

To Cite This Article: Kaleli, C., & Özlü, T. (2024). The life cycle of a cultural heritage tourism destination: The case of Boğazkale. *International Journal of Geography and Geography Education (IGGE)*, 51, 68-84. <http://dx.doi.org/10.32003/igge.1375082>

THE LIFE CYCLE OF A CULTURAL HERITAGE TOURISM DESTINATION: THE CASE OF BOĞAZKALE

Bir Kültürel Miras Turizmi Destinasyonunun Yaşam Döngüsü: Boğazkale Örneği

Cemal KALELİ^{ID}, Tamer ÖZLÜ^{ID}

Abstract

The life course of the destination is critical in sustainable tourism which includes many dimensions. The life course of destinations, which begins with the exploration phase, continues towards the decline process for various reasons. Continuing the life course of the destination, postponing the decline phase, or rejuvenating a destination that is in the decline phase depends on determining the stage of tourism development of the destinations and what kind of development course they follow. This study aims to determine the applicability of Boğazkale, where is essential destination for cultural heritage tourism for Butler's (1980) Tourism Area's Life Cycle model and on the UNESCO Cultural Heritage List and the Memory of the World List. Single-case study design was used, and semi-structured interviews were conducted to determine which life stage Boğazkale destination was within the scope of Butler's (1980) TALC model. Exploratory and explanatory case analysis was used for the findings. As a result, it has been determined that Boğazkale's destination is in the "decline stage."

Keywords: Boğazkale; Tourism Area Life Cycle; Tourism Development; Semi-Structured Interview

Öz

Birçok boyutu olan sürdürülebilir turizmde, turizm alanları yaşam döngüsü kritik bir öneme sahiptir. Keşif aşamasıyla başlayan turizm alanları yaşam döngüsü çeşitli nedenlere bağlı olarak çöküş sürecine doğru devam etmektedir. Turizm alanlarının yaşam döngüsünün devam etmesi, çöküş aşamasının ertelenmesi veya çöküş aşamasında olan bir destinasyonun yeniden canlandırılması için destinasyonların turizm gelişimlerinin hangi aşamada olduklarının ve nasıl bir gelişim seyri izlediklerinin tespitine bağlıdır. Bu çalışmada, Butler (1980)'in Destinasyonların Yaşam Döngüsü modelinin kültürel miras turizmi için önemli bir destinasyon olan ve UNESCO Kültür Miras Listesi ile Dünya Belleği Listesi'nde yer alan Boğazkale'de uygulanabilirliği amaçlanmıştır. Boğazkale destinasyonunun Butler (1980)'in Turizm Alanları Yaşam Döngüsü modeli kapsamında hangi evrede olduğunun belirlenmesi için iç içe geçmiş tek durum deseni ve yarı yapılandırılmış görüşmeler yapılmıştır. Elde edilen veriler için açıklayıcı ve keşfedici analiz kullanılmıştır. Sonuç olarak Boğazkale destinasyonunun "çöküş aşamasında" olduğu tespit edilmiştir.

Anahtar Kelimeler: Boğazkale; Turizm Alanları Yaşam Döngüsü; Turizm Gelişimi; Yarı Yapılandırılmış Görüşme

* Sorumlu Yazar: Dr. Cemal KALELİ, ✉ cmlkl@gmail.com / cemalkaleli@outlook.com

1. INTRODUCTION

The destination life cycle concept implies that places as destinations, like products, follow a relatively consistent process of development and a recognizable cycle of evolution (Butler, 1980; Klaus Meyer-Arendt, 1985; Crompton et al., 1987; Martin & Uysal, 1990; Butler, 2004). The Tourism Area Life Cycle was developed based on the Product Life Cycle (PLC) concept, which is used in the business sector to model the scale curve of a product over time (Oppermann, 1995; Uysal et al., 2012). Based on the PLC, researchers who studied tourism since the 1960s have mentioned that tourism destinations evolve and go through a life cycle process (Oppermann, 1995; Uysal et al., 2012). Based on the PLC, researchers who have studied tourism since the 1960s have mentioned that tourism destinations evolve and go through a life cycle process (Martin & Uysal, 1990; Tooman, 1997).

(05. Gilbert (1939), an expert in geography, introduced the first life cycle concept for islands and health centres in Great Britain. Christaller (1963) first observed that tourism regions follow a relatively consistent evolution process. After that, Plog (1974) tried to explain the rise and fall of a destination in the context of the psychographic characteristics of tourists by using social psychology (Aydın, 2020). Doxey (1975), on the other hand, benefited from the field of sociology and explained the tourism development process in the context of the relationship between destination residents and tourists (Uysal et al., 2012).

Butler (1980) expanded the concept of PLC and introduced the idea of the tourism area's life cycle (TALC) in tourism environments. In the TALC concept, in addition to developing the PLC concept, to distinguish between different stages, starting from previous life cycle models such as Christaller (1963), Cohen (1972), Plog (1974), and Doxey (1974), he explained it with the tourism area's life cycle model, which has six stages (Butler, 2006; Uysal et al., 2012). This process, which starts with Exploration, declines over time (environmental, cultural problems, planning, management errors, changing tourism and tourist profile, etc.) for many reasons and ends with the decline phase. Butler's (1980) "Tourism Area Life Cycle-TALC" model is seen in the literature as a helpful model that prevents or delays the decline of destinations. It is also thought that the model increases the sustainability of destinations. The subject of the model is the tourist carrying capacity. When the limits of the tourist carrying capacity of the destination are exceeded, the competitiveness of the destination with other destinations is lost over time. As a result, the number of tourists in the destination decreases, and the tourism development of the destination begins to decline (Butler, 1980; Martin & Uysal, 1990; Getz, 1992; Agarwal, 1997; Gülenç Birsen, 2017).

The TALC model, which is the most accepted and discussed theory in the fields of mass tourism includes culture, which has an inextricable bond with tourism, and cultural tourism and heritage, which consists of a wide range of resources including built heritage, living lifestyles, ancient artefacts and modern art and culture. It has also been applied in places where cultural heritage tourism occurs (Richards, 2001, 2003, 2018; Yankholmes & Mckercher, 2015). In this context, the tourism development stages of Boğazkale (Hattuşa), where is among Turkey's first destinations and an important cultural and cultural heritage tourism area, were investigated based on the TALC model (Alp, 2000).

2. LITERATURE REVIEW

2.1. DESTINATION LIFE CYCLE MODEL

The United Nations World Tourism Organization (UNWTO, 2007) defines a destination as a physical place where a tourist stays for at least one night and includes tourism products such as support services, attractions, and tourist resources during a day's travel period. The concept of the destination's life cycle implies that places as destinations, like products, follow a relatively consistent developmental process and a recognisable evolutionary cycle (Butler, 1980, 2004; Crompton et al., 1987; Klaus Meyer-Arendt, 1985). The tourism area life cycle (TALC) was developed based on the product life cycle (PLC) concept, which is used to model the scale curve of a product over time in the business sector (Uysal et al., 2012). PLC is a widely preferred concept in the literature in examining the development and change process in various fields such as marketing,

economics, urban research and studies, and geography (Oppermann, 1995). PLC consists of entry, growth, maturity, and decline phases that follow an S-shaped pattern as product sales grow (Martin & Uysal, 1990; Tooman, 1997).

Geographer Gilbert (1939) introduced the first lifecycle concept for centres in Great Britain. Christaller (1963) observed that tourism regions follow a relatively consistent evolutionary process for the first time. This evolutionary process goes through progress and transformation. As a result of the progress, the commercialization process begins, and with the increase in the popularity of the destination, middle-income people come to the centre of attraction. Advertising and travel agencies promote the destination. On the other hand, original tourists leave the destination to find new, untouched places. The loop repeats itself. Using the social psychology of tourists, Plog (1974) tried to explain the rise and fall of a destination in the context of tourists' psychographic characteristics. Using the field of sociology, Doxey (1975) described the tourism development process in the context of the relationship between the destination residents and tourists (Butler, 1980; Aydın 2020). Butler (1980) expanded the concept of PLC and introduced the idea of the tourism area life cycle (TALC) in tourism settings. In the TALC concept, besides developing the PLC concept, Christaller (1963), Cohen (1972), and Plog distinguish the stages Beginning with previous life cycle models such as (1974) and Doxey (1974), six it is explained with the tourism region life cycle model (Butler, 2006; Uysal et al., 2012).

2.2. TOURISM AREA LIFE CYCLE-TALC

The TALC model has been determined as a series of life stages, including the number of visitors to the destination, infrastructure, and superstructure conditions of the destination as development indicators (Butler, 1980; Uysal et al., 2012). The Butler (1980) TALC model, which includes stages similar to PLC, follows a developmental course identical to the S curve, like the product life cycle. The stages of exploration, involvement, development, consolidation, stagnation, and decline-rejuvenation comprise the TALC model (Figure 1). The stages of the TALC model are summarised below:

Exploration stage: At this stage, few visitors and adventurous tourists are affected by the unique natural and cultural characteristics of the destination, which is not known much. Adventurous tourists enjoy exploring undiscovered and unspoiled destinations (Butler, 1980; Andriotis, 2003, 2006; Uysal et al., 2012).

Involvement stage: In this stage, residents, traders, and local governments start to invest in producing special services related to the tourism industry. Also, when local authorities realise that tourists' interest in the place they live in increases, essential tourism services such as infrastructure, small-scale accommodation, and catering facilities begin to emerge (Butler, 1980; Uysal et al., 2012).

Development stage: This stage with the increase in the recognition or brand value of the destination, the business owners coming to the destination from different places for the tourism industry, the increase in the diversity of the activities, and the increase in the workforce as a result of all of them occur. In addition, advertising activities have increased even more. Significant physical changes occur around the destination, and these changes and situations can create dissatisfied residents (Butler, 1980, 2008).

Consolidation phase: During this phase, the number of visitors continues to increase, but the rate of increase begins to decrease. At this stage, there is a decrease in the growth rate, and the number of tourists is more than the number of residents. At this stage, the destination's economy has started to depend heavily on tourism. Advertising and marketing activities begin on a larger scale to increase the number of visitors and keep the tourism market alive. Franchise firms show an increase in the tourism industry in the destination. Among the local people, the feeling of discomfort against this situation begins to increase significantly (Butler, 1980; Garay & Canovas, 2011).

Stagnation stage: The highest number of visitors has been reached at this phase. Most of the visitors are repetitive tourists. Facilities need to increase incentives to maintain the highest number of visitors reaching this stage. Environmental, social, and

economic problems are evident in the destination. The destination has an image, but it needs to be updated. Artificial facilities have begun replacing natural, cultural attractions (Butler, 1980, 2004). The destination, whose stagnation phase continues, will go into the decline phase or continue its life process by renewing itself then.

In the decline stage, in the slump phase, the destination has become less attractive to tourists, and the timeshare turnover rate is high. Additionally, at this stage, the destination becomes unable to compete with other destinations, and its competitiveness decreases depending on the result of the mutual effects of internal-external forces. Touristic facilities are converted to non-tourism-related places, and the viability of the remaining tourist facilities becomes questionable. The destination may now become a touristic slum, or the destination may lose its tourist function altogether (Butler, 1980, 2006, 2008).

The Rejuvenation phase corresponds to the renewal phase in the product lifecycle or the relaunch phase of the product with new features. This stage often can only be reached with the active involvement of destination planners and marketing organisations and a complete change in the attractions and facilities on which tourism depends. Usually, it is necessary to add artificial centres of interest. However, the measures will only be effective if it does the same in neighbouring and competing places. At this stage, with the joint participation of all stakeholders, the rejuvenation process can be possible by developing natural attractions that have not been used before and creating artificial lures (Butler, 1980; Uysal et al., 2012).

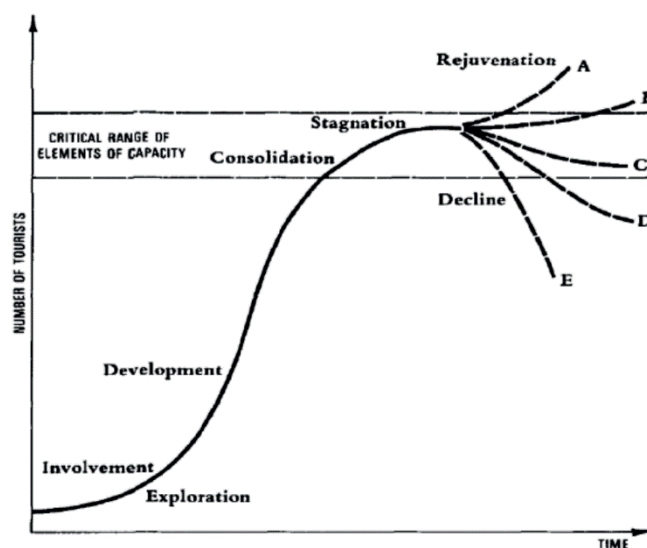


Figure 1. Butler's Tourism Area Life Cycle Model (Butler, 1980: 7)

Butler's (1980) TALC model is seen as a valuable and practical model in the literature in terms of providing predictions on extending average life expectancy by preventing the decline of destinations. In addition, this model has been at the center of many studies since the TALC model was introduced (Butler, 1980; Hovinen, 1981; K. Weaver, 1990; Martin & Uysal, 1990; Choy, 1992; Cooper, 1992; Getz, 1992; Formica & Uysal, 1995; Tooman, 1997; G. Weaver, 1988; Singal & Uysal, 2009; Meng et al., 2011; Garay, Canoves, 2011; Kozak & Martin, 2012; Lee & Weaver, 2014; Marsiglio, 2018; Güney & Somuncu, 2018; Cruz-Milán, 2019; Birsén & Bilim, 2019; Chigozie, 2020)

2.3. CULTURAL HERITAGE TOURISM

Today, cultural heritage is one of the most critical global tourism resources. Accordingly, cultural or heritage tourism has been among the fastest-growing, most striking, and widespread tourism sectors in recent years. (Timothy & Boyd, 2003). Although cultural and heritage tourism are rarely used separately in the literature, they are often used as interrelated and overlapping phenomena (Richards, 2018). In this context, cultural tourism is used primarily in related to participation in modern life cultures,

contemporary arts, and music, especially in urban areas, while heritage tourism is connected with rural and place-dependent areas and living cultures, ancient ruins, and performances (Richards, 2001, 2003; Yankholmes & Mckercher, 2015). However, despite some differences, cultural tourism and heritage tourism share more similarities and differences than differences. The experience of cultural and heritage tourists is based on their own experiences and enjoyment of established culture, living in rural and urban contexts Cultural heritage tourism is the oldest form of travel. Ancient Egyptians, Romans, and later medieval (primarily European) nobles travelled to historical sites of cultural significance (Bitusikova, 2021). From the 1600s to the mid-1800s, the Grand Tour developed as an essential part of the history of European heritage tourism (especially Paris, Rome, Venice, and Florence), and these destinations remain essential for cultural heritage tourism today (Timothy & Boyd, 2003). Boğazkale, the capital of the Hittites and where Hittite ruins are located, is very important in cultural heritage tourism.

3. METHODOLOGY AND RESEARCH AREA

3.1. METHODOLOGY

The research design adopted in this study is case study research, which is a qualitative research method. A case study by Yin (1984: 23) is defined as “an empirical inquiry that investigates a contemporary phenomenon within its real-world context; and in which multiple sources of evidence are used”. Since a single-case was examined and there were embedded situations and layers in the study, the single-case embedded design specified by Yin (1994) was used. The definition fits the situation of this research, which will attempt to determine and evaluate the stage of evolution of the tourism destination Boğazkale. Three case study approaches are distinguished: exploratory, descriptive and explanatory. This study aims to exploratory case and explanatory case the evolution of tourism activity in Boğazkale by using Butler’s (1980) TALC model and determine. The study states six commonly used sources of evidence in case studies: documentation, archival records, physical artefacts, direct observation, participant observation and interviews. Most of these sources have been used for this study (Yin, 1984).

3.2. SAMPLING OF THE RESEARCH AND DATA COLLECTION PROCESS

Data were gathered from 15 August 2021 to 30 November 2021 via semi-structured interviews in Boğazkale. Semi – structured interviews of 11 tourism-related persons were conducted in Boğazkale (Table 1). The purpose of these interviews related to the development of tourism in Boğazkale. A factor in determining the number of people as 11 is the repetition of the names of the individuals suggested by the snowball sample selection during the sample selection process. Snowball sampling is chosen from the people who can be a rich source of information regarding the research problems. As the process progressed, specific names are began to emerge after the people were obtained grew like a snowball. Hence, the number of people needed to be interviewed by the researcher is decreased (Guest et al., 2006; Noy, 2008).

Table 1. Demographic features of the participants

Participants	Occupation
P1	Academician
P2	Tourism Operator
P3	Retired
P4	Archaeological Excavation Staff
P5	Tourism Operator
P6	Municipal Staff
P7	Tourism Operator
P8	Sculptor
P9	Retired
P10	Sculptor
P11	Academician

As a result, people directly connected with tourism in the Boğazkale district were determined, and face-to-face interviews were held with these people. In this research, the answers to the following research questions were expected:

- Q1: In terms of tourism development, in which life stage Boğazkale destination is located, according to Butler's 1980 "Tourism Areas Life Cycle" model?
- Q2: According to Butler's 1980 "Tourism Areas Life Cycle" model for Boğazkale, what should be done to ensure sustainable tourism progress within its phase?

The semi-structured interview technique is an effective and widely used technique in the field of social sciences, which is used to get information about the experiences and opinions of individuals. In addition, semi-structured interviews are a method that is frequently preferred as they provide in-depth information on a determined subject thanks to their standards and flexibility (Yıldırım & Şimşek, 2005). It includes a short list of questions supplemented by follow-up questions depending on the interviewee's response (DeJonckheere & Vaughn, 2019) guided by a flexible interview protocol and supplemented by follow-up questions, probes and comments. The method allows the researcher to collect open-ended data, to explore participant thoughts, feelings and beliefs about a particular topic and to delve deeply into personal and sometimes sensitive issues. The purpose of this article was to identify and describe the essential skills to designing and conducting semistructured interviews in family medicine and primary care research settings. We reviewed the literature on semistructured interviewing to identify key skills and components for using this method in family medicine and primary care research settings. Overall, semistructured interviewing requires both a relational focus and practice in the skills of facilitation. Skills include: (1. As a data collection tool, the questions in Gülenç-Birsen's (2017: 122) research (Table 2) were selected by changing. The participants participating in the research were given codes such as P1, P2, P3 (Table 1). The primary data were supplemented with secondary data, literature and numbers of tourists. The interviews were recorded with audio recordings or notes, depending on the participants' preferences. Personal evaluations were written as soon as the interviews were over.

Table 2. Semi-structured interview form

Interview Form Questions	
1.	When and how did the first tourism movements start, and how did tourism develop in Boğazkale?
2.	How the locals and local governments have participated in the process?
3.	How the superstructure and infrastructure have developed in this process?

Reference: (Gülenç-Birsen, 2017: 122)

3.3. DATA ANALYSIS

Qualitative research is one of the processes of producing knowledge to understand the lifestyles, stories, behaviors, organizational structures, and social change of people and human communities (Strauss & Corbin, 1990). In qualitative research, validity-reliability is handled differently from quantitative studies. Instead of the validity and reliability, expressions are used in quantitative analysis. Expressions such as credibility, accuracy of results, and competence of the researcher are mentioned in qualitative research (Krefting, 1991; Yıldırım & Şimşek, 2005; Merriam, 2018). In qualitative research, trustworthiness is more important than validity and reliability (Guba & Lincoln, 1994).

For the trustworthiness of the research, the data obtained during the interviews were verbally summarised to the participants. In this way, the participants confirmed the accuracy of the information. In addition, help was received from people with general knowledge about the research subject so as not to misinterpret the data. On the other hand, the support of experts on qualitative research methods was received. Another trustworthiness method is that participants with different characteristics are included in the data source. The research was supported by document review and literature review techniques.

According to Miles and Huberman's (2016) data analysis, qualitative data analysis was done in three steps: data reduction, data display, and inference. In the research, which reached sufficient saturation in terms of time and number of participants, the data were first examined in the analysis phase. The answers of the participants were quoted and listed under specific headings. The summarised textual data were ordered according to their suitability for the stages in the TALC (1980) model. Data were evaluated and discussed by another researcher. The data obtained defined the life stages of Boğazkale's destination. With the results, predictions for the present and the future were put forward, and suggestions were given.

3.4. RESEARCH AREA: BOĞAZKALE

Located within the provincial borders of Çorum, Boğazkale is the oldest known capital of the Anatolian peninsula (figure 2). Today, Boğazkale's economy is primarily based on agriculture, and tourism activities are also carried out. Visits to Boğazkale started in 1834 when the French Charles Texier went to Boğazkale upon an invitation and discovered this place. It was included in the UNESCO Cultural Heritage List in 1986. According to UNESCO, which carries out various activities to ensure that unique areas within the world's exceptional heritage acquire an international identity to be protected and transferred to future generations, is the first capital of the Hittites, founded in the Kızılırmak arc in Anatolia and accepted as the first organised state in history, dating back 5 thousand years and Hattusa has hosted many social, cultural, political, and scientific developments in human history which population density, professional organisations, product storage techniques, architectural features of monumental value, producing unique art and artists, growth of business activities, formation and training of the management class, use of writing, and various calendars. Hattusa, a registered protected area of 167.69 ha, was declared a National Park area in 1988. The unearthed cuneiform tablet archives have also been added to UNESCO's "Memory of the World List" since 2001. Boğazkale is Turkey's crucial cultural heritage tourism destination (Akgöz, 2018; Şahin, 2021; UNESCO, 2022).

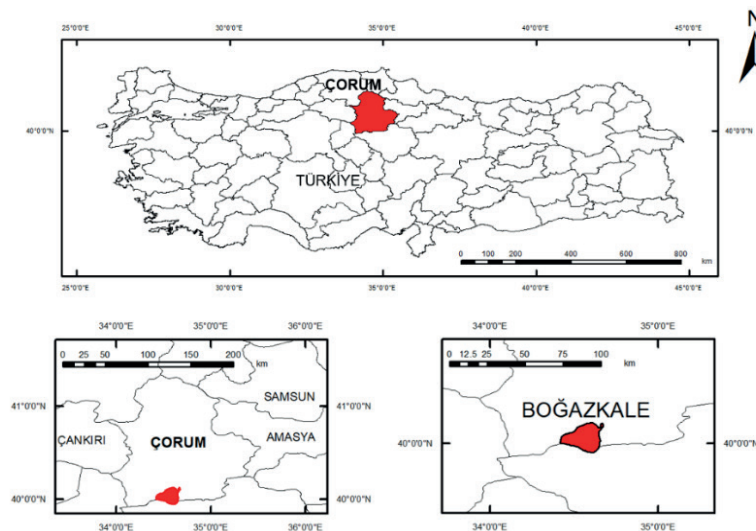


Figure 2. Location map of the research area

4. ANALYSIS AND FINDINGS

4.1. LIFE CYCLE ANALYSIS OF BOĞAZKALE ACCORDING TO BUTLER'S TALC MODEL & FINDINGS

In this part of the research, the data analysis results made with the information obtained from Butler's (1980) TALC model Boğazkale destination in terms of sustainable development and the sources obtained from the literature were summarised

through descriptive analysis according to the development stages of the TALC model. Boğazkale's tourism development has been evaluated under headings in line with the TALC model.

4.1.1. Exploration Stage (1834-1960)

According to the factors in the TALC model, some of the statements of the participants about the first years of Boğazkale tourism are as follows,

P4: *“As far as I know, it was discovered in 1834, and tourism activities started here with excavations. As the archaeological sites were unearthed through excavation, curious people emerged, and as a result, the tourism movement started here with people who wanted to investigate scientifically and were curious.”*

P11: *“As far as I know, the first tourism movement started in the 1930s. We understand this from Kurt Bittel's book. We can say that it is the first guidebook that is a thin booklet.”*

P1: *“The travelers and scientists who came to Boğazkale at first were looking for a place to stay, and those who came first stayed in their homes. They even stayed at the imam's house, thinking the most reliable person would be a cleric. Foreigners and those who came for scientific study rented that room. Especially the excavation team and scientists returning from Germany had much trouble, and the excavation house that is currently used was built.”*

Visits to Boğazkale, a small settlement, first started in 1834, when the traveller French Charles Texier, who visited many parts of Anatolia and discovered the ancient city, went to Boğazkale upon an invitation and found the ancient city. Hattusha has been the focus of attention of many foreign and domestic scientists and European travellers since the 1830s. The explorer tourists, the limited contribution of tourism to the regional economy, the lack of special facilities, the absence of touristic infrastructure, and the absence of deterioration in texture are compatible with the exploration phase of the TALC of Boğazkale. Although it is difficult to date this phase precisely, the discovery phase is thought to have lasted until the 1960s.

4.1.2. Involvement Stage (1960-1970)

According to the factors in the TALC model, some of the statements of the participants about the involvement phase of Boğazkale tourism are as follows,

P6: *“As far as I know, in the 1945s, looking at the old times, tourists started to come intensively. It can be said that the first healthy tourism movement started at that time. At that time, tourists were arriving in convoys.”*

P11: *“The state appointed the first watchmen in 1945; In other words, it was taken as an archaeological site. Since then, tourism has started to increase here. These figures are also seen in the excavation archive reports.”*

P9: *“The first tourism activities in Boğazköy started with the village restaurant.”*

P2: *“Before hotels, there were caravans and camping areas. Tourism meant camping. Everyone would stay in tents or their cars; tourists' cars were usually small minibuses with beds. They would stay in the campsite.”*

P7: *“A long time ago, there was a place like a hostel, like a hotel, which is now in ruins, and tourists from the past used to show the place, and other than that, they stayed in tents, in vehicles around the ruins.”*

P3: *“In the past, tourists used to come almost every season of the year, but the number of tourists was more intense between April and October. Tourists would stay for at least a week.”*

According to the information obtained from the participants, the regular arrival of tourists is the year 1945, when it gained the status of a ruin site in the following years. It was in the 1960s that the tourism market began to emerge with essential tourist

services and facilities, the pressure on the managers to develop the infrastructure, and the local people's lives began to become related to tourism. In the 1960s, locals entered tourism by opening small restaurants and operating camping areas. Again, in this period, with the transition to the planned period in tourism in Turkey in 1963, the state provided tourism investments and incentives. Accordingly, in 1963, a motel was opened in the Sungurlu district, with tourism motivation to which Boğazkale is administratively affiliated. In addition, the tourism season has emerged in this period, and it is between April and October. It was also stated that tourists who came from the past outside the camps and houses talked about a hostel they stayed in earlier times. During this period, local people and tourists are intertwined. In recent years, Hattusa ruins, and Yazılıkaya has been featured in Turkey promotional advertisements made by foreigners. In this context, it can be said that the phase of inclusion in tourism was evident in the 1960s.

4.1.3. Development Stage (1970-1980)

Respondents stated that change in the profile of inbound tourists (1965), tourist numbers were equal to or greater than residents during peak periods (1970), increased concentration of advertising (1970), noticeable change in physical appearance (1970), development and commercialization of natural and cultural attractions (1970), supporting facilities for the tourism industry (1970), some locally provided services were replaced by more extensive, more detailed and more up-to-date facilities (1980):

P11: *"The first mass tourism movements are seen in the second half of the 1960s, especially in the 1970s. Tourists were arriving in buses and caravans in those years, and the number of tourists was at its peak and continued until the early mid-1990s."*

P6: *"In the 1970s, before 1990, there were over a hundred thousand tourists yearly."*

P2: *"Journalists and television shows have been around since the 1970s."*

P11: *"Tourism in Boğazkale only started to gain importance in the 1970s. At that time, small hotels, carpet, and souvenir shops began to be established."*

P6: *"Tourists who came before tried to learn and discover our culture, village life, and people. At that time, tourists came mainly from EU countries, Germany, Austria and Hungary."*

P10: *"The residents started tourism with sculpture. First, shapes were drawn on tiles and bowls and sold to visitors. Then, they found the type of stone we call slate."*

Mass tourism movements started in the mid-1960s and increased in the 1970s. In addition to the tourists coming by agency and tour, the number of tourists coming individually by car has also increased in those years. Again, in the 1970s, journalists and television broadcasters were came. During this period, advertisements for promotion increased. The increase in the number of tourists and the lack of adequate hostels with hotels are the characteristics of this period. Tourists who come to visit the ancient city as well as those who want to explore the local people and culture. They continued to stay as guests in hotels, hostels, campsites, ruins, and residents' homes. Depending on the increasing number of tourists, the local people started to paint the reliefs and sculptures in Yazılıkaya and the ruins on slate and basalt stones in the region. Many local people have been involved in tourism by selling these works of art to tourists. Although it is not strictly within a specific range, many features of this stage belong to 1970 and later. Accordingly, we can say that the Boğazkale destination went through the development phase to a large extent between 1970 and 1980.

4.1.4. Consolidation Stage (1980-1985)

Participants mentioned that a large part of the local economy is dependent on tourism, the decrease in the rate of increase in the number of visitors, and the entry of large franchises and chains into the sector. Again, the participants stated that the large franchises and chains were few, and the time when marketing and advertising were broader began in the 1980s. They made the following statements regarding this period:

P1: *“At that time, the hotel was a less tiring and more profitable economic activity than the farm.”*

P11: *“Small hotels and carpet and souvenir shops started to be established then. It became widespread in the 1980s.”*

P7: *“Tourism was very lively in the 1980s. Sometimes, 100 bus tourists would come a day. In the 1980s, with the Tourism Encouragement Law, hotels were opened with money sent by employees abroad. The reason for developing tourism in the 1980s is that Turgut Özal supported tourism grants.”*

In 1982, the Law that Participant 7 mentioned was enacted in the Tourism Encouragement Law No. 2634 to ensure that the arrangements and measures are taken to regulate and develop the tourism sector and bring it into a dynamic structure and functioning;

P9: *“In the 1980s, a thousand people were coming daily. In those days, the box office workers could not breathe from selling tickets. I remember that 39 buses entered the site in one day. In the 1980s, we came to the ancient city in the morning. In front of the Lion Gate were tents on the creek full of sleeping people. There was no ban back then. In those years, German and American tourists came in April and May, French and Italian tourists in June and July, and German – French-American tourists in September and October. In April and May, older people came, and young tourists came in the summer, with the school holidays. Knowledgeable, cultured people were coming.”*

P8: *“According to what was told, what we heard and saw, in the 1980s, especially in 1987-1990, 50-60 tour convoys were coming a day. At that time, more tourists were coming than in the 1970s. From the entrance of Hattusha to the Lion Gate, tourists entered in lines. Think about the incoming density. On average, a thousand tourists come daily.”*

P4: *“There was a Turban hotel chain in the 1970s; it wanted to build hotels here but later abandoned it.”*

In this period, new hotels were opened with the Tourism Promotion Law No. 2634, enacted in 1982, and with the money sent by those who went abroad to work. Hotels were built in Sungurlu and Çorum depending on Boğazkale tourism. In those years, hotel management was a more profitable economic activity in Boğazkale than agriculture and animal husbandry. Next to the hotels, shops selling carpets, rugs, and souvenirs were opened. Also, the number of local people making sculptures increased during this period. According to the TALC model, Boğazkale destination has not experienced some of the features of the strengthening phase. Still, when we look at its features at this stage, it can be seen that it took place in the 1980s and later. According to the common opinion of most participants, we can say that Boğazkale's destination went through its development phase between 1980 and 1985, as the period between 1985 and 1990 was when it reached the highest number of visitors.

4.1.5. Stagnation Stage (1985-2000)

According to the information told by the majority of the participants, the highest number of visitors in Boğazkale was reached between 1985-1990, and the participants stated the following,

P2: *“Many tourists were coming here between 1985 and 1990. If 5 million tourists came to Turkey, about 150 thousand tourists came here. We were working with nearly 700 tourism agencies. On some days, groups of 35-40 tourists were coming. There were 30-40 people in a group. Some of the tourists were staying here. There were times when we hosted 150-200 caravans at our campsite. There was no electricity at times due to the intensity of the campsite. At that time, we sold three kegs of beer daily, 450 glasses a day. It was Dutch, German, and Swiss. From here, some of them were going east to Adiyaman and some to Cappadocia.”*

P8: *“According to what is said, heard, and seen, in the 1980s, especially in 1987-1990, there were 50-60 tour buses daily. At that time, more tourists were coming than in the 1970s. From the entrance of Hattusa to the Lion Gate, tourists would come in rows. Think about the incoming density; An average of 1000 tourists come daily.”*

P5: “If we look at the daily agency and bus basis in the 1990s, if we say that there are ten buses a day and thirty passengers on each bus, and if we add the individual ones, 500 tourists would come to Boğazkale daily. These were foreign tourists. The intensity continued from April to the end of November.”

P8: “Tourism could have been considered good in the 1990s. We entered the tourism sector in 1995; at that time, eight, ten-fifteen buses were coming daily.”

The opinions of the participants regarding the short duration of the stagnation and the sudden decline in tourism are as follows:

P10: “Before the 1990s, there were around 100-150 thousand foreign tourists, mostly elderly. These were educated people with a high cultural level. Due to the Balkans and the Gulf War events, the number of tourists decreased over time.”

P11: “The reason for the significant decline in tourism after 1992-1993 is the Balkan wars. Until then, those who came were individual tourists. They were coming with their cars and caravans. They were coming to Istanbul and other destinations via the Balkans. The Balkan route did not regain its former importance after the war. In the post-war period, the inability to cross the Balkans by car became a habit, and people’s interests changed.”

P2: “The Gulf War affected us very negatively. Tourism agencies kept us, namely Turkey, out of their plans. In those years, only 3-4 tourist groups were coming; they stopped coming. Then those agencies started not sending tourists.”

Although the destination has a good image, the participants stated that it lost its popularity after 2000:

P6: “Tourism hit rock bottom after the 2000s.”

P5: “Tourism weakened and declined in the 2010s. When there is not enough publicity, there is a decline in tourism. The period I was talking about was the 2010s.”

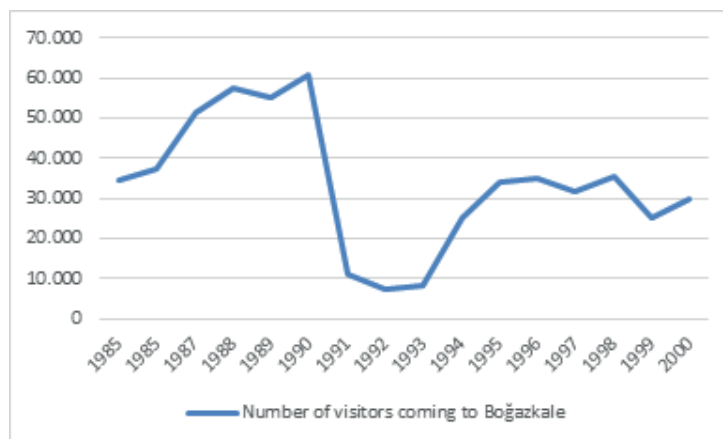


Figure 3. Number of visitors coming to Boğazkale between 1985-2000 (Gümüştü, 1994; Şahin, 2021)

The earliest available date regarding the number of visitors to Boğazkale dates to 1985. The number of visitors coming to Boğazkale increased continuously between 1985 and 1990 (Figure 3). The ratio of visitors between 1985 and 2000 to the total population of Boğazkale is given in Table 3.

Table 3. Number of tourists to Boğazkale and Boğazkale total population 1985 and 2000

Years	Number of visitors coming to Boğazkale	The population of Boğazkale
1985	34.639	11.252
1985	37.477	
1987	51.283	

1988	57.496	
1989	55.053	
1990	60.545	10.425
1991	11.175	
1992	7.141	
1993	8.079	
1994	25.022	
1995	34.066	
1996	34.773	
1997	31.503	
1998	35.172	
1999	25.226	
2000	29.758	8.190

Reference: (Gümüşçü, 1994: 165; TUİK, 2022)

In the stagnation stage, the peak number of tourists was between 1985 and 1990. Cultural tourism was also included in the Fifth Development Plan, which covered the same period between 1985 and 1989. Participants mentioned that many tourists came to Boğazkale individually with their cars or caravans during that period.

4.1.6. Decline Stage (2000-...)

The participants said the following about the decline phase,

P11: *“Spending a good day in Boğazkale is not a priority for guides and agencies. They want to catch up with the carpet maker waiting for them in Cappadocia by showing 3-5 spots from a ruin they do not understand well.”*

P6: *“Today, Cappadocia is successful in tourism, and there are elements such as balloons that provide it, and the attraction of this place has decreased over time.”*

P4: *“More important than attracting tourists is keeping them here. Otherwise, one year will come, and others will not; this must be continuous. All the features of this place match Nevşehir; the residents and businesses know the wishes of the tourists.”*

Expressing that the number of touristic facilities will not increase and that the region is facing a shrinking tourism sector, the participants said:

P6: *“If we look at my observations, from 1970 to 1990, an average of 100 thousand tourists came annually; between 1990 – 2000, it decreased to 20-30 thousand, and after 2000, it fell even more, and after the 2000s, tourism hit the bottom.”*

P4: *“By 2010, there was a serious decrease in the number of tourists in 15-20 years.”*

P5: *“In the 1990s, about fifty families were sculpting. Today, only two or three families do that.”*

Hotels can be retirement homes or ordinary apartments. Regarding the touristic facilities transforming to other uses, residents stated:

P5: *“Kale Hotel closed five years ago.”*

P7: *“The infrastructure remained with the number of hotels in the 1980s; only the hotels were slightly restored and developed. This is what has been done. We cannot find anyone to work in the hotels right now.”*

P8: *“The bombs that exploded in various places affected tourism a lot, and if the media promotes everything well, there will be many tourists.”*

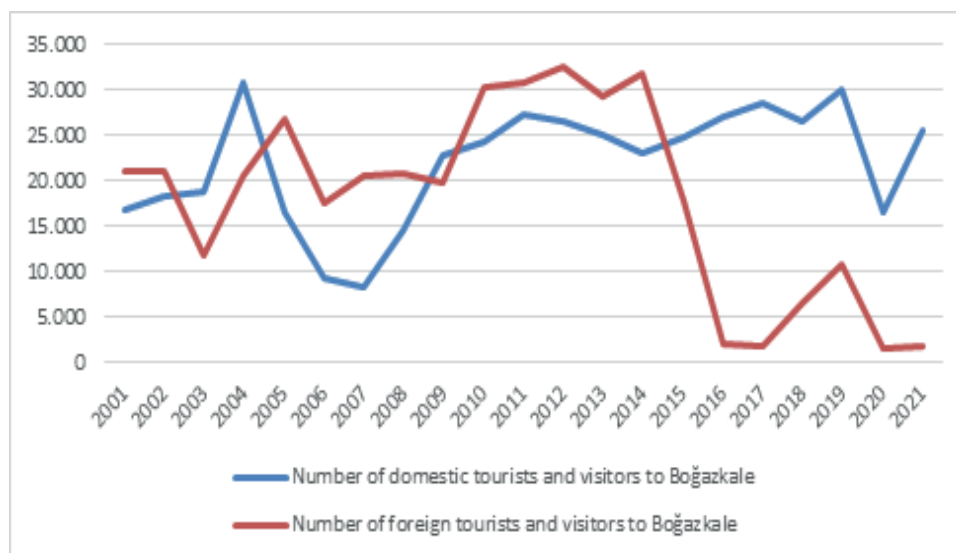


Figure 4. Number of visitors to Boğazkale between 2001-2021 (Şahin, 2021; Çorum Museum Directorate, 2022)

According to the TALC model, the number of visitors to the Boğazkale destination has started to decrease after the year 2000. However, the number of visitors and tourists that could not be entirely gone in the previous steps has been achieved in this phase. The change in the official institutions to which the ancient site was affiliated overtime made it difficult to access the data. Figures based on the data obtained are given in Figure 4 and Table 4.

Table 4. Number of tourists to Boğazkale and Boğazkale total population 2001-2021

Years	Number of domestic visitors to Boğazkale	Number of foreign visitors to Boğazkale	Number of visitors with museum card	Boğazkale total population
2001	16.765	21.165	-	-
2002	18.395	21.023	-	-
2003	18.846	11.756	-	-
2004	30.804	20.640	-	-
2005	16.447	26.769	-	-
2006	9.248	17.490	-	-
2007	8.238	20.677	-	-
2008	13.390	20.859	1.236	-
2009	16.109	19.769	6.639	-
2010	16.951	30.221	7.285	4.818
2011	21.384	30.707	5.801	4.593
2012	20.296	32.653	6.259	4.437
2013	19.754	29.211	5.305	4.308
2014	17.876	31.881	5.185	4.064
2015	15.638	17.718	9.290	3.897
2016	17.789	2.133	9.154	3.728
2017	19.233	1.965	9.219	3.686
2018	19.718	6.700	6.864	4.175
2019	25.217	10.787	4.798	3.766
2020	13.653	1.587	2.799	3.648
2021	19.663	1.797	5.840	3.628

References: (TÜİK, 2022; Çorum Museum Directorate, 2022)

According to the data from 2022 until June 2022, 8,165 visitors, including 5,240 locals, 1,237 foreigners, and 2,138 with museum cards, visited the ancient city and Boğazköy Museum in Boğazkale. The ratio of visitors between 2010-2021 to the total population of Boğazkale is given in Table 4. According to Table 4, the number of visitors is more than that of local people. However, according to the participants, the number of tourists staying in Boğazkale is relatively low, and accordingly, the hotels have been closed, or the functions of the hotels have changed.

The rejuvenation work of tourism in Boğazkale and the advertisements and promotions made on time, the Hittite Village Project, which was not as planned according to what the participants said, can be counted as a kind of renewal and rejuvenation efforts, and the participants said the following about them:

P1: *“There was a revival in tourism when the reconstruction was done.”*

P6: *“We wanted to build an area that shows the battle of Kadesh, gives information about the life of the Hittites, shows the agricultural and war tools, and the tools and equipment they used in their daily work. This did not happen, and the place built today is far from concrete and planned.”*

P5: *“We focused on gastronomy. When we lost the intense tourist level in 2002, we asked what we could give and focused on local gastronomy food culture. We turned to walking tours and nature tourism. After 2016, it contributed to advertising, but there is no guidance.”*

Depending on what the participants say, there have been generally two to three-hour trips to the ruins and tourists do not visit the town centre after the 2000s. Instead, tour agencies or guides go directly to destinations such as Cappadocia, where their hotels or shops are located.

The other reasons for the decline in tourism are the lack of adequate infrastructure activities in Boğazkale, the fierce competition between facilities, and, as a result of this, the lack of association, the single lane of the transportation road after a certain point, the lack of direct bus trip from Çorum or nearby cities to reach Boğazkale.

New facilities were not built during this period, and some existing facilities were closed, while the functions of some enterprises were changed. The number of sculptors has also decreased compared to previous years. Over time, the population of Boğazkale has also reduced, and it continues to emigrate. According to the TALC, even though it is difficult to give a precise date, we can say that this phase has continued from the 2000s to the present.

4. CONCLUSION, DISCUSSION, AND SUGGESTIONS

4.1. CONCLUSION AND DISCUSSION

In the exploratory and explanatory case analysis conducted on Boğazkale, using a semi-structured interview technique, it was determined that it was in the “decline” stage according to Butler’s (1980) tourism area life cycle model, and the following conclusions were reached from the research:

Decision makers on tourism development in Boğazkale should carry out rejuvenation studies with the participation of all stakeholders to revitalise tourism in Boğazkale. Tourism will be revived through planning by involving local people in the process.

Most of the problems related to tourism development in Boğazkale were focused on. According to Butler’s (1980) TALC model, not all features of each phase emerged at the same time in Boğazkale. The features of some stages have continued for a very long time, or some elements in the TALC model have not been seen in Boğazkale. When determining life stages, periods in which the characteristics of that life stage were experienced in frequency were selected. It has become difficult to access

data on the number of tourists coming to Boğazkale. In this context, a report was made using the information provided by the participants. Although the high number of visitors in Table 3 and Table 4 is not perceived as a decline phase according to the TALC model, most visitors visit the ancient city within 3-4 hours and return. The number of tourists staying is deficient in Boğazkale. This situation is supported by the fact that hotels are closing or changing their functions and that employees in the tourism sector are now working in different jobs or have migrated from Boğazkale.

Although Butler's (1980) TALC model was made in mass tourism areas, it has also been done in cultural heritage tourism areas (Meng et al., 2011). In addition, the model has been used in mass tourism areas, cultural heritage tourism areas, and destinations such as literature villages. In this context, the usage area of the TALC model is quite wide (Lee & Weaver, 2014)

I think it should be addressed that the study was conducted during the COVID-19 epidemic that affected the whole world, even though essential results were obtained. In addition, only a tiny part of the ancient city has been reached through excavations that lasted more than a century. It should be remembered that many new developments and events that may change world history may occur. The complexity of understanding the thoughts of local people and other stakeholders in tourism should be remembered, as tourism is a complex process associated with many events and situations. To understand the development of local people and destinations in sustainable tourism, more studies are needed, new theoretical frameworks are required, and the development of existing theoretical frameworks.

4.2. SUGGESTIONS

It aims to make suggestions to tourism planners and managers regarding the planning and management of the destination included in the research. The TALC model begins with the discovery phase and progresses towards the decline phase. The duration of each life stage may become longer or shorter depending on many factors. In this context, as long as the necessary planning and studies are carried out, extending the destination's life is possible. The following suggestions can be made as a result of the research findings and findings from the literature:

- Tourism planners and makers should evaluate the life cycle model well to learn about the development of tourism destinations over many years. In this way, it can be determined at what stage of tourism development the destinations are in, and the expectations, goals, and planning of the destination can be defined and planned based on this stage.
- The development stage of the destination, the course of development it followed while reaching this stage, and the positive and negative situations it encountered during this course should be monitored within the process.
- For the development of tourism in a region, it is necessary to promote the destination, and it is also essential that the destination has a good image. Image is a significant factor in the life cycle model of destinations. In this context, supporting the production of local products such as sculptures and Çorum and Hittite cuisine can be implemented as a revitalisation strategy (Ay, 2021). Electric golf carts or small off-road vehicles can be preferred to visit the ancient city (Yılmaz & Atilla, 2021).
- Cooperation can be made with surrounding municipalities for transportation to Boğazkale. For visitors to stay longer in Boğazkale, places with handicrafts, cultural products, and businesses with local foods can be opened. Complementary facilities can be built where tourists can enjoy and extend their stay (Güney & Somuncu, 2018).
- Regulating the number of past visitors and accommodation numbers in tourism areas is essential in researching and planning. In addition, the more comprehensive data collected presently will significantly facilitate future studies.

REFERENCE

- Alp, S. (2000). *Hitit Çağında Anadolu: çivi yazılı ve hiyeroglif yazılı kaynaklar*. Ankara: TÜBİTAK Yayınları.
- Agarwal, B. (1997). "Bargaining" and gender relations: Within and beyond the household. *Feminist Economics*, 3(1), 1–51. <https://doi.org/10.1080/135.457.097338799>

- Akgöz, E. (2018). Anadolu'da kurulan en eski organize devletin ilk başkenti: Boğazkale-Hattuşaş (Boğazköy). Abdullah Karaman, Kürşat Sayın ve Alper Ateş (ed.), *Türkiye'nin UNESCO Değerleri ve Turizm Potansiyeli* (52-67). Konya: Eğitim Yayınevi.
- Andriotis, K. (2003). Tourism in Crete: A form of modernisation. *Current Issues in Tourism*, 6, 23–53. <https://doi.org/10.1080/136.835.00308667943>
- Andriotis, K. (2006). Researching the development gap between the hinterland and the coast—Evidence from the island of Crete. *Tourism Management*, 27(4), 629–639. <https://doi.org/10.1016/j.tourman.2005.02.005>
- Ay, M. (2021). Investigation of Cumalıkızık's life cycle within the context of Butler's tourism area life cycle (TALC) model. (Yüksek lisans tezi, Anadolu Üniversitesi, Sosyal Bilimler Enstitüsü, Eskişehir).
- Birsen, A. G., & Bilim, Y. (2019). A comparative life cycle analysis of two mass tourism destinations in Turkey. *Journal of Tourism & Gastronomy Studies*, 7(2), 2. <https://doi.org/10.21325/jotags.2019.421>
- Bitusikova, A. (2021). Cultural heritage as a means of heritage tourism development. *Muzeológia a Kultúrne Dedičstvo*, 9, 81–95. <https://doi.org/10.46284/mkd.2021.9.1.5>
- Butler, R. (1980). The concept of tourism area cycle of evolution: Implications for resources management. *Canadian Geographer/ Géographes canadiennes*, 24(1), 5–12. <https://onlinelibrary.wiley.com/doi/10.1111/j.1541-0064.1980.tb00970.x>
- Butler, R. (2004). Geographical research on tourism, recreation and leisure: Origins, eras and directions. *Tourism Geographies-TOUR GEOGR*, 6, 143–162. <https://doi.org/10.1080/146.166.8042000208453>
- Butler, R. (2006). *The Tourism Area Life Cycle*. Birstol: Channel View Publications.
- Butler, R. (2008). The concept of a tourist area cycle of evolution: Implications for management of resources. *The Canadian Geographer/Le Géographe Canadien*, 24, 5–12. <https://doi.org/10.1111/j.1541-0064.1980.tb00970.x>
- Chigozie, O. (2020). The implication of TALC to tourism planning and development in the global south: Examples from Nigeria. *J. of Tourism and Hospitality Management*, 8, 68–86. <https://doi.org/10.17265/2328-2169/2020.02.003>
- Choy, D. J. L. (1992). Life cycle models for Pacific Island Destinations. *Journal of Travel Research*, 30(3), 26–31. <https://doi.org/10.1177/004728.759203000304>
- Cooper, C. (1992). The Life Cycle Concept and Strategic Planning for Coastal Resorts. *Built Environment (1978-)*, 18(1), 57–66.
- Crompton, J., Reid, I. S., & Uysal, M. (1987). Empirical identification of product life-cycle patterns in the delivery of municipal park and recreation service. *Journal of Park and Recreation Administration*, 5, 17–34.
- Cruz-Milán, O. (2019). Integrating venturesomeness and consumption needs: Effects on destination choice along the TALC. *Journal of Travel & Tourism Marketing*, 36(6), 747.
- Çorum Müze Müdürlüğü. (2022). Çorum Boğazköy Hattuşa ören yeri 2005-2022 yılları arası istatistik tablosu.
- DeJonckheere, M., & Vaughn, L. M. (2019). Semistructured interviewing in primary care research: A balance of relationship and rigour. *Family Medicine and Community Health*, 7(2), e000057. <https://doi.org/10.1136/fmch-2018-000057>
- Formica, S., & Uysal, M. (1995). A Market Segmentation of Festival Visitors: Umbria Jazz Festival in Italy. *Festival Management and Event Tourism*, 3, 175–182. <https://doi.org/10.3727/106.527.095792232523>
- Garay, L., & Cànoves, G. (2011). Six decades of contemporary tourism development in Catalonia. An analysis from the perspective of destination life cycle and regulation theories. A Martins, María Manuela i Calado, Álvaro (Coords.). *Economics and management of tourism*. Retrieved December 15, 2021, from https://www.academia.edu/4982745/Garay_Llu%C3%ADs_C%C3%A0noves_Gemma_2011_Six_decades_of_contemporary_tourism_development_in_Catalonia_An_analysis_from_the_perspective_of_destination_life_cycle_and_regulation_theories_A_Martins_Mar%C3%ADa_Manuela_i_Calado_%C3%81varo_Coords_2011_Economics_and_management_of_tourism
- Getz, D. (1992). Tourism planning and destination life cycle. *Annals of Tourism Research*, 19(4), 752–770. [https://doi.org/10.1016/0160-7383\(92\)90065-W](https://doi.org/10.1016/0160-7383(92)90065-W)
- Guba, E. G., & Lincoln, Y. A. S. (1994). *Competing paradigms in qualitative research*. *Handbook of qualitative research*, 2, 163-194.
- Guest, G., Bunce, A., & Johnson, L. (2006). How Many Interviews Are Enough? *Field Methods*, 18, 59–82. <https://doi.org/10.1177/1525822X05279903>
- Gülenç Birsen, A. (2017). *Destinasyon yaşam döngüsü modeliyle eski ve yeni destinasyonların gelişim süreçlerinin incelenmesi: Yerel halk algısına dayalı planlama önerileri*. (Doktora tezi, Necmettin Erbakan Üniversitesi, Sosyal Bilimler Enstitüsü, Konya). <https://acikerisim.erbakan.edu.tr/xmlui/handle/20.500.12452/3411>
- Gümüşçü, O. (1994). *Boğazkale ilçesi Çorum coğrafyası*. (Yüksek lisans tezi, Ankara Üniversitesi Sosyal Bilimler Enstitüsü, Ankara).
- Güney, İ., & Somuncu, M. (2018). Kuşadası İlçesi'nde turizmin yaşam döngüsü: Mekânsal ve toplumsal öğeler üzerinden bir değerlendirme. *Türk Coğrafya Dergisi* (71), 101-116. <https://doi.org/10.17211/tcd.440799>
- Hovinen, G. R. (1981). A Tourist Cycle in Lancaster County, Pennsylvania. *Canadian Geographies / Géographies Canadiennes*, 25(3), 283–286. <https://doi.org/10.1111/j.1541-0064.1981.tb01649.x>

- Klaus Meyer-Arendt. (1985). The Grand Isle, Louisiana Resort Cycle. *Annals of Tourism Research*, 12, 449–465. https://www.academia.edu/20947029/Barrier_Island_Settlement_and_Landuse_Evolution_A_Gulf_Coast_Model_in_Estuarine_and_Coastal_Management_Tools_of_the_Trade
- Kozak, M., & Martin, D. (2012). Tourism life cycle and sustainability analysis: Profit-focused strategies for mature destinations. *Tourism Management*, 33, 188–194. <https://doi.org/10.1016/j.tourman.2011.03.001>
- Krefting, L. (1991). Rigor in qualitative research: The assessment of trustworthiness. *American Journal of Occupational Therapy*, 45, 214–222.
- Lee, Y., & Weaver, D. (2014). The tourism area life cycle in Kim Yujeong Literary Village, Korea. *Asia Pacific Journal of Tourism Research*, 19(2), 181–198. <https://doi.org/10.1080/10941.665.2012.735681>
- Marsiglio, S. (2018). On the implications of tourism specialization and structural change in tourism destinations. *Tourism Economics*, 24(8), 945–962. <https://doi.org/10.1177/135.481.6618784788>
- Martin, B., & Uysal, M. (1990). An examination of the relationship between carrying capacity and the tourism lifecycle: Management and policy implications. *Journal of Environmental Management*, 31, 327–333. [https://doi.org/10.1016/S0301-4797\(05\)80061-1](https://doi.org/10.1016/S0301-4797(05)80061-1)
- Meng, Z., Wei, Y., & Yu, Y. (2011). On Life cycle of cultural heritage engineering tourism: A case study of Macau. *Systems Engineering Procedia*, 1, 351–357. <https://doi.org/10.1016/j.sepro.2011.08.053>
- Merriam, S. B. (2018). *Nitel araştırma desen ve uygulama için bir rehber*. (Çev: S. Turan). (9. Baskı). Ankara: Nobel Akademik Yayıncılık.
- Miles, M. B., & Huberman, A. M. (2016). *Genişletilmiş bir kaynak kitap: Nitel veri analizi* (Çev: S. Akbaba-Altun & A. Ersoy). (3. Baskı). Ankara: Pegem Akademi.
- Noy, C. (2008). Sampling knowledge: The hermeneutics of snowball sampling in qualitative research. *International Journal of Social Research Methodology*, 11(4), 327.
- Oppermann, M. (1995). Travel life cycle. *Annals of Tourism Research*, 22(3), 535–552. [https://doi.org/10.1016/0160-7383\(95\)00004-P](https://doi.org/10.1016/0160-7383(95)00004-P)
- Richards, G. (2001). *Cultural attractions and European tourism*. Wallingford: CABI. <https://doi.org/10.1079/978.085.1994406.0000>
- Richards, G. (2003). What is cultural tourism? Van Maaren, A. (Ed.), *Erfgoed voor Toerisme*. Nationaal Contact Monumenten.
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21. <https://doi.org/10.13140/RG.2.2.16870.27203>
- Singal, M., & Uysal, M. (2009). Resource commitment in destination management: The case of Abingdon, Virginia. *Tourism*, 57, 329–344.
- Şahin, S. Z. (2021). Hattuşşada miras turizm. Sevim, Kül Avan, Erkan Kadir Şimşek, Özgür Yayla, Muhammer Cenk Birinci (Ed.). *Rekreasyon ve Turizm Araştırmaları* içinde (s. 125-136). Konya: Çizgi Kitabevi.
- Timothy, D. J., & Boyd, S. W. (2003). *Heritage tourism*. Harlow, UK: Pearson Education Limited.
- Tooman. (1997). *Tourism and Development—L. Alex Tooman, 1997*. <https://journals.sagepub.com/doi/10.1177/004.728.759703500305>
- TÜİK. (2022). Turizm istatistikleri, II. çeyrek: Nisan-Haziran 2022. 1 Ağustos 2022 tarihinde <https://data.tuik.gov.tr/Bulten/Index?p=Turizm-Istatistikleri-II.-Ceyrek:-Nisan-Haziran-2022-45787> erişim sağlandı.
- UNESCO (2022). UNESCO Türkiye Milli Komisyonu. 11 Ekim 2022. tarihinde <https://www.unesco.org.tr/Pages/125/122/UNESCO-D%C3%BCnya-Miras%C4%B1-Listesi> erişim sağlandı.
- UNWTO. (2007). *A practical guide to tourism destination management*. Madrid, Spain: World Tourism Organization.
- Uysal, M., Woo, E., & Singal, M. (2012). The Tourist Area Life Cycle (TALC) and Its Effect on the Quality-of-Life (QOL) of Destination Community. In M. Uysal, R. Perdue, & M. J. Sirgy (Eds.), *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities* (pp. 423–443). Springer Netherlands. https://doi.org/10.1007/978-94-007-2288-0_25
- Weaver, G. (1988). Reading proofs with understanding. *Theoria*, 54(1), 31–47. <https://doi.org/10.1111/j.1755-2567.1988.tb00711.x>
- Weaver, K. (1990). Magnesium and Migraine. *Headache: The Journal of Head and Face Pain*, 30(3), 168–168. <https://doi.org/10.1111/j.1526-4610.1990.hed3003168.x>
- Yankholmes, A., & Mckercher, B. (2015). Understanding visitors to slavery heritage sites in Ghana. *Tourism Management*, 51. <https://doi.org/10.1016/j.tourman.2015.04.003>
- Yıldırım, A., & Şimşek, H. (2005). *Sosyal bilimlerde nitel araştırma yöntemleri*. Ankara: Seçkin Yayıncılık.
- Yılmaz, A. İ., & Atila, N. (2021). Profesyonel turist rehberlerinin gözüyle “Hattuşa”. *Turkish Studies-Social*, 16(3), 1375–1404. <https://dx.doi.org/10.47356/TurkishStudies.49587>
- Yin, R. (1984). *Case study research: Design and methods (1st ed.)*. Beverly Hills, CA: Sage Publications.
- Yin, R. (1994). *Case study research: Design and methods (2nd ed.)*. Beverly Hills, CA: Sage Publishing.