



The Bünyan Kayabaşı Glass Observation Terrace (Kayseri) and Its Role in Alternative Tourism Diversity

Ramazan Koca^{a,1} 

^a Erciyes Üniversitesi, Kayseri, Türkiye, ramazankoca@erciyes.edu.tr

ABSTRACT

Today, it is becoming increasingly common for people to show interest in alternative tourism activities. One of these different activities is glass observation decks that allow the observation of natural or cultural attractions. Today, there is a growing trend among individuals to explore alternative tourism options. Among these unique experiences are glass observation decks, which provide opportunities to view natural and cultural landmarks. Glass observation decks, which have been increasing worldwide and in Türkiye in recent years, offer visitors an alternative form of tourism. In this context, the research aims to examine the Bünyan Kayabaşı Glass Observation Terrace to create alternative tourism diversity. The research was conducted using the qualitative research method of interviews. In-depth interviews were conducted with 15 participants, including visitors, local residents, local managers, and business owners in the area, using a semi-structured interview form. The collected data were analyzed using the Nvivo 10 program. In this context, themes were first created, followed by coding, and word frequency, modeling, and relationships between themes were extracted. In addition, the thematic content of the research was enriched by quoting sentences or paragraphs in a descriptive approach related to the themes. As a result of the research, it was concluded that visitors visit the glass observation deck primarily out of curiosity and to engage in a different activity. Additionally, the observation deck has introduced an alternative tourism activity to the area. The research also found that the observation terrace contributed to the development of various sectors in the area and increased employment. In addition, it was revealed that the glass observation terrace is related to the themes of promoting tourism diversity in the area and sustaining tourism year-round.

Keywords: Alternative tourism, glass observation deck, Kayabaşı, Bünyan

Introduction

With modernization worldwide, changes in how people live have begun to emerge. The significant transformations taking place globally are affecting various areas, from technology to economic structures, with corresponding political and social changes (Kaypak, 2014). Rapid urbanization has exposed people to various modern issues, including environmental challenges, traffic congestion, and elevated stress levels. However, today, people are turning to alternative activities and areas with natural tourism potential, alongside modern medical treatments to escape from the overwhelming air, crowds, and stressful urban environments, seeking health and vitality (İbret, 2011). In the 21st century, increasing educational activities and the development of cultural understanding are changing the perception of tourism. In the current situation, beyond the traditional view of tourism, a different understanding is emerging – one that encompasses tourism types that span across all four seasons, shift from coastal to inland areas, and reduce environmental pollution (Taş et al., 2016). Natural and cultural changes around the world cause people to alter their tourism activities. This change also affects the

¹ Corresponding author.



development of alternative tourism, evolving and diversifying through new trends in the coming years. Especially in recent years, changes in people's lifestyles and the desire to culturally shape natural areas have led to the emergence of new tourism activities.

With the continuous increase in global demand for tourism, the development of various sectors and diversity in tourism activities are emerging (Prifti and Zenelaj, 2013). At the same time, tourism development impacts the changing environmental situation (Newsome et al., 2012). As a result of these developments, types of tourism such as sustainable tourism, alternative tourism, ecotourism, nature tourism, and special interest tourism, which are based on the long-term use of natural resources, have emerged (Orhan and Karahan, 2010, p. 28). In the world, especially after the 1950s, the seasonal tourism movement, based on the sea, sand, and sun trio, has been replaced by alternative tourism activities that take place year-round (Akoğlu Kozak et al., 2013, p. 16).

Today, geographical differences are one of the main factors that lead people to travel. These differences vary based on the tourism attractions of geographical regions (Emekli, 2006, p. 54). In line with changes in tourism demand, tourism attraction centers are trying to better evaluate their resources and adapt them to meet tourist demands to attract more tourists (Duman et al., 2007). This change also leads to diversity in tourism events or activities. For example, during the pandemic, the focus on indoor spaces such as shopping malls, cinemas, and cafes/restaurants on weekends was replaced by a growing interest in outdoor and nature-based activities. As a result, structures designed for outdoor activities like glass viewing terraces have begun to create an alternative type of movement (Şekerci et al., 2022). In this regard, the increasing number of glass observation terraces in Türkiye in recent years is considered crucial for tourism mobility and the variety within alternative tourism. In this context, the research aims to examine the Bünyan Kayabaşı Glass Observation Terrace from the stakeholders' perspectives in terms of creating alternative tourism diversity. Glass viewing terraces contribute to the alternative tourism mobility in destinations. The study is crucial for highlighting the impact of these observation terraces, which have become more widespread in Türkiye in recent years, on tourism mobility. It also contributes to the limited literature on the subject and provides insights to stakeholders regarding their sustainability. In this context, it is thought that this research will contribute to the literature in terms of revealing the impact of glass observation deck on tourism and the development of tourism in rural areas. The research aimed to answer the following questions:

- Does the Bünyan Kayabaşı Glass Observation Terrace contribute to alternative tourism diversity and mobility in the area?
- What are the economic, social, and cultural impacts of the Kayabaşı Glass Observation Terrace on the area?
- What is the sustainability aspect of the Kayabaşı Glass Observation Terrace in tourism?

Literature Review

Alternative Tourism

Alternative tourism generally refers to products and activities that are more suitable for the environment than traditional mass tourism (Oriade and Evans, 2011). These products protect values and ensure their transmission to future generations. In this respect, tourism has the potential to shape the future by protecting natural life and the environment (Uğuz and Çelik Uğuz, 2013). Alternative tourism positions certain types of tourism as environmentally superior to market-based mass tourism enterprises (Germann Molz, 2013). Alternative tourism is not yet widespread in all parts of the world. However, its prevalence is increasing especially in industrialized countries as well as in developing countries (Dernoi, 1981). This type of tourism can be considered synonymous with eco-tourism, sustainable tourism, or justice tourism (Ei and Karamanis, 2017).

Various aspects of alternative tourism promote social and ecological transformations. Key examples include eco-tourism, sustainable tourism, pro-poor tourism, community-based tourism, volunteer

tourism, and justice tourism (Isaac, 2009, p. 24). Today, new types of tourism have emerged diversifying traditional forms such as sun, sea, sand, winter, or mountain tourism. In today's understanding of tourism, alternative tourism types are emerging that effectively utilize natural and cultural resources, considering economic and social development of destinations.

Table 1. Tourism approaches and types

Approach	Traditional tourism	New types of tourism
Types of tourism	Sun, sea, sand tourism (3S)	Alternative tourism types <ul style="list-style-type: none"> • Cultural tourism • Agrotourism • Ecotourism • Trekking • Nature tourism
	Mountain/winter tourism	Special curiosity tourism <ul style="list-style-type: none"> • Businessmen traveling • Conference • Maritime tourism • Religion • Health/ spa • Education • Sport • Adventure
Organization mode	<ul style="list-style-type: none"> • Individual tourism • Mass tourism • Social tourism • Secondary housing tourism 	<ul style="list-style-type: none"> • Small groups of tourists • Individuals • Social tourism
Tourist behavior	<ul style="list-style-type: none"> • High consumption (waste of resources) • Indifference 	<ul style="list-style-type: none"> • Responsibility • Effective use of resources
Stage of tourism activity	<ul style="list-style-type: none"> • Unsustainable tourism 	<ul style="list-style-type: none"> • Economically sustainable tourism • Sustainable tourism • Green tourism

Source: Spilanis and Vayanni, 2004

With changing consumer preferences since the 1990s, more environmentally and economically sustainable tourism types have emerged, in contrast to the mass tourism types developed worldwide. New tourism trends, such as ecotourism, cultural tourism, trekking, nature tourism, agrotourism, conference tourism, health-spa tourism, religious tourism, adventure tourism, and sports tourism, have become increasingly popular in recent years (Soyak, 2014).

The spread of environment-oriented tourism discourse within the scope of alternative tourism has gained momentum, including the concepts of return to nature, purification, and renewal in our lives. Economic initiatives that support tourism-oriented development are now being developed with a focus on alternative tourism, and new tourism destinations are emerging within this framework (Arslan, 2019). Alternative tourism should be considered a philosophy or a future vision. It should be developed with the participation of all stakeholders, in line with the principles of sustainability and considering the region's conditions. Alternative tourism is a supply and demand planning process in which local people, operators, and tourists interact (Baytok et al., 2017, p. 12). Alternative tourism also protects tourism values and transfers them to future generations. In this context, tourism gains the power to shape the future by preserving both natural life and the environment (Uğuz and Çelik Uğuz, 2013).

Glass Observation Decks in Alternative Tourism

Glass observation decks, translated into Turkish as “observation/watching terrace,” can be found in many parts of the world. Various types of observation decks abroad include towers, skyscrapers, and

glass bridges. These observation decks push the limits of engineering with the goal of offering visitors a unique viewing experience. China is one of the countries that build the most observation terrace decks in the world (Şekerci et al., 2022). Glass observation decks or view towers play a significant role in combining cultural and natural attractions (Vavilova and Vyshkin, 2018). The coexistence of these natural or cultural areas provides visitors with an enjoyable alternative experience an alternative experience. In addition, these structures create a different destination area for those who love heights and landscapes.

Humanity's interest in height and scenery has led to the effective use of glass observation decks in tourism. For this purpose, observation towers and terraces have been built inside tall buildings (Şekerci et al., 2022). Glass observation decks are structures where landscape and paysage are integrated. In this context, glass observation decks are an element of landscape tourism that allows visitors to view various natural attractions together.

The natural environment, flora, climate, and historical monuments that attract tourists can be referred to as 'tourism landscapes'. These attractions are typical examples of discovery. Another factor in the development of tourism in the area is the state of the landscape. Therefore, it is important to create a tourism landscape according to the definition of tourism activity as an element (Włodarczyk, 2009). Although there is a relationship between the concepts of landscape and paysage in designing a part of the natural landscape, there are also some differences. While landscape refers to a section of nature, the concept of "paysage" is considered an element of architecture. In this context, the concept of "landscape" is more general (Köse and Akdemir, 2018). Therefore, viewing platforms should be planned in areas that are most visually prominent within the landscape. When evaluated from a recreational point of view, these platforms allow different activities to take place in the area. Visitors prefer them for the beauty of the landscape, particularly in rural areas. Primarily used for photography and landscape viewing, these areas also serve as resting points during walks. In this respect, positioning viewing platforms, especially in areas overlooking historic buildings, will also fulfill the resting needs of visitors (Özdemir Işık, 2017).

Several corrective constraints on diversification should be mentioned when constructing glass observation decks or watchtowers. The following elements should be considered:

- Legal and regulatory requirements for the organization
- Distance of cultural heritage objects from protected areas based on their valued status
- Alignment of altitude dominance with nature category and zoning regulations
- Specific natural and climatic conditions
- Paysage Paysage and geological features of the region
- Minimizing environmental impact during construction
- Ensuring safety for tourists during their visit
- Addressing the needs of populations with disabilities (Vavilova and Vyshkin, 2018).

In recent years, glass observation decks have been built in various destinations across Türkiye. These decks offer views of valleys, canyons, lakes, mountains, and cities. Most observation terraces are located in mountain valleys and canyons (Table 2). An example is the Çatak Canyon Glass Observation Terrace, which began operating in 2017. Built on the slope of one of Türkiye's most significant canyon valleys, this facility has attracted adrenaline enthusiasts due to its location, view, natural features, and the rising popularity of glass observation terrace tourism (Zeybek et al., 2020).

Table 2. Major glass observation decks in Türkiye and their locations

Terrace	Canyon	Lake	Valley	Mountain	City	Waterfall
Crystal Terrace	Tokatlı Canyon					
Levent Valley Observation Terrace			Levent Valley			
Ulubey Glass Terrace	Ulubey Canyon					
Hatila Valley Glass Terrace			Hatila Valley			
Tillo Castle Glass Terrace			Botan Valley			
Çatak Canyon Glass Terrace	Çatak Valley					
Tomarza Waterfall Glass Observation Terrace						Tomarza Waterfall
Keçiören Glass Observation Terrace			Gümüşdere Ihlara Valley			
Cankiri Glass Terrace					Cankiri City View	
Separate Planet		Sapanca Lake		Samanlı Mountain	General City View	
Fyord Park Glass Terrace		Tortum Lake				
Altınözü Glass Observation Terrace			Beyazdere Valley			
Harput Glass Observation Terrace					General City View	
Şahindere Canyon Glass Observation Terrace	Şahindere Canyon					

Source: Şekerci et al., 2022

An example of a glass observation terrace in Türkiye is the Torul Castle Glass Observation Terrace, which has a 240-meter relative elevation above the base of the Harşit Stream Valley. In addition to its view, district-dominating location, and historical significance, it has managed to attract attention in just 1.5 to 2 years with its glass terrace feature, one of the new trends in world tourism. A total of 273,867 people visited the facility from its opening in January 2018 to August 2019 (Bağcı et al., 2019). It offers visitors a bird's-eye view of Torul for sightseeing and photography as part of its eco-tourism experience. In addition, the glass floor of the terrace attracts the attention of adrenaline enthusiasts. The Torul Castle Glass Observation Terrace stands out as a significant investment in attracting both local and foreign visitors to the Torul district of Gümüşhane (Ödemiş and Hassan, 2019).

Glass observation decks have been built to view historical and cultural destinations, as well as natural areas. For example, the Çanakkale Fortified Position Command Observation Terrace was built in a location that offers the widest possible view of the city and the strait, which played a key role in the successful outcome of the Çanakkale naval battles. This site is crucial not only for its role in visualizing war events but also for its high recreational and scenic value (Öztürk and Erduran Nemutlu, 2016).

Geographical Characteristics of the Research Area and Kayabaşı Glass Observation Terrace

The land is geographically hilly, divided by steep and dry streams. The area has a continental climate with an average annual temperature of 10.1 °C and annual precipitation of 366.7 mm. The highest elevation is Koramaz Mountain, which rises to 1,907 meters (Bayram, 1989).

The research area is located 40 km from the city center. It borders Sarıoğlu to the north, Akkışla to the northeast, Pınarbaşı to the east, Tomarza to the south, Talas to the southwest, Melikgazi to the west, and Kocasinan to the northwest (Figure 1).

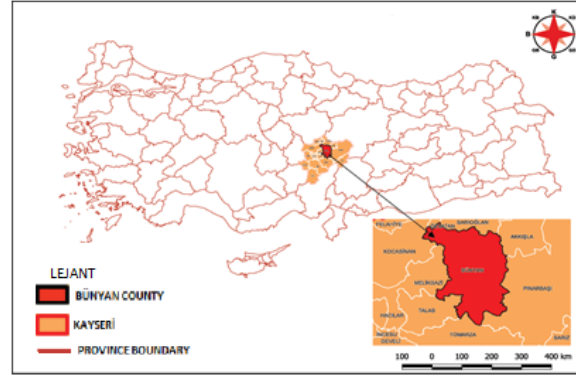


Figure 1. Bünyan location map (Prepared by the author using ArcGIS 10.8 program)

Bünyan Kayabaşı Glass Observation Terrace is approximately 250 meters high and is located on a rocky site surrounded by green nature, including caves that date back to ancient times. The terrace offers visitors a unique experience. It was built through a collaboration between the Governorship, Metropolitan Municipality, and Bünyan Municipality (TRT News, 2023). Opened in 2023, the glass observation terrace has become a prominent landmark in the district. As the first observation terrace built in the region, it stands out as an important destination for visitors.



Figure 2. Kayabasi Glass Observation Terrace (Koca®)

Kayabaşı Glass Observation Terrace was built on calcareous rocks. Regarding the geological history of the area, İzbirak (2010) states that the folded structure of the Korumaz limestone mass was chiseled in the Eocene and Oligocene periods until before the Neogene and that during this period, wide and deep valleys were formed. Then, these chiseled plains were flooded in the Neogene due to the lake transgression. It is also stated that at the end of the Neogene or the beginning of the Quaternary, the hollows of the region were filled with lava and tuffs and sedimentation started in the lakes. Then, the new rivers eroded the lava covers and buried them in limestones over time, forming the present landforms. When the geological map of the area is examined, it is seen that lacustrine carbonate rocks (limestone, chalk, marble, travertine, etc.) are common (Figure 3).

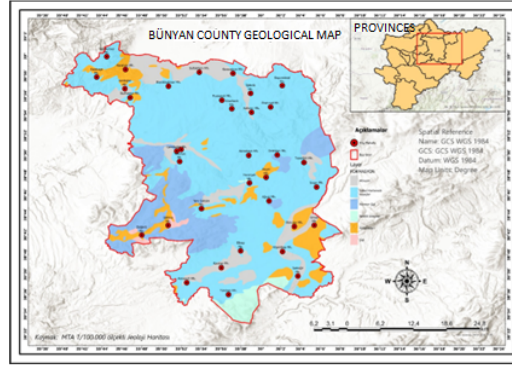


Figure 3: Geological Map of the Area (Prepared by the author using ArcGIS 10.8 program)

The glass observation terrace, built on limestone rocks, allows visitors to see karst formations such as caves. Moreover, cold water from karstic springs supports trout farming in the area. In addition, the Pınarbaşı promenade, which has natural spring water, is one of the most popular destinations for visitors. From the glass observation terrace, wooden stairs lead down to the caves, which were the old settlement center of the area. When illuminated at night, these caves create a mesmerizing spectacle (Figure 4).



Figure 4. Caves under the Glass Observation Terrace (Koca®)

It is known that the caves in Kayabaşı, where the glass observation terrace was built, served as the settlement center for the Ethiopians (Hittites). In addition, the presence of Kaniş-Karum settlements in the immediate vicinity offers clues about the area's deep-rooted past. These caves are located 20 kilometers from Kaniş-Karum, the trade center of the Hittites. These caves and underground settlements have extensions to the surrounding villages, making the area interesting (Bünyan Municipality, 2024). One of the principalities of the Kingdom of Tabal, founded by the Hittites in the region around Akkışla, was established in the Bünyan Sultan Inn. This highlights the historical and cultural significance of the area (Kayseri Metropolitan Municipality, 2018).

In addition to being located at a dominant point in the district, the Kayabaşı Glass Observation Terrace's proximity to historical and cultural sites also contributes to increasing the variety of visits in the area. The Ulu Mosque is the most significant of these sites. Regarding the architectural features of the mosque, Bayram (1991) states that the ceiling is made of wood and that the mosque was built in a simple, geometric plan, featuring floral motifs and various figures. It is also mentioned that pointed arches connect the pillars, and the central shah is kept broad.



Figure 5. Bünyan Hand Weavings and Ulucami (Koca®)

Carpets, one of the traditional weavings of the area, play a significant role in establishing the region's reputation as a cultural tourism destination. The prevalence of the carob motif is particularly notable in these carpets, where warm and cool colors are used together. In addition, the use of contrasting colors makes the patterns and motifs stand out more (Seyhan, 2007). The woven carpets feature traditional motifs such as "thin flower wheat", "grape", "swirling", and "eyelash". The warp of Bünyan carpets, woven with the Gördes knot, is made from cotton yarn (Bünyan Municipality, 2024).

Methodology

Research Method and Study Group

The research was conducted using the qualitative research method of interviews. The interviews were conducted using a purposive sampling technique. This approach aimed to reveal different dimensions of the subject by increasing the diversity of stakeholders related to the topic. The study was conducted with a phenomenological design based on qualitative research method. This method is based on evaluating the events from the perspective of the participants in revealing the social process (Yıldırım and Şimşek, 2011, p. 40-108). For this purpose, face-to-face in-depth interviews were conducted with 15 participants including visitors, traders and local administrators using a semi-structured interview form. In this context, maximum diversity sampling, one of the purposive sampling methods, was used to select the stakeholders. In this sampling, it is aimed to reveal different dimensions of the issue by increasing the diversity of stakeholders related to the subject. In qualitative research, sample size may vary depending on data saturation. For this purpose, it has been stated that data collected from a single individual in one study can sometimes be more explanatory than data collected from 20 individuals in another study (Yıldırım and Şimşek, 2011, p. 108-115). Interviews were conducted between July and September 2024. Interviews with visitors were conducted on the glass observation terrace. Interviews were conducted on weekends when visitors were most likely to visit the site. Interviews with local administrators were conducted in their offices by appointment.

For data collection in the study, permission was obtained from the Erciyes University Social Humanities Ethics Committee with decision number 226 and application number 226 at its meeting dated 28/05/2024 and numbered 5. The questions in the interviews were prepared as pre-interview questions based on literature review, experts and local participants in the field, and then finalized by applying them to a few participants in the research field. As a matter of fact, Creswell (2017) states that questions prepared based on qualitative research should be prepared by using exploratory words (such as explore, describe and understand) and that questions can be shaped within the research field. The following questions were addressed in the interviews:

- What are the tourism, natural and cultural values of Bünyan? Why do visitors prefer this place?
- What are your thoughts about the Kayabaşı Glass Observation Terrace and its impact on tourism in the region?

- On which days of the week do visitors tend to gather at the Kayabaşı Glass Observation Terrace, and which other attractions in the area do they visit?
- What do you think are the effects of visitors to the Kayabaşı Glass Observation Terrace on the area's economic, social and cultural structure?
- What are your thoughts on continuing tourism at the Kayabaşı Glass Observation Terrace?
- What measures can be taken to further develop and diversify tourism in the region?

Data Analysis

The interviews were transferred to the Word program and then to the Nvivo environment. Then, themes were identified and coded by dividing them into sub-themes. Word frequency, modeling, and relationships between themes were extracted within these categories. Within these headings, the results obtained from the analysis were described and interpreted, incorporating relevant quotations in the form of words, sentences, and paragraphs. In addition, the content of the themes was enriched by quoting them in the form of sentences or paragraphs using a descriptive approach.

Reliability and Validity in the Study

To enhance the validity and reliability of the study, efforts were made to ensure that the interviews were conducted objectively, with no direction given to the participants, and that the appropriate individuals were selected through purposeful sampling. To further strengthen the reliability of the codes created in the research, stakeholders' views were carefully evaluated and presented in a clear, understandable, and detailed manner.

In order to increase the reliability of the research, a Kappa analysis table was created in the Nvivo10 program in line with the coding made by the participants separately in the evaluation of the participants' opinions on the themes. According to this analysis, it was revealed that there was a very high level of agreement between the themes of Bünyan's natural and cultural tourism diversity, the economic, social and cultural structure of the region, tourism mobility and reasons for preference. It was determined that there was a significant level of agreement in the theme of sustainability of tourism (Table 3).

Table 3. Kappa analysis of participants' views on themes

Themes	Kappa statistic value (K)	P value
Natural and cultural tourism diversity of Bünyan	0.940	0.000
Economic, social and cultural structure of the area	0.840	0.000
The sustainability of tourism	0.730	0.000
Tourism mobility and reasons for preference	0.896	0.000

Table of Value Intervals for Interpretation of Kappa Statistics (Source: Landis and Koch, 1977)	Kappa Statistic	Strength of Agreement
	<0.00	Poor
	0.00-0.20	Slight
	0.21-0.40	Fair
	0.41-0.60	Moderate
	0.61-0.80	Substantial
	0.81-1.00	Almost Perfect

Kappa analysis was developed by Cohen (1960). According to this analysis, two (or more) raters independently categorize a sample of units and it is used to determine the degree, importance and reliability of these categories (Cohen, 1960). This analysis takes a value between -1 and +1. Generalizations need to be made for situations where there are more than two raters and the raters evaluating one subject are not the same as those evaluating the other (Fleiss, 1971). In the interpretation of the kappa statistic, the levels of agreement developed by Landis and Koch (1977) are used.

Findings

Interviews were conducted with 15 participants: 3 females and 12 males, including the deputy mayor, fish and restaurant business owners, artisans, souvenir sellers, local residents, and visitors. Among

them, one participant graduated from primary school, one from secondary school, eight from high school, and five with an undergraduate degree (Table 4).

Table 4. Participants' demographic information

Code	Gender	Age	Marital Status	Education	Explanation
P1	Male	55	Married	Degree	Deputy Mayor
P2	Male	50	Married	High school	Merchant
P3	Male	25	Unmarried	Degree	Souvenir seller
P4	Female	50	Married	Primary School	Fishing business owner
P5	Male	38	Married	High school	Muhtar
P6	Male	40	Married	High school	Local public
P7	Male	60	Married	High school	Local public
P8	Female	50	Married	High school	Visitor
P9	Male	60	Married	High school	Visitor
P10	Male	35	Married	Degree	Restaurant owner
P11	Female	55	Married	High school	Visitor
P12	Male	45	Married	High school	Visitor
P13	Male	50	Married	Secondary school	Visitor
P14	Male	55	Married	Degree	Local resident
P15	Male	38	Married	Degree	Visitor

Natural and Cultural Tourism Diversity of Bünyan

Bünyan boasts various natural, historical and, cultural riches. The area is home to cultural landmarks from ancient settlement centers, such as Ulucami, Sultanhanı, and Karatay Inn are cultural buildings. Additionally, the construction of a glass observation terrace over the historical caves allows visitors to experience both the historical and cultural sites simultaneously.

You can see the historical traces in the caves, which were constructed during the Hittite period. Ulucami and the inns are also historical buildings in Bünyan (P1, Deputy Mayor).

Anyone who visits Bünyan also visits the glass observation terrace. Afterward, they go to the recreation area called Pınarbaşı, which has spring water. Additionally, we have a thermal power plant located nearby. At the same time, this power plant is one of the first power plants in Türkiye. Bünyan also has two historical inns: Sultanhanı and Karatay Inn (P10, Restaurant owner).

Bünyan offers both natural and historical attractions. For example, the Kayabaşı area is a natural site formed from volcanic rocks. There are caves in the area that are illuminated at night. These caves served as ancient settlement centers and many different compartments. Visitors to Bünyan start by dining at a local restaurant, then head to Pınarbaşı (the promenade area). From there they visit the Kayabaşı glass observation terrace and explore the caves. Historically, Bünyan has been home to Ulucami since the Seljuk period. Additionally, Sultanhanı and Karatay Khan are both just a 10–15-minute drive away (P5, Muhtar).

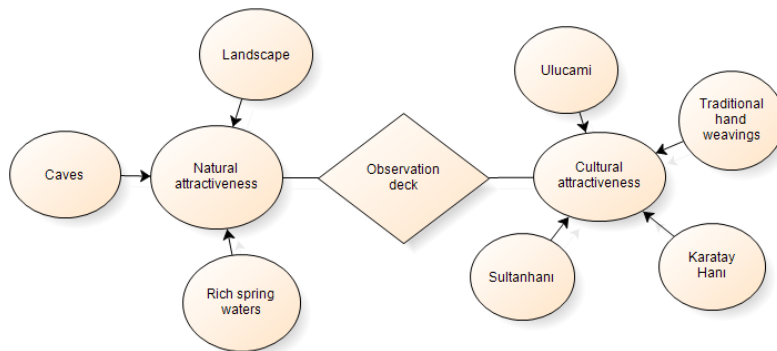


Figure 6. The Relationship between the Glass Observation Terrace and the natural and cultural attractions of the area

The area's geologically calcareous structure has led to the formation of various karstic forms, particularly caves. Additionally, the rich underground water resources have fostered the development of recreational areas and economic activities, such as trout farming. Therefore, visitors to the glass observation terrace also explore the natural and cultural attractions in the area. In this way, the glass observation terrace serves as a link between the area's natural and cultural attractions.

Tourism Mobility and Reasons for Preference of Kayabaşı Glass Observation Terrace

Participants note that the Bünyan Kayabaşı Glass Observation Terrace has contributed to an increase in the number of visitors to the area. Weekends are the busiest times, with a notable influx of visitors. Although exact statistics are not available, the number of visitors is estimated based on the consumption of galoshes provided by the municipality. On weekdays, the number of visitors is approximately 600-700 per day, but local administrators report that this figure doubles or triples on weekends. These numbers are significant as they reflect the tourism activity in the region.

The area is crowded on weekends, with many visitors come from the surrounding districts of Kayseri. Currently, a second glass terrace is being built, along with an adventure path, which is expected to be a great addition. Last time, 10 thousand people visited over the weekend (Saturday-Sunday). How do they know that? The galoshes. They estimate 10,000 visitors based on the consumption of galoshes. The visitors began arriving on Friday, but by Monday, there were none (P5, Muhtar).

There are many visitors; over 300,000 came last year. We do not keep an official count, but the number can be estimated based on the consumption of galoshes. The current glass observation terrace is estimated to have cost around 6-8 million, while the new one is expected to cost around 15 million. Culturally, we have a museum that attracts 600-700 visitors daily, and this number doubles on the weekends. We also have a turnstile, and once it is fully operational, we will be able to track official visitor numbers (P1, Deputy Mayor).

There are many visitors from outside Bünyan, especially during the holiday season. Visitors are brought to the observation terrace in groups of twenty (P2, Merchant).

People visit Bünyan in large numbers on weekends. During Eid, approximately 50,000 people visited over the course of two days, which is notable considering Bünyan's population is only 30,000. This estimate is based on the number of galoshes passed through the toll booths. The glass observation terrace has had a significant impact on the development of Bünyan. The construction of these attractions has been beneficial for both the development of the area and tourism. For example, the visitors influence shopping here (P3, Souvenir seller).

The desire to engage in alternative activities makes visitors prefer this place. The need for working people to find different things to do on weekends, along with their search for new destinations in Kayseri, particularly influences their preference for the glass observation terrace. Additionally, its proximity to Kayseri and the convenient transportation facilities options make it easy for people to visit the area. Visitors come from both within Türkiye and abroad, with many of the international visitors being expatriates who return during the summer months. It is also noted that the location serves a key stopping point for those living in the surrounding provinces.

The glass observation terrace has had a significant impact on the development of Bünyan. For example, 10,000 people visited over the weekend. When they saw the terrace, they said there was nothing like this. People are eager for places like this. Think about it – you work five days a week, and you're caught up in your routine, which is all about work. On the weekend, you want to go somewhere with your kids. We used to go to Incesu, Felâhiye, and Yamula, but there was no other place to visit. Now, there is an alternative: Bünyan. People are coming from all over, including Şanlıurfa, Kahramanmaraş, Elâzığ, and Sivas, especially on weekends. We also have tea stoves, and the glass terrace has become a popular spot. (P1, Deputy Mayor).

Many people are coming and going. It is crowded on weekdays, but even more so on weekends. They take photos and enjoy the view (P6, Local resident).

In terms of tourism, visitors come from outside the area. For example, Germans are visiting now, and they bring their guests with them. Additionally, tourists from other cities, especially from Antalya, also visit. I believe they come from there because they are curious about this place, having already seen many other destinations. Some may even come with tours. There are a few large bus tours, though I haven't seen many of them — 4 or 5 times during the summer (P3, Souvenir seller).

The most prominent reasons visitors prefer the glass observation terrace are its alternative activities (f=7), scenic views (f=6), curiosity (f=4), proximity to the city center (f=3), weather (f=2), and height (f=2). Visitors' desire for a different destination is a key factor. Additionally, the delicious fish grown in the cold waters of the area effectively attract visitors. The year-round fish farming at these enterprises ensures a steady flow of visitors to the area.

It's my first time here, and it's not bad. I chose this place because it's different. We've always been to the same places, so it's nice to experience a change. If picnicking inside were free, you could sit and chat. I think it would be even more enjoyable (P8, Visitor).

For example, the weather plays a significant role in attracting visitors here. The weather here is nice, and the water is great. This is my first time here. We come to enjoy the view and for a change. For example, where else would we go? We could either go to Erciyes or come here (P9, Visitor).

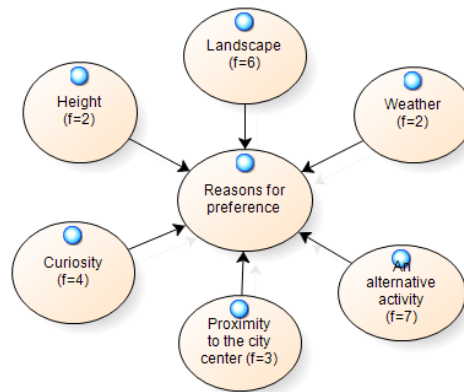


Figure 7. Reasons for visitors' preference for the Kayabaşı Glass Observation Terrace

We have a winter camp here, open 24 hours with music. We run it in winter and summer, and we are constantly adding activities to the area. Most visitors come on weekends, and on Sundays, there is a stampede. The cold water flowing from under the rocks of Bünyan plays a key role in the preference for this place. This cold, clean water comes from various springs under the mountains and flows into the stream here. The taste of the fish is influenced by the water itself (P4, Business owner)

We come here from the center of Kayseri. It is very close. I came this weekend and didn't know it would be so busy. Now, everyone wants to come when there is a holiday on the weekend, so inevitably, it gets crowded. I liked the glass terrace. The picnic area is nice, but the high air is what I liked the most (P11, Visitor).

The Impact of the Kayabaşı Glass Observation Terrace on the Economic, Social and Cultural Structure of the Area

According to the stakeholders, the Glass Observatory has an impact on the area's economic development. It fosters the growth of various sectors, particularly transportation and food and beverage. Another key point is that it supports local merchants' economic growth and contributes to improving the level of social welfare.

The social and economic impact of the Glass Terrace currently provides employment for 10 people. Moreover, entry is free. For example, at the Diyarbakır city walls, the entry fee is 20 TL, but here it is free. People come here to shop, and our merchants are satisfied (P1, Deputy Mayor).

Because wealthy visitors come, the rich clientele brings in good revenue. We don't buy anything from outside; we purchase everything from the merchants in Bünyan. The meat seller, chicken seller, bread seller, and vegetable seller all benefit. What we earn in Bünyan, we spend in Bünyan. The shopkeepers are very happy with us. For instance, we regularly buy meat and chicken, each worth 10,000 Liras, and we also purchase significant quantities of fish, often in bulk (P4, Business owner).

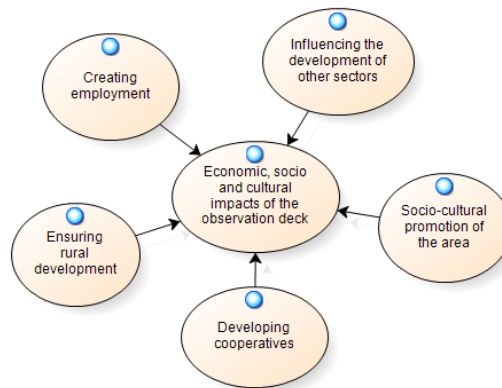


Figure 8. Modeling the economic, social and cultural impacts of the Kayabaşı Glass Observation Terrace

The Kayabaşı Glass Observation Terrace also creates employment opportunities for local residents, including positions in catering, souvenir making, and security guards.

Regarding the economic contribution of the Glass Observation Terrace to Bünyan, around 20 men are currently employed there, working in two shifts. The young people of Bünyan are there. People are employed at the Pınarbaşı recreation area and in local restaurants, with 15 people working here. As business and visitor numbers increase, more staff is needed, which contributes to the economy of Bünyan. Residents no longer have to travel to Kayseri for work, which is a good thing for employment. Ten years ago, many local residents went to Kayseri for work, but now that has decreased. In some areas, it is even difficult to find workers. The arrival of new businesses, like the markets and the prison, has brought economic movement (P10, Restaurant operator).

The Glass Observation Terrace contributes economically by attracting visitors who eat, drink, and shop. There is no charge for visitors at present, and the terrace also benefits local merchants. Visitors buy their bread, vegetables, and minced meat from local vendors. We have fish areas where visitors can enjoy fresh fish. For example, the bakery next door used to run out of ground beef by 2 PM, but now they stay open until 5 or 6 PM. This is a direct result of supply and demand. There is consumption. Additionally, a Gilaburu drink factory is being built to help develop Bünyan, and bag-making facilities are being considered to provide the livelihoods for local people. A space is now being prepared. One hundred people will be employed, and trout production facilities are effectively increasing the region's vitality (P5, Muhtar).



Figure 9. Facilities operated by the Women's Cooperative near the Glass Observation Terrace

The Glass Observation Terrace effectively promotes Bünyan socially and culturally, sharing its historical and cultural values with visitors from the surrounding areas. In addition, it is stated that the women's cooperative established here is essential for developing tourism in the area, as well as business organization and employment.

Old carpets and rugs, specific to Bünyan, find buyers. Additionally, the looms used in Bünyan are unique to the area. Everything here is made by the women's cooperative and the local people of Bünyan. They have two production locations: food production takes place behind the souvenir shop, while handicrafts are made in workshops located in the bazaar. There are six employees in the cooperative who make pancakes. Again, there are about 10 people in the women here. 17-18 people earn their living from the glass observation terrace, meaning this place employs 20 people. As a cooperative, the community is very supportive, and the district government also provides support. The governor's office played a key role in the construction of this place (P3, Souvenir seller).

The Sustainability of Tourism at the Kayabaşı Glass Observation Terrace

In addition to Bünyan's potential in terms of historical and cultural heritage, the construction of the Glass Observation Terrace has boosted visitor mobility in the area. Therefore, it has been an essential factor in maintaining a steady flow of visitors in the area. To further develop tourism in the area and ensure its sustainability, initiatives such as the construction of a second terrace, the creation of nature trails, and the construction of a museum are essential.

Bünyan has potential for tourism, as evidenced by the people who visit. Those who come here love nature, and the proximity to Koramaz Valley is also an advantage. These places should be promoted, with support from the governor. While nature tours are available, there are currently no tours (P5, Muhtar).

For example, to revitalize Bünyan, I asked the mayor for a cable car. Thanks to the mayor's support, they started working on it. There is a hiking trail (P4, Business owner).

Bünyan Glass Observation Terrace has been very effective in the development of tourism. When it was opened, 300,000 people visited in 7 days. Nowadays, the same people continue to visit, especially on weekends. A new terrace is being built, along with a walking trail and a museum. Since our place serves as both a wedding hall and a restaurant, it also affects this place. Visitors to the Glass Observation Terrace somehow stop here (P10, Restaurant owner).

Creating cruise and tour routes and organizing tours in the area will accelerate tourism mobility. Additionally, enhancing alternative tourism options in the area and spreading activities year-round will help sustain tourism. Moreover, it is noted that developing Bünyan through industry will be challenging, and the best alternative for its growth is to revitalize tourism in the area. To achieve this, coordinated efforts from stakeholders such as local people, municipalities, and government offices are essential to foster tourism development in the area.

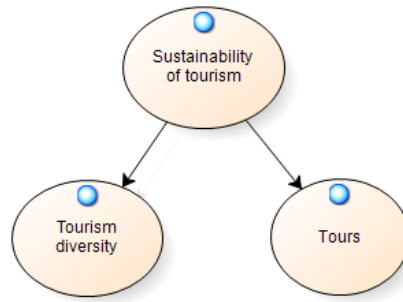


Figure 10: Codes related to sustainability of tourism

As a negative, 15 years ago, tours were organized. Visitors would come, and there would be a package price. They were picked up in Kayseri, had dinner here, then went to Pınarbaşı and the inns before returning to Kayseri. One or two tours would come from each side. There were no terraces back then. Now, for example, there is a glass terrace, which is a significant advantage. The price was agreed upon. For instance, they would ask for fish for 100 people, and they would eat that meal here, upstairs. This can be improved (P10, Restaurant owner)

It contributes a lot to Bünyan, especially with the ongoing maintenance and wall construction. I was outside a month ago and saw that they had done a good job. You can now travel easily on the roads. They have done a great job (P12, Visitor).

The glass terrace is lovely, but there should be more attractions nearby. I came here because I was curious about the terrace. It is difficult for Bünyan to develop through industry. What should be done? Tourism. Alternatives should be created to attract people here (P13, Visitor).

There is a mill connected to the Glass Observation Terrace below. There is a fish restaurant project. We are considering creating a system where citizens can come, have breakfast, walk around until noon, dine at the restaurant downstairs, and then visit the glass terrace (P1, Deputy Mayor).

Conclusion and Discussion

As a result of the research, the view, height, proximity to the city center, and engaging in a different activity are key factors when visiting the Kayabaşı Glass Observation Terrace. Visitors' desire to engage in unique activities and explore new destinations plays a crucial role in their decision to visit. In this sense, it has been revealed that the purpose of visiting the Bünyan Kayabaşı Glass Observation Terrace is to engage in alternative activities, which contributes to the development of tourism by diversifying the region's tourism offerings. In a study that supports this topic, Karadağ and Marangoz (2017) state that tourism development is related to the development of alternative types of tourism. In addition, the study concluded that the construction of a glass observation terrace as an alternative product was effective in increasing visitor mobility in the area. Another study on the development of alternative tourism emphasizes the creation of an alternative product. It also states that the communication triangle, interaction, and sharing between local people and tourism should be appropriate (Duman et al., 2007).

It can be seen that the glass viewing terrace is an effective landscape product that combines natural and cultural values. In this regard, the Kayabaşı Glass Observation Terrace incorporates historical Hittite caves and karst rocks into its design and simultaneously provides an urban landscape. At the same time, such structures are essential in creating a tourist attraction for the region. Çorbacı et al. (2022) state that natural and cultural landscape designs effectively enhance tourism potential and that these structures serve as products that transfer the spatial experience at the local scale in urban tourism areas. Such landscape products are an effective product in the marketing of natural and cultural destinations in terms of tourism and the promotion of the area.

The Kayabaşı Glass Observation Terrace has also provided significant economic benefits for rural development. For example, it has played a key role in the establishment and growth of women's cooperatives in the area. It has created employment opportunities for the local population and contributed to the development of various sectors. Prifti and Zenelaj (2013) also emphasized that ensuring economic and social development in the destination improves living conditions by increasing employment and income and contributes to a sustainable environment. Therefore, it is concluded that glass observation terrace are an economic tool for sustainable rural development. In another study, Ibret and Cansız (2016) state that developing alternative and sustainable tourism activities in destinations is essential for reducing migration, creating employment opportunities, and providing rural development.

The sustainability of tourism in the region is related to ensuring that tourism is spread throughout the year by providing tourism diversity and increasing the number of tours organized. In addition, protecting the region's ecological balance, cultural traditions, and heritage is crucial for sustaining tourism. Similar studies emphasize that, in addition to preparing tourism development plans and programs for sustainability, it is essential to protect natural values and enhance tourism diversity (Ayaş, 2007). It is also emphasized that developing alternative types of tourism has a direct impact on the sustainability of tourism. In this context, the study concluded that glass observation terraces contribute to the sustainability of tourism as an alternative activity in addition to seasonal tourism activities such as Erciyes winter tourism in Kayseri region.

The main limitations of the study are the insufficiency of studies revealing the relationship between glass observation terraces and tourism, the lack of recognition due to the new service of the glass observation terrace in the area and the inability to interview foreign visitors in visitor diversity.

The primary suggestions for the development of tourism in the area are as follows:

- Increasing tourism attractions by organizing festivals and events specific to the area.
- Ensuring diversification of tourism in the area by creating alternatives such as hiking and cycling routes.
- Ensuring that the Kayabaşı Glass Observation Terrace is included in tour itineraries.
- Increasing the number of tours to ensure the sustainability of tourism.
- Making agreements with agencies by local authorities.
- Making tourism development plans by integrating with nearby tourism destinations such as Koramaz Valley and Kültepe.

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