Figure 1). Mining sector is a promising and leading sector if necessary support is given.

When distribution of industrial yield of Mediterranean Region in respect of provinces is examined, it is drawing attention that Adana province made the main contribution. After Adana province, the biggest contribution is made by İçel, Kahramanmaraş and Hatay (TEB, 2003:38). When industrial structure of Hatay examined, it is seen that investments are made mostly on cotton ginning and compression, food, iron-steel and machinery industry fields. A number of existing industry enterprises are in Antakya, İskenderun and Dörtyol districts. Together with iron-steel factory has become operational,

the iron-steel industry based facilities have had a breakthrough around İskenderun, Dörtyol-Payas. On the other hand, other branches of industry, like cotton and olive, based on agriculture have also developed. These industrial facilities have been collected under the roof of 6 small industry sites (Antakya, İskenderun, Dörtyol, Payas, İskenderun Beş Temmuz and Antakya Deri Kösele) (Karataş, 2010:45). İskenderun and around showed improvements in main metal industry and played role of industrial city depending upon establishing İskenderun Iron-Steel Factory. İskenderun established an industrial zone and working on establishing the second one. Being a border city, trade is the most important financial activity branch in Hatay. As of 2001, trade sector taking the first place among sectors with its 26.2% portion in province's GDP (Açcı, 2008:97). The main sectors, leading the economy, are agriculture and trade at the central district of the province of Hatay, Antakya. District has high level potential for various sectors. Nowadays, trade has an important role with national and international dimension in Antakya. Becoming an important sector by 80s, export has contributed a lot to region economy. Today, catching an advantageous position in export, international transportation and agriculture sectors, Antakya is getting ready to be an arbiter at industry and tourism (Hatay İl Çevre ve Orman Müdürlüğü, 2009:266). But industrial plants affect water resources via using and polluting.

Primarily highway, railway and partially seaway and airway constitute effective transportation network in Hatay. Cilvegözü has a busy traffic volume for inner and intercity and for international transportation due to existence of border gate. E-5 highway connects Hatay to country highway network. This high way, connecting to Syria in the South from Yayladağı district, provides connection of İskenderun, Dörtyol and Erzin Districts with Adana. The highway, coming from Gaziantep and connecting Hassa-Kırıkhan to Reyhanlı and then to Cilvegözü border gate, has high standard. Highway

length is 3511 kms, consisting of 365 kms of state road, 308 kms of province road and 2705 kms of village roads. Besides, the length of speedway, which is under construction, is 89 km (Hatay İl Çevre ve Orman Müdürlüğü, 2009:285). There isn't any unreachable settlement within province border. Marine transportation has also shown improvement. Especially, İskenderun Port has importance for commercial shipments that will be sent to the port of Middle Eastern countries. Seaway functions as alternative to highway on shipment and used widely for commercial purposes. Hinterland of port is not limited to Hatay or Turkey but spread to a wide area, with being one of the most important ports in the East Mediterranean and the Middle East. In recent years, air transportation has developed with the construction of the Hatay Airport in 2007. Railway transportation offers service between cities but not provincial. Hatay doesn't have a railway network. There is a secondary line, departing from railway between Adana and Gaziantep ending at İskenderun port, servicing for shipment.

CHAPTER I

PROBLEM STATEMENT

1.1. Introduction to the Research Problem

Culture is very much tourism's main attraction. Without culture to make the difference, every place would seem blandly the same. Without a belief in new or different sensations and benefits at journey's end, what incentive would there be for any of us to make a visit that is discretionary in type (Boniface; 1995: vii).

Cultural tourism can probably be analyzed on the basis of both qualitative and quantitative methods. It can also be confirmed by numbers that culture is a major determinant of growth of tourism and leisure consumption (Richards; 2001:8).

Research on cultural resources for tourism implies both a multidisciplinary approach and methodological innovations to deal with such a complex phenomenon (Jansen-Verbeke, Priestley: 2008: x).

Turkey has to give priority to the Sea-Sun-Sand phenomenon, which is no more a trend in the world market and is now a usual thing, in order to prevent seasonal intensity, be more powerful against the impositions of the tour operators and increase sectoral productivity. Hence, the works that lead to the designation and encouragement of tourism types that appeal more must be accelerated (Kozak, 2010:140-141).

As it is also understood from the quotations above, it is accepted as a common problem that the classical tourism fields in the world have filled up their capacities. The solution to this problem is to apply new tourism types beyond the classical ones. The tourism type to be applied must appeal to people and have the quality to increase their experiences. The way of

tourism that meets such a need is a cultural tourism, which can raise curiosity of people. By emerging cultural tourism type, the existence of historical and cultural heritages in the world would also be taken under preservation.

In Turkey, tourism activities are shaped with the perspective of classical tourism which focuses on what is known as three "S": "Sea, Sun, Sand". Most of the investments are especially made on sea tourism. The fact that seas get polluted and demands for different types of tourism increase all over the world exposed the misapplications and deficiency in Turkey (Kozak, et al., 2010:140). Hence, the tourism types which attract people most must be determined and alternative tourism types must be paid more attention. Turkey has a rich history and a cultural heritage. Due to these potentials, there are places where alternative tourism can be applied in Turkey. However, culturally rich areas have not been utilized on account of the fact that alternative tourism types are not paid due attention. Hatay has especially a very rich cultural tourism potential on account of its history. It is a place known as city of tolerance on account of the fact that it unites people of different cultures, religions, languages together. However, in respect to tourism, these potentials have not been made use of. Some works pioneered for the developments of such potentials in terms of tourism; nevertheless, these works could not reach geographical perspectives.

1.2. Issues in Cultural Tourism in Turkey and Hatay

Technological, economical and political changes emerged with the globalization paved the way for changes in the tourism consumption shapes. During their trip, tourists do not only prefer the shores, they tend to see different areas of interests. Especially in the recent years, factor of culture is one of the main reasons why people travel (Uygur and Baykan; 2007:30).

Cultural tourism, a type of alternative tourism, is currently highly popular as a touristic product as well as a theme (Kızılırmak, Kurtuldu; 2005:100). According to the data of the WTO, cultural tourism is one of the most rapidly growing tourism types and it is predicted to keep on growing (Uygur and Baykan; 2007:30).

In order for natural and cultural rooted tourism to be formed, Turkey has wide variety of touristic products. Turkey, which is at the location of transit point on account of its location, has a very rich cultural heritage as it hosted many civilizations (Uygur and Baykan, 2007:45). Turkey is also an open air museum where in addition to rich historical heritage, natural beauties are exhibited as well. However, the greatest problem for Turkey is the fact that these potentials have not been used yet and the tourism is still under the impact of the shore tourism (WTTC, 2002:7). On account of wrong policies in advertising and marketing, due to sea, sun and sand triangle sea tourism, which shows mass features, is accepted as the most important factor despite prosperous natural and cultural resources. Owing to the facts that sea tourism shows seasonal characteristics and is sensitive to the prices, and other Mediterranean countries, which are in a position to be our competitors, have the same facilities as Turkey, and most importantly large tour operators have power to direct the demand pave the way to narrow the demands and thus lead tourism sector fall behind the expected level (Kızılırmak, 2005:104). In terms of cultural tourism, Turkey has quite rich values. Nonetheless, Cultural tourism in Turkey has shown unsatisfactory developments although it is richer than many countries in respect to values of cultural tourism (Çulha, 2008:1828). The reasons why tourism has not been spread to entire country and has shown year round characteristics are that all marketing and advertising strategies focused on sea tourism until recent years. In comparison to tourism types that Turkey focuses on,

contrary to European countries, where cultural tourism is quite developed, it is seen that Turkey is not benefiting from the cultural tourism satisfactorily.

When Table 1.1 and Table 1.2 are analyzed, the facts that culture-based tourism investments in Turkey are considered as secondary importance, and that investments are based on sea-sand-sun triangle tourism gave prominence to travel-based tourism. This statement is confirmed if the aims of the visits of foreign tourists in the tables above are taken into consideration (Table 1.1, Table 1.2). Sightseeing and entertainment oriented tourism based on sea-sand-sun principle form the most important reason of the visit of the foreign visitors today (Gülcan; 2010:104). About 6% of the foreign tourists coming to Turkey travel aiming at culture (Table 1.1, Table 1.2) (Gülcan; 2010:104). Another striking result of the table is constantly decreasing trend in cultural demands. According to Table 1.2, when the aims of the foreign visitors are studied, while the ratio of culture constitutes 9.17 in 2001, it decreased to 6.4 in 2008 foreign visitors. However, according to table, while the number of foreign visitors coming to Turkey for cultural tourism is 1,116,206 in 2004, it increased to 1,388,837 in 2008. Hatay province, which sheltered various cultures in its history of 7000 years, has a cultural tourism potential with its values such as multicultural structure, natural beauty and historical richness. The leading factors that make Hatay attractive are its history, nature and culture. Furthermore, climatic features, its geographical position that links the country to the Middle East, and its location of being the last point of Mesopotamia in the Mediterranean region and that it is on the way of alternative E-9 highway make Hatay a significant entry point (www.antakya.net. 02.01.11).

Table 1.1. Distribution of the reasons of foreign visitors' visit to Turkey according to years (share in total %)

Purpose	2001	2002	2003	2004	2005	2006	2007	2008
Trip, Entertainment	52.27	57.19	56.32	56.74	57.20	51.90	56.60	58.50
Culture	9.17	9.10	8.31	7.71	7.60	6.10	6.00	6.40
Sportive relationships	1.28	1.16	1.30	1.48	1.40	1.10	1.60	1.50
Visiting relatives	7.94	8.78	6.96	7.21	8.60	11.70	10.80	11.10
Health	0.97	0.74	0.86	0.92	1.00	0.90	0.80	0.70
Religion	0.31	0.54	0.49	0.42	0.60	0.60	0.70	0.40
Shopping	8.29	6.80	8.03	7.19	6.30	6.90	5.70	4.80
Meeting, Course, Conference	2.40	2.11	2.48	2.24	2.40	2.70	3.40	2.90
Assignment	5.00	5.12	6.05	5.62	5.00	6.30	3.00	2.70
Commercial relationships, Fair	5.03	3.37	3.69	4.38	3.50	4.50	4.50	4.30
Transit	3.08	2.27	1.99	1.16	2.30	2.00	0.20	1.10
Education (since 2003)	0.00	0.00	0.66	0.86	0.50	0.60	0.70	0.70
Other	4.27	2.82	2.86	4.06	3.60	4.60	6.10	4.90

Source: Gülcan; 2010: 104

Hatay is among the potential cities on account of its historical background and multicultural structure; yet it is seen that Hatay does not benefit from its multicultural aspects pleasingly for cultural tourism. Moreover, in addition to cultural tourism, it has a unique position in respect to religious tourism.

Table 1.2.Purposes of foreign visitors to come to Turkey according to years

Purpose of the Visit	2006	2007	2008
Trip, Entertainment	8,529,890	10,890,338	12,709,292
Culture	1,008,513	1,154,624	1,388,837
Sportive relationships	179,419	303,089	326,201
Visiting relatives	1,929,800	2,068,642	2,411.765
Health	153.895	154.603	162.484
Religion	101.564	137,787	95,027
Shopping	1,135,273	1,093,357	1,042,255
Meeting, Conference, Course, Seminar	443,500	657,342	624,616
Assignment	1,030,319	569,892	592,935
Commercial relationships, Fair	747,599	865,014	930,947
Transit	321,607	38,133	232,068
Education	94,399	135,304	145,779
Other	755,038	1,171,799	1,068,548
Visiting together	2,845,134	3,777,157	4,700,372
TOTAL	19,275,948	23,017,081	26,431,124

Source: Gülcan; 2010:104

- It is essential to use this purpose effectively and increase its contribution to the economy. According to SWOT Analysis about tourism according to the cities, the weaknesses of Hatay in respect to tourism are as follows;
- Inadequacy of Railway, Seaway and Transportation: Owing to the fact that it is located on the E-9 highway, it is an important entry point where many foreign visitors make entry and exit. Although all means of transportations are available, they are not being profited

satisfactorily to increase the affectivity of tourism, transportation and trade.

- Lack of Qualified Personnel: It is evaluated that in terms of tourism potential, there is lack of qualified personnel in Hatay. In order not to hinder the development of city because of the lack of qualified personnel, fast and practical applications are required.

In respect to qualified personnel, it is especially important;

- To evaluate the improvement of available personnel and have them obtain adequate qualifications,
 - To attract new workforce to Hatay and main it there,
 - In order to develop suitable workforce for Industry and trade in Hatay,
- Inadequacy of Promotion: to increase cultural tourism potential in Hatay, it is important to promote it nationally and internationally (TEB, 2007:22)

Cultural tourism potentials are not benefited well on account of the lack of publicizing in Hatay. There is a need to carry out some works altogether about urban marketing in order to tackle with the problem of the lack of publicizing. The contents of urban marketing are works that are interrelated with each other from infrastructure to tourism, investment to workforce (TEB, 2007:3). Religious tourism, an important tourism potential in Hatay, cannot be benefited on account of the lack of publicizing. What is important for Hatay is to get rid of the lack of publicizing rapidly within a short time in order to benefit from religious and cultural tourisms. In order to overcome deficiencies in publicizing and make it a success, the followings must be done;

- Due attention must be paid to research and satisfactory budget must be allocated for it,
- Creative strategies must be developed,

- Preserve the history and nature, adapt sustainable tourism principle,
 - Those in tourism sector, architects, designers, artists and the officials come together and cooperate in developing destination,
 - To be a brand to increase competition and strength of attractions (Aksungur, Kastal, 2007:3)
- Unplanned Urbanization: the fact that unplanned urbanization cannot be prevented is a factor that threatens Cultural tourism in Hatay. It is a crucial factor as it affects Hatay in various aspects. It is a threatening factor in terms of the preservation of the values of history and tourism, and giving them primary importance, effective development of Industry in appropriate fields, use of resources and social development (TEB, 2007:25).

Other weak points that affect cultural tourism in Hatay are lack of infrastructure and superstructure for the development of tourism, environmental problems, not to be aware of available cultural treasure, lack of tourism facilities, having no master plan for tourism, destruction of historical houses by unconscious dwellers, undeveloped tourism awareness of the people of Hatay. As a security issue, instability in the Middle East, with which Hatay closely tied links, has negative impact on the economy, trade and social condition of Hatay. Finally, not to apply sustainable tourism policies, and not to develop tourism policies by giving shares to local people are some of the factors that threatens cultural tourism in Hatay.

1.3. Conclusions

No radical development has been made yet in Turkey to improve cultural tourism. The cities which are rich in terms of cultural tourism potential are not benefited from it satisfactorily. Although Hatay, which shelters multicultural and different religions together, has an important position in respect to cultural tourism and religious tourism, it cannot profit from them satisfactorily and effectively. If the infra and superstructure problems in the province are solved and the local people are made conscious about tourism, the use of available potentials in Hatay will show increase, which will thus contribute to the development of cultural tourism in Turkey.

CHAPTER II

LITERATURE REVIEW

2.1. Introduction

The aim of this chapter is to draw a general framework on tourism and cultural tourism through scanning relevant literature. In this regard, tourism types and tourism geography are defined in details, later on cultural tourism and other tourism types such as; heritage, belief tourism are defined in details. By means of these definitions, a better understanding of the issue of cultural tourism will be provided. Especially, since heritage and belief tourism types, which are closely related to cultural tourism, concern the area of study one to one, with detailed descriptions, potentials in the area will be more understandable.

2.2. What is Tourism?

Tourism concept is a term of French origin, the original format is tourism (Doğanay, 2001:11). The word "tourism," for the first time, entered into the English Vocabulary in 1800s; but the history of its Latin origin was mainly traced in the ancient times (Özgüç; 2007:13). In Latin it is derived from the root of "tornus" concept, and it means to turn, to walk around, to return. In English and French in the 18th centuries, tourist-trouste, which means someone taking a tour and circulating, later on, led to the emergence of the word tourism.

Due to various and different aspects of tourism, different definitions were made by the authors. Tourism event was defined in different ways by geographers, sociologists, economists, lawyers and politicians. The first

definition of tourism was made by Guyer-Feuler in 1905. According to this; "tourism is defined as an event special to 'modern' age based on the change of weather and recreational needs; the desire to know eye-catching beauty nourished by nature and art; the belief that nature gives human beings happiness and especially as a result of the development in trade and industry and means of transportation to become perfect and allow nations and communities get closer" (Kozak, et al., 2010:1). Tourism, according to W.Hunziker and K.Krapf, is defined as "all of the event relationships resulting from foreigners' temporary stay on the condition that this does not turn into a permanent stay and not getting involved in an income-generating endeavor" (Kozak, et al., 2010:1). In International Scientific Association of Tourism Professionals (AIEST, Association Internationale d'Experts Scientifiques du Tourisme) congress, which met in Italy's Palermo city in 1954, adopted Prof.Walter Hunziker and Kurt Kraft's definition of tourism (Holloway, 1998:2) and it is, "all of the event relationships resulting from foreigners' temporary stay on the condition that this does not turn into a permanent stay and not getting involved in an income-generating endeavor".

For example, tourism, according to Doğanay, "means a trip (take a trip) undertaken for the purposes of recreation, entertainment, sight-seeing, get to know, organizing sporting competitions, representation or giving concert, increasing knowledge and experience; or only for pleasure (emotional purposes)" (Doğanay, 2001:12). For Tümertekin, it is defined as making a journey for entertainment and taking vacation purposes (Tümertekin, 1982:466). Hans Poser analyzed tourism from a geographical aspect and made an interesting definition; Tourism consists of foreigners gathering locally and regionally for a temporary accommodation. This so-called accommodation covers the entire mutual influences between local people, accommodated locality and land (Toskay, 1989:28). Tourism, according to Toskay; "is all of the events and relationships resulting from

human beings' travel outside of their permanent residents, work and usual places, where they satisfy their daily needs, and generally demand goods and services there produced by tourism enterprises" (Toskay, 1987:3). WTO's definition in 1991, which gives a general nature to tourism, it is defined as "an activity of a person, who went to a place outside of his own natural environment to stay there for less than a specified period of time and his main purpose is to travel rather than trying an income-providing activity in the place he visited.

As a result of tourism definitions, it is essential that the unique features of tourism are well-presented and well-known by the researchers. In order to understand tourism well, its features can be expressed in a different way (Usta, 2002:8; Kozak et al., 2001:7; Kousis, 2000; Olali, 1990:228; Doğanay, 2001:1).

- Tourism is not a business for the purpose of obtaining a profit on the contrary it is an event of consumption.
- Tourism covers human beings' travels and accommodations for different purposes in a short period of time and its being an act special to human beings constitutes the subjective to it.
- Tourism is a leisure-time activity.
- In order any travel and accommodation to be regarded as tourism, it needs to be done outside of permanent residence and the usual places, where daily needs are provided.
- Tourism is a product-service industry. The creation of sub-structure, upper-structure and complementary tourist equipment that tourists will use, reveal the "heavy industry" characteristic of tourism activities. On the other hand, within the tourism activities; it is a matter of creating a touristic product by bringing production factors together such as nature, entrepreneur, capital and labor. Because of these reasons, tourism is an "industrial" activity.

- Although tourism is seen a subject of research by economics and administrative sciences, it is, at the same time, a subject of geography, with its aspects of being a multidisciplinary science, in relation to these, the usage of land, distribution of tourist resources, investment distributions, and being one of the influential environmental modifier (Doğanay, 2001:1).
- Tourism has a feature of becoming temporary migration phenomenon. It is a circular movement made with the aim of returning back to the exit point.
- Tourism is a cultural industry and a social event, because tourism occurs within a community, has a permanent structure like other institutions (law, language, religion and economy) as long as human beings exist. In addition, tourism is a phenomenon which can be measurable and be expressed in numbers and bring about the interaction between the communities.
- Tourism has the freedom to choose the destination; means of transportation and accommodation facility, this feature also made it a volunteer activity.
- Among the various reasons leading human beings to tourism are found; recreation, curiosity, exploration, religion, health, sports, culture, business, snobizm etc. These reasons can show change in due course and can become a variety. Therefore, "fashion" has an important determinant position.

With all these listed features, today, tourism is regarded as one of the most significant phenomenon of globalization. This is because tourism is an activity providing maximum convenience in social and economic aspects of globalization. In recent years, the importance of tourism sector in the national economy is increasing rapidly. Giving vitality to other sectors, increasing of its share in export and GDP with foreign exchange

earnings, and creating employment opportunities; increase the importance given to tourism and cause the flow of resources to this sector.

2.3. Types of Tourism

Classifying tourism into sub-groups will make a clear and accurate handling of tourism concept easier. On the types of tourism, a variety of writers often resorted to a variety of different classifications. This is because types of tourism are often closely related to each other and they are not sharply separated from each other (Kozak et al; 2010:11).

Generally adopted as recreational travel (due to more than 80% of tourism participants travel for recreational purpose) tourism can generally be divided into two. First, "destination tourism" made as a form of sight-seeing, the other is "residential tourism" form made by going to a specific place or any touristic area, spending the vacation time there and then returning back (Özgüç, 1994:9). Wahap, in 1978, classified some of tourism types using the below ordered variables: According to,

- Gender
- Means of transportation (land, sea, railway, air)
- Geographical location (international and internal tourism)
- Price and social class (luxurious and middle-class)
- Age (youth and adult) (Wahap, 1978:18)

Turkish Ministry of Culture and Tourism classified tourism types as; health and thermal tourism, winter tourism, mountain tourism, cave tourism, hunting tourism, congress tourism, golf tourism, youth tourism, yacht tourism, botanical tourism, silk road, religious tourism, air sports, mountain climbing, river rafting tourism, underwater diving, bird watching

(www.kultur.gov.tr 28.01.2011). It is not possible to provide a classification accepted by everyone in terms of tourism types and variety since tourism types are associated with a variety of factors. The biggest reason for this is that people travel for different reasons. For a better understanding of tourism, a variety of groupings and classifications were made. Doğanay classified tourism types and determinant criteria of these at Table 2.1. Another classification of Doğanay is, seen at Table 2.2, important for understanding tourism.

While tourism is classified, where tourists come from, number of tourists, time of selection, social characteristics, age of tourist, place of accommodation, duration of accommodation, season, means of transportation purpose and type of activity etc., such criterias are used. According to all these classification, if we can make a general classification considering the similar features;

- Types of tourism according to the number of participants,
- Types of tourism according to the places visited,
- Types of tourism according to the ages of participants,
- Types of tourism according to the socio-economic conditions of the participants,
- Types of tourism according to the purposes of participants,

2.3.1. Types of Tourism According to the Number of Participants

In this classification, the number of persons participating in tourism activities is taken into consideration. If individuals participate in tourism one by one, it is called "personal," tourism in which people with some common features participated, is called "group," if it is performed by large groups, which are not related to each other is called "mass tourism."

Table 2.1. Major tourism types and determinant criteria of these (touristic activity types)

Determining Criteria	Touristic Activity Type
1.Recreation-Entertainment-Treatment	Climatism Thermalism Uvalism Alpinism (Highland Tourism) Coastal Tourism (Beach Tourism)
2.Cultural tourism	Prehistoric Settlement Places Visit Historical Settlement Places Visit Historical Artifacts Visit War Zones Visit Museum Visit
3.Sports Tourism	Water Sports Tourism (Surfing, Rafting and Canoeing) Mountain Tourism (Winter Sports Tourism) Mountaineering Kay-Kay Tourism Ice Skating Tourism Cave Tourism (Speleology)
4. Belief Tourism	Religious Places Visit Holy Cities Visit Participation in Religious Meetings Participation in Religious Ceremonies Religious Monuments Visit
5. Economic Tourism	Participation in Mixed Fairs Participation in Industrial Fairs Participation in Exhibitions Conducting Business and Trade Negotiations
6. Political Tourism	Visiting Cities and Places of Historical Treaties Making Agreements for Political Purposes Attending in Political Meetings
7.Congress Tourism	Congress, Conference, Seminar Meetings
8. Family Tourism	Acquaintances Visit

Source: Doğanay, 2001:11

Table 2.2. Major tourism types and determinant criteria of these

Determining Criteria	Tourism Type (Touristic Activity Type)
1. National Borders (According to Tourist's Place of Arrival)	Domestic Tourism, Foreign Tourism Active Foreign Tourism, Passive Foreign Tourism
2. Tourism According to Number of Tourist	Individual Tourism, Collective Tourism Family Tourism, Package Tourism
3. Tourism According to Travel Season	Winter Tourism, Summer Tourism
4. Tourism According to Accommodation Facilities	Hotel, Motel, Camping, Pension, Obernai, Bungalow Tourism Tent Tourism
5. Tourism According to Duration	Short-term Tourism Long-term Tourism
6. Tourism According to Social Characteristics	According to Age Segments: Youth Tourism- Elderly Tourism According to Income: Luxurious Tourism, Traditional Tourism Social Tourism
7. Tourism According to Means of Transportation	Caravan Tourism Marine Tourism, Yacht Tourism Road Tourism, Railway Tourism Charter Flights Tourism
8. Tourism According to Organization Type	Through Tour Operators Through Travel Agencies Individual Decisions

Source: Doğanay, 2001:12

Personal (Individual) Tourism:

In tourism, to be based on individual participation constitutes the starting point for individual tourism. People individually participate in tourism due to reason such as the sense of curiosity in humans, the need to see new places and search for adventure. The participants of individual tourism are young people, mostly, students or fresh graduates. Majority of participants in individual tourism are, in addition to the citizens of West European countries,

the numbers of American, Canadian and Australians are increasing (Kozak et al., 2010:11).

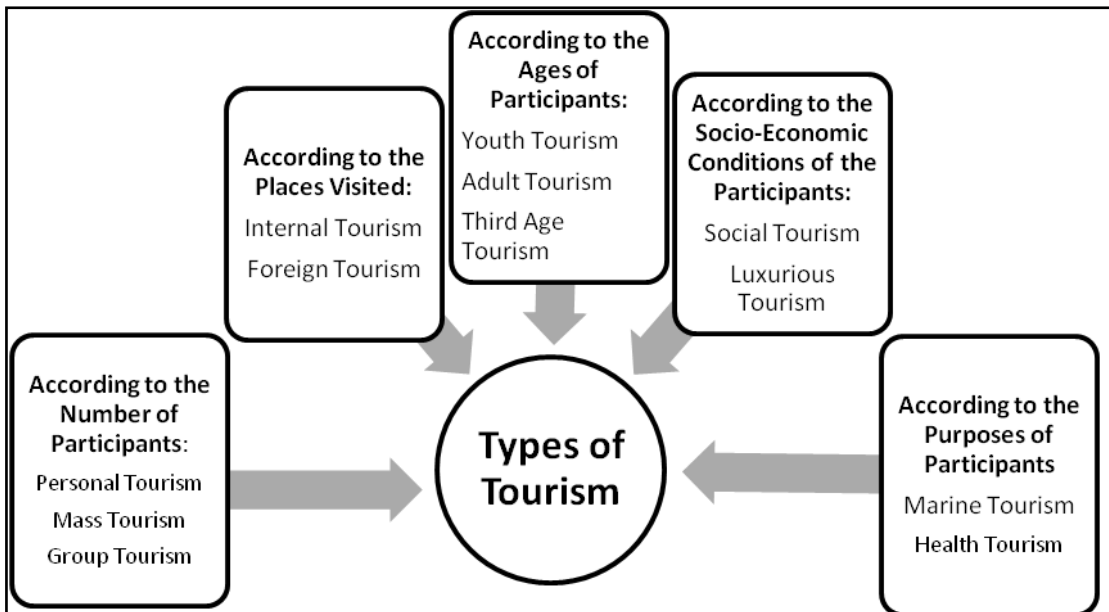


Figure 2.1. Types of tourism

Source: Kozak et al., 2010:13

Mass Tourism:

Humans' participation in tourism in largely great masses constitutes this type of tourism. This tourism type, starting to be observed after 1950s, has been the determinant of tourism movements today (Kozak et al., 2010:12). Mass tourism, starting in Germany and Scandinavian countries, developed and later on, began to become widespread rapidly in United States of America and Canada, the direction of its development was from developed countries towards developing countries, from America to Europe, from Northern and Western Europe to the Mediterranean region, from new urban areas to rural areas or sea shores (Dinç, 1995:66).

Today, mass tourism activities are in majority. The most typical feature of mass tourism is that humans are among the choices of package tours.

Group Tourism:

Here, it includes the shared participation of various social groups in tourism. In this tourism type, happening with the participation of association members, student groups and professional bodies, the number of person is between 11 and 16 (Kozak, et al., 2010:12). The number of participants was not limited with certain numbers and with its feature of non-continuity; it differs from mass tourism and may vary.

2.3.2. Types of Tourism According to the Places Visited

Tourism activities are divided into two different groups as "domestic tourism" and "foreign tourism" according to the place tourist come or the place visited. These types of tourism, which are based on the direction of tourist movement into national boundaries or out, are called "national tourism" and "international tourism" (Kozak et al., 2010:12).

Internal Tourism:

Citizens of a country participating in tourism activities within the boundaries of their own countries are called "domestic" (Kozak, et al., 2010:12). Domestic tourism, which does not require, passport, visa, foreign language skills and foreign exchange transactions, does not have any currency-generating effect. However, domestic tourism has an important contribution in a balanced distribution of national income between regions. In addition to these contributions in economic sense, it is a socially beneficial type of tourism, which helps the individuals participating in tourism to learn the natural and cultural values of their own country and love their country owing to learning about cultural values. However, the negative results of

undeveloped domestic tourism on tourism continues to affect the country negatively (Gökdeniz, Dinç, Aşık, Münger, Taşkı, 2009:217)

Foreign Tourism:

Foreigners' travel to a country or country citizens' travel to a foreign country is known as foreign tourism. On the contrary to domestic tourism, it requires procedures such as passport, visa and currency. The most important distinguishing feature that separates foreign tourism from other tourism types is its foreign exchange-generating effect. Foreign tourism is divided into two sub-groups as "foreign passive tourism" and "foreign active tourism." Foreign passive tourism is citizens of a country's travel to another country. (Kozak et al., 2010:13). Foreign active tourism has a currency-earning effect on foreign tourism balance of payments and also has an export effect in the economy. Foreign active tourism is evaluated as one of the most important policies of recent years in overcoming difficult situations which Turkish economy is in (Kozak et al., 2010:13).

2.3.3 Types of Tourism According to the Ages of Participants

Individuals' age status is one of the other effective elements in the participation of tourism activities. In this tourism type, three different tourism varieties appear before us. These are: "youth tourism," "middle-age (adult) tourism," and "third age tourism."

Youth Tourism:

Individuals', between 15-24 years of age, participation in tourism without parents or other family relatives is called "youth tourism." The participation level of young people in tourism activities was found to be higher than other age groups (Kozak et al., 2010:14). Young people's having less family ties and responsibilities and their imprecise behavior in selecting

the places of accommodation increase the travel inclinations of people in this age group (Kozak, et al., 2010:13). In addition to these, young people possess features like easy satisfaction and not seeking too much comfort.

Adult (Middle-Age) Tourism:

Tourism activities, which individuals between 25-60 years of age participate, are called "adult tourism." In this tourism type, individuals, who participate, can have intense work periods. Usually, they are either married or within a family order (Kozak et al., 2010:15). For these reasons, travel timings and travel styles are influenced by working conditions and participation periods in tourism is generally concentrated in summer months.

Third Age Tourism:

Tourism activities, which individuals, 60 years of age and over, participate, are called "third age tourism." Especially in developed countries, with the increase in the improvement of health conditions and development of technology, human life prolonged and as a result of this, the rates of individuals, within 60 years and above age group, has increased in total population (Kozak et al., 2010:15). Third age tourism is mostly done with the support of health and cultural tourism. The reasons for this are that when human beings' age progress, they turn to travels with cultural and religious purposes and they prefer thermal sources due to health problems.

2.3.4. Types of Tourism According to the Socio-Economic Conditions of the Participants

One of the effective elements in participating tourism is the socio-economic situations of the participants. This tourism type can be divided into two as "social" and "luxurious (selective)."

Social Tourism:

"Social tourism is defined as tourism of those, whose participation to tourism in any way is prevented" (Toskay, 1983:165). As can be seen from the definition, the economic strength of individuals participating in social tourism activity is inadequate. Apart from these, bodily handicapped people like persons, workers, civil servants, pensioners, youth, farmer, and businessmen and tradesman enter into the coverage of social tourism. Tourism types, which are considered within the scope of social tourism, are, "youth tourism," "middle-age tourism," and "student tourism" (Kozak et al., 2010:17). The social tourism phenomenon in Turkey did not show enough progress, but, since 1992, the Ministry of Culture and Tourism's social tourism activities for young people are available.

Luxurious (Selective) Tourism:

It is one of the specific types of tourism for people in high-income group. With this feature it constitutes a contrasting feature to the participants of social tourism. This tourism type is composed of the tourism activities of individuals, who have economical power and high-income and a respectable place in society. The leading costumers of big and luxurious casinos are to be found within this group. Tourism types, which these types of groups consider, include "hunting tourism," "golf tourism," "cruise tourism," and "casino tourism."

2.3.5. Types of Tourism According to the Purposes of Participants

Human beings participate in tourism activities due to various reasons. Especially in recent years, with "the diversification of tourism," which is frequently focused on in Turkey, the participation of individuals in the target mass for different purposes is planned (Kozak et al., 2010:18).

Tourism types according to the purposes of participants include: marine tourism, conference tourism, health tourism, mountain and highlands tourism, cave tourism, hunting tourism, Silk Road tourism etc.

Marine Tourism:

Marine tourism is one of the leading attractive natural resources. There are several reasons for this; the most important one is the natural beauty of the sea. The increasing interest in the sea necessitated the construction of transportation, accommodation and entertainment facilities, thus the settlement units in the coast were developed as tourism centers, while the facilities moved towards the shores, where there was no construction, and they opened these empty shores for construction (Dođaner, 2001:1). As in many countries, a majority of tourists visiting Turkey (about 90%) travels for the purposes of marine tourism (Kozak, et al., 2010:18). But the biggest problem in marine tourism in Turkey, it is carried out only to benefit from coast and beaches, "sea cure" applications were not given a place (Kozak et al., 2010:18). As a result of this, the duration of benefiting from sea is shortened and due to excessive condensation on the coasts in summer, serious problems arise.

Congress Tourism:

Congress tourism is called the events of gathering at a certain place and satisfying tendencies such as human beings' travel, in an organized way, for the purpose of conducting collective meetings on common topics by getting out of their places of residence, gathering in a place for making a temporary stay whenever necessary, and in the meantime, going for sight-seeing, relaxing and having fun.

Today, as a result of rapid progression of technological and scientific developments, and their announcement to the public and discussion of

information through transfer, the number of congresses rapidly increased. Because of these, congresses and congress tourism are constantly on increase. Showing the continuous development in the tourism economy, congress tourism makes, beside its feature of extending seasons, an important contribution to national tourism income and provides structural changes (Gökdeniz, 1996:7). Having these qualities, congress tourism has an important place among other tourism types. Because of this, organization and organizations, which shape the growing dimension of congress tourism activities, are provided to be done (TÜRSAB, 1991:42).

Health Tourism (Thermal and SPA):

Health tourism is "activities resulted from health protection, changing place for the purpose of getting cured for certain duration (generally 21 days) going to a touristic facility based on natural resources, in order to meet the needs such as cure application, accommodation, food and entertainment" (Boz, 2004.16). Today health tourism is known a tourism type, which is performed by human beings' going to places for recovering their health and protection (Kozak and Bahçe,2009:189). In fact, when the field was examined in the summer, today very different tourism like thermal tourism, health tourism, SPA and medical tourism service the same purpose.

Currently, health tourism, in Turkey, is limited with thermal tourism. However, thermal tourism is considered to be a part of a larger tourism known as SPA in Turkey (Kostak, 2007:17). The market of Health tourism for treatment purpose is growing each day. In order to receive treatment and to satisfy their needs for aesthetic purpose cover their application to health care institutions such as hospital, clinic or similar.

Mountain and Highlands Tourism:

It is a type of tourism, which is performed by humans to take advantage of the clean and beautiful air of the mountains (Kozak et al., 2010:23). Mountaineering and skiing have been with the first sporting events involving mountains in sporting purposes. Healthy climate, in addition to the protection of human health, is important in terms of the attractiveness of the region. The environmental problems emerging from the developing and the developed countries also reveal the need to be in a healthy climate and natural environment. Mountain tourism, in this regard, appears before us as a tourism type to meet with the needs (Tunç and Saç, 1998: 29). For human beings, who want to get away from tiring and unhealthy living areas of the cities, the concretion of the sea shores with accommodation facilities and summer houses, pollution in seas, conscious people escaping from sunbathing in order to lead a healthy life due to the harmful effects of the sun and mountains providing a natural and healthy environment for this purpose increased the interest on the mountains in tourism (Doğaner, 2001:177).

Plateaus are places for grazing animals, collecting grass in order animals to provide food for animals in winter, and living in cool conditions at certain periods of the year. In addition to this, these places are where village/villages annually organize traditional festivities, and which the neighboring cities show great interest (Yücel, 2004:13). Highland tourism, in recent years, emerged as the most mentioned type tourism. Nowadays, as a natural result of human beings' preference of peaceful places with natural beauty in order to escape from city's noise and pollution, especially, on the contrary to the hot and humid weather in the coastal holiday regions, possessing a wide variety of vegetation, forests, crater lakes, rivers, creeks, historical, cultural and archeological values, mountain hiking, rafting, winter sports, hunting and sports fishing, grass skiing, healing water, plateau

festivities and handcrafts etc., values, highlands allow these places to become tourism attraction centers (Kozak et al., 2010:26).

Cave Tourism:

Cave is defined as an underground cavity with connection to the earth and possessing a depth until which sunlight cannot reach and at least one person can fit (Northup, Lavoie 2001:200). Caves' possession of visual, sportive, health and cultural features revealed them as resources to mountain tourism (Dođaner, 2001:163).

The natural, historical and cultural values of the caves in Turkey are a bit more than their competitors in other countries (Kozak and Bahçe, 2009:252). Cave tourism is of great importance for diversification of tourism in the regions. Turkish caves do not only have great potentials in terms of nature tourism, but also health tourism and cultural tourism (Dođaner, 2001:176).

Hunting Tourism:

Hunting tourism is a tourism type consisting of temporary travel and accommodations of hunters going to a region or a country in order to hunt, to relax and to practice sports outside of their habitual residence and providing important contributions to the economy of the country and the region (Ege, 1998:54). Hunt and hunting emerged as a hobby and later on became a necessity. In fact, nowadays hunting is discussed out of tourism. Human beings, until at least they learnt agriculture and animal husbandry, hunted especially for the protection of their crops and animals after their basic need of nourishment and settled life (Kozak and Bahçe,2009:240) and hunting gradually was transformed into a hobby.

Hunting tourism, when made consciously and in accordance with the rules, is a type of tourism with positive effects in every way (Kozak et al., 2010:24). Today, hunting leads people to touristic trips. Travel agencies in Europe and United States organize private hunting parties in the well-known regions of Africa (Sezgin, 2001:131).

Silk Road Tourism:

Silk Road is a road, in history, stretching from China over Central Asia, South Asia, West Asia, Europe and till North Africa, in other words, it is a road providing land trade between the old continents of the world (Kozak and Bahçe,2009:160). Due to its geographical status, Anatolia, serving as a bridge between the East and the West since ancient times, became one of the most important crossroads of the Silk Road (www.kultur.gov.tr 03.02.2010). This road bears importance in terms of providing the contact of civilizations and allowing cultural exchange. Silk Road lost its significance after the geographical discoveries. But, due to Silk Road's importance for the world civilizations, UNESCO has made a new research project of this road and designated it as a "Dialogue Road" due to its role in the increase of dialogue between the East and the West (Kozak and Bahçe,2009:160). In addition, Ministry in Turkey carried out projects within the framework of spreading tourism throughout the country and the entire year. The "Silk Road Project" is one of the works in this regard, through which it is aimed at protecting the caravanseraies, which are the most important elements of cultural heritage, and planning to revive the historical Silk Road in a balance of protection-usage (www.kultur.gov.tr 03.02.2010).

White Water Tourism:

White Water Tourism can be defined as containing all of the activities of the water streams for tourism purpose; in addition, streams constitute the source of aesthetic attraction, which water created in tourism like seas and

lakes. This attraction, increasing with landforms (canyon, etc.), vegetation and waterfalls, becomes a subject of nature tourism, and the remains of cultures, which humans had built on the shores of streams, fall into the interest of cultural tourism (Dođaner, 2001:94). While streams flowing through deep canyons (such as Grand Canyon), dense vegetation (Amazon forests) and waterfalls (such as Niagara Falls) attract interest in nature tourism, the cultural remains of ancient cultures built along the streams (the Nile River coast) and historical structures of the cities (Budapest, Paris, St. Petersburg) become subject to cultural tourism along the streams (Dođaner, 2001:94).

In contemporary people's desire to move away from the tensions that modern life brings for a certain period and their quest to return to nature, tourism types such as white water tourism, trekking, mountain and winter sports become an important means in achieving this purpose (Kozak et al., 2010:26).

2.4. Geography of Tourism

Due to tourism's versatility, the science of tourism has close relationships with a variety of sciences (Kozak et al., 2010:7). Especially, geography is a science, which takes the tourism activities into account that happens within a region and has very close relationships with that region and does not deal with tourism event in a constant way. In geographical terms, the increasing amount of the intense works, which also take the demand for space and land into account according to the possible developments in future and interest for such works are increasing. However, before explaining these relationships of geography with tourism, geography should be perceived correctly. In addition, geographers' interest on tourism, in our country, is

fairly new. Publications, works, researches and theses related to tourism geography have shown increase in twenty-five years (Emekli, 2007:52).

Human being is within the field of research of geography and physical and individual environments are located within its interaction and "location and "spatial distribution" expressions are present in all the works related to its definition. According to these expressions, geography, for Elibüyük, is a collection of sciences "researching the complex problems arising from different natural individual, economic, historical and social environment and events in accordance with their own principles and methods, especially offering solutions based on natural environment, which is human being's and his own living space" (Elibüyük, 2000:33). According to Özçağlar, geography is a collection of sciences consisting of numerous branches of science within, which researches and analyzes the mutual interactions between human being and his natural environment, adheres to the principles of distribution, contraction, comparison, causality, with developed activities and situations as a result of these interactions and applies a variety of research methods and presents the obtained results in a synthesis (Özçağlar, 2001:5). Tourism is one of the subjects of interest of geography which is in relationship with many different disciplines. Due to these differences resulting from the combinations of various physical and human factors affect human being's sense of wonder and make human beings move towards this direction. As a result of these, it causes the appearance and development of tourism. Geography is a science, which takes tourism activities taking place with in a region and having close relationships with that region into account. Geography does not deal with tourism event in a constant way. In terms of geography, the intense works, which take the demand into account, directed at space and land according to possible developments in future, increase and interest for these works are increasing. It is known that demand for land will increase due to vacationing, the major factors that accelerate this

development can include population growth, travel density, increase in short-distance trips, increasing demand of second home in the holiday regions (Toskay, 1989:59). Science of geography, while, on the one hand, determined tourism and its effect and provided channeling, on the other, caused condensation in some regions due to the differences in geographical features of the earth. As a result, a mutual relationship and interaction between tourism and geography emerge. Science of tourism, being an interdisciplinary science, in this context, for example, is, at the same time, a subject of science of geography with its aspect such as usage of land, distribution of potential touristic resources, distribution of investments and being one of the effective environment modifying processes.

While evaluating geography in the scope of tourism, it is beneficial to recognize its features aimed at tourism (Soykan, 2000:42). These are;

- Geography is a science of space and relationships. Geography's space is the earth and researches then changes in the framework of cause-effect relationship. In geographic location; the relationships between physical geographical elements and events with each other, physical space-human being relationship and all of relationships with human beings enter into geography's area of interest.
- Geography examines current issues and problems by emphasizing the dimensions related to space. From the aspects of the current applicability of geographical researches, its inclusion of perspective, ability to provide forecast and suggestions of solutions, they became beneficial to the society.

2.5. Cultural Tourism

When we look at the etymological origin of the word Culture, we come across to the word "Cultura" meaning 'agriculture' (Çeçen: 1984:9). According to 19th century British anthropologist, E.B. Taylor, culture is defined as "a whole consisting of individual's all intelligence and habits such as knowledge, beliefs, art, law, morale, traditions, which he acquired from the society" (Soysal, 1985:236). The differences of living spaces, which human being choose as places to live directly reflect to his life style and culture. Culture is everything that human being produced in order to continue living together with nature (Güvenç, 1994, 48). Culture, being a cumulative civilization of a society or societies, is affected from geography and also affects it. For example, so many factors from the construction materials, which human being built at any natural environment he continues to live, his way of earning his living and till his clothing style are affected from geography. Difference of natural environment reflects on culture, and culture affects both natural environment and society. Culture, in short, is adaptation to the environment. Culture is a concept covering not only people's life styles, at the same time, but also dominant value and beliefs. Scientists, who consider culture to be a whole consisting of materialistic and spiritual values that a society possesses, at the same time, advocate that it is a whole with all knowledge, interests, habits, value judgments, general attitudes, opinions and ideas and behavior forms, which are available in a society (Turhan, 1994:45). Human beings, starting with first ages, traveled depending on various factors such as religion, war, trade, migration and curiosity and depending on these factors, culture took first place among the first reason for their travels (Dinçer and Ertuğral, 2000: 69). Beside the desire to see the traces of old civilization or cultures, human beings show interest in other cultures out of their own cultures (Arıncı, 2002:101). For this reason, tourists visit the sites more with the purpose of seeing multi-

cultural attractions. When tourism and other tourism resources come together, they can supply income from many aspects (MacDonald and Jolliffe, 2003:308). These travels and accommodations that tourists undertake in order to see and know about different cultures are defined as "cultural tourism" (Uygur and Baykan; 2007:33).

Today, developments in communication and transportation equipments and globalization instigated the curiosity of human beings to see, learn and know about various cultures, and this had led to cultural tourism (Nuryanti, 1996, 255). Cultural tourism is defined by many writers in various formats (Silberberg 1995:361; Walle, 1998:6; Hughes, 2002:165; Xavier 2004:306; Emekli 2005: 102;), however there is not an acceptable definition. According to Hughes and Allen (2005:176), cultural tourism "consists of a wide range of activities including past heritage and music, dance and theater." Mehrhoff defines cultural tourism in general sense as visitors' seeing and tasting historical values belonging a nation in the places they went (Öztürk and Yazıcıoğlu, 2002: 188). According to this definition, there is a variety of reasons on the basis of cultural tourism. The purpose of seeing ancient works of art, historical buildings, museums, ancient civilization and remains belonging to them, travels with a purpose of research, discovery and religion (Toskay, 1993:156), travels with the aim of seeing local architecture, and original features, libraries, local cuisine, festivals and fairs, music and dance, language and literary studies, and recognition of sub-culture increase individuals' knowledge and experience and became within the cultural tourism (Kızılırmak and Kurtuldu, 2005:102). According to Özgüç, cultural tourism is defined as "covering all of the tourism activities which include human beings' learning their own cultures with their own pleasant sides and along with the side open to cultures of other groups (Özgüç, 2007:76). Cultural resources do not only depend on artistic activities (from such cultural features like opera, ballet, theater, shows, untill popular culture activity

format such as show, cabaret and pop concerts), at the same time, depend on the all living expressions of existing cultures, in addition, among these live expressions, there are also clothing, cuisine, religious features, custom and traditions of different people of the world (Özgüç, 2007:77). Cultural tourism, being an important alternative tourism for countries, "is a tourism style, which is emphasized, beside from the aspect of its income-providing effect, from the aspect of the protection of cultural values" (Öztürk and Yazıcıoğlu, 2002:189). Cultural tourism began to show itself as a new touristic product in the market of international tourism (Kızılırmak and Kurtuldu 2005:101). Because the holiday tourism's reaching saturation, which is aimed at sun-sea-sand market, discussions on environmental and ecological balance, deprivation from natural beauties and resources and as a result of individual's beginning to be informed about historical values, it went towards cultural motifs (Öztürk and Yazıcıoğlu, 2002: 188). According to content and realizable style of cultural tourism, a number of classifications were made. At Table 2.3 below, the classification of cultural tourism can be seen. As can be seen in Table 2.3, visits with purposes to museums, exhibitions, historical sites, theater and visual arts to literature, science and technology centers, being element of high culture; beside this, movies, activities, customs and traditions as public culture and finally language, religion, education, clothing, decoration and dialect are regarded as clear cultural elements (Fagence, 2003:57).

Table 2.3. Classification of cultural tourism

Category	Example
High, Institutionalized Culture	Museums, exhibitions, visual arts, historical places, theater, literature, science and technology centers
Public, Popular Culture	Movie, entertainment, sports, mass communication equipments, shopping, activities, food, product, handcrafts, customs, traditions
Ethnic Symbols	Language, education, transportation, religion, clothing, decoration, dialect

Source: Fagence, 2003:57; Uygur and Baykan, 2007:34

Cultural tourism:

- By adding value to tourist experiences, communication with a quality tourist can easily be established,
- Modern tourism fits consumption patterns and researches for new products, which results continuous satisfaction and new experiences.
- Meeting the divided demands of developing tourism market contributes to the development of a different tourism product.
- Except sun-sea and sand resources, for the remaining new destinations create a different perspective.
- In order to solve tourism's seasonal problems, more active holidays, more environment-friendly activities, short-term trips, business trips, which create additional value to those doing them, are suggested (Dinçer and Ertuğral, 2000: 70)

It makes local people more conscious about cultural identities, and revives the cultural values, which are bound to be lost. In addition, it provides a

balanced distribution of tourism income (Kozak and Bahçe, 2009:148) and refuses the politics and application which require the excessive use of cultural resources, appropriate to general sustainability principles, makes the proper use of unrecycleable resources in an efficient way. Especially in recent years, instead of trips with no purpose, a conscious cultural tourism is known to replace it. In this context, European Union considers culture to be the most effect means on the thought of unity, even though there are different languages and culture in Europe, cultural tourism, which is arising from cultural differences, is thought to be effective in the increase of its shrinking share in the tourism market om Europe (Emekli, 2005:102). The reason for this is that culturel tourism is being the fastest growing sector of travel industry. Cultural tourism, with smaller-scale activities, aims to prevent conflict and to give little possible damage to cultural heritage. Even thought the basic reason in developing cultural tourism is to contribute to the economies of less developed regions, in recent years, without losing it industrial feature so many European and Nort American cities research for strategies related to tourism in order to reverse their decline (Caffayn and Lutz, 1999:213). The development of cultural tourism, even though classical images of cultural tourism still continues to be strong in historical areas and seems to be closely connected with European model, which contains the passive consumption of the museums, in different regions of the world, especially in regions constructing its own culture, even though it is seldom, but the evidences of the emergence of different types are available (Richards, 2007:9).

Increasing important of individual tourism and increase in demand for authentic experiences based on local cultural features, increase of third age generation, especially the Europe's aging population, which is an important market of Turkey, increased the importance given on cultural tourism in world tourism.

2.6. Heritage Tourism

"Heritage is the source of tourism, which is defined as the biggest show on Earth "(Boniface and Fowler, 1993: XI, Aliağaoğlu,2004:51). The dictionary meaning of the word heritage is defined as leaving things to the next generation (Turkish Language Institution, 1988: 1029). Many definitions of heritage tourism were made. Heritage tourism is the usage of all kinds of resources passing from one generation to another (Aliağaoğlu, 2004:51). "Things, which are inherited, can include meanings rangrom historical buildings, works of art to beautiful scenery" (Yale, 1991: 21). Özgüç defined heritage tourism "comes to mean as the use of not only buildings and historical works, at the same time, a country's landscape, natural history, art and culture by the tourists – in fact, expresses the use of all types of resources passing from one generation to another" (Özgüç, 2007:140). "If heritage is dealt with its today's usage, heritage tourism means the use of past for tourism" (Light, 2000b: 160 refer, Aliağaoğlu, 2004:52). According to Naula, heritage tourism "is a place where history and geography are united". (Naula, 1996: 551). Doğaner divides the "world heritage" concept into two as natural heritage and cultural heritage. Natural heritage is divided as; geomorphological heritage, volcanic heritage, karst heritage, coastal heritage, he provides examples for cultural heritage such as areas, where natural and cultural heritage closely intertwined like remains of ancient city in delta and travertine areas (Doğaner, 2001:XI). The element of "cultural heritage,"becoming a subject to cultural tourism, is classified in "World Cultural and Natural Heritage" Convention concerning the protection of cultural heritage, which entered into force in 1975, as such (Dinçer and Ertuğral, 2000:70):

- Monuments: Archictectural works, monumental statute and painting, building with archeological features, inscriptions, cave paintings.

- Building Groups: Separate or combined buildings having universal value from the aspects of architectural features and historical, artistic, scientific.
- Sites: Works and archaeological areas created by human being or human being and nature created together

According to some, "heritage tourism" concept's longing for the past, accepted cultural values, hiding country and home emotions inside, being replaced by boring, constant, death image of "historical source" and was presented as an introduction of a fashionable marketing concept (Özgüç, 2007:140). For researchers, heritage tourism was attributed to tourists' perception and motivations except from heritage values of a specific area. Therefore, what important in heritage tourism is tourists' perception of heritage values as a part of their own heritage. When only the characteristics of inherited values are considered, performed tourism activities is not different than tourism's sub-branch historical tourism (Paria et al., 2001:1047-1049 ref, Aliağaoğlu, 2004:52). Heritage type of activity is offered with an interpretation and package, which is desired by history mass tourist; in other words, buildings to be restored, renewing the damaged with a new one, missing part to be completed or live museum to be created or public to wear clothes representing the past, historical parks reviving the past to be created etc. Today, the values of the past attracting so much attention is an indication that it is under the influence of more than one factors. The first of these, "The motive to protect the past is a part of a motive related to human being's protecting himself. Another factor increasing the interest to the past is globalization, which shows itself more clearly in tourism phenomenon. As long as human being's life is affected by globalization, the importance of culture and history of local places increased more. This importance revealed the idea of protecting local values, at the same time, contributed to the development of heritage tourism phenomenon. As a result, structures and

remains belonging to industrialization, industrial areas, and buildings from the perspective of heritage tourism have become areas worth seeing. One of the reasons of the emergence of heritage tourism is the social change taking place in the society (Williams, 1998:185). Depending on this change, a concept, called modern tourist type (post-mass) or "new middle class," emerged in Western countries. The emergence of this class is result of the desire to see themselves from other social classes in terms of education, occupation and consumption. In other words, heritage tourism makes this newly emerged class different from other social classes.

In this tourism type, the feelings of learning and discovery are the main motivation sources (Light, 2000b: 160 ref., Aliağaoğlu, 2004:53). For these reasons, the tendency of moving away from ordinary and to enriching themselves culturally emerged in tourism (McCain and Ray, 2003:714).

Attractiveness constitutes the basis of tourism. It is difficult to motivate a tourist to visit certain places unless they are not available (Rabinson, 1976:40). The attractiveness, known as the supply resources of tourism or basic elements, (Özgüç, 1998:46) bear validity for heritage tourism. Heritage tourism has more than one attractiveness. At the same time, each type of heritage tourism carries its own attractiveness. Generally the attractiveness related to heritage tourism dealt by many researchers in different ways. One of these researchers is Printice. Printice, in heritage tourism attractiveness typology (1994), assessed the subject under nine sub-topics.

- Natural history and scientific attractiveness: Natural conservation areas and trails, zoos, aquariums, wild life and endangered species parks, technology centers, scientific museums, geomorphologically and geologically significant areas (cave, strait, stalagmites and waterfalls).

- Agricultural and industrial attractiveness: farms, agricultural museums, various mines, mineral extraction areas, factories, breweries, distilleries buildings and industrial museums.
- Transportation attractiveness: Transport Museum, the existing steam railways, canal and docks, protected ships, and air transport related exhibitions.
- Socio-cultural attractiveness: Historical places, rural and industrial life museums, clothing museums.
- Built attractiveness: Pavilion, mansions, religious buildings (cathedral, churches and temples, mosques and madrasas).
- Military attractiveness: Castles, battle fields, naval ports and military museums.
- Landscape attractiveness: Historical view of city and village, heritage coasts and marine views.
- Artistic attractiveness: gallery, theater, concert halls, concerts and festivals.
- Historical personalities attractiveness: author, artist, composer, politician, military leader and homes and work places of the leaders of popular culture (Williams, 1998: 183 ref, Aliağaoğlu, 2004:53).

Timothy deals with heritage tourism attractiveness from a different perspective. According to author, common heritage can bring world, national, local and individual tourism experiences. According to this, from world, national, local and individual attractiveness of heritage tourism can be mentioned. However, it is obvious that there is no clear border between them. Because attractiveness can be accepted as a world heritage tourism attractiveness, it can be accepted as an individual attractiveness (Timothy, 1997: 752 ref, Aliağaoğlu, 2004:53).

When we look at our country from the potential of heritage tourism; being a bridge between the continents of Asia and Europe, Turkey, beside its natural heritage, and cultural richness, which no other country on the world has. Despite having potentials from the aspect of heritage tourism, Turkey could not yet come to the place it wanted in "World Heritage List," tens of assets that it has on its body, should be protected by the international support and it should not be ignored that they need to be transferred to the future generations.

2.7. Conclusions

There have been various researches conducted on cultural tourism, a type of tourism: these researches are; (e.g; Uygur and Baykan; 2007:33; Emekli, 2005:101; Kızıllırmak and Kurtuldu 2005:101; Dincer and Ertugral, 2000: 69; Arınç, 2002:101; MacDonald and Jolliffe, 2003:308, etc). However, there are few works carried out on the assessment of cultural tourism in geographical aspects. Although, there are much potential in the research field in regard to cultural tourism, there has been no work conducted on this topic. The most significant role of this study is that this is the first study on available cultural tourism potential in the field. The study aims at filling the gaps. Moreover, this study will be a guide to government officials, municipalities, researchers, tourism agencies, and businessmen.

CHAPTER III

METHODOLOGY

3.1 Introduction

In this chapter, the specific research questions and the purpose of the study in relation with these research questions are stated. After that, the research methods and activities that will be employed to answer these research questions are explained.

3.2. Research Questions

In Hatay province, there is an urgent need to investigate the cultural tourism assests and potential, and promote them in terms of benefiting from them for tourism purposes. It is also necessary to investigate the main restraints in front of the development of cultural tourism in the research area and the main steps to be taken to promote the cultural tourism potential in Hatay. As a result, the study has been developed around following questions regarding the above mentioned issues.

1. What are the cultural tourism assests in Hatay and their spatial distribution?

This question refers to the Chapter VI Cultural Tourism Potential of Hatay Province including what are the cultural assets of the research area and their distribution. In this chapter, the cultural potential of Hatay province is discussed under a number of titles including cultural attractions, historical resources, socio-cultural resources, etc. The multi-culturalism and tourism

infrastructure are also included in terms of providing insights into understanding the cultural tourism potential in Hatay. To understand the distribution of the cultural tourism values of study area, a GIS map has been prepared by using ArcGIS 9 (Figure 6.1).

2. What are the problems regarding tourism in Hatay?

To understand why the cultural tourism has not been developed yet, first it must be referred to the general problems of tourism in the study area. These problems are evaluated and discussed in the Chapter I: Problem Statement.

3. What are the reasons that cause not being able to benefit from cultural tourism potential in Hatay province?

This question refers the Chapter I: Problem Statement. The answer of this question in these chapters discusses the main straints in front of an effective promotion and development of cultural tourism in study area. To answer this question the key-informant interviews and a public survey were also conducted.

4. What can be done to expose cultural tourism and other alternative tourism types in Hatay?

This question is about the precautions and steps to be taken to improve the benefit from cultural tourism and to promote this kind of tourism. The recommendations are stated based on different features including administrative structure, tourism planning, and local people.

3.3. Purpose and Scope

As it can be understood by looking at the research questions, we can summarize the specific and general purpose of the study as the following:

- The fundamental aim of this study is to reveal the cultural tourism assets of the research area and determine the potential of cultural tourism.
- Examining why the cultural potential of Hatay have not been sufficiently valued and benefited. Which steps and precautions can be taken to solve this problem?
- To put forward a comprehensive set of solutions to the existing problems considering cultural tourism in Hatay.

Other than these three specific purposes, the study also aimed at three general purposes including

- To fill the gaps and voids regarding the scientific research, because there is a huge gap to be filled in the lack of scientific research in cultural tourism in Hatay.
- To provide a data set of cultural monuments of research area created in GIS which are subjected to be used by the further studies.
- To contribute to the promotion and publicity of cultural tourism in Hatay by disseminating the research results through local managements including Municipality of Hatay, Governorship of Hatay, and Provincial Directorate of Tourism.

When we look at the scope of the study, it can be said that it covers the Hatay province (Figure 6.1) consisting of 12 districts. It is a cultural geography study including understanding the cultural tourism potential of the research area, determining the main problems in front of the development of cultural tourism and recommendations regarding these problems. These

research activities constitute the main scope of the study. To see the big picture about the cultural tourism in Hatay, the information about general characteristics of tourism in Turkey and Hatay are also provided throughout the study.

3.4. Research Methods

To answer the research questions which were developed based on the purpose of the study we can mention about a diverse set of research methods employed throughout the study including library research (reviewing the relevant literature), site visits, key-informant interviews, GIS analyses, and conducting a survey to understand the attitudes of local people towards cultural tourism in Hatay.

- **Library research:** This method includes a literature review in university and public libraries, and Internet research regarding the previous research in the topic. This research uncovered that there is not enough research regarding the cultural tourism in Hatay. This was the main restraint for doing such research and it was so difficult to find enough researches on this topic. We believe that this makes this study more valuable in terms of producing fresh data about the insufficient literature on the cultural tourism in Hatay.
- **Site visits:** The site visits provided an important contribution to the study by taking photographs regarding the cultural tourism resources, conducting a questionnaire with the local people, and interviewing with the key persons including the mayor, governor, and a provincial tourism director which is a provincial branch of the Ministry of Tourism and Culture of Turkey about cultural tourism in the research area.
- **Key-informant interviews:** It is an urgent need to include the experiences of local stakeholders, key-informants, experts, and NGOs especially in

social science studies. Because these shareholders experienced the problems of the cultural tourism locally, their thoughts and suggestions can provide an important contribution and insights into the study. From this perspective, some interviews have been realized with the key-informants including the mayor of Hatay Municipality, the governor of Hatay province, and the director of provincial tourism. They are asked our three research questions regarding the cultural tourism assets of Hatay, main problems in cultural tourism, the things that can be done to solve these problems, and the answers of the key-informants were recorded. The ideas and suggestions of these stakeholders are included and adapted in the different part of the research.

- Survey research: To develop and benefit from cultural tourism in a site it is an urgent necessity to understand the opinions and the attitudes of local people towards tourism, specifically cultural tourism. To determine what the local people think about tourism, tourism values, problems, and their tendencies, a questionnaire was distributed to the people in public places. The 300 participants were taken into account that voluntarily filled out the questionnaire form. For the analysis of data, the descriptive analyses were used to understand the percentage of the respondents on different questions about the cultural tourism potential of Hatay, the main problems about cultural tourism, and how to mitigate these problems.
- GIS analysis: A Geographic Information System (GIS) is a computer mapping system developed for capturing, storing, querying, analyzing, modifying and displaying spatial data about places existing in the universe. It can display all kinds of data related to places in different ways such as tables, charts and maps based on the information entered into the system. In the study, on-screen digitized method was performed to capture 1:100,000 scale tourism map obtained from Antakya Municipality using ArcGIS 9.3 software. As seen from figure 13, the GIS

map contains border of Hatay province and its districts, cultural tourism resources layers.

3.5. Conclusions

As it was demonstrated above, this chapter explains the detailed research methods and the techniques for data production and collection which are used to answer to the research questions. Thus, both quantitative and qualitative researches are employed. The four research questions were determined to answer throughout the study considering the cultural tourism resources, the main problems of tourism, the reason preventing the development of cultural tourism, and the things to be done to promote and publicise the cultural tourism in Hatay and the following research techniques are to be employed including library research, site visits, key-informant interviews, GIS analyses, and a survey research.

CHAPTER IV

TOURISM IN THE WORLD AND IN TURKEY

4.1. Introduction

The most important basic element for tourism event is the freedom of travel. "The United Nations General Assembly" adopted Universal Declaration of Human Rights," on 10 December 1948, according to Article 13. paragraph 1; it is said that "everybody, within the territory of any state, has the right to freedom of movement and residence" (Saylan, 2007:52).

As can be seen from here, citizens of every country can move freely and stay wherever they want. In short, there can't be mention of tourism movement if there is no freedom of travel in a country. Since the first ages, human beings traveled to escape from either hunger or from danger (Şahin, 1990:53).

Based on historical information, it is not difficult to claim that tourism had a great importance since ancient times (Hacıoğlu, 1984: 3-4). Egypt, Greek and Roman civilization, especially in the most brilliant periods of these civilizations, various tourism types can be found. When we examine the causes and events, in addition to obtaining new places, visiting new countries, organizing clothing with new clothes, establishing relationships with the people from different races and nations etc, such desires are satisfied and as a result of all these, resulting tourism activities and having effects on the development of tourism can easily be proposed (Göksan,

1968: 2). Therefore, examining the historical development of tourism shows a great importance from the perspective of bringing clarity to today's tourism and gives a direction to the future. In this section, the historical development of tourism in the world and in Turkey, number of tourists and tourism income will be dealt, and finally tourism subject will be examined in the World and in Turkey.

4.2. Tourism in the World

Tourism is one of the important sources of economic development in many of the developed or developing countries in the world. Because, tourism employs approximately 300 million people around the World and approximately 7% of international capital investments are in tourism field (Emekli et al., 2006:6). The most important feature in the realization of tourism is to leave the permanent place of resident for a while, to start a journey and to return to the place, which was left (Özgüç, 2007:191). Nowadays, millions of human beings travel to the other places for short period of time from the places, where they continue their daily lives. During this move, transportation facilities are used and accommodation, food and entertainment facilities in the place of arrival are used. Although this event can be seen as a modern event unique to 20th century, the displacement is a phenomenon as old as human history (Kozak et al., 2010:1). Tourism, existed since the ancient periods of history, today, has become a major economic potential. In Prehistoric period, human beings were traveling for various reasons and were feeling the need to emigrate from one place to another. (Zengin, 2006:7). The most important reason for this is to meet the food and housing needs, in addition, human being, having a different structure than other live animals; has desires to go sightseeing and learning new information. In other words, first travels were mostly done according to this purpose.

Today, rapid development and change in especially transportation and information technologies caused borders to be removed and thus caused the world (as relative) to be reduced (globalization). With this reduction, human beings, depending on increasing free-time and economic income, entered into the tendency to travel to long distances. The effect of globalization on tourism is very versatile. On the other hand, tourism sector, too, affects the globalization (Emekli et al., 2006:6). In the world, developments in transportation technologies, travel-related organizations, and increase in free time, created important effects on tourism sector and will continue to create. The use of internet is widespread in all areas of tourism, especially with the purpose of having information about countries began to affect the choice about where to go (Emekli et al., 2006:3).

On the other hand, tourist of today is more conscious, has question quality and higher expectation of a holiday. With this process, the number of tourists attending in international and domestic tourism activities increased rapidly and attended to tourism from a larger socio-economic environment. Therefore, so many changes taking place in social, cultural and economic areas caused every type of tourism to meet with the desires, the need and the expectations rapidly and this change led today to the emergence of new tourism activities.

4.2.1. Historical Development of Tourism in the World

In order to explore and see the world, these travels that human being undertakes firstly in his own environment and then with the development of technology towards his distant environment, has a long past (Özgüç, 2010:191). According to some, the historical development of tourism goes back to Sumerian, who first invented wheels. It is said that Sumerians were

first people to start trading and Phoenicians were the first explorers in this regard (Kozak et al., 2010:27). When thousands of people went to visit Ancient Egypt pyramid and temples (BC between 3000-2000) it resulted the emergence of first accommodation places and later on, with the beginning of ancient Greek Olympic Games (not in modern sense) larger masses got the chance to travel (Özgüç, 2010:191).

Even though ancient Greece Sites were all connected to each other through sea, Roman Empire, for the first time, with large, strong and strategic railway networks and road discipline, provided significant improvements in transportation and made it easier to travel (Toskay, 1989:80). Another tourism activity of the first era was tourism with cultural purpose. Almost at 500 B.C. and later, many Greek scholars, historians and geographers traveled to Anatolia, Egypt and the Black Sea region (Evliyaoğlu, 1989: 20). Especially, Herodotus, considered to be one of the first historians and geographers (B.C. 484-426), organized so many trips to various countries with a variety of reasons, including watching the sporting events (olympiads) (Doğanay, 2001: 18).

In the first Prehistoric era, the reason for travel for so many nations including, Chinese, Indians, Uighurs and Phoenicians was conducting trade, but in the Roman period, pleasure and entertainment were the most prominent. In the period of Roman Empire, there were high income and free time available for tourism to be formed. Roman nobles kept servants, this provided them free-time, Roman nobles, benefiting from these facilities, went to summer cottages, visited thermal spas, traveled to distant lands, and had chance to ancient works and sportive competitions (Toskay, 1990:16). For these reasons, Romans were the first people to perform to develop curiosity, relaxing, culture, treatment and sports tourism and obtained the title of being the first tourists. The collapse of the Roman Empire in 5th

century was the collapse of pleasure, entertainment, and recreational tourism, instead religious tourism appeared in the Middle Ages. It can be said that with the collapse of Roman Empire, there was a decrease in the number of travels. But, in the Middle Ages, travels of some adventurous human beings can be seen (Kozak et al., 2010:27). Marco Polo, the most famous explorer, passed through from Iran and Afghanistan, arrived at Pamir Plateau, and from there, passing the Gobi Desert, arrived in China, there, he spends 20 years as a guest of Kublia Khan (Kozak et al., 2010:27). In Ancient Greece and Rome, thermal spas were visited for recreation and entertainment but in the Middle Ages, mostly for treatment reasons. The development of philosophical and religious ideas which marked the Ages, gained different dimension with tourism activities. Especially, religious tourism showed itself both in the Middle East and Europe. Large masses traveled, despite of difficulties, to visit sacred places for Islam and Christianity (Toskay, 1983:82). Having lasting effects from the East to the West, which helped to create a cultural movement, the Crusades were one of the most important travel events of the Middle Ages.

From 15th. Century, with the effect of Renaissance, the mystical philosophy was destroyed and nature, human being and cultural entities were evaluated with a new approach. In Renaissance, when ideas began to wake up, an inclination towards the information and art centers began; thus, research and desires to obtain knowledge became prominent among the causes of tourism (Evliyaoğlu, 1989: 25). Each year, many students, artists and scientists visited Italy, with these travels, human beings provided typical examples of cultural tourism (Kozak et al., 2010:28).

In 17th and 18th centuries, the children of aristocratic families would take a well-planned lasting between one to three years. These trips were,

later on, called Gran Tour (Toskay, 1989: 83). This activity is possible to be accepted as one type of cultural tourism activity (Doğanay, 2001: 21).

Tourism, with the effects of factors such as commerce, religion and health and sometimes with adventure seekers, showed some development, but achieved its modern state with the Industrial Revolution in 18. century. With Industrial Revolution, there were changes in social and cultural structures of societies. These changes helped tourism to emerge and develop as an economic activity, and later on, after the industrial revolution, improvements in living standards, even though, connected to the industry, can be based on these fundamental reasons (Akoğlan and Maviş, 1998:6-8 et al., Kozak and Bahçe, 2009:7)

- Increase on free-time
- Rise on Welfare level
- Transportation and Communication technology developments,
- Increase in the level of education and intellectual knowledge,
- Globalization, development of marketing techniques,
- Problems caused by urbanization and increase in social mobility.

As a result of the developments in transportation technology, Thomas Cook, who was the first travel organizer, after seeing the possibilities offered by railway, took the first step towards mass tourism. Towards the end of 19th century, workers, beside a better working environment, obtained a right to have a paid vacation, as a result of this, the concept of free-time made an impression in the minds of people. Annual leave became one of the working conditions. The employees' taking vacation once a year with pay provided a new dimension for tourism. In 20th century, human beings possessed the opportunities to travel with motor vehicles in the sea, on land and in the air. In the first half of the 20th century, tourism was no longer an ordinary and daily event, but it had a very important foreign currency generating place in the state's budgets, and took its place as an economic and social science

(Evlıyaođlu, 1989:93-94). But the economic crisis in 1929 and later on, the World War II slowed down this development, contraction occurred in tourism activities, after the gradual elimination of these negative conditions, tourism started to develop rapidly and reached the highest level today.

Today, tourism takes place with a variety of purposes and made by almost all income groups. Increase in national income per capita, fair income distribution, spread of paid-leave and vacation, development of transportation sector in terms of speed and economy etc., accelerated the development of tourism (Toskay, 1984:2).

4.2.2. Number of Tourists in the World

When we look at the tourism statistics in the world, in the period covering between 1990 and 2009, a steady increase can be noticed. This increase is experienced both in number of tourists and related tourist revenue.

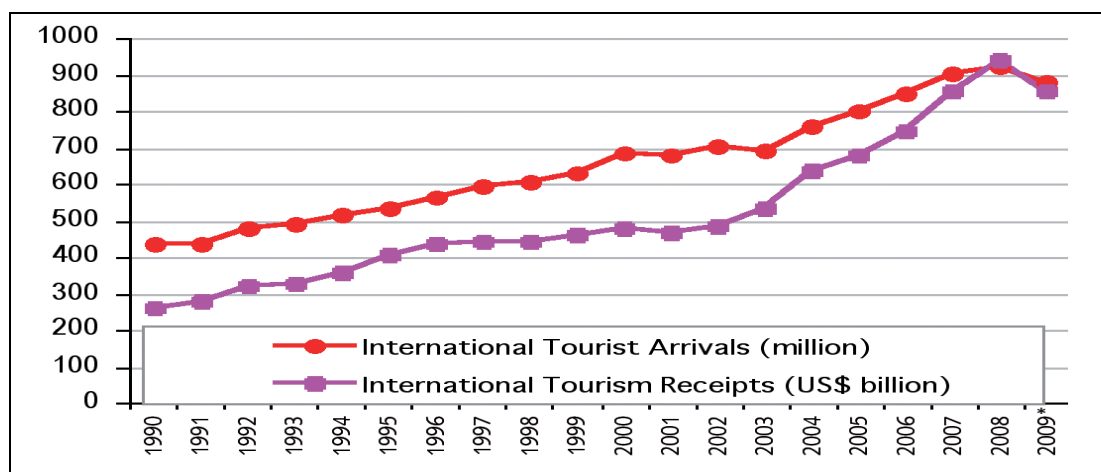


Figure 4.1. Inbound tourism 1990-2009

Source: WTO (www.unwto.org 30.04. 2011)

(*) shows the only 6-month data

In a 20-year period, the number of tourists increased from 400 million to 900 million. Tourism revenues experienced a higher increase and became from approximately 280 billion \$ to 900 billion \$ (See Figure 4.1). There are important determinants of the developments seen in tourism movement in the world. These are (Auluana, 1994; Issi, 1998:10-11);

- Social Determinants;

Demographic changes; especially, aging of the population of the industrialized countries, working women, late marriages, and delayed having children, single child and/or couples with no children, Increase in paid holidays and decrease in working time (duration), Early retirement, Increased awareness on types of transportation and travel

- Technological Determinants;

Aircraft technology, Computerized reservation systems, Transportation infrastructure; airport, roads and railway networks. Developed planning and marketing techniques.

- Economic Determinants;

Overall economic performance, Usable quota per, Trade agreements (like GATT, Uruguay Round gibi) Real price trends, Foreign exchange rates, Obtainability of investment capital, New industrialized economies.

- Political Determinants;

The political changes in Eastern Europe European Union, Environmental Protection Movement, Non-scheduled air transports

Border formalities,
Passenger safety (health, crime, terrorism, etc.)

When we look at the distribution of tourist numbers according to economies, the share of emerging countries is increasing and getting closer to developed economies. Between 1990 and 2009, while number of tourists increased from 139 million to 410 million tourists, rate of emerging countries is 46.6%, at the same period, the number of tourists in advanced countries increased from 300 million to 470 million, with rate of 53.4%. With the effect of economic crisis in 2008, the increase in international tourist arrivals reduced (Figure 4.2). But, soon, like in other sectors, steady development continued. When examined regionally, Europe attracted the most tourists; it was followed by Asia-Pacific group, which passed American group. Quite the interesting thing is: Middle East and Africa, which are rich in terms of history and geography, became the East tourist attraction regions in international scale (Figure 4.3).

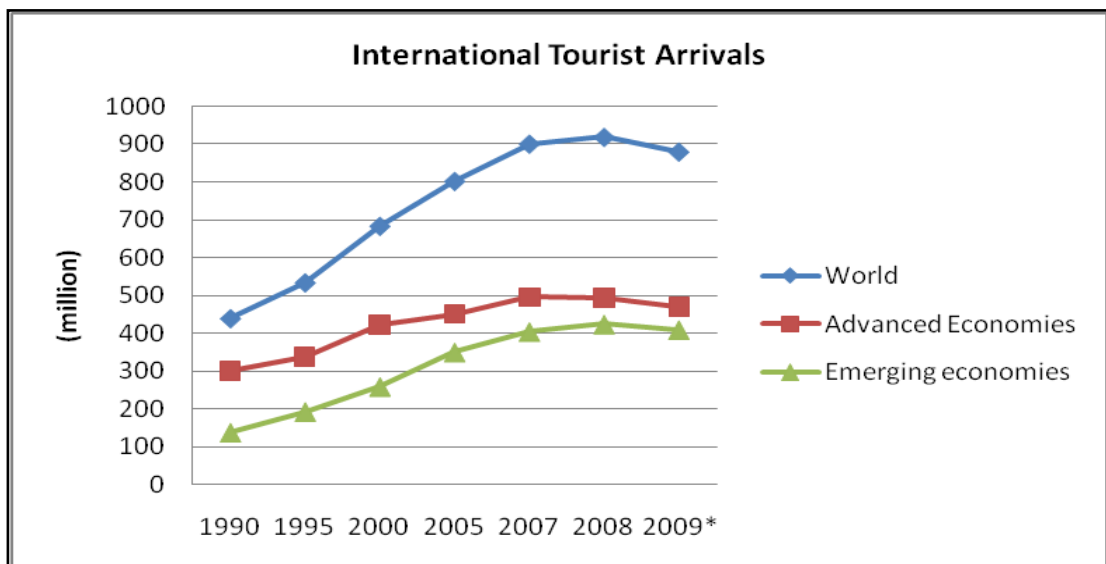


Figure 4.2. Inbound tourism by purpose of visit, 2009

Source: WTO (www.unwto.org 29 April 2011)

(*) shows the only 6-month data

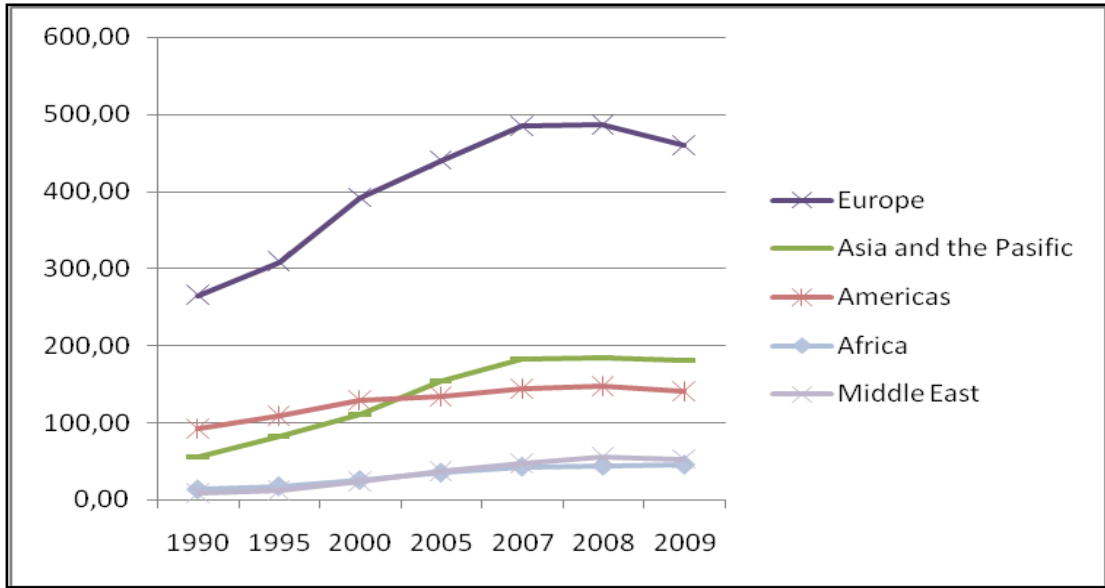


Figure 4.3. Inbound tourism by regions, 2009

Source: WTO (www.unwto.org 30.04. 2011)

France is at the first place in the number of tourists in major countries in the world. In 2008, 79.2 million people, in 2009 74.2 million people arrived in France; the USA is in the second place with 54.2 tourists. Spain is in the third with 52.2 million visitors. China, Italy and the UK followed Spain. Turkey is in the seventh place with 25.5 million tourists in 2009. Germany, Malaysia and Mexico hold 8th, 9th and 10th places respectively. Now China is among the most tourist attracting countries and is constantly climbing up. When the percentages of growth of the top 10 most tourist attracting countries between 2008/2009, Turkey showed an increase with 12.3 and 2008, and between 2009/2008, it showed 2.0 rise with that in mind we can say that Turkey was not very much affected.

According to WTO reports; the tendencies of world tourism and developments in consumption patterns are generally classified as such (WTO, 1998:19-20 ref Sayılan, 2007:63-64):

Table 4.1. International tourist arrival

Source: WTO (www.unwto.org 30.04. 2011)

International Tourist Arrivals					
Rank	million		% change		
	2008	2009	08/07	09/08	
1	France	79,2	74,2	-2.0	-6.3
2	USA	57,9	54,9	3.5	-5.3
3	Spain	57,2	52,2	-2.5	-8.7
4	China	53,0	50,9	-3.1	-4.1
5	Italy	42,7	43,2	-2.1	1.2
6	UK	30,1	28,0	-2.4	-7.0
7	Turkey	25,0	25,5	12.3	2.0
8	Germany	25,9	24,2	1.9	-2.7
9	Malaysia	22,1	23,6	5.1	7.2
10	Mexico	22,6	21,5	5.9	-5.2

- When tourists travel to participate in activities including recreation, sports and adventure and to learn about history, culture, nature and wild life of the areas they visited, they become more enthusiastic. Tourists became more active from physical and mental aspects compared to the past. As a result, due to their special curiosity and hobbies, many tourism types like special attention tourism, which is based on economic activities and occupational issues, emerged. At the same way, 'ethnic tourism', which is based on visiting the places ancestors lived, started to become important in some areas. Along with tourism types such as nature, culture and adventure tourism, which are increasingly becoming important, belief tourism, which is created by individuals visiting the related sacred places continue to be an important branch of general tourism. In parallel with the importance given to health, health tourism has started to become increasingly popular. For this purpose, there are many health areas throughout the world. In many hotels there are services for these activities. Even, there is a return to the traditional treatment methods,

and this constitutes the basis of special attention tourism in health area.

- Tourists search for new destinations and new touristic products. In this case, the development of new tourism areas and the existing destinations create the result of dealing with the issue in accordance with tourist's changing needs.
- Many tourists started to travel short-term, but more frequently. As a result of this, the opportunity to develop more tourist destinations started. At the same time, destinations entered into seeking opportunities, which the tourists can use throughout the year or in different seasons and develop activities.
- An increase can be seen in the travels of people, whose economic situation is well, more elderly and retired. At the same time, younger and middle-aged people still constitute the vast majority of tourism.
- Tourists have started to become increasingly more experienced in their behaviors related to their travels. Therefore, they expect attractions along with opportunities and services to be in better quality and desire that these services "will be worth the expenditure in value."
- Business and Congress/Conference tourism will continue to increase in the future and this situation will provide significant returns to many places. Many people, who come to participate in business and congress/conference, can achieve the feature of a holiday tourist in the remaining time and within the duration of stay in the region.
- Tourists have started to be increasingly sensitive to the environment. Therefore, these tourists exclude the badly-planned destinations with environmental and social problems, and prefer well-designed, less polluted tourist destinations. Realizing this, destinations embraced a well-planned and well-administrated tourism development approach.

These areas, beginning to avoid environmental and social problems, have started to provide the development of quality tourism.

- Tourism sector began to use modern technology in the areas such as reservation services and marketing. For example, internet is an important means for information and marketing in this process.

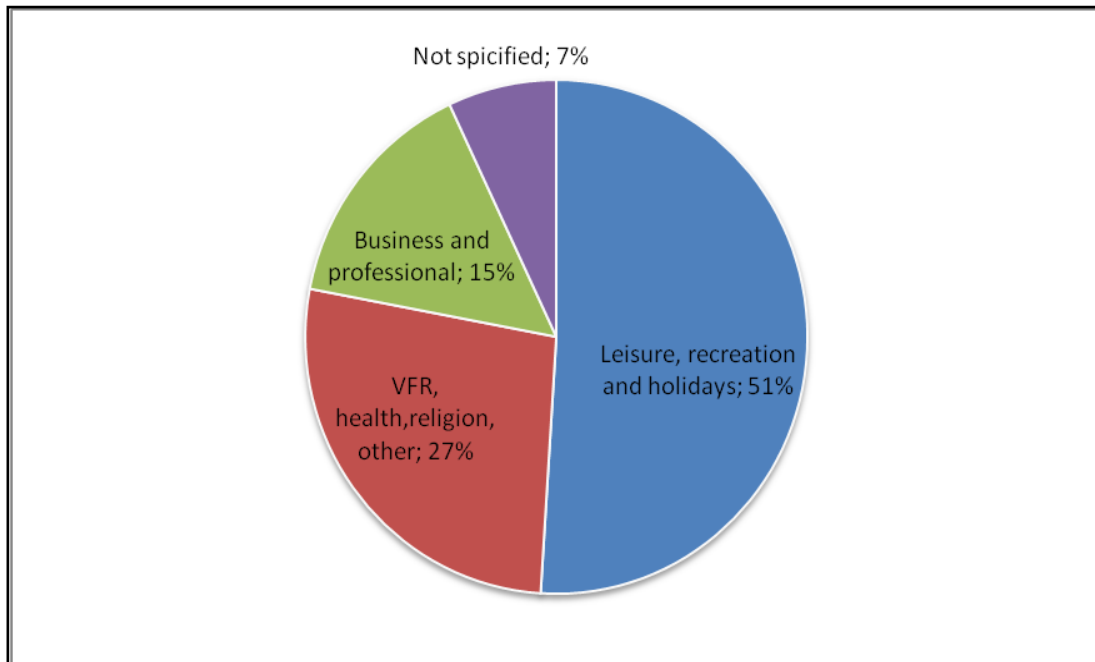


Figure 4.4.Inbound tourism by purpose of visit, 2009

Source: WTO (www.unwto.org 30.04.2011)

In a survey, conducted in 2009 to determine for what purposes the tourists travel; leisure, recreation and holiday became prominent with 51%. This was followed by VFR, health, religion with 27%, and business trips followed with 15% (Figure 4.4).

Among the countries of the World, there are several reasons causing the tourist traffic, the main reasons of this are as follows (Özgüç, 2007:206-207);

- The distance between countries: Generally, it is assumed that the shorter the distance between two countries is the more visitor traffic will be. Longer distances increases the travel-time and cost, therefore tourism between two neighboring countries are encouraged. Among

European countries, Canada-USA, USA-Mexico, among South American countries.

- Natural or Human-made attractions: one country can be attractive to the people of another country. Generally people head towards the attractions, which do not exist in their countries. For example, Dutch, known as "low country," like to visit mountainous Switzerland. Austria; Germany having not long coasts, and unsuitability of their climate for vacations quite for some time make the Mediterranean coasts attractive for them.
- Transportation: Between the countries having a well-developed transportation links, tourism activities will be easier, direct and ease of trips undertaken will be encouraging.
- Relative Costs: if the living standards between two countries are different and there are bigger value differences in currencies, there is generally a tourist flow towards the countries having cheap living standards and lesser-valued money. For example, the value increase in US dollar encourages American people to travel outside of their own country; or in 1997 in USA, Turkey's advertisement made to show the lower value of TL with a slogan "having a complete meal at the price of a hamburger."
- Cultural Ties: Between the countries sharing same cultural background can lead to more visitors flow; for example, between the Scandinavian countries sharing the Viking history. In addition, longing and interest felt for the past, for example, from France to West African countries and North African countries, Belgian people to Zaire, Dutch to Surinam, British to India and interests shown for other colonies are included in this.
- Political Factors: political cooperation or conflicts between countries completely destroys tourism, or on the contrary encourages it. Doubts and memories, caused by the past, and long ethnic conflicts keep the

tourist flow at the lowest level between some countries. For example, the visits between two neighboring countries such as Turkey and Greece are lower than it was supposed to be; between India-Pakistan, there is the same lower tourist flow.

Tourism 2020 Vision is the United Nations WTO long – term forecast and assessment of the development of tourism through the first twenty years of the new millennium. The total tourist arrivals by region indicates that by 2020, the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million), and the Americas (282 million), followed by Africa, the Middle East, and South Asia. East Asia and the Pacific, South Asia, the Middle East, and Africa are forecasted to record growth at rates of over 5 percent, compared to the world average of 4.1 percent (Goeldner and Ritchie, 2009:382). The more mature regions of Europe and the Americas are anticipated to show lower - than - average growth rates (Goeldner and Ritchie, 2009:382). The highest share of world arrivals will be sustained by Europe, although there will be a decrease from 60 percent in 1995 to 46 percent in 2020. By 2010, the Americas will lose its number - two positions to the East Asia and Pacific region, which will receive 25 percent of world arrivals in 2020, with the Americas decreasing from 19 percent in 1995 to 18 percent in 2020 (Goeldner and Ritchie, 2009:382).

4.2.3. Tourism Revenues in the World

Due to tourism's rapid development for many years, estimates have been made regarding tourism's becoming the greatest economic activity of the 21th century. "WTTC" considers tourism as "the largest industry and the largest employer, providing welfare and employment, in the world," according to another account, it creates "a new job opportunity in every three seconds" (Özgüç, 2003:1). Since tourism revenues affect the country's

economy, it is as much important the number of tourists arrived as how much revenue gathered. Making a long-term analysis of the world tourism, while annual growth in terms of number of tourists is 5%, the revenue growth is almost 10%. According to WTO, this growth rate will seem to continue in the first 20 years of the 21st century. In 2020, the number of international tourists would have been realized as 1.6 billion, it would become approximately 3 fold from that of 1996 and now human beings will have the rights to have vacation not only once but 2-3 even 4 times a year. This growth in international tourism is not the same in all corners of the world, generally tourists, coming from the wealthy countries, made the biggest spendings, again the most important and stable tourism attraction areas, till now, have always consisted of wealthy countries (Özgüç, 2007:204).

Getting 2nd spot in number of tourists, USA is leading in tourism revenue and in 2009 it received 93.9 million \$ (Table 4.2). For example, even though its share is decreasing, more than half of the world's tourism still takes place in Europe (Özgüç, 2007:204). To find out how much share the regions received from tourism, we have to look at changes and growth of last two years, Europe got the biggest market share with 52.2%. In terms of changes, while Europe made the maximum contraction with -5.9%, it was followed by American continent. In the rates of average annual growth in the period of 2000-2009, with the lowest market share, Africa and Middle East showed increase by 6.02% and 8.08% respectively (Table 4.3).

Table 4.2.International tourism receipts

International Tourism Receipts					
Rank		US\$		Local Currencies	
		billion		Change %	
		2008	2009	08/07	09/08
1	United States	110.0	93.9	13.5	-14.6
2	Spain	61.6	53.2	6.9	-13.7
3	France	56.6	49.4	4.2	-12.7
4	Italy	45.7	40.2	7.2	-12.0
5	China	40.8	39.7	9.7	-2.9
6	Germany	40.0	34.7	11.1	-13.3
7	United	36.0	30.0	-6.7	-16.6
8	Australia	24.8	25.6	11.0	3.4
9	Turkey	22.0	21.3	18.7	-3.2
10	Austria	21.6	19.4	15.5	-10.1

Source: WTO (www.unwto.org 30.04.2011)

Table 4.3. Market share and change of tourism receipts

Region	Market Share (%)	Change (%)		Average annual growth (%)
	2009	08/07	09/08	00/09
Europe	52.2	0.4	-5.7	1.8
Asia and the Pacific	20.6	1.01	-1.6	5.07
Americas	15.09	2.08	-4.8	1.0
Africa	5.02	2.05	3.01	6.02
Middle East	6.0	19.0	-4.9	8.08

Source: WTO (www.unwto.org 30.04.2011)

4.3. Tourism in Turkey

Tourism activities in Turkey started late in comparison with many European countries. International tourism is a phenomenon, which Turkey has been trying to improve and has had high hopes in terms of foreign exchange balances, but in a mass scale, met with it pretty recently (Özgüç, 2007:488). In modern sense occurring in 1950s in the world, tourism concept, even though included in general planning decisions in 1963 in Turkey, it was only realized at the end of 1960s and was only benefited from partially in terms of being utilized in economical sense. The share of Turkish tourism sector from international tourism activities and revenues is increasing day after day. In 1950, while the share of Turkish tourism from international tourism revenues was approximately 0.2%, this ratio increased to approximately 2.2% in 2007, but, these development was obtained as result of important processes (Avcıkurt et al., 2009:3). In this successful development, apart from many others, the following factors have been in effect (Özgüç, 2003:533):

- Turkey, with great efforts, made tourism investments and has tried to spread these in different regions of the country; in the meantime, while separating some segments as priority zone, provided the conveniences of tourism to concentrate in these regions.
- Turkey has been trying to promote itself together with the efforts of government and private sector in the tourist market of the world for many years.
- However, this promotion would have no meaning if there was no long-term stability in the country. Indeed, Turkey's problems with regime and were reflected in the number of tourists at the time of intense terrorism events (for example in 1993), despite all these negativeness, this stability could not be prevented. This stability is already achieved (Gulf War and such external factors not taken into account).

- Important changes experienced in understanding and seeking of tourism in the developed countries positively affected Turkey. Western tourists, getting bored of traditional sun-sea-sand holidays and affected by the spoilt shores of the Mediterranean countries such as Spain, France and Italy, but yet still having the same conditions for a more pristine shores tended to Turkey. In the meantime, the new trends like adventure tourism, ecotourism, heritage tourism and some of the tourists traveling for other purposes headed to Turkey.

Today with the contribution of these developments, Turkey took its place among one of the top 10 most tourist attracting countries in the world.

4.3.1. Historical Development of Tourism in Turkey

Turkey, due to its geographical location, has been the place of travels since ancient times. In the First and Middle Ages, it attracted the attention of many people for its thermal resources and religious centers (Çavuş et al., 2009:4) Homeros and other historians stated that temples in the Aegean, at certain times, were visited by many people. Temples, in cities like Ephesus and Didim, were greatly benefited from these trends. In addition, In Ephesus (not connected with the religion of Ephesus people) Serapis temple was built, for the people, who were away from their home, during their stay at the Aegean region, were given the chance to come to Ephesus and visit the temple (Göksan, 1978: 5). Touristic activities in Ottoman Empire were carried out for commercial purposes due to being spread in a vast area and the volume of trade was high between the regions.

Ottoman Empire's geographically situated on the trade routes, it increased the trade-related travels from abroad. Security measures taken within the Empire were encouraged the trade-related travels to Ottoman.

However, improved transportation facilities and developed infrastructure in Ottoman Empire increased travels to Anatolia (Toskay, 1983: 84-85).

During Seljuk period, inns and caravanserais, located on the important trade routes, kept the passenger traffic alive in Anatolia. In the Ottoman Empire, small-scale travels were taking place, but according to Western tourism countries, the economic importance of tourism sector in Turkey was understood very late. Therefore, the organization in the sector, in the near past, but mostly could be started after 1950. Although there were some limited initiatives in this regard prior to the Republic. For example, in 1846, "St. Irene" church was designed as museum and opened for visits; in 1863 a travel agent was established in Istanbul, in 1890, a regulation called "Regulations on Interpreters to Travelers" was published, these can be remembered as major tourist ventures. However, tourism term in our laws, for the first time, was used in 1934. Issued by "Ministry of Economy" one of the articles of Law No. 245 that determines and duties; published under the heading of "Publication, Publicity and Tourism Works" (Çoruh, 1967:193 et al Doğanay, 2001:509).

In 1923 when the Republic was founded, the first tourism organization operating in tourism area under the name of "Turkey Travelers Society" was established. This organization, later on, continued its operations after changing its name to "Turkey Touring and Automobile Association." This organization worked as a government organ for many years. As a result of organization's works, Turkey's first tourism brochures, first posters, first road map published, first interpreter exams held, first tourism-related examinations took place (Kozak et al., 2010:106). While organization pioneered the organization of first tours to Istanbul and Bursa, and helped to promote the historical and cultural heritage present in those places. This organization followed by the operation of Turkey Tourism Authority, which

was established in 1949 and its establishment law was approved in 1952 (Doğanay, 2001:509).

Until 1950, there was no serious progress in the field of tourism. Reason for this, between 1923 and 1950, on the one hand, ups and downs in political structure of the world and, mostly, leading a life amidst war, because of this all the tourism activities in the world were dimmed, on the other hand, the presence of domestic and external problems that a newly established Turkish Republic had to solve, led all tourism-related activities not to be carried out as needed. The administration of 1950-1960 period, in other words, government of the period, had a certain tourism policy. An example for this; "Tourism Establishments Promotion Act" was published in 1950 (24 March), "Tourism Industry Promotion Law" published in 1953 and "Tourism Bank" established in 1963, can be shown. However, this ministry served as a "State Ministry" until 1963. This so-called ministry, by "Law No 265" prepared and passed on 2 July 1963, was brought into "Tourism and Promotion Ministry" (Doğanay, 2001:510).

In Turkey, no important development was achieved in tourism area until the planned period. Planned development began with 1961 Constitution. In 1961 State Planning Organization started working and the first annual program was put into force in 1962. This period was developed as a response to unplanned development concept and implemented. The "Planned Period" began with a plan temporarily put into effect in 1962 and continues to the present. In Turkey, implemented plans, are characterized as "development type plan" and in terms of period, are divided into three (Kozak et al., 2010:113):

- Perspective Plans (also called long-term plan, these plans, in order to provide a rapid economic development, can be in the characteristics to show solutions to the problems in economy as a whole or in various

sectors. For example, includes the period of 1973-1995, with perspective plan, implemented for 22 years, to the development level, which Italy achieved in 1973, Turkey targeted to reach in 1995.)

- Five-Year Development Plans (characterized as medium-term plan. Turkey firstly implemented the first five-year development plan in 1963-1967 period, currently is implementing the ninth.)
- Short-Term Plans (These types of plans are also called annual plans. Annual plans consist of the annual implementation zone detection of five-year plans).

Tourism sector's turn into a significant sector in Turkey has happened in a certain process. The development plans for five year term since 1963 have focused on tourism from different perspectives. In other words, the targets in every development plan have been different.

The 1st Five Years of Development Plan (1963-1967), in order to benefit more from the tourism, accepted emphasize more on rich, natural and historical sources and required advertising activities as the primary principle. The foreign tourists were given more importance and Marmara region, Aegean Region and Antalya region were decided to be of primary importance to develop.

The 2nd (1968-1972) and 3rd Five-Year Development Plans (1973-1977) draw attention to the preparation of necessary infrastructure for individual tourism whereas increase of camps and recreational areas of public institutions for social tourism were the aims of the 4th Five-Year Development Plan (1979-1983).

For the first time in the 5th Five-Year Development Plan (1985-1989), Turkey focused on the development of touristic products for varieties of

alternative tourism. The 6th Five Year Development Plan (1990-1994) dealt with third age group tourism and development of the environment. However, the 7th Five Year Development Plan (1996-2000) aimed at finding new areas to make tourism available at every season and every region; hence, it focused on the development of golf, plateau, thermal, health, and congress and entertainment tourisms.

The present period, which covers the phase of 8th Five Year Development Plan (2001-2005) puts stress on the advertising and marketing of tourism sector. In addition, there is also emphasize on sustainable tourism concept parallel to the concept of developing and changing tourism (DPT. I-VIII. Five Year Development Plans). Moreover, in this planning, there are also focuses on the topics such as preservation of physical environment, sit areas and historical places, as well as the variation of tourism.

Unlike other Plans, the 9th Five Year Development Plan (2007-2013) covers a period of seven years. The general characteristics: if the plan is to benefit from the features that remove regional unbalances of tourism, preference of the approaches that are in favor of developing natural, historical and social environment, improvement of seasonal and geographic dispersion of tourism, increase of the share being taken from the world tourism (Kozak et al.,2010:120).

It is essential to emphasize on post 1980 period for the tourism activities in Turkey owing to the fact that in this period, tourism in Turkey has developed with unrecorded pace, and there have been enormous amount of increase in the number of tourists and the capacity of touristic facilities. The most important decision taken after the post 1980 period is "Tourism Promotion Law". This law brought many incentives and promotions that had not been available until then (Kozak et al., 2010:115).

As of 1983, there have been considerable developments in the number of tourists, incomes, bed capacity in regard to Turkish tourism. This is related to the economical condition of Turkey. The fact that economy gets better in Turkey affects tourism positively. The developments of tourism sectors since the mid 1980s are an outcome of the interaction of economic structure-tourism.

4.3.2. The Amount of Tourist Visiting Turkey

In the amount of tourists visiting Turkey, even though sometimes can be seen halting and decrement, it has a general increment (Table 4.4). Decrements, seen in some years, are result of response to incidents occurred in Turkey and international negativities happened all over the world. For example, in the beginning of 1990, the changes, happening in the Eastern Europe and SSCB and internal conflicts in Yugoslavia, has affected Turkey's external tourism in many directions. First of all, highway connections were closed down with some countries. After that, it stayed in weak level (Özgüç, 2007:495).

For the first time, the amount of tourists visiting Turkey exceeded one million (1 338.2 people). Especially during the period of 1975-1982 draw attention in terms of unstable structure of foreign flow to Turkey (Table 4.4). For example, the number exceeding 1.3 million in 1973 decreased gradually (in 1979 1.5 million) and went down to one million (Table 4.4). In this period, being unstable and unstable increment and decrement tendency of the number of tourist visiting Turkey was not, as it was put forward in some sources, about instability of internal politics and the security issue. Reason was the terror in the country, which was the implacable conflict between the people of the same country, not against to other countries' citizens. As a

matter of fact, the tourist flow wasn't decreased in the countries more instable than Turkey such as Spain, Italy (like Mobs) and Greece. The reason of the problem was paucity of overnight and social facilities in Turkey until 1983. However, without any doubt, instable political circumstances in Turkey had effect on it. Especially Terror incidents, showing a dramatic increment and removing the security of life during the period of 1978-1980 completely had caused remarkable halt on tourism (Doğanay, 2001:511).

Notably, starting from 1983, steady increments have occurred in the total amount of tourists visiting Turkey (Table 4.4). For instance, being 1.4 million in 1982, this number exceeded 1.6 million in 1993, 2.6 million in 1985, 4.5 million in 1989 and 9 million. The main reasons of the increment are some factors, such as not being an issue of security of life with coup of September 12, 1980 in our country, but switching back to parliamentary democratic system again in a short time like 3 years, increment of bed supply with establishing new touristic facilities (Doğanay, 2001:511).

Being an important indicator, the amount of available bed supply is 1.3 and 5603 agencies are operating in this country. General Statistics about the Tourism Turkey Capacity (goturkey.com 29.04.2011)

- 48 airports with annual 50-million- passenger capacity
- 16 airports open to international flights,
- 1.000.000-bed capacity
- 8 airlines carrying passengers with scheduled ve nonscheduled navigations
- Turkish Airlines with 130 planes, one of the youngest fleet in Europe
- 28 Marinas with 8800-yacht capacity
- 9000 Licensed Tourist Guides
- 5600 travel agencies

- An amazing historical heritage of civilisations! 5522 recorded archaeological sites under protection
- 258 beaches and 13 marinas with blue flag since 2008
- 34 Thermal Tourism Centers in 17 Provinces
- 20 Winter Sports Tourism Centers
- 22 Highland Tourism Centers in 10 Provinces
- 34 official National Parks
- 16 official Natural Parks
- 58 official Nature Monuments
- 35 official Natural Protection Areas
- 14 Clubs and hotels with golf fields

Foreign tourist visiting Turkey beside their economic and social differences, they have certain features in terms of time and place. For example, when distribution of tourist in a year is observed, it is seen that July and August are switching in between (Table 4.5). In the past, while the number of tourist visiting our country had a smaller numbers, particularly, these two months show the feature of peak (Özgüç, 2007:495).

Table 4.4. The Number of foreigner visiting Turkey (1000 People)

Year	# of Tourist	Year	# of Tourist
1950	28	1955	53
1960	194	1963	198
1965	361	1967	574
1970	725	1973	1,338
1975	1,148	1977	1,313
1980	1,057	1983	1,506
1985	2,614	1987	2,855
1988	4,172	1989	4,560
1995	7,747	1997	8,200
1998	9,200	2000	10,412
2001	11,569	2002	13,247
2003	14,030	2004	17,517
2005	21,122	2006	23,340
2007	19,819	2008	26,336
		2009	27,077

Source: Doğanay, 2001:512

Table 4.5. The Number Of Foreigner Visiting Turkey In Terms Of Months

Months	2008	2009	2010
January	782,786	751,817	809,974
February	896,482	898,927	953,848
March	1,305,297	1,207,729	1,414,616
April	1,647,903	1,750,281	1,744,628
May	2,748,564	2,718,788	3,148,337
June	3,305,832	3,263,089	3,500,024
July	4,084,764	4,343,025	4,358,275
August	3,762,136	3,760,372	3,719,180
September	2,981,044	3,136,010	3,486,319
October	2,462,497	2,617,193	2,840,095
November	1,267,996	1,403,740	1,491,005
December	1,091,376	1,226,143	1,165,903
Total	26,336,677	27,077,114	28,632,204

Source:www.turizm gazetesi.com(05.03.2011)

Because of this, summer months are the most active season in the flow of tourist to Turkey. But, winter months are the most passive season in touristic activities. Decreasing of portion this much because of that winter tourism hasn't improved in our country. When geographical origin of foreign visitors is observed, Germany has been sending the most amount of tourists during the last 15-20, except some years (for example, Iranian in 1985, Yugoslavian in 1986, from Bulgaria in 1991, and from Russia Federation in 1992 constituted the biggest group but they didn't come with tourism purpose.) and they still preserve this state in today (Özgüç, 2007:496).

There has been constant increment in the number of German Tourist, who began to come with the curiosity caused by Turkish workers, went to Germany with the aim of work. Germans constitute one of five of the tourists visiting Turkey. Russia Federation with 2.6 and England with 2.4 take third place (Table 4.6). Bulgaria and Iran exceeded 1 million. The countries, sending the East amount of tourist to Turkey, are Israel, Romania and Sweden (Table 4.6). The reason for positive improvement of both the amount of tourist and the revenue of tourism is related with about that Turkey is a holiday country. Indeed, when we look at the table 16, facilities of travel, entertainment, sport and culture constitute the biggest portion with the portion of 57.41%.

Table 4.6. Foreign visitors' arrivals and departures by selected nationalities

Foreign visitors arrivals and departures by selected nationalities	2007	2008	2009
USA	642,911	679,445	667,159
Germany	4,149,805	4,415,525	4,488,350
Austria	472,482	520,334	548,117
Azerbaijan	434,577	459,593	424,155
Belgium	542,712	596,442	592,078
Bulgaria	1,239,667	1,255,343	1,406,604
France	768,167	885,006	932,809
Georgia	630,979	830,184	995,381
Netherlands	1,053,403	1,141,580	1,127,150
United Kingdom	1,916,130	2,169,924	2,426,749
Iran	1,058,206	1,134,965	1,383,261
Israel	511,435	558,183	311,582
Sweden	338,182	404,092	401,740
Italy	514,803	600,261	634,886
Romania	390,505	447,419	366,698
Russian Federation	2,465,336	2,879,278	2,694,733
Ukraine	593,302	730,689	574,700
Greece	447,950	572,212	616,489
Other countries	5,170,359	6,056,202	6,484,473

Source: Turkey's Statistical Yearbook, 2009:137

Table 4.7. Visiting purpose of tourist visiting Turkey,2010

Purposes	%
Travel, Entertainment, Sport and Culture	57,41
Visiting relatives	10,35
Health	0,49
Relational	0,46
Shopping	4,18
Meeting, Conference, Duty etc.	5,12
Transit	2,33
Education	0,72
Other	3,50
Accompanying persons	15,46

Source: www.turizmgazetesi.com (05.01.2011)

This is proof that Turkey is a country visited mostly for holiday. As far as it is understood from these numbers, Turkey has no problem with traditional tourism product, consisting of sea-sand-sun (Table 4.7). As it is seen in table 17 the number of cities, which have coastal tourism, more than the others. Since, Turkey showed improvement and completed its infrastructure. But, it is not in term of rich potential of cultural values and religional tourism is not benefited much enough. Also being weighted of coastal tourism can be dangerous in terms of sustainability. Giving importance to alternative tourism types contribute to distribution to whole year and whole geographical regions.

Table 4.8. The number of tourist coming to touristic center

	2009	2010	Change
Antalya	8,260,357	9,266,759	12.18
İstanbul	7,509,738	6,960,974	-7.31
Muğla	2,810,909	3,006,553	6.96
İzmir	1,056,910	1,155,820	9.36
Kuşadası	620,147	685,326	10.51
Others	6,819,053	7,556,772	10.82
Total	27,077,114	28,632,204	5.74

Source: www.turizmgazetesi.com (05.01.2011)

Table 4.9. International tourist arrivals

International Tourist Arrivals					
2009 Ranking (million)		2010 Ranking (million)		% change	
				09/08	
1	France	74,2	1 France	78,9	-6.3
2	USA	54,9	2 USA	60,8	-5.3
3	Spain	52,2	3 China	55,9	-8.7
4	China	50,9	4 Spain	52,6	-4.1
5	Italy	43,2	5 Italy	43,5	1.2
6	UK	28,0	6 Germany	27,0	-7.0
7	Turkey	25,5	7 UK	27,0	2.0
8	Germany	24,2	8 Turkey	26,9	-2.7
9	Malaysia	23,6	9 Malaysia	24,8	7.2
10	Mexico	21,5	10 Mexico	23,0	-5.2

Source: www.turizmgazetesi.com (05.01.2011)

According to the data of World Tourism Organization, in terms of number of tourist, portion of Turkey has increased in the tourism of world with being a country, showing dramatic increment with 25.5 million in 2009 (Table 4.9) and 26.9 in 2010 (Table 4.9). In 2003, the number of tourist

visiting our country exceeded to 14 million, with this number, its share in world tourism market reached to 2%, which was a total of 694 million. According to data of 2005, overnight tourists were excluded, Turkey increased its share 2.2% with number of 16.8 million (overnight trippers included 21.1 million) and entered into first 15 countries. Especially, in 2009, it elevated to 7th row in 10 countries with 25.5. But, in 2010, it was placed on 8th row with 26.9. There are reasons this dramatic increment. These are:

- Being the most important location of attraction of Europe, some destinations reached to saturation point in the Mediterranean
- Massive tourism demand drove Turkey to explore new places for holiday tourism, depending on sea-sun-sand.
- Increment of investment of upper and infra-structure and thus, submitting new supply to the market.

4.3.3. Tourism Revenue of Turkey

The contribution of tourism to Turkey economy has left a number of sectors behind. Tourism is one of the most dynamic and fast-developing sectors in Turkey. It also provides a remarkable the contribution to employment with the dynamic nature of tourism. The arrivals rose to 26.4 million and tourism receipt reached to USD 21.9 billion in 2008. Also the number of tourist from the OECD countries and Eastern Europe increased and accounted for 56.5% and 29.4%, respectively. Among the countries which sent largest number of tourist to Turkey, Germany has lion share with 16.8%, followed by the Russian Federation with 10.9% and United Kingdom with 8.2%.

Some 4.9 million nationals travelled abroad in the same year giving a positive balance on tourism receipts. The number of incoming tourists reached to approximately 26.6 million in 2009, tourism revenue was 21.9

billion. Indeed, in terms of revenue came in 9th row of the top 20 tourism destination

Being approximately 2.1 million in 1985, when it came to 2008 with significant increment, the number of tourist reached to 26.5. Correspondingly, revenues also increase from 840 million to 21.9 billion. With the help of increases in tourism receipts, Turkey could balance about one third of its merchandise trade deficits in the last 15 years. Approximately 3.2 million people earn their keep from tourism industry.

Table 4.10. Tourism revenue in terms of revenue, 2010 (dolar)

	Total	Foreign	Citizen
January	735,469,267	531,414,202	204,055,065
February	721,358,120	505,734,288	215,623,831
March	956,697,423	699,912,233	256,785,191
April	1,044,280,697	751,858,744	292,421,953
May	1,600,640,039	1,308,186,279	292,453,760
June	1,913,929,110	1,607,364,687	306,564,423
July	2,741,034,945	2,099,135,647	641,899,298
August	3,197,707,333	2,373,411,380	824,295,953
September	2,636,147,408	1,980,773,333	655,374,074
October	2,684,863,709	2,114,050,466	570,813,243
November	1,516,808,183	961,548,369	555,259,814
December	1,057,772,209	643,967,123	413,805,086
Total	20,806,708,444	15,577,356,752	5,229,351,692

Source: www.turizmgazetesi.com (05.01.2011)

The month in which the revenues are the most is similar with the month, in which the number of tourists is the most. The month of August is the month that has the most tourism revenues (3,197,707,333), after this month the maximum revenue is in July (Table 4.10).

When Table 4.11 is analyzed, while travel receipt from top 5 market (Germany, Belgium France Netherlands United Kingdom) to Turkey was 15 888 in 2004, it increased to 21951 in 2008. International passenger transport receipt increased from 1,570 to 3,013 in 2004.

Table 4.11. Inbound tourism-international arrivals and receipt of Turkey

	Units	2004	2005	2006	2007	2008
Total international arrivals	Thousands	17,517	21,124	19,820	23,341	26,337
Top 5 markets						
Germany	Thousands	3,984	4,244	3,762	4,150	4,416
Belgium	Thousands	1,605	1,864	1,853	2,465	2,879
France	Thousands	1,388	1,758	1,679	1,916	2,170
Netherlands	Thousands	1,191	1,254	998	1,054	1,142
United Kingdom	Thousands	549	701	658	768	885
International travel receipts	Million USD	15,888	18,152	16,853	18,487	21,951
International passenger transport receipts	Million USD	-	1,570	1,668	2,169	3,013
Share of tourism receipts in GDP	Percentage	4,1	3,8	3,2	2,8	3,0
Government revenue from tourism	Million USD	15.9	18.1	16.8	18.4	21.9
Tourism share of GDP	Percentage	5,3	4,6	4,0	3,6	3,6

Sources: OECD Tourism Trends and Policies, 2010:268

In the other indicators in Turkey, share of tourism receipt GDP in 2004 was 4.1 and in 2008 3.0 (Table 4.11). A fall in Government revenue from tourism

had seen in 2006, and increased back again to 21951. Tourism share of GDP was 3.6 in 2008.

4.4. Tourism in Hatay

Hatay province was influenced by various cultures during known history of 7000 years. And as a result of this, with its natural and historical features Hatay has a significant tourism potential, besides, during the period of Rome it was one of the three great cities of that age with its 300,000 population (Hatay İl Raporu, 1997:19). Despite the great invasions and natural disasters in history, it always remained as a center of life. Hatay is one of the cities, which has a high tourism potential, though it couldn't be evaluated so far. Being a center of culture and having natural attractions are key resources for tourism activities. There are places constituting resource for cultural, belief, plateau, thermal, nature (Lake Tourism, eco tourism, tourism, bird watching, nature excursions on horseback in the streams, and so on) tourism

Being in a position of a settlement center since old ages and hosting a number of civilizations provides a number of historical artifacts, belonging to different periods of the history, which can be encountered frequently. Certain historic works, St. Pierre Church, Antakya Castle and city walls, Haron Embossing, Demirkapı, Suleiman Inn, water channels, fountains, inns and baths, Antakya Sarcophagus, Barlam Monastery, Girls palace, Titus tunnel, rock tombs, Beşikli Cave , Dor's temple, Danaahmetli bridge, the Iron bridge, İssos Ruins, Gin Tower, Bakras Castle, Sariseki Castle (TKB, 2004: 70-77). The museum of Hatay comes in the second place in the world in terms of wealth and property of mosaic collection. All Mosaics in the collection made in the Period of the Rome for the decoration of the grounds of private or public buildings (Figure 4.5).



Figure 4.5. Archeological Museum of Hatay

Hatay province has an important tourism potential with favorable climate convenient to summer tourism and sandy beaches extending along the Mediterranean coast. However, due to taking place in the Eastern end of the Mediterranean province of Turkey, being away from tourist centers, summer tourism in the province inadequately assess the potential of preventing. Hatay is a province rich in natural beauty. Beaches, coves and high variety of underwater beauty in the coastal tourism, animal diversity, geological and geomorphologic structure of plants contribute to eco-tourism potential.

Appropriate topography, the picnic areas, natural beaches are among natural beauties. In addition, healing waters and pastures await evaluation in health tourism. Natural structure of the city makes use of the many of the region as a recreation area. Some of the picnic areas are city park, Harbiye, Tekpınar Yaylası, Yayladağı, Güzelyayla, Belen, Sarımazı, Nergizlik, Atık, Erzin, Esentepe, Yarikkaya, Gülcihan, Arsuz ve Çevlik in Hatay (İKV,

1994:118). Hatay incorporates high value and quality of healing hot springs and a few to drink.

The most important feature of these hot springs is that it arouses interest of Syrian people besides Turkish people. These are Reyhanlı spa, Spa Erzin, Erzin Mineral Water, Başlamış Water and Başlamış Hot Spring (Tekin, 2004:381-384). In the West of the province of Hatay, long strips of coastal exist, so there are many natural beaches. These beaches are İskenderun, Sariseki, Payas, Arsuz, Gülcihan, Deniz and Çevlik. If more shares are allocated for advertisement of the natural beauties, which Hatay has, and if restoration and protection of ruins and artifacts are given more importance, which has historic value, and if the number of tourists are increased, Tourism revenues can be doubled.

4.5. Conclusions

In this section, the historical development of world tourism, and tourism, the numbers of tourists, tourism revenues are examined in detail. After that, tourism in Turkey, historical tourism development, focused on the number of tourists and tourism revenues. The latest issue of the section was about tourism in Hatay which was examined in detail. It has been found that tourism has a significant potential and it has been shown with tables. The historical improvement of world tourism goes long way back to the first ages, and this shows its importance. In addition, substantial level of revenues earned from tourism is another subject drawing attention. In terms of number of tourists visiting Turkey, we can say that it has increased rapidly until the year 2010 and these facts were based on data. Alternative tourism types in Turkey must be given prominence.

CHAPTER V

IMPACT OF HISTORICAL PROCESS ON CULTURAL RESOURCES IN HATAY

5.1. Inroduction

In this section historical processes of cultural resources will be emphasized. Since Hatay is one of the oldest settlements, the historical process is crucial. Since the antique ages to the period of the foundation of Hatay State and its annexation to Turkish territory will be dealt in detail.

5.2. Hatay in the Ancient Times

Hatay is one of the earliest places of settlement in Turkey. With its ports, productive lands, rich water sources and strategic situation that connect the Middle East to the West, Hatay has always been an important city in the history of Anatolia and Mesopotamia (Doğruel, 2005:33). The researchers state that the first settlement date of the region goes as far back to Paleolithic Age, i.e. about one hundred thousand years of B.C., which may also extend back to 2,5 million years. Around Yayladağı-Kıslak and in Çevlik-Kanal cave there have been bones remnants of Homo Sapiens Çevlikensis in the ruins of tools and human beings which belong to Paleolithic Age in the years between 40000-11000 B.C. the life of human beings in the cave are thought to have continued until the years after A.D. Many cave settlements, places of excavations and mounds (höyük) indicate the continuity of these settlements. The remnants obtained from the excavations and researches in mounds such as Cüdeyde, Hamam Valley, Çatalhöyük, Atçana, and Tainat at

various times are (pots and pans, women figures, loom weight, beads, ornamental goods, big earthen house walls with rectangle plan, -mud wall on stone foundation-, mine devices, reaping hook, knives, stone seals, needles, cutters, axes, flukes and dolmens in Kırıkhan etc ...) (Ergün, 2006:118). It is understood that Hatay region was a common and busy place in Neolithic, and chalcolite periods and the Bronze Age.

Palace architecture remnants especially in the settlements of the lowland of Amik manifest political structure and the way of life in the Bronze Age as well as their organization in the way of beylics (Tekin, 2000:2). In the Amik lowland, where there were processes of settlement at the late periods of the early Bronze Age, total of 236 settlement places (Mound) were discovered in the excavation in 1937 and those in 1995-2002. However, as a result of analysis of topography papers, photographs from the sky and satellite pictures, 145 places of settlement were determined (Özşahin, 2010:27). The reason of difference between the map and archeological findings is that some of the places of settlements discovered archeologically are below the surface and some were flattened for agricultural purposes (Özşahin, 2010:27).

As of the Bronze Age, the region which was under the dominance of Akkadians was attached to the Yamhad Kingdom of Baibil Administration, whose center was Aleppo, between the years 1800-1600 B.C. (Ana Britannica, 1992, 10: 451). The region came under the rule of the Hittites in the late 17th century B.C. and Egypt in 1490s B.C. "Hattena Kingdom" was established in 1200s B.C. The center of the kingdom was Kanula (Çatalhöyük) (Ana Britannica, 1992, 10: 451). Ana Britannica wrote "the word 'Hatay' is believed to be named after this kingdom (Ana Britannica, 1992, 10: 451). Then the kingdom was ruled by the Assyrians, the Persians and Alexander (Ana Britannica, 1988: 451).

During the death of Alexander and division of the Empire of Alexander by his four commanders, it remained within the territory of Selevkos State founded by I. Selevkos Nikator, a commander of Iskender. Then I. Selevkos Nikator named the city of "Seleukos" as "Antiokheia" (305- 300 B.C.) after his son I. Aniochos Soter, who became a king (the name turned into Antakya by the time being). The capital city Antakya developed very fast and became an important center then. During the period of I.Seleukos, water irrigation canals were made and water was brought to Antakya from the Defne (Harbiye) waterfalls. A water distribution center and water station was built in the city. These works also continued during the kings that followed. The city was occupied by the Egyptians between the years 246-244 B.C. Antakya was also a city of Olimpiads. As it is known, Olimpiads were organized in between the years 195 B.C. and the 6th century A.D. The Olimpiads, which were started as "festivals" or "celebrations", were first celebrated under the name 'Olympiad' during the reign of Claudis. After Selevkos, it was added to the Roman Empire in 64 B.C. by Pompeius.

5.3. The Period of Rome- the Byzantium and Christian

Hatay joined the Roman Empire in 64 B.C. and became the capital city of Syria State of the Empire. Caesar visited the city in 47 B.C. and paved the way for the construction of big structures. Meanwhile, the Roman state resisted the invasions of the Parthian. (İki Bin Yılında Hatay, 2000:22).

It was the third largest city in the Roman State after Rome and Alexandria. The construction activities in the city continued during the period of early Emperors in Rome. They were expanded by the time being on account of population increase. Circus and Hippodrome were renovated and new government buildings were constructed as it was a State center

(Sahilliođlu 1991:228-229). Located at the junction of Asi River and used since the ancient times, El Mina port was very important for Antakya and the cities, which were connected here through trade routes. Small ships used to come to Antakya through rivers until the 4th century.

Antakya city was founded in the rough field between Asi River and Silpiyus Mountain. It has high and strong walls with 360 towers; there is also a citadel at the hill. On account of the fact that its important highways were at the intersection and that it had ports like El Mina-Seleucia-Alexandria, it was a rich city both in cultural and financial terms. There are many works of art, monuments, temples, theaters, hippodromes, public baths, agora, wide and magnificent structures in and around the city. The rich and prominent figures used to decorate the floors of their houses with mosaics. Antakya has been one of the cities that were collapsed with the earthquakes most. The most important recorded earthquakes took places in 148, 130, 83-90 B.C. and 35,37, between 41-45, and 115, 341, 365, 396, 458, 526, 528 and 531-534 and 532, 551, 557, 588, 589 A.D. The most severe of them happened in the evening of 29 May 526. Defne and Seleucia Pieria cities were destroyed along with Antakya city. The earthquake that took place in 528 was also as severe as the previous one but fewer people dies.

Christianity, which emerged in the first half of the 1st century, apart from Jerusalem, first spread in Antakya city in 30s. The people, who believed in Jesus Christ, were given the name "Christian" here first. The first church of Christianity was built in Antakya. By the strengthening of the Sasanians, which was the centre of Antakya Patriarchate, and separation of Nestorian Church from the Byzantium Church, it began to lose its significance in respect to Christianity (Ana Britannica, 1988:451). Roman Empire was divided into two in 395. Antakya remained within the lands of the Eastern Rome (the Byzantium) (Saral and Dumlu, 1970:5). Antakya, which was under

the invasion of Iran between the years 611-628, was an important city for the Eastern Roman Empire. It still attracted the attention of the neighboring states despite all the destructions it faced.

5.4. The Period of Islamic Civilizations

Islamic troop under the command of Abu Ubeyde İbn-ul Cerrah, who carried out conquests in Syria in 638, turned towards Antakya and encircled the city. The city was received with an agreement. Many castles were built in the region between the years 705-715. Antakya was a city of Aleppo between the years 661-750 during the period of the Emevis (the Omayyad). Antakya had a calm period during the Abbasids, even Caliphate Harun Reshid visited Antakya. Between the years 843-849, Ibn Ebu Davud renovated the castle of Alexandria, which was in a desolate condition. It was partly rebuilt.

All the houses in Antakya were destroyed in the earthquake of 868 and the towers of the castle were ruined (Tekin, 2000:6-7). It was ruled by Tolonoğulları in 877 and later by İhşitler. By the recapture of the Byzantium in 968, the Islamic period in Antakya, which continued for 331 years, came to an end (Ergün, 2006:120).

5.5. The Period of the Hamdani and the Byzantium States

Towards the end of the 9th Century, the Abbasids became weaker and separated into small beylics. In this period, the State of Hamdanis was founded (944) in Aleppo. There were severe clashes between the Hamadanis and the Byzantines especially during the period of 967-969. Byzantium Emperor Nikeforas Fokas encircled Antakya in 968 as the last castle. However, the city resisted this invasion until the year 969. A huge amount of war booty was picked up. Hence, "the Great Antakya" was re-conquered by

the Christians. The Aleppo was subjugated. Hamdani State was imposed a tax (Tekin, 1993:41).

5.6. The Period of the Seljuk

Fed up with the bad management of the governor, the administrators invited Süleyman Shah to Antakya when he went to Urfa. Along with 300 horsemen, he went to Antakya from Nicene in 12 days and arrived on 12 December 1084. No one was harmed in the city.

Süleyman Shah promised to forgive people. He released all the prisoners. Seeing the situation, those in citadel gave up resisting and surrendered on 12 January 1085 (Ergün, 2006:120). He put his intention forward explicitly with a decree to his soldiers. In the decree, there were statements such as "To treat the Christians well, not to enter into the houses and not to marry their daughters even with legal marriages" (Tekin, 1993:43). Süleyman Shah converted MarCassianus Church into a mosque; and for this he allocated some lands to the Christians to build two new churches (Virgin Mary and Saint George Churches) (Sahillioğlu, 1991, 3:330).

Süleyman Shah had to fight with Mosul Amir Muslim, who wanted tax from him after a while; and he became victorious (12 June 1085). However, his troops were defeated in a war around Aleppo that he had with Palestine Seljukian Ruler. He died (June 1086). In the same year, Great Seljukian Sultan Melikşah came to Antakya until Süveydiye. After appointing Yağsıyan governor to Antakya, he left the region. A strong earthquake happened in Antakya in 1090 (or 1092) (Tekin, 2000:7).

5.7. The Period of the Crusaders

The Crusader Army appeared in the stage of history in 1090s in Europe and went towards the East. By going to Çukurova from Anatolia in 1097, the Crusader Army reached the Gulf of İskenderun. Then they invaded the Antakya through Belen gateway after taking İskenderun over (21 October 1097). Antakya resisted the occupation for a long time and suppressed by the Crusaders on 3 June 1098.

During Crusades 1st and 2nd, the Syria region was given off the hands of the Byzantium. Local Muslim beylics and the Latin shared the region. The most important states built by the Crusaders was Antakya Crusade Earldom. Being the most significant center of commerce, Antakya had another period of welfare. New buildings were built in the city, the population increased. The trade began and developed again. Although the conflicts continued, Treat treaties were signed with the Muslims. Byzantium Emperor Jan Komnenos conquered Antakya in the expedition of Cilicia in 1137 with a big army and then turned back to Istanbul. The population of Antakya city, which settled between Asi River and Silpiyus mountain at the width of 1,5 km and 5 km of length, is guessed to be 100 000 at that period.

The Antakya Earldom founded in the region accepted the dominance of the Byzantium in 1158 (Alptekin, 2000:8). The conflicts between the Princedom of Antakya and the Turks continued, Savar, who was the commander of the troops Nureddin Zengi left in Aleppo, had continues raids to Antakya in between the years 1139 and 1144 (Demirkent, 1987:135). This struggle continued with the Bakras and Darb-ı sak castles suppressions (1188) of Salahaddin Eyyubu (Tekin, 2000:9, Sevim and Yücel, 1990:11).

5.8. The Period of the Memluks

The army of the Memluk State, which ruled Egypt in the 13th century, reached as far as to Amik lowlands and encircled Antakya twice in 1261 and 1262. Antakya was besieged in a severe war on 18 May 1268. The city was plundered, set on fire, the walls were destroyed and the citadel was collapsed.

Baybars, who also destroyed Seleucia Pieria (Çevlik) port, which carried food material to city from the sea, suppressed Bakras and Darb-ı sâk castles (Ergün, 2006:120). Baybars massacred some of the people, and took some as prisoners. Let the city be looted and set the city on fire. This is how he destructed the city. Antakya has never reached its old splendor ever after (Sahillioğlu, 1991, 3: 230). He built two mosques later in Antakya and Bakras. Construction activities began in Antakya. By the emergence of the Memluks, Antakya Crusade Princedom, which continued for 171 years in Antakya, came to an end. Over 40 000 Turkmen families, who came to the region during the reign of Baybars, were settled to the shores captured from the Crusaders from Gaza to Antakya and the border of Sis.

Traveller Ibn Batuta who visited the region in the 14th century mentioned about Antakya as a place with beautiful buildings, crowded population, and abundance of water and green areas, and where Turkmens accommodated with their herds in Amik lowlands (Tekin, 2000:9). At that period, Avşar, Beğdili from Bozoks and other Turkmen tribes were living in the Amik lowlands (Tekin, 2000:10). In the second half of the 15th century, when the Ottoman territory expanded towards the South and reached the Memluk borders, wars between the two States began. The Memluk troops defeated the Ottoman troops in Çukurova in 1487 and imprisoned the commander Hersekzade Ahmet Pasha. The Ottoman army could not get

victorious over the army of the Memluks in the expedition in 1488. Finally, Bars Treaty was signed in 1490. During these years, the discovery of the Cape of Good Hope changed the trade routes. Number of ships operated between Europe and İskenderun decreased. İskenderun and the vicinity were deeply affected (Ergün, 2006:121).

Cüнди Public Bath, which was built by Baybars in this period, is believed to be the oldest structure of the city (Tekin, 2000:127). The oldest foundation of today is Sultan Gori (Gavri) foundation, which was constructed in the period of the Memluks. Furthermore, some of the mosques are believed to be built in the Memluks period. (Tekin, 2000:127).

Following the Mercidabik War (1517), in which the Ottomans were defeated by the Memluks, they added Hatay to the lands captured to Egypt (Yurt Ansiklopedisi, 1982:3394).

5.9. Hatay in the Ottoman Period

Following Hatay's fall under the Ottoman dominance, the places ruled by Aleppo also fell into the Ottoman dominance. Bıyıklı Mehmet Pasha was appointed to the city as the first administrator. During this period, Antakya was a district of Aleppo. Antakya was the center of the district. As a result of arrangements within the time being, Antakya received the status of a town and thus administrated accordingly. Its income was lent.

In the following years, the most important event for the region was the transfer of Suleyman the Magnificent (Kanuni Sultan Süleyman) from this place. Kanuni went to Adana through Antakya-İskenderun while returning from Tabriz expedition in December 1535; he visited Antakya again in the years ahead. By a decree of Kanuni, a mosque, an inn, a public bath, and an

imaret were built in Belen, at the vicinity of Antakya, and thus this place became a village (Tekin, 2001:19). Then, to maintain the security of road, old castle and trench in Payas were uprooted and were rebuilt completely (1567-1571). Again Payas, just opposite the castle, the construction of mosque, inn, public bath and imaret, which began in 1568, by Sokullu Mehmet Pasha was completed in 1574. Moreover, a port and a dock were built. In order to protect the port, a small castle (Cin Tower) was built at the upper part of the port in 1577. 541 families were settled here as guards. In the same period, Sokullu built structures such as inn, public bath, covered bazaar, mill in Antakya (Tekin, 1993:55, 56).

Evliya Çelebi, who was passing by Hatay region in 1648, wrote his observations especially on Payas, İskenderun, Belen, Bakras and Antakya in detail in his Travel Book (Ergün, 2006:121). At that period, the inn, which was built by Kanuni in Karamurt (around Bakras) was devastated, and it was not functioning. As a part of construction works, Vezir Hasan Pasha ordered to build an inn and a mosque along with an imaret in 1703-1704. The construction was completed in 1706. Here a county was founded at the same period and an organization of a bazaar (market) was established for the security of the road. Hence, security was maintained in the region. By the efforts of Abdurrahman Pasha in 1769, people were brought and made settle in Belen again. 3 000 horsemen, who used to spend their winters in the lowland of Amik and summers in the plateaus of Anatolia, and those who were as crowded as to have 3000 pedestrian unsettled Reyhaniye tribe agreed to settle there partly in the beginning of the 19th century.

The earthquake that happened in 1822 destructed İskenderun and its vicinity very badly. The only remnants of Seleucia Pieria were also ruined and many houses in Antakya were destroyed. A chamber of businessmen operated according to the principles of Ahilik in Antakya was organized in the

form of guilds. They settled around inns and there was a busy market consisted of streets each of which was allocated to the members of a certain profession. There were mills and water wheels that provided water from Asi River. Ibrahim Pasha, who came to Antakya and made his troop rest, saw a weakness that the Ottoman Army left in defense and became victorious in a war that took place on 28 July 1832. The Ottoman army had huge loses. The army of Ibrahim Pasha went to İskenderun from here and continued their journey until the interior parts of Anatolia. The administration set by Ibrahim Pasha in Antakya and the vicinity continued until 1839. By the declaration of Tanzimat (the Reforms), new arrangements in the administration were made in Antakya and its vicinity just like those in the entire Ottoman country. Security in Gâvurdağı region was broken, there was no peace and insurgencies emerged in an extensive area from Sivas city to İskenderun port, Beylan and Antakya in the 19th century. In order to establish peace and order in this region, government formed a division of soldiers. Ahmet Cevdet Pasha was the authority of Müsir Dervis Pasha, Commander of this army, which was named as "Firkai Islahiye", in civil issues. The army came to İskenderun in mid 1865. Belen road and Amanos Mountains were passed by and then military operation started. Revolting tribes were taken under control, and peace was maintained in the region. A military quarter was established in the place where the troops stayed. Hacılar, Tiyek and Akbez counties were united and became a town; a county of few hundred families were established somewhere near the quarter. The county was named as "Hassa" on account of the fact that Hassa troops arrived there first. Opening of the Suez Canal in 1869 effected İskenderun port and the economy of the region badly (Ergün, 2006:122). Commercial business of İskenderun and its significance decreased. The strong earthquake that took place in Antakya on 16 April 1872 caused great destructions in Antakya and its villages. 1500 people died in the earthquake, and many people were injured (Ergün, 2006:122). In order to compensate the losses caused by the Suez Canal,

sose, which was built between İskenderun-Aleppo, was completed in 1886. İskenderun-Toprakkale railway line started to be built in 1904 and was completed on 1 November 1913. On the final days of the First World War, the Turkish troop in Syrian front left Aleppo and went to the North. Mustafa Kemal Pasha, who commanded the army during this withdrawal, handled the conflicts at the streets of Aleppo. On 28 October 1918, Mustafa Kemal Pasha ordered the military units under his command to protect the lines in accordance with the borders today. In other words, the borders of the new Turkish State were designated.

Most of the structure, institution and services, which were effective in the way of the life of people (inns, public baths, mosques, caravansaries, bridges and similar structures and institutions), were kept alive not by the fund of the State but of the incomes of the foundations. The number of foundations established in Hatay in the 19th century since the first one is above 200 (Tekin, 2000:127).

5.10. Foundation of the State of Hatay and its Participation to Turkey

In accordance with the Mondros Ceasefire Treaty, France deployed soldiers to Antakya on 12 November 1918. With the invasion of Antakya by a French troop from İskenderun, the reign of Arab government came to an end on 7 December (Tekin, 2001, 25).

As of the establishment of Mandatory administration, the number of Armenian schools in Istanbul increased from 8 to 40. Mandatory administration also emphasized on making discrimination of Arabis. They established Arab high schools and appointed Syrian Arab militants as teachers at these schools. Turkish was not taught in these schools. French

and Arabic subjects were taught. Prior to the First World War, the Orthodox had two schools in Antakya and a school in Samandağ. These schools were funded by Russian Czardom (Türkoğlu, 2006:10).

By Ankara Treaty, signed on 20 October 1921, the war situation between Turkey and France came to an end (Ana Britannica, 1988: 452). According to this Treaty, İskenderun district was remaining out of the boundaries of our country. However, according to Article-7 of the Treaty, a special administration would be established for the district of İskenderun, and the Turks in the district would benefit from all types of facilities and opportunities in order to develop their cultures. In this new period, the Turks in Antakya, İskenderun and the vicinity could not get habituated to live away from the motherland. At every opportunity, they demanded Turkey to rescue their hometown from the invasion (İnce, 2009:12).

By the decision of 1925 French High Commissioner, Turkish was accepted to be an official language along with Arabic and French in the district (Arslan, 1995:18). After meetings in Paris and Ankara in January 1937, a state was decided to be established under the name of 'Hatay' with the guarantorship of the two states. The constitutional law was prepared in the League of Nations and approved on 29 May 1937 (Sahillioğlu, 1991, 3: 232). Mustafa Kemal Atatürk placed great importance to Hatay. He strongly disapproved the transfer of the management of this Turkish city to French administration and reacted saying his historical words "Turkish motherland of forty centuries cannot be held captive in the hands of an enemy". However, by signing Ankara treaty in 1921, French pressure on Hatay increased. Turkish army responded by entering Hatay from two places on 5 July 1938. Meanwhile, France wanted to soften her relationships with Turkey on account of the importance of the Straits and that Turkey was the strongest State in the Middle East (Hatipoğlu, 1996, 21). Finally, this approach paved

the way for the election of National Assembly under the guarantee of the Turkish and French troops.

Republic of Hatay was declared upon the election of a President for the newly founded State on 2 September 1938. Tayfur Sökmen was elected as the President. Doctor Abdurrahman Melek was elected as the head of the government and they began their works in office after forming the government. The flag of the State was almost the same with that of Turkey, and the national anthem was Turkish National Anthem. Intimate relationships were established between the State of Hatay and Turkey. Assembly of Hatay accepted Turkish Civil Law as it is. Moreover, Hatay wanted help from financial advisors of Turkey and by their help Hatay tried to establish its financial order. Furthermore Turkish Criminal Code was also accepted by the Assembly of Hatay. All these ventures are caused by Hatay's desire to join the motherland. As a matter of fact, Turkey favored this demand and accelerated the activities accordingly (Armaoğlu, 2001, 351).

The relationships between Hatay State and Turkey improved rapidly. Hatay Assembly summoned on 23 June 1939 and took a decision to join the motherland. On the same day Turkey and France signed a Treaty and Hatay's decision to join Turkey was accepted. However, France put on a condition to guarantee the Independence of Syria (Eyicil, 1990, 294). On 29 June 1939, members of Hatay Assembly were gathered for the last time and with a consensus they decided to join Turkey. With a law passed on 7 July 1939 in Turkish Grand National Assembly, Hatay province was founded. Şükrü Sökmensüer was appointed as the governor of Hatay. In accordance with the Treaty, a hand over ceremony was held in Antakya military quarter on 23 July 1939. The quarter hoisted Turkish flag with great rejoices of people and the remaining French soldiers withdrew from Hatay. Hence, Hatay joined the territory of Turkey again (Hatay, 1998, 76). Due to the fact

that Hatay was under the sovereignty of the French for more than 10 years, there are many buildings especially in İskenderun built by the French. Today, some these buildings are used as schools and courthouses.

5.11. Conclusions

The historical process in Hatay province has a major impact on cultural resources. Due to research area's being the oldest place of settlement, a large number of cultural heritages have been determined.

CHAPTER VI

CULTURAL TOURISM POTENTIAL OF HATAY PROVINCE

6.1. Introduction

Cultural tourism potential of Hatay province is the most significant part of the research. The research field has many cultural heritages in respect to culture tourism potential. It is especially an important place in regard to cultural attractions and socio-cultural sources.

6.2. Cultural Attractions

The tourist attraction potential of a place (or a country) depends on three factors. These three factors, which are the basic principles of tourism or resources of tourism, are "three 'A's of tourism: attractions, accessibility and accommodation".

The efficacy and organization of them form the base of development in tourism. Attraction in tourism is an important factor and this shows great dependence on geographic information (Gunn, 1988:107). In order for region to be considered as a tourism product, it must be attractive. Attraction is explained as factors that affect the tourists' preference of one place over the others. Depending on the sources of attraction, many various tourism types and touristic activities are held. These are shore tourism, rural tourism, plateau tourism, cultural tourism, belief tourism, etc. For instance, sun-sand-sea are the most important geographical attractions. Moreover, different ways of life, different cultures, food, clothes, building touristic image or brand have also been important factors in recent years (Yılmaz and Çizel, 2000:457). Attraction is the most crucial factor for geographical sources that places the most important role in tourism's selection of a place and a tourist's

visit to a certain place. These sources which form attractions can be climatic sources, shore sources and sea, landscape and natural life sources as well as historical sources, cultural and human structure sources (Özgüç, 1998: 46-99). The attraction of cultural sources is generally like how tourists define it themselves; these are related to the education, knowledge and choices of the types of entertainment selected by tourists. Some tourists visit more than one destination and they want to have an active cultural experience. These cultural experiences, for example start from exotic cultural experiences such as taking part in a tour in SouthEast Asian countries or African countries (it is generally known as "ethnic tourism type") to seeing different cultures (also known as "culture tourism") just as a part of tourism experience without having any specific focus point of the travel (Özgüç, 2007:77). Since the attractions that the countries or regions have various types in terms of their features, tourism researchers also classify them into different categories. Stating that they are also in accordance with geographical view (Özgüç, 2003: 50), Christaller (1955) classified tourism fields according to their attractions in the following was:

- 1.** Climate's being the factor of preference in selecting a place;
 - For winter relaxation,
 - For summer relaxations,
 - For Spring and Autumn relaxations
 - Climate suitable for all times;
- 2.** Landscape superiorities;
 - Generally beautiful landscape – for example mountains, lakes,
 - Vegetation – for instance forestry region, plateau, lowlands, or vegetation types of southern countries,
 - Waterfalls, volcanoes, caves, rocky places and similar interesting natural characteristics,
- 3.** Sports facilities:

- Alpinism,
 - Winter sports,
 - Water sports and fishing done for the purpose of sports,
 - Hunting, riding,
 - Golf, tennis etc.
- 4.** Beaches;
 - 5.** Spa, mineral springs, places of cures, salt and sources of hot water;
 - 6.** Cities that have beautiful landscape, antique places, works of art, antique temples or ruins, and museums;
 - 7.** Historical monuments, war fields, places of settlements where famous people are born;
 - 8.** Religious visiting places where old ways of life and public festivals can be observed;
 - 9.** Places where there are cultural arrangements – Festival week, festivals, theaters, courses in vacation and so on;
 - 10.** Economic structures and ports, dams, airport, bridge, fair, interesting business places (salt works, workshops of sardonyx, oil stones, etc);
 - 11.** Transportation centers, places of busy transportation networks, settlement places at intersections of roads;
 - 12.** Various entertainment facilities and central places with their structures.

Hatay province has rich archeological-historical attractions. It is especially one of the significant centers where there is multiculturalism. There are also geographical aspects of cultural attractions. Culture and tourism are phenomena caused by spatial differences. Hence, when we look at the field of the research, there is a close relationship between cultural attractions and geography. These attractions again show variations depending on geography, history and cultural conditions of Hatay province. Traditional architecture, religious motives, settlement, use of field, type of clothing,

handicrafts, food, music and works of fine arts are part of the appearance of cultural geography as well as the focus of geography-culture and tourism (Emekli, 2007:53). Today, the field of research show itself with geographical appearances, historical buildings, religious places, as being the sources of very different cultures and geographical environment (Figure 6.1). Along with some materialistic factors of culture, Hatay province has many non-materialistic potential such as religious and traditional structure, traditions, eating and drinking. These sources, which form potentials in culture tourism in the field of research, also have international appeal in internal tourism. The sources that consist the cultural tourism potential of Hatay province can be classified into two groups.

- Historical Sources
- Socio-Cultural Sources

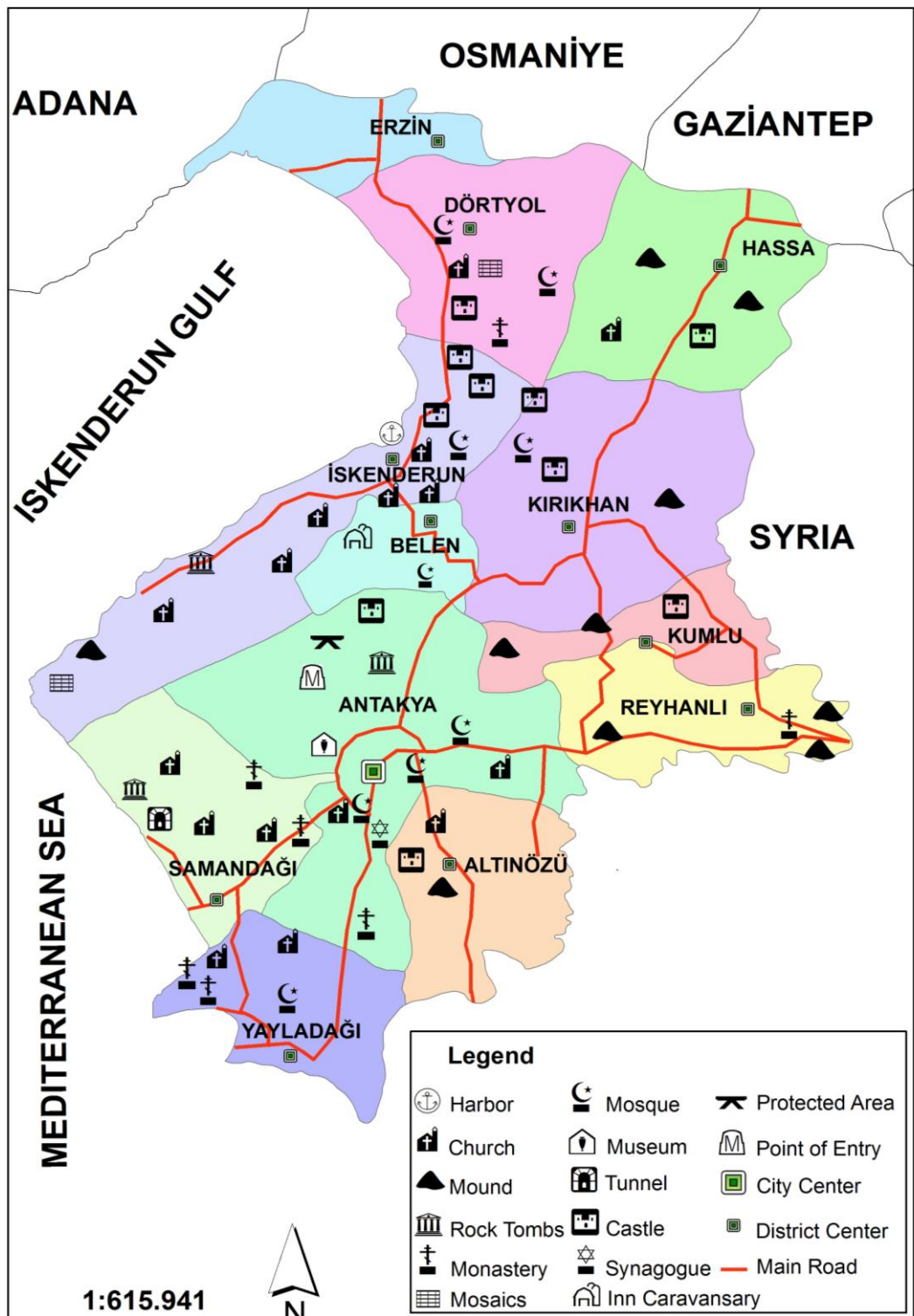


Figure 6.1. Cultural tourism potential of Hatay

6.2.1. Historical Heritage

Historical sources are the physical remnants of disappeared civilizations and past ages (Özgüç, 2007:71). Historical sources include historical heritage of prior generations. As a matter of fact these are concrete cultural structures which were built for the benefit of the society, religious structures, and buildings of assembly, palaces and museums. Significant historical, religious or mythological events, although the places where they were occurred have been completely changed or no proof is left from the past, can be accepted as historical sources. The places where geographical conditions are the most appropriate for human life are also the richest places for historical sources. Anatolia, Mesopotamia, Egypt and China, and Europe and North America after the Middle Age have been the richest regions in respect to historical heritage. Historical and cultural features of these areas are quite rich sources of attraction for many tourists. This gets prominence in cultural tourism activities as well as massive tourism.

Tourists, for many reasons, find historical sources attractive. Remnants of the past civilizations, and technological level that the people at those periods (when there were no machines) reached at may affect the tourists. For example, Egyptian Pyramids built 4500 years ago or Inca cities from the 15th-16th centuries (Özgüç, 2007:72). Historical sources, which are more of the essential parts of cultural tourism, cannot be said to show regular distribution; sometimes they may emerge as a single and distinct piece of attraction in a city or a town. The historical sources in Hatay province are mainly in Antakya, İskenderun and Samandağ city. Especially in these regions, there are many churches and monasteries, which are religious structures.

Attractions in the province can be grouped as:

- Archeological and historical sites,
- Religious structures,
- Other historical Sources

6.2.1.1. Archeological and Historical Sites

6.2.1.1.1. Fields of Archeological Sites

Hatay is one of the oldest places of settlement in Turkey. Recently, curved stones analyzed around Sungur village were dated back to 250000 years. Findings (pottery, women figures, beads, decoration items, earthen houses with rectangle plan – earthen walls on stone foundations -, tools for mining, sickle, knives, stone seals, needles, axes, spears...) in various excavations conducted in the settlement places of Cüdeyde, Hamam Vadisi, Çatalhöyük, Atçana, and Tainat, show that Hatay region was a busy place of settlement in Neolithic, Chalcolitic periods and in the Bronze Age (Tekin, 2000:1). Remnants of palace architecture in Amik Plateau settlements give some information about political structure and the ways of life in the Bronze Age as well as the fact that these settlements were organized in a way of Beylics.

Hatay has a rich cultural tourism potential. There are 123 fields of archeological sites, 4 fields of natural sites (Antakya, Harbiye, Reyhanlı-Yenişehir, Kırıkhan Gölbaşı Erzin Başlamış), 1 urban site (Antakya) (www.hataykulturturizm.gov.tr 03.06.2011). Furthermore, there are 131 places of settlement.

6.2.1.1.1.1. Antique City Ruins

The city where Antakya and Seleukos kingdoms were founded and was named as Antakya was the capital city of the kingdom. Antakya (Land of Antigonos), founded by Commander King Antignos, one of the descendants of Alexander the Great was the name of the city, which he made as the capital. Antakya city, which was built (in 300 B.C.) by the order of I. Seleukos Nikator, a commander of Alexander, between Habibneccar mountain (Silpus Hill) and Orantes River (Asi River) developed in a very short period and decorated with member of work of arts. The city had population of 500 000 in the Second century A.D. and became an important center of commerce, science and entertainment. The city was conquered by the Romans in 64 B.C. The city had many earthquakes in the years ahead, but rebuilt after every earthquake, and played important roles in Christianity. Antakya became a city where Olympiads were held and its significance as the centre of culture and commerce continued for 400 years. The city was completely destructed after an earthquake in 526 A.D.

Samandağı is an important port city built by Seleukos in 310 B.C. The first settlement in Seleucia Pieria antique city began in Paleothic Age was the port city of the State and Antakya was the capital city.

Seleukeia Pieria is 26 km from the southwest of Antakya. It is at the place where Samandağ (at the seashore) and Çevlik/Kabaklıca villages are located. Seleukeia means the land of Seleukos. The first settlement in this region dates back to 4500 A.D. the date of city starts with Seleukos. Seleukeia Pieria city was consisted of two parts as lower and upper parts. The city at the upper part was 300m high from the sea level. There are huge villas, temples and official buildings here. The lower city was built around the port. There are also a big public bath, a small theater and Dor temple. The

city has two gates named bazaar and El-Mina. The walls of the city which were as long as 12 km could not survive until today (www.kenthaber.com 22.05.2011).

Arsuz is at the shore, 33 km southwest of İskenderun. The foundation of Arsuz dates back to 300 B.C. There are mosaics that belong to the period of Byzantium in the excavation field of Rhossos. Some remnants of the city reached until today, but the some ruins of old port and those of the First Age city remained under the sea as water level increased by the time being. There is a place of settlement, a historical road, piling parts with mosaic, and remnants of necropolis. A little ahead of the mosaics in the Rhossos excavations, there are some storages where Romans used as graves, the Byzantines used to store olive oil and whiskey. The antique port at the shore of Rhossos filled up with alluviums. The hill behind the antique port is believed to have an antique temple under it (www.kenthaber.com 22.05.2011).

In Hellen language, Alexandria means the land of Alexandros (İskender). In order to be separated from other cities, Kilikya named this city as minor Alexandria during the period the Romans and Alexandretta in the period of the Crusaders. Today, there are no available remnants of the First Age in İskenderun. At the left of the way to Antakya, there are ruins from Middle Age. Harbiye (Defne) is 9km to Antalya city center and is a green place for picnic area. It is the famous Daphne city of the Antique Age. It was the most famous summer place during the period of the Romans. It also hosted Olympiads held during the Roman period (Sarı, 2008:38).

According to the legend, Zeus's son Apollon, the god of light, fell in love with young and beautiful girl Daphne, whom he saw along a river and wanted to talk to her. He chaises Daphne. Daphne understands that she

cannot escape from him. She begs "ay mother earth, cover me, hide me, and protect me". Daphne turns into a tree. Apollon becomes perplexed. After this event, victory of poem and gun are awarded with leaves of Daphne tree. The waterfalls of Harbiye are believed to be originated from the tears of Daphne. Defne, which was known with the waterfalls and world famous summer places during the period of Seleukos, was prominent with its summer houses, temples, and places of entertainment. However, there are no historical works owing to severe earthquakes.

6.2.1.1.1.2. Necropolis

It is at the Necropolis, which existed during the Old Ages and for the basis of cultural tourism, settlement areas of Hatay province.

Beşikli Mağara (Cave with Cradle) Necropolis

The Cave Cradle is among the most important remnants of "Seleukeia Pieria" or with a different way of saying "Seleukeia in Pieria", which is spread of 300 acres of area at the shore of Samandağ Çevlik village. It is a group of graves which were completely craved into a cave.

It is at the place where there are graves that were made by craving the rocks during the period of the Rome. It is surrounded with high rocks (Figure 6.2) Since it looks like a cradle, people called this place as the Cave with cradle. Apart from this group of graves, there were hundreds of graves craved into the rocks in the region. Many of the graves were looted and destroyed during the period of the Armenians (Sarı, 2008:92). Some of these structures are preserved in Antakya archeology museum.



Figure 6.2. Necropolis of the cave with cradle

Rock Graves

Around the rock graves, which are located at the place where there is cave with cradle, it is possible to come across Tomb grave, earthen graves and grave monuments in the region. These caves, which were craved to lime stones and chinks, are used as shelters for animals, stores and similar service by the people in the region. Most of the caves were damaged and destroyed by the treasury hunters (Sarı, 2008:93). The different graves in the region were made in accordance with the financial status of people then.

Those ones which were made magnificently are the ones that belonged to a king, a queen or a wealthy person (Figure 6.3). There are some figures of the Roman period at the entrance of the rock graves.



Figure 6.3. A rock grave that belongs to a king or a queen

6.2.1.1.1.3. Settlement Areas (Hill town)

They are small unnatural hills which were formed by the way that old settlements were destructed several times or the places hit by natural disasters were rebuilt and those remnants of old cultures intersected and settled on each other. Although settled life in Anatolia started with plain area settlements, this new settlement order and life are most distinct in mound settlements, which are in Neolithic age village settlements.

Every single finding in the structure gives us information about the past. Since the remnants of potteries in the settlement areas reflect the characteristics of the culture in the area, they occupy significant place in dating and differentiating cultural strata of the settlement area (Demir, 2002:44).

Owing to its geographical conditions, there have been many settlement areas in Hatay. There have been many mounds (settlement areas) confirmed especially in Amik lowlands. Mounds are places where

many civilizations are hidden. There have been excavations in Cüdeyde, Çatalhöyük, Tainat, Aççana, Dehep and Akkrat.

Tell Tainat Mound (Settlement Area)

It is at the East of Reyhanlı- Antakya highway and opposite of Aççana. As a result of the excavations in Tainat settlement area, a palace from the Hittites and a temple were unearthed here. The findings are in Hatay Archeology Museum. The findings obtained with researches show that the place was the capital of the late Hittites period.

Tell Aççana (Ruins of the Palaces of the Hittities)

It is a sightseeing area of a museum on the highway of Reyhanlı – Antakya. According to written records, in the researches in Great Cüdeyde mound and Güvercinler plateau on its west, settlement plates and devices that belong to old ages were discovered (Sarı, 2008:90). Aççana mound is the remnants of antique "Alalah" city. There were 17 layers of settlement which continued till 1190 B.C. when there were raids of sea tribes (Figure 6.4).

Colossal palaces were found in the IV. and VII. layers. Scientific works to unearth continues time to time in these cities. Total of 236 settlements were designated in the lowlands of Amik in the archeological surface researches that took place in 1937 and between 1995-2002. However, as a result of the analysis of topography divisions, satellite photographs and satellite views 145 places of settlements were detected. The reason of the difference between the map and the archeological maps is that some of the settlement areas are under the surface of the land and that some of them were used as agricultural fields (Özşahin, 2010:27).

It is known that the primitive people used to live in settlement areas and moved up to highlands in winter areas because of the flood (Sarı, 2008:90). There have been excavations in six of the settlement areas. On the other hand, many of them were flattened to be used for agricultural purposes. It has also been confirmed that settlement areas were used as temples and palaces.



Figure 6.4. Açına Mound (settlement area) (Kamil Okuyan)

Other Archeological Fields that are sources of Culture Tourism

Besides Mound (settlement areas), necropolis and antique settlement places, there are other historical ruins in respect to nature tourism. The periods they belong to do not belong to certain ages: Hellenistic period, Middle Age and Roman periods (Table 6.1).

6.2.1.1.2. Religious Structures

Tourism is closely related to the factors of religion and belief which have huge impact on the phenomenon of travel. Belief has been guiding the

identity and life of human beings since their existence. The factor of religion has been among the important factors that lead people to travel. Religious buildings, rituals, religious festivals, beliefs and religious events are significant factors that have great impacts on the behaviors of the tourists and paved the way for people to carry out belief tourism (Henderson, 2003:447). Unlike other tourism types, in belief tourism people visit holy places which they see important in religious terms to perform their religious tasks in accordance with the religion they belong to. The relationships between the worships and places pave the way for people to travel to the aforementioned places. (Öcal, 2001:18) For instance, Benares in Brahmanism, Mecca and Medina in Islam, Jerusalem, Rome and Ephesus in Christianity, and again Jerusalem in Judaism are among the mostly visited holy places. On account of the fact that the conditions today facilitate these travels, transportation and communication technologies are advanced and per capita income has increased in the West European countries and in America, the belief tourism has become an activity that concerns more and more people (Sargin,2006:3-4). The fact that apostles in the early periods of Christianity and prominent religious figures lived in Anatolia and that they started spreading the religion from this territory, Turkey is a crucial centre. Many places (Ephesus, Nicene, Antakya, Istanbul etc.) in Turkey are considered as sacred places by the followers of this religion.

Table 6.1. Archeological ruins in Hatay province settlement areas

Location of the Historical Ruin		Type of the Ruin	Significance of the Ruin
1	Antakya (at Kurtuluş Street)	500 years old Torah	The Torah written in Hebrew is believed to be 500 years old.
2	Antakya (Archeology Museum)	Antakya Tomb	The work of art which was made in the style of column Tomb belongs to Roman period of 260-270 B.C.
3	Antakya (Archeology Museum)	Mosaics	Many of the mosaics of the Hittites, Hellenistic, Rome and Byzantium periods includes mythological themes.
4	Antakya (Archeology Museum)	Archeology Museum	The museum which has rich mosaic collection is the second in the world after the one in Tunisia.
5	Antakya (Archeology Museum)	Antakya Tykhesi (Tühe) Fortune	It is the most famous statue among those which were built during the foundation of Antakya and were used to decorate the city.
6	Antakya	Silpiyus (Habibneccar) Mountain	This where Christianity first spread and the followers of Jesus Christ were called Christians here first

Location of the Historical Ruin		Type of the Ruin	Significance of the Ruin
7	Antakya (200 meter from the St. Pierre church)	Heron	It was built with the consultancy of a soothsayer at a time of plague epidemic in Antakya in Hellenistic period.
8	Between Dörtyol and Erzin on the left side of İskenderun	İssos Ruins	There are water belts, storages, temples and ruins of various structures made during the period of Slevkos
9	İskenderun town center	Scobios Chateau	It is the ruin of port city remained from the Middle Age. It was built to protect İskenderun port
10	On the route of Reyhanlı - Aleppo	Kızlar Palace (Kasr-el Benet) or Palace of Nuns	The castle, which is a very significant historical structure, was the most important religious centre of the North Syria. Today it lost its significance as it is in the tampon region and is about to collapse.
11	Samandağı	Titus Vespasianus Tunnel	It was built to protect port city from the flood as well as for making sudden suppress to prospective pirates.
12	Samandağı	Dorik Temple (Dor Temple)	It was built in the name of Zeus, white marbles were used. It belongs to Hellenistic period.

To illustrate, St. Pierre Cathedral in Antakya was declared as the place of Pilgrimage by Pope Pall VI in 1963. Catholic Church organizes a ritual and celebrates here on the 29th June (the date of St. Pierre's death) every year and those Christians who participate in this ritual receive the title of Pilgrim (Sarı, 2008:27). The tourists who go to a specific place in order to be Pilgrims, they become pilgrims and visit cultural existences in the region through daily programs. Rome city is a region where both religious and cultural tourism is highly practiced.

The territory of Turkey is also significant for the followers of the religion of Islam. There are religious works of art, which belongs to Turk-Islam culture that has a history of more than one thousand years and the Ottoman Empire that was a leader of Islamic world for six hundred years in this region.

Moreover, various structures such as mosque, masjid, tomb, dome, madrasah, bazaar, bridge, castle, pavilion and palace with different functions were built close to each other in a harmony in Anatolian Turkish architecture (Aksoy, 1998:45). Some of the places considered as holy by the Islamic world are as follows (Sezgin, 2001:20):

- Mount Ararat (Ağrı Dağı), where the Ark of Prophet Noah, the second ancestor of humanity after Adam, with his three sons and daughter-in-law grounded, is in our country.
- The region where the Prophet Abraham lived is in our city of Urfa.
- Relics of the Prophet Mohammad, which were brought to Istanbul after Yavuz Sultan Selim's expedition to Egypt in 1517, are in Topkapi museum.
- The shrine of Halid Bin Zeyd (Ebu Eyüp Ensari-Hazret Eyüp), who was the flag-bearer of the Prophet Mohammad, is in Eyüp locality of Istanbul.

- The shrine of Mevlana, a prominent scholar of Islam, is in Konya.

Within the cultural heritage of Anatolia, we do not come across only the traces of Turk-Islam culture; there are also works of art that belong to various beliefs. As a matter of fact, within the scope of the project of "Belief Tourism" conducted by the Ministry of Culture and Tourism, out of 316 works of art specified in Anatolia, 167 belong to Islam, 129 to Christianity and 20 to Judaism (Başçı, 2011:51).

There are structures significant for belief tourism as much as it is for culture tourism in the field of research. Hatay is a province where ezan (call for prayer)-bell – hazzan mosaic is lived together. The fact that Alevis, Sunnis, Muslims, Catholics, Orthodox, protestants, Christians, Jews and people from all sects and religions have been living in Hatay together for a long time without facing any problem. Hence, Hatay has had a society of common culture.

Saint Pierre cathedral, the first Catholic Church in the world, is situated in Hatay, where Mosques and churches are important belief tourism centre. Hatay, which occupies an important place in the history of Christianity, is at the same time one of the centers of four great patriarchates. St. Simon Stylite Monastery, Yayladağı Barleam Monastery and Keldağı Barleam Monastery are the prominent monasteries. Especially Habib Neccar Mosque, Şeyh Ahmet Kuseyri Mosque and Shrine, Sokullu Mehmet Paşa Social Complex, Payas Sokullu Social Complex and Ulu Mosque are the main places that attract the attentions of the tourists. By introducing belief centers in Hatay, it can contribute to sustaining common cultural heritage and gaining it to universal culture. Hatay belief centers are cultural heritage. While advertising this cultural heritage to the entire world, Hatay's publicity will also be made.

6.2.1.1.2.1. Mosques

Habib-i Neccar Mosque

Situated at the Central locality of Antakya, Habib Neccar Mosque is in a social complex consisted of a mosque, a madrasa, a shrine and a water fountain (Figure 6.5). This structure is known as the first built mosque in Anatolia. The architectural style of the mosque resembles that of the church architecture in the Middle Age; the minaret is in the style of the 17th century while the below part is in Barok style (Karaömeroğlu, 1960:40). It is stated that Baybars, the Sultan of the Memluks built a mosque at the place of a church in Antakya (Yaltkaya, 2000:173).

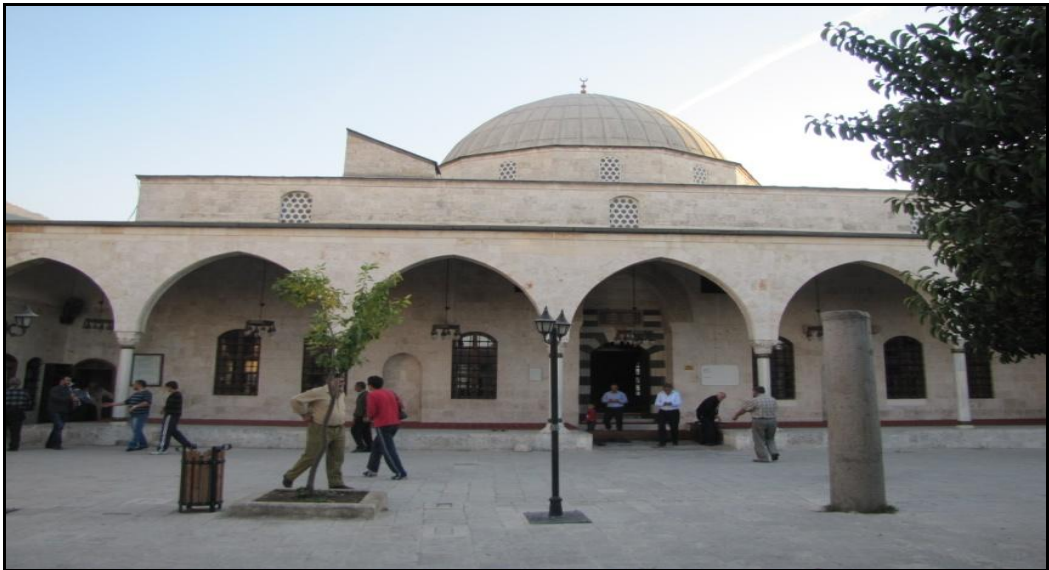


Figure 6.5. Habib-i Neccar Mosque

The structure has been renovated in various periods like many other structures in the city. According to some resources, in the Ottoman yearbooks, the first construction of it was effectuated after the Islamic conquest of the city by Abu Ubeyde bin Cerrah. It is among the significant and large mosques of the city. The mosque today is the work of the Ottoman period.

The interpretations that the city mentioned in the anecdote of messengers inviting people to faith in Yasin Surah of Holy Qur'an is Antakya, and the person is Habib-i Neccar make this structure especially important. His grave is in the (graveyard of the) Mosque. The graves of Yuhanna, Pavlos and Shemun Safa, the apostles who were sent by Jesus Christ to Antakya to invite the people of Rome to believe in Allah during the polytheistic period are also believed to be in (the graveyard of) this mosque (Figure 6.5). The fact that there are graves of the Christians in the mosque shows us interreligious tolerance in Antakya city.



Figure 6.6. Graves of Yuhanna and Pavlus (Kamil Okuyan)

Ulu Mosque

Located at the Antakya locality, Ulu Mosque is along with the structures of madrasa, imaret, two shrines, water fountains and stores. These structures were built in different periods. This mosque is also known as Sultan Selim Mosque. Like most of the mosques in the city, the mosque has a plan of horizontal rectangle.

On an epitaph on the mosque, there is date of 1117 Hijri (Sarı, 2008:36). On the other hand, an epitaph on the minaret indicates the period of the Memluks as the oldest period of the construction and was covered with kedges. It reminds us of the style of the Seljuk. The structure, which has had various joints and renovations by the time being, is among the significant works that is still used.

Şeyh Ali Mosque

The mosque, which is located at the Iplik Pazar area of Antakya, was built by Sheikh Ahmet Kuseyri as a single-domed in the name of his uncle Sheikh Ali at the street known as Güngör today. It is written on the epitaph that the mosque was built in 1581. The plan is like that of the Habib-i Neccar Mosque.

Although the available grave epitaph indicates Sheikh Ali's tomb here, the tomb is not available today. It is thought that the first construction goes back as far as to the second half of the 15th century. The structure, which has also a madrasa and a water fountain in its yard, is horizontally rectangle and the mihrab is domed from the front. It is a wonderful structure with luminous and plain indoor space. The mosque was damaged badly by the earthquake that took place in 1872. By the renovation after the earthquake, the msque was enlarged with some additions (Sarı, 20008:34). During the period of the French people, one of the cannonballs fired by the French hit the mosque; the traces of it are still available in the mosque.

Other mosques

Habib-i Neccar Mosque, Ulu Mosque and Sheikh Ali Mosque are among the most important places of worships in Hatay; however, other mosques apart from them are illustrated in the Table 6.2.

Table 6.2. Important mosques in Hatay province

Name of the Work		Location of the Work	Characteristics of the Work
1	Sheikh Ahmet Mosque	Şenköy town of Antakya	It is built in the 16 th century, there is also Sheikh Ahmet Tomb in the same yard
2	Sermaye Mosque	It is in the Kurtuluş street	Once from the stores around the mosque the needs of the mosque were used to be met but today most of them are collapsed and were taken into the yard of the mosque.
3	Mahrumiye Mosque	Somewhere near Antakya Kurtuluş street	It was built by Grand Vizier Sokullu Mehmet Pasha in 1573
4	Meydan Mosque	Şükrü Sökmensüer Street of Antakya	It was built in Hijri 1296. It is a work of the period of Turk Islam.
5	Belen Mosque	Opposite of Caravansary in Belen Town	It was built in 1553 during the reign of Süleyman, the Magnificent. It was first built as a social complex.
6	Dört Yol Mosque	Dört Yol county	The mosque is called as Kebir in Evliya Çelebi's Travel Book.
7	Sarı Selim Mosque	Dört Yol county	Built in 1374 by Sarı Sellim.
8	Kaptan Pasha Mosque (Ulu Mosque)	İskenderun county	It was built in 1280. It was made double minarets during the period of the Ottoman.

6.2.1.1.2.2. Social Complexes (Islamic-Ottoman social complexes)

Sokullu Mehmet Pasha Social Complex

The social complex, which is located at the Payas (Yakacık) locality of Dört Yol town of Hatay province, was built by the order of Sokullu Mehmet Pasha to Mimar Sinan during the reign of Sultan II. Selim in 1574 (Figure 6.7). Sokullu Mehmet Pasha social complex, which is located in "Bizans" as it is old name but presently known as Payas is a place where pilgrims to Jerusalem and Mecca used to stop and be accommodated for a while (Sarı, 2008,62).

This is the only survived structure in Dört menzil complex. It is an important and big historical building of the Ottoman Period in Hatay. There are 48 stores, Inn (Han), Public Bath, Castle, Imaret, Masjid Madrasa, elementary school, bazaar, Dining Hall, Kitchen, barn and rest rooms in its plaza. In the social complex, where 800 people can comfortably be accommodated, there are all types of facilities for the people in that period. In his Travel Book, Evliya Çelebi states that there are 850 houses built on the way to Pilgrimage.

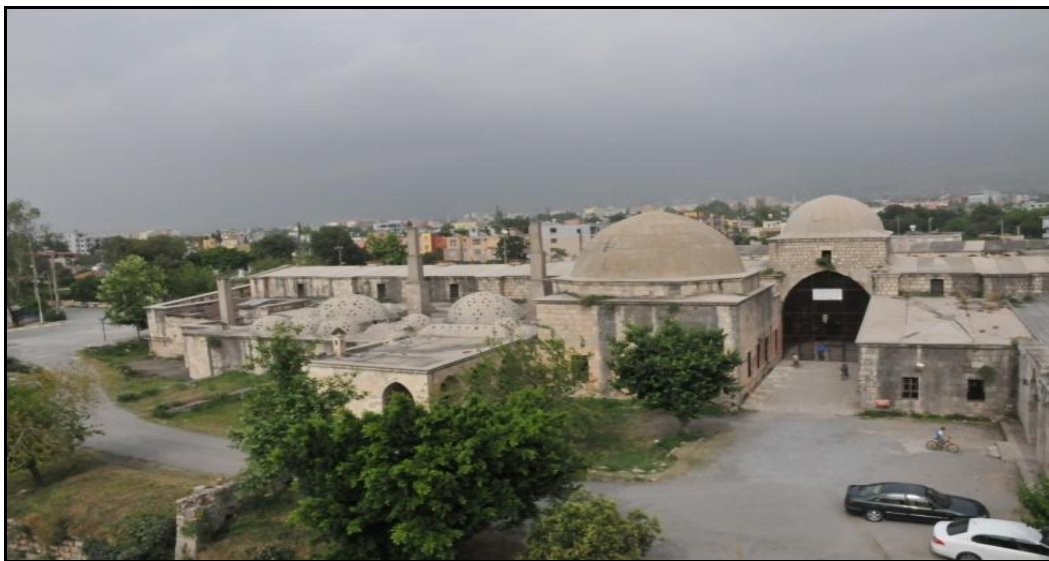


Figure 6.7. Sokullu Mehmet Pasha Complex (Kamil Okuyan)

Belen Kanuni Sultan Süleyman (Suleyman, the Magnificent) Complex

It is located on the way to Halep in Belen town of Hatay province. It is consisted of a mosque, an inn and a public bath. These structures might have been built independently on two sides of the road because of the rough land condition. Built between the years 1550-1560, these structures were constructed by Mimar Sinan upon the decree of Kanuni Sultan Süleyman.

Sheikh Ahmet Kuseyri Complex

Located at Şenköy county of Antakya town, the complex is consisted of a mosque, tomb and a small Islamic monastery. It is thought to be built in the first quarter of the XVI. century. Ahmet Kuseyri, son of Abdurrahman Kuseyri and who settled in Hatay in 1464, was among the Seljuks of Syria and claimed to be descendent of Abbas, uncle of Prophet Mohammad.

6.2.1.1.2.3. Tombs

The tombs in Hatay are divided as Alevi Nusayri tombs, Sunni tombs and Christian tombs. Out of 327 shrines, 299 belong to Alevi Nusayris (The Arab Alevis) (Türk, 2009:44). In some regions, there are 5-6 tombs even in small places. The fact that the number of tombs is too big shows that belief of tomb is very strong in the Nusayris. 17 of 327 tombs belong to the Sunnis. Among this 17, 11 belong to the Arabian Sunnis while 6 belong to the Turk Sunnis. Out of 327, 11 tombs belong to the Christians (Türk, 2009:50).

Hıdır Tomb

It is located at the sea area of Samandağ. It has a single entrance. There are rumors that Prophet Moses and Hıdır met at a rock in Samandağ (Figure 6.8). The place where the rock is located is called "Rock of Meeting".

In course of time, the Rock was surrounded by walls and became a place for visit. Patients visit this place believing that they might be cured.



Figure 6.8. Hıdır Tomb

It is in the Darb-ı Sak Fortress on a hill at the North of Kırıkhan-Hassa way. There two graves in the room at the entrance of the shrine. One these graves belong to the Shephard of Bestami whereas the other belongs to Mustafa Şevki Pasha. There are also graves of 3 relatives of Mustafa Şevki Pasha at the yard of the shrine. In the other room, there is only tomb of Beyazıt-ı Bestami. Beyazıt-ı Bestami was a prominent Islamic scholar. His original name was Tayfur bin Isa.

Hamza Tomb

It is at the Gümüşlü Street of Antakya. It is built from stones and bricks. Upper part is like a dome made of zinc. It was built in Hijri 1310.

Gazi Abdurrahman Pasha Tomb

It is in Belen town. Halep governor Gazi Abdurrahman Pasha's tomb has a square plan and has an open field around. Gazi Abdurrahman Pasha tomb, which is fenced with grab rail inside has other graves around.

Sheikh Yusuf Tomb

It is on the way of Antakya-Harbiye highway. There is only a single room in which there is tomb of Sheikh Yusuf in the structure. Sheikh Yusuf lived during the years of 1500s. He excelled in medicine. Today, those people who want to be healed spiritually visit his tomb.

6.2.1.1.2.4. Martyrdom Memorial and Graveyards

There are martyrdom memorials and graveyards in Belen, Kırıkhan, Hassa and İskenderun of the research field. There are martyrdoms in Belen and İskenderun while there are Turkmen graves in Hassa. The most interesting of the graves is the martyrdom and graveyard in İskenderun. There are cemeteries that belong to three religions, which indicate tolerance among different religions and races in the city (Figure 6.9).



Figure 6.9. İskenderun Asri Cemetery and Martyrdom

Belen Martyrdom

The monument was built in commemoration of 1500 martyrs of the 41st Section in 1914. These soldiers died because of an outbreak of an epidemic. It was constructed by Mahmut Usta, who was among the Haleplis. After the renovation in 1981, its size was reduced to 250 m² and took its present form. The monument was built on four columns. The epitaph was changed after the foundation of the State of Hatay (Sarı, 2008:58).

Turkmen Cemeteries

The graves in Aktepe county of Hassa town of the 2nd century are designated to belong to Turkmens.

Korea Martyrs Memorial

It is built in memory of Turkish soldiers who fought for Korea between the years 1950-59 (Sarı, 2008:76). It is on the Atatürk Boulevard in İskenderun town. There are the names of 770 martyrs on the monument.

Kırıkhan Martyr Memorial

It is located at the Cumhuriyet locality of Kırıkhan Town. It has a quadrangle plan and surrounded with walls as high as 1 meter. There are 50 graves at the area of the East side and only three of the graves have tombstones (Sarı, 2008:80). It is written on these stones that the soldiers were martyred during a military exercise.

6.2.1.1.2.5. Church and Monasteries

There are many churches in Hatay province. There are Catholic, Orthodox and Protestant sects in these churches. The most crowded Christian community is the Orthodox group. Furthermore, there are also Armenian churches, Rum Orthodox Churches and the protestant churches

built by the South Korean. Antakya and İskenderun have the largest number of churches. Antakya's importance for Christianity paved the way for these regions to have many churches. Only 3 of the 13 towns of Hatay do not have a church. One of the most important places of worship in Christianity is in this city.

Saint Pierre Church (Sen Piyer)

It is at the skirt of Haç Mountain, which is an extension of Habib-i Neccar Mountain, 2 km from the Antioch-Reyhanli highway. It is a natural cave of 13 meter long, 9.5 m wide and 7 m of height (Figure 6.10) This cave in Antakya, which was used for the first secret meetings of the Christians, is considered to be one of the oldest churches of Christianity. Landscape planning began on 25 April 1983 and by some extension in the following years, it became a church. There are mosaics of the V. century. On the wall, there are rough piles that belong to 12th and 13th century. The structure that survived until today is from the 12th century. There are tunnels built by the Christians to be protected from dangers and harmful organizations within the church. However, the tunnel is so narrowed that a person cannot pass through (Figure 6.11). The church was given to the Orthodox community by the Muslims in 1580.

The church is an important religious center as it is known to be the place from where St. Pierre, one of the 12 apostles of Jesus Christ, tried to spread Christianity after the death of Jesus Christ. Christmas, the birthday of Jesus Christ, was first celebrated here on 25 December 377 (Sarı, 2008:27). This place is declared as the place for pilgrimage by Pope VI. Paul. Here, a religious ceremony is organized on 29th June every year.



Figure 6.10. Saint Pierre Church



Figure 6.11. Tunnel used for sheltering

Catholic Church

It is at the Kurtuluş Street of Antakya city centre. The Catholics settled in Antakya again after 600 years. Those first settlers here established a church and a school for the Europeans. In the following years, French priests established a small monastery here. In the mosques in the city Muslims as well as Catholic community can perform their prayers comfortably. There are about 80 Catholics in Antakya (Sarı, 2008:31). The Catholics here received permission from the Ottoman Sultan Abdülmecid to build a Catholic Church in 1852 and the church was built after few years.

Antakya Rum Orthodox Church

It is at the Hürriyet Street of Antakya. The construction of the Church began in 1860 but it was badly damaged by an earthquake in 1872; its construction began again and completed in 1900. There are religious pictures in the Church. Being one of the best examples the East Orthodox Churches, this church was restructured by the help of Russian engineers after the earthquake; hence, it has distinctly Russian construction. There are liturgical church items as well as icons from the Byzantium, Russian and Syrian origin in the Church. It has an appearance of a complex for it has been the centre of Patriarchate within its historical function.

Protestant Church

The building, which was designed and opened as a church by Korea, was constructed from straight and face-stones. The building was used as an Embassy during the period of the French. It is written in Turkish, English and Korean on the plate on the entrance door of the Church that it was opened in June 2000. The church was opened by a Korean man of religion named Pastör.

Symeon Stylites Monastery

The work, known as St Stilit monastery, is on the way of Antakya-Samandağ and 18km to Antakya. It is in Nahırlı village. There are baptistry, cistern and other architectural remnants in the St. Simon Monastery, which is known to be the center of Terki Dünya Sect.

It is built on behalf of St Simon in the 6th century AD. St. Simon is narrated to have secluded himself here and lived on a stone column of 20 m height for 45 days. This is written as a record in Guinness Book of World Records. It is also see the dogma of this column today.

6.2.1.1.2.6. Synagogue

The Synagogue has been used by Antakya Jewish community for about 300 years is at the Kurtuluş Street (Figure 6.12). It is a center of ceremonies on special festivals and occasions. There is a Torah of 500 years in it.



Figure 6.12. Antakya Synagogue

Table 6.3. Other churches and monasteries

Name of the Work of Art		Location	Characteristics
1	Rum Orthodox Church	Altınözü Town	It is said to be a church of 700 years.
2	Sarılar Church	Altınözü Town	It is an Orthodox church built in the 13 th century. It was badly damaged in an earthquake in 1872.
3	Armenian Church	Belen Town	Built during the Ottomans, but lost its interest after the Armenians left Belen. There is only a bell tower.
4	Mancınık (Catapult) Church	Between Dörtöyl Town and Payas	It was built in 1290 at the Mountain region of the town.
5	Church (Hassa)	Within the borders of Zeytinoba and Eğri Bucak villages of Hassa Town	There are many churches designated to belong to the Armenians
6	Çukur Tarla Church	Çukurtarla locality of Akbez county in Hassa Town	It has characteristics of the Young Rome-Erken Byzantium Era. It is believed to be an antique city.
7	Mercirus Church	Denizciler Street of İskenderun Town	Along with being used as a place of worship, it is also used as a place of taking vow. The festivals of hidrellez (arrival of spring) take place here.
9	Aziz Nikola Church	İskenderun Town	It is used by the Orthodox community
10	Arsuz Aziz Hanna Church	İskenderun's Hacı Ahmetli Village	Built in 1514

Name of the Work of Art		Location	Characteristics
13	Latin Orthodox Church	Mithat Paşa Street of İskenderun Town	It was first used as a college by the Italians. There are 14 columns today, there is a modern place of worship
15	Church Building	Kırıkhan Town	During the invasion of Hatay by the French, it was used as a building of district governorship in 1930.
16	St. Jean Thomas Church	Samandağ Town's Batı Ayaz county	A work of 4 th century
17	Kapısuyu Church	Kapısuyu village of Samandağ Town	Church was converted to a mosque after the Armenians left the village.
18	Kaliopis Church	Sürme village of Samandağ town	Built by Marliyas in 5 th century A.D.
19	Vakıflı Armenian Church	Vakıflı village of Samandağ town	The Church is used by the Armenian community.
20	Barleam Monastery Church	Yedi Tepe county of Yayladağı Town	Barleam Temple was converted to a monastery in AD 275. It is collapsed today. It was built during the Hittites in the 10 th century.
21	Kocalar Church	At the north of Keldağ in Yayladağı Town	It is a very old church. According to some resources, it is as old as St. Pierre Church, which is a natural cave.

6.2.1.1.3. Castles

Antakya Castle and Walls

Antakya Walls were built in 300s B.C. during the reign of Seleukos I. it is the strongest historical work of Antakya (Sarı, 2008:27). İçkale was built by Byzantium Emperor Nikephoros Fokas in the 6th century A.D. It has not reached to the present day in a good condition. The castle was extended to

23.600 m. with additions in Roman and Byzantium periods. The area that the castle covers extends from Habib Neccar Mountain to Asi River at the West, and to the plateaus at the skirt of the mountain at the East. The height of the Walls at the upper parts is between 50-60 m., and is about 70m. a long the shores of Asi River. The remnants of these walls on the Habib Neccar Mountain and içkale along with the ruins of cistern can be seen today. The walls of the castle are the longest walls after Istanbul Walls (Sarı, 2008:27-28). Evliya Çelebi stated that the walls, which were as long as 44.000 steps, were constructed from large stone blocks and were highly strong. The walls were supported with roller bearings of 80-100m. the roller bearings are five storied and all are independent from each other. The number of roller bearings is thought to be about 360. Huge stones used for the construction of the Castle seem to be clenched to each other. The Castle used to have 5 gates: Halep gate at the north, Demir gate at the East, Damascus gate at the south, Bridge (Bridge) gate at the West and Dog gate at the Northwest. These Doors are not available today. Surrounding antique city Antakya with thick walls, this structure served people in Hellenistic, Roman and Byzantium periods. Although it was exposed to many attacks, earthquakes and other disasters in the history, some parts of it are still standing today (Figure 6.13). If these structures had not been destroyed to be used for house, garden and other constructions, more parts of them would have survived today (Sarı, 2008:29).



Figure 6.13.Remnants of Antakya Walls

Payas Castle

Present day Payas used to be known as “Baiaş” in the antique period. It is located in Dörtüol Town. The castle was determined to be first built during the period of the Crusaders (Sarı, 2008:59).

Payas Castle was built by Sokullu Mehmet Pasha in order to secure Payas port and dock (Figure 6.14). Its construction commenced in 1567 and completed in 1571. It is believed to be constructed on a castle taht belong to antique eras. There are no remnants of it. This castle, which was built by Sokullu Mehmet Pasha as quadrangular and eight-towered, is labelled as the symbol of Payas. Evliya Çelebi and other rich people passing through this place mentioned about it. In his Travel Book, Evliya Çelebi wrote that the castle was built in 598 (Sarı, 2008:59). This castle, where there are Balyemez Cannons, occupies an important place in making Payas, which meets the water needs of the foreign ships arriving at İskenderun Port, a secure place.

It was used as a prison during the final years of the Ottoman, especially the prisoners sentenced to severe punishments were sent here. Namık Kemal was also imprisoned here for a while. Payas Castle stands still

with Inn, public bath, caravansary, and a mosque near the old bazaar in Payas county of Dörtyol town. The castle is surrounded with a trench constructed of stones. At the East side, which faces the complex, there is an iron door with round castles at both sides and a bridge. 8 towers at four corners and sides stand still strongly.



Figure 6.14.Payas Castle (Kamil Okuyan)

Darb-ı Sak Castle : (Beyazıt-i Bestami)

It was constructed on a small hill in Alaybeyli village, 4 km from Kırıkhan at the north of Kırıkhan-Hassa highway. The oldest foundation was believed to be laid in Hellenistic period. It is like a guardhouse linked to Darb-ı-sak and Şıvlan castle. It served a function of a base against the Seljuk especially during the periods of the Byzantium and the Crusaders. Then, it was taken over by the Turks and has been used until recently. Furthermore, Templier Knights were said to have sheltered here (Sarı, 2008:80).

Some parts of the castle walls were damaged and some parts are still standing. Some remnants that belong to the Eastern side and water

aqueducts that brought water to castle from the mountains survived. Moreover, a place of visit and a mosque were built here in the name of Islamic scholar Beyazıt-i Bestâmi. A part of the castle turned into a housing site in the periods that follow and graves of the Ottoman period administrators and their families are here. Also because of this reason, it is the place of visit. Although it is collapsed today, its remnants draw huge interests of people (Sarı, 2008:80).

Table 6.4. Other castles

Name of the Work		Location	Characteristics
1	Bakras Castle	At the skirt of Kızıldağ in Örençay village of Belen	It was built to control Anatolia-Syria-Egypt road in Hellenistic period. Today the walls of the castle still stand although they were damaged.
2	Koz Castle	Koz Kalel village of Altınözü Town	Built in Hellenistic period. Mostly damaged.
3	Baç Castle	On the way of Güvenç of Aktepe in Hassa Town	It is a work of the Ottoman period, built on the Silk Road.
4	Arsuz Castle	İskenderun Town	The structure, which Piri Reis defined as a collapsed structure, survived today as ruins
5	Sariseki Castle	At the 9 th km of İskenderun- Adana highway, opposite of NATO portside	Built in Hellenistic period and used during the reign of the Romans, the Byzantium, the Crusaders, the Seljuk, and the Ottomans.
6	Merkez Castle	Between Payas and İskenderun	There is a mosque and houses for soldiers in the Castle
7	Kurt Castle	15 km Northwest of Sariseki Haymaçınar plateau in İskenderun Town	Most of the walls of the castle were collapsed. The castle, a work of Roman period, is consisted of two parts as inner and external castle
8	Sarı Seki Castle	Sarı Seki of İskenderun Town	It is in military area and collapsed

6.2.1.1.4. Bridges

Diokletanus Bridge (Roma Bridge)

It is the bridge on Asi River that connects to parts of the city. This historical work of art, which is also called as Rome Bridge, was made of huge face stones. It is a three-legged construction (Sarı, 2008:46).

There was an Eagle relief, which is the symbol of Rome, on one of the legs. However, this bridge did not survive until today. It was decided to be uprooted and placed somewhere else, but the decision was not effectuated. A concrete bridge replaced it (Figure 6.15).



Figure 6.15. Collapsed bridge of Rome and the concrete bridge at present

Sokullu Bridge

Evliya Çelebi stated that there are 3 bridges on Payas creek. Only the one close to the complex is in sound condition today. The arch of the structure is brick while the walls are rubble. This bridge is believed to have been built with the complex (Sarı, 2008:63).

Danaahmetli Bridge

It is on Karasu River in Kırıkhan lowland. It was built during the reign of Ottoman Sultan Yavuz Sultan Selim. It is a work of art of the Ottoman period. The bridge was partly renovated in the later years of the 17th century. The bridge is still used today. It is also possible to traces of the lives of Oghuz clan (Sarı, 2008:78).

Demir Bridge

It is built on Asi River in Demir bridge village 20 km from Antakya Reyhanlı way (Figure 6.16). It was built in very old periods but the exact date is not known. This bridge is also called Hittites Bridge. The bridge with S plan is still used. The bridge used to be one the most important passages in the Middle Age and was an important place for the defense of Antakya (Yaman, 2007:34). This Bridge gained huge significance during the period of the Ottomans. There used to be guard castle at both sides. Since there are iron doors at the entrance of both the towers, it is also called Iron Bridge. Renovation of the bridge began in 1829 and completed in 1830. Demir (Iron) Bridge is similar to collapsed Rome Bridge in Antakya. Today, the towers of the bridge were collapsed but the bridge is still in use.



Figure 6.16. Demir (Iron) Bridge

Kasım Bey Bridge

It is situated in Yayladağı Town. Yayladağı Bridge or Kasım Bey Bridge was built in the same years with Yayladağı Mosque by Kasım Bey. On account of lack of interest and care, the bridge is not in a condition to be used.

6.2.1.1.5. Inns

Since Hatay is a very important gateway, there have been many inns built in the city. Many Inns were built in Antakya to meet the accommodation needs of the visitors pass by. Today there are few Inns that have preserved its characteristics. Among these are Tütün inn, Eset ağa inn, Yeni inn, Kurşunlu inn, and Sokullu inn (Sarı, 2008.50).

Kurşunlu Inn

Kurşunlu Inn is at Uzunçarşı Street. It was constructed by Köprülü Mehmet Pasha in the mid 17th century. The structure in Uzunçarşı is the oldest inn in Antakya. Today, only Kurşunlu Inn survived until now without losing its characteristics (Sarı, 2008:37) (Figure 6.17). It is still used as a work place. This inn has not faced great changes like the others.



Figure 6.17. Kurşunlu Inn

Karamurt Inn

Karamurt Inn was built by Süleyman the Magnificent (Kanuni Sultan Süleyman) in 1650. It is situated in Üçgedik village of İskenderun Town. It was built for accommodation and security. There are a castle, a mosque, two public baths, inn, caravansary, school, imaret and 30 shops (Sarı, 2008:74). People being accommodated in the Inn can stay there securely as it was surrounded with very high walls. The Inn partly lost its significance for the route to Pilgrimage changed and the interests to sea journey increased. This historical work, which is also named as Kanuni Sultan Süleyman Inn or Sultan inn, was renovated in 1729. It is also known as Bridge to Belen.

6.2.1.1.6. Public Baths and Fountains

Beyseri Public Bath

Beyseri public bath is situated at north of Kurtuluş Street at the center of Antakya. There is an epitaph mentioning that the structure was built in 1364. However, this date is believed to be date of other constructions added in front of this historical structure. Furthermore, the name of the public bath is mentioned in the records of A.D. 1551. The structure is consisted of dressing room, warm water room, hot water room and a furnace. Places are covered with domes illuminated with iwan, and kedge. The structure, which attracts attention with muqarnas in dome gateways, also show the Memluk influence.

Saka Public Bath

It was buil in Ibn Debbus locality of Meydan venue in the center of Antakya. There is no epitaph that mentions any date. However, its name is mentioned in Sokullu Mehmet Pasha Foundation dated 1573. Hence, the structure is believed to have been built at this that or prior to it. There is a mosque, a public bath and an inn.

Cüнди Public Bath

It is at the corner where Kahraman Street and Ulu Mosque Street intersect in Zenginler neighborhood (Figure 6.18). The exact date of the construction is not known, but it was believed to be built during the Memluks and mentioned so in the available records. It is one of the oldest structures of the city (Sarı, 2008:51).



Figure 6.18. Cüнди public bath

Meydan Public Bath

Meydan Public Bath is at Istiklal Street in the center of Antakya. The date and constructor of the structure, which does not have any epitaph on it,

are not known. Although General Directorate of Foundations recorded it as a work of the Seljuks, it is also thought to have been built in the post Memluk reign.

Yeni Public Bath

Yeni public bath is in Akbaba locality of the center of Antakya. There is an epitaph on the low-girdled door. As understood from the epitaph, it was built by Mustafa Bey in 1676 A.D. It was designed as a classical Turkish Public Bath.

Zugaybe Fountains

It is named as Zugaybe as it comes from Zugaybe valley. The water brought to city was connected to the walls of the buildings at the corners or the fountains constructed at the adjustments of them. This is how the water need of the city was used to be met. These important fountains were destroyed for the construction of roads or the architectural appearance of the streets. Water of the ones survived until today was cut. Although some of them were given water by the municipality, by the time being their water has also been cut.

6.2.2. Socio-Cultural Resources

Settlements in Hatay province, along with historical resources, are socio-cultural resources that complete the cultural landscape at other values. These are traditional houses, traditional handcrafts, food, beliefs, memorial days, festivals and merriments.

6.2.2.1. Traditional Houses

Antakya was founded between Asi river and Habib-i Neccar mountain in the times cars were not in existence, therefore paths of old Antakya houses are narrow and meandering (Sarı, 2008:43) (Figure 6.19).



Figure 6.19. Paths of old Antakya houses (Kamil Okuyan)

In the old urban fabric, houses, having their own peculiar qualities, were built in the same way in terms of planning institutions and architectural elements, structures similar to another and possessing common features. Houses were built in two-storied in order to be protected from the earthquakes that frequently occur in Antakya. These were built in a way to have little relationship with the narrow streets of Antakya; therefore it is difficult to know a traditional Antakya house without entering into it. If an example need to be provided for the most important reasons distinguishing traditional Antakya houses from the houses in Anatolia; due to topography in Mardin and Kastamonu, the structures both look outside and can be seen from outside. Although settled at the foot of mountain in Antakya, but

settlements is not in this way, the presence of the houses can not be perceived without entering the narrow streets and courtyards of the city (TMMOB, 2007:8).

The street gates of the houses are arched and wide. On the gates, a knocker in the form of a lady's hand serves as a bell. Courtyard is entered through the gate. Courtyard is of great importance in Antakya homes. Being called "Havuş" in the local language, courtyard is the main place of the residence and is situated open-topped (Figure 6.20). There is a liva (Terrace) in the middle of courtyard. While terrace is used as living and dining corners during daily life of the family, whereas in the weddings, it can also be used as a place for bride and bridegroom to sit (TMMOB, 2007:9).



Figure 6.20. The Courtyard of the traditional Antakya houses

In the courtyard, there is usually a water-well and sometimes a pool for decoration. The courtyard walls were built high and thick as not to be seen from outside. Many houses, lined on both sides of Liberty Street, are

old Antakya houses (Sarı, 2008:44). The interiors of the houses are covered with finely embroidered wood. Roofs are covered with Turkish style tiles. Windows of the rooms, on the courtyard floor, overlook the courtyard (Figure 6.21). Corner room, too, overlook the courtyard.



Figure 6.21. Wooden windows (Kamil Okuyan)

Today, many of the houses completely lost their original form and were rebuilt according to today's conditions. But, the residents, which were taken under protection, contribute to the cultural tourism in the region by reliving their formal authenticity.

6.2.2.2. Traditional Handicrafts

Traditional handicrafts, which have 5 phases consisting of tourism's planning, travel, visit to destination, returning and finally a reminder of the trip, and have a very significant role in the tourism event. Handicrafts or an element of souvenir in tourism achieve their actual importance in the process

of a reminder constituting the fifth phase. Because a souvenir, bought from the place visited before, could have a function of reminding that region in the homes of tourists, thus enable them to visit the place again (Williams, 1988:15-16).

With urbanization and industrialization, the masters of handicrafts became short and the interest in handicraft products began to disappear. The handicrafts, which continued in a small scale intended for tourism, are silk weaving, wood carving, straw knitting, and laurel soap (gar) production made by using laurel oil (Figure 6.22).



Figure 6.22. Samandağ laurel soap production

Silk weaving continues as a family business and attracts great interest. Today's craftsmen, learning the weaving from Armenian masters later, make domestic and foreign promotion of Antakya with crude silks they produce in the family enterprises (Ergün, 2006:161). Laurel soap, made from pure laurel oil (gar) and pure olive oil, produced by ancestral methods without any chemical substances for color, odor and foam. In Harbiye, the imitations of monuments of ancient civilizations carved on stone are marketed. Sculpture,

which has become a craft, has survived as a family profession later on by transferring from father to son in a relationship between master and apprentice. Limestone brought from Senkoy, alabaster stone of Kayseri, and seyatit, known as Antakya's black marble stone are used as the most appropriate material for sculpture and pattern design. Apart from sculptures and various patterns of ancient period, a variety of jewelry, necklaces and amulets with religious inscriptions are produced from these stones. Coppersmith is also a profession and craft disappearing in Antakya. First coppersmiths were Armenians. Coppersmith has been transmitted today after having been learnt from Armenians (Figure 6.23). In two shops present today, copper embroidery is not made, but ready-made products brought from Maras and Gaziantep are sold (Ergün, 2006:162). Apart from these, other crafts, despite difficulty, still continue to exist in Antakya.



Figure 6.23. Coppersmith – A Traditional handicraft in Hatay province

Plumbing, tinsmithing, saddler, rug weaving, cutlery, shoe-making, tandoor and clay container production and processed glass craftsmanship can be considered among these (Ergün, 2006:162).

In order to develop cultural tourism in the research area, such values, which tourist show interest, must be ensured continuity without losing them.

6.2.2.3. Food (Gastronomy)

As a result of food and beverage needs of the people, with the concept of food culture (Gastronomy), which obtained a place in the tourism sector, the importance given to gastronomic activities in the world increased and "gastronomy," beyond being a field of science, has become the focus of attention by taking place in tourism.

The reason of its importance in terms of tourism rests in tourist's desire to have an experience different from his daily life. As a matter of fact, the researches conducted on this subject show that tourists constantly choose to try special local products which render holiday unique and authentic. For example, when compared to the places tourists constantly stay, their willingness to spend more money on eating and drinking during their travel explains this situation better.

The main factor in diversification and specialization of food culture is the integration of palatal taste with the total of environment, religious belief, cultural background, social and ethnic groups, educational status and cultural heritage (Ergün, 2006.141). Food culture, developing and enriching due to multi-cultural structure of the research area, offers local cuisine visually displaying much diversity (Aytekin, 2009:2). Food, which was cooked and eaten together, shows a traditional feature. Different religious groups and cultures taking shelter together in Hatay formed a rich food culture consisting of historical past and in relation to these. The most important factors affecting the food culture are cultural and religious factors. Cultural factors consist of social and cultural environment in which individuals live,

immigration, cultural changes, historical wealth, education, interaction and diversity of diet constituted with the influence of these (Ergün, 2006:141). Food culture in Hatay shows peculiar features. For example, People begin to eat very hot and spicy food since very early age. The food culture is much diversified due to Hatay's being in the position of a bridge between Anatolia and the Middle consequently with Mesopotamia. It is possible to find the likes of many of meals prepared here in Syria or in Egypt. Especially, they show similarities and differences with cuisines of Southeast and South.

Religious factors are the differences in the food culture mostly spring from religious beliefs. Both religious beliefs and traditional patterns have led some food to be regarded as sacred and some to be prohibited. However, meals, prepared throughout Hatay, are almost same, but show some differences in terms of names, cooking style and the added ingredients. Bread, olive and water are considered to be sacred in all forms of belief. Hirisi, although a sacred meal prepared in religious festivals peculiar to Alawi Nusayris, is meal daily consumed by Sunnis with the name of asur and by Christians with the name of keskek (Şahin, 2003:153 ref. Ergün, 2006:158). Egg is a sacred food for Christians and has a special place in Easter. This festival is celebrated as egg festival in Alawi Nusayris. However, it is known that Nusayris acquired this festival as result of their interaction with Christians. Nusayris, in this festival, color eggs and knock them with each other like Christians. There is even similarity in forbidden food. Sacrificing female animals, eating dead animal's meat and consuming the meat of the animals feeding on carcass are commonly prohibited food. However, similarities between Jews and Nusayris on this issue are greater than other religious groups. This shows the possibility of an interaction between these two societies on the matter of food that are considered forbidden (Ergün, 2006:158). Dishes prepared in the festivals of Muslims and Christians show similarities. Oruk (meat balls), tray kebab, paper kebab and dipped bread are

main dishes offered to the guests during festivals among both religious groups. (Boran, 2003: 97 ref. Ergün, 2006:158). Environmental factors are among factors affecting food culture. For example, spicy and greasy food leaves their place to vegetables and dishes cooked with olive oil due to excessive heat in summer. In the summer when dry food is consumed less, meals prepared with cracked wheat and meals covered in yoghurt are consumed in plenty like in winter. Kuneffe, consumed in plenty as sweet by the local people in Hatay, is a dessert peculiar to Hatay (Figure 6.24).



Figure 6.24. Kuneffe and Aşur – among local food in Hatay province

In the research area, offering these foods to the tourists at touristic enterprises significantly contribute to the development of cultural tourism in the region. There is a place serving local dishes in the region (Hatay Dining-table), but the number of this sort of places should be increased and be designed in regional fashion.

6.2.2.4. Beliefs Peculiar to Ethnic-Religious Groups

In the research area, it is possible to see the interaction between different religions and ethnicities, affinity and tolerance arising from this interaction again in belief systems. Habib-i Neccar Mosque, Jewish Synagogue, Armenian, Orthodox, Catholic and Protestant churches, the

tombs of Prophet Hızir and Bayezid Bestami preserve their existence as historical and sacred places that people from every religions stop by today. Different religions could show respect for same saints and could come together at the same religious places in Hatay (Ergün, 2006:155). Alawis does not work at Gadir Eid, which is the most important festival for them and close down the shutters of their shops. They even believe that the hell fire does not burn in that particular day. St. Pierre festival is celebrated every year on June 29 at St. Pierre church, which is the only cave church in the world located on the foothills of Silpiyus Mountain. In this festival, Christians, coming from all over Turkey and the world, meet in Antakya. In peace march, which is the first event of the celebrations starting on June 28, everyone can participate. However, one representative, from Sunni, Alawi Orthodox, Catholic, Protestant, Armenian and Jewish community, must be present in this march (Ergün, 2006:155).

These specified elements can be used in the promotion of the region with the cultural tourism activities. In recent years, customary traditions have become the focus of interest of the domestic tourists participating in domestic tourism as well as foreign tourists.

Table 6.5. Belief and applications seen in ethnic-religious groups

Similar Beliefs	Sunni	Alawi Nusayri	Christian
Burning incense	Teaching Qur'an	Kissing the Door	Offer Flowers
Kissing the post	Hanging a cradle made from cloth	Closing the face of Qur'an	Leave recited coins
Burning Candles	Numerate prayer beads and leaving beads	Circle around the Post	Recited Soil
Fastening Clothe	Reciting Mevlit	Circling around the shrine by car	Build a model
Wish Tree	Doing invocation	Operation in dream	Burning an oil lamp
Offer	Unlocking a lock	Leaving a letter	
Spreading olive oil	Offer Prayer	Open faith	
Sleeping in shrine	Fastening scarf	Sacrificing hair	
Sacrifice of food or thing		Scratching back on the wall	
Sacrificial Offering		Glue Stone or money	
Holy water		Going through a hole	
Holy Tree (Mountain Cult)		Having picnic	
Holy Rock or stone		Donation to Money box	
Celebration Festival		Sticking Stone or money	
		Health stone	

Source: Türk, 2009:154-155

6.2.2.5. Remembrance Days, Festivals and Merriments

Important commemoration days and festivals in the province are seen to have a unifying force on the people of the region. These activities, which occupy an important place in the potential cultural tourism of research area (Table 6.6), have important place in the promotion of the province. Due to being a place harboring multiculturalism and three religions, Hatay province organizes festivals and commemoration days belonging to different cultures and religions. For instance, St. Georges Day is celebrated in the church which is named as "St. Georges" by the Christians and "Hidrellez" by the Muslims in İskenderun (Türk, 2005:239). It is believed that St George or Hizir came to this church at the night that connects 5th May to 6th May. Today, it is celebrated under the name Hidrellez. There are preparations for the day of Hidrellez: houses and gardens are cleaned, children are bought new dresses, women prepare charity bazaar, entertainment programs with music are prepared and various food items are prepared by youth commissions. Hidrellez celebrations are held in Hatay on 6 May by the cooperative organization of the municipality and the City Directorate of Culture. The aim of it is to popularize Spring Festival celebrations (Türk, 2005:241). By promoting these festivals, flow of domestic and foreign tourist can be provided.

Table 6.6. Festivals and commemoration days in Hatay province

Name of Festival or Commemoration Day	Place	Date
Traditional Spring Festival	Kırıkhan	9 May
Beyazid-i Bestami Commemoration Week	Kırıkhan	27-29 May
İskenderun Municipality Culture and Tourism Festival	İskenderun	5-09 July
Antakya Festival	Antakya	21-23 July
Arsuz International Traditional Culture and Art Festival	İskenderun	15-21 August
Gozculer Culture and Art Festival	İskenderun	25-26 August
Aba Wrestling Organization of Yigitoglu Municipality	Altınözü	September
First Bullet Festival	Dört Yol	19 December
July Festival	Samandağ	11-12-13-14 July
Independence Festival	Erzin	8 January
Akcalı Egg Festival		30 March
Hassa's Freedom From Enemy Invasion	Hassa	15 November
Circumcision and Plateau Festivals	Belen	22-23 August
Turkish Soldiers' Entry in Reyhanli	Reyhanlı	08 July
Payas Caravanserai Festivals	Dört Yol	01 September
Kırıkhan Circumcision Festival	Kırıkhan	15 May
Independence of Kırıkhan	Kırıkhan	06 July

Source: Hatay Provincial Culture and Tourism Directorate

6.2.2.6. Cultural Institutions

Hatay Cultural Center serves in social, artistic and cultural activities in order to offer, spread and promote province's library, folklore, and

international performing arts along with fine arts to the public masses (Figure 6.25). Hatay Cultural Center is located at the central district of Antakya. Cultural Center building consists of 3 blocks. Theater and study rooms in block A, gallery and exhibition halls and administrative spaces in block B and library, guest rooms and reading rooms are located in block C. Activities such as opera, ballet, theater, concert, conference, panel etc., can be performed in multi-purpose hall. Another cultural center is the Parliament Culture and Art Center. Built in 1927 by French architect Leon Benju as the first movie theater of Antakya, Ampir (Day) Movie Theater was purchased by Hadji Muhammet Adali Efendi in order to be operated in the same way. After Hatay became a state in 1938, it was used as parliament building since there was a need for a parliament. Today, it continues its existence under the name Parliament Culture and Art Center. It makes a great contribution to the cultural activities of the province, but local public do not show enough interest in them.



Figure 6.25. Cultural building a place various cultural activities in Hatay

6.2.2.7. Multi-culturalism in Hatay

Hatay is one of the most important centers where multi-culturalism is experienced; one of the most important reasons for this is Hatay's preservation of multi-ethnic and multi-cultural structure while conflicts and wars generated by ethnic or opinion differences taking place in the world. One of the most important reasons for the protection of multi-cultural structure coming from the past in Hatay can be that it does not receive external migration. The most populous ethnic group in Hatay is Turkish Sunnis, whereas Nusayris (Arab Alawis) constitute the second ethnic group in respect of population rate. Arab Sunnis and Arab Christians are in substantial numbers in terms of population.

Hatay accommodates, in its fabric, different ethnic groups at some places of settlements. For example, only Armenians live at Vakifli village, whereas Alawi Nusayris occupy most of Samandağ district. In the research area, Nusayris (Arab Alawis), Sunni Turks, Alawi Turks, Sunni Arabs, Orthodox Christians, Catholics, Protestants, Armenians, Jews and many other small minority groups constitute this multi-cultural structure (Başyemez, 2009:26-27). There are small minority groups such as Circassians, Assyrians, Armenians, Afghans, Uzbeks and Gurbats (Gypsies) (Türk, 2009:21). The central district, Antakya, especially, is the place for this multi-culturalism. Mosque, Church and Synagogue stand together in this district. Ramadan festival, Christmas and Passover festivals are the festivals in which majority of the people participate no matter what religion or race they belong to. The mother language of Turkish Sunnis in Hatay is Turkish, whereas the mother tongue of groups outside this such as Arab Alawis, Arab Sunnis and Arab Christians is Arabic. The number of people using Arabic as the language for reading and writing is greater among old generation. Today Arabic is mostly used as spoken language, but, in recent years, the numbers of those who

know how to speak Arabic among young people are gradually decreasing (Türk, 2009:21). In terms of potential for cultural tourism, the unaffected multi-cultural structure can be used in terms tourism for domestic and foreign tourists. The emphasis on multi-culturalism will increase the potential while promoting the province.

6.3. Tourism Infrastructure

Tourism infrastructure, one of the basic elements or supply elements of tourism event, aims at meeting the needs of visitors who are away from their homes. For this reason, just like attractions, tourism infrastructure is one of the important issues to focus (Mill, 1985:201). WTO classified the elements that constitute the tourism infrastructure as such (WTO, 1997:5):

- Accommodation
- Transportation
- Other tourism facilities and services

Accommodation

Constituting one of the basic elements of tourism, accommodation is a concept that expresses overnight stay and nourishment. They can also be regarded as social and cultural richness facilitating the successful accommodation of tourists in an area (Olalı and Timur, 1998:173). Development of tourism in any field will mostly depend on the capacity of accommodation. Accommodation, being one of the basic elements and supply resources of tourism, went through changes in terms of quality and capacity associated with the process of the development of tourism. Now, there are many different forms of accommodation available for the tourists of today. Various suggestions are made in order to classify them:

For example, the accommodation facilities are divided into two i.e. commercial and private in the most general sense. The first groups includes hotels, motels, hostels, holiday camps, resort and the like; homes of relatives and friends, private homes like second homes/holiday homes comprise the second group. Camping or caravan, mobile home, private tents or caravans in commercial camping, since they stay in the places assigned for them, can be treated as middle type (Özgüç, 2007:102).

Accommodation capacity significantly affects the tourist demand. However, today's tourists are seen to prefer establishments offering convenient facilities in terms of hygiene, smiley face, comfort and price as well as accommodation capacity. For example, some countries such as Switzerland, Austria, the Netherlands and France achieved reputation in the world with their good food, comfort and cleanliness and thus can attract many tourists (Zengin, 2006.38).

Hatay province is insufficient in terms of accommodation facilities, particularly in bed capacity. According to data provided by provincial culture and tourism directorate; there are 15 establishments with tourism operation license particularly in the central district Antakya. These establishments are one with 1 star, four with 2 stars, three with 3 stars, one with 5 stars (Figure 6.26), two private hotel and accommodation facilities Establishments with tourism operation licenses of other districts are shown in the Table 6.7.



Figure 6.26. 5-star Antakya Ottoman Palace Hotel

Table 6.7. Hotels with tourism operation and investment licenses in Hatay province (2009)

Towns	Facilities with tourism operation certificate			Facilities with tourism investment certificate			Total		
	Facility	Rooms	Beds	Facility	Rooms	Beds	Facility	Rooms	Beds
Merkez	15	866	1744	7	697	1370	21	1563	3114
İskenderun	8	45	837	4	418	861	12	463	1698
Belen	1	34	68	-	-	-	1	34	68
Dörtyol	1	34	68	1	54	108	2	88	68
Kırıkhan	-	-	-	1	35	74	1	35	74
Altınözü	-	-	-	-	-	-	-	-	-
Yayladağı	-	-	-	-	-	-	-	-	-
Samandağı	-	-	-	-	-	-	-	-	-
Reyhanlı	-	-	-	-	-	-	-	-	-
Hassa	-	-	-	-	-	-	-	-	-
Erzin	-	-	-	-	-	-	-	-	-
Kumlu	-	-	-	-	-	-	-	-	-
Total	25	979	2717	13	1204	2413	37	2183	5022

Source: Hatay Provincial Culture and Tourism Directorate

Transportation (Accessibility)

Tourism resources (attractions) of a country or a region can only be used if tourist can reach there. Transportation is, first of all, is the impact and reaction of the development in tourism.

One of the most important elements that comprise the tourism product is the availability of the facilities of infrastructure providing easy accessibility to the touristic regions. If it is far away from the tourist sending centers and there is no adequate infrastructure, in other words, if it does not have adequate air, sea and road links, despite its high attraction, difficulties will arise in the marketing of tourism products (Kozak et al., 2010:42-43). Attractive places, close to larger cities, reveal a feature that accelerate the flow of tourists, therefore, in making the tourism product more attractive, it is must be accessible, close in terms of distance, short in terms of time and cheap in terms of costs (Kozak et al., 2010:43).

Hatay province, considering it in terms of transportation, is on the major geographical roads since the ancient times. Being located on the passage ways increases the importance of transportation. Transportation in Hatay is usually provided by means of highways. There are a total of 3.511 km highways in the province. Of these are 365 km of state roads, 308 km of provincial roads, 89 km of expressway and 2.749 km of village roads. Some steep regions, except in Amanos, do not constitute a significant barrier for road transportation. Maritime transportation in Hatay is also developed; İskenderun port has a special importance. In addition, a few small ports on the shores of the Gulf of İskenderun are also made use of in maritime transportation. In Hatay, being deprived of a developed railway network, there is a secondary line, parting from the railway line between Adana and Gaziantep and ending at the port of İskenderun mostly used for the transportation of goods. Air transportation has shown development in recent

years, the Hatay Airport was opened in 2007 (Figure 6.27). The presence of air transportation constitutes an important infrastructure for the revival of tourism potential in Hatay. Particularly, foreign tourists' preferences of air transportation, intending to visit the region, put forward the need for rapid investments in this field.



Figure 6.27. Hatay airport

Provincial Tourism Demand

Tourism demand can be defined as "person or a group of people, with sufficient purchasing power and leisure time, benefit or want to benefit from touristic product and services in line with a particular target in a certain period of time." As it can be understood from the definition, in order to explain the demand concept peculiar to tourism sector, the following are needed (Kozak et al., 2010:63);

- The exact boundaries of consumption time should be drawn,
- Person, who will do the consumption, should have a certain income and leisure time,
- Touristic products and services should be provided at the service of tourists in a certain market and a certain price,
- The consumer should have the desire to take advantage of goods and services.

Understanding tourism demand constitutes a starting point for presenting the reasons for the development of tourism, determining who dominate certain destinations and finding what can be appealing in the customer market. Geographers are also required to stress on the aspect of demand from the relationship between individuals' motives to travel and the skills to realize these along with the spatial aspect of the demand (Özgüç, 2007:33).

In the tourism event, the records of the accommodation establishments are usually used in measuring the flow of tourists and the tourist numbers that the touristic areas take. According to the accommodation statistics which Ministry of Culture and Tourism obtained from the establishments with tourism operation licenses in Hatay province, the number of lodgers in the research area range from year to year. The number of domestic tourists visiting the region was 80,998 in 2000, whereas in 2009 the number of domestic tourists increased to 217,568. The number of foreign tourists visiting the region was 19,085 in 2000, whereas in 2009 it increased to 65,106 (Table 6.8). There has been a great increase particularly in the number of Arab tourists due to lifting visa with Syria. Building airport is one of the influential factors in this increase.

Table 6.8. The number of domestic and foreign tourists visiting Hatay province (2000-2009)

Years	Number of Domestic Tourists	Number of Foreign Tourists	TOTAL
2000	80,998	19,085	100,083
2001	83,484	30,053	113,537
2002	100,954	40,809	141,763
2003	121,990	27,730	149,720
2004	142,498	27,384	169,882
2005	154,412	34,130	188,542
2006	169,512	34,667	204,179
2007	202,524	40,683	243,207
2008	211,698	49,606	261,304
2009	217,568	65,106	282,674

Source: The accommodation statistics of the Ministry of Culture and Tourism

6.4. Conclusions

The cultural attractions in Hatay province ensure the flow of domestic and foreign tourists to the area. But, it is discovered that these attractions have not been assessed adequately. There will not be enough tourist flow with lack of restoration of historical and touristic monuments, rugged conditions of the places visiting tourists would come and see in the name of destination, and without organizing infrastructure and restorations.

CHAPTER VII

RECOMMENDATIONS FOR THE UTILIZATION OF CULTURAL RESOURCES IN HATAY PROVINCE IN GEOGRAPHICAL ASPECT

7.1. Introduction

In this chapter, the recommendations on the use of cultural resources in Hatay province in geographical aspect will be made. In the use of cultural resources, first of all, a Provincial Tourism Board that covers the entire research area, should be more active, in the second phase, a tourism planning is needed to be done in the province. Planning, having an administrative function which tries to organize the future being inspired from the present situation and the past, has a priority against other functions and is needed to be dealt at first (Soykan, 2000:44). The basic goal in the planning of tourism is to avoid all the possible negative effects of tourism and to increase the positive effects.

Planning should be made by the Provincial Tourism Board. These plans should include touristic facilities and services (accommodation, food, etc.), touring routes, education, guidance services, information services and instructional signs, movie, stamps, and souvenir shops. The main issues in tourism planning in Hatay province are physical planning, environmental planning, socio-cultural planning and marketing planning.

7.2. Evaluation and Recommendations on the Operations of Provincial Tourism Board

The most important issues to be addressed are the necessary arrangements for provincial tourism board and the preparation of infrastructure for this. Based on these, it can be said that an effective tourism board is one of the fundamental conditions in the development of tourism in any tourism area.

This so-called board or platform, which will guide the provincial tourism planning, have authority at every stages of tourism and determine new tourism strategies, should also include district governorates, district municipalities, private sector, civil society organizations, religious and other related organizations and undertake the following institutional duties:

- To create tourism development policies peculiar to Hatay province and prepare tourism plans.
- To provide the implementation of various laws and regulations associated with tourism in the province,
- To ensure co-operation with transportation and other infrastructure institutions in the research area, institutions associated with health services, security units, and other official institutions related with the development of tourism,
- To provide the arrangements of the organizations related with tourism such as official tourism offices, tourism associations set up by private sector,
- To investigate the ways for proper financial support, which is an important issue, in the development of tourism attractions, services and infrastructure in the province,
- To inform the visiting tourists about the region, to develop marketing strategies and promotion techniques for encouraging them to visit the

region, to arrange tourism information facilities and services in the research area,

- To focus on the promotion and marketing works,
- To start the restoration of the substantial assets without delay that are needed to be brought into cultural tourism in consultation with the universities,
- To make attempts to include Hatay province in the tour routes of cultural and religious tourism,
- To take preventive measures against illegal treasure seekers that harm the cultural resources in the region,
- To create a unit of "Tourism Police" in the body of Provincial Security Directorate,
- To develop tourism information and data system that is the basic condition for the complete fulfillment of the specified matters and the monitoring the development of tourism.

The Provincial tourism board, at the same time, should be in charge of the arrangements such as garbage issues in the province, cleaning streets, organization of various signs, and creation of recreational areas.

7.3. Evaluations and Recommendations for the Provincial Tourism Planning

There is a need for tourism planning at all levels for executing an efficient and balanced tourism development. Environmental and social problems emerge in the places that were given permission for tourism development without planning. Particularly in the regions, where tourism is not completely developed and is newly opened for tourism, like Hatay province, this planning becomes even more important. Planning is essential in such regions in order to prevent unexpected negative effects and to render tourism a fascinating sector in economic and social terms. There are

many reasons for the use of planning in tourism that is considered to be a requirement even a necessity for every sector. The primary ones of these reasons are the following:

- To help to create a tourism policy by determining the objectives and the activities,
- To make the estimates of touristic supply and demand and to identify measures to balance them,
- To encourage the economic development,
- To increase the income and living quality in the region,
- To protect and to endure optimal use of the resources those are reasons for the existence and the basis of tourism (Olali, 1990: 76; Olali, Korzay, 1993:242).

Since tourism planning includes the efforts for the transfer of the natural and cultural resource of a region to the future, it constitutes one of the most important applications of sustainable tourism. All of these prove that tourism planning is actually a necessity. Because the need to ensure the most appropriate balance between the aim of continuous development and the tools that will be used to achieve this aim render the planning to be mandatory (Olali, 1990: 429).

Evaluation and Recommendation for Physical Planning

Although the accommodation facilities in Hatay province are inadequate, the bed capacity is also insufficient. Historical buildings in the province should be restored and be turned into accommodation facilities. Thus, the tourists, in an authentic environment, will be provided accommodation facility based on local culture as well as it will also contribute to overcoming the shortage of accommodation in future. In order to support the tourism industry, another required infrastructure, along with tourism infrastructure, is physical infrastructure. The physical infrastructure,

consisting of above-ground and underground structures such as water, electricity, sewage, garbage, telecommunication, and health services and mostly thought to be used by local people, at the same time, plays an important role in the development of tourism of any place. In general, as long as this basic infrastructure of the destination is not met, it is impossible to offer the available resources that are already owned and other tourism facilities as necessary for the benefit of tourists. Therefore, in order the resources in the research area and tourism infrastructure to be successful; they should be supported by physical underground and above-ground structures. If that should happen, at the same time, a high level of environmental quality, which tourists wanted and have been waiting for, will be provided. As a result, the rapid implementation of the works aiming to improve both infrastructure and historical structures in Hatay will render it to be a tourism center, which is easy to reach, easy to be accommodated, and easy to visit.

On December 6, 2010, an interview was conducted with Antakya Mayor Assoc. Prof. Lutfu Savas at the central district Antakya about the tourism assessment of Hatay province. His ideas were also supported. When directed a question about the problems in tourism, he answered it as "infrastructure, human infrastructure and bed capacity are insufficient, the neglected conditions of the places that the visiting tourists could come and see in the name of destination, the lack of restoration in historical buildings, and people's lack of adequate interest on this issue." To the question on how the desired level in tourism could be reached, he stated it as such "by rendering people educated and cumulative, performing works that will reveal our historical and cultural values, making a professional promotion of these values in the world, and raising people's awareness."

Evaluation and Recommendations for Environmental Planning

The main subject of environmental planning in the tourism sector consists of the protection of tourism values and providing environmental quality. The most adopted and implemented approach by planners in environmental planning is the execution of tourism planning within the concept of sustainable tourism development. In Hatay province, St. Pierre church, being the first cave-church in the world, is important for the history of Christianity, thus international cultural attractions are available. In order St. Pierre Church to be a center of pilgrimage, environmental and traffic arrangement should be made, historical documents should be prepared and foreign language training should be provided.

Settlements in the province are not only a place of settlement, but, at the same time, they are the settlements emerging as a result of the common production of the different beliefs and historical process. A great mission falls on to the local governments and especially to municipalities in the protection works in the province. Municipalities' first degree responsibility in the implementation of the regulations related to the protection of historical and cultural environment further increases this importance.

Waste water at homes and garbage problem are among important problems in the research area. Especially it is inadequate in terms of environmental cleanliness. For this reason, environmental sanitation campaigns in which municipality takes part, should be organized especially in the tourism season and later on, this campaign should be spread all year long.

Evaluation and Recommendations for Socio-cultural Planning

For the promotion of historical richness and tourism potential of Hatay at national and international level; tourism itself should be approached as a branch of industry and planning is required.

Not being aware of the present cultural treasure, the possibilities that it possesses should be utilized in terms of belief tourism in order to provide awareness. Especially in order to promote culture and belief tourism of the province, the restoration of the protected areas should be made.

Historical places should not only be protected as a structure, but, at the same time, they should be protected together with their social and cultural contents. Tourists' desire to see and try the living culture of today together with the places belonging to the past reveals the need to protect and to document the cultural life. For this reason, studies related to neighborhood and culture in the research area should be conducted and be documented. Efforts should be shown for the preservation of cultural values such as traditional handicrafts, language, beliefs and customary structure. Especially the local people can be provided with a chance to enter the museum free of cost and thus interest in culture tourism can be increased. Number of symposiums and seminars can be increased to make local people aware of the social cultural sources.

An interview was conducted with the Director of Hatay Province Culture and Tourism, Aysun Celenk on December 6, 2010. To the question of what short-term and long-term projects will be applied for tourism in Hatay province, she replied saying; "process-based works are going on, the projects that will finish in one or two years, the construction of the only mosaic museum in the world is in progress, it will be a work of one or three years, historical artifacts are discovered in every places we dig, in this sense,

one museum is not enough for us, the municipality's Antakya City Museum is being built, municipality has a cable car project starting from the old neighborhood till Antakya fortress. All of these projects will bring novelty in Hatay's name. Some of these projects will finish in 8 months; some will finish in 1 year. St. Pierre project is still going on, there is a restoration work related to Sokullu complex, works on historical places are still going on. Due to all of these projects, city is like a construction site. Works on promotional posters and CDs are aimed to be completed as soon as possible."

7.4. Evaluation and Recommendations for Tourism Marketing

Brand has a growing importance in the marketing of touristic region and it is next step of image creation. The benefits of the so-called brand building efforts in tourism are the following (Günlü and İçöz, 2004:298-299):

- Brand does not only help tourist to recognize touristic station, but it also helps to differentiate it from similar touristic stations.
- Brand decreases the risk of trying the product before purchasing it due to characteristics of tourism.
- Brand, at the same time, serves the function of a symbol of a touristic station.
- Brand helps the region to achieve an identity and thus it makes the classification of the market pretty easy.
- The creation of a brand helps co-ordination and unification efforts.
- The creation of brand provides the attraction of tourist towards the product both physically and psychologically.

Publication that promotes the province (book, brochures, maps, postcards etc.) should be prepared. This sort of promotional publications should possess the following features:

- In the promotion book, a “touristic resources plan” for provincial center, a “provincial touristic resources map” within the administrative boundaries of the province should absolutely be included.
- Instead of a large number of color photographs, a small number of characteristic color photographs should be included in the works.
- Information on promotional elements to be constituted as subject in promotional book should be compiled by scientists such as geographer, historian, art historian, archaeologist and ethnographer.
- Maps and plans of these should be drawn by geographers, the integration and co-ordination of the compiled information should be made geographer scientists.
- The prepared promotional publication should be distributed to travel agencies and tour operators.
- The advertisements should be given to the various newspapers and magazines which make publications about tourism in our country.
- Visual materials should be prepared along with the prepared published materials.
- Training tourist guides who know the province with its various aspects.
- Creating a lot of sites promoting the province on the Internet.

In the basic characteristics of the promotion, high accuracy and persuasiveness, easy access to the masses, inspiring curiosity and interest, informing the public and neutral enlightenment should accordingly be made (Barutçigil, 1982:117 ref. Hacıoğlu, 2000:72).

7.5. Evaluation of Survey Work for the Determination of Local Hatay People's Views about Tourism

It is very important to determine to what extent Hatay, as a destination, is open and ready for tourism. Because the tourism phenomenon is multi dimensional in terms of influencing economic, social, cultural and environmental and it is also a dynamic process in terms of fulfilling the interaction between the tourist and the house-owner. In order this process to pass healthy and productive, it is an important issue that physical environment and even most importantly the preparation and the participation of local people in terms of social, cultural and economic aspect to tourism.

In general, in tourism administration, which has functions such as tourism policy and planning, tourist facility and services, marketing, education and constantly to monitor the development of tourism, the most important matter, is to provide the participation of the people of the region. Local public can be one person who will determine and measure the type of development that will be appropriate for them. Experts, who are excluded from local community, can decide on the type of tourism development.

The community-based planning and management, which enable the participation of the local community at the maximum degree, is one of the important subjects of sustainable tourism development. In a community-based process, opinions and desires of the local community should be included at every stage such as in tourism planning, in determination of the management selection and in the selection of the type of tourism to be improved. Because tourism planning, first of all, aims at providing maximum benefit to local people. On the other hand, in tourism management, in which priorities and objectives are identified by local people, local people can offer their own unique way of life more comfortably and can also derive pleasure

from it. If tourism wanted to be rendered sustainable, tourism planned should achieve the acceptance of local people for shape, scale and position of the development (Avçıkurt, 2004:85). In order this expansion to be made, it is necessary to clarify a number of questions. No doubt, one of the most rational ways to provide answers to these questions is to apply surveys to the local people. For this reason, with a survey conducted in Hatay, solutions are sought in how many ways public perceives and what expects of tourism and in determination of the views of tourist. In this context, survey was applied to a total of 300 people. The survey, which we applied to local people in Hatay, took place in summer and winter periods of 2011.

A questionnaire form of cultural tourism within Hatay province were filled out by the local people from different age groups, educational level, income groups, and professions. As it is seen in the Figure 7.1, 56% of the respondents were male and 44% of them were female. The survey results also indicated that the 4% of the respondents were between 51 and 60 years of age, 13% were between 41 and 50 years of age, 18% were between 31 and 40 years of age, 16% were between 18 and 30 years of age, and 48% were younger than 18 years old.

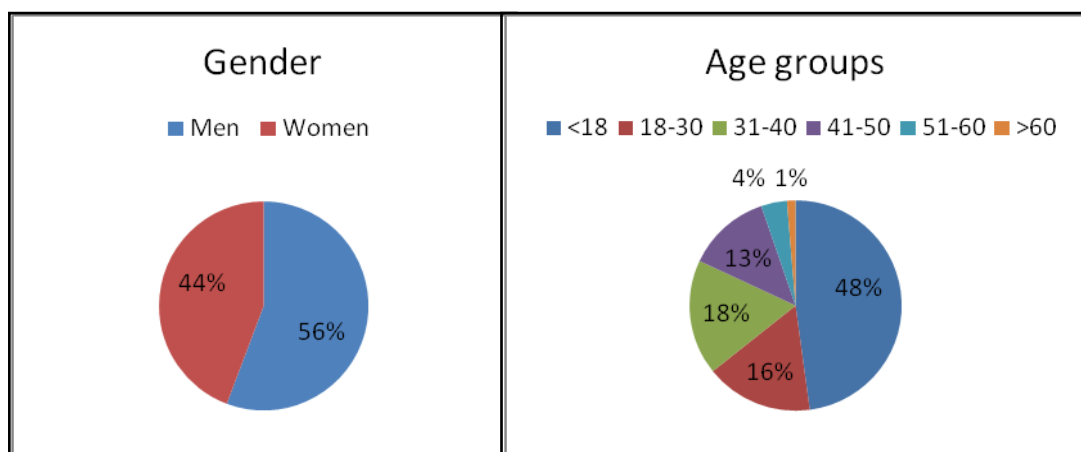


Figure 7.1. Distribution of the respondents by gender and age groups

When we look at the background of the respondents, it is seen that 56 percent of the respondents had a high school degree while 31% of them had a university degree. In terms of professions of the respondents, 5% of them were social workers, 30% of them were officer, 2% of them were retired, 7% of them were housewives, 38% of them were students, 6 % of them were tradesman, and remaining 12% were others. Additionally, when we categorize the respondents based on their level of income, it is understood that 8% of them had a monthly income lower than 1,000 TL, 27 % of them had between 1001 and 2000 TL, 7% of them had between 2001 and 4000 TL, 5% of them had an income more than 4000 TL while 53% of them stated that they had a no income (e.g., students, housewives) (Figure 7.2).

The first question which was asked to the respondents about Hatay tourism was "What do you think about the available tourism facilities of Hatay?". The most popular answer was "Present facilities must be developed and the service quality must be increased" with a 25 % (Figure 7.3).

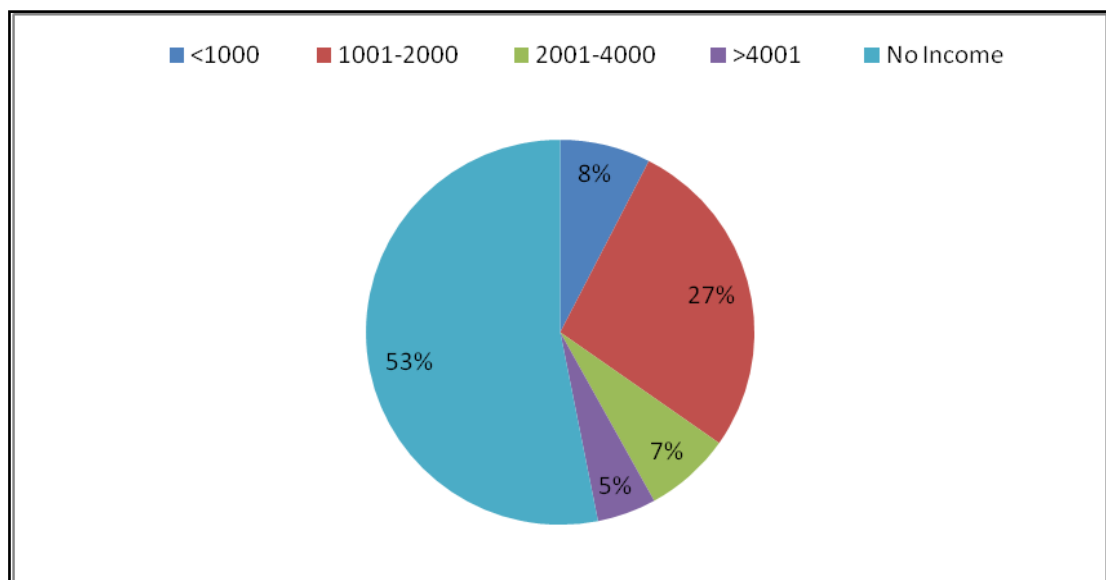


Figure 7.2. Income level of the respondents.

Another question asked to the respondents was "What do you think is the most important feature of Hatay in respect to tourism? "Its significance for

belief tourism (38%)” and “Richness in historical and cultural resources (37%)” was among the most selected answers by the respondents (Figure 7.4).

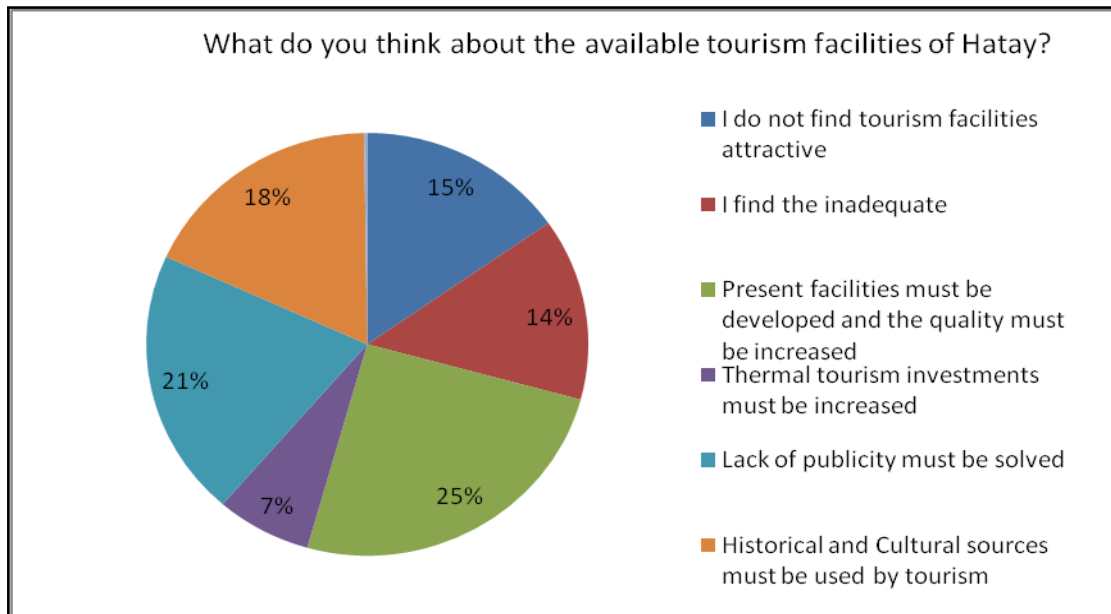


Figure 7.3. Answers of the respondents to the question “What do you think about the available tourism facilities of Hatay?”

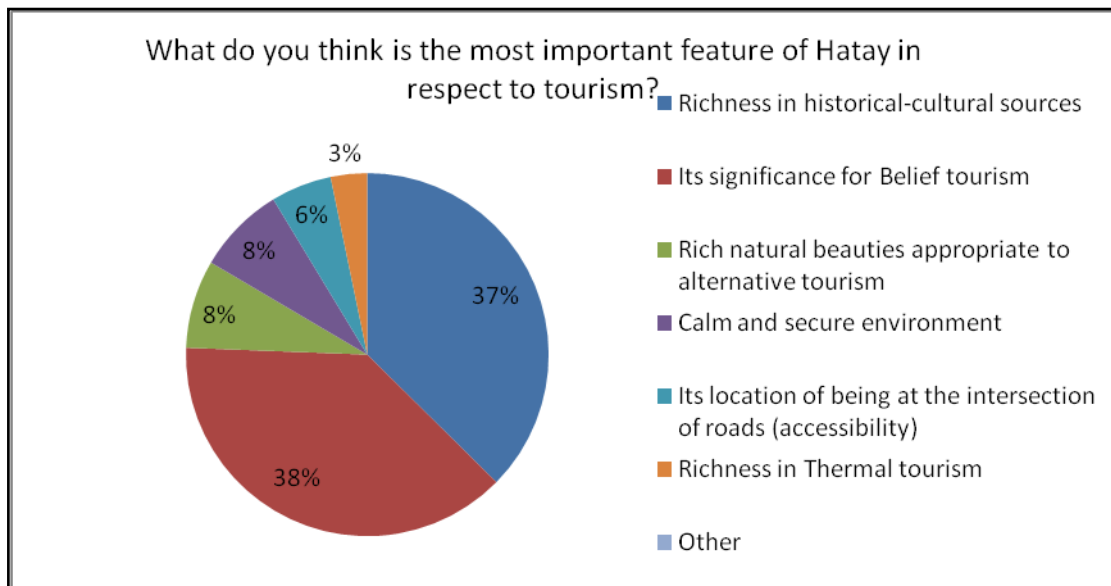


Figure 7.4. Answers of the respondents to the question “What do you think is the most important feature of Hatay in respect to tourism?”

Another question was what are the weakest points (handicaps) of Hatay tourism? The three most favorite answers were 1. Inadequacy of Publicity (19.5%), 2. Insufficient tourism investments (15.9%), and 3. Undeveloped tourism awareness of the people of Hatay (11.1%) (Table 7.1).

Table 7.1. Answers of the respondents to the question “What are the weakest points of tourism in Hatay?”

Question	Answers	#	%
What are the weakest points of tourism in Hatay?	Natural, historical and cultural sources have not been turned into touristic products	40	9.1
	Inadequacy of Publicity	86	19.5
	Unprotected natural, historical and cultural structures	34	7.7
	Insufficient tourism investments	70	15.9
	Lack of tourism diversifications	40	9.1
	Undeveloped tourism awareness of the people of Hatay	49	11.1
	Reluctance and insufficiency of public institutions, local administrations, and private sectors for the development of tourism	29	6.6
	Inadequate infra and super structures	30	6.8
	Lack of transportation facilities (like airways)	25	5.7
	Insufficiency of touristic service quality	37	8.4
	Other	1	0.2

The three most favorite answers to the question “What do you think are the most significant competitive advantages of Hatay tourism?” were “Preserved state of Historical and cultural structures (17.9%)”, “Calm and secure environment (17.2%)”, and “Being one of the oldest places of settlement (15.7%)” and “Easiness of transportation (15.7%)” (Table 7.2).

Table 7.2 Answers of the respondents to the question “What do you think are the most significant competitive advantages of Hatay tourism?”

Question	Answers	#	%
What do you think are the most significant competitive advantages of Hatay tourism?	Easiness of Transportation (accessibility)	109	15.7
	Calm and secure environment	119	17.2
	Preserved state of Historical and cultural structures	124	17.9
	Attraction of natural beauties	84	12.1
	Thermal tourism	50	7.2
	Unavailability of touristic places in the vicinity	24	3.5
	Being one of the oldest places of settlement	109	15.7
	Cheap holiday facilities	63	9.1
	Others	11	1.6

Another question which was directed to the respondents was “What kind of socio-cultural effects were caused by the development of Hatay tourism?”. The three most selected answers were “Awareness of the preservation of natural, historical, cultural sources has been developed (21.1%)”, “Cultural activities increased (20.9%)”, and “Publicity of natural and cultural values of the city have been increased (16%) (Table 7.3)”.

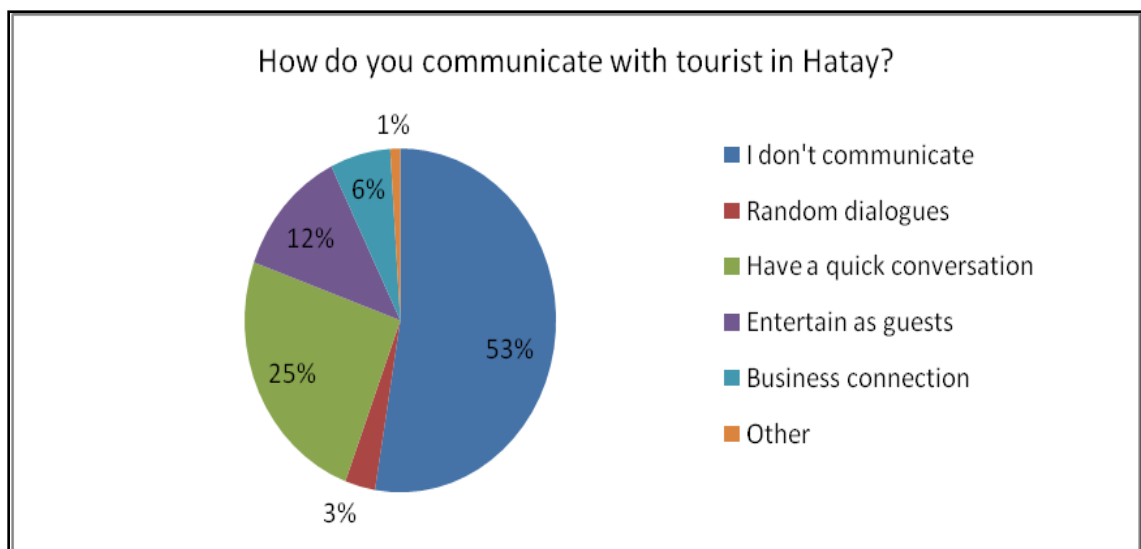


Figure 7.5. Answers of the respondents to the question “How do you communicate with tourist in Hatay?”

Answers of the respondents to the question “How do you communicate with tourist in Hatay” revealed that more than half of the respondents don’t communicate with the tourists and one-fourth of them have a quick conversation, 12% of them entertain them as a quest, and 7% of them communicate with them in other ways (Figure 7.5).

Table 7.3. Answers of the respondents to the question “What kind of socio-cultural effects were caused by the development of Hatay tourism?”

Question	Answers	n	%
What kind of socio-cultural effects were caused by the development of Hatay tourism?	Population of the city was increased	74	8.6
	Awareness of the preservation of natural, historical, cultural sources has been developed	182	21.1
	Living standards of people increased	84	9.7
	Cultural activities increased	180	20.9
	Publicity of natural and cultural values of the city have been increased	138	16.0
	The way of people and type of their behaviors have been changed	60	7.0
	Tourism perception of people changed	74	8.6
	Social values changed negatively.	18	2.1
	Traditions have become to disappear	31	3.6
	Hatay identity has become to disappear	20	2.3
	Other	1	0.1

The last question asked to the respondents was “What do you think can be done to develop tourism in Hatay more?” Most favorite answers to this question were “Available facilities and service qualities must be increased (18.7%)”, “Tourism awareness of the local people must be formed”, and “Number of accommodation facilities must be increased” (Table 7.4).

By assessing the whole survey, the overall inferences can be made as the following:

- The local people in Hatay had positive attitudes towards tourism and tourists in Hatay. This is quite encouraging especially for the development of tourism in the study area.
- Figure 7.3 indicates that the local people in Hatay are aware of the importance and sources of tourism and suggest the development of tourism facilities and service quality.

Table 7.4. Answers of the respondents to the question "What do you think can be done to develop tourism in Hatay more?"

Question	Answers	n	%
What do you think can be done to develop tourism in Hatay more?	It should not develop any more	16	3.7
	Available facilities and service qualities must be increased	82	18.7
	Number of accommodation facilities must be increased	48	11.0
	Forestation of the region must be paid attention to.	43	9.8
	Prices must be decreased	33	7.5
	Tourism awareness of the local people must be formed	54	12.3
	Renewal and restoration must be paid attention to.	41	9.4
	New tourism types such as culture tourism, congress tourism must be created	17	3.9
	Plans and projects that spread tourism activities throughout the year must be developed	32	7.3
	While using tourism fields, their sustainability must be maintained	9	2.1
	Transportation facilities must be increased.	28	6.4
	There must be more effective publicity and marketing	33	7.5
	Other	2	0.5

- The answers of the respondents to the question regarding the features of Hatay tourism show that the local people are also conscious about the cultural and historical tourism sources, and diversity of beliefs in Hatay. The responds to the question regarding the competitive advantages of Hatay tourism also proves this statement that one-fifths of the

respondents think that well preserved historical and cultural structures are the among the most important advantages of Hatay tourism.

- According to the respondents, the lack of advertisement and tourism investments are the most important handicaps of tourism in Hatay. Local people also think that to make general public more conscious is vital.
- The local people also quite positive considering the socio-cultural effects made by the development of tourism in Hatay that more than 40% of the respondents indicated that the developments in Hatay tourism increased the local people's awareness of the preservation of natural, historical, cultural resources, and the cultural activities in the province.
- It is discouraging that people cannot communicate so much with the tourists due to the lack of foreign language.
- Finally, the respondents suggest that to increase the tourism facilities and service qualities, accommodation facilities, and the awareness of the local people would be the best ways to develop the tourism in the study area.

7.6. Concluding Remarks

The fact that historical places are seen as common properties of the societies today and the works of international organizations regarding this field increased the interests towards the cultural heritage. Increasing knowledge and educational level of individuals today pave the way for people to have increase in cultural activity oriented educations as their main goal on holidays. Hence, "cultural tourism", which we come across as a developing concept today, started to occupy important places in the general policies of the countries.

In the research field, which has a great tourism potential, it has not been predicted so far that a new and extensive sector could be created on condition that tourism is developed. Owing to these reasons, since no huge and serious works on tourism have been put into effect, it is not clearly known as to what this sector can contribute to the field of research. Indeed, tourism, which provides employment facility to ever 1 out of 15 persons in the world, has a great share in closing budget deficit of many countries. In other words, tourism is very powerful in making use of extra work power as well as having considerable incomes. In terms of the cultural tourism, there are many advantageous that may develop the available potentiality of the research and increase the power of competition with other destinations. These are:

- Hatay province has historical and natural beauties.
- People of Hatay are quite open to changes and developments.
- The province has a large potential in regard to tourism.
- The civil airport affects the city socio-economically.
- It sustains different cultures.
- The first church regarded as holy in Christianity is here.

- The existence of potentials that may be developed for certain marketing sectors (cultural heritage tourism, belief tourism, gastronomy, ethnicity tourism etc.)
- The eagerness of the local people and administrators in developing tourism.

In addition, located at the south of Turkey, Hatay is on the way to Kapıkule-Cilvegözü route that links European countries and Turkey to Middle Eastern countries and İskenderun-Iraq-Iran route that links Iran and Iraq to Mediterranean. On the other hand, in addition to being at the shade of port of Mersin, port of İskenderun is among the busy and significant ports of Turkey. The geographical position of Hatay, which is a border province and its location on the historical routes brought crucial advantages especially for the development of transit trade, and thus pave the way for the development of the cultural tourism.

Despite possessing all these advantages, there also some weak points of the cultural tourism in the research field. They are:

- There is a possibility of the risk of destroying cultural and natural existences in the city.
- Hatay province is not being advertised sufficiently, which led to potentials in the city not to be known adequately.
- Although there is tourism potential in the province, the infrastructure of touristic facilities is not satisfactory.
- There are constructions and settlements in the tourism and archeological sites in the province.
- On account of the lack of the service quality of the infrastructure, the local people are unaware of the development of the tourism even though they are eager to do so.
- There are not ample amount of tourism investments.

- Touristic service quality is insufficient.
- The fact that natural, historical and cultural sources are not converted into touristic products.
- Lack of the varieties of tourism.

For the future of tourism in the research field, it is important that the strategies that are recommended by WTO and listed below must be put into effect by this committee of administrators. The strategies that cover general topics are as follows:

- To form a market and service for the new products,
- To maintain cooperation among the regions about tourism planning and activities,
- To develop partnership between administration and operation
- Putting emphasize on investments of environment,
- To create value,
- Having professional attitudes rather than amateur ones at every phase of tourism,
- To develop Guest-tourist perspective,
- Having more focused and developed marketing and giving priority to advertising activities.
- Preservation of cultural identity and sustenance of the continuity of the cultural sources,
- Including local community to every phase of the development of tourism and even putting them in center.

Along with the stated strategies, there may be more specific recommendations that can contribute to the development of the tourism of the city. These are;

In order to use tourism potential of Hatay province completely, the activities directed at urban marketing must be given significance. Marketing and Advertising strategies must be developed and put into effect in order to advertise the city nationally and internationally.

Hatay province has number of tourism facilities with its historical values, natural beauties and multi-cultural structure. Hatay region is the place where various tourism types can be available. There are health and cultural tourism potentials in addition to belief and nature tourism. In order to advertise aforementioned potentials to the investors, there must be advertising activities must be carried out by the city governorship, city coordination committee and Antakya Chamber of Trade and Industry and the entrepreneurs must be encouraged. (TEB, 2007:36).

St. Pierre church which, is located at Antakya town, was declared as the place for pilgrimage by the Pope VI. Paul in 1963. 29 June is celebrated as the day of St. Pierre every year and many Christian men of religion and tourist attend the ritual organized on this occasion. Furthermore, there is St. Simeon Stilit Monastery in Samandağ town. The monastery is the only Stilit Monastery in Turkey and it is available at the map of Turkish belief tourism. Moreover, İskenderun town, there is Virgin Mary Pool, in which the Virgin Mary is believed to have bath and thus is considered as sacred by the Christians. However, all these unique and matchless tourism values are not advertised in the country and abroad. The investments for the advertisement of the city must be increased. Facilities of accommodation and entertainment in Hatay province are quite limited. Since the tourist coming to province for cultural tourism are highly educated, the facilities of entertainment must be likewise, meeting their demands and area of interests. Keeping this in mind, entertainment and relaxation/recreational facilities in the field of research must be increased. For this, cultural infrastructure such as cinema, youth

centers, cafés must be organized in a way and amount to meet the needs of tourists. Moreover, a perspective of entertainment that may reflect the culture of the region can be developed in such places. Here, traditional entertainments and local music can be offered to the service of the domestic and foreign tourists. Domestic and foreign conference tourism must be encouraged in Hatay province. Available conference halls must be equipped with modern devices. Tourism activities related to cultural tourism, ethnic tourism, hunting, water sports, festival, and youth tourism must be emphasize on more and there must be investments in these fields. Historical and touristic works of art must be taken under preservation; and subsidiary facilities such as entertainment and sports facilities must be developed.

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APPENDIX A

HATAY YEREL HALKININ TURİZM HAKKINDAKİ GÖRÜŞLERİNİ BELİRLEME ANKETİ

“ Değerli Katılımcı, bu anket çalışmasının sonuçları Fatih Üniversitesi Fen-Edebiyat Fakültesi Coğrafya Bölümü’nde çalışılmakta olan bilimsel bir araştırmada (yüksek lisans) kullanılacaktır. Çalışmaya yaptığınız katkıdan dolayı şimdiden teşekkür ederiz. ”

ANKET YERİ: Anket No: .

1. Cinsiyet: Erkek Kadın

2. Yaş: 18’den küçük 18 – 30 31 – 40 41 – 50
 51 – 60 60 üzeri

3. Öğrenim düzeyi:

- İlkokul
- Ortaokul
- Lise
- Üniversite
- Lisansüstü

4. Medeni durum:

- Evli Bekâr Diğer

5. Meslek :

- İşçi Tüccar
- Memur Serbest Meslek
- Emekli Diğer
- Ev Hanımı
- Öğrenci

6. Aylık gelir (TL):

- 1000 TL altı 1001–2000 2001 – 4000
 4001 TL üstü Gelirim yok

7. Herhangi bir yabancı dil biliyor musunuz?

- Evet Hayır

Evet ise hangi dil(ler)i konuşuyorsunuz?:.....

8. Size göre turizm ne demektir?

- Ekonomiyi geliştiren bir faaliyet
 Kültürün artmasını sağlayan bir faaliyet
 İnsanları kaynaştıran bir faaliyet
 Çevreyi güzelleştiren bir faaliyet
 Doğayı, tarihi ve kültürel değerleri koruyan bir faaliyet
 Toplumun ahlakını bozan bir faaliyet
 Diğer sektörleri gerileten bir faaliyet
 Çevreyi kirleten bir faaliyet
 Diğer (belirtiniz).....

9. Tatile gider misiniz?

- Evet
 Hayır

10. Yıllık tatilinizin büyük kısmında nereye gidersiniz?

- Hatay ve yakın çevresi
 Ege Bölgesi
 Akdeniz Bölgesi
 Diğer Bölgeler
 Yurtdışı

11. Hatay 'ın mevcut turizm imkanlarını nasıl buluyorsunuz?

- Turizm imkanlarını çekici bulmuyorum
- Yeterli buluyorum
- Mevcut tesisler iyileştirilmeli ve kalite arttırılmalı
- Termal turizm yatırımları çoğaltılmalı
- Tanıtım eksikliği giderilmeli
- Tarihi ve kültürel kaynaklar turizme kazandırılmalıdır
- Diğer (belirtiniz).....

12. Size göre Hatay'ın turizm yönünden en önemli özelliği nedir? (1 Tane)

- Tarihsel-kültürel kaynaklar yönünden zenginlik
- İnanç turizmi açısından önemli bir yer olması
- Alternatif turizme uygun zengin doğal güzellikler
- Sakin ve güvenli bir ortam
- Yolların kesiştiği yerde bulunması (erişilebilirliği)
- Termal turizm yönünden zenginlik
- Diğer (belirtiniz).....

13. Size göre Hatay ili turizminin en zayıf yönleri (handikapları) nelerdir? (En önemli ilk üçü)

- Doğal, tarihi ve kültürel kaynaklarının turistik ürüne çevrilememiş olması
- Tanıtımının ve reklamının yeterli olmaması
- Doğal, tarihsel ve kültürel yapıların korunamamış olması
- Turizm yatırımlarının yeterli olmayışı
- Turizm çeşitlendirmesinin az olması
- Hatay halkının turizm bilincinin gelişmemiş olması
- Yöredeki kamu kurumlarının, yerel yönetimlerin ve özel sektörün turizmin gelişimi için yeterli ve istekli olmayışı
- Turizm gelişimi için alt yapı ve üst yapının yeterli olmayışı

- Ulaşım imkanları (havayolu gibi) bakımından yeterli olmayışı
- Turistik hizmet kalitesinin yeterli olmayışı
- Diğer (belirtiniz).....

14. Size göre Hatay turizminin en önemli rekabet avantajları nelerdir? (En önemli ilk üçü)

- Ulaşımın (erişebilirliğin) kolay olması
- Sakin ve güvenli bir ortam
- Tarihi ve kültürel yapıların korunmuş olması
- Doğal güzelliklerin ilgi çekici olması
- Termal turizm
- Yakın çevrede başka turistik yer olmaması
- En eski yerleşim yerlerinden birisi olması
- Tatil imkanlarının ucuz olması
- Diğerleri

15. Size göre Hatay'ın turizmin gelişmesi hangi ekonomik etkilere yol açmıştır? (En önemli ilk üçü)

- Gelirimiz artmıştır
- Kişilere yeni iş kaynakları doğmuştur
- Diğer sektörler gelişmiştir
- Eski meslekler canlanmıştır
- Yerel ürünler değer kazanmıştır
- Şehrimiz kalkınmıştır
- Dış yatırımcılar şehre canlılık getirmiştir
- Yerel ve küçük esnaf sıkıntıya düşmüştür
- Fiyatlar artmıştır
- Ticaret ahlakı bozulmuştur
- Diğer sektörler gerilemiştir
- Diğer (Belirtiniz).....

16. Size göre Hatay'da turizmin gelişmesi hangi çevresel etkilere yol açmıştır? (En önemli ilk üçü)

- Doğal çekicilikler koruma altına alınmıştır
- Tarihi ve kültürel yapılar koruma altına alınmıştır
- Doğal ortam korunarak gelecek nesillere ulaşmasını sağlamış
- Yolların kalitesi iyileşmiştir
- Kentsel hizmetler iyileşmiştir
- Çevre düzenlemeleri artmıştır
- Halkın yerel doğal/kültürel kaynaklara ilişkin farkındalığı yükselmiştir.
- Çöp ve çevre temizliği sorunları artmıştır
- Doğal, tarihi ve kültürel güzellikler tahrip edilmiştir
- Turizme konu olan alanlar plansız, gelişi güzel büyümüştür
- Kalabalık ve gürültü artmıştır
- Tarihi yapılar bozulmuştur
- Diğer (Belirtiniz).....

17. Size göre Hatay'ın turizmin gelişmesi hangi sosyo-kültürel etkilere yol açmıştır? (En önemli ilk üçü)

- İlin nüfusu artmıştır
- Doğal, tarihi, kültürel kaynakları koruma bilinci gelişmiştir
- Halkın yaşam standardı yükselmiştir
- Kültürel etkinlikler artmıştır
- İlin doğal ve kültürel değerlerinin tanınması artmıştır
- Halkın davranış şekli ve yaşam biçimi değişti
- Halkın turizm anlayışında değişmeye neden olmuştur
- Toplumsal değerler olumsuz yönde değişmiştir.
- Gelenekler kaybolmaya başlamıştır
- Hatay kimliği kaybolmaya başlamıştır
- Diğer (Belirtiniz).....

18. Hatay 'a gelen turistlerle nasıl iletişim kuruyorsunuz?

- İletişim kurmuyorum
- Tesadüfi diyaloglar (adres sorma vb.)
- Ayaküstü sohbet etme
- Misafir olarak ağırlama
- İş bağlantısı
- Diğer (belirtiniz).....

19. Size göre Hatay'ın turist profilini kimler oluşturmalıdır ?

- Hatay halkı
- Şehir dışından gelen turist
- Yabancı turistler
- Fark etmez / Karışık
- Diğer (belirtiniz).....

20. Size göre Hatay'da turizmin daha fazla gelişmesi için neler yapılmalıdır?

(En önemli ilk üçü)

- Daha fazla gelişmemelidir
- Mevcut tesisler iyileştirilmeli ve hizmet kalitesi artırılmalı
- Konaklama tesisleri çoğaltılmalı
- Çevrenin ağaçlandırılmasına, yeşillendirilmesine önem verilmeli
- Fiyatlar ucuzlatılmalı
- Yerel halkta turizm bilinci oluşturulmalı
- Yenileme ve restorasyona önem verilmelidir.
- Kültür turizmi, kongre turizm gibi yeni turizm türleri oluşturulmalı
- Turizm mevsimini bütün yıla yayacak plan ve projeler geliştirmeli
- Turizm alanlarını kullanırken sürdürülebilirliği sağlamalı
- Ulaşım olanakları geliştirilmelidir.
- Daha etkili tanıtım ve pazarlama yapılmalıdır
- Diğer (Belirtiniz).....

Ekleme istediğiniz başka bir şey var mı?

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