

# ***Bicycle Tourism in Konya Tourism Perspective And A Study On Its Effect On Marketing Konya Tourism As A Destination By Using PEST Analysis<sup>1</sup>***

***Konya Turizmi Perspektivinde Bisiklet Turizmi ve Bir Destinasyon Olarak Konya Turizminin Pazarlanması Üzerine Etkisinin PEST Analizi İle İncelenmesi***

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## **ÖZ**

Turizm sektörü, küresel boyutta değeri her geçen gün daha iyi anlaşılabilir ve sürekli yeni yatırımlar yapılan çok önemli bir sektördür. Yakın geçmişimizde, Türkiye ve Konya için bu sektör çok önemli bir faaliyet alanı haline geldiği görülmektedir. Bu araştırmanın amacı, Konya bisiklet turizm potansiyeli, uygulama alanlarını ve Konya turizmine katkısını ortaya koymaktır. Sürdürülebilirliğinin ve turizmde farklılaşmanın yeni bir modeli olan bisiklet turizminin gelişmesi, şehir kültürüne ve Konya turizmine katkısının her geçen gün daha da önemli hale geleceği düşünülmektedir. Bisiklet turizmi ile Konya'da, bisiklet kullanımını yaygınlaştırmak, gençleri tehdit eden bazı kötü alışkanlıkların (sigara, alkol, madde bağımlılığı vs) önlenmesi ve çağımızın önemli bir sağlık problemi olan obezite-stres, çevresel durum, trafik, toplu taşıma, gibi temel düzeydeki sorunlara dikkat çekmek ve turizmin gelişmesine katkı sağlayabilmek için Konya'nın turizm öznelere ön plana çıkararak, tanıtımına katkıda bulunmaktadır. Konya gibi coğrafyası bisiklet kullanıma uygun özelliklerde yerel yönetimlerin bu yöndeki alt yapı çalışmalarını haklı göstermek için, bu sportif çalışmaların anlamlı katkıları olacağı düşünülmektedir. Bu bağlamda Konya Turizm potansiyeli ele alınarak, bu potansiyelin bisiklet aracılığı ile farklı bir sunumunun olacağı düşünülerek, Konya bisiklet rotaları ile Konya ili ve çevresinde turizm öznelere daha farklı bir şekilde tanıtılmasına imkân sağlanabilecektir. Farklı bir çıkarımda bisiklet sporunun farklı sosyal tabakalar arasında sosyal paylaşım ve etkileşimi güçlendirmesi bisikletin toplum için birleştirici bir araç olarak kullanılması sonucuna Konya Turizmine önemli katkılarda bulunacağı düşünülmektedir.

## **ANAHTAR KELİMELELER**

*Bisiklet, Turizm, Konya Turizmi*

## **ABSTRACT**

Tourism is an important sector that its importance has globally been being understood day by day and has continuously been received quite much investment. It is obvious that it became an area of vital activity for Turkey and Konya in near past. The target of this study is to reveal the potential, its execution area and its contribution of bicycle tourism on Konya tourism. It has been considered that bicycle tourism, a new model of sustainability and diversification, will make a great contribution in city culture and Konya tourism in progress of time. To popularize using bicycle will prevent the young from harmful habits (smoking, alcohol, drug addiction etc.), and it will contribute in solving some serious and basic problems nowadays like obesity and stress, environment, traffic, public transportation and improving tourism and promoting Konya tourism by bringing touristic values into forefront. It has been considered that local administration's efforts to improve the substructure for sportive activities in Konya having suitable topographic features for using bicycle deserve admiration. In this context, the bicycle routes and tourism subjects around Konya will have the opportunity of being promoted divergently by dealing Konya tourism potential and considering this potential having different presentation via bicycle tourism. Another inference about bicycle tourism is that it will strengthen and contribute in social networking and interaction among different social stratum as a result of using bicycle as an integrative tool for society.

## **KEYWORDS**

*Bicycle, Tourism, Konya Tourism*

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## INTRODUCTION

### Status Quo Analysis of Tourism in Konya

Historical buildings, natural beauties, handcrafts, folkloric subjects and hotels etc. which have importance from the view point of tourism, have been viewed widely.

### Tourism Supply and Demand in Konya

According to data acquired from Tourism Provincial Directorate, there are 28 hotels having tourism operation license in the city centre. 3 of them are five-star hotels and have 672 rooms with 1368 beds. 9 of them are four-star hotels and have 958 rooms with 1913 beds. 14 of them are three-star hotels and have 621 rooms with 1206 beds. There are two hotels having private license and they have 77 rooms with 162. In addition to these establishments, there are five five-star hotels, four four-star hotels and two three-star hotel buildings under construction.

When analyzed the tourists according to their nationalities, the most remarkable point is that most of the tourists staying overnight in central Konya come from Far East countries- especially Japan. One of the most important reasons is that the geographical position of Konya is situated on the junction of Antalya tourism region and Cappadocia tourism corridor. Another eye-catching point is that 13479 people staying overnight are from USA (See Table1).

**Table 1.** Overnights in Central Konya According to Their Nationalities (2014).

Country	Overnights
Japan	44540
Germany	14900
USA	13479
South Korea	11430
People's Republic of China	6036
Iran	5020
Italy	4845
Australia	3692
Unknown	3318

Source: Konya Tourism Provincial Directorate, 2015.

### Transportation Infrastructure in Konya

Transportation Infrastructure in Konya comes up under the subtitles of highways, railways and airways. As result of this check over, Konya tourism region is found reachable via different transportation means. Especially developments in airline transportation enable the tourists reach Konya easily.

## BICYCLE TOURISM IN TURKEY

### The Peculiarities of Using Bicycle

Bicycle is an individual transport vehicle that resembles an automobile in terms of transportation characteristics. Just like a travel by a car, the bike rider can travel wherever and whenever he wishes at any time without depending on the tariff (such as buses, subways, etc.). The rider is can choose his own route, without having to wait. Thanks to these features, bicycle transportation provides fast and delay-free travel. Bicycle travels are the most cost-effective ones of the travels made on vehicles. Due to the fact that the initial

investment costs and the operating and maintenance costs are also very low, the total costs are even lower than the public transportation costs (Uz ve Karaşahin, 2004).

### **The Criteria of Parking Places in Bicycle Tourism**

The basic criteria for planning bicycle parking spaces are given below. These criteria are crucial for cycling tourism. Destination intensity and destination attractiveness should be examined in detail before making the final decision.

- They must be close to the destination (transfer) point
- They must be close the events
- They must be visible in open areas
- They must be easily visible and accessible from the road
- They can be transferred easily
- They must not affect the vehicle and pedestrian traffic negatively
- Bicycle parking manoeuvres must be well-planned
- Parking lots should be illuminated
- They must be well-protected from climate effects
- They must have secure parking / locking equipment

### **Bicycle Festivals Organized in Turkey 2016**

The 42 bicycle festivals held in 2016, which are extremely important for cycling tourism and offer significant contributions to the development of tourism in general. Current bicycle festivals can be followed from [info@biciclerotalari.com](mailto:info@biciclerotalari.com) mail address or contact pages ([www.bisikletrotalari.com](http://www.bisikletrotalari.com), 2016).

### **Smart Bicycle in Konya**

Konya Metropolitan Municipality has started smart bike application to spread the use of bicycles. People who define his mobile phone, a hand-card or credit card used for public transportation in the system can pick a bicycle from a station for a certain period and drop the bike to another station. Bicycles can be rented to those who go to stations built at 40 points in the city. Students and worker use the smart bikes application when they go to school and their work place relatively. Also tourists may prefer these bikes. Thanks to the system where the bikes are tracked from the satellite, the city traffic is very relaxed, and the weekly usage is over 10 thousand and it is expected to reach at the number of 20 thousand ([www.hurriyet.com.tr](http://www.hurriyet.com.tr), 2014).

### **Bicycle and its History**

The invention date of first bicycle is problematic but it is said to date back from 1492 to 1790. First bicycle moved by its rider with thrust power was invented by German Baron Karl von Drais. The first large mass production of bicycle was made by “Michaux Company”. The company produced 140 bicycles a year. Attracting much attention, bicycle drew interests of the states in that era. French Defence Ministry supported the bicycle production in the second half of 1800s and the bicycles produced in 1871 were widely used in the war between France and Germany. Bicycles appeared in the markets in Ireland in 1888, which enhanced the bicycle industry. High costs of material and labour for producing caused bicycle not to come down for widely public usage. With the increase of the number of factories and mass production in late 1800s, the costs reduced, and bicycle usage among people increased in great deal. Especially the factories in Belgium, France, England, Italy and Spain led widespread usage of bicycles and improving cycling sports in these countries. In World War II, European countries were known that they used bicycles to increase their armies’ mobility (History of Bicycle, [tr.wikipedia.org](http://tr.wikipedia.org)).

### **Bicycle and Tourism**

Bicycle Tourism is a new tourism activity to diversify and develop tourism at national and regional level. There is a tendency of activity where there are bicycle routes on wide area networks. There has been an observable progress on bicycle tourism in Australia and North America recently. In addition to these two, Central Africa, Kathmandu (in Nepal), Amsterdam (in Holland) and Copenhagen (in Denmark) are the other samples. To ride a bicycle is the most sustainable form of transportation. Riding bicycle has great benefits not only for individuals but also environment. Successful bicycle tourism should not only consist of sub structural activities but long term planning and management as well (Özdemir, 2015)

### **Bicycle Usage and the Works Devoted to the Future of Bicycle Usage in Konya**

A lot of works to improve bicycle tourism in Konya and in its surroundings have been carried out by central administration, local administration and NGOs. Especially the bicycle roads constructed by Metropolitan Municipality of Konya are the most important sub constructions of bicycle tourism. “Bicycle Transportation Plan” and contemporary short and medium-range projects will be prepared to spread the usage of bicycle, a traditional transportation vehicle in Konya, “Konya Transportation Master Plan”. While putting master plan of historical city centre of Konya into practice, Mevlana Street and its surrounds will be pedestrianised, and bicycle roads and lanes, and parking spaces for bicycles will be constructed in the short term. Metropolitan Municipality of Konya has already planned the hardware, design, production and the capacities of parking spaces (<http://www.konyabisiklet.org.tr>, 2016).

#### **KONYA AND BICYCLE**

When having a look at the world, bicycle is extensively used in quite many countries. Some of them are Copenhagen (Denmark) and Amsterdam (Holland). Bicycle usage rate is over 30% in some European countries because European countries head for bicycle usage to decrease traffic intensity and preserve historical fabric. People from 7 to 70 ride bicycle joyfully. Bicycle is widely used even in the north European countries where winter conditions are very heavy. Bicycle usage rates of Sweden and Great Britain are 33% and 27% respectively. Bicycle is an irreplaceable transportation vehicle for European and American people. The reason for this is the safe roads for bicycle in the cities in those countries. There are 800.000 bicycles in Konya, having population of 1.000.000 people. Especially workers and students use bicycle more intensively. Artisans, civil servants, union leaders and high-ranking managers and administrators prefer other vehicles of transportation to bicycle. Konya has got the highest rate of bicycle usage in Turkey (5%). Students ride bicycle as a hobby mostly. Most of citizens do not ride bicycle although they have their own bicycles. Primarily bicycle culture must be taught to the people and the attitude of people towards to the people using bicycle must be changed. Increasing the length of the bicycle roads and making them safer are necessary steps to take to raise the bicycle usage rate. Combining the small bicycle roads each other and being accepted as a transportation vehicle, bicycle will increase its proportion in transportation system. The more bicycle people use, the more visitors Mevlana Museum, Aladdin Mosque, Slim Minaret Museum, Karatay Museum, Sherafeddin Mosque, Aziziye Mosque and Governor’s Building receive.

Because bicycle does not cause any air pollution, it is a friendly vehicle for the environment. Moreover, it does not need any fuel so it is such an economical transportation vehicle. People who ride bicycle regularly contribute environment a lot because they do not create any air pollution. They maintain environmental health. People who have respiratory failure can wander in the streets in the bicycle friendly cities. Bicycle keeps people out of stressful city life. Consequently, bicycle not only satisfies people’s need of transportation but also keeps them healthy. Apart from transportation, bicycle is also used for purpose of wandering, enjoying and doing sports. Bicycle sport has a unique place in the city of Konya. There are a lot of veteran national bicyclists in Konya but unfortunately there is a regression in bicycle sports or it becomes not finding a place in media very often. So it is very important that 15<sup>th</sup> Mevlana Bicycle Tour will be held in Konya, which will contribute in promotion of Konya a lot. All sections of the city have given contribution for this organization ([www.konyabisiklet.org.tr](http://www.konyabisiklet.org.tr) 2016).

#### **FIRST 20 BICYCLE CITIES AND THE LIST OF THEIR POINTS**

According to the research devoted to the planning of livable cities and improving bicycle usage, European countries appear in the first twenty country of the list designated by a consulting company named Copenhagenize Design Co. In addition to these cities, Tokyo and Nagoya (Japan), Montreal (Canada), Rio de Janeiro (Brazil) find places on the ranking list. It is an important data that none of cities in Turkey can find a place on the list (Uncu, 2013)

1. Amsterdam, Holland: 83	8. Eindhoven, Holland. 66	15. Nagoya, Japan: 58
2. Copenhagen, Denmark: 81	9. Malmo, Sweden: 63	16. Rio de Janeiro, Brazil: 56
3. Utrecht, Holland: 77	10. Berlin, Germany: 62	17. Barcelona, Spain: 55
4. Seville, Spain: 76	11. Dublin, Ireland: 60	18. Budapest, Hungary: 55
5. Bordeaux France: 76	12. Tokyo, Japan: 59	19. Paris, France: 54
6. Nantes, France: 72	13. Munich, Germany: 58	20. Hamburg, Germany: 54
7. Antwerp, Belgium: 72	14. Montreal, Canada: 58	

### **BICYCLE TOURISM SAMPLES IN THE WORLD**

Nepal Mountain Bicycle Tour is extremely important and devastating sample for bicycle tourism. Nepal Mountain Bicycle Tour Pvt. Ltd., founded in 1995, is one of the leading companies for mountain bicycle tour. It focuses on improving tourism in Nepal by promoting adventurous, compulsive, exiting and satisfying bicycle tour. It contributes a lot in improving tourism by organizing mountain bicycle tours in beautiful areas in Nepal and Tibet. The basic target of Nepal Mountain Bicycle Tour is to gain popularity among adventure tours and to promote environmental protection. They have energetic, dynamic, and professional teams to face all the needs of riders from beginners to all levels by means of pro-rider courses. The safety, quality and entertainment have the priority for bicycle tour (<http://www.bikehimalayas.com/>, 2016).

Bicycle sport branch is an important one in developed countries. There are 52 countries having bicycle tourism centres. There are some attempts to establish bicycle tourism centres such as in Himalaya Mountains in Kashmir, India; Atlas Mountains in Morocco; private tours in Amsterdam and Belgium; bicycle safari in Kenya ("Bicycle Safari," 15.11.2016) (<http://markakent.com/> 2016). As for Turkey, Presidency Bicycle Tour, which is in the category of 2<sup>nd</sup> HC of International Cycling Union, is carried out with 8 etapes and it carries the peculiarity of the uniqueness of being cross-continental bicycle tour in the world, and it is planned to be carried out in the PRO category next year ([www.tourofturkey.org.tr](http://www.tourofturkey.org.tr), 2016).

### **PEST ANALYSIS**

PEST analysis having been used for last 15 years is unusual research method. The first usage date of this technique is not known precisely. The earliest known reference to tools and techniques for 'Scanning the Business Environment' appears to be by Francis J. Aguilar (1967) who discusses.

'ETPS' – a mnemonic for the four sectors of his taxonomy of the environment: Economic, Technical, Political, and Social ("PESt Analizi," 15.11.2016) ([stratejikyonetim.org](http://stratejikyonetim.org), 2015). PEST analysis (standing for initials of Political, Economic, Social and Technological) describes a framework of macro-environmental factors used in the environmental scanning component of strategic management. It is part of an external analysis when conducting a strategic analysis or doing market research, and gives an overview of the different macro-environmental factors to be taken into consideration. It is a strategic tool for understanding market growth or decline, business position, potential and direction for operations ([stratejikyonetim.org](http://stratejikyonetim.org), 2015). While Pest analysis revealing a big picture about environmental variables, it enables to obtain vital data related to Konya Bicycle Tourism (See Table 2).

**Table 2. Pest Analysis within the Context of Konya Bicycle Tourism.**

POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL
<ul style="list-style-type: none"> <li>- Konya is in the 2<sup>nd</sup> region within the context of utilization rates of entrepreneurship supports,</li> <li>- Tourism aggregation has been made in Konya,</li> <li>- The strategically importance related to tourism organization has been by the entrepreneurs,</li> <li>- Giving bicycles to the universities as part of Healthy Nutrition and Active Life Program by the Ministry of Health,</li> <li>- Konya Governorship and Konya Metropolitan Municipality's motivation to increase attractiveness of Konya by supporting tourism investments,</li> <li>-Local administrations' giving importance to the substructures of bicycle roads,</li> <li>- Konya Metropolitan Municipality's building bicycle stations at 40 different points in the city,</li> <li>-52<sup>nd</sup> International Presidency Bicycle Tour was held between Aksaray and Konya (3<sup>rd</sup> etape), and Konya and Alanıa via Seydisehir (4<sup>th</sup> etape).</li> </ul>	<ul style="list-style-type: none"> <li>- Tourism based on agriculture,</li> <li>- Tourism based on industry,</li> <li>- Increase in tourism revenues,</li> <li>- Existence of 4 Private Industry Zones,</li> <li>- Increase in tourism investments,</li> <li>- Variety in tourism investments,</li> <li>- Foreign capital investments,</li> <li>- Existence of 10 establishments from Konya in the list of first 500 establishments arranged by Istanbul Chamber of Industry,</li> <li>- Increase in 5 star tourism investments</li> <li>- Mevlana Museum takes 2<sup>nd</sup> place within the context of visitor numbers,</li> <li>-Konya is situated in the passing corridor of Cappadocia and Antalya tourism destinations</li> </ul>	<ul style="list-style-type: none"> <li>- It has got two private and two public universities, and a young and dynamic profile,</li> <li>- There is a tendency for the rate of education to increase,</li> <li>- The increase of number of recreation and theme parks and their visitors,</li> <li>- The promotive efforts of NGOs on bicycle usage,</li> <li>-The Projects of Sille Culture Vale and Sultan Kılıcarslan the II Kiosk,</li> <li>- The environmental planning of His Holiness Mevlana Museum,</li> <li>- Organization of Islamic Cooperation's declaration pronouncing Konya as the touristic Capital City of Islamic World,</li> <li>-The organization of Eurasia Tourism Congress in Konya,</li> <li>- The new airport terminal's being opened into for use,</li> <li>-The rapid increase of bicycle users in Konya,</li> <li>-International bicyclers' being hosted in Konya by means of 52<sup>nd</sup> Presidency Bicycle Tour.</li> </ul>	<ul style="list-style-type: none"> <li>- The opening of first Science Centre of the region in Konya,</li> <li>- The spreading of mobile internet usage in Konya,</li> <li>- The spreading of internet usage,</li> <li>- The activities of research and development,</li> <li>-Private sectors' spend on research and development is more than the average spend in Turkey,</li> <li>- The importance of Konya increases with the Project of Logistic Village,</li> <li>- The first regional Innovation Centre built by Konya Chamber of Industry is in Konya</li> <li>- High-Speed train building activities,</li> <li>-Technological inner-city tramways are in business,</li> <li>-The existence of Smart bicycle stations,</li> <li>-The GPRS systems on smart bicycle increases transportability.</li> </ul>

## RESULT

Tourism sector has been appreciated well enough in all other sectors day by day, and it is so important sector that the competition has been experienced fiercely as a result of diversification. This competition and diversification drag the sector for a new seeking continuously. Bicycle tourism is a new tourism area appeared as a result of this seeking out rightly. The distinctive feature of bicycle tourism from the other tourism activities is to provide more benefits than one all at once. While a tourist travelling on a bicycle is trying to arrive at the destination, he will also have done exercise, met some different cultural and historical values, protected the environments and minimized the costs. A bicycle has been one of the most important transportation vehicles since it was invented. This result has pushed the destinations to make new investments in this transportation vehicle. Some important examples of these sub-structural works can be especially seen in European countries. In fact, bicycle usage is not "a result" any more but it has become "a target" that the countries want to reach at. The harms of fossil fuels for the environment, the problems of traffic jam and parking space, the health

problems due to sedentary lifestyle, dynamics such the wish of returning nature reveal the importance of the bicycle for human beings. Because bicycle and bicycle usage has become an important vehicle for the people, bicycle has naturally become an important subject for tourism. While the travel agents are marketing the destinations today, they use “bicycle subject” to increase the attractiveness of the destination. The successful samples of these destinations are India, mountain tours in Kathmandu (Nepal), wild life safari in Kenya, Countries in North America and European countries. In this context, we can conclude that “bicycle subject” is a special tool to improve and to diversify tourism in Konya, in which faith tourism, historical, nature and culture tourism co-occur. Successful works by local and central administration on bicycle usage show us that bicycle is a significant vehicle. Bicycle roads and smart bicycle stations built by Konya Metropolitan Municipality have been widely used by domestic and foreign tourists and have caused the city to diversify. To make different remark; the geographical feature of Konya is very suitable to use bicycle and it causes to increase the number of bicycle users and contributes bicycle tourism in great deal. PEST analysis has been applied to the study about bicycle tourism and its potential at all points. The factors coming out of the result of the analysis show us that there is a tendency of improving of bicycle tourism in Konya. The sub structural works carried out by Konya Metropolitan Municipality and International 52<sup>nd</sup> Presidency Bicycle Tour increase the attention towards to the city day by day. Konya is a candidate city to be brand in perspective of bicycle tourism. Investments and promotion projects should continue with an innovative approach at local and central administration levels. The improvements on bicycle tourism contribute positively on tourism in Konya a lot.

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