



## AN EVALUATION OF THE TOURISM POTENTIAL OF THE PERRE ARCHAEOLOGICAL SITE

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### **Abstract**

Perre Ancient City, located within the borders of Adiyaman Province and tracing its origins back to the Kingdom of Commagene, is a significant archaeological settlement that maintained its importance during the Roman and Byzantine periods. The site is distinguished by its extensive necropolis, water channels, mosaics, and architectural remains reflecting the cultural layers of successive eras. Despite this richness, Perre has not received sufficient attention in terms of tourism. This study evaluates the tourism potential of Perre, with a particular focus on recent innovative revitalization projects carried out at the site. The pioneering implementation of hologram technology for the first time in an archaeological site in Turkey is considered a transformative initiative for cultural heritage tourism. Employing a SWOT analysis, the research identifies the strengths and weaknesses of the city as well as the opportunities and threats it faces. The findings indicate that integrating Perre into tourism activities—supported by effective promotion and infrastructural improvements—will not only contribute to regional development but also enhance the international visibility of Turkey's cultural heritage.

**Keywords:** Perre Ancient City, Adiyaman, Tourism Potential, Cultural Tourism



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## PERRE ANTİK KENTİ'NİN TURİZM POTANSİYELİ ÜZERİNE BİR DEĞERLENDİRME

### Öz

Adıyaman ili sınırları içinde yer alan ve kökleri Kommagene Krallığı'na kadar uzanan Perre Antik Kenti, Roma ve Bizans dönemlerinde de önemini korumuş önemli bir arkeolojik yerleşimdir. Kent; geniş nekropol alanı, su kanalları, mozaikler ve farklı dönemlerin kültürel katmanlarını yansitan mimari kalıntılarla dikkat çekmektedir. Buna rağmen turizm açısından yeterli ilgiyi görememiştir. Bu çalışma, Perre'nin turizm potansiyelini değerlendirmekte ve özellikle son yıllarda ören yerinde gerçekleştirilen yenilikçi canlandırma projelerine odaklanmaktadır. Türkiye'de ilk kez bir ören yerinde uygulanan hologram teknolojisi, kültürel miras turizmi açısından dönüştürücü bir girişim olarak ele alınmaktadır. Çalışmada SWOT analizi yöntemiyle kentin güçlü ve zayıf yönleri ile karşı karşıya olduğu fırsatlar ve tehditler belirlenmiştir. Bulgular, Perre'nin turizm faaliyetlerine entegrasyonunun etkili tanıtım ve altyapı geliştirmeleriyle desteklenmesi durumunda yalnızca bölgesel kalkınmaya katkı sağlamakla kalmayacağını, aynı zamanda Türkiye'nin kültürel mirasının uluslararası görünürüğünü de artıracağını ortaya koymaktadır.

**Anahtar Kelimeler:** Perre Antik Kenti, Adıyaman, Turizm Potansiyeli, Kültür Turizmi

### 1. INTRODUCTION

Tourism is defined as the travel and temporary stays undertaken by individuals outside their places of permanent residence, for a period of less than one year and without engaging in income-generating activities, for purposes such as leisure, business, or cultural experience (Mathieson & Wall, 1982). Etymologically, the term tourism derives from the concept of "turning" and originates from Latin (Tomay & Değirmencioğlu, 2017, p. 10). Throughout antiquity, tourism is known to have existed in various forms, including

participation in festivals and Olympic Games, the desire to visit monumental structures, pilgrimages to sacred sites, and the pursuit of healing at Asklepieia. Archaeological evidence indicates that the earliest traces of cultural tourism can be observed in Ancient Egypt. During the New Kingdom period (ca. 1600–1200 BCE), visitors to monumental structures such as the Giza pyramids inscribed their names on the walls to mark their presence (Casson, 2008; Goeldner & Ritchie, 2006; Seyhan & Evcim, 2012, p. 222). Ancient Greek and Roman authors likewise attest to various motivations and practices of tourism in their time.

Cultural heritage tourism has become an increasingly significant form of tourism worldwide. Turkey, with its extensive historical and archaeological heritage, ranks among the leading countries in this field and hosts numerous ancient cities. Within this framework, Perre Ancient City in Adiyaman Province stands out as one of the major centers of the Kingdom of Commagene and holds considerable potential in terms of historical and cultural value. Nevertheless, shortcomings in promotion, infrastructure, and tourism services hinder Perre from achieving its rightful place in the tourism sector.

Due to its proximity to Adiyaman's city center, Perre benefits from high visitor accessibility and has the potential to become part of an integrated cultural route alongside other Commagene heritage sites such as Mount Nemrut, Cendere Bridge, and Arsameia. However, the effective realization of this potential requires an academic examination of how the site can be managed within the framework of sustainable tourism principles and integrated into the local economy.

This article therefore addresses the current condition of Perre Ancient City, its tourism potential, and the opportunities and threats it faces, while situating the discussion within the broader framework of sustainable cultural heritage tourism. Today, both anthropology and archaeology recognize that multiple

demands are placed on cultural resources such as archaeological sites, and that different perspectives shape their perceived significance. The growing dominance of international markets and the increasing commodification of intellectual materials have strengthened the interaction between archaeology and tourism (Pacifico & Vogel, 2012, p. 1589). Since the beginnings of modern tourism, archaeological sites have functioned as major attractions (Cohen, 1995, pp. 12–29). In this respect, archaeological sites continue to draw the attention of visitors, and the concept of archaeological tourism—which encompasses both the diverse dimensions of archaeological heritage and its commodification—has become increasingly widespread (Ross et al., 2017, p. 37).

## 2. METHOD

This study was designed as a qualitative case study aimed at evaluating the tourism potential of Perre Ancient City from a multidimensional perspective. Perre was selected as a “pioneering case,” not only because of its rich archaeological diversity but also due to the recent implementation of innovative presentation techniques such as holograms and three-dimensional reconstructions, which have been applied for the first time in an archaeological site in Turkey (Yağız et al., 2022; Yağız et al., 2023).

The research relied primarily on document analysis as the main method of data collection. Archaeological excavation reports and symposium proceedings (Erarslan, 2003; Yağız & Doğan, 2023), academic articles, and official documents related to cultural heritage management were systematically examined. Furthermore, the international literature on cultural heritage tourism was reviewed in order to contextualize Perre within both the national and global heritage landscape (Goeldner & Ritchie, 2006; Ross, Saxena, Correia, & Deutz, 2017). The analysis process was carried out through content analysis, with

particular attention to themes such as conservation, interpretation, visitor experience, and sustainability (Krippendorff, 2018).

At the analytical stage, the data were evaluated at three levels. First, the cultural heritage assets and current tourism practices of Perre were examined descriptively (Tunç, 2020). Second, the findings were interpreted within the framework of conceptual models widely used in cultural heritage management, including the *International Cultural Tourism Charter* of ICOMOS (1999) and the *Ename Charter for the Interpretation and Presentation of Cultural Heritage Sites* (2008). Finally, the information gathered was structured within the framework of a SWOT analysis, which allowed the systematic identification of the site's strengths, weaknesses, opportunities, and threats (Gürel & Tat, 2017).

The reliability of the research was ensured through the use of multiple sources, methodological triangulation, and reference to international standards (Yin, 2018). The combination of diverse data sets enhanced the consistency of the findings, while the incorporation of internationally recognized guidelines provided methodological robustness. Nevertheless, the study did not include field-based empirical methods such as direct observation, surveys, or interviews; therefore, the empirical validation of the findings on-site remains limited. Despite this limitation, the systematic analysis of available data provides a strong methodological foundation for assessing the tourism potential of Perre and for developing sustainable policies for its future management.

## **2.1. The History and Archaeological Significance of Perre Ancient City**

Located 5 km north of Adiyaman, at the foothills of the Taurus Mountains and near the modern settlement of Örenli, the ancient city of Perrhe (Πέρρη) is recognized as one of the major cities of the Kingdom of Commagene. Perre is mentioned in ancient sources as one of the five principal cities of the kingdom

(163 BCE – 72 CE). In his *Geographika*, Strabo lists Perre among the great cities of Commagene, alongside Samosata, Zeugma, Germanikeia, and Doliche (Strabo, *Geographika*, XII.2.7). In this context, Perre held significance both strategically and culturally (Figure 1).



**Figure 1:** Boundaries of Perre Ancient City (Excavation Archive)

During the Roman Imperial period, the city retained its importance; in particular, its water resources and necropolis indicate that it continued to serve both residential and religious–ritual functions (Tunç, 2020). Aqueducts, fountains, and rock-cut tombs further attest to the city's continuous use throughout the Roman and Byzantine periods. In the sources, the site is referred to as *Me'arath gazze Pörön*, while in Mesopotamia the name appears

as *Perin* or *Pirin*. Owing to its location on the route connecting Melitene (modern Malatya) with the capital Samosata (modern Samsat), the ancient city held considerable geopolitical significance (Erarslan et al., 2009, p. 71; Erarslan et al., 2010, p. 91; Erarslan et al., 2011, p. 363; Yağız & Tosun, 2024, pp. 169–198).

Excavations conducted in 2007 under the auspices of the Adiyaman Museum Directorate yielded a wealth of significant findings. Among the city's most remarkable features is its necropolis, considered one of the most extensive and uninterrupted in Anatolia, containing a wide range of burial types, including chamber tombs, hypogea, khamosoria, and tumuli. Additional architectural elements identified include water channels, a possible agora, a basilica with mosaics, a villa adorned with mosaics, and fortification walls encircling the settlement. Evidence suggests that during the Roman period the city also functioned as an important stopover point along regional routes.

No systematic archaeological excavations were undertaken in Perre prior to 2001. Until that time, the scholarly literature referred primarily to surface-visible remains such as rock-cut tombs, remnants of the fortification system, and the so-called “Roman Fountain” with its water channel and cistern. The first systematic excavations were initiated in the necropolis area located on the rocky southwestern sector of the site (Erarslan, 2003, pp. 129–136), which revealed more than one hundred tombs of various types. After a period of interruption, excavations resumed in 2020 and have since focused on the necropolis, the Late Antique settlement area, the Staircase Structure, the Underground Sanctuary, the Roman Fountain, and the area around the church (Yağız et al., 2022, pp. 145–175; Yağız et al., 2023, pp. 341–356; Yağız et al., 2024, pp. 421–432; Yağız & Doğan, 2023, pp. 49–69). At present, archaeological investigations continue under the direction of the Adiyaman Museum Directorate with my academic supervision.

## 2.2. The Current Situation of Perre Ancient City in the Context of Archaeological Tourism

The accessibility of an ancient city plays a decisive role in determining its visitability within the framework of cultural tourism. In this regard, the location of Perre Ancient City, situated close to the urban center and easily reachable, constitutes a significant advantage. Moreover, its designation as an official archaeological site (*Ören Yeri*) ensures additional benefits: entry with the Museum Card system, the presence of 24/7 security staff and surveillance cameras, and the safeguarding of both the site and its visitors. Within the designated site boundaries, a large portion of the necropolis has been equipped with wooden and stone-paved walkways, making it possible for visitors—including those with disabilities—to tour the area with relative ease. At the site entrance, a café provides basic amenities such as water and refreshments, while simultaneously offering souvenirs related to both Perre and the wider Adiyaman region. Rest areas and animations presenting contextual information about the site further enhance the visitor experience and facilitate the realization of cultural tourism in a more effective and accessible manner.

One of the central concepts in the development of cultural tourism is the notion of archaeological sites. Generally referring to protected archaeological areas open to the public, such sites extend beyond the mere display of physical remains. Through effective planning and management, they are integrated with recreational, educational, and touristic functions, and can operate as open-air museums or cultural landscapes (Bayraktar, 2010, pp. 23–24). Archaeological tourism may therefore be defined as a type of tourism that introduces visitors to the historical development of cultures through site visits and museum tours, fosters awareness of cultural heritage preservation, and generates economic benefits at both local and national levels (Doğaner, 2013, pp. 69–70). Providers of archaeological tourism draw upon archaeological heritage as their main

resource in developing tourism experiences and contribute to its promotion. However, reducing archaeological tourism to the presentation of tangible remains alone is insufficient. Archaeoparks, for instance, are areas where material traces of the past are extensively reconstructed and presented; they also serve as spaces where visitors may rest after tours and participate in complementary activities. In contemporary practice, these functions are increasingly supported by technological innovations under the umbrella of digital archaeology (Gürbüzer & Çalhan, 2024, p. 222). Modern approaches emphasize creative tourism models that foreground co-creation processes between visitors and providers, thus offering an experience-centered framework (Ross et al., 2017, p. 38).

In this context, a SWOT analysis of Perre Ancient City provides a systematic means of assessing the site's strengths and weaknesses, while also identifying opportunities and threats that may influence its value for tourism. Such an analysis is crucial in guiding the development of sustainable archaeological tourism strategies, ensuring that cultural resources are managed in a planned and effective manner to maximize their potential for both preservation and public engagement.

### **2.3. The Contribution of Recreational Activities to Sustainability in Perre Ancient City**

As part of the 2024 research program, a chamber tomb reconstruction project was carried out. Due to the heavy damage observed in the existing rock-cut tomb and the absence of original finds, it was decided to implement a full-scale reconstruction. Within the framework of the project, the empty tomb chamber was recreated in accordance with Roman burial practices, without any physical intervention in the original structure. Multiple replica skeletons were placed in

glass coffins inside the burial niches, and a holographic reconstruction was employed to animate the funerary context.

In addition to the skeletal replicas, grave goods typical of the period—such as terracotta and glass unguentaria (tear bottles), lamps, bowls, jugs, plates, figurines, coins, and personal ornaments—were displayed. Through holographic technology, a Roman woman was digitally recreated with period-appropriate clothing, jewelry, and footwear, and her biography was narrated. The funerary couches within the tomb were enclosed with glass panels, and one of them was fitted with the aforementioned hologram. Once visitors enter the chamber, the hologram is automatically activated, offering a highly realistic and immersive experience that has drawn considerable attention.

For the first time in an archaeological site, hologram technology was applied at Perre. This pioneering use has attracted not only tourists but also scholars, significantly enhancing the site's tourism potential and positioning Perre as an innovative case within the field of cultural heritage presentation (Figure 2).



**Figure 2:** Reconstruction of the Wine Presses (Excavation Archive)

Another initiative focused on the transformation of the necropolis of Perre Ancient City into a large quarry during Late Antiquity. In this context, the project reconstructed a Roman crane system, originally constructed of wood and commonly used during the Roman period (Figure 3). The replica crane was designed in full accordance with historical evidence and was made operational, enabling visitors to observe its mechanisms and experience its function through hands-on interaction.

The project also included specially prepared 3D animations illustrating how the crane was employed in the quarrying process (Figure 4). These visual reconstructions provide visitors with a distinct and engaging interpretive layer, allowing them not only to witness but also to better understand the technological capabilities of the Roman period. In this way, the Roman crane project enriches the interpretive value of Perre, offering both an educational and immersive cultural tourism experience.



**Figure 3:** Reconstruction of a Roman Crane Used in the Quarrying of the Necropolis (Excavation Archive).



**Figure 4.** The Reconstruction of the Tomb Chamber with the Application of Hologram Technology (Tomay)

The location selected for the tomb chamber reconstruction was deliberately chosen on the most prominent elevation of the archaeological site. Positioned at the end of the visitor route and accessible by an imposing stairway of 71 steps, the chamber not only encourages visitors to explore other parts of the site but also provides a climactic and memorable experience. Through a combination of archaeological excavation-based landscaping and the application of advanced technology, the tomb chamber has been transformed into a recreational area that transcends a conventional ruins visit, offering instead a more comprehensible and immersive exhibition system. Furthermore, 3D animations illustrating Roman funerary rituals are presented on tablets to visitors, thereby enriching the cultural tourism experience with a dynamic and engaging dimension.

Another project focuses on the reconstruction of wine presses believed to have been in use between the 4th and 7th centuries CE (Figure 2s). The first stage involved the installation of a protective roof and pressing beams designed to replicate the original appearance. For the presses, which had survived as open pits, a covering structure was erected. The roof tiles were produced as precise replicas of those documented during excavation, ensuring authenticity. Without disturbing the ground, steel supports were installed on natural stone bases and finished with a wooden appearance through special painting techniques to achieve both durability and visual harmony. Alongside the physical reconstruction of the Roman wine-pressing system, the grape-crushing process was also visualized for visitors through 3D animations displayed on tablets and screens.

These reconstructions, realized within a short period of time, combine a high level of technological application with authenticity, enabling visitors to gain more comprehensible insights into ancient practices. Importantly, such

initiatives remain rare in Turkish archaeological sites, which further enhances the visibility of Perre-particularly for Adiyaman-while positioning the city as a model of innovative heritage presentation.

### **Recent Technological Innovations and SWOT Analysis of Perre Ancient City**

In recent years, Perre Ancient City has witnessed significant innovations aimed at enhancing its tourism potential through the use of three-dimensional reconstructions (3D) and holographic techniques. In this respect, Perre holds the distinction of being one of the first archaeological sites in Turkey where hologram technology has been applied. Archaeological features such as the necropolis, water channels, and the church precinct are thus presented not merely as static remains but in digitally “revitalized” form.

These applications, implemented without compromising the authenticity of the site, allow visitors to better comprehend its historical context while simultaneously providing an experiential dimension comparable to the animation practices at Göbeklitepe and the living museum model at Ephesus. Accordingly, Perre has become a pioneering example of integrating advanced technology into archaeological tourism. These developments highlight the site's potential to play a key role in sustainable tourism strategies. By enriching visitor experiences, such innovations not only contribute to regional socio-economic development but also strengthen the international promotion of Turkey's cultural heritage.

### **Opportunities**

- The proximity of Perre to Adiyaman city center, ensuring easy accessibility.
- The presence of wooden walkways throughout accessible areas of the necropolis (Figure 5).

- Opportunities for local community involvement in tourism services (souvenirs, cafés).
- Ongoing and forthcoming revitalization projects that enhance the site's visibility.
- Official designation as an archaeological site (*Ören Yeri*), with Ministry of Culture and Tourism oversight ensuring security and regulated access.
- Strong commitment from local authorities toward the promotion of Perre.
- Growing domestic and international interest in cultural sites and heritage tourism in Turkey.
- Proximity to other archaeological landmarks such as Nemrut, the Cendere Bridge, Arsemia, the Karakuş Tumulus, and the Sofraz Tumulus.
- Inclusion within Southeastern and Eastern Anatolia tourism itineraries.
- Increasing demand for cultural heritage tourism among both domestic and foreign visitors.
- Expanding use of digital technologies in tourism (virtual tours, augmented reality, etc.).
- Potential collaborations with universities in archaeology, tourism, and heritage studies.
- Support from regional development programs (e.g., GAP and TRC1 regional plans).
- Potential UNESCO nomination and the possibility of integrating Perre into a comprehensive Commagene cultural route (together with Nemrut, Arsemia, and Cendere).
- Close location to highly popular sites like Göbeklitepe and Karahantepe, which have drawn significant attention in recent years.

### **Strengths**

- Proximity to Adiyaman city center (5 km) ensures easy access.
- One of the five major cities of the Kingdom of Commagene, conferring high historical value.
- Security ensured by professional staff and surveillance systems, minimizing risks.
- Official designation as an archaeological site with entry available via Museum Card.
- Evidence of multi-period occupation spanning the Roman and Byzantine eras.
- Large number of rock-cut tombs and an extensive necropolis, offering archaeological diversity.
- Possession of one of the largest necropolises in Anatolia.
- Rich architectural remains including mosaics, sanctuaries, fountains, and churches.
- First archaeological site in Turkey to apply 3D reconstruction and hologram technology.

### **Weaknesses**

- Presence of the modern settlement of Örenli/Pirin Village within the ancient city boundaries, creating challenges of expropriation.
- Severe damage to Adiyaman's tourism infrastructure following the catastrophic earthquake of 6 February 2023, in which the province was among the most affected.
- Limited regional tourism infrastructure and facilities in the immediate vicinity.
- Insufficient accommodation and food services within the city.

- Short visits by tour groups, many of whom are unfamiliar with the site or lack adequate information.
- Insufficient national and international promotion and visibility.
- Restricted accommodation capacity across Adiyaman.
- Limited monumental structures within the site compared to neighboring centers.
- Harsh summer temperatures, similar to those reported for Göbeklitepe (Birinci et al., 2018, p. 1364)

### Threats

- High seismic risk and vulnerability to natural disasters, given Adiyaman's location in an earthquake-prone zone.
- Environmental degradation and inappropriate visitor behavior leading to potential damage.
- Limited financial resources and insufficient sustainable restoration funding.
- Global crises (e.g., pandemics, wars) affecting tourist mobility and demand.
- Strong competition from neighboring destinations such as Göbeklitepe, Nemrut, and Zeugma, which enjoy greater international recognition.



**Figure 5.** Plan of Walking Paths and Visitor Routes (Excavation Archive)

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## GENİŞLETİLMİŞ ÖZET

### Giriş

Perre Antik Kenti, Adıyaman ili sınırları içerisinde, Kommagene Krallığı'na kadar uzanan köklü geçmişiyle Anadolu'nun en önemli arkeolojik yerleşimlerinden biri olarak kabul edilmektedir. Roma ve Bizans dönemlerinde de önemini koruyan kent, geniş nekropol alanı, su kanalları, mozaikler, sarnıçlar, kutsal alanlar ve farklı dönemlere ait mimari kalıntılarıyla dikkat çekmektedir. Bu özellikleriyle yalnızca Kommagene Krallığı'nın beş büyük kentinden biri olma niteliğini sürdürmekle kalmamış, aynı zamanda Roma İmparatorluğu'nun doğu eyaletlerindeki kültürel ve ekonomik dolaşımın da bir parçası olmuştur. Buna rağmen sahip olduğu kültürel ve tarihsel zenginliğe karşın Perre, uzun süre turizm açısından yeterli ilgiyi görememiştir.

Günümüzde kültürel miras turizmi, dünya genelinde giderek önem kazanan bir alan haline gelmiş; UNESCO Dünya Mirası Listesi'ne giren yerler veya ulusal ölçekte koruma altındaki ören yerleri turistik cazibe merkezleri haline gelmiştir. Perre'nin bu bağlamda değerlendirilmesi hem bölgesel kalkınma hem de Türkiye'nin kültürel mirasının uluslararası tanıtımı açısından kritik öneme sahiptir. Perre'nin Adıyaman kent merkezine yakın konumu, Nemrut Dağı, Arsameia, Karakuş Tümülüüsü ve Cendere Köprüsü gibi Kommagene miras alanlarıyla bütünlleşme potansiyeli taşıması, onu çok merkezli bir turizm rotasının önemli bir durağı haline getirmektedir.

Bu çalışma, Perre Antik Kenti'nin mevcut durumunu ve turizm potansiyelini incelemekte olup; özellikle 2024 yılından itibaren gerçekleştirilen canlandırma projelerine odaklanmaktadır. 2024 yılında uygulamaya başlanan ve 2025 yılında ziyaretçi ile buluşturulan hologram ve üç boyutlu canlandırma teknikleri, Türkiye'de bir ören yerinde ilk kez kullanılan yöntemler olması bakımından öncü bir nitelik taşımaktadır. Göbeklitepe'deki dijital animasyon uygulamaları ve Efes'teki yaşayan müze anlayışı ile kıyaslandığında Perre'nin de benzer bir vizyonla kültürel miras turizmine katkı sağladığı görülmektedir.

### Yöntem

Araştırma, nitel bir durum çalışması yaklaşımıyla tasarlanmıştır. Veriler, öncelikli olarak belge analizi yöntemiyle toplanmış; arkeolojik kazı raporları sempozyum bildirileri, yerel yönetimlerin yayılmış olduğu kurumsal belgeler ve kültürel miras turizmine ilişkin ulusal ve uluslararası akademik literatür incelenmiştir. Böylece Perre'nin turizmdeki yeri daha geniş bir bağlamda ele alınmıştır.

Analiz sürecinde içerik analizi yöntemi kullanılmış; koruma, yorumlama, ziyaretçi deneyimi, erişilebilirlik ve sürdürülebilirlik temaları çerçevesinde veriler sistematik olarak sınıflandırılmıştır. Ayrıca UNESCO Dünya Mirası adaylık süreçlerinde kullanılan kriterler ve ICOMOS'un kültürel miras yönetimi ilkeleri de dikkate alınmıştır. SWOT analizi yöntemiyle kentin güçlü yönleri, zayıf yönleri, fırsatları ve tehditleri belirlenmiş; sürdürülebilir turizm açısından hangi stratejilerle yönetilebileceği tartışılmıştır.

### Bulgular

Araştırmmanın en dikkat çekici bulgularından biri, Perre'de 2024 yılında hayatı geçirilen yenilikçi canlandırma projeleridir. Bunların başında, oda mezarının hologram tekniği ile canlandırılması gelmektedir. Bu projede, mezar odasına cam çerçeve içerisine alınan mezarlara replika iskeletler yerleştirilmiş, dönemin mezar hediyeleri sergilenmiş ve hologram tekniğiyle ekip tarafından hikayesi yazılan, Roma dönemine ait bir kadın figürü, kıyafetleri ve eşyalarıyla birlikte ziyaretçilere tanıtılmıştır. Ziyaretçilerin odaya girişiyle otomatik olarak çalışan bu sistem, oldukça gerçekçi bir deneyim sunarak büyük ilgi çekmiştir.

Bir diğer proje ise MS 4–7. yüzyıllarda kullanıldığı düşünülen şarap işliklerinin canlandırılmasıdır. Aslına uygun biçimde yapılan koruma çatısı, pres kolları ve 3D animasyonlarla desteklenen bu uygulama, ziyaretçilere antik dönemin üretim süreçlerini gözleme fırsatı tanımaktadır. Ayrıca Geç Antik Çağ'da nekropolisin taş ocağına dönüştürülmesinden sonraki sürecini anlatan proje kapsamında, Roma dönemine ait ahşap vinç sistemi yeniden inşa edilmiş ve çalışır durumda sergilenmiştir. Bu tür rekonstrüksiyonlar, ziyaretçilerin yalnızca kalıntıları görmekle yetinmeyip geçmişin üretim ve günlük yaşam pratiklerini deneyimlemesine imkân tanımaktadır.

Projeler Perre'yi sadece statik kalıntılar sunan bir ören yeri olmaktan çıkarıp, ziyaretçilere interaktif ve deneyim odaklı bir kültür turizmi deneyimi sunan bir merkez haline getirmiştir. Ayrıca, Göbeklitepe ve Efes örnekleriyle karşılaşıldığında, Perre'nin teknolojiyi miras yönetimine entegre eden öncü bir örnek olduğu sonucuna ulaşılmıştır. Bu sayede kentin görünürlüğü artmış, yerel yönetimlerin ve üniversitelerin katkısıyla ziyaretçi profili çeşitlenmeye başlamıştır.

SWOT analizi sonuçlarına göre, Perre'nin güçlü yönleri arasında Kommagene'nin beş önemli kentinden biri olması, geniş nekropol alanına sahip olması, Roma ve Bizans dönemlerinden kalma çok katmanlı buluntular ve 3D-hologram uygulamalarının ilk kez burada hayatı geçirilmesi bulunmaktadır. Zayıf yönler arasında ise tanıtım eksikliği, konaklama ve yeme-içme altyapısının yetersizliği

ve 2023 depremi sonrası altyapı zararları öne çıkmaktadır. Fırsatlar kısmında, kültürel turizme olan artan talep, UNESCO adaylığı potansiyeli, bölgesel kalkınma projeleri ve dijital arkeoloji uygulamalarının yaygınlaşması dikkat çekmektedir. Tehditler arasında ise doğal afet riski, küresel krizler, çevresel tahrifat ve Göbeklitepe ile Nemrut gibi güçlü destinasyonlarla rekabet yer almaktadır.

### **Sonuç ve Tartışma**

Perre Antik Kenti, sahip olduğu güçlü tarihsel ve kültürel birikim ile yenilikçi teknolojik uygulamaları sayesinde arkeolojik turizm açısından önemli bir potansiyele sahiptir. Ancak bu potansiyelin hayatı geçirilebilmesi için ulusal ve uluslararası tanıtım eksikliklerinin giderilmesi, ziyaretçi altyapısının güçlendirilmesi, konaklama ve ulaşım olanaklarının artırılması gerekmektedir. Ayrıca yerel halkın turizm faaliyetlerine daha etkin biçimde dahil edilmesi, sürdürülebilirlik ilkeleri doğrultusunda uzun vadeli bir yönetim planının hazırlanması önem taşımaktadır.

2025 yılında ziyaretçilerle buluşturulan hologram ve 3D canlandırma projeleri, Perre'nin kültürel miras turizminde dönüştürücü bir rol üstlenebileceğini göstermiştir. Bu projeler sayesinde ziyaretçiler, yalnızca arkeolojik kalıntıları görmekle kalmamakta; aynı zamanda dönemin sosyal, ekonomik ve kültürel yaşamını da deneyimlemektedir.

Sonuç olarak, Perre'nin kültürel miras turizmi kapsamında etkin biçimde tanıtılması ve sürdürülebilir politikalarla desteklenmesi halinde, Adıyaman'ın bölgesel kalkınmasına önemli katkılar sağlayacağı ve Türkiye'nin kültürel mirasının dünya ölçüğünde tanıtılmasına öncülük edeceği açıklıktır. Bu bağlamda Perre, yalnızca geçmişin bir kalıntısı değil; aynı zamanda geleceğin kültürel miras yönetiminde model teşkil edebilecek bir merkez olma potansiyeline sahiptir.