Cultural Heritage Experience from the Perspective of Tourist Narratives on Tripadvisor: A Qualitative Study on "Olympos"

(Research Article)

Tripadvisor'daki Turist Anlatıları Perspektifinden Kültürel Miras Deneyimi:"Olimpos" Üzerine Nitel Bir Araştırma

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ABSTRACT

Olympos, one of the Ancient Lycian Civilization Cities, is on the UNESCO World Heritage Tentative List. Every year, thousands of tourists visit the region to trace the footsteps of previous communities and cultural heritage. At this point, research was conducted to discover how tourists perceive the heritage experience in the ancient city of Olympos and what influences them. To answer the research question, tourist narratives were examined. The data was obtained from TripAdvisor, the world's leading travel platform. The narratives of 201 tourists who visited the destination between 2007 and 2023 were accessed, and comprehensive information was obtained through content analysis. The findings show that tourists visiting the ancient city of Olympos had a generally positive experience that combined history, culture, and nature. It has also been determined that visitors have an emotional, cognitive, and sensory response to visual and physical interactions. These reactions are thought to be the result of humans' desire for positive experiences. Depending on the research findings and implications, some recommendations are made to tourism practitioners and academics.

ÖZET

Antik Likya Uygarlığı Kentlerinden biri olan Olympos, UNESCO Dünya Mirası Geçici Listesi'nde yer almaktadır. Her yıl binlerce turist, önceki toplulukların ve kültürel mirasın izlerini sürmek için bölgeyi ziyaret etmektedir. Bu noktada turistlerin Olympos Antik Kenti'ndeki miras deneyimini nasıl algıladıkları ve onları nelerin etkilediğini ortaya çıkarmak amacıyla bir araştırma gerçekleştirilmiştir. Araştırma sorusunu cevaplamak için turist anlatıları incelenmiştir. Veriler dünyanın önde gelen seyahat platformu TripAdvisor'dan elde edilmiştir. 2007-2023 yılları arasında destinasyonu ziyaret eden 201 turistin anlatısına ulaşılmış ve içerik analizi yoluyla kapsamlı bilgilere erişilmiştir Bulgular, Olympos antik kentini ziyaret eden turistlerin tarih, kültür ve doğayı birleştiren genel olarak olumlu bir deneyim yaşadığını göstermektedir. Ayrıca ziyaretçilerin görsel ve fiziksel etkileşimlere duygusal, bilişsel ve duyusal bir tepki verdikleri belirlenmiştir. Bu tepkilerin insanın olumlu deneyimlere olan arzusunun bir sonucu olduğu düşünülmektedir. Araştırma bulgularına ve çıkarımlara bağlı olarak turizm uygulayıcılarına ve akademisyenlere bazı önerilerde bulunulmuştur.

1. INTRODUCTION

Tourism is a modern phenomenon that destroys international borders and relies on various sources. One of the resources that draws people to international tourist destinations is tangible and intangible cultural heritage. Cultural heritage refers to the characteristics shared by group members, such as identity, self, belonging, honor, traditions, and customs (Du Cros, 2001). Furthermore, it includes various elements such as people's lifestyles, belief structures, handcrafts, entertainment styles, historical structures, and architectural designs. Cultural tourists, on the other hand, travel to discover, learn, and experience the heritage values of past or present nations.

The United Nations World Tourism Organization (UNWTO, 2024) defines cultural tourism as "travel to destinations with a variety of goals, including education, exploration, experience, and consumption of tangible and intangible cultural attractions." Since its inception in the 20th century, cultural tourism has expanded steadily due to public interest, and it is now almost at saturation (Günal, 2005). Nonetheless, the unchecked rise in visitors to cultural heritage locations has put pressure on the places' capacity to accommodate them and raised awareness of the sustainability of these attractions. The first steps toward cultural sustainability can be found in the decision made at the joint Istanbul conference of the United Nations Educational, Scientific, and Cultural Organizations (UNESCO) and the World Tourism Organization (UNWTO, 2018) to preserve the existing heritage and share the benefits of tourism with everyone.

Situated inside the boundaries of Beydağları Coastal National Park, Olympos is the second-most significant ancient port city in the province of Antalya. Due to its exceptional natural beauty and remnants of the Lycian, Hellenistic, Roman, and Byzantine cultures, it attracts thousands of tourists annually (KTB, 2024a). Olympos has been listed as a tentative addition to the World Heritage List (KTB, 2024b) and is another ancient city of the Lycian Civilization. In 2023, 316 thousand visitors—both domestic and foreign—visited the ruins (AA, 2024). Because of the recent development of new routes, tourist attractions, and archaeological excavations, the destination is becoming more and more popular thus, gaining a deeper understanding of Olympos's cultural heritage tourism experience has become essential. Nevertheless, no studies addressing the experiences of tourists visiting Olympos were discovered when the literature was reviewed. To close this gap, the study looked at online visitor narratives that were posted on the travel website TripAdvisor between 2007 and 2023 and thoroughly analyzed the experiences of tourists.

The explanation of visitor experiences at cultural heritage attractions has several advantages. A visitor's perspective on life and the semantic construction of their mental world, for instance, can be used to determine the significance of historical sites. As a result, the need for cultural tourism among tourists can be ascertained, and strategies for it can be created (Han et al., 2019). The standard routes of tourism regions can be replaced with heritage routes based on the narratives that will draw the interest of various tourist typologies (Altunel & Kahraman, 2012). The destination image is uncovered, and competitive advantages and disadvantages can be identified by evaluating the perceived worth of historical sites and the standard of the visitor experience (Akkuş & Şimşek, 2021). Puczko (2006) highlights the significance of tourist evaluations as a tool for bolstering the competitiveness of tourism regions, boosting the earnings of tourism-related businesses, and enhancing visitor experiences.

Taking this information into consideration, the study looks at the experiences with cultural heritage that visitors have had and share through their personal stories. According to Mossberg (2007), experience refers to the mental, physical, emotional, and spiritual responses that customers have during interactions and encounters. On the other hand, cultural heritage comprises aspects of tourism that elicit people's emotional and cognitive responses (Domínguez-Quintero et al., 2020). Several cognitive and emotional elements, such as enjoyment, fun, escaping from routine, curiosity, and socializing, are included in these experiences. Consequently, visitor experiences play a crucial role in the administration, promotion, and long-term viability of cultural tourism destinations (McIntosh, 1999) because it enables individuals to understand the causes, influences, and contributing elements when visiting places and attractions. In this context, the basic question that the research seeks to answer is as follows:

➢ How is the perception of touristic experience shaped in cultural heritage areas? What are the effective factors?

2. LITERATURE REVIEW

Tourist experience can be defined as the psychological and emotional effects that an individual experiences through communication or interaction with any type of event, phenomenon, object, or activity related to tourism (Atasoy & Türkay, 2024). Individuals' assessments of the experience differ, and various components are useful in the development of these experiences (Ryan, 2010). It is challenging to measure the phenomenon of experience rationally in this situation (Matovelle & Baez, 2018). Because of this, discussing the overall quality of the interacted tourism product is not possible. The experiences of tourists differ depending on the locations and enterprises involved in cultural tourism, making it challenging to create a uniform experience.

Events, art shows, workshops, regional cuisine, indoor and outdoor heritage tours, and historical and mythological ruins in the outdoors are all linked to cultural heritage encounters. Depending on the quality of the person's experience, these interactions may result in sensory, emotional, cognitive, and behavioral reactions (Qiu et al., 2019). People's close recognition of their historical roots, emotional bonding with their past, sense-making, and sustainability of the environment are all facilitated by these experiences with tangible or intangible cultural heritage attractions (Timoty, 2014). Nonetheless, it appears to be difficult to create a comprehensive framework for heritage experiences. The matter is further explained by the complexity of the experience phenomenon, in addition to the diversity of people's goals, attitudes, and personalities.

Examining the elements that influence tourists' experiences with cultural heritage, it becomes clear that internal factors like expectations, experience quality, and tourist perceptions are important (Boonpat & Suvachart, 2014). In addition to the variety of historic and ancient cities (Asadi, 2011), music, dance, handicrafts, and the genuineness of tourism destinations and enterprises are all responsible as outside influences (Liu & Chen, 2015). Three categories are used by Boit & Doh (2014) to assess the qualities of cultural destinations. These include the tourist resources (hospitality, tourist activities, natural attractions), the destination environment (price level, weather, accessibility, nature, security, culture), and the atmosphere of the place (service quality, lack of language barrier, exotic environment, relaxation). According to Petronijević & Janičić (2021), it is challenging to explain the behaviors of tourists due to the intricate structures of these destinations.

Stated differently, cultural tourists require a range of viewpoints and justifications when selecting a travel destination or travel agency. The authors contend that the most crucial and primary source of information in this regard is the experiences of other travelers. Given the importance of social media and the internet in modern life, this argument seems well-founded. Potential visitors generate an electronic word-of-mouth marketing environment through their comments and evaluations of cultural heritage attractions. Since information is consumed and disseminated quickly through digital platforms and technological tools (Atasoy, Türkay., & Şengül, 2022). By taking advantage of other travelers' opinions on digital platforms, people satisfy their needs for tourism destinations or products.

In this particular context, both tourism destinations and visitors stand to gain from an understanding of the elements that comprise tourist experiences. Market segments can be identified by exposing the various requirements and preferences of travelers who are interested in cultural heritage. As a result, destination managers can create a customer-focused marketing plan based on the structural traits of travelers (Altunel & Kahraman, 2012). While understanding the cultural experience can enhance the quality of the relationship that destination management builds with visitors and help long-term relationship marketing to flourish (Seyfi et al., 2020). A more fulfilling and enjoyable experience might be had by tourists. Enhancing the offering of goods or services in accordance with the traits of various market segments will increase customer satisfaction. Satisfied tourists might also be able to return to sites associated with cultural heritage. According to Peng et al. (2023), cultural tourists' joyful departure from their destination influences and molds their subsequent visits.

3. DATA AND METHODOLOGY

From design to sharing, social media and the internet are now major components of tourism travel. Web 2.0. Deepening this effect are websites with user-generated content that are unique in their content. Because users rate these sites to share their overall satisfaction and share their firsthand experiences with tourism destinations and products. In this case, Tripadvisor was reached out to investigate how visitors' experiences to the Olympos Archaeological Site were shaped and took place. This strategy's primary goal is to leverage visitors' own narratives to arrive at their experiential whole.

The largest travel review website in the world, TripAdvisor, allowed the scientific data. Every month, 463 million tourists use Tripadvisor to access more than 859 million reviews and opinions about 8.6 million hotels, restaurants, flights, and cruises. The travel website is available in 28 languages and 49 markets around the world (Tripadvisor, n.d.). Because of these attributes, researchers studying tourism regularly consult Tripadvisor (Miguens, Baggio & Costa, 2008; Minkwitz, 2018; Taecharungroj & Mathayomchan, 2019). The touristic narratives in English of 201 visitors to the Olympos Archaeological Site between April 24, 2007, and December 31, 2023, were analyzed in this context.

One of the methods of collecting qualitative data is the document analysis method. Document review is a useful strategy when entry into the field is difficult or in-depth knowledge of the field is required. In essence, it refers to the examination of documents such as books, magazines, agendas, letters, notes, brochures, diaries, and meeting minutes (Bowen, 2009). According to Yıldırım and Şimşek (2013), it is the analysis of written or visual materials containing information about events and facts. In this context, first of all, a search was made about Olympos Archaeological Site on the Tripadvisor website. Then, the linguistic diversity of the comments made about the place was taken into account, and using the filtering method, only English-speaking comments were included in the research process. The Web Collector extension of MAXQDA software was then used to save the data to the computer. Data files are categorized and listed as "D-1,...,D-21."

Scientific data were subjected to content analysis in order to elucidate the research question and extract detailed commentary. Qualitative content analysis is defined as the methodical examination of focus groups, interviews, and other textual or media data by Kuckartz & Radiker (2024). Yıldırım and Şimşek (2013) state that content analysis allows researchers to combine related data under specific concepts and themes and interpret it in a way that is easy for readers to understand. Researchers can extract detailed information and conclusions about issues and topics using content analysis (Atasoy & Çavuş, 2023). As a result, the files uploaded to the MAXQDA (2020) program were initially read three times in order. Following an analysis of the raw data's general structure, general concepts were identified, and the coding process got underway. Subsequently, the final sub-themes underwent additional coding and editing. The parent categories were arranged and the final content analysis was given once the sub-themes had been developed.

The type of accuracy of the representations, generalizations, claims, and interpretations made by researchers is referred to as the validity concern in scientific research. Yin (2016) asserts that the degree to which the research's conclusions and outcomes faithfully capture the world under investigation is a measure of its validity. Although no study is perfect, there are techniques that can be used to support a study's validity. The validity and reliability techniques proposed by Creswell & Creswell (2018) were applied in this instance.

Initially, three individuals who had visited the ruins of Olympos and had written about their experiences in English on the travel website Tripadvisor were contacted. Email-based member checks regarding the research's themes and overall conclusions were conducted. Peer review was used to interview two academicians who had conducted qualitative research afterwards. Scholars provided some recommendations in addition to confirming the consistency of the research findings. Lastly, Professor Dr. As an impartial auditor, the title scientist read and assessed every phase of the study. The final draft of the article was finished taking into account the independent auditor's comments and recommendations. Taking these tactics into account, it can be said that the research's validity and reliability requirements are satisfied.

4. FINDINGS AND DISCUSSION

4.1. Quality of experience: "Feel Like Indiana Jones"

When the comments about the destination were examined, it was determined that a total of 751 reviews were made in seventeen different languages. These are German (16); Swedish (1); Russian (92); Portuguese (6); Korean (2); Greek (1); English (201); Italian (12); French (16); Spanish (7); Czech (2); Japanase (3); Slovak (1); Polish (1); Danish (1); Dutch (3), and Turkish (386). Tripadvisor is a travel platform that also allows users to evaluate visited destinations and businesses according to a rating system. Thus, it is possible to have an idea about the general experiences of visitors to touristic areas and attractions. The number of visitors participating in Tripadvisor's scoring system is 750. The general satisfaction levels of tourists with their cultural experiences at the Olympos Archeological Site are as shown in Figure 1.
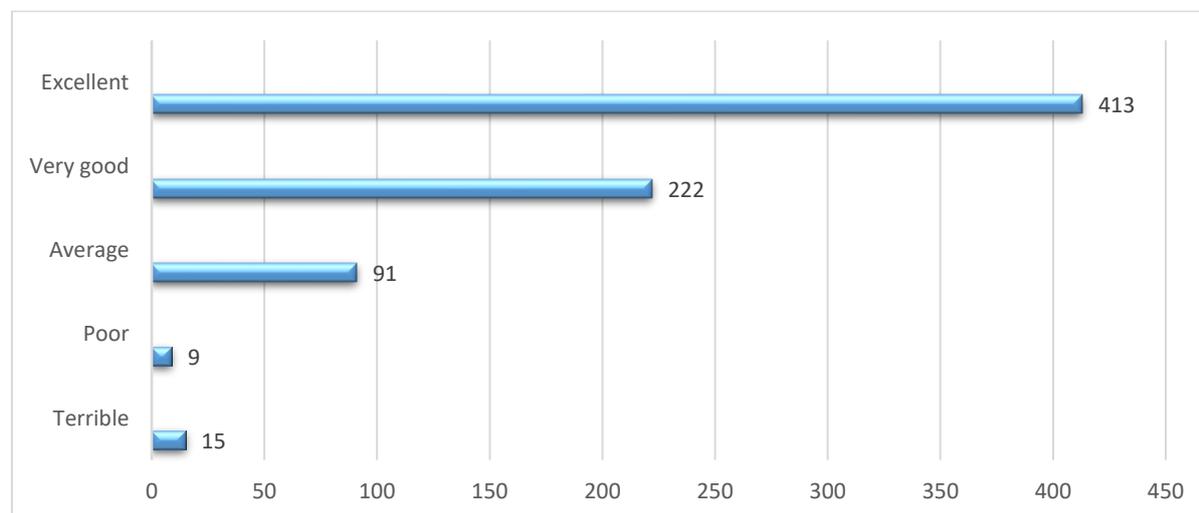

Figure 1. Visitor Evaluations Regarding Olympos Archaeological Site

Examining both domestic and foreign visitors' experiences with the Olympos Archaeological Site, 413 people rate their travel experiences as excellent. Olympos has intriguing and striking features, as evidenced by the fact that over half of visitors say their trip was amazing. A hint about this scenario can be found in the narrative in D9, which reads, "Some alleys are covered by the forest, so walking around makes you feel just like Indiana Jones." The natural attractions of Olympos are among the factors that contribute to the visitors' high level of satisfaction

and make their experience unique. A narrative in D14 highlights all the beauties of Olympos: "Excellent… Wonderful nature, unique landscapes, historical ruins, relaxing nature… you will love Olympos when you see."

When the distribution of tourist evaluations is examined, 222 travelers speak very good about their cultural experiences in Olympos. When making this evaluation, the differences in the factors affecting visitors stand out. For example, natural life, habitat, Caretta turtles, and the unique beach of Olympos have been seen as elements that enrich the experience of some tourists. The narrative in D13 is important in terms of revealing this view: "You will access to the beach which is really good also egg place of Caretta Turtles." It is closely related to the richness of the destination, which reveals the consciousness and emotional experiences of cultural tourists. Actually, it is the emergence of an integrated experience that explains why visitors' overall satisfaction level is positive. It is believed that a location that combines history, culture, and nature cultivates a favorable perception in the eyes of travelers. This situation is summed up in the narrative in D10 as follows: "You can enjoy the history and nature at the same time. You can relax by swimming in the sea which has blue flag."

Despite the fact that most visitors had a great time in Olympos, it was found that some visitors weren't very satisfied. While some travelers thought their travels were poor (9), others thought they were terrible (15). One could argue that multiple factors contribute to the overall negative atmosphere. These elements consist of the entry fees to the ruins, the deficiency of informational signs and signage, and the inability to properly restore historical ruins. The visitor indicates his dissatisfaction with the fees in a narrative in D12 by saying, "Moreover, at the entrance, they told us we had to pay to access the beach, by going through the ruins, but it wasn't true. We realized once on the beach that there are many free entrences everywhere."

Among the things that appear to have an impact on travelers' negative perceptions of a place is interaction with other tourists. It is evident from examining a narrative in D5 that the traveler draws a distinction between the destination's attractions and its guests: "As Nature perfect but who comes not perfect. I love this nature but as usually who think freedom young people comes here." The following is the narrative in D6, which highlights the impression with other tourists and provides details about the visitor profile: "Beautiful secluded beach, which is the main reason most euro hippies decide to stay in the nearby town because there are more cheap pensions in town than ancient rubble. If you decide to stay there also, you'll be in the company of a lot of budget students and overaged hippies in need of showers and a detox clinic."

4.2. Code Cloud

Sub-themes and categories were created during the research's contextual analysis phase by concentrating on the topics that were commonly highlighted in visitors' viewpoints. A code cloud design was created in this context, and the study's concept map was created in line with it. Both modules were developed with MAXQDA software. The categorization of terms or phrases that are commonly stressed and assumed to be connected to one another is referred to as a "code cloud." On the other hand, concept maps were designed with the hierarchy between codes in mind. The degree of overlap between the inferences and the frequency with which the coded themes occur together have been shown by the hierarchical code-subcode model.

When the cultural heritage experiences of 201 individuals who visited the Olympos archaeological site were examined, the most frequently mentioned issues were determined, as shown in Figure 2. The code cloud developed accordingly consists of three categories and seventeen sub-themes. The main categories of the codes are cognitive (425), sensory (225), and emotional (220) according to frequency. On the other hand, the frequency rates of sub-themes are sight (148); environmental (123); thoughts (112); facilities (93); exploration (66); advice (53); surprising (47); atmosphere (44); touch (35); fantastic (27); relaxation (25); fun (24); hearing (17); refresh (17); taste (16); escape (13), and smell (9).
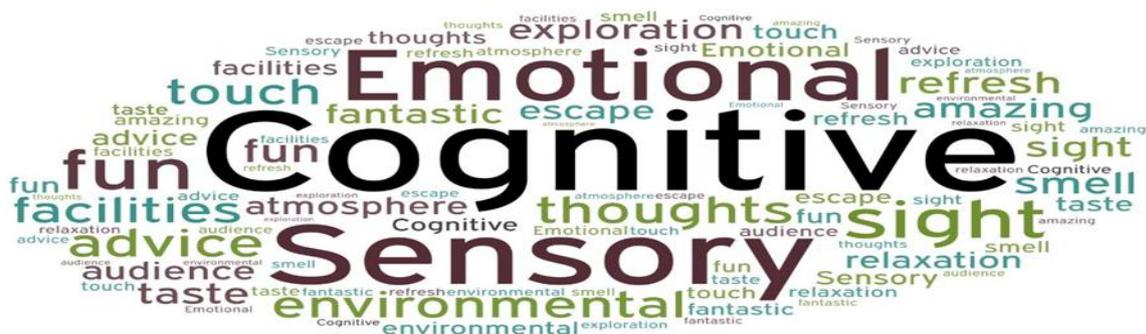

Figure 2. Categories and Codes Obtained within the Scope of Content Analysis

A general picture is painted by the frequency values of the themes related to travelers' experiences with cultural heritage. On the other hand, it offers scant details regarding the general subject matter. Concept maps appear to be crucial for identifying the patterns that disclose these codes and for illuminating the relationships between codes. Using the code-subcode model, a concept map was developed for the determinants and antecedents of experience. Based on the concept map, information about the research question is hermeneutically explained below.

4.3. Components of the Heritage Tourism Experience: Emotional, Cognitive or Sensory

One of the main concerns of the research is to identify the elements that shape the experiences of cultural heritage tourists. At this point, through content analysis of tourist narratives, the factors affecting cultural tourists' perception of experience were collected in three different dimensions (Figure 3). These can be described as emotional, cognitive, and sensory, respectively. Below, the issues that reveal these factors are discussed in detail and evaluated in the light of available information in the literature.

Emotional Experience: "Feel like the first explorer."

It was found from the investigations that the experience component most affected by the visitors was the sense of explorer. When visiting Olympos, travelers experience the sensation of exploration that is most intense (66). It is believed that this emotional state of visitors is revealed by the variety of Olimpsos' heritage sites, the depth of its historical origins, and the fact that the ruins are still intact. Understanding the topic requires reading the story in D11, which states, "These ruins are from late BC up to 3rd century AD. The best thing about them compared with others in that much of it is very overgrown and you just wander and explore." Upon examining additional evaluations, it is determined that tourists experience a greater sense of exploration as they embark on a journey following their interaction with historical buildings within the heritage area. "It's anazing that you can almost touch the history as well as try to explore it by yourself," the narrative in D17 says in explaining this circumstance. This sentiment, expressed by the traveler seeking a unique experience amidst peculiar lifestyles, is indicative of Cohen's (1979) experiential mode.

Amazing is one of the concept map's emotional elements, and it also reflects ideas like uniqueness and curiosity (47). Cultural tourism is characterized by interesting, unique, remarkable, and intriguing encounters. Especially in heritage areas, visitors who come for the first time are curious, and their feelings of admiration are closely related to the concrete and intangible features of the destination. The findings reveal that Olympos's history as a heritage attraction, dating back to civilizations, as well as the almost untouched natural beauty of the area, arouses admiration in the minds of tourists. An overview of the entire area is provided by the narrative in D12, which reads, "A truly magical place shipped with history and untouched by mass tourism." Like in this story, the sense of surprise promotes learning and, via interaction and demonstrations, aids in the eradication of preconceptions and assumptions. Within the findings of the study, Adler's (2008) position is validated in this regard.

The emotional aspects of cultural tourists' heritage experiences differ, according to research findings. For instance, it has been found that two of the emotional responses to Olympos are peculiarity and imagination. Research has shown that Olympos fosters people's imaginations and helps people see it as a fantastic (27) tourist destination. The relationship between visitors' imaginations and prior perceptions is demonstrated in a narrative in D5: "Spend a few hours to half a day wandering the jungle hillside through Roman buildings, past tombs and to the Roman baths and castle. Great views and an atmospheric setting."

Olympos is a destination that not only provides semantic contributions to tourists' experiences but also develops emotions such as physical relaxation (25) and fun (24). The unique nature view, blue flag beach, forest area, and turtles have been identified as factors that bring out these feelings of escape and fun. The narrative in D11 gives information about the general picture as follows: "There is plenty to see in the environment and the pensions are good places to relax and enjoy the Turkish cuisine." However, it has been concluded that activities such as rock climbing, walking in the forest, taking photographs of historical buildings and landscapes make visitors feel pleasant and entertained. The narrative in D7 explains this situation as follows: "We spent about half a day rock climbing at Olympos and we really had lots of fun climbing with the very experienced climbing guide."

Certain emotional responses to the tourist experience are less evident in the research concept map. In the visitor narratives, typical emotions of escape (13), as well as refreshment (17), were less evident. Results indicate that tourists have a refreshing experience from Olympos' natural beauties. "Further up the mountain there are some lovely authentic Turkish rest stops for refreshments to suit all tastes and cultures," D16 hints at this point. However, it has also been noted that people's usual sense of escape is developed as a result of the immersive nature of the heritage experience. It has been found that visitors who see historical structures, archaeological sites, and mythological artwork experience a sense of time travel (D3).

These results indicate that there is no discernible effect of the UNESCO Tentative Heritage List label on tourism. Due to the fact that, despite being a Lycian city, Olympos has no tourist narratives regarding its material or immaterial cultural heritage. Thus, it is an option to argue that the UNESCO designation does not enhance the idea

of a tourist experience. Furthermore, an even greater connection between the emotional aspects and the visitor's experience performance is necessary. Any interaction between tourists and their attractions, it can be argued, elicits an emotional response. The quality of the established interaction also influences the intensity of these reactions. In conclusion, it can be said that rather than the UNESCO designation, tourists interested in cultural heritage are more driven by emotional experiences. In their quantitative studies, Hamid., Mohamad & Suki (2021) revealed that tourists' positive emotions, rather than knowledge of UNESCO World Heritage Sites, affect revisit intention.

Cognitive Experiences: "… never forget! "Lovely."

It is possible to think about touristic experiences as an emotional and cognitive process brought on by stimuli. Different things and connections have an impact on cognitive processes as a result of tourism. The cognitive dimension that is being explored here primarily explains the causes and effects of the behavior of tourists in Olympos. According to Skavronskaya et al. (2017), this environment can be used to assess states of consciousness such as perception, attention, memory, recall, awareness, flow, and going back in time. Thus, considering this call, the cognitive components of the experience that materialised at the ruins of Olympos are explained below.

Within the scope of the study, environment (123) was found to be a cognitive experience element that discloses the majority of fictitious elements in the minds of travelers. As a result, the physical surroundings' buildings— such as Olympos' churches, palaces, tombs, theatres, monuments, and baths—create special recollections for visitors. The significance of the historical experience environment is explained in a story in D2: "I liked walking through the old city… There are so many buildings to see around such as the city's bath, theatre, tombs and a castle by the sea." However, engagement with and consumption of the natural environment also contribute to the tourist's mental picture creation. D19 provides an indication of the overall scene: "Olympos, I did love this area. There are lots of little traits to explore and plenty of shade. The beach is alo fairly nice, especially when there is less people." The results show that visitors do not consider the surroundings to be merely an experiential construct. Tourist narratives also indicate a conscious awareness of the surroundings at the same time. The story in D1 sheds light on the necessity of preserving the connection between tourism and sustainability: "These ruins are quite nicely preserved. The Turks haven't tried to restore anything." In this context, it can be interpreted that the environmental element is an experience component that is both consumed and protected by visitors in cultural heritage sites.

The main consequence of a cognitive experience is a review by tourists. It became clear during the analysis process that personal thoughts (112) contained both an assessment and a comparison. Some visitors show their appreciation by highlighting Olympos' distinctiveness and fascinating features. A narrative in D4 illustrates how tourists perceive the area: "I like ancient ruins, and these were very interesting, especially considering the exotic location on a stunning beach." Conversely, some visitors convey their unfavourable views by drawing comparisons between Olympos and their prior travel experiences to other locations. Important information about this is provided by the narrative in D8, which says, "Don't expect the glory of Ephesus or Herapolis, this is all about rambling through the over grown ruins, searching out structures."

Olympos is a destination for history, culture, and nature tourism. It provides various opportunities and activities to its visitors based on its tourism activities. Restaurants, cafes, bars, tree houses, hostels, and hotels were evaluated as tourist facilities (93) and amenities. These are issues that enhance tourists' experiences and shape their perceptions. It has been determined that the services provided by tourism enterprises help to develop the destination's image. A narrative in D15 summarizes the overall scene as follows: "there are tree houses, casual restaurants and corner shops. Saying that, it's STUNNINGLY beatiful and well worth a visit." Also, it has been concluded that activities such as hiking, rock climbing, underwater diving, surfing, and ATV tours enhance tourists' cognitive experiences. In this regard, Bahar and Kozak's (2007) approach, which states that the cultural and natural characteristics of destinations are the most important factors in improving competitiveness, is supported. Because the tourist equates the destination image with tourist services.

Another concept related to post-visit evaluations is advice (53). Tourists' recommendations to other travelers based on their experiences are taken into account. Because travelers intentions to recommend Olympos reflect a cognitive experience. When the tourism area to be visited is more appropriate (D09), the quality of establishments such as restaurants, cafes, bars, shopping venues (D05), and transportation information (D17) were assessed within this theme. The research findings show that visitors are generally satisfied with the Olympos Archeological Site, which is frequently expressed in narratives. D13's narrative summarizes the situation as follows: "Overall, I would say this attraction is worth visiting." In relation to the conclusions, tourists express the information they require prior to travel in their post-trip narratives. This means that the personal experiences that people share on websites will influence the decisions of other visitors. Tourists convey the lack of required information and research directly and without any impact. As a result, the security of information can influence tourist preferences.

It has been determined that the atmosphere created by heritage sites (44) influences tourist perceptions and enhances cognitive stimulation. One of the most frequently mentioned points in post-visit evaluations is that the

Olympos Archaeological Site has an atmosphere that transports visitors to past communities and lifestyles. Some travelers claim that the prevailing atmosphere is stronger and has a direct impact on their thoughts, despite the fact that historical ruins have no influence. D20's narrative explains the situation as follows: "We have travelled for 10 months and have seen lots of larger abd more impressive ruins, but what Olympos lacks in size and quality it makes up for in location and atmopshere." The components that contribute to this environment are defined as sunsets, clean beaches, and the Mediterranean with all shades of blue. In D18 portrays the atmosphere as follows: "It's a magical place, and toward the end of the day when everyone's tricking out. It's nice to take a sunset dip in the sea."
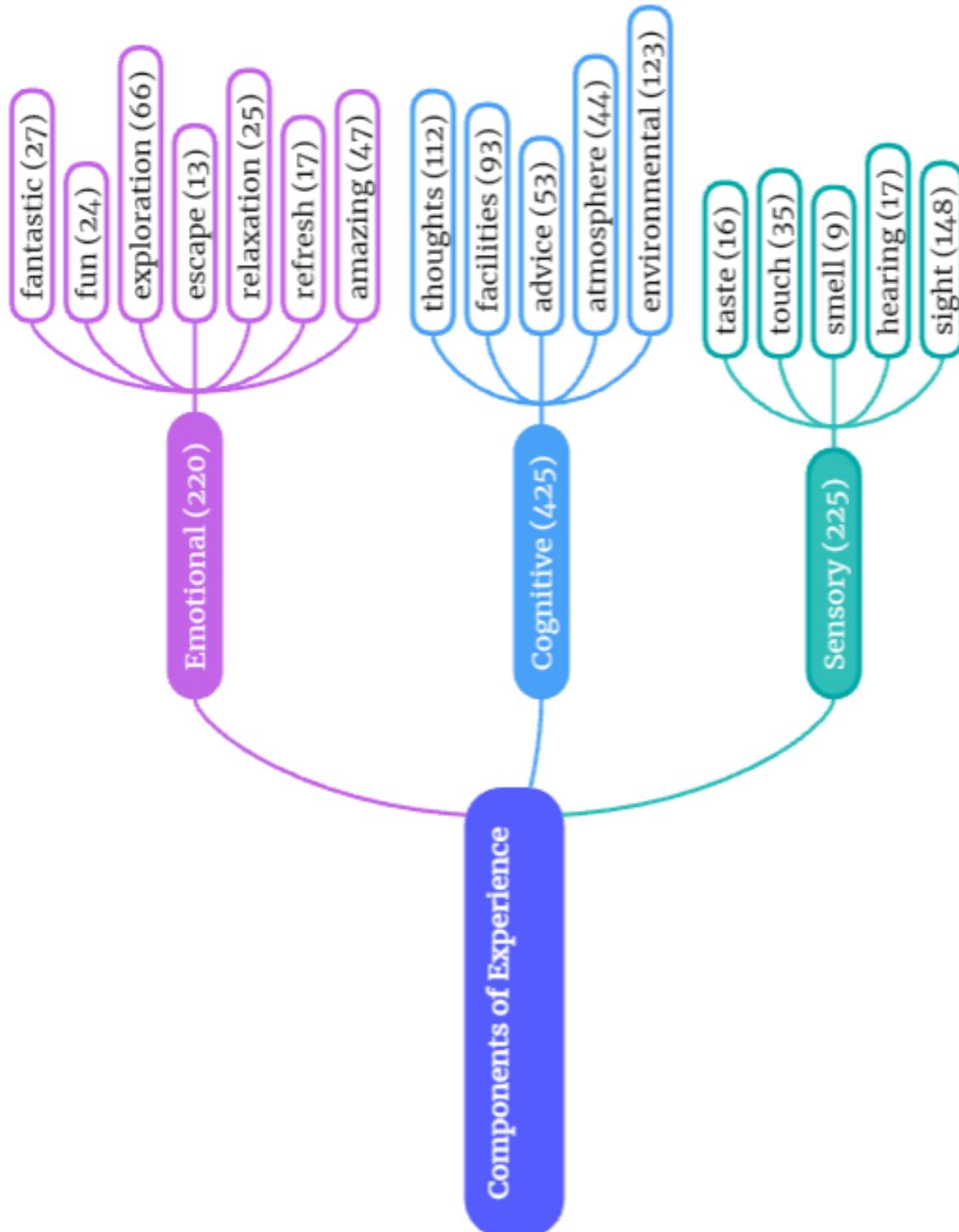

Figure 3. Components of the Cultural Heritage Experience

Sensory Experiences: "WOW"

Tourism comprises experiences that stimulate the human senses of sight, hearing, smell, touch, and even taste (Agapito, Mendes., & Valle, 2013). This study's findings emphasize the importance of the five senses for heritage site experiences. When the concept map is examined, visual aesthetic experiences that represent concepts such as historical ruins, tombs, palaces, churches, beaches, streams, rivers, seas, forests, mountains, and wild animals stand out. Seeing heritage as an important part of the experience is the most common human sense mentioned in tourist narratives. A narrative in D01 discusses sight (148) as an important sensory aspect of the tourist component: "The ruins at Olympos are some of the most beatiful I've seen." On the other hand, a study indicates that tourists observe and study other travelers during heritage experiences. In this regard, sight involves evaluating objects and subjects rather than simply looking during tourist activities. In a narrative in D10, an inference is made about other tourists: "Most people only see the well-travelled North side with several tombs & medieval buldings with a Roman gate in the forest."

While considering the data, it was discovered that Olympos visitors enjoyed touching (35) historic structures and surfaces. In particular, it has been discovered that contact with mythological structures is linked to a historical journey. Tourists touch and experience the interesting structures they come across while traveling, resulting in an emotional response. The narrative in D4 clarifies the situation: "It's like museum but you can touch everything." The findings show that the concept of touch is associated with a variety of visitor experiences. It has been observed that many objects, including the sea, river, beach, turtles, and wildlife, are associated with touch. A narrative in D16 summarizes the topic: "If you love history, the calm sea and swimming with mother nature, this is your place to see and touch."

When tourist narratives about Olympos visits are examined, it is clear that, while rare, sounds heard in the natural environment influence tourist perceptions. As a result, it has been determined that hearing (17) sensory stimulations consist primarily of sounds from forest areas, animals, rivers, and holidaymakers. Because, as previously stated, Olympos has a generally calm atmosphere and offers a quiet experience. Nonetheless, some tourists discuss the auditory elements they encountered during their adventures. According to the narrative in D3, "I could hear voices coming through the trees and knew we were near the beach."

The Olympos archaeological site offers a variety of tourist facilities. These organizations include hostels, tree houses, bungalows, cafes, bars, and restaurants. They also provide visitors with a variety of Turkish cuisine options, particularly seafood. According to the findings, tourists particularly enjoy tasting (16) these delicacies, and the authenticity of food and beverages contributes to their overall enjoyment. The narratives emphasize that eating local foods allows travelers to gain cultural experience. A narrative in D16 summarizes the situation: "There are some lovely authentic Turkish rest stops for refreshments to suit all taste and cultures." However, it was shown that food and beverage enterprises were addressed less frequently in the narratives than other topics. This might be related to the fact that visitors seeking cultural heritage are more interested in historical structures and mythical aspects.

Compared to the other sensory components, smell is mentioned the least in the concept map (9). It has been observed that tourists comment on the smells emanating from wooded areas, forests, beaches, and the sea. The narrative in D14 provides an impression of the subject: "The area is covered by a thick forest of laurel trees - it smells very lovely." Although the uniqueness and attractiveness of nature are frequently emphasized, the concept of smell is less expressed, which can be attributed to the forefathers of tourists. In this context, service delivery can be prioritized, as cultural tourists' other senses play a larger role in their perception of experience.

5. CONCLUSION AND SUGGESTIONS

This article discussed tourism experiences at heritage sites that combine culture and history to create a compelling feature. The antecedents, determinants, and variables of the cultural heritage tourism experience were revealed through the use of tourist narratives. The research question was addressed by closely analyzing the trip narrative of visitors to Olympos on the internet travel site Tripadvisor. One of the ancient Lycian cities, Olympos, is listed on a tentative World Heritage List of UNESCO. Thousands of cultural tourists travel to the area each year, and many of them post about their personal experiences on social media. The Olympos Archaeological Site is the subject of this discussion in order to shed light on how visitors experience historical and cultural sites.

The results show visitors describe their experiences with cultural heritage in a very positive way, even in the face of safety concerns about hippies, locals' attitudes, and wildlife. It's been observed that travelers who weren't anxious before coming to the area started to get nervous because of the interactions they had while traveling. On the other hand, it's evident from the Tripadvisor rating that visitors to Olympos feel extremely satisfied. The variety of factors that contribute to the development and shaping of Olympos' heritage experience gives rise to this situation, which is often mentioned in traveler narratives. Natural attractions (beach, sea, forest, river, and wild animals) have been found to contribute to the development of positive emotions in tourists' perceptions, despite

their seeming independence. However, it has been determined that Olympos' historical, cultural, and mythological features—monuments, tombs, palaces, theaters, baths, churches, mosaics, and other ruins—are what really set the site apart and provide visitors with an unforgettable experience. While it is widely acknowledged that tour guides play a crucial role in enhancing visitors' experiences at cultural heritage sites (Jewell & Crotts, 2002), visitor narratives do not appear to include this kind of assessment. This could be because of the area's size and the desire for solitary excursions, which make you want to spend more time.

The tangible and intangible values of the communities are fundamental components of cultural tourism, which is conducted with the intention of getting to know, learn from, and experience the people who live in a region today or in the past (Bahçe, 2009). The findings of the research indicate that people's emotional, cognitive, and sensory responses can account for their experiences when consuming these values. According to McIntosh (1999), visitors' perceptions (thoughts, feelings, sensations, and dreams) at heritage sites also point to an experiential perspective. According to recent studies, visitors' interactions with the objects at heritage sites influence their overall experience. It has been found that when consuming tourist attractions, people create feelings like admiration and astonishment, ideas like intention and guidance, or sense experiences like vision and touch. It has come to light that the meanings tourists look for when they travel are really feelings, thoughts, or emotional responses. To put it another way, persons who engage in touristic activity do so in search of personally beneficial experiences. In this way, the ambiance present in historical sites contributes to an encounter that fulfills visitors' requirements and heightens their enjoyable memories. Likewise, Jelincic & Senkic (2017) contend that when a person identifies with the shown object and experiences a range of emotions, the experience becomes more meaningful. According to Jewell & Crotts (2002), the majority of people that visit historical places do so in search of recreational activities. The intricacy of heritage sites must be the primary emphasis of tourism marketing strategies in this environment. Humans are highly emotional creatures that react fast and both affect and are affected by others. In the highly competitive travel industry, success can be achieved through creating experiences that bolster the emotional states of both prospective and returning travelers.

5.1. Theoretical Implications

As Richards (2018) points out, the 1960s saw a rise in both foreign travel and cultural consumption as a result of rising incomes and consumption. The concept of cultural tourism emerged as a result of the 1980s' popularity of travel destinations and areas. The last part of the 20th century saw a rise in the popularity of special interest travel. The relationship between culture and tourism has been the subject of numerous studies since then, and it has remained significant in the field of tourism research (Petroman et al., 2013).

The following topics have been covered in a significant amount of research on cultural heritage tourism when both local and foreign literature is examined: the competitive advantage in heritage sites (Alberti & Giusti, 2012); the attractiveness of heritage sites (Du Cros, 2001); developing cultural heritage tourism destinations (Ismail, Masron & Ahmad, 2014); success factors of cultural tourism (Hausmann, 2007); and the tourist experience in heritage sites (Domínguez-Quintero et al., 2020). Most of these studies were carried out using quantitative methods. Additionally, it has been observed that not many academic studies have used qualitative methods to investigate heritage tourism experiences (Masberg & Silverman, 1996; Daengbuppha, Hemmington, & Wilkes, 2006). There wasn't a study that uses an in-depth qualitative technique to directly explain visitors' experiences at heritage sites in the local literature. Another gap is highlighted by the dearth of research on the tourist experience in a place with cultural heritage like Olympos. As of this writing, the research both closes a gap in the international literature and provides light on a topic not covered in the national literature. The emotional, cognitive, and sensory components of the tourist experience in heritage sites are explained in this context using a framework of three fundamental categories. Additionally, it was determined that these elements directly affect the caliber of the encounter, the perception of the location, and the spread of electronic word–of–mouth marketing.

5.2. Implications for Tourism Practitioners

Some implications for politicians, managers, and other stakeholders in the tourism industry can be mentioned with regard to the research's overall findings. In-depth analyses of tourist narratives revealed that while security concerns were nonexistent prior to the visit, they were partially generated by elements like the high concentration of hippies in Olympos and disputes between locals and visitors. It has been noted, though, that these worries are allayed by a singular experience that arises based on the destination's historical and natural attractiveness. Potential travelers can be convinced by utilizing Olympos' favorable reputation in the modern world, where visual media tools have evolved into electronic marketing tools. Tourist narratives also reflect the unique experience of visiting and being present at the heritage sites themselves. In this regard, interaction ought to be offered in tourist and heritage areas in the most appropriate and natural manner possible. The attractions in heritage areas also need to be preserved, enhanced, and made sustainable by tourism stakeholders. The failure of historical ruin restoration and the comparison of Olympos to other ancient cities in tourism narratives make this issue crucial. Due to the internet's and social media's wide distribution capabilities, negative reviews left by travelers may restrict or even

eliminate travel demand by casting the destination in a negative light. In order to maintain steady visitor flows over the long term, it is imperative that all of Olympos' tourist attractions are maintained and improved. Determining the significance that tourists place on the attractions in the heritage area is another matter that will determine the success of this strategy. A more contented and satisfied tourist group can arise if tourism practitioners design a leisure experience by understanding the purpose and outcome contexts of visitors to Olympos Archeological Site.

5.3. Limitations and Future Research

There were a number of conclusions drawn from the study, but there were also some restrictions that needed to be noted. First off, only one travel platform was the subject of the study's data. More social media-based websites can be used, even though the relevant platform is the best for sharing travel experiences. Conversely, only reviews written in English on the relevant travel website for tourists were taken into consideration. In other words, Turkish visitor narratives tend to focus more on nature tourism. The English language was chosen in light of the research's issue. Evaluation of visitor narratives in other foreign languages, particularly Turkish, can help highlight the differences. The location where the research was conducted may also be a limitation. Considering the wide variety of cultural tourism resources in our nation, it is possible to conduct both qualitative and quantitative research on visitor experiences in various heritage sites. Especially with Istanbul's distinct history and culture, conducting a thorough investigation could prove advantageous for the development, administration, and promotion of heritage sites.

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