



Highlighting the Cultural Richness of a Historical City with Cultural Routes: The Case of Erzurum City

Serkan SİPAHI¹ Muhammed Yusuf TEMEL² Merve SİPAHI³ *

¹Atatürk University, Faculty of Architecture and Design, Department of Interior Architecture, Erzurum/Turkey

²Atatürk University, Faculty of Architecture and Design, Department of Restoration and Conservation, Erzurum/Turkey

³Recep Tayyip Erdoğan University, Faculty of Architecture and Engineering, Department of Landscape Architecture, Rize/Turkey,

Received: 15.01.2023

Accepted: 14.03.2024

Published: 19.03.2024

How to cite: Sipahi, S., Temel, M.Y. & Sipahi, M. (2024). Highlighting the Cultural Richness of a Historical City with Cultural Routes: The Case of Erzurum City. *J. Anatolian Env. and Anim. Sciences*, 9(1), 100-109. <https://doi.org/10.35229/jaes.1419856>

Atf yapmak için: Sipahi, S., Temel, M.Y. & Sipahi, M. (2024). Tarihi Bir Kentin Kültür Zenginliğinin Kültür Rotalarıyla Öne Çıkarılması: Erzurum Kenti Örneği. *Anadolu Çev. ve Hay. Dergisi*, 9(1), 100-109. <https://doi.org/10.35229/jaes.1419856>

* <https://orcid.org/0000-0002-3246-6302>
<https://orcid.org/0000-0002-5684-8671>
<https://orcid.org/0009-0009-6707-1560>

*Corresponding author's:
Merve SİPAHI
Recep Tayyip Erdoğan University, Department
of Landscape Architecture, Rize/Türkiye
✉: merve.ucok@erdogan.edu.tr

Abstract: The study aims to classify various tourist attractions in the culturally rich city of Erzurum, creating cultural tourism routes with both tangible and intangible values. Within this scope, areas with high cultural value were identified, and 7 tourism classifications were made (Sports, Gastronomy, Art, Festival, Scientific, Fair, Religious and Holiday Tourism), and a cultural route was created for each class. Cultural routes based on tourism classifications were examined, taking into account their locations, route lengths, and usage durations. 7 different cultural route proposals were mapped and presented. Based on the obtained data, the longest routes were 24.7 km for Religious and Holiday Tourism route (including tombs, madrasahs, mosques, etc.), 23 km for Sports Tourism Route (including winter tourism areas, etc.) and Art Tourism Route (including cultural centers, museums, squares, etc.). Considering the route durations, they are listed as art tourism (4 days), religious and holiday tourism (3 days), fair tourism (3 days), sports and science tourism (2.5 days). The study aims to contribute to a better understanding of the city's history and culture by tourists through different routes. These routes will support cultural sustainability and contribute to sustainable development goals. Considering visitor satisfaction and public participation, the cultural routes established in this study can serve as a guide for future projects.

Keywords: Cultural route, cultural heritage, Erzurum, tourism.

Tarihi Bir Kentin Kültür Zenginliğinin Kültür Rotalarıyla Öne Çıkarılması: Erzurum Kenti Örneği

Öz: Çalışma kültürel zenginliğe sahip Erzurum kentinde çeşitli turistik cazibe noktalarını sınıflandırarak somut ve somut olmayan değerleri ile çeşitli kültürel turizm rotaları oluşturmayı amaçlamaktadır. Bu kapsamda kültürel değeri yüksek alanlar belirlenerek 7 turizm sınıflandırması yapılarak (Spor, Gastronomi, Sanat, Festival, Bilimsel, Fuar, Dini ve Bayram Turizmi) her bir sınıf için kültür rotası oluşturulmuştur. Turizm sınıflandırmalarına dayalı kültür rotaları; konumları, rota uzunlukları ve kullanım süreleri dikkate alınarak incelenmiş ve 7 farklı kültür rota önerisi haritalandırılarak sunulmuştur. Elde edilen veriler sonucunda en uzun rotalar 24,7 km ile Dini ve Bayram Turizmi rotası (türbeler, medreseler, camiler vb.), 23 km ile Spor Turizmi Rotası (kış turizm alanları vb.) ve Sanat Turizmi Rotası (23 km) kültür merkezleri, müzeler, meydanlar vb.) olmuştur. Rota süreleri dikkate alındığında ise sırasıyla sanat turizmi (4 gün), dini ve bayram turizmi (3 gün), fuar turizmi (3 gün), spor ve bilim turizmi (2,5 gün) olarak sıralanmaktadır. Çalışmanın farklı rotalar ile kent tarihinin ve kültürünün kente gelen turistler tarafından daha iyi algılanmasına katkıda bulunması hedeflenmektedir. Bu rotalar kültürel sürdürülebilirliği desteklerken sürdürülebilir kalkınma hedeflerine de katkı sağlayacaktır. Çalışmada altlığı oluşturulan kültürel rotalar ziyaretçilerin memnuniyeti ve halkın katılımı da dahil edilerek gelecek çalışmalara ışık tutabilir.

*Sorumlu yazar:
Merve SİPAHI
Recep Tayyip Erdoğan Üniversitesi, Peyzaj
Mimarlığı Bölümü, Rize/Türkiye
✉: merve.ucok@erdogan.edu.tr

Anahtar kelimeler: Erzurum, kültür rotası, kültürel miras, turizm.

INTRODUCTION

The historical and cultural structure of cities holds significant importance in achieving sustainable development goals (Zhang et al., 2023). Cities face challenges such as the attractiveness of spaces in the context of globalizing economies and changing socio-cultural structures (Guerreiro & Mendes, 2014; Mitoula et al., 2020). In recent years, cities have begun to use culture as a tool to differentiate themselves with their unique qualities and to enhance spatial attractiveness. In this context, the culture addressed holds strategic importance for innovative and appealing tourism experiences (Griffiths, 2006; Herrero et al., 2006). Cultural resources consist of both material and spiritual elements, encompassing natural factors, historical resources, tangible and intangible assets. Tangible cultural heritage is grouped into tangible immovable and movable resources, representing buildings, monuments, landscapes, and artworks (Briedenhann & Wickens, 2004). Traditional textures and structures constitute concrete reflections of societies' cultures (Kartal & Dinçer, 2023). Intangible cultural heritage can be described as the entirety of people's experiences (Diker, 2016).

Fundamentally, culture is an integral part of tourism. Cultural resources play a crucial role in supporting not only urban attractiveness but also cultural sustainability (Pine & Guilmore, 1999; Landry, 2000; Richards & Palmer, 2010). While culture represents the spiritual and material values created by society over time, cultural tourism is a type of tourism that aims to meet the intellectual needs of society with a focus on cultural heritage (Krogmann et al., 2021). In cultural tourism, emphasis is placed not only on monuments and structures but also on the experience of living culture (Pavlogeorgatos & Konstantoglou, 2004). From this perspective, culture, tourism, and cultural heritage are concepts that should be approached holistically, considering both tangible and intangible elements (Kalaycı & Özçatalbaş, 2019; Mitoula et al., 2020).

Route-based tourism, prominent in cultural tourism, holds significant importance for the sustainable development of tourism in historical and cultural areas, serving as a crucial tool for management and utilization for cities (Sheng & Tang, 2015; Calabrò et al., 2015; Mitoula et al., 2020). A route can be described not only as a physical path but also as paths intertwined with the identity of the traversed geography, possessing a distinctive character (Kavak, 2019; Büyük & Can, 2020). Ensuring the sustainability of cultural heritage, as emphasized by the World Tourism Organization (WTO, 1997), involves creating different tourism routes for visitors, making it a matter of great importance (King, 2012; Hitchcock, 2021).

In this context, the aim is to guide visitors to different routes according to their needs, promoting tourism,

preserving, revitalizing, and showcasing cultural heritage (Assessment, 2005; Bjeljic et al., 2015; Krogmann et al., 2021). Therefore, various organizations such as UNESCO, the World Heritage Committee, and the Council of Europe have undertaken various initiatives; in 1987, the Council of Europe established the first European cultural and tourism route, "The Santiago de Compostela" pilgrimage route located in Spain (Capp, 2002; Büyük & Can, 2020).

Cultural tourism routes can contribute to visitors' spiritual and psychological well-being, facilitating the development of conservation behaviors towards cultural heritage (Çorbacı, 2016; Sanagustín-Fons et al., 2020; Martin et al., 2021). Cultural routes also serve as a bridge between the past and the present, contributing to the transmission of cultural heritage to future generations (Ramkissoon et al., 2013; Ramkissoon, 2015). Cultural routes can be classified fundamentally as thematic, historical, and mixed cultural routes and based on scales, as urban, local, and supra-local cultural routes (Koçan & Çorbacı, 2012; Mitoula et al., 2020).

Cultural routes are created with the primary goal of preserving the culture of the geographical area where the route is located and keeping historical traces alive (Asmadilli & Eser, 2020; Çorbacı & Dönmez, 2021; Bilgin, 2021). In this context, a comprehensive route design should be developed by taking into account various data such as visitors' ages, interests, cultural levels, tourism purposes, expectations, and education levels, infrastructure analysis, terrain conditions, user profile, time to be spent, and local participation (Halaç & Benzer, 2019; Asmadilli & Eser, 2020; Çorbacı et al., 2022).

The conducted study aims to classify the rich cultural heritage and various tourist attractions of the city of Erzurum, creating cultural tourism routes based on different categories and considering both tangible and intangible values.

MATERIAL AND METHOD

In the study, Erzurum, considered within the scope of a cultural route, is situated on the northern slopes of Mount Palandoken and the southeastern plains where the Karasu River (Euphrates River) flows. Some of the oldest settlements in Anatolia have emerged from this region, hosting numerous civilizations (Ministry of Culture and Tourism, 2022). Throughout its life journey, the city has experienced fluctuating periods, evolving alongside these events and transforming into its current state. All these factors have contributed to shaping the cultural structure of the city. Erzurum, with its rich natural and cultural resources, possesses the characteristic of being a frequently traveled city. Its positioning on trade routes, significance as a notable settlement, hosting diverse societies throughout history, and

its multi-layered and unique structure in terms of tangible and intangible cultural elements have contributed to this. The study includes three districts affiliated with the city of Erzurum within its boundaries (Aziziye, Yakutiye, and Palandoken) (Figure 1).



Figure 1. Study area.

Method: The study was conducted in three stages. In the first stage, a literature review and data collection were performed, utilizing city maps, zoning plans, and photographs. In the second stage, on-site inspections were conducted through fieldwork in the study area, identifying structures and areas with high tourism potential of historical and cultural value. Based on the obtained data, classifications were made for tourism types with high potential in Erzurum, and different cultural routes were created for various tourism purposes, presented on maps. The tourism types identified for the city were evaluated under 7 main categories (Sports Tourism, Gastronomy Tourism, Art Tourism, Festival Tourism, Scientific Tourism, Fair Tourism, Religious and Holiday Tourism). Maps also included public transportation stops to determine public transportation options along the routes. In the final stage, parameters were determined, including the lengths of the 7 different routes created based on tourism types, key points within them, and route durations. In the creation of tourism and cultural routes, international organizations such as UNESCO, ICOMOS, World Tourism Organization, and the European Council, as well as the international criteria set by these organizations, were taken into account.

FINDINGS

The findings obtained in the study are categorized under two main headings. Within this scope, cultural routes based on tourism types in the city and the usage characteristics of these routes are presented.

Recommended Cultural Routes Based on Tourism Types in the City: Within the scope of the study, tourism types that are popular in Erzurum and have high tourism potential were created based on literature review and fieldwork and are provided in Table 1. Tourism types that are not popular in Erzurum were excluded from the study. Among the included tourism types, photography tourism

was considered together with art tourism. Winter tourism was examined under the title of sports tourism. Holiday tourism and religious tourism were considered under a single title. Technical tourism, congress tourism, and seminar tourism were analyzed as scientific tourism. Although thermal tourism, leisure tourism, and exploration tourism are popular in Erzurum, they were not included in the data as they are related to districts outside the city and study area (Table 1).

Table 1. Popular tourism types attracting tourists in the scope of the study.

In the Scope of the Study, Translation of "Popular Tourism Types Attracting Tourists"
• Sports Tourism
• Gastronomy Tourism
• Art Tourism
• Festival Tourism
• Scientific Tourism
• Religious and Holiday Tourism
• Fair Tourism

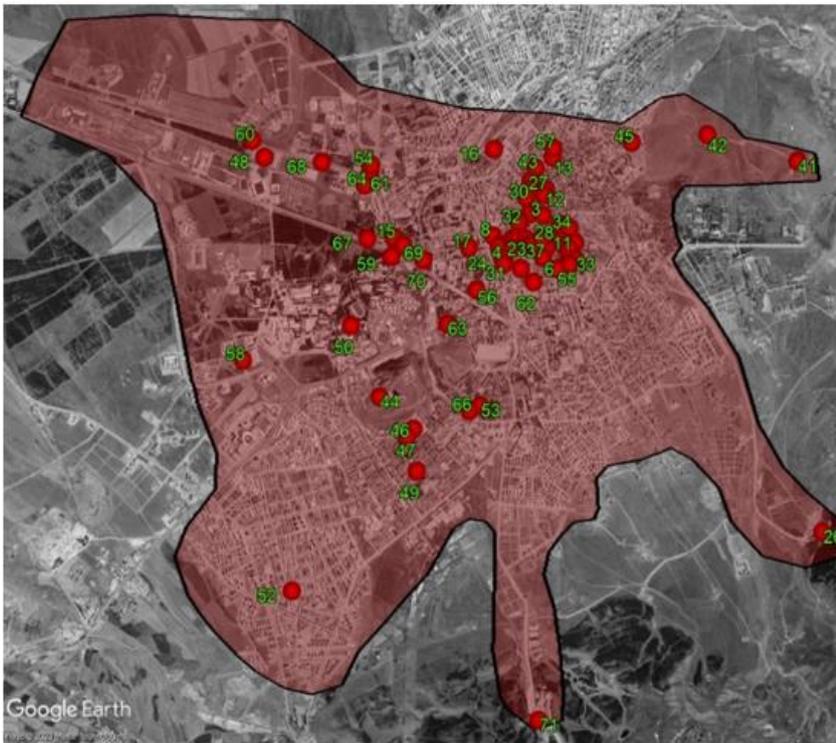
By examining all the data, key reference points to be included in the route in Erzurum have been identified. According to the tourism types specified in Table 1, there are 71 significant reference points in Erzurum. These points are scattered in the districts connected to the city center and concentrated in the city center (Figure 2).

Sports Tourism Route: The sports tourism route is a proposed route for visitors who come to the city for various sports activities. The route includes 14 destination points and is 23 km long (Figure 3). The route starts from the Erzurum Curling Hall and ends at the Palandoken Mountain point. The route can be explored on foot, by vehicle, or using public transportation.

The selected points on the route for visitors to the city include Ski Jumping Towers, Curling Hall, Ice Skating Rink, and Palandoken Mountain, specifically chosen for winter sports tourism. The ski center, recreational areas, accommodations, relaxation, and entertainment are frequently preferred by visitors. The Olympic Swimming Pool, Efkan Ala Culture Center, and Yakutiye Youth Center points are more suitable for water sports and body training. Atatürk University and Erzurum Technical University have facilities for both academic studies in sports science and the realization of sports activities. Cumhuriyet Avenue and Havuzbaşı locations are usable points for visitors' shopping and accommodation needs. MNG, Palerium, and Forum Shopping Malls are essential points that cater to visitors' needs for relaxation, shopping, and dining.

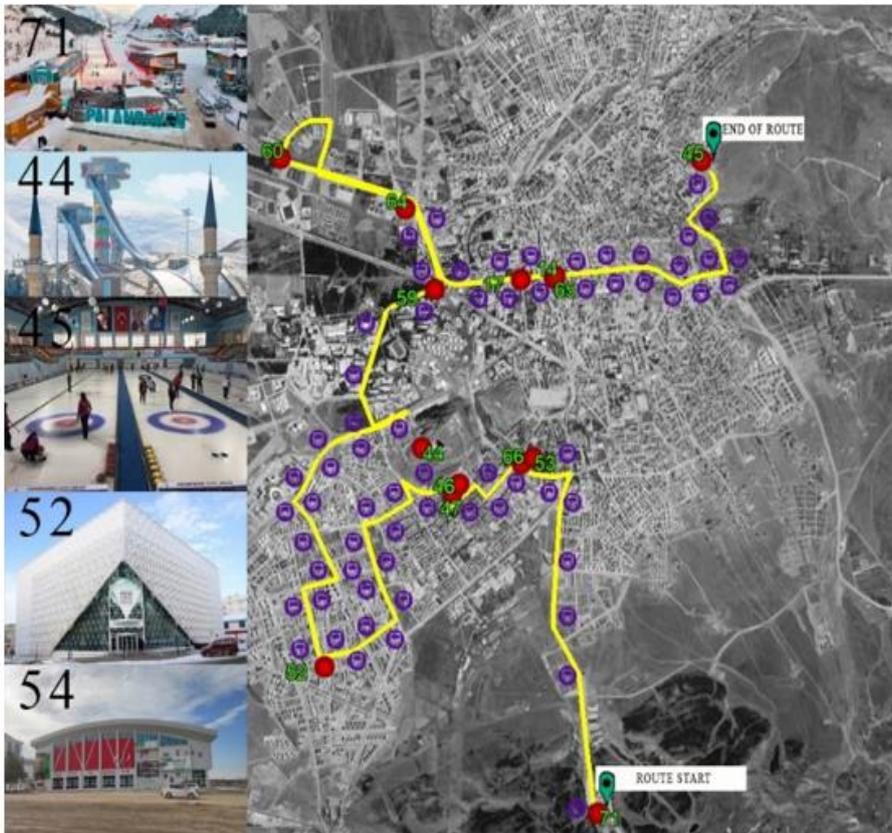
Gastronomy Tourism Route: The gastronomy tourism route is proposed for visitors who come to Erzurum to see the city's culinary culture and foods. The route consists of 11 destinations and is 8.5 km long (Figure 4). The route starts from Forum Shopping Mall and ends on Kongre Street. The route can be explored on foot, by vehicle, or using public transportation. Points on this route, such as the Old Erzurum Houses and Paşa Bey Mansion, are places where both

Erzurum flavors can be tasted and the culinary culture of Erzurum can be observed. It is possible to find traces of Erzurum culture and history through their interior designs.



1. Ciftemireli Madrasa	25. Uckumbetler	48. Recep Tayyip Erdogan Fair Area
2. Yakutiye Madrasa	26. Abdurrahman Gazi Tomb	49. Asik Summani Cultural Center
3. Kursunlu Mosque	27. Tomb of Habib Baba	50. Nene Hatun Cultural Center
4. Ahmediyya Madrasa	28. Tomb of Cincime Hatun	51. Ibrahim Erkal Cultural Center
5. Erzurum Houses	29. Muratpasa Bath	52. Efsan Ala Cultural Center
6. Pasabey Mansion	30. Erzurum Bath	53. Necip Fazil Kiskanek Cultural Center
7. Castle of Erzurum	31. Seyhler Bath	54. Yakutiye Youth Center
8. Ataturk House	32. Boyahane Bath	55. Erzurum Museum
10. Tas Bazaar	33. Saray Bath	56. Archeology Museum
11. Tebrizkapi Art Bazaar	34. Tabakhane Fountain	57. Congress Building
12. Bakircilar Art Bazaar	35. Sabahane Fountain	58. Ataturk Museum
13. Congress Avenue	36. Cennet Fountain	59. Ataturk University
14. Republic Street	37. Tas ambarlar	60. Erzurum Technical University
15. Terminal Street	38. Rustem Pasha Bedesten	61. Erzurum City Library
16. Train Station	39. Yakutiye Municipality	62. Erzurumlu Emrah Library
17. Havuzbasi	40. Regional Administrative Court	63. Erzurum State Theater
18. Yakutiye City Square	41. Aziziye Bastion	64. MNG Shopping Mall
19. Grand Mosque	42. Mecidiye Bastion	65. Pallerium Shopping Center
20. Lalapasa Mosque	43. Demirciler Church (Feth Mosque)	66. Forum Shopping Mall
21. Gurcukapi Mosque	44. Ski Jump Towers	67. Botanical Park
22. Narmanli Mosque	45. Erzurum Curling Hall	68. Olympic Park
23. Caferye Mosque	46. Ice Skating Rink	69. 100th Year Park
24. Muratpasa Mosque	47. Olympic Swimming Pool	70. Arziye Park

Figure 2. Reference points in Erzurum.



14. Republic Street
17. Havuzbasi
44. Jump Towers
45. Erzurum Curling Hall
46. Ice Skating Rink
47. Olympic Swimming Pool
52. Efsan Ala Cultural Center
54. Yakutiye Youth Center
59. Ataturk University
60. Erzurum Technical University
64. MNG Shopping Mall
65. Pallerium Shopping Mall
66. Forum Shopping Mall
71. Palandoken Mountain

Figure 3. Sports Tourism Route destination points

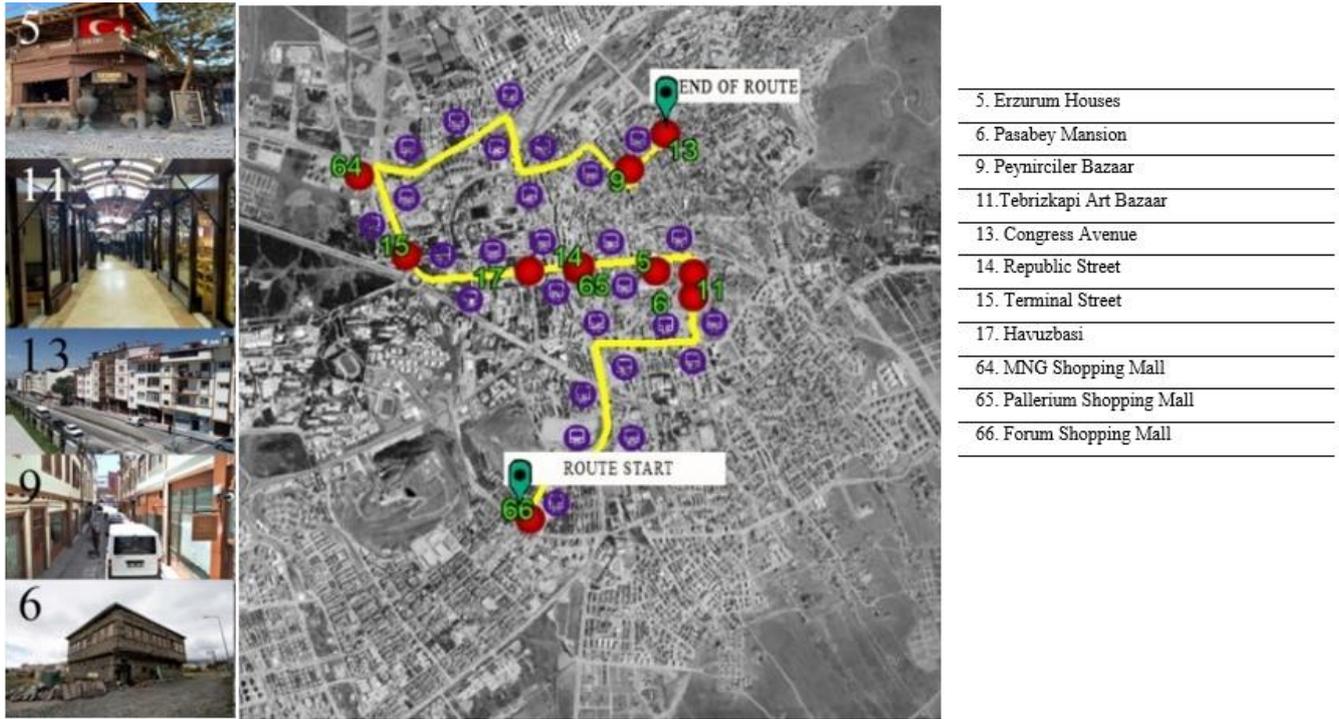


Figure 4. Gastronomy Tourism Route destination points.

Tebrizkapi Art Bazaar encompasses both dining and shopping areas. Peynirciler Bazaar is a street where Erzurum's registered "göğermis cheese" and other local cheeses can be found. Kongre Street, Cumhuriyet Avenue, and Terminal Street host places where Erzurum's famous "cag kebab" and "kadayif dolma" can be tasted. Havuzbasi is also an effective location in connecting these points. Finally, shopping malls are usual points for both relaxation and shopping.

Art Tourism Route: The art tourism route is recommended for visitors who come to the city to practice or witness any kind of artistic activity. The route consists of 60 destination points and is 23 km long (Figure 5). This route has the most destination points in Erzurum. The route starts from Aşık Sümmani Cultural Center and ends at Aziziye Bastions. The route can be explored on foot, by vehicle, or using public transportation. There are many points on the route where historical structures are located. These points provide information about the city's history and harbor art within them. In addition, Bakırcılar Bazaar on the route highlights copper craftsmanship. Cultural Centers, Museums, Libraries, and Erzurum State Theater are selected points on the route based on the route's purpose. Universities are included in the route because they are places where art educators are located. In addition to this, city parks and open green spaces are included in the route due to their botanical structure, green spaces, designs, and occasionally serving as an open-air museum and event area.

Festival Tourism Route: The festival tourism route is recommended for visitors who come to the city to attend festivals and events. The route, which has 23 destination points, is 17.8 km long. Open spaces in the city are included in the route because they host festivals. Olympic Park, especially where oil wrestling competitions are held, is one of them. Asik Sümmani Festivities, Asıklar Festivities, and Asik Reyhani commemoration festivities are also held in Olympic Park and Cultural Centers (Figure 6).

Scientific Tourism Route: The scientific tourism route is proposed for the use of users coming to the city for seminars, conferences, and all kinds of research. This route consists of 25 destination points covering 17.5 km (Figure 7). Starting from the Aşık Sümmani Cultural Center, the route ends at the Congress Building point. The route can be explored on foot, by vehicle, or using public transportation. Erzurum Castle, Atatürk House, Tebrizkapi Art Bazaar, Republic Avenue, Havuzbaşı, Yakutiye Municipality, and the Regional Administrative Court are points with the ability to preserve the city's memory for researchers interested in conducting research about the city. In addition to these, museums, libraries, and the Erzurum State Theater are indispensable points for researchers. Universities are also among the most important places researchers would like to visit. Culture Centers host events such as seminars and conferences organized in the city. The Botanical Park is an important location for plant science, especially with its endemic species. Finally, shopping malls are included in the route to meet the needs of visitors (Figure 7).

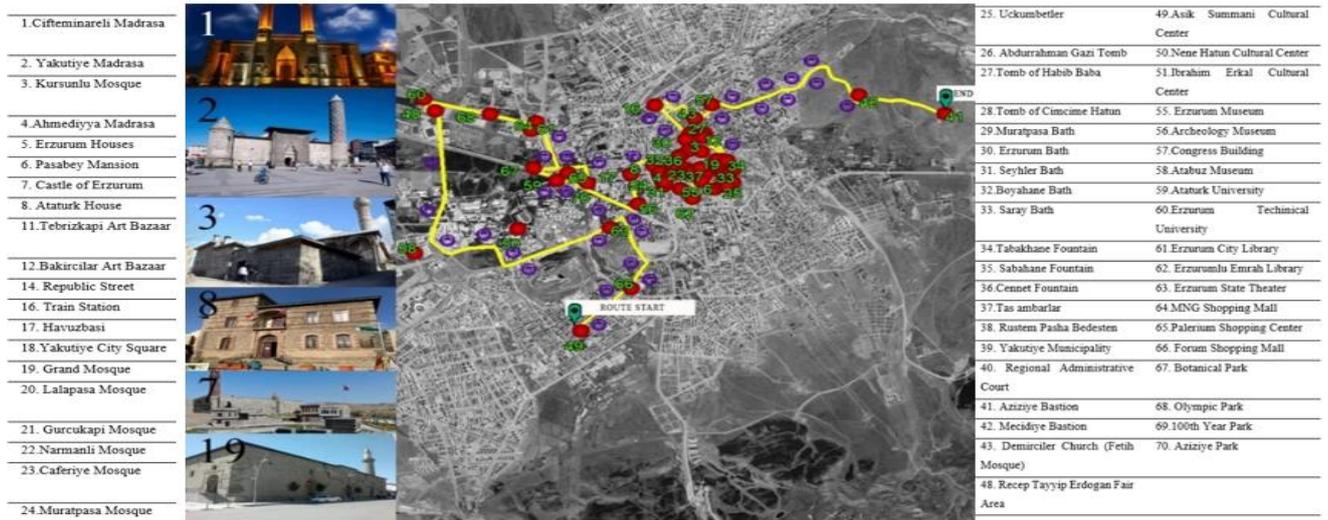


Figure 5. Art Tourism Route destination point

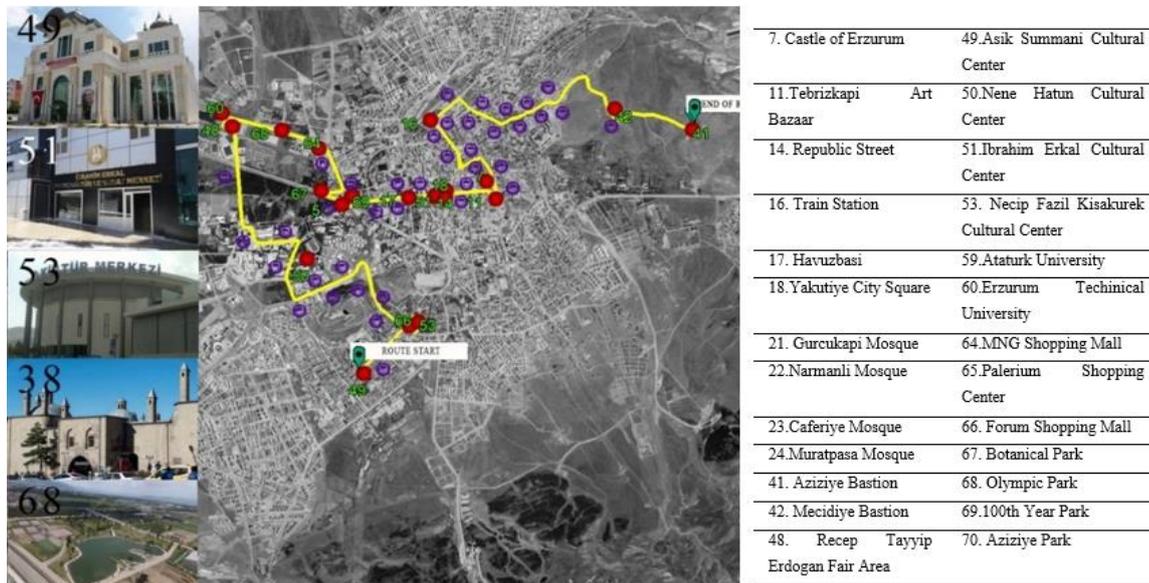


Figure 6. Festival Tourism Route destination points

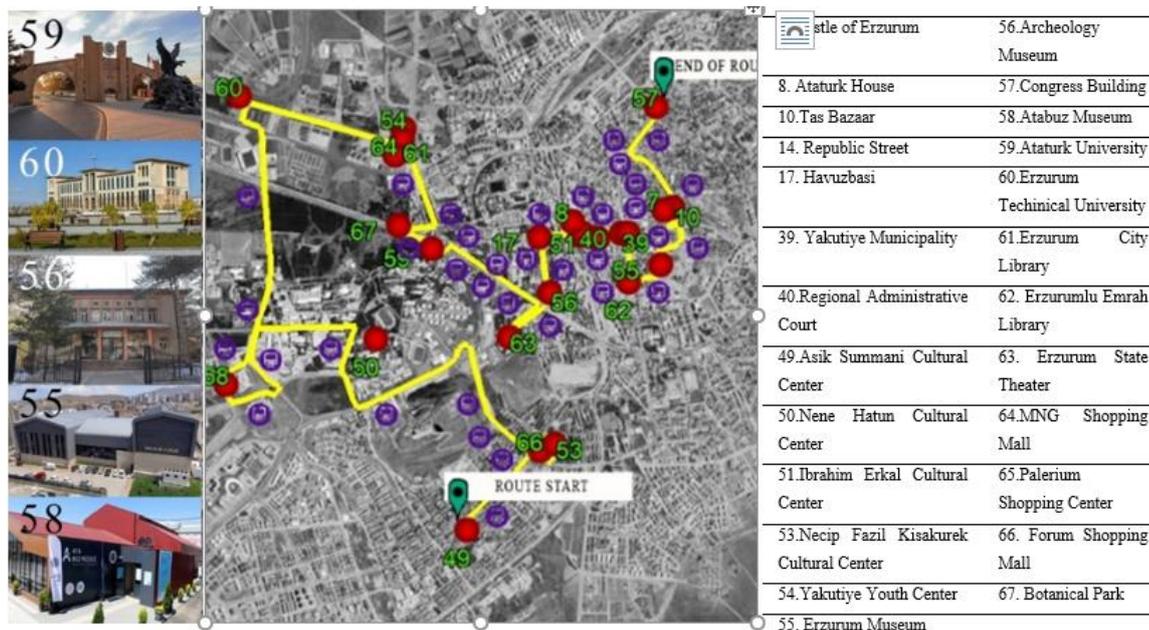


Figure 7. Scientific Tourism Route destination points.

Religious and Holiday Tourism Route: The religious and holiday tourism route is recommended for visitors coming to the city during religious and national holidays, as well as those participating in religious activities organized in the city (Figure 8).

This route consists of 38 destination points and covers a distance of 24.7 km, making it the longest route. Starting from the Abdurrahman Gazi Mausoleum, the route ends at the Aziziye Bastion point. The route can be explored on foot, by vehicle, or using public transportation. Medreses, mosques, mausoleums, and fountains serve tourists visiting for religious tourism purposes and are included in the route for this purpose. In addition, the Three

Tombs have been added to the route for tourists with religious significance. Erzurum Castle, Atatürk House, Congress Street, Republic Avenue, Havuzbaşı, Yakutiye City Square, and Congress Building are included in the route for visitors coming to the city during national holidays. Culture Centers, Universities, and libraries are also included in the route as they carry images suitable for the route's purpose, necessitating a visit. Finally, shopping malls are included in the route to meet visitor needs.

Fair Tourism Route: The fair tourism route is recommended for users who will participate in various fairs held in the city. The route, consisting of 28 destination points, covers a distance of 20.5 km (Figure 9).



Figure 8. Religious and Holiday Tourism Route destination points

1.Cifteminareli Madrasa	42. Mecidiye Bastion
2. Yakutiye Madrasa	43. Demirciler Church (Fetih Mosque)
3.Kursunlu Mosque	49.Asik Summani Cultural Center
4.Ahmediyya Madrasa	50.Nene Hatun Cultural Center
7. Castle of Erzurum	51.Ibrahim Erkal Cultural Center
8. Ataturk House	53.Necip Fazil Kisakurek Cultural Center
13.Congress Avenue	57.Congress Building
14. Republic Street	60.Erzurum Technical University
17. Havuzbasi	61.Erzurum City Library
27.Tomb of Habib Baba	62. Erzurumlu Emrah Library
34.Tabakhane Fountain	
35. Sabahane Fountain	64.MNG Shopping Mall
36.Cennet Fountain	65.Palerium Shopping Center
41. Aziziye Bastion	66. Forum Shopping Mall

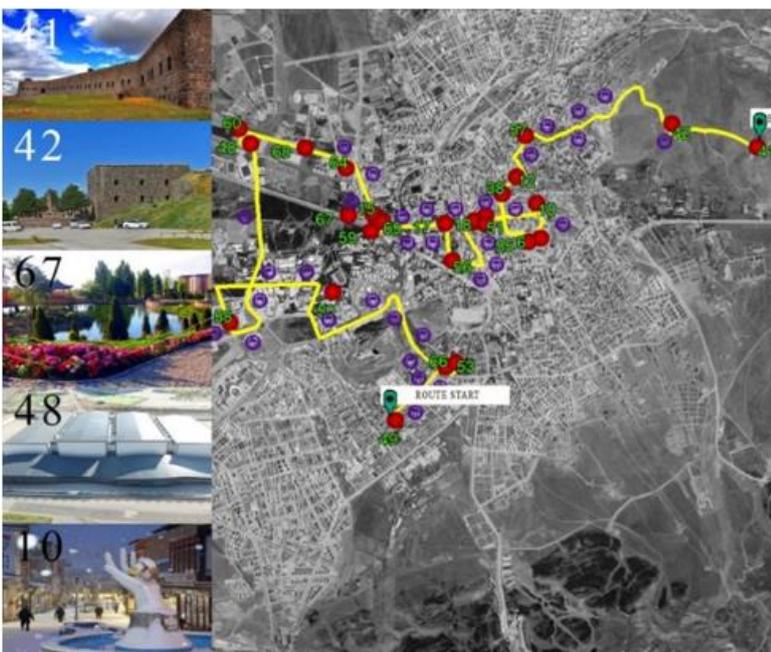


Figure 9. Fair Tourism Route destination points.

6. Pasabey Mansion	50.Nene Hatun Cultural Center
7. Castle of Erzurum	51.Ibrahim Erkal Cultural Center
8. Ataturk House	53.Necip Fazil Kisakurek Cultural Center
9.Peynirciler Bazaar	55. Erzurum Museum
10. Tas Bazaar	56.Archeology Museum
12.Bakircilar Art Bazaar	57.Congress Building
14. Republic Street	58.Atabuz Museum
15. Terminal Street	59.Ataturk University
17. Havuzbasi	60.Erzurum Technical University
18. Yakutiye City Square	64.MNG Shopping Mall
38. Rustem Pasha Bedesten	65.Palerium Shopping Center
41. Aziziye Bastion	66. Forum Shopping Mall
42. Mecidiye Bastion	67. Botanical Park
48. Recep Tayyip Erdogan Fair Area	68. Olympic Park
49.Asik Summani Cultural Center	69.100th Year Park Center

Starting from the Aşık Summani Cultural Center, the route ends at the Aziziye Bastion point. The route can be explored on foot, by vehicle, or using public transportation. Locations hosting small or large-scale fairs in the city have been selected and added to the route for tourists. These points are considered under fair tourism due to the exhibition and sale of products. In large-scale fairs, closed fairgrounds such as the Recep Tayyip Erdoğan Fair Area or open fairgrounds like the Olympic Park are used. In addition to this, small-scale fairs use markets, city squares, museums, and parks. Shopping malls are included in this route both for fair purposes and to meet visitor needs.

Cultural Routes Usage Features: In the analysis of route durations, the lengths of the routes were primarily

calculated using Google Earth Pro for destination points. After this calculation, considering that an average person can walk 5 km in an hour, the walking distances of the routes were determined. In the routes, not only walking but also the time spent at landmarks was taken into account, and the durations spent at landmarks for each route were determined on average. These obtained data were collected to reveal the hourly durations of the routes. Then, assuming a tourist would dedicate an average of 8 hours a day to sightseeing, the route durations were classified on a daily basis. As a result of this analysis, it is envisaged that the sports tourism route will take an average of 2.5 days, the Gastronomy route 1 day, the Art route 4 days, the Festival route 2 days, the Scientific route 2.5 days, and the Fair route, Religious, and Holiday routes each 3 days (Table 2).

Table 2. Route Lengths and Recommended Durations.

Route Name	Route Length	Time Spent at Landmarks	Route Duration	Route Classification
Sports Tourism	23 km (4.6 hrs)	15 mins	19.6 hrs	2.5 days
Culinary Culture Tourism	8.5 km (1.7 hrs)	7 mins	8.7 hrs	1 day
Art Tourism	23 km (4.6 hrs)	28 mins	32.6 hrs	4 days
Festival Tourism	17.8 km (3.56 hrs)	12 mins	15.56 hrs	2 days
Scientific Tourism	17.5 km (3.5 hrs)	17 mins	20.5 hrs	2.5 days
Fair Tourism	20.5 km (4.1 hrs)	19 mins	23.1 hrs	3 days
Religious and Holiday Tourism	24.7 km (4.94 hrs)	20 mins	24.94 hrs	3 days

DISCUSSION AND CONCLUSION

The aim of this study was to create cultural and tourism routes for 7 different types of tourism in the city center of Erzurum. In this context, 71 prominent tourism spots in the city of Erzurum were determined and cultural routes with different characteristics were created. According to the data obtained, while Religion and Holiday tourism (24.7 km) has the longest route and destination in Erzurum, which is a winter city, the other routes are listed as art tourism (23 km), sports tourism (23 km) and fair tourism (20.5 km). As a result of daily route usage calculations for visitors on the cultural routes created, it is estimated that the art route will take 4 days, the religious and holiday route will take 3 days, and the sports tourism route and science route will take 2.5 days. When examining the created routes within the scope of the study, it can be observed that the routes support the tourism potential in the city center and highlight the cultural values of the city. The emphasis of the created routes on the cultural values of the city proves the accuracy of the importance given to tourism and cultural routes by organizations such as UNESCO, the World Heritage Committee, and the Council of Europe (Moulin & Boniface, 2001).

Presenting the values of the city according to the interests ensures that the expectations of tourists regarding the city are met intensively. The use of the routes created

in this study will contribute to the sustainability of tourism and cultural heritage.

In conclusion, the cultural and tourism routes developed in this study not only cater to the diverse interests of tourists but also contribute to the sustainable development goals of the city. The emphasis on cultural values in the routes aligns with the global recognition of the importance of preserving and promoting cultural heritage for sustainable tourism and development.

The study has resulted in the creation of cultural and tourism routes for Erzurum; the durations of these routes have been calculated based on the lengths of the routes. The calculations show that the durations of the routes vary between 1 day and 4 days. Adjustments to the route lengths should be made to create a diversity of cultural routes for different time period groups.

Within the scope of the study, a total of 71 destination points within the working area of the city were identified and marked on the map by examining Conservation-Oriented Zoning Plans and the city's old maps. When the distribution of these points was analyzed, it was determined that they generally concentrate in the city center. Especially in the central location of the city, the concentration includes cultural areas, commercial areas, and areas that are both cultural and commercial. Accommodation and health areas in the city are generally located outside the city, with Palandoken Mountain particularly containing a concentration in terms of accommodation. Considering the transportation

infrastructure, it can be stated that for the development of tourism, public transportation facilities need to be improved between the health and accommodation-intensive areas and the city center; it is necessary to enhance transportation options with rail systems (Hacia, 2019).

ACKNOWLEDGEMENTS

This study is supported by Atatürk University Scientific Research Projects Coordinatorship, Project Number: FYL-2023-13186.

REFERENCES

- Asmadili, V.U. & Eser, E. (2020).** Sultan Alparslan'ın Anadolu fetih güzergâhı üzerinden bir kültür rotası önerisi. *Akademik Tarih ve Düşünce Dergisi*, 7(4), 2386-2406.
- Assessment, M.E. (2005).** *Ecosystems and human well-being*, Island Press, Washington, DC, 563p.
- Bilgin, A.U. (2021).** *İstanbul'da Bir Kültür Rotası Örneği (Tasavvuf Mirası)*. Yüksek Lisans Tezi, İstanbul Üniversitesi Sosyal Bilimler Enstitüsü, İstanbul, Türkiye, 143s.
- Bjeljac, Ž., Terzic, A. & Petrovic, M.D. (2015).** Cultural routes-the development of new tourist destinations in Serbia. *In Sustainable Development Of Tourism Market: International Practices And Russian Experience*, 14-18.
- Briedenhann, J. & Wickens, E. (2004).** Tourism routes as a tool for the economic development of rural areas-vibrant hope or impossible dream?. *Tourism Management*, 25(1), 71-79.
- Büyük, Ö. & Can, E. (2020).** Zeytinyağı kültürel rotalarının turizm potansiyeli açısından değeri ve Türkiye'de uygulanabilirliği. *Ankara Hacı Bayram Veli Üniversitesi Turizm Fakültesi Dergisi*, 23(1), 191-210.
- Calabrò, F., Campolo, D., Cassalia, G. & Tramontana, C. (2015).** Evaluating cultural routes for a network of competitive cities in the mediterranean sea: the eastern monasticism in western mediterranean area. *Advanced Materials Research*, 1073, 1418-1422.
- Capp, S. (2002).** The European Institute of Cultural Routes; Council of Europe: Strasbourg, France.
- Elston, R. (1989).** Fish viruses, In: Austin, B. & Austin, D.A. (Ed), *Methods for the microbiological examination of fish and shellfish, 1st ed.*, 216-239p, Ellis Horwood Ltd., Chichester, UK.
- Çorbacı, Ö. L. (2016).** Global Issues and Trends in Tourism, Avcıkurt, C., Dinu, M., Hacıoğlu, N., Efe, R., Soykan, A. & Tetik, N. (Ed), *The evaluation of the tourism and recreational potential of Amasra in terms of landscape planning*, 726p, St. Kliment Ohridski University Press, Sofia.
- Çorbacı, Ö.L. & Dönmez, Y. (2021).** Makro Perspektiften Turizm Stratejileri, Doç. Dr. Aziz Gökhan Özkoç, A.G., Kendir, H. & Arslan, E. (Ed.), *Ekolojik ve kültürel perspektiften sürdürülebilir turizm gerçeği*, 201-211p, Detay Yayıncılık, Ankara, Turkey.
- Çorbacı, Ö.L., Oğuztürk, T., Ercan Oğuztürk, G., Üçok, M. & Aydın F. (2022).** Doğal ve Kültürel Peyzaj Değerinin Turizm Potansiyeline Etkisi: Rize Ziraat/ Botanik Çay Bahçesi Örneği. *Journal of Humanities and Tourism Research*, 12(1), 56-67.
- Diker, O. (2019).** Kültürel miras ile kültürel miras turizmi kavramları üzerine kavramsal bir çalışma. *The Journal of Academic Social Science*, 30(30), 365-374.
- Garau, C. (2015).** Perspectives on cultural and sustainable rural tourism in a smart region: The case study of Marmilla in Sardinia (Italy). *Sustainability*, 7(6), 6412-6434.
- Ghadirian, P. & Bishop, I.D. (2008).** Integration of augmented reality and GIS: A new approach to realistic landscape visualisation. *Landscape and Urban Planning*, 86(3-4), 226-232.
- Griffiths, R. (2006).** City/culture discourses, evidence from the competition to select the european capital of culture 2008. *European Planning Studies*, 14 (4), 415-430.
- Guerreiro, M. & Mendes, J. (2014).** Experiencing the tourist city, the european capital of culture in re-designing city routes. *Journal of Spatial and Organizational Dynamics*, 2(4), 288-306.
- Hacıa, E. (2019).** The role of tourism in the development of the city. *Transportation Research Procedia*, 39, 104-111.
- Halaç, H. & Benzer, M. (2019).** Küçük yerleşim yerlerinin turizme açılmasında kültürel mirasın rota ile kurgulanması. *Geomatik*, 4(1), 23-29.
- Herrero, L.C., Sanz, J.Á., Devesa, M., Bedate, A. & Del Barrio, M.J. (2006).** The economic impact of cultural events: a case-study of Salamanca 2002, European Capital of Culture. *European Urban and Regional Studies*, 13(1), 41-57.
- Hitchcock, M. (2021).** *Heritage Tourism in Soithest Asia*. NIAS Press, Copenhagen, Denmark, 322p.
- Kalaycı, M. & Özçatalbaş, O. (2022).** Kültürel mirasın kırsal turizm bakımından önemi. *Uluslararası Kırsal Turizm ve Kalkınma Dergisi*, 5(1), 2602-4462.
- Kartal, S. & Dinçer, A.E. (2023).** Tarihi çevrede eski-yeni yapı uyumunun 3 boyutlu fraktal analiz yöntemi ile incelenmesi: Safranbolu örneği. *Gümüşhane Üniversitesi Fen Bilimleri Dergisi*, 13(4), 1110-1126.
- Kavak, M. (2019).** *Frig yolunun turizm ve kültür rotası açısından değerlendirilmesi*. Ege Üniversitesi Sosyal Bilimler Üniversitesi, İzmir, Türkiye.
- King, V.T. (2012).** Editorial: culture, heritage and tourism in southeast Asia. *Pertanika J. Soc. Sci. & Hum*, 20(1).

- Koçan, N. & Çorbacı, Ö. L. (2012).** New approaches in the protection process of historical environments: congress tourism, a sample research on Safranbolu-Bazaar. *Mehmet Akif Ersoy Üniversitesi Fen Bilimleri Enstitüsü Dergisi*, 3(2), 31-36.
- Krogmann, A., Ivanič, P., Kramáreková, H., Petrikovičová, L., Petrovič, F. & Grežo, H. (2021).** Cultural tourism in Nitra, Slovakia: Overview of current and future trends. *Sustainability*, 13(9), 5181.
- Landry, C. (2000).** *The Creative City-A toolkit for urban innovations*. Earthscan. London, UK, 252p.
- Martin, J.C., Román, C., Moreira, P., Moreno, R. & Oyarce, F. (2021).** Does the access transport mode affect visitors' satisfaction in a World Heritage City? The case of Valparaiso, Chile. *Journal of Transport Geography*, 91, 102969.
- Moulin, C. & Boniface, P. (2001).** Routeing heritage for tourism: making heritage and cultural tourism networks for socio-economic development. *International Journal of Heritage Studies*, 7(3), 237-248.
- Mitoula, R., Maniou, F. & Mpletsos, G. (2020).** Urban cultural tourism and cultural routes. As a case study: the city of Rome. *Tribute To Italy*, 82-91.
- Pavlogeorgatos, G. & Konstantoglou, M. (2005).** Cultural tourism: The case of Greece. In: Vernikos N. et al. (ed.). *The cultural industries*. Athens: Kritiki Publications, 59-8.
- Pine, J. & Gilmore, J. (1999).** *The experience Economy: work is theatre and every business is a stage*. Harvard Business School Press, Boston.
- Ramkissoon, H., Smith, L.D.G. & Weiler, B. (2013).** Testing the dimensionality of place attachment and its relationships with place satisfaction and pro-environmental behaviours: A structural equation modelling approach. *Tourism management*, 36, 552-566.
- Ramkissoon, H. (2015).** Authenticity, satisfaction, and place attachment: A conceptual framework for cultural tourism in African island economies. *Development Southern Africa*, 32(3), 292-302.
- Richards, G. & Palmer, R. (2010).** *Eventful cities-cultural management and urban revitalization*. Routledge, Butterworth-Heinemann. Amsterdam.
- Sanagustín-Fons, M.V., Tobar-Pesántez, L.B. & Ravina-Ripoll, R. (2020).** Happiness and cultural tourism: The perspective of civil participation. *Sustainability*, 12(8), 3465.
- Sheng, N. & Tang, U.W. (2015).** Spatial techniques to visualize acoustic comfort along cultural and heritage routes for a world heritage city. *Sustainability*, 7(8), 10264-10280.
- WTO. (1997).** *International Tourism: A Global Perspective (English Version)*. World Tourism Organization.
- Zhang, S., Lin, J., Feng, Z., Wu, Y., Zhao, Q., Liu, S., Ren, Y. & Li, H. (2023).** Construction of cultural heritage evaluation system and personalized cultural tourism path decision model: An international historical and cultural city. *Journal of Urban Management*, 12(2), 96-111.