

WINTER TOURISM AS A SAMPLE OF TOURISTIC PRODUCT DIVERSIFICATION AND THE SITUATION OF THE BURSA-ULUDAG REGION IN TURKEY WITH REGARD TO CULTURE TOURISM

*TURİSTİK ÜRÜN ÇEŞİTLİLİĞİNİN ÖRNEĞİ OLARAK KIŞ TURİZMİ VE KÜLTÜR TURİZMİ İLE İLİŞKİLİ
OLARAK BURSA- ULUDAG BÖLGESİNİN DURUMU*

Semih BUYUKİPEKCI *

Şeyda SARI**

Gamze ŞENEL***

ÖZ

Turizm 1980'lerden bu yana Türkiye'de yeni ve hızla gelişen bir sektör haline gelmiştir. Bireylerin boş zamanlarını iyi değerlendirmek için kullandıkları seyahat turizmi, çeşitli alternatif turizm türlerini geliştirmiştir. Artan nüfus ve ihtiyaçlar nedeniyle doğa her geçen gün yok edilmektedir.

Bu nedenle deniz, kum ve güneşten oluşan klasik turizm kavramı sürdürülebilirliği yok etmeye başlamakta olup gelişen dünyamızda ve ülkemizde, klasik turizm kavramı yavaş yavaş alternatif turizm türlerine yol açmıştır. Kış turizmi bu türler arasında önemli bir yere sahiptir. Bu çalışmada kış turizmi açısından seyahat acentalarının, konaklama yerlerinin ve tatil köylerinin mevcut durumları araştırılmıştır.

Anahtar Kelimeler: Turizm, Kış Turizmi, Bursa, Uludağ.

Abstract

Tourism has been a new and rapidly-developing sector since the 1980s in Turkey. Travel tourism that individuals use to make good use of their spare time have improved variety of alternative tourism types.

Nature has been destroyed day by day, due to increasing population and needs. Therefore, the classic tourism concept that consists of sea, sand and sun has begun to destroy sustainability. In our developing world and our country, the classic tourism concept has gradually given way to alternative types of tourism. Winter tourism has an important place among those types.

In this study travel agencies, accommodations and resorts are tried to be investigated in regards with winter tourism.

Key words: Tourism, Winter tourism, Bursa, Uludağ.

* Assist. Prof. Dr., Selcuk University, sbipekci@selcuk.edu.tr

** Res. Assist. Dr, Selcuk University, seydasari@hotmail.co.uk

*** M.A. Student, Selcuk University, gamzesnl35@gmail.com

1. INTRODUCTION

The action of traveling to destinations that arouse curiosity and sightseeing on location by people since their existence has been defined as tourism. Lodging at one's destination for at least 24 hours, benefiting from the touristic values of the place being visited, and most importantly tourism that one engages in for reasons other than vital needs, is a dynamic sector that grows every passing day. Developing economies, increasing spare time and rising welfare levels direct people to tourism.

In our growing world and our country, the traditional tourism trio is being abandoned and its place is being taken by alternative types of tourism. Alternative types of tourism extend tourism to every month and they contribute to the national economy all year round.

Tourism in Turkey began to come into prominence in the world with legislative regulations and acts in the second half of the 1980s. Activities directed at the diversification of tourism and its extension to all year have shown an increase since the 1990s (Türkdoğdu, 2010 : 1).

Winter tourism, one of the alternative types of tourism, has an advantage in the countries' policy of extending touristic activities to all year. Because mountainous regions in which winter tourism centers are developed maintain their attractiveness in all seasons. Mountainous regions attract tourists with beautiful scenery and coolness in summertime as well. These places, which are used as winter tourism centers in the winter, can also be used for other activities such as nature tourism, tableland tourism, youth camps, convention tourism, and mountain tourism (Mursalov, 2009 : 2).

According to the data of the year 2014, Turkey is ranked sixth with 41,415,000 visitors, and eleventh with a revenue of \$34,306,000 in the world (UNWTO,2016). The tourist profile of today prefers individual tourism over mass tourism. Turkey may reach the desired revenue and visitor level by developing alternative types of tourism with a mindset that is unique, elaborative, environmentally-conscious and sustainable.

In this context, we have tried to assess the tourism potential of the Bursa-Uludağ region with regard to winter tourism that is an alternative for the tourism sector, which is both economic and planned to take place all year round.

2. THE HISTORICAL DEVELOPMENT OF WINTER TOURISM IN TURKEY AND BURSA

According to the studies of World Travel and Tourism Council (WTTC) that measure the impact of tourism on the economy, in light of the current tourism profile and development in Turkey, two-thirds of our total bed capacity are reserved for beach tourism; in other words, our bed capacity is predominantly gathered along our coastline. As a natural result of this, 70% of Turkish tourism takes place in our coastal regions and winter tourism is newly gaining importance (Ağger, 2011: 18).

Turkey, which has a solid place among the countries that first come to mind when we think of sea, sand and sun, has in the recent years concentrated her efforts on winter tourism as well to extend tourism to all year. Ten years ago, 2.7 million visitors were received in the months of December, January and February, while this number was over 4.8 million as of 2014. Turkey, which has tough rivals such as Austria, Switzerland and France as far as winter tourism is concerned, is making headway in the area of skiing facilities as well, which is indispensable in the winter season. As of today, the number of ski resorts registered with the ministry of culture and tourism is 28; when the fields that are not accredited by the ministry of culture and tourism, but that are determined as ski resorts or designated as target fields by different bodies are added, this number goes up to 51.

When we look at the total bed capacity, we currently have 9,549 beds in 28 facilities accredited by the ministry of culture and tourism, and we aim to reach a target capacity of 78,645 (TÜRSAB, 2014).

There are winter tourism corridors in our country, determined by the ministry of culture and tourism. These are the provinces of Erzincan, Erzurum, Kars, Ağrı and Ardahan. The objective is to develop winter tourism and to render winter tourism centers more functional in these provinces. Turkey, which gives great importance to winter tourism in this context, is a candidate for the Winter Olympics that is to be held in 2026. Yet, she can only make progress in the area of the number of facilities and quality with government support.

Table.1 Winter Tourism Centers in the world and Turkey

Number	Countries	Number of ski resorts
1	Japan	547
2	Germany	498
3	USA	481
4	China	350
5	Italy	349
6	France	325
7	Canada	288
8	Austria	254
9	Switzerland	240
10	Sweden	228
18	Turkey	51

Source: TÜRSAB, 2014

In light of the information shown in Table.1, Japan ranks number one in the world with 547 ski resorts. Turkey on the other hand ranks eighteenth in the world with 51 ski resorts. The ski resorts in our country and their bed capacity are shown in the table below.

Table.2 The Ski Resorts in Turkey and their Bed Capacity

Ski Resorts	Current Bed Capacity
Erzurum-Palondoken	2466
Bursa-Uludag	2250
Bolu-Koroğlu Mountain	1713
Kayseri-Erciyes	1072
Kastamonu-Cankiri Ilgaz	1217
Kars-Sarıkamış	1013
Kocaeli-Kartepe	800
Isparta-Davraz Mountain	467
Sivas-Yıldız Mountain	110
Cankiri-Ilgaz Kadıncayın Yıldıztepe	80
Ardahan-Yalnızcam Ugurludag	74
Bayburt-Kop Mountain	60
Gumushane-Zigana	40
Aksaray-Hasan Mountain	97
Toplam	11459

Source: Culture and Tourism Ministry, 2019, <http://www.ktbayatirimisletmeler.gov.tr/>

When we look at Table.2, we see that there are 14 facilities in Turkey with a total bed capacity of 11459. Of these facilities, the one with the highest capacity is Bursa-Uludag. In the final chapter, this ski resort is examined in more detail. The one in Gumushane-Zigana has the lowest capacity.

In this regard, Uludag has become the most important winter tourism center of Bursa and Turkey. Uludağ in history : In the book named "The Histories", which was written by Herodotus (490-420 BCE), one of the first historians of ancient ages, Uludag is referred to as "Olympos" and it tells the

tragedy of Atys, the son of Kroisos who was king of Lydia, lived. In the book named Geography, which consists of 17 books and was written by Strabon (64 - 21 BCE), a geographer who was born in Amasya four hundred years later than Herodotus, Uludag, is mentioned as Olympos and Mysia Olympos. Strabon states that the origin of the word "Mysia" meant hornbeam in Lydia. After Christianity became the official religion in the Roman Empire, first monasteries in which monks lived began to be founded after the third century AD and monasteries peaked in number in the eighth century AD. 28 monasteries were founded in the valley and on the hills between creeks Nilüfer and Deliçay in Uludağ. Orhan Gazi conquered Bursa after a long siege and after that some of the monasteries on the mountain in which monks lived were abandoned, while some of them were turned into hermitages in which muslim dervishes such as Doğulu Baba, Geyikli Baba, Abdal Murat lived. After the conquest of Bursa, the Turks named the mountain "Mount Monk". The German traveler Reinhold Lubenau, who came to Bursa in the sixteenth century, states that after the Turks captured Uludağ, monks took to the mountain only for worship during daytime, and monasteries were built with rock walls without using mortar. "Olympos Mysios" or "Mount Monk" finally took the name of "Uludağ" in 1925 with the initiatives of the Geographic Association of the Province of Bursa and Osman Şevki Bey's proposal (<https://tr.wikipedia.org>).

3. ASSESSMENT OF THE TOURISTIC POTENTIAL OF BURSA AND ITS COUNTIES

Bursa is located in the southeast of the Marmara region and the fourth largest city in Turkey. The total area of it is 11,027 square kilometers and it has 17 counties. The counties of Bursa are Yıldırım, Osmangazi, Nilüfer, İnegöl, Orhangazi, Karacabey, Harmancık, İznik, Gürsu, Mustafa Kemal Paşa, Keles, Orhaneli, Gemlik, Mudanya, Yenişehir and Kestel. The province of Bursa is quite rich in terms of natural sources bearing touristic value. It is a rich touristic city with its geothermal spa waters, promenades and recreational areas with natural beauties, and beaches along the coast. As far as tourism potential is concerned, Bursa is among the most important centers after Istanbul in the Marmara region and dazzles everyone with its rich historical heritage (Ayдын, 2012: 49).

Bursa is a very important province in regard to tourism. The historical buildings in the city and counties, cultural heritage, and natural beauties constitute the tourism supply.

The historical mosques in the province of Bursa are as follows;

Table.3 Historical Mosques in Bursa

Name of the Mosque	Year of Construction
Grand Mosque (Cam-i Kebir)	1400
Yıldırım Mosque and Tomb	1390
Emir Sultan Mosque and Tomb	1429
Muradiye Mosque and Social Complex	1426
Hüdavendigâr Mosque and Social Complex	1336
Green Mosque and Tomb	1419

Source : Ministry of Culture and Tourism, 2018

The monuments and protected areas in Bursa :

Table.4 Monuments and Protected Areas in Bursa

Monuments	Protected Areas
Haydar Hane Bath	Herakles Rock-cut Reliefs
İbrahim Paşa Bath	Natural Protected Area and Archeological Site in the town of Gölyazı
Miletopolis	Bursa Tumulus
Eşrefzade Mosque and Minaret	Marmaracık Mound

Source : <http://www.kulturportali.gov.tr/>

The world heritage site of “Bursa and the village of Cumalıkızık, the birth of the Ottoman Empire”, which is within the boundaries of the province and has a place on world heritage list, the caravansary area which includes Orhangazi Social Complex and its surroundings, the social complex of Murad I (the Hudavendigar), the social complex of Bayezid I (the Thunderbolt), the Green Social Complex (of Mehmed I), Muradiye Social Complex and the village of Cumalıkızık entered the world heritage list as six constituents (The provincial directorate of culture and tourism of Bursa).

The accommodation facilities in the province of Bursa and its counties :

Table.5 Number of Tourists Arriving and Staying in Hotels Accredited by the Ministry (2014)

Months	Entry			Overnight Stay			Occupancy Rate	Average Duration of Stay
	Domestic	Foreign	Total	Domestic	Foreign	Total		
January	47.406	15.705	63.111	76.864	38.456	115.320	38,39	1,83
February	55.554	14.223	69.777	100.290	31.838	132.128	48,57	1,89
March	44.406	19.043	63.449	71.498	37.213	108.711	36,36	1,71
April	38.305	18.395	56.700	55.677	34.586	90.263	37,53	1,59
May	43.323	20.507	63.830	63.457	36.354	99.811	38,22	1,56
June	41.054	24.106	65.160	62.203	48.801	111.004	43,17	1,70
July	26.425	16.547	42.972	41.687	35.814	77.501	28,96	1,80
August	39.842	45.348	85.190	62.599	116.317	178.916	66,82	2,10
September	39.066	25.253	64.319	60.469	48.912	109.381	44,75	1,70
October	39.073	23.830	62.903	62.333	48.590	110.923	44,02	1,76
November	43.398	14.518	57.916	63.585	29.350	92.935	39,20	1,60
December	49.762	16.319	66.061	76.124	31.962	108.086	34,67	1,64
Uludağ	45.966	5.568	51.534	110.762	22.281	133.043	36,15	2,58
Counties	73.567	7.035	80.602	116.082	23.394	139.476	34,51	1,73
Bursa	388.061	241.191	629.252	569.942	429.699	1.062.460	43,57	1,69
GRAND TOTAL	507.594	253.794	761.388	796.786	538.193	1.334.979	41,58	1,75

Source : <http://www.bursakulturturizm.gov.tr>

As it can be seen in Table.5, entry into the facilities accredited by the ministry in Bursa and its counties, overnight stay, occupancy rates and average duration of stay are given for the twelve months. According to this data, 388,061 domestic and foreign tourists entered the facilities in Bursa. 1,062,460 overnight stays took place, the occupancy rate of the facilities was 43.57%, and the average duration of stay was 1.69. In light of these pieces of information, the counties and the Uludağ region have fewer entries and overnight stays compared to the data of Bursa.

Table.6 Accommodation Facilities With Tourism Operation License That Operate In Central Counties

Name of the Facility	Number of Rooms	Number of Beds
ALMİRA HOTEL THERMAL SPA&CONVENTION	222	464
MARIGOLD TERMAL OTEL&SPA	120	246
ÇELİK PALAS TERMAL&SPA OTEL	164	328
HILTON	187	374
CROWNE PLAZA	216	434
SHERATON BURSA HOTEL	171	342
ANATOLIA	93	192
BURSA BAİA	150	300
BERUSSA	75	150
GÖNLÜFERAH CITY	90	180

HOLLIDAY INN	131	270
CENTRAL	52	95
GÖNLÜFERAH	78	156
TUĞCU	72	144
DIVAN	105	210
ADAPALAS	31	62
KARAKAYA	42	86
BURÇMAN	50	98
EFEHAN	35	69
HAMPTON BY HILTON	107	214
ALOFT BURSA	133	266
KARDEŞ	48	90
BÜYÜK ÖZKAN	30	60
YILDIZ TERMAL	30	66
ARTIÇ	70	124
İBİS	200	400
KENT	54	108
YEŞİL PURUSA	36	72
KERVANSARAY BURSA	112	224
ÖZ ÇAKIR	44	88
HUZUR	19	42
KARAMUSTAFA	15	30
AUTHENTİQUE CLUB	29	58
CUMALIKIZIK	8	15
KİTAPEVİ	13	26
SAFRAN	10	20
KALE İÇİ OTEL	7	13
VİP APART	24	92
Grand Total	3.073	6.208

Source: <http://www.bursakulturturizm.gov.tr>

In Table 6, the number of rooms and beds of the accommodation facilities with tourism operation license that are located in central counties of Bursa are given. In this regard, Hotel Almira has the highest capacity with 222 rooms and 464 beds. Vip Apart on the other hand is an accommodation facility with the lowest capacity, having only 7 rooms and 13 beds. In the central counties of Bursa, there is a total capacity of 3,073 rooms and 6,208 beds.

Table.7 Accommodation Facilities With Tourism Operation License That Operate In Counties

Name of the Facility	Number of Rooms	Number of Beds
ANGELACOMA HOTEL	118	236
RAMADA HOTEL/ GEMLİK	74	148
INEGOL ROYAL HOTEL	52	104
SYRUS HOTEL	20	40
HOTEL PARK INEGOL	68	136
FAMILIA HOTEL	25	50
GEMLİK PASA HOTEL	35	70
MONTANIA-1 HOTEL	71	142
HANDE HOTEL	38	76
DOGA-LYA HOTEL	24	48
IZNIK ZEYTİN GARDEN HOTEL	39	79
CAGLAYAN HOTEL	129	296
GOKOZ NATURAL PARK	10	20
VILLA FAMILIA	15	33

SOKOLLU HOTEL	38	72
BURSA GREEN VALLEY HOTEL	46	102
INEGOL HOTEL KAPLAN	23	39
MONTANYA PRIVATE ACCOMODATION FACILITY	33	63
TRILYALI HOTEL	22	44
Grand Total	880	1798

Source: Bursa Provincial Directorate of Culture and Tourism, 2016
<http://www.bursakulturturizm.gov.tr>

When we look at Table 7, the number of rooms and beds of the accommodation facilities possessing tourism operation license that are located in the counties are shown. The total capacity in the counties is 880 rooms and 1,798 beds. Hotel Çağlayan has the highest capacity with 129 rooms and 296 beds, and Gököz Natural Park has the lowest capacity with 10 rooms and 20 beds.

4. ASSESSMENT OF THE WINTER TOURISM POTENTIAL OF THE ULUDAĞ REGION

The region is one of most important supply regions of Turkey in terms of accommodation facilities aimed at mountain and winter tourism. Uludağ is the tourism center in which very first planning and execution acts aimed at winter tourism took place. The center has for years been the most important one with regard to winter tourism because of its proximity to large cities like Istanbul and Bursa. The ski resort at Uludağ consists of two areas, namely the first and second development areas. Infrastructural investments are completed in the first development area (Türkdoğan, citing from Hacıoğlu and Avcı Kurt, 2010: 77).

The road to Uludağ is 22 kms. from downtown to the entrance of the national park. The hotels are accessible through a 12 kilometer-long road from the entrance. In addition, the tourism area of Uludağ is accessible via cable cars as well. There are four cable car systems in total, two of them being between Kadı Plateau (1235 m.) and Bursa, and the other two being between Kadı Plateau and Sarı Alan (1621 m.). In these systems, each cable car can carry up to thirty persons. Uludağ, which is located in the province of Bursa, is the tallest mountain of the Marmara region. The altitude of Uludağ is 2,543 meters and it has permanent snow all year round. The season in Uludağ continues from December to March. The snowfall may reach three meters during the season. There is an area within the boundaries of the Uludağ area that was declared a national park in 1961. This place, which is named "Uludağ National Park", is very rich in terms of various fauna and flora.

The accommodation facilities in the Uludağ area :

Table.8 The Accommodation Facilities In Uludağ And Their Pricing For The Walk-in

NAME OF THE FACILITY	PRICE FOR THE WALK-IN/PER PERSON
Bof Hotels Uludağ Ski & Convention Resort	470
Alkoçlar Uludağ Hotel	
Ağaoğlu My Montain	390
Le Chalet Yazıcı	264
Genç Yazıcı	150
Otel Fahri	240
Uludağ Uslan Hotel	150
Erta Soyak Hotel	180
Hotel Monte Baia	320
Ulukardeşler Hotel	200
Grand Yazıcı Ski Hotel & Spa	480
Karina Hotel	495
Kar Hotel	297
Kaya Hotel	
Becerem Otel	500

Trendlife Hotels	120
Karinna Orman Köşkleri (mak.4 kişi)	650
Uludağ Orman Köşkleri(mak.4 kişi)	500

Source: Inquiry by telephone, 2017

As can be seen in Table.8, the pricing for the walk-in in the accommodation facilities in the Uludağ area, for a standard room on a weekday during the season is given above. It is clear that prices are high during the season. The lowest price is offered by Hotel Genç Yazıcı.

The peak period of winter tourism is the semester break during which overnight accommodation per person costs up to 500 liras, and the invoice for a holiday of five nights amounts to 2,500 liras, transportation costs excluded. These prices in the area are almost three times more of the prices for a holiday in the Bansko ski resort in Bulgaria, which has been discovered in recent years by Turks looking for inexpensive skiing (TÜRSAB, 2014).

Table.9 Data on the entry, overnight stay, occupancy, and average duration of stay in the accommodation facilities in the Uludağ area

Months	Entry			Overnight Stay			Occupancy Rate	Average Duration of Stay
	Domestic	Foreign	Total	Domestic	Foreign	Total		
January	9.458	2.034	11.492	23.141	11.977	35.118	54,07	3,06
February	14.101	771	14.872	38.549	2.724	41.273	70,36	2,78
March	7.155	313	7.468	16.325	970	17.295	26,63	2,32
April	101	20	121	217	45	262	3,41	2,17
May	1.338	114	1.452	2.239	260	2.499	10,86	1,72
June	2.699	19	2.718	6.655	40	6.695	30,08	2,46
July	1.394	1.124	2.518	3.296	3.469	6.765	29,41	2,69
August	2.909	168	3.077	6.154	363	6.517	28,33	2,12
September	763	33	796	1.952	65	2.017	25,42	2,53
October	116	26	142	241	60	301	3,79	2,12
November	0	0	0	0	0	0	0,00	0,00
December	5.932	946	6.878	11.993	2.308	14.301	22,75	2,08
Grand Total	45.966	5.568	51.534	110.762	22.281	133.043	36,15	2,58

Source: <http://www.bursakulturturizm.gov.tr>

Table.9 gives us information on the total numbers of the entries of domestic and foreign tourists into the facilities, overnight stays, occupancy rates of the facilities, and average duration of stay in the Uludağ area throughout the year. According to this data, the total number of entries into the facilities is calculated at 14,872 in February. The number of overnight stay is again the highest in February, at 41,273. The occupancy rate is 70.6 in February, and average duration of stay is 3.06 in

January, the only times they are higher than in other months. In November, there are absolutely no entries into the facilities, overnight stay, occupancy and average duration of stay.

Table.10 Accommodation for five nights in the ski resorts in Turkey

Area	Accommodation for 5 nights/ Per Person
Kartalkaya	3.250
Palandöken	2.216
Sarıkamış	2.125
Uludağ	1.968
Erciyes	1.825
Kartepe	1.700
Davraz	1.375

Source: TURSAB, 2014

Table.10 shows average prices for accommodation for five nights in the stated ski resorts. According to this, Uludağ ranks fourth. It is possible to stay in Uludağ for five nights at an average price of 1,968 Turkish liras.

5. CONCLUSION AND FINAL ASSESSMENT

As is known, tourism involves the trips that people make in their spare time. During these travels that take place in non-obligatory cases, one stay for at least one night at the destination is imperative.

While the classic tourism concept of sea, sand and sun was used to be popular among many people, it has recently become less so. Instead of it, alternative types of tourism have begun to emerge. These types of tourism not only enable tourism to continue throughout the year but also do not limit the national economy to a certain period.

Winter tourism is the most popular one among these alternative types. Our country has great potential with regard to it. Turkey, which ranks eighteenth in the world, has 51 ski resorts. There are many winter tourism centers in the country. One of them is the Bursa-Uludağ area.

Bursa has been a very important center throughout history. It has existed as a city compliant with its historical features, cultural heritage, and nature. Mount Uludağ, which is located in this province with an altitude of 2,543 meters, is the tallest mountain in Western Anatolia and Marmara regions.

There are both state-owned and privately-owned facilities in Uludağ. These facilities which have around 3,000 beds are in the first and second development areas. The peak season is from December to March, and the average cost of an overnight stay in a standard room in these facilities on a weekday is 500 Turkish liras.

It is known that the facilities are mostly occupied in February and people stay overnight during this month. The facilities are completely unoccupied in November and the season commences in December.

However, there are problems in the area as well due to precipitation. Snow does not fall in certain periods and artificial snow has to be made. The bed capacity of the facilities must be increased and the overall quality must be improved. Thus, the area should be able to be on a par with many other ski resorts in the country and in the world.

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