

From Sightseeing To Sunbathing: As Good Planning Example, The Emerge The of Coastal Tourism in Florya, İstanbul

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Abstract

The development of the tourism activities in the Florya settlement in the south of Istanbul city was discussed. In the Byzantine period there was a summer palace where members of the Florian palace arrived. After the conquest of Istanbul, a hunting lodge was built in Florya and it was used as a place where the people of the community had a pleasant time. The widespread awareness of Florya was due to the construction of the Yedikule connection of the Rumeli Train Line in the 19th century. In the 19th century, Florya went to sources as a recreational place for those who come from Istanbul. In the first quarter of the 20th century, British soldiers in Florya and the people who fled the Bolshevik Revolution began to use the beaches to enter the sea. The most important factor in winning the tourism function of Florya is the planning of "water city" at the request of Atatürk in 1930s. Flora Beaches, until 1940s, are being used for more days, From the second half of the 20th century, the accommodation facilities built in the region and the people who came after the construction of the second houses started to spend more time in Florya. 1The years of 950-1980 were the most intense and popular period of Florya as a tourism center. It was forbidden to enter the sea from the Florian coasts in 1995–2010 due to the spread of the Istanbul city from the 1980's and the sea not being clean enough. Although it is not a health hazard to enter the sea from Florya since 2010, Florya has never reached its former popularity as a tourism region . However, it has always been an elite neighborhood where the financially well-off people live.

Keywords: Tourism History, Florya, Tourism Geography, Turkey and Tourism, Atatürk ve Tourism, Istanbul and Tourism

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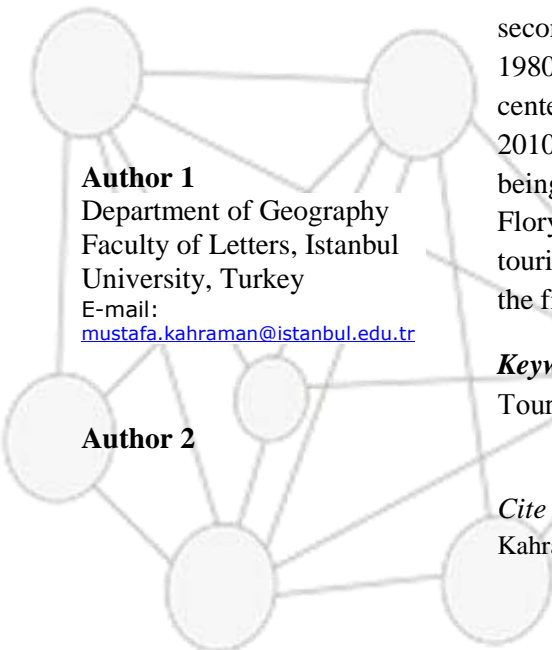
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INTRODUCTION

Until the industrial revolution, only the noble tourist activities were able to appeal to wider masses with the free time of the post-industrial working class and the development of transportation possibilities (Özgüç 2007; Löschburg, 1998). As the day-to-day approach approached, only the number of potential tourists increased. At the same time, tourism activities have diversified (Akova, 2000; Akova, 2008). Coastal tourism among the tourism activities is one of the largest and oldest tourism types (Honey, 2007). Coastal tourism has developed in the southern coasts of Europe for the first time in the world and was entering the sea for health (Özgüç 2007) In the 20th century, especially after the Second World War, the middle class rapidly developed in the coastal regions.

The general information described in the above paragraph is generally accepted among tourism workers. Nevertheless, in the emergence and development of almost every tourism zone, some special circumstances that are national and regional . This article has been updated to reflect the fact that these special cases are worthy of review and that the contribution to the tourism literature in the light of the above mentioned general information.

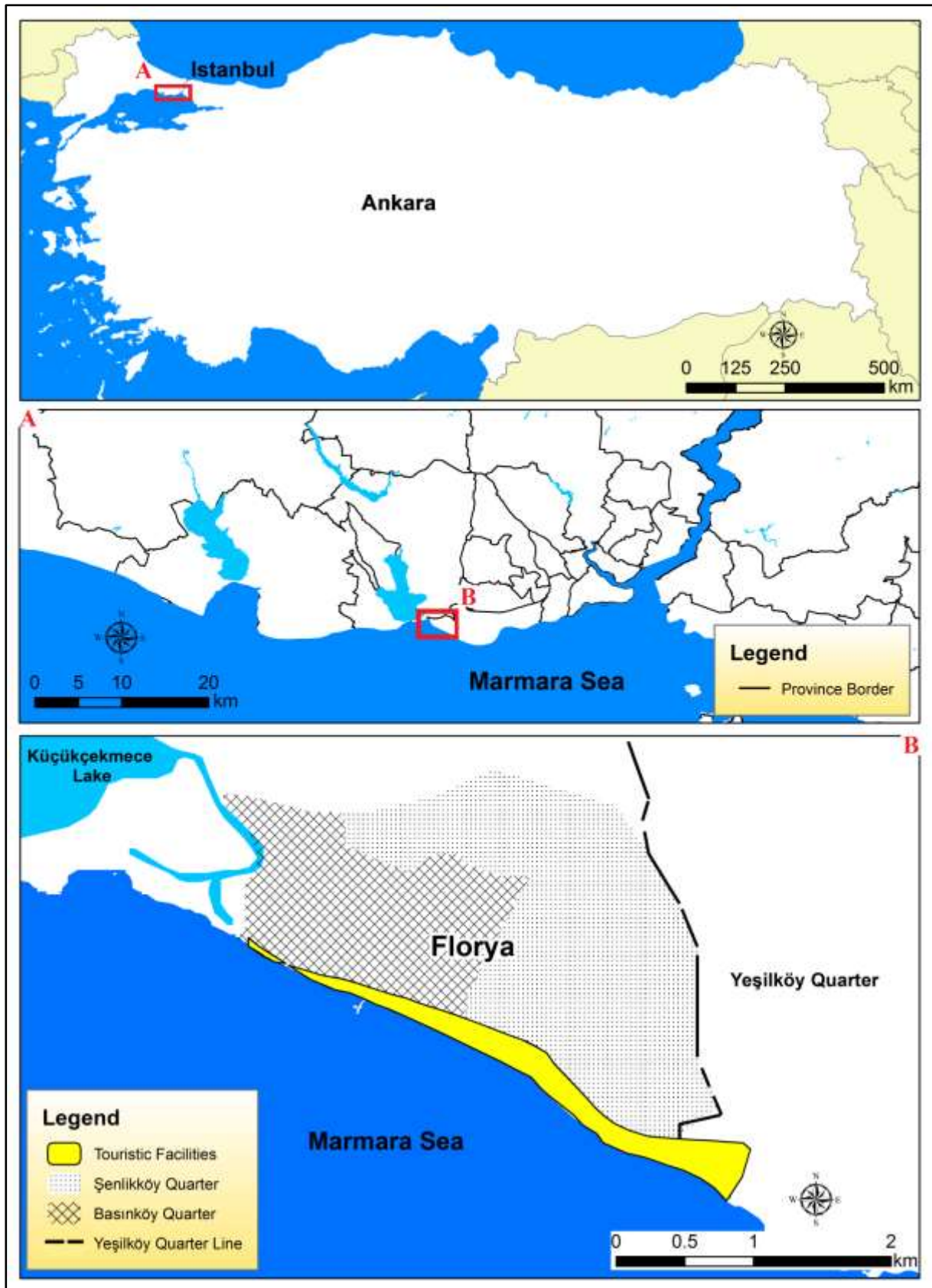
The study will be conducted before and after the tourism activities in Florya which is one of the most popular coastal tourism places of Istanbul during the years of 1940-1980. The study area is the immediate surroundings of the beaches located in Şenlikköy, Basıncıköy and Yeşilköy Quarter located in the Bakırköy District of Istanbul Province and the area affected by the touristic activities taking place in these beaches (Map 1).

MATERIALS and METHODS

In the article, as well as modern literature, sources of the Prime Ministry Ottoman archives for the Ottoman era More recently, newspaper archives have been used frequently. This is a necessity for a preference. Because there are no regular statistics on the number of tourist facilities and arrivals in Florya. Therefore, as many sources as possible have been reached and tried to reach the most accurate numerical data. However, statistics have not been found in most places. Many of the maps produced were produced from plans made in the city of Istanbul. Mapping from existing information was mapped by ArcMap, 10.12, Program and field studies were carried out to determine the state of the facilities of the present day.

1. Pre-Tour Period in Florya

The Florya settlement is a field of interest for almost every period due to the natural conditions and the ease of access. During the Byzantine period, Flora remains in the Hebdomon region, where summer palaces are located. It is also known that in Florya there was a palace built for Emperor Theodora, but this palace was destroyed (Evren, 1994) the members of the palace came here and spent their summers here. In the 16th century, it is reported that a hunting cave was built in the center of Şenlikköy on the side of Sultan Süleyman the Magnificent (Atasoy, 2002).



Map 1. Map of Florya Location

Whether in the Byzantine period or in the Ottoman period, transportation to Florya is easier than in other places. Via Egnatia road connecting Istanbul to Europe was used to reach Florya (İstanbul Ansiklopedisi Cilt 3: 324). On January 4, 1871, a 15 km long Yedikule-Küçükçekmece line (Engin, 2008), so Florya has become a more accessible settlement.

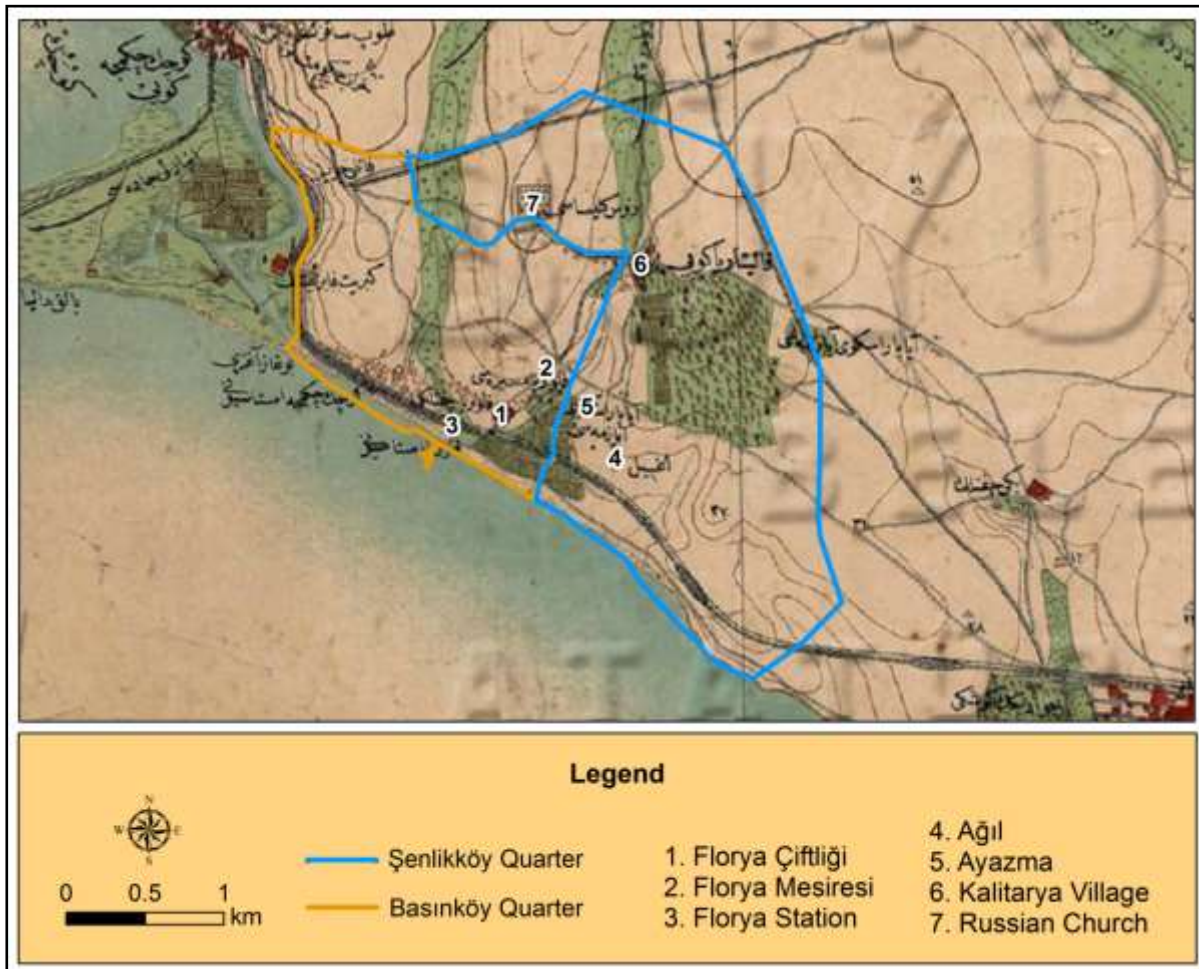
At the beginning of the 19th century Florya, at the beginning of the 20th century, archive resources are much higher than in other periods. Historical sources in the Ottoman Archives reveal that Florya is often a recreation spot and frequent day trips from the schools in Istanbul. (Map2). (BOA., MF.MKT., 859/23, 25.Ra.1323 (May 30, 1905); BOA., MF.MKT., 863/32, 08.R.1323 (12 June 1905); BOA., MF.MKT., 868/32, 03.Ca.1323 (July 6, 1905); BOA., MF.MKT., 931/56, 09.R.1324 (June 2, 1906); BOA., MF.MKT., 936/41, 26.R.1324 (June 19, 1906); BOA., MF.MKT., 1055/46, 16.R.1326 (May 18, 1908); BOA., MF.MKT., 1055/62, 17.R.1326 (May 19, 1908); BOA., MF.MKT., 1060/62, 20.Ca.1326 (June 20, 1908); BOA., MF.MKT., 1063/29, 01.C.1326 (July 1, 1908); BOA., MF.MKT., 1063/38, 02.C.1326 (July 2, 1908); BOA., Y..PRK.ZB., 21/38, 01.S.1316 (June 21, 1898); BOA., Y..PRK.ZB., 22/93, 18.M.1317 (May 29, 1899); BOA., Y..PRK.ZB., 25/32, 20.Z.1317 (April 21, 1900); BOA., Y..PRK.ASK., 162/5, 25.S.1318 (June 24, 1900); BOA., MF.MKT., 517/55, 29.Ra.1318 (July 27, 1900); BOA., Y..PRK.ZB., 29/107, 26.Ca.1319 (September 10, 1901); BOA., Y..PRK.ZB., 38/50, 10.Ca.1326 (July 10, 1908).



Map 2. Schools Used Florya Excursion (1890–1909)

Undoubtedly, the role of the Rumeli Shimendifer is very big because the school trips are concentrated on Florya. As a matter of fact, Aksaray Mekteb-i Osmani students is one of the most important demonstrators to use this railway in 1906 and to express thanks to the Rumeli Şimendifer Company for their comfort during their travels (BOA., MF.MKT., 930/65, 04.R.1324 (28 May 1906). In time, it was so popular that the number of people who wanted to increase the number of lines in 1910 due to the increase in the number of people wanted to increase the number of lines, but this request could not be realized (BOA., DH.EUM.THR., 39/10, 20.C.1328 (29 June 1910).

The 1/25 000 scale map prepared by the Mapping Board in 1901-1904 gives valuable information about the settlement of Florya. According to this map, Florya Farm and Florya Mesiresi are located in the vicinity of today's Pressköy Quarter, Kalitarya Village in the vicinity of Şenlikköy Quarter, fruit gardens of Florya Çiftliği, cow graveyard and Aziz Paraskevi ayazması (Map 3). The sunsets are the water that non-Muslims consider sacred and visit to find healing.



Map 3. Florya And Its Immediate Vicinity (1901-1904)

Source: It was produced in 1911, 1912, 1914 from the map of Istanbul which was published in Erkan-i Harbiye Matba.

In the 1920s some molds about using natural charm began to change. Until the 1920s, there were buildings in Istanbul called the sea bath which were covered with trees and reached by a pier from the sea (Exhibit 1).

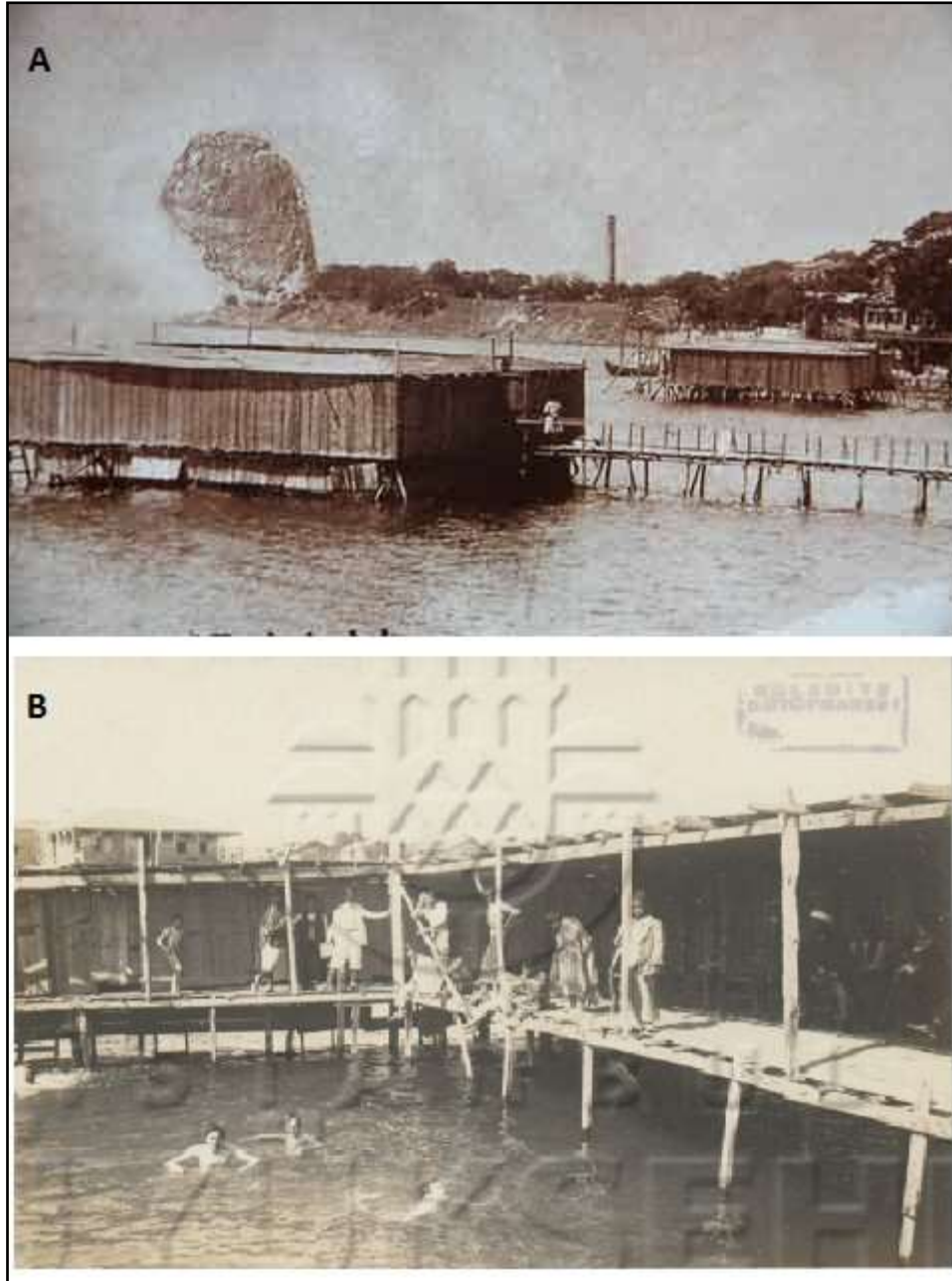


Exhibit 1: A: Sea Bath İn Makriköy (Bakırköy), B: Male Sea Bath Interior in Makriköy

Source: Photographs, photos from Turgay Tuna's "Hebdomon to Bakırköy" and "Ayastefanos-Yesilkoy in the Light of the Navy" and İ.B.B. The Atatürk Library was obtained from the Digital Archive and e-Resources section.

As you can see in Exhibit 1, seaside baths were established on the beach, usually separate for women and men. These are seasonal, built in the summer months and dismantled in the winter. Untouched sea baths were maintained at the beginning of the season (Ekinci 2014). Those who wanted to benefit from the sea and the sun were using these seashells for a certain fee. In 1875, there are 62 marine baths in Istanbul, 34 of which are men and 28 are women (Kürkçüoğlu, 2015). These marine baths can be privately operated with the present expression, which is open to the use of the public, as well as marine pests belonging to a mansion, which only the residents of that mansion can use.

In 1919, Istanbul was occupied by the British, and in 1920, about 150 000 Russians fleeing from Russia came to Istanbul. Both British troops in charge of Florya and around 2500 Russian families and about 3000 Russian soldiers were placed in Florya (Peyam-ı Sabah 3 Aralık 1920). The coming Russians and Englishmen started to swim in the beaches for the first time in Istanbul (Şahin, 1994; Günyol, 1990). This was a very interesting event for Istanbul at that time, so people from nearby have come to see those entering the sea (Akçura, 2017) (Exhibits 2 and 3).



Exhibit 2: British Soldiers at Florian Beach (1919)

Source: <http://www.milliyet.com.tr> (Erişim Tarihi 5.07.2017)



Exhibit 3: British Soldiers at Florian Beach (1919)

Source: <http://www.thepicta.com> (Erişim Tarihi 5.07.2017)

2. Sand-Sun-Sea-Based Tourism Emergence in Florya

Some activities, such as the fact that Florya is the scene of day trips to nature, starting to enter the sea from the beaches and the construction of the Rumeli railway line, have formed the cultural and physical infrastructure of tourism based on sand sun and sea. Apart from this, due to the fact that the region has been properly planned with physical geographical conditions and physical geography conditions, it has become possible for Florya to become an important tourism center in a short time.

2.1. Flora's Physical Geography Terms

The physical geographical conditions of that region are highly influential in the emergence of a tourism based on sand, sun, and sea triplets . Climate is a parameter that positively affects tourism activities based on the sand, sun and sea triplicity, in which the summers are arid and hot, the wind is not severe and the sea is shallow.

Climate Features: In order for a coast to be used as a beach, it is expected that the period of drought and dry weather will be above 20/28 °C, depending on the geographical location (Ülker, 1994). The average annual temperature of Florya is 14 degrees and the temperature is over 20 C during the June to September seasons (Tablo 1 Besides all these, Lodos coming to Istanbul from the south causes overwhelming temperatures in Istanbul during the summer (Biricik, 2013; Yalçın, 1965).

Another factor influencing the formation of coastal sand dunes in Florya is the fact that, It is located at the west of Kalitarya Creek and Kalitarya Creek¹. Both have been influential in the formation of coastal dunes in Flora with alluviums they carry (Exhibit 4).

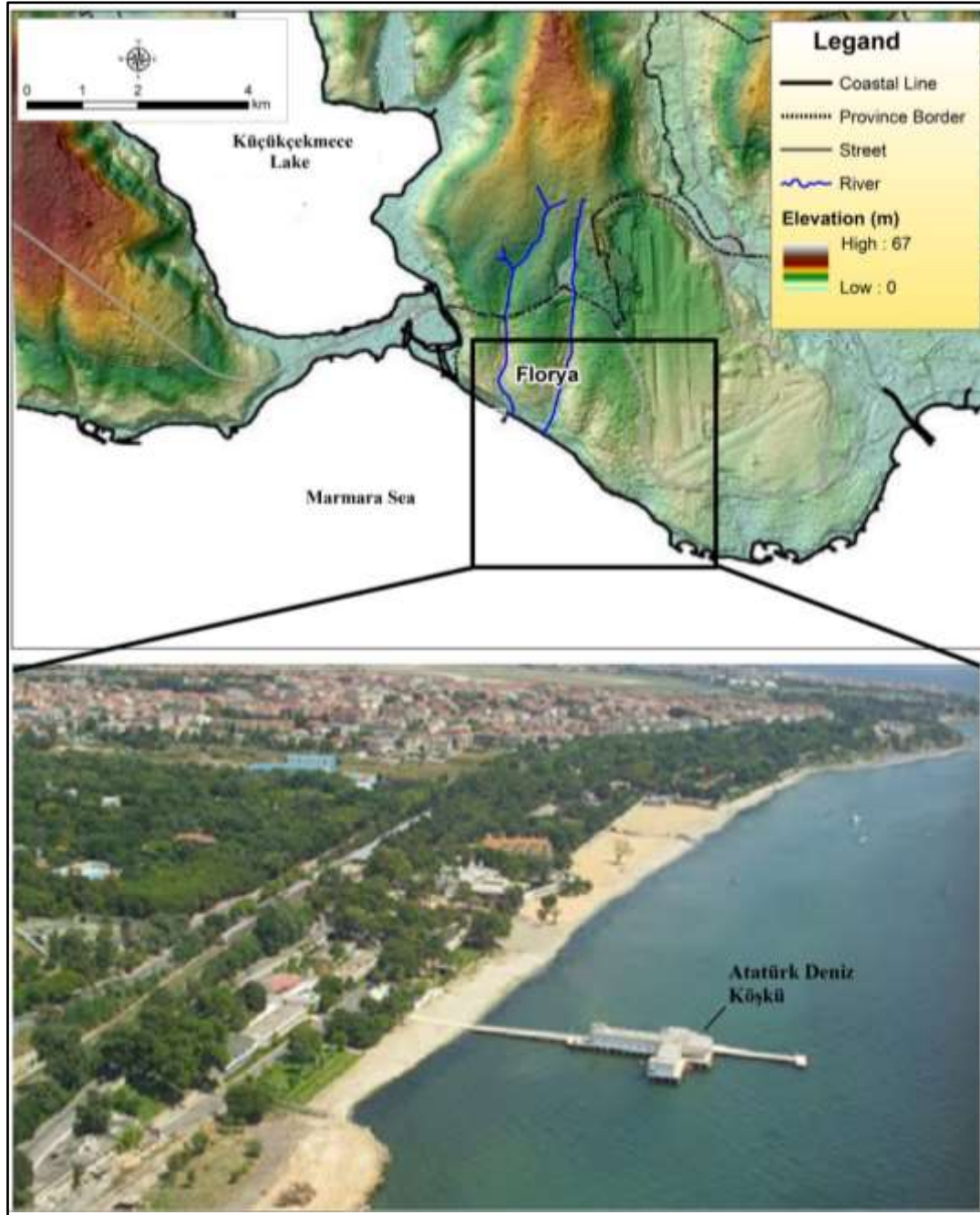


Exhibit 4. Flora's Topography

Source: Radikal Newspaper (27 January 2016)

¹ The name of this stream that has dried up today can not be read in the historical maps.

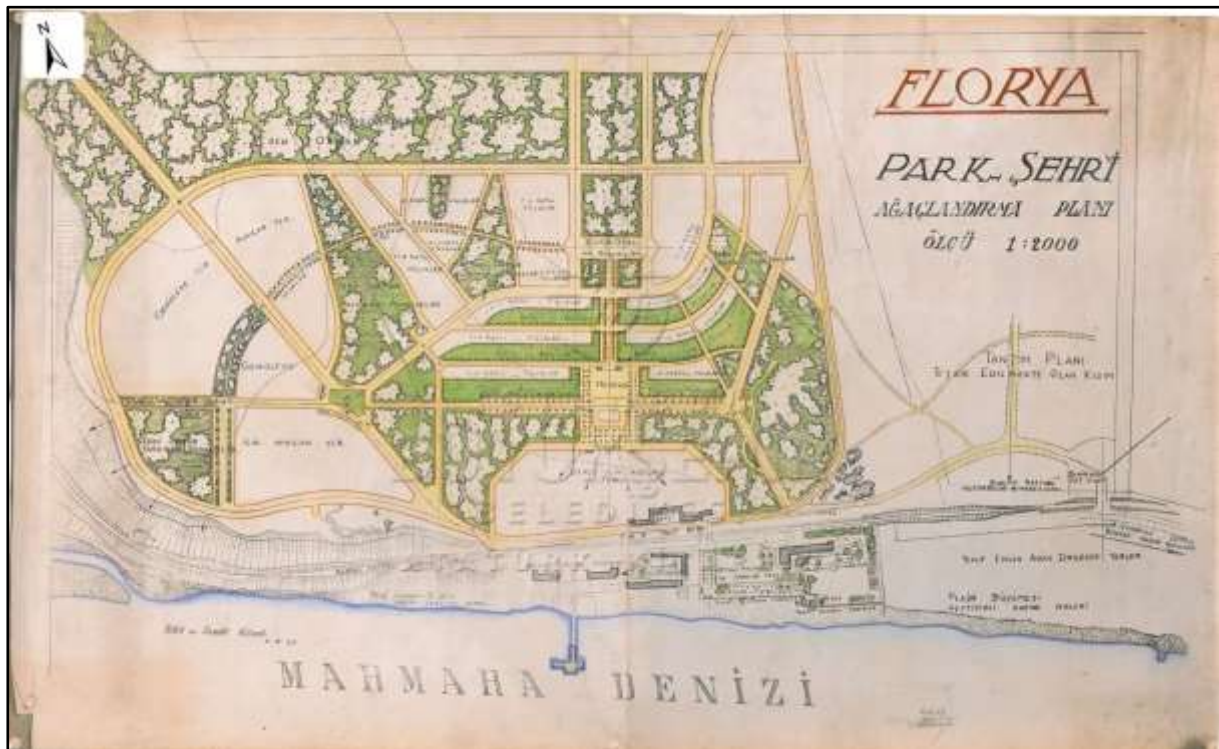
3. Development of the Tourism Case in Florya

It is possible to consider the tourism in Florya in 3 periods. The first is the years 1930-1940, which represents the initial stages of tourism, the second is the years 1950-1980 when tourism rises, and the third is the 1990s when the conservation use balance has been exceeded and the tourism function has begun to rise.

3.1. Years 1930-1940

In this period, the beginning of the formation of tourism in Florya. Plans for tourism, which are realized with the request of Atatürk, have caused Florya to meet with Tourism. Within these areas, the coastal part belonging to the Florya Farm was expropriated in 1933, and since 1935 it was included in the borders of Istanbul Constructions and some of the houses in the surrounding area were destroyed and new roads started to be built (Küçükoğlu, 2017). Planned by the famous city planner H. Prost, the physical geography conditions of Florya are taken into account and the appearance of the beautiful city is dominant and the landscape is in the foreground.

In the afforestation plan prepared by Prost in 1936-7 Flora trees will be planted with high northeastern wind prevention capability (Plan 1As mentioned earlier, the summer wind direction of Florya is in the northeast direction. Therefore, it was prevented that those entering the sea would be adversely affected by the wind coming from the north.



Plan 1: Flora Park-City Afforestation Plan

Soruce: Atatürk Library : Hrt_Gec_001791.

In the 1930's the use of sea in Florya, especially in Atatürk and some state enlargement, should have made an important impact on the sea here. The Florentine Atatürk Sea Mansion completed in August 14, 1935 was used by the presidents of Atatürk and Atatürk for rest and work. It was transferred to the Head of the National Palaces Department on 16 September 1988 by the Presidency and since then it has been used as a museum. (<http://www.millisaraylar.gov.tr> Date of access 12.07.2017). Celebrity endorsement (Glover, 2009; Kim et al., 2014), the recognition of a place where a celebrity has vacationed and the increase in the number of tourists should have been experienced in Florya. Although it is difficult to qualitatively assess the extent to which Atatürk and other statesmen are influential in the introduction of Florya, the presence of Atatürk and other elders in the state is one of the most important points in the development of Florya's reputation, (Exhibit 5).



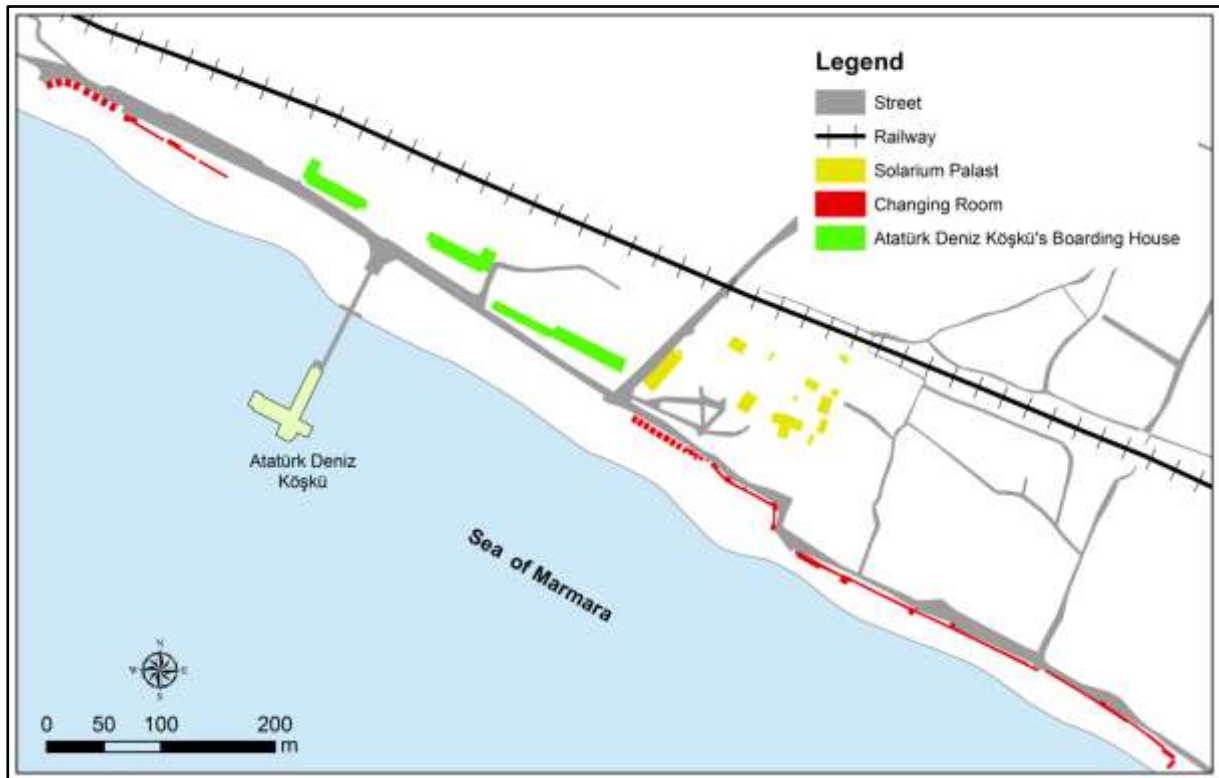
Exhibit 5: Atatürk on Boat (6 August 1936)

Source: <http://www.atam.gov.tr> (Accessed on 29.11.2017)

In the 1930s, Atatürk maritime service buildings were built for the Atatürk mansion and the members of the Grand National Assembly in the Florya coasts. There is also Solarium Palast, one of the first beach businesses of Istanbul, which includes facilities such as a casino, a cafe and a restaurant. During the years 1930-1940, the facilities in Florya were usually round-trip (Map 4). The days are so lively, the Florya coasts are deserted at night. (14

July 1948 Cumhuriyet Newspaper). Atatürk maritime service buildings were used by the members of the Grand National Assembly to pass by. There was also the possibility to set up tents near Plaja.

Although tourism activities in Florya have emerged as a result of planning, from time to time some days beaches and train services have become unable to meet the supply. While the population of Istanbul was 758 488 in 1935, the number of tickets on the beach of Florya was reported as 75 000 in a newspaper report dated 5 July 1935 (TÜİK 1935, Cumhuriyet Newspaper 5 July 1935).



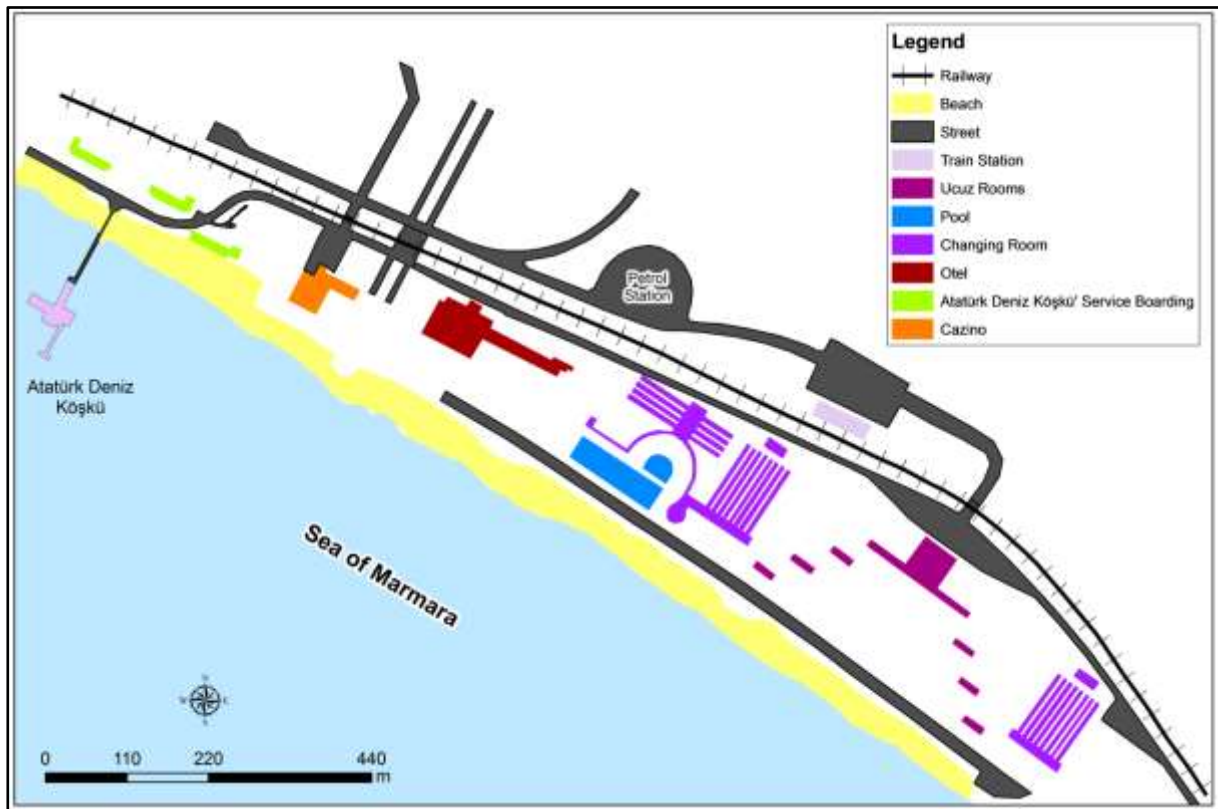
Map 4: Touristic Facilities in Florya (1930s)

3.2. Years 1950-1980

Accommodation facilities started to be built in this period and the supply to the Florian coasts was tried to be met. However, it is difficult to say that it is still successful.. Because the population of Istanbul has increased rapidly during this period, the number of people coming to Florya has also increased rapidly. From 1950 to 1980, the population of Istanbul increased by about 4 million. As a result of this increase, the supply to the Florian coasts has increased. At the beginning of the 1950s the capacity of the beaches was 8 000-10 000 people (August 4, 1954 Cumhuriyet Newspaper), while in the early 1950s the capacity of the beaches increased from 10 000 to 25 000 - 30 000 in the 1960s and to 60 000 in the 1970s Milliyet Newspaper

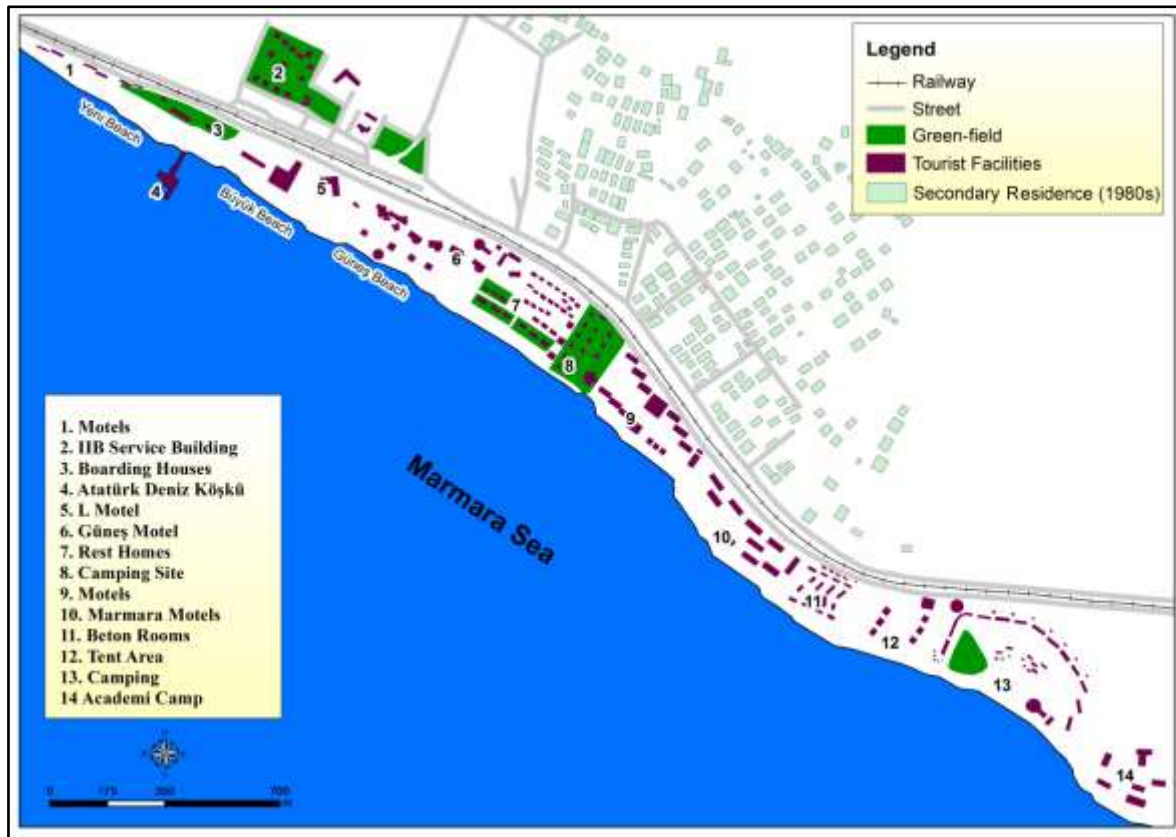
dated 1981). Although there is no numerical information about the capacities of the beaches for the 1980s, the enlargement of the area used as a beach suggests that the tourist capacity has also increased.

At the beginning of the 1950s there is a hotel on the coast, cheap rooms and Atatürk Deniz Köşkünü pensions available to senior officials (Map 5). In 1967, the bed capacity of the accommodation facilities is 594. In the same period, there is a tent area of 15 000 m² (Istanbul Provincial Yearbook, 1967).



Map 5: Touristic Facilities in Florya at the beginning of 1950s

When the 1980s came, motels, IBB service buildings, lodgings, rest rooms, concrete rooms, camping areas were built in the Florian coasts and the capacity of Florya Beaches increased in parallel with the constructed facilities. In addition, since the infrastructure necessary for home construction has been provided in this period, the second conclusions have begun to be made (Map 6).



Map 6: Florya in the 1980s

As a result of all these developments, in the 1950s, Florian facilities covered an average area of 373,000 m², while in the 40 years between 1950 and 1980, the area covered by them grew by 131%, covering an area of about 862 000 m² (Map 4 and 5).

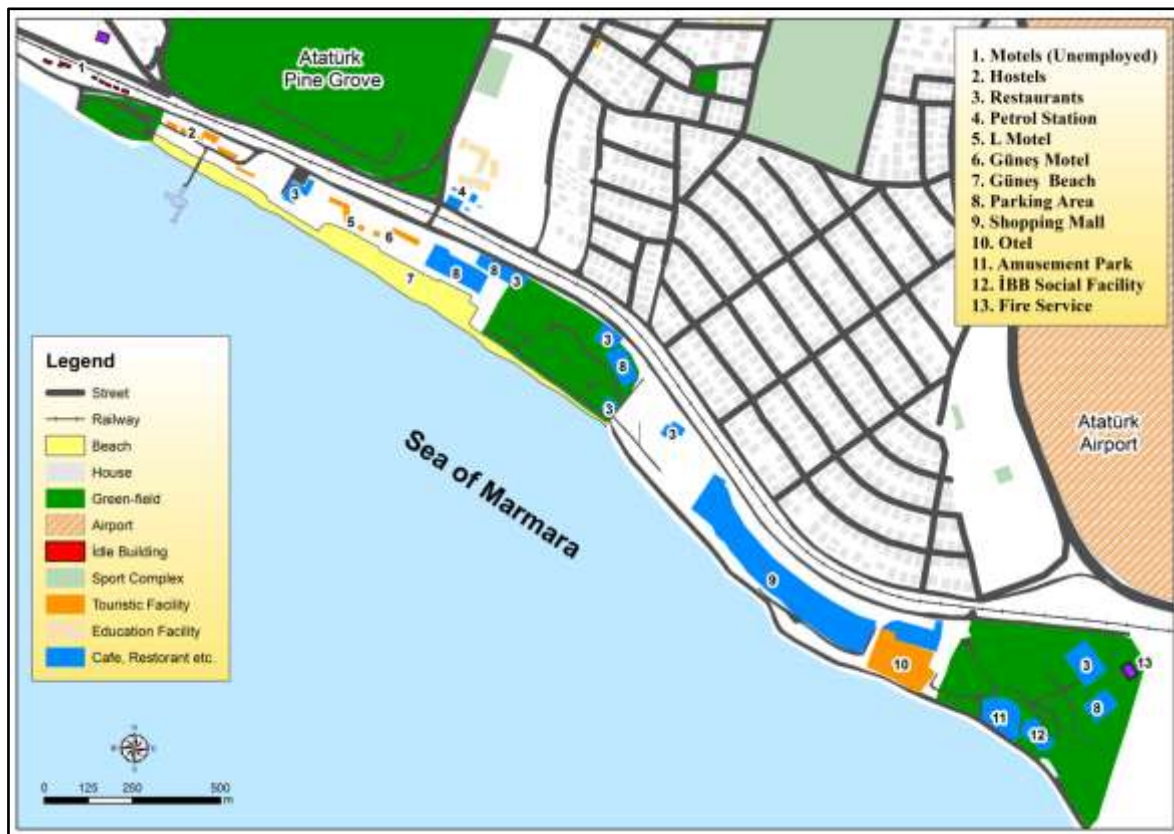
During the period from the 1950s to the 1980s, transport facilities to Florya have also changed. The number of flights of the Sirkeci-Halkalı railway line has been increased. In 1934, there were eleven daily flights (27th May 1834, 7 pages), an electric train was passed in 1955 and an express line was set up between Sirkeci and Florya in 1956 (4 December 1955 Cumhuriyet Newspaper, 16 May 1956 Cumhuriyet Newspaper, 19 July 1955 Cumhuriyet Newspaper). In addition to this, in 1955 an additional bus service between Taksim and Florya was put on (June 16, 1955 Cumhuriyet Newspaper). In addition, the construction of Kennedy Street (Coastal Road), a highway (speedway) at the end of the 1950s, made transportation to Florya even easier.

3.3. Years 1990s

The third period in Flora tourism is the period from 1990's to the day. In the 1990s, the importance of the pollution of marine water by the Florian coasts has decreased from day to day. Between 1995 and 2010 it was forbidden to enter the sea due to sea pollution. Therefore,

it is not possible to talk about tourism based on sand-sun-sea. However, as of 2010, the sea was cleaned and after the ban on entering the sea was lifted, in 2010, 1500 capacity Sun Public Public Beach was opened.

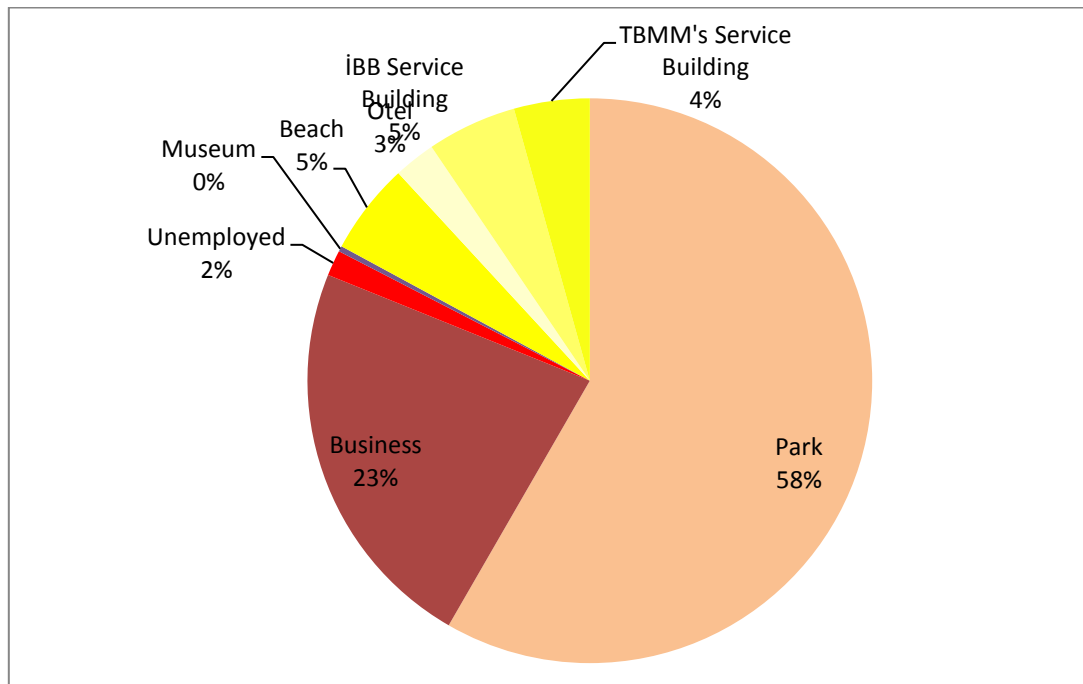
Today, Florya has 4 facilities for tourism. These are: Social Facilities owned by the Grand National Assembly, Gün Motel, L Motel and Crown Plaza, a hotel that has been operating in 2016. The social facilities of the Grand National Assembly and L Motel which serves IBB members have an average of 100 bed capacities and occupancy rates are very low throughout the year. The number of rooms of Sun Motel is 35 and the bed capacity is about 100 with varying. The Crown Plaza, situated in the south-eastern part of Florya and operating in 2016, has 306 rooms and has a capacity of 414 beds (Map 7). It is difficult to say that the people who come to these accommodation facilities are part of a tourism based on sand-sun-sea.



Map 7: Flora's Land Use (2017)

Following the tourism activities based on sand-sun-sea in Florya, Florya's land use patterns have changed drastically. Addressing the tourism function in the 1980s in Florya, the total area covered by the places is 57 ha (Map 5). Today, when we look at the land use of the same places, there are park and green areas at 58% of the land, 23% café, Avm, restaurant and

other businesses, and 19% (Graph 1). Only Sun Beach can be evaluated in the sand-sun-sea tourism from the hosting areas of the tourism function.



Graph 1: Usage Patterns of Today 's Places Used for Tourism Until 1980' s for Years.

In the 1990s there is a very small area that has remained idle since the tourism activities started to fade (Map 7) (Exhibit 6). The Florya settlement has always been an elite neighborhood inhabited by people of good financial standing.



Exhibit 6: Accommodation Facilities in the Northwest part of Florian Coast

The buildings, which were built as the second residence of 1950-1980, have become permanent residents today. Despite the fact that Florya has lost its tourism function, the most important reason for having a distinguished residence area today is the plan made during the development of tourism.

Today, when we examine the housing texture of Florya, it is much more luxurious compared to the settlements such as Heaven, Sefaköy and Küçükçekmece which are in the vicinity . The reason for this is 09.02. Approved in 1954 1/2 000 scale reconstruction plan. Restrictions have been put on this plan that the constructions to be built in Florya should be at a maximum height of 6.50 meters, that the square meters of the house should be 600-1200 square meters and that houses can be built at maximum 25% of the parcel. This situation caused the houses in Florya to have a villa type, similar layout and a regular appearance.

CONCLUSION

While it is not possible to be influenced by general tourism trends when a tourism function is developed in a region, some factors such as the political situation of the country where the land is located and the geographical conditions of the area where tourism policies and tourism functions are also cause significant changes in the development and continuity of tourism. Florya was in a field where recreational activities were being carried out since the Byzantine period. Up to the 19th century, however, recreational activities are believed to have been made by a select few. Following the arrival of the train line to Florya in the 19th century, it is known that a more intensive and wider audience began to use it day by day.

The turning point for Florya was in the 20th century. At the beginning of the 20th century, the patterns of exploitation of the sea along with the English and Russian populations that came to the region began to change . In the 1930s, Flora was designed as a tourism center. After the 1950s, the number of housing units increased rapidly and the number of second homes increased rapidly. Years 1950-1980 is the period when Florya was used intensively in terms of tourism. In the 1990s, the pollution in the Flora coast started to appear and it was forbidden to enter the sea between 1995-2010 in Florya.

Nowadays Florya's tourism activities are based on sand-sun-sea in a very small part . Florya settlement has become a decent neighborhood with its tourism function. Nevertheless, even when the tourism function ceased to exist, Florya maintained its current popularity. The main reason for the perception of Florya in this way is the planning practice in the years when the tourism function was dominant in the 1950s.

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