

Evaluation of İzzet Baysal Thanksgiving Days in terms of Recreation Marketing and Festival Tourism*

(Research Article)

İzzet Baysal Şükran Günlerinin Rekreasyon Pazarlaması ve Festival Turizmi Açısından Değerlendirilmesi

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ABSTRACT

Keywords:

Festival Tourism,
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İzzet Baysal Thanksgiving Days, held every year on May 11-13, are held to express gratitude to İzzet Baysal, who is identified with Bolu and transformed into a city brand. Thanksgiving Days has turned into a recreation marketing activity where an important cultural heritage is transferred. The aim of the study is to evaluate the Thanksgiving Days event in Bolu in terms of recreation marketing and festival tourism. The study was examined based on the qualitative phenomenological pattern. The interview method was chosen to obtain the research data, and the criterion sampling method was chosen for the sample selection. Descriptive analysis and content analysis were used in the analysis of the data. No study has been encountered in the literature on "İzzet Baysal Thanksgiving Days" yet. When analyzed in terms of local festivals, the Thanksgiving Days event; It has been determined that it can be effective in promoting Bolu and its culture and supporting tourism. The ability of future generations to continue the Thanksgiving Days, to turn it into an international event in the future and to revive city tourism, has been linked to innovations in recreational activities and suggestions have been made for improvement.

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1. INTRODUCTION

Festivals and memorial days are held every year or at regular intervals so that a product, name or brand belonging to a region is not forgotten and that future generations learn. Festivals create a "product" for the tourist, enliven a destination and allow to experience the authentic culture of a place that is the main factor in festival tourism. In its current usage, Quinn likened the term "festival tourism" to the well-developed concept of "event tourism". "Activity", when used in this sense, essentially refers to a place marketing tool deliberately created by considering open city-branding, place positioning, and tourism objectives. So "event tourism" refers to the tourism activity produced by such events (Quinn, 2006: 288-301). In terms of recreation, in a study conducted in Wisconsin and Michigan in the United States, it is mentioned that recreation, travel and tourism activities increase economic development. Especially when evaluated from a regional perspective, it is stated that recreation and vacation travels have an important role in the economic development of the region. The following situation can be given as an example regarding the importance of the budget that should be allocated for recreation resources: In Wisconsin, development of outdoor recreation resources has been among the main goals of the country's long-term development program (Connor and Batt, 1965:14-21).

The people of Bolu, where is a city of Turkey, declared May 11th as IBTD to renew their feelings of gratitude to the philanthropist İzzet Baysal every year. The basis of this gratitude is the love of İzzet Baysal, who devoted all his assets and century-old saving to the happiness, health and education of his fellow countrymen and young students from all around Turkey, without sparing a penny. Thanksgiving Day, which is the first Memorial Day organized for someone from his own town in Turkey, has been celebrated as a folk festival since 1989 with the organization of the Governorship, Municipality and BAIBU (Baysal et al. 2012: 52).

The Thanksgiving Day, which are extended to three days in the following years, starts with the gathering of people on the street named after İzzet Baysal, and after the commemoration ceremonies, it is realized through booth stands for shopping and promotional organizations attended and presented in unity by people educated in the schools built by İzzet Baysal, treated in the hospitals he has built, finding peace in his nursing home, and praying in the mosques he has built.

In this study, it was aimed to examine and evaluate the İzzet Baysal Thanksgiving Days (IBTD) event held in Bolu under recreation marketing and festival tourism. The study is unique in that there is no previous study on the İzzet Baysal memorial days in the national literature. It was thought that it would inform the researchers about which recreation programs were held on the commemoration days and could close the gap in the literature. Another importance of the study is that the weak aspects of the recreational activities are discussed in the study and it guides the organizing committees.

In this part of the study, the relationship between festival tourism, recreation and event marketing and İzzet Baysal Thanksgiving Days, İzzet Baysal and Thanksgiving Days, its history, literature review on Bolu's destination is included.

2. CONCEPTUAL FRAMEWORK

2.1. Festival Tourism

Festivals and memorial days play an active role in promoting the city and in the formation and enhancement of its image. Festivals enable people to share their happiness or feelings of gratitude, learn them while entertaining or commemorating, and above all they can provide the transfer of cultural heritage and a sense of togetherness, cooperation and acting together. Festivals, carnivals and social commemoration days, which have an important place in terms of teaching and promoting the cultures of cities, can be attributed to reasons such as recreation and preserving the local culture. In this context, in festivals; Products such as folk dances, dance, music, painting, exhibition, film, drama, handicrafts, sports activities, agricultural products unique to the region and hand-made food products (bread, Turkish delight, chocolate, tarhana, etc.) are exhibited.

When the related literature is examined, Usal and Oral (2001: 60) emphasized that festival tourism is considered as a feast/holiday and is important in terms of extending the tourism season. While Şengül and Genç (2016: 80) defined the festival as social celebrations realized for various reasons and at certain periods, Wu and Pearce (2013: 440-460) stated that festivals are practices carried out to revive people's source of income and reduce poverty.

Wilson and Udall (cited by Dalgıç and Birdir, 2021:182). have categorized festivals into five different classes. These are: 1. Indigenous festivals, 2. Evolving indigenous festivals, 3. Commercializing local festivals, 4. Monocultural festivals, 5. Multicultural festivals

- Indigenous festivals mostly reflect the culture of their location and the participants are locals.
- Evolving indigenous festivals also host foreign participants as well as local people.
- Although commercialized local festivals were initially held to support the locals, the support of the local people was lost in the following years and turned into commercial events.
- Monocultural festivals are not organized by locals, and the locals' desire to participate is low.
- Finally, the organization and participation of multicultural festivals are carried out by participants from many different cultures.

Q'Sullivan and Jackson (2002:331-333) divided the festivals into three groups: 1. "Home grown" Festivals 2. "Tourist-tempter" Festivals 3. "Big-Bang" Festivals:

- Home-grown festivals are festivals in the countryside, run by locals, the public, the private sector or volunteers. Its purpose is to provide cultural and recreational benefit to the local people and participants.
- Tourist-tempter Festivals are organized by local governments in the suburbs with a medium number of participants. These kinds of events are important organizations for the economic development of the region.
- Big-Bang Festivals are organized and managed by local public and private sector managers. These festivals have a large audience of participants in the city center. While festivals provide cultural and recreational benefits to the participants; participants contribute to the economic development of the region and local people.

Laing (2018: 165-168) stated that in festival and event tourism, the focus is generally on operational issues and the social dimension of festivals is neglected. He emphasized that especially management innovation and creativity; social entrepreneurship; diversity management; team management and performance; group dynamics; volunteering; leadership styles, conflict management, and resource constraints should be considered substantially in festivals and events.

2.2. Recreation

In the literature on recreation, according to Demirel, in modern societies formed after the industrial revolution, the increase in leisure time and income has started a new era due to the difference in working life. Akesen defined recreation as *an activity or actions that are satisfying in terms of the taste of individuals, aiming at spiritual and physical regeneration, which also includes individuals' leisure time usage depending on their social, cultural, economic and physiological possibilities*; Shaw defined it as participation in certain types of leisure time activities such as sports, cultural activities, and hobbies (cited by Orhan, 2019:32-35). According to Li, people essentially need relaxation and recreational activities in order to have a healthy physical and mental structure that is compatible with the environment. Happiness and leisure time satisfaction levels are accepted as an expression of well-being. When people indicate their quality of life and well-being, they first use their individual happiness, pleasure and satisfaction levels, and then objective data through social, economic and health indicators (Li, 2020: 3). In this respect, recreation, which is described as leisure time activities in terms of mental and physical health, is seen as an extremely important concept in terms of quality of life in human life.

According to Tezcan (1977), recreation, known as valuing leisure time, includes meeting the ceremony requirement in social functions. There are also religious holidays, official ceremonies and ceremonies formed by traditions in the historical past. Commemorative events have an important place in the promotion, revival and attraction of the destinations. According to Yıldırım (2018: 34-65), commemorative events are an important source of income in the destination where they are organized, as well as activities such as international competitions, award ceremonies, sports games. Cultural, social, demographic and psychological factors play a role in a tourist's decision to visit, and the level of satisfaction during the visit is effective in their subsequent choices.

In marketing literature, Bright (2017: 12-17) emphasizes the importance of marketing for planning, developing, maintaining and promoting recreation opportunities in their study examining the role of social marketing in recreation. Bright states that through marketing, determination of market segments, product development, distribution, pricing and promotion policies, a good physical and mental quality of life can be achieved as an individual and a society. In order for the public to participate more in recreational activities, the benefits of these activities must be marketed throughout the country. Wood (2009: 247-268), discussed these events, in which recreational activities are carried out, within the framework of event marketing. The experiences of the people stand out in these events. Therefore, the researcher has examined experiential marketing and event marketing mutually. In the short term, she has tried to analyze every marketing activity with questions such as *how well the target audience is reached, what messages the consumers receive about the brand, what the consumers prefer to do*.

The main purpose of Recreation Marketing is to ensure that people fill their free time, gain experience and leave this activity with satisfaction (Yürük, 2015: 6). In order to experience these activities, it is necessary to go to the place where the product is, the place where the event is held.

2.3. Event Marketing

It is the presentation of a product, name or brand through an event. The target audience is reached directly. Launches, press conferences, road shows, sports, social responsibility events, concerts, etc. are types of marketing (pazarlamaturkiye). According to Silvers (cited by Yürük, 2015:6), activity experience has six dimensions. These are: marketing materials, transportation / entrance, environment / decor, food and beverage, entertainment, comfort / memories . As long as these dimensions are improved, the number of satisfied people will increase, and the memories formed in their minds will create loyalty to participate in the next activity. Thus, the experience of the participants about this event will be increased. When the participants are evaluated in terms of these six dimensions, while the promotion of the event, its place in the media, its image and sponsors are effective as marketing materials; the frequency and facilitation of the alternatives offered in transportation and entrance facilities will ensure that the participants have positive experiences. Apart from that, the decorations of the event area and the ambiance of the environment are considered as physical evidence in the service marketing mix - 7P (Öndoğan, 2010:7-9). The elements, that create an entertainment experience which are performed as recreation and leaving positive memories to the participants such as sports activities, concerts, theater, dance, local games, poetry performances etc., should be considered essentially regarding the sustainability of the event.

According to Wood and Masterman (2005), activity behaviors are determined as 7I in the literature. These are: involvement, interaction, immersion, intensity, individuality and innovation. Thanks to the event behaviors, it is ensured that the experience is increased and developed in the events (Yürük 2015: 8). Creative innovations should be added to the content of the events, the time and the participant number should be increased innovatively; it should be aimed that each of the participants gain different experiences individually; it should be ensured to leave an unforgettable impression on memories; the activities should be free from all other emotions without departing from the main theme of the event; interaction should be ensured between the participants and between the organization / brand within the event, and finally, it should be aimed that people have an emotional participation in the event. According to Silvers, while activities give people the opportunity to share their experiences; according to Popoescu and Corboş, it provides marketing of the city with tourists and investors; according to Reid, it ensures the integration of individuals and society in a social environment (cited by Yürük, 2015: 9). The events bring many benefits into the region where they are held. Thanks to the media, advertising, word of mouth, press, etc., people are curious about the region where the events are held, and they want to experience it. Thus, there is a potential increase in the number of visitors coming to the region thanks to the events. While the events make the city come alive, an emotional bond can be established between the city and the tourists through the experiences and interpersonal interactions.

2.4. Izzet Baysal Thanksgiving Days (Culture, Art, Tourism Festival and Public Feast)

Izzet Baysal is visited and commemorated in the mausoleum at Bolu Abant Izzet Baysal University (BAIBU) as a Memorial Day event every year on March 5, based on the date of

his death on March 5, 2000. The other step of Thanksgiving Days is the festival, that is, the public feast. IBTD is a festival organized by the people of Bolu to commemorate Izzet Baysal and express their gratitude to him every year on 11, 12 and 13 May, supporting cultural and artistic activities. In the festival, there are many participants from the province of Bolu and its districts, booths are set up, and artistic, scientific and cultural innovative works are presented and exhibited. Art products, handicrafts, agricultural products and meals belonging to the Bolu region or individuals are introduced. In addition, it is ensured that many non-governmental organizations and universities' student clubs are promoted and cooperate for philanthropy and cultural activities (izzetbaysalvakfi.org.tr, Access Date: 07.13.2019). Many tourists come from the surrounding cities to support this festival and contribute to the revival of the city in terms of tourism.

2.4.1. Who is Izzet Baysal?

Izzet Baysal is one of the greatest philanthropists and determined, hardworking, brave, patient, modest, charitable and social volunteer businessmen who lived between 1907-2000 and has received Order of Merit Turkey. He started with aids to non-governmental organizations in the 1960s, and gave Bolu citizens a hospital, health center, retirement home, medical faculty, university, etc. buildings, scholarships and student dormitories for talented students who do not have financial means, and he never claimed tax relief. In order to immortalize all these, he established the Izzet Baysal Foundation and donated all his assets to this foundation with his family. Thus, the sustainability of his endowment through the foundation was ensured (Baysal, 2016: 26).



Picture 1. İzzet Baysal (izzetbaysalvakfi.org.tr, Access Date: 07.13.2019)

During his lifetime, with the Izzet Baysal Foundation, he enabled a total of 23 schools, training centers and laboratories related to education in Bolu; 47 health centers, maternity and children's hospital; 3 retirement homes and orphanages, 1 mosque and lodgement before the foundation was established, and finally he made the foundations of BAIBU as of 1993, and many faculties, social facilities, laboratories, mosques, cultural centers, hospitals and medical faculties were built (izzetbaysalvakfi.org, Access Date: 12.07.2019).



Picture 2. State Superior Medal, Reward (<https://izzetbaysalvakfi.org.tr>, Access Date: 07.13.2019).

2.4.2. History of Izzet Baysal Thanksgiving Days

As a first in Turkey, this meaningful day, organized by local people for a fellow countryman, has been celebrated as a public feast since 1989 with the organization of the Governorship, Municipality and BAIBU (Baysal et al. 2012: 52). With the leadership of the Governorship of Bolu, *Izzet Baysal Thanksgiving Days Culture, Art and Tourism Festival Directive* was prepared in 2007, and it has been put into practice as of 07.11.2008. After the validation of this directive, every year 11, 12 and 13 May days are celebrated as festivals. All non-governmental organizations, health and education institutions, public institutions in Bolu, especially the Governorship, Municipality and BAIBU, participate in the festival celebrations by integrating with the public.



Picture 3. Examples from Thanksgiving Days (izzetbaysalvakfi.org.tr, Access Date: 07.18.2019)

As of 2006, an *Izzet Baysal Social Responsibility Award* is given to a person or organization that provides benefits and services to the society in Bolu.

2.5. Destination of Bolu

Bolu is a logistic and geographical transit area of Black Sea, Marmara and Central Anatolia regions, but also an attraction center with its varied destinations and plenty touristic products (Bulu et al., 2008: 7). According to Krippendorf (1971), destination marketing can be local as well as regional, national and international (Koutoulas, 2006: 145). By creating optimum plans and policies for the destination, acting with the participation of all stakeholders, especially the local people, will provide a sustainable destination (Genç et al., 2014: 49-61). Bolu is a city that prefers to develop in tourism rather than industrial development and is at the forefront with its natural beauties (Yedigöller National Park, Abant Lake, Koroğlu Mountain, Kartalkaya Ski Resort, thermal springs, etc.).

Bolu is also a popular destination for local tourists, as it is on the highway between Istanbul and Ankara and at close range. The strategic importance of Bolu stems from its proximity to cities with high population density. In addition, it is an important tourism city candidate that should be evaluated in terms of winter tourism, ecotourism, thermal tourism, plateau tourism,

cultural tourism, nature tourism, sports tourism and lake tourism. Festivals and events held in Bolu, International Koroğlu Festival, Kızık Plateau Festival (Hacet Bayram), International Mengen Culinary and Tourism Festival, Mudurnu International Silk Road Culture Art and Tourism Festival, Karagöl Culture and Art Festival, İzzet Baysal Thanksgiving Days, Nevruz Festival, Seben-Elma Festival, Göynük Akşemsettin Memorial Days.

2.6. Investigation of "İzzet Baysal Thanksgiving Days" Commemoration Events in terms of Recreation Marketing and Festival Tourism

Izzet Baysal, who contributed greatly to the development of Bolu, is remembered every year as a local city brand. The people of Bolu gave Izzet Baysal the title of "Father Izzet". During the commemoration days, priority is not cultural, artistic or tourism values, the priority is to understand and commemorate İzzet Baysal. Memorial days can be considered as a recreation program, and the activities in its content can be evaluated within the scope of recreation activities. Participants learn local, artistic and other interesting products at the stands set up in the city center, buy them and stay at the hotel. Therefore, when evaluated in terms of tourism, this recreation has a financial contribution to Bolu. During this period, the city revives, and a public feast is experienced.

In a period when every event was festivaled, although the name of IBTD was changed as a culture, art and tourism festival in 2007, later its name was finalized as Izzet Baysal Thanksgiving Days and festival expression was deleted. However, IBTD is held both as a commemoration event and as a festival. IBTD is a Memorial Day, a recreation and an event.

According to Small et al. (2005: 66), events with cultural, artistic and social content, which are held at certain time intervals in a specific region and are organized for the purpose of commemorating a person belonging to that society, promoting a product or a value and celebrating an event are defined as festivals. Crompton et al. (1997) and Attanasi et al. (2013) stated that festivals are effective in conveying the cultural values of a city to the next generations and repeating the traditions every year; moreover, participation in the festivals consisted of both the locals in the city and tourists coming from different regions for the festival. According to Çela et al. (2007: 183), thanks to the festivals, tourists flow into the regions where the festival is organized. Tourists participating in festival tourism spend more than other types of tourism (cited by Giritlioğlu, Olcay and Özekici, 2015: 308, 309).

Thanks to the festivals, local people communicate with each other as well as with tourists, get together, create unity and solidarity. Additionally, the place of the festivals is important in terms of promoting the city and building its image positively. When we examine the IBTD within the scope of recreation marketing, the people of Bolu have emotional participation in the event to express their gratitude to Izzet Baysal. After the march and speeches for Izzet Baysal, booth stands are set up for 3 days on Izzet Baysal Street, which is closed to vehicle traffic in a festival atmosphere, and the people are integrated here. Every year, the Municipality distributes free food behalf of Izzet Baysal in the square. People who know each other or do not know each other enliven Bolu by setting up booth stands for promoting their institutions, local products or brands also, they find the opportunity to sell their products. Bolu district municipalities, non-governmental organizations, BAIBU student societies from the university founded by Izzet Baysal, Public Training Center trainees and schools are among those who set up the booth stands on the street. Every year on May 11-13, Bolu revives with the people who flock to Izzet Baysal Street. They examine the booth stands,

where many products from new, creative product designs to traditional handicrafts, from food varieties such as, local dried soup (tarhana), homemade noodles to technical products are exhibited, and they are given the opportunity to sell and buy these.

On the first day of thanksgiving, which takes place for three days, the mawlid and hatim prayer is read. On the second day, within the opening ceremony of Thanksgiving Days, a wreath of respect to the Atatürk monument is placed on behalf of the people, a moment of silence for respect and the Turkish National Anthem is performed, after a march of respect and gratitude from the Atatürk monument to the İzzet Baysal monument, a wreath is presented to the İzzet Baysal monument. After the opening and protocol speeches, the award ceremony takes place for the competitions held throughout the year regarding İzzet Baysal. On the evening of the second day, a public concert event is held within the scope of Thanksgiving Days. On the third day, the stands set up as of the second day are visited by the İzzet Baysal Foundation, the Governorate, the Mayor's Office, the University Rectorate and public administrators. The University's folk-dance community (Tühom) organizes a folk-dance event. Every year, an award is presented to the most effective institution / person for their social responsibility activities. After the music concert, exhibition activities, Thanksgiving Days end. When the past Thanksgiving invitations of İzzet Baysal Foundation are examined, it is seen that mostly local artists take part in recreational activities; it is determined that famous Belgian painter Martin R. Baeyens participated as a guest artist in 2008. When it is observed that these recreational activities integrate and unite the public, recreation and marketing should be evaluated together. It is also possible to include the service marketing mix in this process. Because events are either private or public based, either of them offers an event service to the public, participants and tourists. Any mishaps that may occur in the events can negatively affect the image of the product, brand, company, city or famous person, as well as negative experiences and memories may cause negative feedback on the repetition of the event in the future or the quantity of participants. Therefore, the opinions of a team with strong innovative ideas and experts in the field of recreation and marketing are extremely important in the organization and success of recreation activities.

Due to the measures taken due to the Covid-19 pandemic, IBTD could not be realized for the first time in history on 11-13 May 2020.

The poem written by the former Secretary General of the City Council Mustafa Namdar for IBTD expresses the love of the people from Bolu for Father İzzet and the emotional bond that he has with the Thanksgiving Day event (Namdar, 19.07.2019):

...

Today is the Eleventh of May,

To the lord of the charity

Thanksgiving,

Here the People with joy.

Love in their hearts,

Prayer on their lips

We will tell you once again,

Thousands of time as gratitude.

...

3. PURPOSE OF THE RESEARCH

The aim of the study is to evaluate the Izzet Baysal Thanksgiving Day event in Bolu in terms of recreation marketing and festival tourism. Another sub-aim of the research is to provide suggestions for the improvement of the activities by considering the opinions of the people who participated in the local festivals for many years.

4. METHOD

In the research, IBTD is examined based on qualitative phenomenology design. The interview method is chosen to obtain the research data, and the criterion sampling method, one of the purposeful sampling methods, is chosen for the sample selection. Taking an active role in the IBTD organization for at least 20 years is determined as a criterion for 6 selected participants.

Since the interviewees are experienced on this subject and being close to the subject from the beginning of the Thanksgiving Days organizations will increase the validity and reliability, 6 people with 20 years of experience have been reached.

The criterion sampling method was chosen in order to obtain important qualitative data and to ensure the harmony of the research (Baltacı, 2018:255). Profile features of the participants are presented in Table 1;

Table 1. Profile Features of Participants

Profiles of the Participants			
Participants	Their Role in IBTD	Occupation	Participation Duration (minute)
KN	Founder, Host, Participant	Civil Engineer, Politician	31
KY	Founder, Host	Teacher, Coordinator	31
KS	Participant	Academician, Consultant	26
KM	Host, Organizer	Teacher, Author	31
KO	Participant	Academician, Journalist, Author	24
KR	Host, Organizer	Journalist, Politician	20

Face-to-face interview method including semi-structured open-ended questions were used in the interviews. The questions were created based on the literature on tourism and recreation, and opinions were received from experts in the field. The following questions were asked in the research;

- What does İzzet Baysal mean to you?
- How would you define the relationship between Bolu and İzzet Baysal?
- What is the purpose of İzzet Baysal Thanksgiving Days? What improvements should be made considering these goals? How should these improvements be made?
- What is the role of IBTD in terms of promotion of Bolu's cultural values, socioeconomic values and tourism potential?
- What conditions does IBTD sustainability depend on?

Descriptive analysis and content analysis were used in the analysis of the data. Considering the validity issues in the research; by paying attention to the consistency and meaningfulness of the findings, the obtained findings were ensured to be meaningful as a whole. Considering the reliability in the research; different opinions and alternative explanations were taken into consideration and the questions were clearly expressed. The data were collected in a detailed and purposeful manner as required by the research questions.

5. FINDINGS

In the findings obtained from the research; in Table 2, the question of what Izzet Baysal means for the participant is asked. Participant KM stated that, *Izzet Baysal's difference from other philanthropists in Turkey is that he has made all these charity works with the presence of surpluses after paying his tax to the Government exactly. That is not a man who gives charity just for tax-deduction.*

Table 2. What Does İzzet Baysal Mean to You?

Statements
Izzet Baysal is everything. For Bolu, he is blood, bread. He's water, he's love and he's work (KY); The only man who opened the charity umbrella over the society (KM); At this point, I see a loving person, an inaccessible summit because he has achieved something that is virtuous, who has achieved something that we can not even imagine, and he is a unique example (KO).; Izzet Baysal is the greatest feature of being a decent person. Izzet Baysal is Bolu, Izzet Baysal is a benevolent businessman (KR)
Codes
Father, Indispensable vein of life, Loving Person, Virtuous, A unique example, Legendary man of goodness, Decent person, Charity umbrella
Themes
Unique, Virtuous, Sincere, Responsible, Visionary, Philanthropic, Inspirational, Truthfulness

When asked about the relationship between Bolu and Izzet Baysal in the study, the codes and themes expressed by the participants are shown in Table 3 below.

Table 3. How would you define the relationship between Bolu and Izzet Baysal?

Statements
<p>It has invested in education and health. He thought that especially the well-being of the youth and eventually would be beneficial for the development of the country. I love these thoughts and you. When asked how he felt while doing these charity works, he said, <i>"Dear young people, I sincerely believe that there will be many Izzet Baysals among you, I thank Allah for giving me this opportunity. I would like to see myself as someone who has done his duty to this country"</i>. The people wrote to the entrance of Bolu: Welcome to the city of Izzet Baysal, Bolu (KY); I think Izzet Baysal not only in Turkey, but also, he is the most valuable philanthropist in the world. He is an important personality who has transferred all his life long earnings to the land of his birth, to the city, and not only this; he has enlightened others, has been a source of inspiration (KO); He is the greatest value in Bolu's history. Without Izzet Baysal, Bolu would not be in this situation, so there wouldn't be investments this much (KR). He gives all his assets to his foundation taking anything for himself and ensures the continuation of his service after his death. There is no other example of him in Turkey. Izzet Baysal's difference is here. In fact, if each province had an Izzet Baysal, out country would reach much different dimensions (KN).</p>
Codes
<p>Investments: Education, Health, Youth, Homeland Mission: Serving Bolu., Setting an example: Inspiration</p>
Themes
<p>Education, Health, Recreation (Sport, Culture and Art), Tourism</p>

Regarding the purpose of having Thanksgiving Days traditionally every year, it is stated that, essentially to be grateful to Izzet Baysal, and to commemorate him. Other purposes are determined as the integration between the people in the city, the revival of the city for recreation (sports, art and culture), and the continuation of its existence with tourism activities. Together with the memorial program, the activities continue for three days.

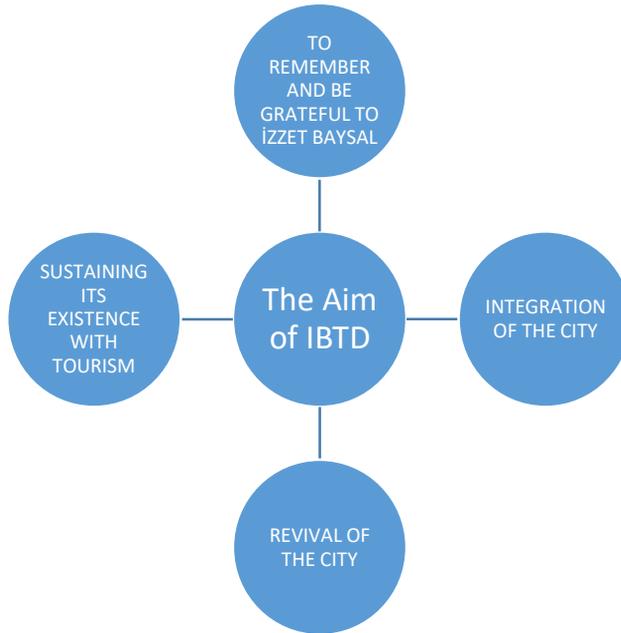


Figure 1. Themes for the Purpose of Making Izzet Baysal Thanksgiving Days

Participant KS introduced Izzet Baysal as an exemplary person who is hard to find, and KS also said many philanthropists later took him as an example not only with his philanthropy but also with his frugality and human affection, Izzet Baysal is an exemplary person who truly is the father of Bolu. Izzet Baysal's assets emphasized his humble personality - a spiritual wealth rather than material wealth. Regarding the promotion of Thanksgiving Days, KS stated that "I think the promotion is insufficient. For the development of our country, Izzet Baysal should be well introduced and similar examples should be increased throughout the country". He also emphasized the importance of making recreational activities that will attract the attention of people of all ages in the public, including both indoor and outdoor activities, that is; events should not just consist of booth stands. KS added that, promotion should be nationwide and should be promoted with the national press. While mentioning the fact that the Thanksgiving march actually should be carried out with a very crowded and *voluntary participation*, he attributed the low number of participation and audience to the respect march because it is organized in the sunny hours of the morning after extremely long protocol speeches. He emphasized that it is necessary to prefer the afternoon hours instead of the morning, to provide flexibility to everyone who wants to participate during working hours, and to include especially the foundation president Ahmet Baysal in terms of meaningful and emotional memories to be told in the protocol speeches. He stated that the prolongation of the speeches reduces the motivation of the public to participate and the crowd is gradually decreasing. In addition, KS pointed out the deficiencies in terms of announcing the program in Bolu, as well as the lack of a large congress center and a large conference hall, and emphasized that not everyone can participate in the program due to the small size of the halls. He mentioned that it might be more attractive to invite more nationally well-known people for the event and to move the bands or teams who try to perform amongst the booth

stands to the stages. In addition, KS stated that IBTD can be more effective with sports and painting competitions that can be provided to all levels of education programs, from primary school to university, suitable for all children and young people studying in Bolu. He also stated that in a painting contest about Izzet Baysal, the child should research him first, thus they can express their feeling in the picture, and eventually the main desired goal is reached, namely the children and young people recognize and understand Izzet Baysal. KS, in order to sustain and improve the Thanksgiving Days; suggested that the promotion efforts should be increased and included in the national press, the festive stands should be planned according to the products they exhibit, local products, health products, training booths etc. are better to be categorized accordingly in order to prevent mess and confusion, and it would be good to have a picture reminding Izzet Baysal at each booth, to take precautions to keep IBTD meaningful before the sale purpose and to invite well-known people who can attract people from other cities to come to Bolu (for example, a concert of a famous group, etc.) so that the philosophy of Izzet Baysal would be transferred to more people and that the city tourism would be positively affected by the revival of the city.

By identifying Koroglu and Izzet Baysal, KR expressed his thoughts as "Just as Koroglu was immortal as a folk hero in Bolu, the hero of this century, the person to be remembered even after centuries is; Izzet Baysal". He mentioned that IBTD was turned into an obligation and an imposition and further stated that who Izzet Baysal is, should be explained to children in schools from primary school to university. He stated that in order to improve the recreation activities of Thanksgiving Days and to maintain its existence, it is necessary to prepare documentaries, to write books, stories and tales about it, and to organize theater activities. KR stated that it is necessary to cooperate with other municipalities so that more people from outside of Bolu can get to know Izzet Baysal, "just like we organize field trips to Gallipoli to teach our cultural heritage, the other cities can come to Thanksgiving Days when cooperating with their municipalities".

Regarding the low participation in the Thanksgiving Day marches, KR said that there are people who attend due to the protocol imposition, but there are also many of those who participate because they really love and are grateful to Izzet Baysal; he emphasized that those who cannot attend the march should not be considered as they do not like or are not grateful. He stated that there are many people who could not come although they love him very much. In addition, while talking about the importance of the gratitude and blessing to Izzet Baysal from a patient hospitalized in Izzet Baysal research hospital, he expressed his thoughts as "Izzet Baysal is very valuable for the people of Bolu". KR has suggested the following in order to sustain and improve the Thanksgiving Days:

- Including all NGOs and cooperation of the governorship, municipality, national education directorate, provincial health directorate, and all of them to do their part accordingly,
- All units of the City Council take action and be well organized,
- Meetings with other municipalities with close relations,
- Preparation of documentaries about Izzet Baysal Writing stories and tales about Izzet Baysal, parents and teachers reading these stories and tales to children the day before the event and explaining who Izzet Baysal is,
- Organizing theater events.

Participant KM stated that, IBTD announced with billboard advertisements, posters hung at the city entrance, streets and mosque entrances, even village headmen are assigned to promote the event to their villages, the event calendar is announced, posters of 10 gold advice, that İzzet Baysal gives and practiced by himself as well, are hung on every street, and the municipality decorates the city. The same participant stated that, previously the booth sales were abolished, but then with the awareness that mostly NGOs and student communities were making these sales for certain charity purposes, sales continue to be made. He stated that in order to resolve the inability of people to attend because they coincide with working hours on weekdays, it was proposed to be taken to the weekend, but it was decided not to change the dates of 11, 12 and 13 May. KM explained that, at the booth stands, mostly products such as, local knitting, food, embroidery are promoted and sold, and also university students provide information about health, blood pressure, etc. to the public at the health related booths.

KM stated that new university departments and even universities have been built by other businessmen after taking İzzet Baysal as an example regarding philanthropy; he also added that “While some philanthropists want their charities to be kept secret and unknown; some of them may want to be known for their charity in order to motivate and encourage other potential philanthropists”. KM emphasized that the students should give a message to the people who look at the products promoted by university students at booth stands, as “We are doing such an education in the schools opened by İzzet Baysal”.

Related to tourism and publicity, KM stated that in the previous years, the Provincial Directorate of Culture and Tourism had a booth stand during Thanksgiving Days, and here recreation activities such as mountain hiking, nature sports, etc. were promoted, which were planned to be held in the future. After the year 2000, for the promotional activities, İzzet Baysal commemorative stamp was issued and affixed on the event invitations; the local tradesmen were asked to write “May 11, 12, 13 are IBTD” on their product packages, however; not every tradesman fully participated in this activity. Emphasizing that there is a university in Bolu for the people to enlighten, learn and gain knowledge, KM suggested the following in order to sustain and improve the Thanksgiving Days:

- The academicians should lead, explain, teach and be light on issues that the public cannot think about and their knowledge is not enough.

Participant KM also added that, *He gives all his assets to his foundation taking anything for himself and ensures the continuation of his service after his death. There is no other example of him in Turkey. İzzet Baysal's difference is here. In fact, if each province had an İzzet Baysal, our country would reach much different dimensions.* KN used the expression “people lover” while expressing the value that İzzet Baysal gives to people and mentioned the importance of educated and healthy people for İzzet Baysal. Therefore, he emphasized that İzzet Baysal has made investments especially in the fields of education and health in Bolu.

KN stated that, when he was alive in the 1990s, it was enough that İzzet Baysal to come to Bolu, even if the municipality or other institutions did not carry out any activities during the Thanksgiving Days, as he was the center of attention, and the whole public had opportunity talk to him for a few minutes and thank. The same participant also said that, after Baysal's death, the interest in Thanksgiving Days continues, but the municipality and other institutions have added activities such as concerts, exhibitions, etc.

KN stated that when Izzet Baysal was alive, during the approaching days of May 11st, he was getting excited to come to Bolu from Istanbul, and that IBTD were the days that united Bolu with Izzet Baysal. The participant also mentioned that, public integration and cohesion gave Izzet Baysal great pleasure and enthusiasm. In addition to this, KN conveyed Izzet Baysal's request, which is; "This foundation is yours, own it", and mentioned the strong bond between Bolu and Izzet Baysal.

KN stated that, Izzet Baysal is a philanthropist who is a role model for Bolu and yet for Turkey, therefore many philanthropists request the Izzet Baysal Foundation's charter, as they are trying to keep Izzet Baysal's philosophy alive in their own hometown. KN said that, in this sense, Izzet Baysal is the first in Turkey, and has suggested the following for the survival and improvement of Thanksgiving Days:

- He stated that the first and main purpose of Thanksgiving Days is to express the respect and gratitude of Bolu to Izzet Baysal. In addition, KN said that, it can be considered as an opportunity in terms of economy and tourism development, but the main purpose should not be forgotten; the priority should be a feeling of gratitude. He also stated that mayors need to work on recreational activities for Thanksgiving Days.

Participant KO stated that, Izzet Baysal is not only of Turkey, but also one of the world's greatest philanthropists who could invest all his life savings for his native land; he is able to inspire many charitable people such as, Ahmet Eren, Yaşar Çelik, Süreyya Astarıcı. KO also said that Izzet Baysal is a most unique role model who gives instead of taking and is happy acting such. KO emphasized that Izzet Baysal is a person who feels happy seeing the happiness in the eyes of the public. The participant stated that Izzet Baysal has increased the development level of Bolu province both economically and sociologically since the first investments he made in that period, changed the image of the city positively. KO also mentioned that Izzet Baysal's health investments have been started from the development of health centers in the villages far from the city center, due to transportation problems of the patients. KO stated that no matter how many people live in Bolu, everyone is thankful for what Izzet Baysal has done, they take good care and know the value of what has been done, and as for the new generations who have not experienced that period, recognize Izzet Baysal thanks to the university and other institutions he has built. KO also said that, Izzet Baysal is a role model that can not be seen everywhere, and it is very rare to see people from every sociocultural status with different worldviews approaching the same person with love and gratitude.

Regarding the Thanksgiving activities, KO expressed their concern as, more people participated in the first years, but in recent years, thanksgiving days have become protocol ceremonies. Stating that the people love Izzet Baysal very much and that all tradesmen post his photographs in their workplaces, that they do not let anyone say anything bad about him, and they embrace him, he mentioned that both the fact that the celebrations coincide within the weekdays and the prolonged protocol speeches have caused the public to consider these memorial meetings as protocol-oriented duty. KO stated that Izzet Baysal has left many works in Bolu, but besides these, he also left an event with festive atmosphere allowing people to unite. KO emphasized that Izzet Baysal has conquered people's hearts with his investments and works in Bolu, that he has touched many people's lives, and thanks to the

idea of celebrating Thanksgiving days in a festive atmosphere, people could unite in a common effort with a common goal, and this should be an event that lasts for centuries.

He also stated that during the Thanksgiving Days, the stands are opened, people from villages, neighboring districts and provinces come, sell and shop, introduce their own region and products, and there is also an opportunity to tell both cultural values and nature of Bolu. He also stated that tourism activities have not been held until today, but that the activities can be improved so that Izzet Baysal is promoted by more people as he deserves. He also mentioned the need to introduce Izzet Baysal for the next generations and the importance of using the right channels during the promotion phase. For the continuation of Thanksgiving Days, KO has suggested:

- Correct channels should be used in the promotion phase; Especially new media channels are capable of appealing to the new generation.
- In recreation activities, activities that are more attractive should be chosen comparing to previous festivals and celebrations (concert, theater, etc.). It is possible to add other activities.
- Brainstorm is required about how to reach the new generation.
- A program in which Izzet Baysal on social media in three dimensions, an application such as a virtual museum or a platform that can appeal to the new generation about Izzet Baysal on Instagram and other social media tools should be created.
- Izzet Baysal related work should be done in a museum in Turkey. How many people, including the university staff, have visited the İzzet Baysal Museum, which exists within the university in Bolu (since 2006)? Although it is within the university, there are still staff and students who are unaware of the museum. So, it is necessary to make the museum attractive. The attraction of the museum should be increased in order to introduce Izzet Baysal to more people.
- Nobody wants the ceremony to be a ceremony where only a wreath is placed in the future, with the concern that IBTD will turn into a protocol ceremony. Therefore, attractive recreational activities can be organized in a festive atmosphere that will appeal to the younger generation.
- Activities such as concerts and theaters in an Izzet Baysal-themed park can also be attractive.

Regarding the Izzet Baysal Museum, although it is possible that the place of establishment was made within the university campus in terms of being close to students, relocating it in the city center close to the area where Thanksgiving Days is celebrated, can appeal to more masses, and it could be more convenient for everyone from the young to the old generation to visit the museum. It will also contribute to the promotion of Izzet Baysal.

The last participant KY, while talking about the relationship between Izzet Baysal and Bolu, stated that nobody can speak against him and that the people put a sign saying "Welcome to city of Izzet Baysal, Bolu" at the entrance of Bolu, and expressed how much Izzet Baysal is embraced and adopted. KY also stated that Izzet Baysal has made investments in Bolu especially in the fields of education and health, considering the benefits of raising a good young generation in the development of the country, and Baysal sees his investments as a duty for his country.

KY stated that, İzzet Baysal is not recognized only in Bolu, he is a well-known role model in Turkey. KY mentioned the university that İbrahim Çeçen built for Ağrı; the university built by Ahmet Eren in Bitlis, the school built by Süreyya Astarıcı in Mudurnu, Yasar Celik's charities in Yenicağ are all examples of İzzet Baysal's inspiration.

During the Thanksgiving days in 2010, Ahmet Baysal, referring to another philanthropist in Turkey, addressed İzzet Baysal in his speech as: *In our province of Ağrı, another industrialist like you has returned to his native land. He establishes a university in his city and presents it to Turkey. Do you know what this philanthropist says in his statement to the newspapers: My role model is Bolu's İzzet Baysal (Baysal 2016: 129).*

Stating that the participation of the public is less than expected during the Thanksgiving Days, but the fact that the people of Bolu could not attend does not mean that they dislike İzzet Baysal, according to KY, this may be due to the City Council's deficiency of promotion and announcement. KY also stated that recreational activities to be held for Thanksgiving Days will positively affect the participation of the public, thus the public will be motivated. KY mentioned that the motivation of the public could increase if money-rewarded activities were held. Likewise, KY stated that holding the same kind of activities in the same way every year accelerates the monotonous process.

KY said that it was originally proposed to organize IBTD internationally to create a greater enthusiasm; for this reason, it was decided to be named as *İzzet Baysal Culture, Art and Tourism Festival*; however, considering that it has no international or even national quality as of 2012, it has been named its final form as *İzzet Baysal Thanksgiving Days*, which can be more catchy and suitable name for a brand. KY stated that financial insufficiencies are also effective in this regard.

KY stated that each of the booth stands try to distinguish itself and turn the event into a fairground atmosphere. KY mentioned that there are small pocketbooks promoting İzzet Baysal in some booth stands. Regarding İzzet Baysal Museum, KY said that the reason why it is not in the city center but in the university outside the city is that the university is preferred as the location in order to contribute to the academicians to research and promote İzzet Baysal more. According to KY, young people, graduated from the university and appointed to other provinces as teachers, have a duty for the promotion of İzzet Baysal. He emphasized that İzzet Baysal can be explained to children in other provinces in this way. Evaluating Thanksgiving Days as a festival, KY cited Neuss Municipality's Shooters Festival in Germany as an example and mentioned that IBTD has not reached that level yet. KY has suggested the following for the sustainability and improvement of Thanksgiving Days:

- As Thanksgiving Days require a voluntary participation, making it attractive to the public should be at the forefront. Cash prize events can increase participation.
- In order to increase motivation, different activities can be organized, staying away from monotony.
- Expressed that the sustainability of an event depends on who is leading that task and the related activities. Emphasizing that the current president of the City Council is Haşım Ulusoy, one of the rare people trained by Bolu, KY stated that the sustainability of Thanksgiving Days depends on the efforts and work of these people.

In this study, all participants were asked about the effects of Thanksgiving Days on the promotion of Bolu culture, the unity and solidarity of the people of Bolu, on their economic development, and what benefits it has provided to Bolu tourism and what kind of organization is made. In the light of the data obtained, the aims of the Thanksgiving Days organization are determined, and the codes and themes related to the activities that could be implemented for improvement are indicated in the table.

Table 4. What improvements should be made considering the objectives of İzzet Baysal Thanksgiving Days? How should these improvements be made?

Purpose
Commemoration, Recreation, Tourism (Promotion of Local Values and Festival), Sustainability
Codes
Sports Activities, Artistic Events, Cultural Activities, Festival Tourism & Memorial Day Activities, Cultural Tourism, Nature Tourism, Sports Tourism, Congress Tourism, Social Belonging, Social Sharing, Employment, Economic Development, Social Responsibility
Themes
Festival and Commemoration, Cooperation between institutions, Participation / Bolu and other provinces, Promotion of Bolu, SWOT Analysis, Increase in the Number of Tourists, Economic Sustainability, Social Sustainability

6. MODEL SUGGESTION FOR İZZET BAYSAL THANKSGIVING DAYS

The model proposal below indicates that the activities in the fields of recreation, culture, art and tourism added to Thanksgiving Days today will be able to add value to Thanksgiving Days and that more productive Thanksgiving Days can be organized in the future.

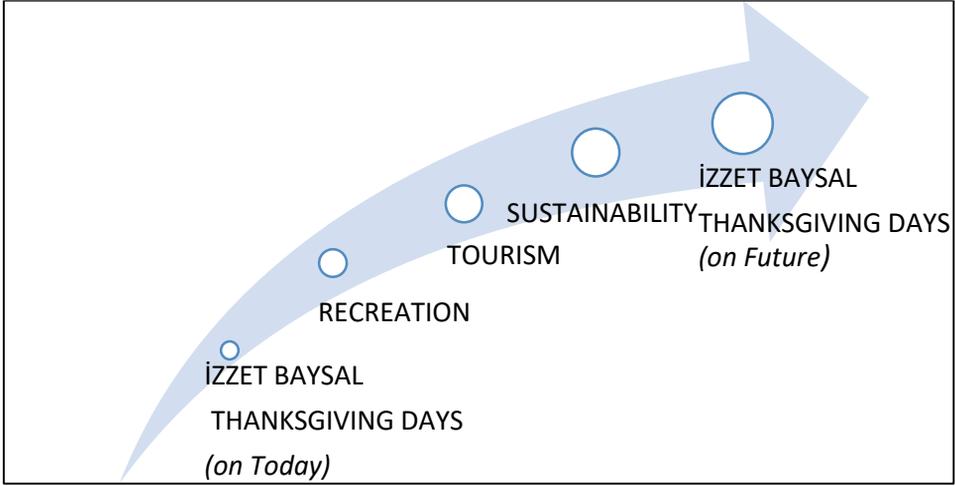


Figure 2. Izzet Baysal Thanksgiving Days Modal Proposal

According to the model, it is all depend on the fact that the IBTD activity, which is carried out at certain standards and routinely today, can take its place in the future, maintain its existence, understand the young generation the Izzet Baysal philosophy and continue and also depend on to the improvements in the field of recreation that can be made now and therefore to the prominence of tourism activities. İzzet Baysal Thanksgiving Days event has been going on for 30 years. While IBŞG was celebrated as an "International" event under the name of "Izzet Baysal Culture, Art and Tourism Festival" in the past, then this event was continued as a local event the name of "IBTD" due to the lack of national publicity. In order to celebrate İzzet Baysal Thanksgiving Days even after 30 years, stakeholders come together and work with experts in recreation marketing and festival tourism; It is recommended to conduct investigations that can especially attract new generations. With this proposal, instead of being a festival where Izzet Baysal is introduced, commemorated, and people come together and mingle with various recreational activities; It is thought that it will prevent it from going beyond protocol speeches and stands set up.

7. CONCLUSION AND RECOMMENDATION

When the commemoration events in Turkey are examined in the international literature, it is seen that mostly about Sufi masters (Islamic commemoration events) such as Haji Bektash Veli, Mawlana, Yunus Emre (Soileau, 2006; Young, 2019: 384-388). All three are also commemorated annually in festivals supported by the Ministry of Culture, and the discourse of politicians who speak at them is centered around the humanist values of peace, brotherhood, human rights, and love of mankind. Concerts, performances by Semah teams, theater, panels and exhibitions are organized in the commemoration ceremonies of Haji Bektash Veli (Nevşehir Governorate; nevşehircitynews). Recreation activities such as photography and marbling exhibitions, Sema shows, Sufi Concerts, Mevlevihane workshops (ceramics, spoons, saz, felt, glassblowing etc.), theater, conversation and congress are held in Mawlana Commemoration Ceremonies (Konya Provincial Directorate of Culture and Tourism). In the commemoration of Yunus Emre, symposiums, concerts, conferences,

theaters, fashion shows, exhibitions, competitions and shows are organized within the scope of the events held in Eskişehir (Eskişehir Governorate, Cumhuriyet Online Newspaper).

In addition, national issues in Turkey such as the Republic Day, the anniversary of Atatürk's death (Roy, 2006: 200-232; Mihaylova, 2008:178-195), the commemoration of the Çanakkale Naval Victory and Martyrs, Gallipoli and the Anzacs (Lawless and Bulgu, 2016: 223-236; Sheehan and Taylor, 2016: 237-254) have also been studied in the international literature. Siren sounds at the commemoration ceremonies of Mustafa Kemal Atatürk, listening to the 10th anniversary speech with Atatürk's voice, a moment of silence, singing the National Anthem, organizing painting, poetry and composition competitions, singing Atatürk's favorite songs with a choir, symphony orchestra concerts and recreations such as the Atatürk exhibition with photographs are organized (Aydın Provincial Directorate of National Education; Eskişehir Governorate). Çanakkale Naval Victory and Martyrs' Day event is held with many representatives from Australia and New Zealand, and various events are organized after martyrs' visits (Turkey News Agent, 2019).

In a study (Okuyucu ve Kılıç, 2019: 133-150) on the Commemoration of Ertuğrul Gazi and Söğüt Festival held in Turkey, it was stated that the sustainability of this event, which has been held for centuries, is based on its historical and cultural importance. Also, that the entertainment, and eating-drinking activities are important recreational activities in terms of tourism for Commemoration of Ertuğrul Gazi and Söğüt Festival. In addition, Okuyucu and Kılıç (2019) argued that the effectiveness of the commemoration ceremony will increase and tourism will develop successfully by increasing transportation and promotional activities as well as recreation.

It is important to examine other commemorative events held in Turkey in order to ensure the successful sustainability of the İzzet Baysal Thanksgiving Days commemoration event and to be a successful recreation in terms of tourism. As seen in many commemoration activities, mostly cultural and artistic recreational activities are carried out. In line with the suggestions made according to the results of the research, it is suggested that sports activities should be added to the recreation activities of İzzet Baysal Thanksgiving Days, as well as cultural and artistic activities, unlike other commemoration days.

In line with the findings obtained at the end of the research, it is thought that the IBTD event is effective in promoting Bolu and supporting tourism. It is thought that recreation activities will play an active role in IBTD in terms of recognizing İzzet Baysal and Bolu by large masses, being a national and even international sustainable event and reviving tourism. When IBTD activity is considered in terms of festivals, "Big-Bang", one of the groupings of Q'Sullivan and Jackson (2002:331), is evaluated within the scope of festivals. Accordingly, these festivals, which are held in the city center with a large participants, benefit the participants with recreation and cultural activities. IBTD is considered to be an activity in the city center that has a large audience, but needs to be developed in terms of recreation. For this purpose, it is predicted that more people can be reached from Bolu and outside of Bolu with the recreation activities to be carried out within the scope of Thanksgiving Days. When İzzet Baysal Thanksgiving Days is examined in terms of festival tourism and recreation marketing, to improve the event:

- Can be achieved by organizing sports, social and cultural competitions or realizing social responsibility project competitions hosted by Bolu and arranging the dates of the competitions to this period in cooperation with other universities.
- In this context, it has been concluded that it is feasible to present awards on Thanksgiving Days in honor of İzzet Baysal,
- After the competitions to be held within the scope of nature tourism and nature sports in Bolu during the festivals; to write stories that introduce İzzet Baysal to young children, to organize story contests presenting their awards in honor of İzzet Baysal on Thanksgiving Days.
- In addition to evaluating innovative ideas in the selection of recreation activities, Bolu's natural wealth should be evaluated as an opportunity. Therefore, it has been concluded that competitions such as orienteering, mountain and nature sports, nature education, camping, bicycle racing, canoeing etc. to be organized at national level should be evaluated.
- Making the promotion of İzzet Baysal Thanksgiving Days through the national press and using the right channels in promotion
- Making regular brainstorming every year about the use of new media channels that can especially appeal to the new generation and how to reach the new generation,
- There should be recreational activities appealing to all ages and their diversity should increase,
- Providing short and understandable speeches instead of excessively long protocol speeches and providing flexibility to employees who want to participate during working hours on weekdays if the event cannot be arranged to the weekend
- Especially, organizing award-winning competitions is thought to increase the number of participants, while helping the young generation in both Bolu and other provinces to explore and understand İzzet Baysal philosophy.
- Within the scope of Thanksgiving Days, by creating theater, poetry performances, documentaries, short films and concert organizations about İzzet Baysal, aiming the interest of the target audience, İBTD will be held nationally and even internationally with the participation of all people from outside of Bolu and Bolu.
- In order to sustain and improve the Thanksgiving Days; Stands should be categorized as local products, healthcare products, training stands, etc. in order to plan the stands according to the products they exhibit, and to prevent mess and confusion, and each stand should have a picture reminding of İzzet Baysal; Measures that can make İBŞG meaningful should be taken before the purpose of sale,
- It is necessary to plan larger and various recreational activities (concert of a famous well-known artist, shows by well-known theater actors, etc.) in order to make it attractive to come to the event from outside the city. So it is provided to both convey the philosophy of İzzet Baysal to more people and to revive the city.

The important point here is to know the great person İzzet Baysal, to understand his values, to present gratitude and love whilst ensuring the sustainability of these memorial days. Therefore, it is inevitable to implement Recreation Marketing activities. Change, which is an indispensable part of our world, manifests itself in all processes. The important thing is that the change is reflected back to the İzzet Baysal Thanksgiving Days event with creative and positive processes.

Especially in order to instill the love of İzzet Baysal to young generations, it is necessary to act according to change, to use the right media tools and to plan attractive recreation activities. Thus, Thanksgiving Days, which started to be defined as a protocol ceremony, will be made different and attractive by moving away from the repetitive system with effective recreational activities.

It has been concluded that the implementation of the model proposal presented in the research and the realization of recreation marketing activities will enable everyone to better understand İzzet Baysal and his values, increase the sustainability of Thanksgiving commemorations and increase the vitality of Bolu in terms of tourism. It is thought that this study will guide the festival tourism, commemoration events, recreation, marketing researchers and the committees organizing these events.

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