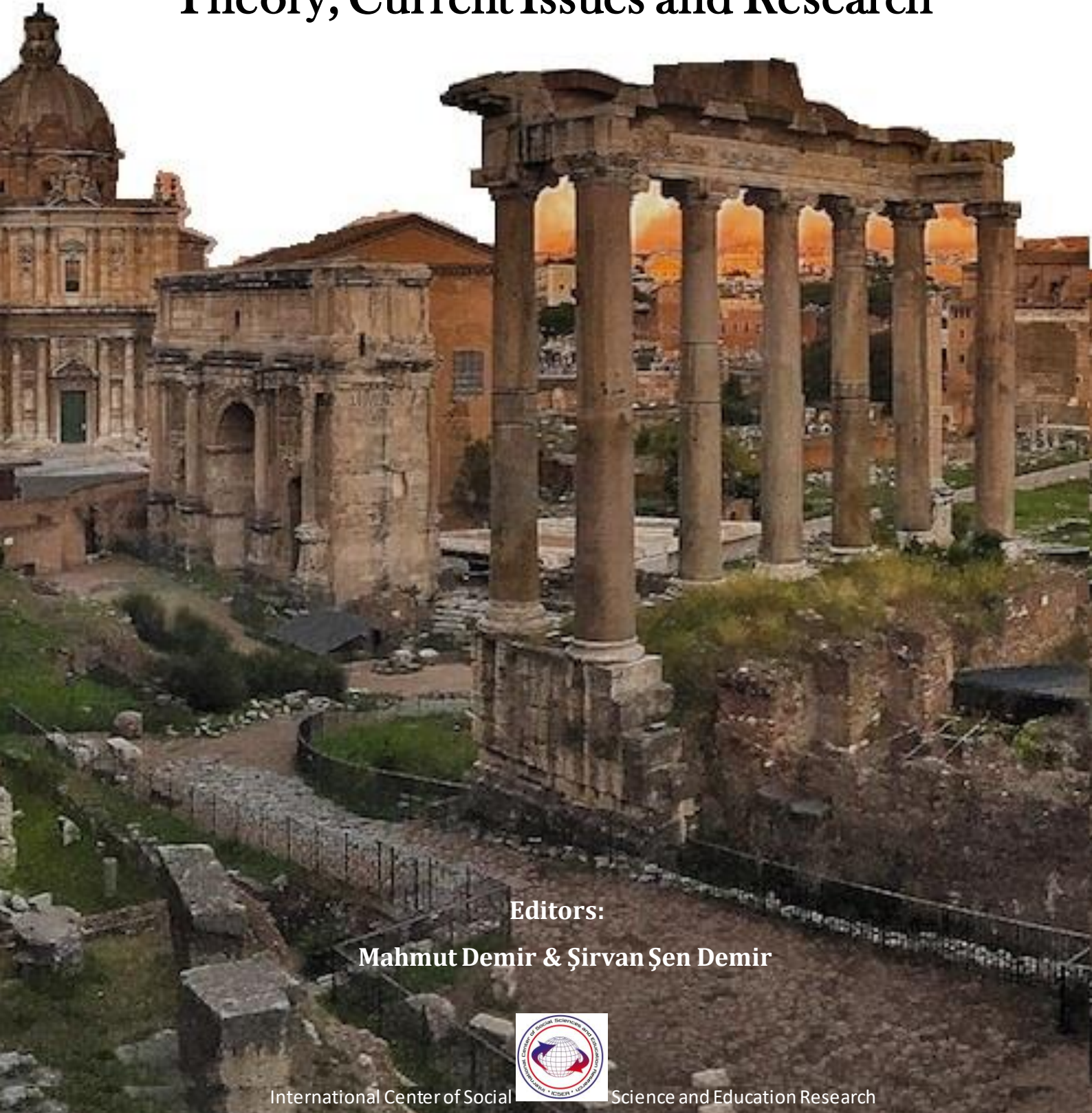


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ICTR

**International Conference on Tourism:
Theory, Current Issues and Research**



Editors:

Mahmut Demir & Şirvan Şen Demir



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Preface

ICTTR – 3rd International Conference on Tourism: Theory, Current Issues and Research is an academic and scientific conference which was held Hotel Rome Pisana in Rome, Italy between April 27-29, 2017. ICTTR was organized by International Center of Social Science & Education Research, and hosted by Università degli Studi di Bergamo (Italy) and supported *IJSSE-International Journal of Social Sciences & Education Research (ISSN:2149-5939)* and *JTTR-Journal of Tourism Theory and Research (ISSN: 2458-7583)*. ICTTR has provided a scientific assembly for all participants all over the world to explore and discuss the different topics. The conference also provided an opportunity to learn about the current issues such as trends, latest statistical methodologies, best practices, statistical design, analysis and conclusion in tourism and related issues.

The scope of the ICTTR includes the following major issues and other topics related to the tourism:

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Consumer Behavior in Tourism
Destination Management
E-Tourism
Gastronomy and Culinary Arts
International Tourism
Organizational Behavior in Tourism
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Halal Certification Practices in Tourism

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Abstract

The purpose of this study is to evaluate halal certification practices in tourism sector. The effect created by considering the consumer values in the management and marketing studies of tourism enterprises necessitates creation of new strategies by the managers. With the effect of recent economic and political change in turkey, one of the studies conducted in the way of meeting the demands and expectation of either inbound and new outbound markets is the "halal certification". Although it is seen as an application especially devoted to Muslim consumers, the aim of protecting the human health along with the religious belief comes to the forefront in terms of content. It reveals various dimensions of application that the objects of associations, organization, etc. in this field devoted to guaranteeing the human, food and product safety observe the religious values and sensitivities of society.

Keywords: Halal certification, Halal practices, Tourism

Halal certification practices in tourism

In fact, the concept of "halal" which draws attention of other sections mainly the enterprises and consumers in tourism and relevant certification practices are not new concepts. While the concept of halal is mentioned as a product "which does not contain any forbidden issue" in accordance with religious values, the halal certification is a system in prepared, processed, transported and stored at the purified places and devices in conformity with Islamic rules and values and also containing controllable and sustainable features within the process of supply, manufacturing and consumption. It also comes to the forefront as one of criteria within the scope of certification that the products in this process are additive-free, guilelessness and non-hazardous substances on human health.

In fact, the application of "halal certificate" which has come to the agenda in our country in recent years has dated back to old times. Moreover, this practice is not an application only specific to Muslim societies. For example; the application of Kosher Certificate in Jew (indicating that the products have been prepared in conformity with Jew rules and symbolizes the quality, conformity to health and safety) has been implemented since the beginning of 1900s and there are approximately 921 institutions offering service on this subject in the world. It is known that first practices concerning to halal certificate have started by Muslims living in USA in 1960s and the countries in various regions of world have followed these. In this regard, various organizations such as World Halal Council (WHC-1999), World Halal Forum (2004), International Halal Integrity Alliance (IHI Alliance-2007), etc. were founded to create a "common understanding and acceptance" for halal certification in the world at global level. The Standardization and Metrology Institution of Islamic Countries (SMIIC) was founded officially within the body of Organization of Islamic Cooperation in 2010 due to that the application has gained more importance in Islamic World. In parallel with the developments in the world, it is seen that the organizations making halal certification have been founded in Turkey. The Turkish Standards Institution (TSE) and Association of Food and Necessaries Auditing and Certification Researches (GIMDES) come to the forefront among these.



The halal certification practices in the world cover certifications concerning to the products and services in a wide range of sectors. One of the sectors which have come to forefront in the recent years is tourism. The tourism sector has a distinct feature in terms of both food production and service. As well as that there are concrete criteria within the scope of certification, there are also abstract aspects resulted from the service feature. Therefore, the belief, attitude and behaviors of human resources beyond the industrial criteria play a more significant role in the halal certification application in tourism sector.

As the dense competition in tourism markets, the enterprises take some decisions strategically and deem changing more suitable rather than developing the target market. Even if new and rooted changes create high costs at the beginning, its higher potential return makes taking radical decisions easier. In parallel with the changes in recent years, it has been curiously followed by the researchers as well as the suppliers and consumers that the enterprises in tourism sector compete to receive halal certificate due to target market change.

With halal certification practices that the tourism enterprises apply with the aim of offering service devoted to Muslim consumers, they need certification mechanism for easily selling products and services within the scope of halal either in inbound tourism or outbound tourism without meeting an obstacle by showing that they respect to their beliefs and values. The halal certification is also one of aspects necessary for producing and offering acceptable and consumable product devoted to Muslim consumers. With this certificate, the consumers feel the comfort and peace of being in the same environment with the persons who have same opinions and beliefs as well as they may securely demand the products and services of tourism enterprises. On the other side, it makes contribution to enterprises in terms of achieving international standards that the halal certification practices cover ISO 22000 HACCP Food Safety Management System.

The Halal Certification provides confidence, moral comfort and social benefit to the individuals by preparing the necessary conditions in the tourism enterprises in conformity with the consumer health and religious values and Islamic rules and inspecting the additive materials, preparation and manufacturing methods, cleaning, hygiene and health conditions and safety rules. It positively affects the recognition and introduction of tourism enterprise in Islamic world that the key staff who have received the education of halal information take duty in offering the product and service in conformity with international quality and safety standards. In this case, the tourism enterprises which have received halal certification may find opportunity for offering their products to global halal market and increase their power of international competition by playing an important role in overcoming the obstacles which may occur in developing the target market.

In tourism enterprises, the process of halal certification covers that the product to be manufactured and offered will cover the principle of traceability, transparency and objectivity, capability-competency (qualified people taking part in the process) and sustainability along with the evaluations starting from their source. At every stage of products which have been subjected to procedures and processes appropriate for religious beliefs and values as of the food source and offered to the consumers, it is a requirement that the tourism enterprises shall crate an organizational structure which may undertake all financial and moral responsibility. This is because the halal certification practices do not contain only supply, manufacturing and distribution procedures. There is also a stage of service offering which maintains this process. These reveal the complexity and comprehensiveness of halal certification practices in tourism that the tools used during the sale and offering of products at this stage are used for halal food completely, they are serviced along with alcoholic drinks, there are not products, services, etc. which are out of the scope of halal certificate in the areas where there are these kinds of consumers, the tour guides have adequate information and experience about religious issues, tours



include relevant arrangements concerning to prayer times and prayer rooms during either tour or accommodation, the social areas in the facilities like beaches, swimming pools, hot springs, etc. meet the criteria.

Along with that consumers who will purchase a tourism product in accordance with the religious beliefs and values find the opportunity of making a conscious selection within the direction of these certificates, they may securely benefit from tourism products such as tours, accommodation, food-drinks, transportation, etc. that they have purchased with a more effective and healthy control mechanism. The halal certificate is an indicator not only for that the tourism product conforms to halal criteria but also this product has been implemented in conformity with the safety and hygiene rules in terms of human health. But it is required that these kinds of practices shall not lead to opinions, attitudes and behaviors which may remain any question mark in terms of consumers rather than enterprises.

As in every application, some specific aspects may not be found satisfactory especially in terms of consumers in halal certification application. In the certification procedures, it is significant that to what extent they are conducted in conformity with the ethical values as well as that the numeric redundancy of authorized organizations such as enterprises, foundations, associations, etc. This is because it has been indispensable to adapting the rules determined in the areas where there is human factor to the current situation and environment. Giving ‘halal certificate’ to the enterprises which produce alcoholic beverages may be given as an example as published in the press previously. This reveals the irresponsibility and unconformity of certification enterprises to ethical values as well as the enterprises offering service in terms of exploiting the consumers.

On the other side, it infamizes the institutions carrying on business in this field in a serious and responsible way that the certification procedures are conducted by institutions which carry on business against fee and with only commercial aims by neglecting the religious beliefs and values of consumers. The system may eliminate these kinds of institutions in time but there will be always remain question marks in the mind. For this, the strict audit and inspection shall be sustainable.

Result

The halal certification practices are very hard in tourism. The human is the main factor taking place within the process from the supply of product to putting on the market. Therefore, it is required that the individuals taking part in this process shall have religious beliefs and values and/or adopt the conscientious responsibility, quality, hygiene rules and ethical values. Therefore, these kinds of studies are to be evaluated in unity. In the halal certificate application, it is very significant in terms of bring the organization to international standards that the time and spatial difference do not create difference in understanding and practices. Finally, it will make significant contributions to all parties that certification institutions of halal certification practices prepared, offered and requested in conformity with religious beliefs and values may satisfy the tourism enterprises and consumers in financial and moral terms.

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Sustainable development and tourism in the coastal urban area of Voula in Attica Region

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Abstract

Nowadays many coastal areas in their efforts to develop, come to face with many environmental problems. These problems, economic and environmental, have occupied not only local stakeholders but also the European Union, which has issued several directives which aim to take measures immediately.

This study relates to the environmental management and businesses in the coastal residential area of Voula. Specifically, the survey refers to environmental problems, tourism development, land uses, entrepreneurship, and the projects and actions that have been carried out aiming at both the region's development and at addressing environmental problems. To conduct this study a method of personal interviews with the local authorities and an in situ research took place.

The results indicated that the area faces several problems, economic and environmental. The large financial debt of the country has exacerbated the problem and taking new measures and actions is necessary for the sustainable development of the area.

Keywords: Environmental management, coastal urban area, sustainable development, Voula

1. Introduction

Nowadays the European coastal urban environment faces many social, economic and environmental challenges. These challenges differ due to the differences in geographical location, population size, social composition, functions, natural resources, economic structure and culture. Also the intensity of urbanization, population growth and tourism are factors that put pressure on natural resources, resulting in their degradation.

To address the above challenges, the European Union has been led into policymaking and taking various measures. Such as, the Green Paper for Urban Environment in 1990 by the European Commission, the 1996 Sustainable Cities Report, the Sixth Environment Action Program, the Urban Environment Directive, Towards a Thematic Strategy on the Urban Environment (CEC, 2004), the urban dimension in Community policies for the period 2007-2013 (EC, 2010) and others.

The above problems, which the EU faces, appear also in the coastal urban area of Voula. The above are related to the timeless evolution of the residential network and urban sprawl. Today, there are traffic problems, atmospheric pollution, pressure to develop new land uses, and others. This study refers to the management of all the above environmental problems in the coastal urban area of Voula in the Municipality of Vary-Voula-Vouliagmeni in the region of Attica.

The survey focuses on land use, construction, natural resource degradation and enterprises, tourism activities as well as the projects and actions that have been undertaken for the development of Voula. The method of personal interviews with the relevant authorities of the area is used to complete the study. Then, taking into account the policies that have been applied for the construction and financing of public works through the Community support frameworks, until today, the existing situation in Voula is assessed and measures for sustainable development of the area are proposed.



2. Case studies

2.1 District area of Voula

The area of Voula is located in the southern part of the Athens Basin and administratively belongs to the Municipality of Voula - Vari - Vouliagmeni. To the north the area borders with the Municipality of Glyfada and to the south with the area of Vouliagmeni. To the west it is confined by Saronic Gulf and to east it is confined by the mountain of Hymettus (Fig.1).



Fig. 1. Municipality of Vari-Voula-Vouliagmeni

Voula was created by a building cooperative that created a holiday settlement in the area in the decade of 1920. A large part of the area of Voula was granted to the refugees of Asia Minor in large lots for cultivation. In 1934 it became a community (OJHR, 1943) and in 1982-2010 a Municipality (OJHR, 1982). From 2011 until today it is part of the Municipality of Vari-Voula-Vouliagmeni. Voula started as an area of holiday for the Athens' residents, thus the other uses came much later and are concentrated in Upper and Lower Voula (EMPW, 1985). Today the area of Voula is an urban area with a waterfront and a small hotel potential. Today, the area faces various environmental and economic problems due to the rapid reconstruction of the area and the economic crisis facing the country, as we will be discussing below.

2.2 Economic elements- Producers sectors

With regard to the productive sectors, during the period time 1971-2001, employment in the primary sector was very low at 1.74% in 1971 and reached 0.47% in 2001. Employment in the secondary sector presents a gradually decline from 25.65 % in 1971, to 14.37% in 2001. However, employment in the tertiary sector presents an increase from 69.35% in 1971 to 75.20% in 2001. An increase was also found in unemployment, which from 1.37% in 1981 reached 6.13 % in 2001 (HSAG, 2002). In addition, in the last decade the unemployment rate increased from 6.13% in 2001 to 12.21% in 2011. While today, the unemployment rate reached 22.7% in the Attica region. (HSAG, 2017). The Voula area has a small number of businesses compared to other Attica municipalities. During the last few decades, the number of enterprisers in the Voula area presented

an increasing trend from 1991 to 2009 which was followed by a stability in 2010 and then by a downward trend due to the country's economic recession (Fig. 2).

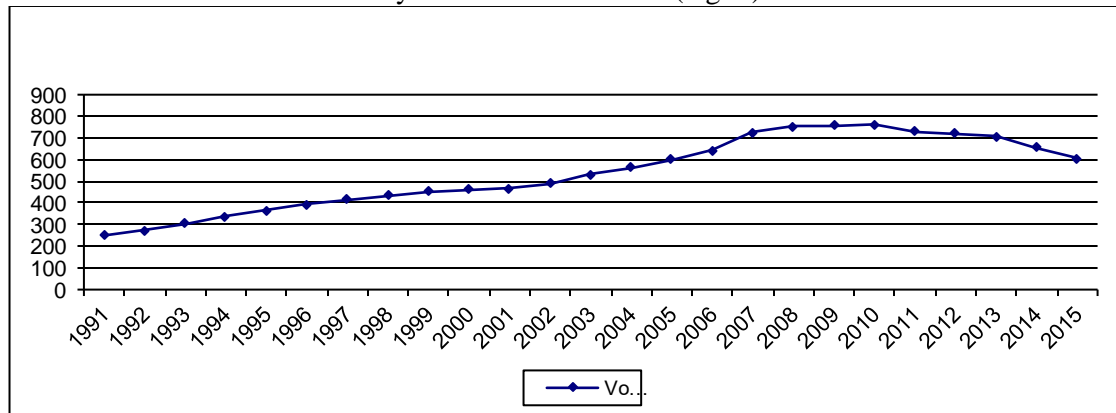


Fig 2. Number of enterprises in the area of Voula (ICG, 2016)

The largest number of enterprises refers to wholesale and retail trade. Sales representatives follow with vehicle trade, car and motorcycle maintenance and the trade in motor vehicle parts coming next. Other activities such as pharmacies, grocery stores and activities associated with agriculture are present at very low rates.

2.3 Redevelopment Works

In the area of Voula various redevelopment projects, such as the redevelopment of the Iron Polytechniou Square during the period 2006-2008, have been carried out (Municipality of Vari-Voula-Vouliagmeni, 2011). In 2008, the park that is located on the streets of Vasiliou Pavlou, Hera, Zeus and coastal road has been redevelopment. Today, studies have been undertaken by the Municipality for the redevelopment of organized swimming beaches (beach of Voula).

2.4 Road works

The area is crossed both by Poseidonos and Vouliagmenis Avenue, through which it is connected with Athens and the southern areas of Attica. Also, the area is connected by tram with the center of Athens via the Syntagma - Voula line, and to the Neo Faliro area, via the Neo Faliro - Voula line. The area is also served by bus lines which include 21 lines and 91 stops and connect Voula with the center of Athens and the surrounding areas

2.5 School infrastructure – Education

The school infrastructure includes 7 Kindergartens, 5 Primary Schools, 4 high schools and 1 Municipal Kindergarten.

2.6 Sporting facilities

In the area there are sports facilities such as football, tennis, basketball, gym, and other. Also, the sports facilities are also served by neighbouring municipalities. For example, the Olympic Athletic center of Elliniko and the shopping centers of Glyfada.

2.7 Other services

The area of Voula has a hospital (Asclepieio Voula) with approximately 400 beds and a children's recovery and rehabilitation center. Also in the area there are private nursing homes, youth centers, a police station, a theater, a nautical club, a cinema, leisure centers, shops, banks, and a post office.

2.8 Open spaces – Green

The green areas in the area includes parks, islets and the area of Hymettus. The largest green parks are the National Resistance Park, the Asia Minor Park, and Georgio Voudouri Park. The green area includes also the squares of the area such as: Crete, Iron Polytechniou, Eleftheria, Mpakogianis Pavlou, Themis, and Moussas square. The green areas include the part of the forest area of the hill Tassiani belonging to Voula, the forest area (of the Kastelloririou cooperative) and the hill between the Municipal Department of Voula and Vouliagmeni. Also, the Asclepieion Hospital of Voula, includes several open and green spaces. The green areas include trees, shrubs and herbaceous plants. The area is a refuge for birds (sparrows, pigeons etc.) as well as for some animals such as turtles and others.

2.9 Tourism

The area of Voula presents a small hotel potential of 155 rooms and 295 beds. In particular, there are 7 hotel units (1 hotel with 4 star 2 hotels with 3 star, 3 hotels with 2 star and 1 hotel with 1 star). Also in the area there are 4 units of rented rooms with a capacity of 66 rooms and 131 beds. The hotel units are located near the waterfront (Fig. 5). There are also organized beaches in the area (A and B beaches of Voula). The A beach has an area of 62 acres and the second beach is 72 acres. The beach until up until 2000 was free under the supervision of the Municipality of Voula, then the management passed to the company "Apollonias Coasts SA". The second beach has been underactive in recent years. The A beach accepts a total of 250000 bathers. The highest concentration occurs during the summer months, where in weekends about 9000 bathers enter the beach.

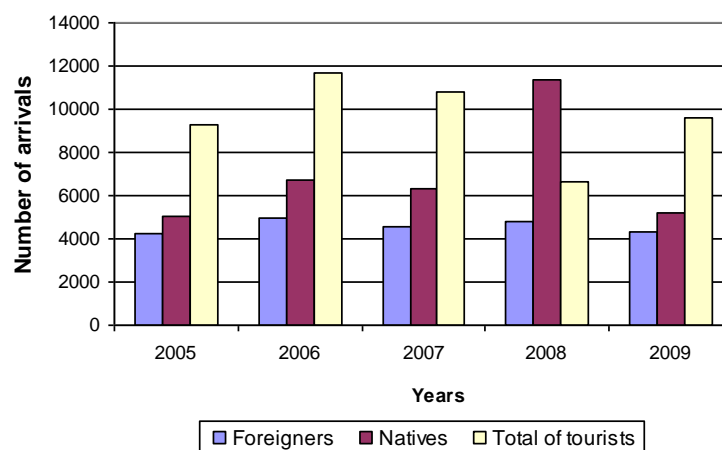


Fig 3. Tourist arrivals in the area of Voula from 2005 to 2009 (HSAG, 2010).

According to statistical data in the area of Voula, it is found that during the period time 2005-2008 there was a gradual increase in the number of arrivals, which was followed by a fall in 2009. While the overnight stays in the area present a small increase from 2005 to 2009 (Fig.3.4).

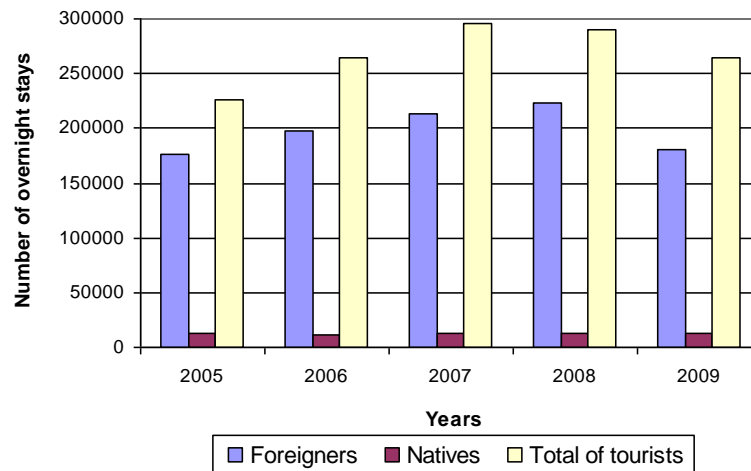


Fig 4. Number of overnight stays in the area of Voula area from 2005 to 2009 (HSAG, 2010).

2.10 Land uses

The area of Voula is an urban area, with 3319 inhabitants/Km². Land uses include general home use, holiday and sporting activities. While classifying land uses by area, one finds that, the largest area is covered with urban structure (urban blocks) at a percentage of (57.45%), which is followed by mountainous regions (14.44%), road network (13.58%), green areas (10.89%), open spaces (2.27%), and the remaining uses with lower rates (Table 1).

Table 1. Land uses in the area of Voula (our data processing is based on data from the Geographical Information Systems)

Area of Voula		
Land uses	Area (square meters)	%
Building square	4901592,97	57.45
Green area	928984,86	10.89
stream	36418,27	0.43
Sports facilities	33081,29	0.39
Open area-parking	193770,72	2.27
Mountains	1232184,20	14.44
Theatre and culture events	606,43	0.01
Tram	6153,75	0.07
Beaches	39802,88	0.47
Roads	1158990,71	13.58
Total	8531586,00	100.00



Fig.5. Land uses in the area of Voula

2.11 Building activities in the area of Voula.

According to the statistical data of the Hellenic Statistical Authority, it is found that the construction in the area started to increase after 1945 until 2000. Then, the construction followed a gradual decline until 2012 (Fig. 6). Today, Voula has already been built almost as a whole.

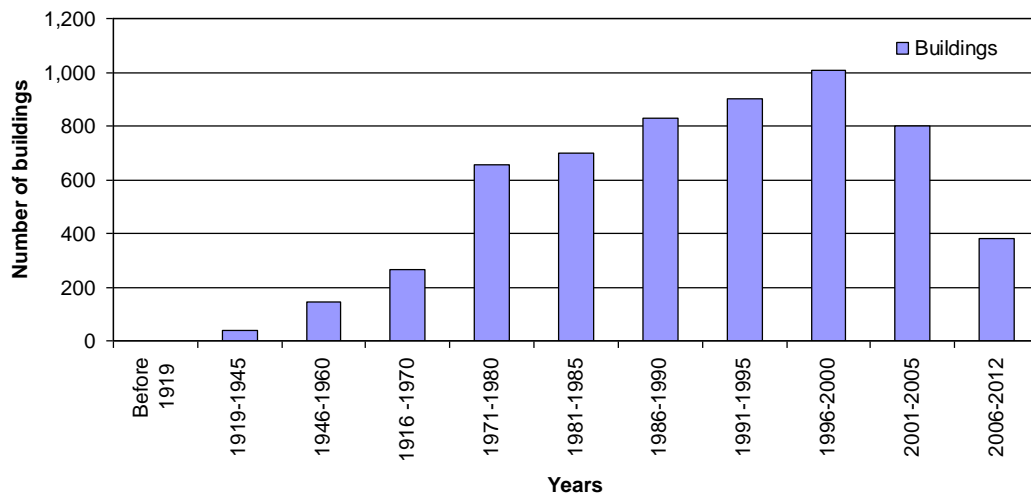


Fig. 6: Numbers of building in the area of Voula from 1919 to 2012 (HSAG, 2013).

According to the approval of the General Urban Drawing (GUD) of the district area of Voula we have (OJHR, 1993). The general urban drawing of Voula was planned for a population of 21453 inhabitants. Specifically: Uses of pure and general residence, uses of urban center, sports facilities, schools, and crèches are permitted. An exception is made for hostels with a small potential (about 20 beds) from the use of a single residence and up to 100 beds from the general use of the house that are adjacent to Vouliagmenis Avenue in the section from Pr. Peter to the Pigadakia junction. Also, in the area of Voula, on the plots are facing Vouliagmenis Avenue, the use of general residence of article 3 of 23.2.198 is determined (OJHR, 1987) with the exception of the professional low-level workshops and the warehouses of article 5 of Law 2965/2001 (OJHR, 2001), (OJHR, 2003).

3. Results and Discussion

The results of the survey showed that the area presents several problems, such as:

- Traffic problems. The absence of underground or air corridors on the coastal road increases the risk during the movement of the residents to the beach.
- Illegal building
- Noise pollution. The homes which are near the coastal road are exposed to noise pollution that is caused by car traffic and by nightclubs operation.
- The coastal road breaks down the physical unity of the area with the urban environment.
- Problems of rational use of beaches. In the area of the beach, the effort for the operation of new nightclubs resulted in closing down the area, after the reaction of the residents.
- Land use problems. There is a great pressure to create commercial land uses on both sides of the coastal avenue due to easy access and open spaces. In an attempt to change the urban planning in order to add professional uses along the road network, there was a reaction by the residents to the Council of State that restored the first land uses of exclusive residence.
- High cost of transport of waste. In recent years, recycling programs have taken place, in contrast to a few years before where the recycling had relied on residents privately.

3.1 Measures for addressing problems

Measures have been taken in the area in order to protect and extend green areas, as well as coastal protection measures (cleaning programs). Further awareness on behalf of residents for the Municipality's cleanliness and active participation by them in the recycling program. In order to reduce the cost of transporting waste, more transshipment stations, stations for bulky waste and pieces of pruning at a short distance from the municipality should be made. Also, there should be "green spots" for gathering recyclable materials, such as bulky items (furniture), batteries, colors, and others. According to the opinion of the Deputy Mayor, the area needs a free space to build a new school, a new City Hall and a cultural center.

According to the General urban drawing of the area, free urban green areas are defined and environmental protection measures are taken, such as the protection of the forest area and the highlighting of archaeological finds. New interventions for the development and the quality of life are necessary, such as noise pollution measures, implementation of the 2004 Presidential Decree (OJHR, 2004) on land use and the limitations of building conditions, linking the urban fabric to the waterfront, upgrading of the infrastructure at the beach of Voula and others.

Also, the Hospital of the area participates in waste recycling management programs, recycling of portable batteries and lubricating oils. For contaminated waste management it has signed contracts with companies that are specialized with contaminated waste. For the management of the waste, the Municipality has set 1200 1.100 lt mixed waste mechanical collection bins, 732 mixed waste stable collection bins of and 525 recycling bins (Municipality of Vari-Voula-Vouliagmeni, 2015). A separate collection system for paper, plastic, metal and glass should be developed in the area.

3.2 Investments in the area of Voula

During recent years, in the area of Voula various projects that are presented below have taken place (Table 2,3).

Table 2. Financial support for projects in the area of Voula

Other Financial aid programs for enterprises	Budget (euro) (Until 5/2/2009)
Road projects	2,604,528
Health and welfare infrastructure projects	1,372,000
Wastewater processing-wastewater processing projects	1,787,700
Organization- operation of final beneficiaries (recommendation/improvement/operation)	1,389,105
Advisory - Support information	100.000
Structures of human resources support	2,216,269
Infrastructure for the Information Society in Education	79,983
Infrastructure of Information Society in Public Administration	84,800
Total	9,634,385

Source: (MFIST, 2015) (Our data processing is based on Statistical Data from the Ministry of Development, 2015).

Table 3. Approved projects in National Strategic Reference Framework (NSFR) 2007-2013 (MFIST, 2015) (Our data processing is based on Statistical Data from the Ministry of Development, 2015)

Approved projects in the National Strategic Reference Framework (NSFR) 2007-2013 in the area of Voula	Budget (euro)
Construction of bicycle paths and reconfigurations in the urban environment of the area of Voula	625,722
Construction of a multi-use classroom at the 2nd Primary School of Voula	889,130
Energy saving in the area of Voula	573,130
Total	2,087,982

Source: (MFIST, 2015) (Our data processing is based on Statistical Data from the Ministry of Development, 2015)

3.3 Other works

The project for the redevelopment of the Iron Polytechniou square was co-funded by the European Union (75%) and 25% by the Greek State (project budget 2,770,000.00). The renovation of the park located between Vassiliou Pavlou Str, Hera Str, the coastal road and Zeus Str, cost a total of 3,500,000 euros (<http://www.ebdomi.com>). In the area of Panorama, infrastructure projects (roads) of a total budget of 4392228.00 Euro were carried out (<http://www.gigerton.gr/road.html>)

Entrepreneurship in the area has also been strengthened through the NSRF 2007-2013 programs for the increase of employment and productivity, with financial support at a municipal level amounting to 8,409,886 euro. From the above it is found that in the area of Voula there have been various projects funded by European programs carried out, and many enterprises have been financially supported. Nevertheless, unemployment remains at high level due to the country's economic recession.

4. Conclusion

From the above data, today Voula is an urban area, with most of its area built. The tertiary sector predominates in the area, with emphasis on wholesale and retail businesses. Voula provides all the necessary services for the well-being of its citizens. The presence of the hospital in the area fully covers the hospital care of the residents. The main use of the area is general housing. Good climatic conditions, the waterfront and the high green area rate increase the living standards of the residents.

The existence of the coastal front gives the possibility to inhabitants to be employed in tourist activities. Thus, Voula has a small hotel potential for servicing tourists. The majority of tourists are foreign tourists. In general, in recent years tourism has shown a slight increase in the number of overnight stays.

However, the area faces the common problems of urban areas such as noise pollution from the traffic of cars and nightclubs on the coastal road. There are problems of land uses on the coastal front, and problems with the creation of new ones on both sides of the coastal avenue. Also, the coastal road breaks down the natural unity of the seafront with the rest of the urban fabric.

According to the above, the area needs new interventions to address the above problems and improve the quality of life of its residents. Voula has the potential for further upgrading through the use of open spaces and its coasts. Measures should be taken to deal with issues such as such

as, noise pollution, connecting the urban fabric with the seafront, upgrading tourist infrastructure, land use planning and limiting the construction. It is underline that except form the action of the competent authorities to address the above problems and the further development of the area, citizens' participation is necessary.

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Tutankhamun Exhibition at the British Museum in 1972: a historical perspective

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Abstract

The fiftieth anniversary of the discovery of Tutankhamun's tomb by Carter and Carnarvon was celebrated at the British Museum in 1972 by an exhibition "the Treasures of Tutankhamun". Fifty items from Tutankhamun's collection were selected to be displayed on this occasion in London; seventeen pieces were being displayed outside Egypt for the first time. The exhibition had a humanitarian purpose as it helped in the heritage conservation in Egypt; its proceeds were devoted to the UNESCO fund project for moving the temples of Philae to a higher ground. Special Agreements were signed between the British and the Egyptians regarding the exhibition items and its security.

Keywords: Tutankhamun's Exhibition 1972 – the British Museum – Museum history – Tutankhamun's tomb

The fiftieth anniversary of the discovery of Tutankhamun's tomb at Luxor by Howard Carter and Lord Carnarvon was commemorated in London by an Exhibition "the Treasures of Tutankhamun" at the British Museum in 1972. This exhibition was considered one of the most comprehensive and valuable displays of Tutankhamun objects ever to leave Egypt (Gift of relic to Britain, March 22, 1972). The exhibits were fifty items from the collection of Tutankhamun, flown to London for a six-month display as it was firstly agreed. It was the largest exhibit from this collection, seventeen pieces of them were being displayed outside Egypt for the first time (Edwards, April 1972), although smaller exhibits were shown in Tokyo in 1965 and in Paris in 1967 (Tutankhamun collection, January 25, 1972).

This article focuses on the importance of this exhibition, the inter-government negotiations regarding the Egyptian Government approval of displaying those items at the British Museum, the security measures, the exhibition publicity, its unveiling and its visitors' intensity. The article depends on the original documents related to the exhibition which are archived at the National Archives of the United Kingdom in London in addition to the newspapers as well.

The Exhibition was not only organized for enjoyment, but also for a further purpose; the financial profits would be devoted to the United Nations Educational, Scientific and Cultural Organization fund project for moving the temples of Philae to a higher ground so that they would not be drowned, but would be preserved for the future generations (Tutankhamun Exhibition, March 30, 1972).

Tutankhamun, the ruler of Egypt was buried with his treasures for nearly 3.500 years. On 26 November 1922, fifty years before the exhibition, Howard Carter opened the entrance to the tomb and looked in, Lord Carnarvon asked Carter: "Can you see anything?" Carter answered: "Yes, wonderful things". Fifty items of these "wonderful things" were displayed in the exhibition at the British Museum in 1972 (James, 2000 - Tutankhamun, March 29, 1972).

To have the right of displaying those items at the British Museum in London, an agreement should be signed between the two concerned Governments; the British and the Egyptian, and another agreement between the Cairo Museum and the British Museum.



The British Government officials and the trustees of the British Museum prepared drafts of the Inter-Government and Inter-Museum agreements and sent them to the Egyptian Ministry of Culture on 2 February 1970 to be revised by the Egyptian legal authorities. There were two copies of the agreements of equal force; one in Arabic with the Government of the United Arab Republic and the Cairo Museum mentioned first and another copy in English with the British Government and the British Museum stated first. The British wanted to sign these agreements as soon as possible to facilitate the preparations for the exhibition, Lord Trevelyan, Chairman of the British Museum trustees said: "I trust that we can proceed to sign the agreements without delay" (Trevelyan, 2 February 1970).

The draft of the Inter-Government Agreement stated in its Article 3 that the Government of the United Kingdom should indemnify the Egyptian Government in respect of any loss or damage to the objects which would be exhibited at the British Museum by any cause whatsoever. The British treasury Department wanted to amend the terms of Article 3 of the proposed Inter-Government Agreement to exclude war risks and dangers arising from the situation which existed during that time between the United Arab Republic and Israel (Walkerm, 20 February 1970).

The British Department of Education and Science officials believed that the Egyptians would not accept the exclusion of war risks arising from the Arab-Israeli dispute which would mean that the Egyptians would get no compensation if the aircraft carrying the objects got too closely mixed up on an Israeli air raid (Walkerm, 27 February 1970). They were anxious that the negotiations with the Egyptians might be broken down at that stage after several months of talks with the Egyptian authorities (Walkerm, 12 March 1970). The Egyptian President Gamal Abd El Nasser refused for a time to let the British borrow these treasures. Eiddon Stephen Edwards, the head of the Department of Egyptian Antiquities at the British Museum, tried for years to persuade the Egyptians to let treasures of Tutankhamun be exhibited in London (Gaskell, January 29, 1972). There were British fears that if the proposed exhibition had to be canceled at this stage, the Egyptians would have the right to complain because several months of negotiations were wasted during which other arrangements for exhibition could have been made elsewhere. This cancellation of the exhibit could be interpreted as a political act (Gray, 19 March 1970).

Lord Trevelyan, Chairman of the British Museum trustees met Tharwat Okasha, the Egyptian Minister of Culture and Gamal Mukhtar, Head of the Egyptian Antiquities Service and the Under-Secretary of the Egyptian Minister of Culture in Egypt in March 1970 to negotiate about the war risks indemnity. Trevelyan told them that he hoped the British Treasury would agree to include the war risks in the indemnity and in case of their refuse, a separate insurance should be arranged against war risks which would be paid from the receipts of the exhibition. The Egyptian officials showed flexibility in the negotiation and raised no objection (Trevelyan, 24 March 1970).

The British Government indemnified the Egyptian Government of £9.060.000 regarding any loss or damage to the fifty stated items in the annex to the Inter-Government Agreement, except any damage or loss occurred by the Egyptian Government officials from the time of the removal of the items from the Cairo Museum to their arrival at the same museum at the end of the exhibition. This indemnity extended to cover any loss or damage resulting from any procedure preventing the treasures to be returned to Egypt at the end of the exhibition. The indemnity excluded any loss or damage caused by any war or hostilities or warlike operations during transferring the objects between the Cairo Museum and the British Museum before and after the exhibition. In the case of the war risk or warlike actions, a separate insurance was arranged by the British Government of £ 9.060.000, and was paid from the exhibition proceeds. This agreement was signed on 28 July 1971 (Inter-Government Agreement, 28 July 1971).



The Egyptian Government provided the displayed items only for that exhibition. It was the responsibility of the Government of the United Kingdom to protect them against any form of confiscation, takeover, or damage whether by another government or by an individual. According to the agreement, the British Government should take required measures for the physical security of the items from the time of their arrival in the United Kingdom until their departure (Inter-Government Agreement, 28 July 1971).

The exhibits had a sovereign immunity defended by the English law, so when a British man told Douglas-Home, the Secretary of state on 29 March 1972 at the time of opening the Tutankhamun Exhibition that his grandfather died during the Second World War leaving possessions in Egypt; those assets were confiscated by the Egyptians and he, as inheritor, tried to get the assets back without result and asked the British authorities to get his right from the exhibition proceeds before they leave Britain (Littlejohn, 29 March 1972). The Commonwealth and Foreign Office refused his request clarifying that nobody had the right to have a claim against the exhibition proceeds as they would be paid into the UNESCO Fund for preserving the temples at Philae and not to the Egyptian Government and the exhibits themselves had a sovereign immunity as well (Holding, 7 April 1972).

The Inter-Government Agreement contained a list of the fifty items to be displayed at the British Museum in addition to the valuation of each item individually for the purposes of indemnity and insurance. Those items were selected by the directors of the Cairo Museum and the British Museum (Inter-Museum Agreement), the list of the items should not be changed or modified except with the permission of the British and Cairo museums' officials (Inter-Government Agreement, 28 July 1971).

The Egyptian Government did not bear any cost and did not have any financial responsibilities of any kind regarding the exhibition (Inter-Government Agreement, 28 July 1971). The exhibition was jointly sponsored by the British Museum and *the Times* newspapers (Wolfers, March 25, 1972) which were responsible for the finance and the administration of the exhibition (Inter-Museum Agreement). *The Times* newspapers had previous experience connecting with Tutankhamun's tomb; the news and the photographic arrangements of the tomb discovery in 1922 throughout the world was handled by *The Times* newspapers, this fact, together with the 150th anniversary of *the Sunday Times* newspapers, encouraged *the Times* newspapers to sponsor the exhibition with the British Museum (Tutankhamun Exhibition, March 30, 1972).

Any dispute regarding the Inter-Government Agreement should be solved by direct discussions between the British and the Egyptians. If the direct negotiations did not solve the argument, a committee of arbitration should be formed of three members; each government should contribute with one member within a period of two months from the beginning of the formal dispute. The two nominated arbitrators should select, within a month of their nomination, the third member who should not be a national of either Government to be a chairman of the Committee. If the mentioned time of the nomination of the members was not respected, the President of the International Court of Justice should make the nomination. The decision of this committee should be final and obligatory (Inter-Government Agreement, 28 July 1971).

Following the Inter-Government Agreement, a separate agreement was signed between the directors of the Cairo Museum and the British Museum regarding Tutankhamun's Exhibition (Inter-Museum Agreement).

There was a main working party for planning, building and publicizing of the exhibition. Philip Taverner was the chairman; the other members were E. S. Edwards, Keeper of the Egyptian Antiquities Department at the British Museum, Margaret Hall, Exhibition Officer at the British



Museum who was responsible for design, Michael Brown, Financial Director at Times Newspapers Limited, and Guy Pearse as a secretary (Treasures of Tutankhamun)*.

The exhibition was advertised in wide spread newspapers such as *the Guardian, the Observer, the Times, the Daily Mail* and other newspapers to clarify its significance, opening times and admission fees. The officials of the British Museum were keen to popularize the exhibition not only in Britain but also in Egypt; they invited the Egyptian Journalist Kamal El-Malakh who was an archaeologist to visit the exhibition to keep the Egyptian press informed of the exhibition news. They offered a grant of £ 150 for him from the exhibition funds (Edwards, 23 June 1972). The Foreign and Commonwealth Office invited other four influential and reasonable Egyptian journalists to cover the exhibition news. They were carefully chosen as they represented the most widespread journals in Egypt during that time. This journalists delegate included Ibrahim Amer, Editor of Al Musawwar, Yusuf Sabbagh, Senior Editor of Al Ahram, Muhsin Muhammad, Deputy Editor of Al Akhbar, and Muhammad Al Azzabi, Deputy Editor of Al Gumhuriya (Craig, 28 March 1972).

Packing experts from London had flown to Cairo to pack the selected pieces into specially made cases (Hopkirk, January 29, 1972). The pieces were wrapped by foam rubber and plastic sheeting packed in wooden boxes (Gaskell, January 29, 1972). The exhibits were transported from Egypt to London Airport by special planes (Mannings, 6 September 1971). Massive security precautions were taken to protect the precious pieces; they were brought from Egypt in a secret airlift by the Royal Air Force (RAF) and the British Overseas Airways Corporation (BOAC) to London in three flights to spread any risk; two were by the BOAC jets and the third which included the mask by the RAF. When the two BOAC airplanes arrived at the Heathrow Airport, about a hundred policemen surrounded the plane and the pieces were transferred to waiting vehicles. The third airplane of the RAF landed at Brize Norton airport in Oxfordshire (Hopkirk, January 29, 1972). The airlift was insured for £ 10.000.000 through Lloyd's Bank of London (Gaskell, January 29, 1972).

The packing cases were opened and foam rubber blocks were removed in the Department of Egyptology at the British Museum (Hopkirk, January 29, 1972). The packing and unpacking of the cases were carried in the presence of representatives of the Cairo Museum and the British Museum (Inter-Museum Agreement).

The Daily Mail estimated the potential visitors' number to the exhibition as many as two million (As they'll see us, March 29, 1972). As it was expected that the exhibition would be visited by two million visitors, it had the protection of an augmented museum staff to guard the exhibits (Commissioner of Metropolitan Police, 17 November 1969). The items were displayed in a specially strengthened gallery equipped with electrical devices and alarm systems. It was planned that these exhibits would be under considerable security while they were at the museum (Mannings, 6 September 1971). The former Scotland Yard Murder Squad Chief, Jack Munings, was in charge of the operation and promised that his guards would be watching the pieces "every second of every 24 hours" (Lee-Potter and Lay, March 29, 1972).

Because of the vital role which was played by the policemen during the exhibition period, the Director and Principal Librarian of the British Museum John Wolfenden thanked the Superintendent C. Jackman, Albany Street Police Station. The Museum Director appreciated the

* The Metropolitan Police Office was represented by Chief Superintendent P. Marshall as liaison officer to establish a proper connection between the Police and the British Museum.

A note by the Commissioner of Metropolitan Police on 17 November 1969, MEPO 26/3, Metropolitan Police Office - the National Archives of the United Kingdom, Surrey, UK.



helpfulness and cheerfulness of the officers as there were some occasional problems with members of the public because of the pressure of the queue outside the exhibition (Wolfenden, 17 January 1973).

The pieces were displayed in seven darkened rooms (Hopkirk, April 3, 1972); the first was equipped to prepare the visitors for the following rooms, it had photographs enlargements of the excavation in progress and the excavators in the field to tell the story of the tomb discovery. The next room contained the life-sized statue of the King, of blackened wood dressed in sheet gold represented in standing position carrying a gilded mace and a staff, it was one of the two statues standing in front of the door of the burial chamber. The following room contained a vase in the form of a standing lion, in an adjacent show case one of the four alabaster stoppers from the canopic chest and one of the four golden coffins that lay inside the chest and contained the mummified viscera of the dead King. Another room had the bed with sides in the form of slim and stilt-legged cows, which was one of the first wonderful things that stroke the eyes of Howard Carter on the discovery day in 1922. There were also a series of elaborately inscribed chests and cabinets such as a child's chair which was inlaid with ivory, a small statue of the king chased in solid gold shows the king wearing the lion-cloth and the Khebreth (war) crown, a small shrine ornamented with gold panels depicting scenes in the daily life of the King, and other miniature pieces in addition to the most interesting piece in the exhibition which was Tutankhamun mask (Power, majesty and detail, March 29, 1972).

The Exhibition was unveiled on Wednesday, 29 March 1972 (Mannings, 6 September 1971). There were notable efforts to make the exhibition unveiling to be successful; the Foreign and Commonwealth Office officials considered this exhibition of considerable importance in the history of the Anglo-Egyptian relations and the history of the British Museum itself. They were keen to invite considerable persons during its unveiling (Holding, 29 April 1971).

Queen Elizabeth II opened the exhibition at the British Museum on 29 March 1972. The Queen was met by Mayor of Camden, Councilor A. E. Skinner, with B. H. Wilson, Town Clerk, Lord Trevelyan, Chairman of the British Museum Trustees, John Wolfenden, Director of the Museum, Lord Thomson of Fleet, Chairman of Thomson Organization, C. D. Hamilton, Chairman and Editor-in-Chief, *The Times* Newspapers Ltd, Mohamed Abdel Qadir Hatem, the Egyptian Deputy Prime Minister and Minister of Culture and Information, and Kamal Rifaat, Ambassador of the Arab Republic of Egypt in London. Lady Evelyn Beauchamp, the daughter of Lord Carnarvon, aged 70 years at that time, attended the formal opening of the exhibition. She was the last survivor of the persons who witnessed the opening of Tutankhamun's tomb on 26 November 1922. She was met by the Queen and was very delighted "utterly thrilled" by the way of displaying the pieces: "they look so much more beautiful here than they did down in the tomb", she said (Hopkirk, March 29, 1972).

In his speech in front of the Queen on the opening day of the exhibition, Lord Trevelyan said that they were unveiling an exhibition without parallel in the country. The Queen was delighted to be able to attend the inauguration of Tutankhamun Exhibition and said that she visited many buildings and places but none of them contained objects of such interest and beauty. The Queen thanked the Egyptian people for allowing these priceless pieces to be exhibited in London and valued the presence of senior Egyptian officials which symbolized the links between the two countries. Abdul Qadir Hatem who visited Britain for five days for the opening of the Tutankhamun exhibition was the guest of the British Government during his visit in London where he had a meeting with Alec Douglas-Home, the British Foreign and Commonwealth Secretary (Wolfers, March 25, 1972).



The Queen spent 40 minutes at the British Museum, the exhibits were explained to the Queen by E. S. Edwards, Keeper of Egyptian Antiquities who had chosen these items with the Egyptian officials to be exhibited at the British Museum, and by Gamal Mukhtar, the Egyptian Undersecretary for Antiquities (Hopkirk, March 30, 1972).

The British Minister responsible for the arts, Lord Eccles, expressed his gratitude to the Egyptians for sending such treasures and said: “an exhibition the like of which no other country in the world could send us”. Abdul Qadir Hatem, Deputy Prime Minister of Egypt said: “the exhibition of the treasures of King Tutankhamun is a very happy mean of strengthening the cultural relations between our two countries”. He hoped that the contact with the culture of the Pharaohs would strengthen the friendly relations between Egypt and Britain (Hopkirk, March 29, 1972).

The exhibition admission charge was 50 p (Gaskell, January 29, 1972) while the Children under 12 years accompanied by adults and students paid 25 p*. A restaurant was built in the forecourt of the museum, it was planned to serve 600 visitors an hour (Tutankhamun Exhibition, April 1, 1972). The exhibition was opened from Tuesday to Saturday from 10 am to 9 pm, and on Sundays from 2 pm to 6 pm. Last admissions were about an hour before the closing times (Catalogues for Tutankhamun, April 10, 1972). It was opened on Mondays from 3 pm to 9 pm; it was closed to the general public until 3 pm on Mondays so that school parties could be taken round (Hopkirk, April 03, 1972).

A large number of the British were curious to have a look at the treasures of the young King. A queue was formed outside the British Museum more than 14 hours before its opening for public visitors on 30 March morning. A man at the head of the queue camped and was tucked in a sleeping bag overnight despite the cold because he heard of the eight-hour long queues when the exhibition was unveiled in Paris in 1967 (Overnight queue, March 30, 1972). The people at the back of the queue were sometimes warned that there was no chance of getting in (Burden, April 3, 1972). To avoid the crowd in the exhibits, the flow through the exhibition is being regulated. When one room emptied, an attendant allowed the next group to enter. People had not been discouraged by reports of eight-hour queues and of visitors who waited for hours and could not get in the exhibition (Hopkirk, April 15, 1972). The organizers were restricting the flow of visitors so that all could glaze the treasures comfortably. A count was to be taken each evening so that, if needed, people who were waiting in the queue outside the exhibition could be told that they might not be able to get in that day (Tutankhamun Exhibition, April 1, 1972).

Visiting Tutankhamun Exhibition was a firm favorite with the British public since Howard Carter discovered his tomb just fifty years before the exhibition at the British Museum (White, December 30, 1972). The visitors considered the exhibition of Tutankhamun in London a cheap flight to Cairo and much quicker than going to see these treasures at the Egyptian Museum (Daley, May 24, 1972).

* When the Egyptian Government agreed to extend the displayed period of the exhibition to 30 December 1972, the sponsors of the exhibition arranged a pre-booking facility for visitors through postal bookings. This pre-booking facility was accepted only for the evenings of each week from Tuesday to Saturday from 1 November to 30 December 1972. The cost of the pre-booking ticket was £1.00 without regard to the age or the status of the person. The group bookings were allowed in the pre-booking facility but no discount was offered for them.

Treasures of Tutankhamun, Information Office at the British Museum, on 9 October 1972, Tutankhamun Exhibition - London, FCO 39/1240, the National Archives of the United Kingdom, Surrey, UK.
Jacquelin Boucherat, Sarah King, Eileen McEwen and Debbie Buckingham, Tut, Tut, *Daily Mail* (London; England, April 17, 1972), 19.



A handicapped man envied the visitors who could see the exhibits of Tutankhamun at the British Museum. He complained that there was not sponsored effort to help the handicapped people to get in the exhibition too (Ball, April 6, 1972). There were many British residents who because of age or sickness could not stand for hours in the queue. Some of those people would be glad to pay a higher fee to let them get in without waiting outside the exhibition (Williams and Godlee, April 6, 1972).

4.400 people visited the exhibition of Tutankhamun on its first day for the public visitors on 30 March 1972 (4,400 see Tut, April 1, 1972), more than 30.000 people visited the exhibition during its first week (Tutankhamun treasures, April 8, 1972), and more than 62.000 visitors saw the treasures of Tutankhamun in its first two weeks (Hopkirk, April 15, 1972).

The Exhibition had an influence on British school students; it inspired a team of a British primary school in Somerset, in southwest England, to design a musical play based on the life of Tutankhamun. The cast comprised 105 children who spent most of the term on the project. The play started with the accession of Tutankhamun and covered events up to his death. Three parties from this school visited the exhibition (Waymark, March 18, 1972).

A catalog was designed by E. S. Edwards and was released for the exhibited items, its price was 75 p and was bought from a caravan near the queues of waiting visitors so that they could obtain the information before they enter (Catalogues for Tutankhamun, April 10, 1972). 50.000 copies of this catalog were sold in the first month of the exhibition (Edwards, 2 May 1972). The Keeper of Egyptian Antiquities at the British Museum sent copies to the Egyptian Ministry of Culture to be given to senior officials in Egypt (Goulding, 25 April 1972).

A souvenir poster for Tutankhamun was produced by *the Times* newspapers with a single image of the golden mask (27 inches by 39 inches). It was printed in four colours on heavy art paper. The poster was sold in the poster shops and at the British Museum for 90 p (Tutankhamun poster, April 20, 1972). These colour posters were ran out of stock many times from the railings outside the British Museum (Walter, April 2, 1972).

Stamps were issued on 26 April 1972 to commemorate the fiftieth anniversary of the discovery of Tutankhamun's tomb and to be sold during the time of displaying Tutankhamun's treasures. The stamps were bought for 65p each and another one for 3p which showed a head of the golden statuette of the King found in the tomb and one of the pieces which were displayed in the exhibition (Multiple Display, April 8, 1972). Some of these commemorative stamps were presented to members of diplomatic corps in the United Kingdom (Holding, 1 May 1972).

The production of any replica or representation for any displayed item in the exhibition and any scientific or technical work on the items required a permission from the Cairo Museum (Inter-Museum Agreement). The sculptor Mick Mahoney created two models of the golden mask of Tutankhamun; one of them was limited edition of 200 inches gold and exactly half-size, retailing at between £150 and £200, and another different model in simulated gold at around £34 to £45 (Walter, April 2, 1972). The officials of the exhibition sponsors were surprised on the first day because all the available replicas of Tutankhamun's jewelry were sold such as pendants, bracelets and rings (Tutankhamun Exhibition, April 1, 1972). To help profits along, a special sales area was designed through which all visitors should pass on leaving, with eighteen girls selling the books, cards, mementos, posters, postcards, colour slides, wall charts, jewelry, stamps, and even the carrier bags (Walter, April 2, 1972).

To satisfy the demand for background material on the life and customs of the ancient Egyptians, especially those of Tutankhamun, *the Sunday Times*, the co-sponsor of the exhibition, published the land of Tutankhamun wall chart; it was considered an educational aid for teachers and students



and was available for 95p (Tutankhamun wall chart, April 3, 1972). The proceeds from the photographs and publications which were specially prepared for the exhibition were treated as a part of the exhibition revenue for the fund of the UNESCO to preserve the temples at Philae (Inter-Museum Agreement).

According to the Inter-Government Agreement, the items should be displayed for six months at the British Museum, but due to the high demand to visit the exhibition, there were discussions in London about the possibility of extending the exhibition beyond the arranged six months. The Trustees of the British Museum held a meeting at the Museum on 13 May 1972 and asked for extending the exhibition (Edwards, 2 May 1972). The Egyptian officials of the Ministry of Culture asked the British to apply formally for Egyptian agreement without delay as early as possible, especially the Soviet Ambassador in Cairo asked for the Tutankhamun objects to go on from London to Moscow, but the Under-Secretary of the Egyptian Minister of Culture saw that it would be better for the items to come back to Cairo before going to Moscow (Goulding, 25 April 1972).

The organizers of the exhibition applied for an extension as they expected 1 million people to visit the exhibition. The attendance in the beginning of September 1972 was 800.000 (Barker, 13 July 1972). This application was formally sent to the office of Abdel Qadir Hatem on 12 July 1972 (telegraph to the British Embassy, 13 July 1972). They asked for the extension beyond the planned closing date of the 30th of September to meet the great demand to visit the exhibition and to be extended to 31 December 1972, the provisions of the Inter-Government Agreement of 28 July 1971 would be applied to the extended period (Urwick, 12 July 1972).

The Egyptian Government agreed to the British request to extend the exhibition by three months on 11 September 1972[♦]. The exhibition was as popular as ever and the both sides, the British and the Egyptians, believed that it should continue to attract more visitors until its end (Edwards, 1 September 1972 - Extended, January 9, 1972). The approval of the exhibition extension indicated to the Egyptian desire to strengthen and flourish the cultural relations between the two countries (Hatem, 7 September 1972).

The Exhibition was closed on the last of 1.602.000 visitors on 31 December 1972, the proceeds were nearly £600.000 for the archaeological rescue work in Philae temples in Egypt after deducting the running and construction costs. The bulk of the money came from £695.000 admission fees, the sale of 46.000 catalogs, and the showing of a film on the exhibition which brought £33.000 (MacManus, January 1, 1973), and a further £3.000 were collected in a box at the Exhibition exit (Hopkirk, May 3, 1973).

After deducting all exhibition costs incurred in connection with it, the British Government arranged for the payment, in sterling, of the proceeds of the exhibition to the fund which was

[♦] The Department of Education for Scotland asked about the possibility of transferring the exhibition to the Royal Scottish Museum at the end of the exhibition period at the British Museum. It was difficult for the Egyptian officials to agree as they were under some pressure from other countries such as the Russians to borrow the exhibits. It was hard to have a further extension as the exhibition was firstly agreed to be extended because the exhibits were already in the same place at the British Museum and it would be more difficult to transfer the items to Edinburgh which would require a new agreement.

Letter from M. A. Holding, Near East and North Africa Department at the Foreign and Commonwealth Office to M. I. Goulding, Head of Chancery, the British Embassy in Cairo on 3 May 1972, Tutankhamun Exhibition - London, FCO 39/1238, the National Archives of the United Kingdom, Surrey, UK.

Letter from M. A. Holding, Near East and North Africa Department at the Foreign and Commonwealth Office to I. Gray, Department of Education for Scotland on 12 October 1972, Tutankhamun Exhibition - London, FCO 39/1240, the National Archives of the United Kingdom, Surrey, UK.



administered by the UNESCO for the preservation of the temples at Philae (Hopkirk, March 30, 1972). A handing-over ceremony for the sums of money resulting from the Exhibition was held in the Board Room of *the Times* newspapers in London on 2 May 1973 to present £600.000 to the UNESCO. The ceremony was attended by senior officials of the Egyptian and British Governments; Gamal Rifaat, the Egyptian Ambassador in London and Gamal Mukhtar, the Egyptian Under-Secretary of the Ministry of Culture were invited to attend this event. The cheque was presented from Lord Trevelyan, Chairman of the British Museum Trustees to René Maheu, Director General of the UNESCO. The London Exhibition proceeds were more than the Tutankhamun Exhibitions of Paris in 1967 which ran for seven months and netted £197.343 and the Exhibition of Tokyo in 1965 and yielded £467.860 (Hopkirk, May 3, 1973).

The exhibitions had many benefits; the British Museum trustees could understand some items in the Egyptology collection of the British Museum better. Although the exhibition had meant the longest-ever working hours, it improved attendance in other parts of the museum. Edward Schofield, assistant secretary of the British Museum indicated that the number of visitors in the other parts of the museum was 1.4 million in the first six months of the year 1972, with an increase of 200.000 visitors on the first half of the last year. Until that time, the museum visitors' number had been climbing at a rate of about 200.000 a year (Barker, September 1, 1972). The Egyptians would gain financial and prestigious advantages. Although some people in Egypt opposed the idea of external exhibitions based on the fear of decreasing the potential tourists number, the coverage in the newspapers about this exhibition caused an actual increase in the Egyptian tourist trade according to the Egyptian Tourist Information Centre in London (Raouf, 14 April 1972).

The exhibition supported many years of archaeological relations between Egypt and Britain. The exhibition proceeds went to a valuable cause, during that time, the UNESCO succeeded in raising the Abu Simbel Temples above the Nile water, and it did the same for Philae Temple with the exhibition proceeds.

The British authorities considered the Tutankhamun Exhibition provided to be a considerable success and proved to be an important landmark in Anglo-Egyptian relations. This success was achieved due to the co-operation the British received from the Egyptian Ministers and officials. The British officials wanted to reinforce the effect of the exhibition by presenting those Egyptian officials and other influential Egyptians with copies of the commemorative stamps and catalogs related to Tutankhamun (Holding, 20 April 1972).

This study recommends future research on the impact of this exhibition and other external antiquities exhibitions on the international relations in general and on the Anglo-Egyptian relations in particular. While the Egyptian Government approved a British application to host Tutankhamun Exhibition, it rejected the American request to hold such exhibition at American museums, it was a matter of policy and international relations.

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Health Tourism: Impact of Service Quality of Thermal Hotel on Brand Image and Customer Loyalty**Emel Yıldız***Asst. Prof. Dr., Gümüşhane University, Gümüşhane / TURKEY, emelyildiz@gumushane.edu.tr***Salih Yıldız***Asst. Prof. Dr., Gümüşhane University, Gümüşhane / TURKEY, salihyildiz@gumushane.edu.tr***Ebru Onurlubaş***Asst. Prof. Dr., Trakya University, Edirne / TURKEY, ebruonurlubas@trakya.edu.tr***Abstract**

Health tourism that can be expressed as travelling to other places for health problems has become a valuable case and attracted a great deal of attention in recent years because of its economic importance. Thermal tourism as a type of health tourism is gaining importance. Parallel to the fact that each year many people began to prefer thermal tourism, number of hotels have begun to increase day by day. In this direction, competition has become inevitable for these hotels. The purpose of this study is to explore the impact of service quality on brand image and customer loyalty in thermal hotel. In the concept of the study a questionnaire was applied to 540 customer of thermal hotel in Erzurum. The reliability of the scales used in the research was tested by the Cronbach Alpha Coefficient method and their validity was tested by Factor Analysis. Also Linear Regression Analysis was used to test the research hypothesis. As a result of analysis, it is found that all factors (responsiveness, assurance, reliability, empathy, tangibles) have positive effect on brand image. For customer loyalty all factors except tangibles have positive effect. In terms of importance, it was determined that empathy and reliability were more effective than other factors for both brand image and customer loyalty. This result can be evaluated as meaningful in the service sector. Because consumers regard empathy and reliability more important than responsiveness and assurance in thermal hotels. Especially in the service sector, it is unexpected for consumers to perceive a positive image and to be loyal to unreliable and non-empathic thermal hotels.

Keywords: Health Tourism, Thermal Hotel, Brand Image, Customer Loyalty, Linear Regression Analysis

Introduction and Literature Review

Health tourism that can be defined as travelling to other places for health problems (Ross, 2001) has become a valuable case and attracted a great deal of attention in recent years because of its economic importance (Garcia-Altes, 2005: 265). Health tourism aims to offer medical alternative to patients and so many people go around for health problems. Number of foreign patients prefer Turkey for health problems was increase. 74,000 foreign patients came to Turkey in 2008, this number was

250,000 in 2014. In 2023, it aims to earn 20 billion dollars from 2 million foreign patients (<http://www.turizmaktuel.com>). Thermal tourism as a type of health tourism is gaining importance. Parallel to the fact that each year many people began to prefer thermal tourism, number of hotels have begun to increase day by day. In this direction, competition has become inevitable for these hotels.

Service quality that is a way to manage business processes in order to satisfy customer (Grzanic, 2007), has become so important to gain competitive advantage and achieve success (Markovic et al. 2014; Rahhal, 2015). Many researchers defined service quality in various ways. Grönroos (1993: 37) defined service quality as “the outcome of an evaluation process, where consumer compare his expectations with the service he has received”. Bitner et al. (1994) define service



quality as the judgement of the consumer's about inferiority/superiority of the organization". Parasuraman et al. (1985: 42) defined service quality as a "function of the differences between expectations and performance along the quality dimensions". Brand image that is an important phenomenon in marketing defined by Keller (1993: 3) as "perceptions about a brand as reflected by the brand association held in memory". Therefore, brand image is very important to have an advantage over competitors (Malik et al., 2011). Loyalty is a result of satisfaction of the customers with the services they get (Poku et al., 2013). In hospitality sector there are many studies about the effects of service quality on brand image and loyalty. But in thermal tourism there is not enough work. At this point, this study aims to contribute to the literature by examining the effects of service quality (reliability, tangibles, assurance, empathy, responsiveness) on brand image and customer loyalty in a thermal hotels. In the concept of the study a questionnaire was administered to customers of a thermal hotel in Erzurum.

In literature there are many studies that examine the effects of service quality on brand image and customer loyalty. Related to these studies Kim and Kim (2005) stated that "brand image and service quality perceptions share too many features". Wong (2005) in his study indicated that perceived service quality has a positive effect on customer loyalty (Wong, 2005). Aydın and Ozer (2005) found that perceived service quality effects the perception of brand image and customer loyalty. Also Malik et al. (2011) examined the effects of service quality on brand image in hotel industry and indicated that empathy, responsiveness and reliability have effect on brand image. But assurance and tangibility have not significant effect on brand image. Boohene and Agyapong (2011) explored effects of service quality on customer loyalty in telecommunication industry and found that there is a positive relationship between service quality and customer loyalty. Liao (2012) found that service quality has indirect effect on customer loyalty. Poku et al. (2013) investigated effects of service quality on customer loyalty in hotel industry. As a result of analysis they found that except for tangibility all other service quality dimensions have significant effect on customer loyalty. Emir and Paşaoğlu (2013) examined impact of service quality on customer loyalty in thermal hotels and found that service quality dimensions have positive effect on customer loyalty. Saleem and Raja (2014) examined the effects of service quality on brand image and customer loyalty in hotel industry and found that service quality has positive effect on both brand image and customer loyalty.

Based on the studies mentioned above, hypothesis can be stated as follow:

- H1: Reliability has positive effect on brand image
- H2: Tangibles has positive effect on brand image
- H3: Assurance has positive effect on brand image
- H4: Empathy has positive effect on brand image
- H5: Responsiveness has positive effect on brand image
- H6: Reliability has positive effect on customer loyalty
- H7: Tangibles has positive effect on customer loyalty
- H8: Assurance has positive effect on customer loyalty
- H9: Empathy has positive effect on customer loyalty
- H10: Responsiveness has positive effect on customer loyalty

Methodology

Sample and Data Collection

The empirical data was collected by questionnaire administrated to the customers of a thermal hotel in Erzurum. The questionnaire has two parts and first part included constructs in the research



model. Second part consists of questions to determine demographics. Service quality scales adapted from Parasuraman et al. (1988), brand image and customer loyalty scales adapted from Kim and Kim (2005). The 5-point Likert scale was employed.

Data Analysis

In the concept of the study, firstly, reliability and validity analysis of the scale were performed. To test the reliability, Cronbach's alpha coefficient was used. For the adoption of the scale reliable, the calculated reliability coefficient must be over 0.70. The exploratory factor analysis was conducted to test the construct validity of the scale. To analyze the effects of service quality on brand image and customer loyalty, Regression Analysis was used.

Research Model

For the purposes of this study, research model as shown in figure 1 was developed.

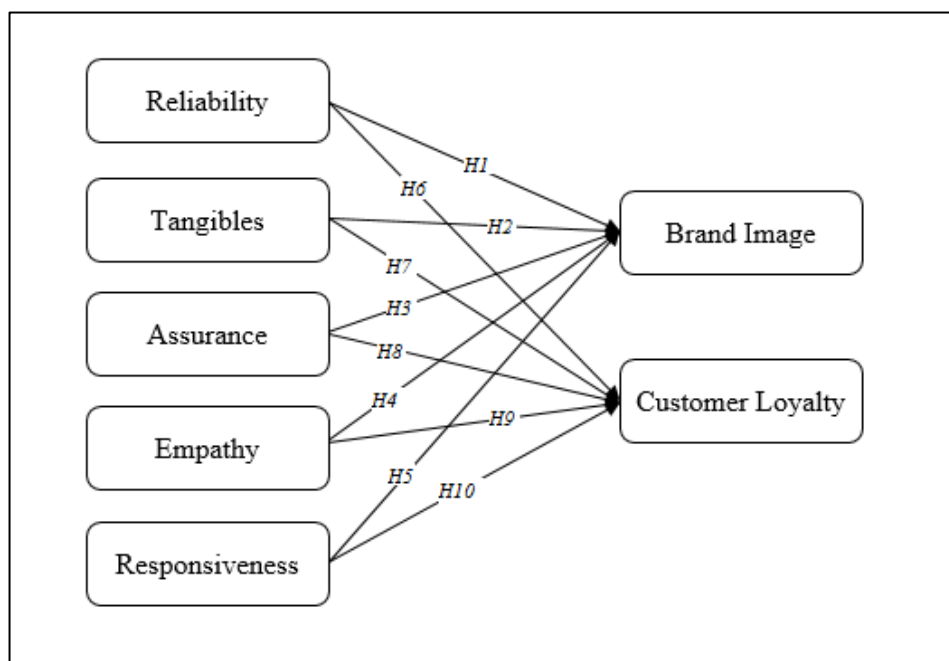


Figure 1. Research Model

Results

Results of Validity and Reliability analysis

To test reliability and reliability of scale Cronbach Alpha Coefficient method and factor analysis was used. As result of Cronbach Alpha Coefficient method General alpha of reliability is (.858); tangibles is (.845); assurance is (.932); empathy is (.886); responsiveness is (.912); brand image is (.919) and customer loyalty is (.918). Because general alpha statistics of all scales is high than values in the Cronbach's Alpha if Item Deleted column, there is no item deleted from scale.

Factor analysis was used to determine the validity of the scale of research. As result, variance of reliability is 70.405 (KMO: 0.783; Barlett's test: 1054.140; p:0,000). Variance of tangibles is 64.703 (KMO: 0.865; Barlett's test: 1147.955; p:0,000). Variance of assurance is 71.104 (KMO: 0.935; Barlett's test: 2727,650; p:0,000). Variance of empathy is 74.614 (KMO: 0.824; Barlett's test: 1188.379; p:0,000). Variance of responsiveness is 74.140 (KMO: 0.836; Barlett's test: 575,668; p:0,000). Variance of brand image is 75.679 (KMO: 0.887; Barlett's test: 1966.761;

p:0,000) and variance of customer loyalty is 71.189 (KMO: 0.826; Barlett's test: 2413.322; p: 0,000) As a result of analysis of the validity located scale of research, there is no item deleted from scale.

Table 1. Demographic Profile of Respondents

Variable	Count	Percent %	
Gender	<i>Female</i>	293	54
	<i>Male</i>	247	46
Marital Status	<i>Married</i>	304	56
	<i>Single</i>	236	44
Education	<i>Elementary Education</i>	73	14
	<i>High School</i>	177	33
	<i>Under Graduate</i>	192	35
	<i>Graduate</i>	98	18
Income	<i>Under 1401 TL</i>	101	19
	<i>1401 – 2800 TL</i>	94	17
	<i>2801 – 4200 TL</i>	122	23
	<i>4201 – 5600 TL</i>	141	26
	<i>Upper 5600</i>	82	15
Age	<i>Under 18</i>	61	11
	<i>18-28</i>	117	22
	<i>29-39</i>	151	28
	<i>40-50</i>	135	25
	<i>Upper 50</i>	76	14
Occupational Status	<i>Puplic Employee</i>	96	18
	<i>Employee</i>	101	19
	<i>Self Employment</i>	87	16
	<i>Retired</i>	64	12
	<i>Housewife</i>	38	7
	<i>Student</i>	109	20
	<i>Others</i>	45	8
Total		540	100

Results of Regression Analysis

Table 2. Linear Regression Results for Brand Image

Factor	B	S.E	β	t	p-Value
Constant	.074	.106		.695	.487
F1-REL	.269	.037	.280	7.350	.000*
F2-TAN	.060	.022	.062	2.686	.007*
F3-ASS	.222	.044	.217	5.079	.000*
F4- EMP	.295	.037	.316	7.878	.000*
F5- RES	.113	.037	.118	3.048	.000*
R²: 0,718 F: 275.016			Durbin-Watson: 1,974 p: 0,000		

*p<0.01



According to regression analysis, all factors have significant and positive effect on brand image of thermal hotels. So H1, H2, H3,H4, H5 hypothesis are supported. According to β , empathy (0,295) is the most important factor for image of thermal hotels. Other factors, respectively, are reliability (0,269); assurance (0,222); responsiveness (0,113); tangibility (0,060). R^2 is 71,8% and it means that independent variables explain 71,8% of brand image.

Table 3. Linear Regression Results for Customer Loyalty

Factor	B	S.E	β	t	p-Value
Constant	.094	.099		.950	.342
F1-REL	.264	.034	.275	7.734	.000
F2-TAN	.010	.021	.011	.487	.626
F3-ASS	.258	.041	.253	6.334	.000
F4- EMP	.271	.035	.289	7.731	.000
F5- RES	.141	.035	.148	4.093	.000
R²: 0,754 F: 330.858			Durbin-Watson: 1,889 p: 0,000		

According to regression analysis, tangibles has not significant effect on customer loyalty to thermal hotels. Contrast to this finding reliability, assurance, empathy and responsiveveness have significant and positive effect on customer loyalty. So while H7 hypothesis is rejected, H6, H8,H9, H10 hypothesis are supported. According to β , empathy (0,271) is the most important factor for loyalty to thermal hotels. Other factors, respectively, are reliability (0,264); assurance (0,258); responsiveness (0,141). R^2 is 75,4% and it means that independent variables explain 75,4% of customer loyalty.

Conclusion

Due to the increasing value of health tourism, many people began to go anywhere for health problems. Thermal tourism, which is a type of health tourism, is becoming a growing market. In parallel with the increasing number of customers to prefer thermal tourism, the number of hotels has also begun to increase. These hotels compete with each other to get a place in growing market. At this point service quality that is an powerful competition tool, is becoming important for thermal hotels. In hospitality sector there are many studies that explore the effects of service quality on brand image and customer loyalty But there is a limited research which focus on the effects of service quality on brand image and customer loyalty in thermal hotels. The objective of this study is to examine effects of service quality on brand image and customer loyalty. In this concept a thermal hotel was selected in Erzurum and a questionnaire was applied to this hotel customers. As result of analysis it is found that while tangibility has not significant effect; reliability, empathy, assurance and responsiveness have positive effect on customer loyalty. Results for brand image showed that all factors have significant and positive effect. Also empathy and reliability are the most important factors for both brand image and customer loyalty. This result can be evaluated as meaningful in the service sector. Because consumers regard empathy and reliability more important than responsiveness and assurance in thermal hotels. Especially in the service sector, it is unexpected for consumers to perceive a positive image and to be loyal to unreliable and non-empathic thermal hotels

These findings may have important implications for thermal hotels. For instance, tangibility factor has not significant effect on loyalty bu has positive effect on brand image. It means while having modern and appeal equipment increase brand image of thermal hotels in consumer mind, it has not affect customers to be loyal to thermal hotel. Empathy and reliability are the most effective two factor. So for increasing brand image and customer loyalty to thermal hotels,



managers and employees of this hotels should place themselves in customer's position and act in anticipation of customers. They have to think very carefully before promising anything and then they should fulfill completely their promises. Besides, employees of thermal hotel should be kind, honest and willing to serve customers.

As with other works, this work has some limitations. First, this study is based on only one thermal hotel in Erzurum. Future studies can be done with a wider sample in different thermal hotels in Erzurum. Second, future studies may occur in different cities and regions. Also, future studies should extend the model to gain comprehensive perspective.

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An Evaluation of the Green Star Certificate at the hotels

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Abstract

The negative effects of people on the nature and their role in the degradation of natural life balance has been increasing day by day due to the fast increase in world population and technological developments. The countries which have focused on the economic development especially along with the industrial revolution have seen the nature as an everlasting source. This case has exceeded the limits of adapting itself besides that it has turned upside-down the balance of nature and current system. As a result of careless use of nature resources, the environmental problems such as the water and soil pollution, wastes, aridness, desertification, acid rains, global heating, ozone layer spoil, etc. have occurred at the beginning of 20th century. Although it is late, it has been understood that these issues are a common problem which is required to be taken into consideration by all countries. As a result of that the necessity of balance of environment and development has been understood, the concept of "Sustainable Development" was brought to the agenda for the first time in United Nations (UN) Conference on Human Environment which was conducted in Stockholm, Sweden in 1972. With the aim of evaluating to what extent the decisions taken in this conference have been implemented, UN World Commission on Environment and Development was established in 1983. In the report of this commission titled "Our Common Future", the sustainable development is defined as "meeting the requirements and expectations of today without endangering the opportunities of meeting their own requirements and expectations of future generations". Nearly 50 countries which supported this report, attempted to organize a new UN summit with the aim of carrying into effect the suggestions in this report. Before the conference mutually decided to be organized in 1992, an action plan titled "Agenda 21" was prepared by UN. Along with the heads of state and government of 179 countries, thousands of official representatives and civil society organization representatives participated in UN World Environment and Development Conference which was organized in Rio de Janeiro in 1992. In this meeting, Turkey was represented at presidential level. The object of Agenda 21 which includes the action plans devoted to coping with the environment and development problems and achieving the sustainable development is to prepare our world against the threats of 21st century.

Keywords: Environmental sensitivity, Green Star Certificate, Hotels

Environmental Sensitivity Certificates Devoted To Hotels

There are clauses concerning to protection of environment in the second part of Agenda 21 under the title of "Protection and Management of Resources for Development". These articles are as follows: the protection of atmosphere, integrative approach to the planning and management of soil resources, struggle with the deforestation, management of sensitive ecosystem: struggle with the desertification and aridness, sustainable development of mountains, support of sustainable agriculture and rural development, protection biological diversity, management of biotechnology in terms of environment in a healthy way, protection of all kinds of sea and coastal zones including the oceans, enclosed and semi-open seas, protection, rational use and development of alive resources, supply of freshwater resources and protection of their quality: implementation of integrative approaches in the development, management and use of water resources, management of toxic chemical substances in terms of environment in a healthy including illegal international transportation of toxic and hazardous substances, management of solid wastes and waste waters in terms of environment in a healthy way.



The concept of sustainability stated in this conference brought up the concept of sustainable tourism closely relevant to nature and development for discussion as well as many concepts such as sustainable economy, sustainable development, sustainable architecture, etc. Then, the "sustainable tourism notice" was accepted in the "sustainable tourism world conference" which was organized in Lanzarote, Canary Islands in 1995. New decisions relevant to the subject were taken in "sustainable development world summit" which was organized in Johannesburg in 2002.

The World Tourism Organization (WTO) defined the sustainable development in tourism as "adopting the principle of meeting the needs of tourists and host regions of today by protecting future opportunities and observing the development". It brings along a number of degradations in nature balance that the international tourism has grown for four times in approximately last 30 years. The tourism sector produces approximately 5% of SEG and CO₂ emissions in the world and it is estimated that this ratio will increase 130% until 2035 as a result of its usual development if any precaution is not taken. Around the world, the structures are responsible for consuming 17% of water resources, 25% of forest products and 40% of energy resources. The researches made have shown that the tourism structures make contribution to this consumption with a ratio of 20%. The countries have started the "sustainable tourism" practices with call of UN with the aim of ensuring the social and economic sustainability of regions and enterprises while decreasing the environmental effects and ensuring the efficient use of resources.

For this purpose, other relevant institutions and organizations mainly the Ministry of Culture and Tourism in Turkey make attempts to promote the tourism sector about sustainable tourism. Within the scope of sustainable tourism, "Environment Friendly Business Certificate" (Pinewood Symbol) has been given by Ministry of Culture and Tourism to the hotels requested with the aim of promoting and encouraging their positive contributions of tourism enterprises to the environment and meeting the qualifications required since 1993. But due to that the protection of environment has become a more significant subject day by day, the Ministry of Culture and Tourism updated and improved the classification form applied for the environmentally sensitive enterprises in 2008 and issued the "Communique Concerning to Giving Environmentally Sensitive Business Certificate to Facility with Tourism Establishment Certificate". The aim of environment sensitivity campaign (Green Star) is to protect the environment, raise the environment awareness and promote the environmentally sensitive structuring and management features in hotel enterprises. Along with the Green Star application, the application of "Environmentally Friendly Business Certificate" (Pinewood Symbol) expired.

Environmental sensitivity campaign covers;

- Water saving,
- Increasing the energy efficiency,
- Decreasing the consumption of environmentally hazardous substances and waste amounts,
- Promoting the use of renewable energy resources,
- Planning the hotel enterprises as environmentally sensitive since the stage of investment,
- Environment compatibility of tourism facility, arrangement and activities for environment beautification, ecological architecture,
- Raising the awareness of environment sensitiveness, providing the education and making cooperation between relevant institutions and organizations.



In 2004, the Ministry of Environment and Forestry published the booklet of ‘‘use of efficient water, illumination and heating energy in hotels/motels’’ concerning to how water and energy saving will be made in tourism enterprises. In this booklet, the importance of protecting the potable water supplies has been emphasized and it has been stated that water consumption per capita is 200 liter/person in Istanbul. This ratio was decreased to 125 liter/person as a result of efficient water consumption while it was 250 liter/person in developed countries. What may be done to use the water efficiently in hotel rooms, toilets, kitchens, laundries, swimming pools and exterior areas of hotel have been itemized in the part of efficient water use in hotels and in this part, efficient soap and shampoo use in hotel rooms have been also mentioned. In the part of efficient energy use by hotels, the precautions to be taken with the aim of efficient use of energy in the rooms and common areas have been itemized.

In 2008, TUOFED (Turkey Hoteliers Federation) considering the fact that the works devoted to environment protection attract the attention of consumers much more and they prefer the facilities in which they will feel themselves safe in a wide area from food safety to environmental safety, started the application of ‘‘White Star’’ which is sustainable environment project with the aim of making Turkish tourism an ‘‘environmental respectful destination’’ in the international area under the slogan of ‘‘there is no other world where we may live’’. In this project, it has been aimed to ensure that the facilities will be environmentally sensitive participants without making concession to comfort of guests. The White Star Project aims to take the water, electricity, chemical and waste water amounts used in hotel enterprises under control and minimize the harms which may occur devoted to the environment and natural resources. With this project, it is aimed to prevent the uncontrolled consumption of very precious aspects in tourism sector in water and energy and transform it to a conscious consumption. Thanks to that, the water and energy saving from 25% to 90% may be provided in the enterprises and both they may decrease their costs and prevent going the resources of countries down the drain.

TUROB (Touristic Hotels and Investors Association) which draws attention to sensitivity devoted to global warming and environment protection started the GreeningHotels project in 2009 by foreseeing that the significance of environmentally sensitive hotels will increase in the near future. The enterprises deserved to receive GreeningHotels certificate are audited every other year. The project continues in the partnership with TUROB and Bureau Veritas which is an independent certification institution.

In Greening Hotels project, TUROB evaluates the applicant facilities over four basic areas.

1. Energy Management
2. Water Management
3. Increasing the internal air quality
4. Waste decrease and recycling

A hotel with 100 rooms which take part in GreeningHotels Project saves minimum 10 thousand TL per year. With this project, it is ensured to offer same services with a lower cost while protecting the environment. 5 of 54 hotels which have received GreeningHotels Certificate up to now are located in tourism centers such as Sarigerme, Marmaris, Bodrum, etc. in Muğla region.

The researches made reveal that the especially the hotel chains in the worldwide are conscious about the environmentally sensitivity and it has been understood that these enterprises pay attention to these subjects such as especially sustainability, low energy and water consumption and decrease of CO₂ emissions.

Result

Consequently, the decrease of natural resources in the world day by day allows the people to be sensitive to environment. Today, conscious consumers pay attention to not only the stars of facilities where they will accommodate but also to what extent they are sensitive to environment. Thanks to the environmentally friendly projects of public organizations, civil society organizations and independent audit companies, the hotels have started to realize the significance of sustainable tourism and show the necessary sensitivity in this regard. It should not be forgotten that the most significant aspect allowing the tourism to be in a region is the natural environment. The protection of natural environment shows the sustainability of tourism in terms of regions and enterprises.

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Corporate Social Responsibilities of Stakeholders in Terms of The Secure Tourism at Disasters and Sustainable Tourism Governance

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Abstract

In the report published by the United Nations Office for Disaster Risk Reduction, it is stated that 90 percent of 6,457 natural disasters have been caused by floods, storms, hot air waves, drought, and other excessive climatic movements in the last 20 years. Tourists are sent from Turkey to important tourism centers of the world. Turkey is an attractive country with significant potential for different types of tourism movements. Turkey is gradually becoming one of the countries which are negatively affected by the natural disasters occurring depending on climate changes. Likewise, whirlwinds have almost become a routine in the Mediterranean Region, particularly in Mersin province. The dense population in touristic regions is also of similar importance in terms of terrorist attacks – another type of man-made disasters. The chaotic environment created by disasters also has a feature which might be utilized as a suitable opportunity for terror as well. New problem areas have been added to the service flow and problems within the ethical behavior codes of tourism agencies that have gained a classical value. How those who manage tourism can govern the possible risk and crisis processes and, if available, their acquired experiences that they have developed to ensure the safety of tourists have gradually become more important in the scenario of secure tourism. In conclusion, this proposed study envisages model study based on the cooperation networks likely to be developed with the relevant public, private, and civil actors by taking the views of the stakeholders in the tourism sector such as the hotels and agencies managing the Domestic and Foreign Tourism activities in İzmir in addition to the issue of what kind of a strategic action plan they make and should be made with respect to safe tourism in important touristic areas.

Keywords: Secure Tourism, Tourism Stakeholders, Disaster Administration



A New Knowledge Management Model for the Conservation of Historical Sites

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Abstract

The fast growth and globalization of the tourism industry produces a massive volume of information which could shape a data base of knowledge in this industry. Knowledge creation requires specific models that can gather information from trajectory patterns that evolve through time and convert them into explicit knowledge. Historical sites are sensitive destinations that are vulnerable to changes. Therefore, planning for the protection and conservation of such historical destinations not only need efficient and long term development plans but also require dynamic systems to enhance knowledge over time. The manuscript suggested a knowledge management based model called the “Tornado Model” to address these challenges. The suggested model provides a framework to reveal and convert tacit knowledge into explicit knowledge based on related indicators and the uncertainties in the tourism industry. This model is believed to be a practical planning tool for better preservation and management in sensitive sites.

Keywords: Knowledge Management, the Tornado Model, Tourism Industry, Planning, Sensitive Sites, Tacit Knowledge, Explicit Knowledge, Conservation

Cultural Heritage Relationship Between Gastronomic Identity: Turkish Brother Culture and Tradition

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Abstract

This study attempts to explain the relationship between intangible cultural heritage and gastronomic identity through the tradition of Turkish coffee, and the importance of gastronomic cultural heritage is emphasized. Gastronomic identity plays a critical role in gastronomy because it is a phenomenon that manifests itself in different forms in the science-art-culture interaction. Local gastronomic traditions evolve into identities that are unique, substitutable, imitative and valuable. Local foods are not created only from local foods, but they are prepared by cooking, cooking, presentation by the identity, tradition, lifestyle, and geography and blending of the region. It is expressed in the related literature that the society can have parts of the society's gastronomic experiences over time, and that as society adopts and internalizes these rituals will find space in society. At the very beginning of practices aiming at the preservation and continuity of the heritage that the rituals have inherited in society and reflect the identity of the society, there are intangible cultural heritages. In this context, in accordance with the purpose of this study, the gastronomic identity of the Turkish Coffee Tradition, which has been listed on the list of intangible cultural heritage of humanity by United Nations Educational Scientific and Cultural Organization (UNESCO), is explained. Finally, practitioners and related sectors are presented with work and suggestions that can be made in this regard.



The Effects of Crises Experienced in Turkish Tourism on The Human Resources Policies in the Hotel Enterprises

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Abstract

Crisis is a concept which threatens the targets, to be in a difficult situation both managers and employees, has a multiple interests and complex structure. In this context, it is necessary to show how to prevent a possible crisis, to be able to make the least damage from the threats and in addition to transforming the developments during crisis environment to opportunities.

It is more affected by crises than other sectors due to the tourism sector's structure. Hotel enterprises, which are an integral part of the tourism sector, are also the tourism businesses that are most affected by the crisis.

In this study, the types, causes and consequences of probable or emerging crises in hotel enterprises, crisis management approaches and solution strategies for crisis management (crisis, immediate and after crisis) were discussed in terms of crises, business and human resources.

According to the findings obtained from this study, it is necessary for the hotel enterprises to manage the human resources policies very well and it is not necessary to take the first conceived occupations out of work. In this context, the establishment of crisis management teams in order to prevent crises in hotel operations and to form strategies in the management of crises will benefit for the successful implementation of human resources policies.

Keywords: Human Resources Management, Crisis, Tourism Sector, Hotel Enterprises

Attitudes of Undergraduate Students Towards Erasmus Exchange Programme: Sample of Kastamonu University

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Abstract

Today individuals' taking an education at the level of bachelor degree as a minimum level became an ordinary norm. Moreover, there is a common consensus about that a bachelor degree supported by specialties such as socio-cultural diversity, an open-minded character and foreign languages is not enough. The exchange programs during the bachelor degree have a great contribution to acquiring these above mentioned specialties. In that case,

When considered from this point of view, the Erasmus Exchange Programs developed for the purposes of the cooperation of the educational institutions of the participating countries with each other, the development and dissemination of the European Standards in education, the development and equilibrium of the education programs and the increase of the quality of education also present important opportunities for all the university students and academicians in Turkey. For example, for students and academicians, living an abroad experience for 3-12 months, recognition of different cultures and lifestyles and development of tolerance for them, and development of foreign language skills of the participants are both among the objectives of programs and also provides mentioned benefits. However, in practice, it seems that Kastamonu University students are not interested much in the exchange opportunities being offered. Thus the main aim of this study is to determine the attitudes towards Erasmus+ exchange programme of the students taking bachelor degree in Kastamonu University and reasons of that incuriousness. Additionally determining the probable problems and offering the possible solutions are defined as the subgoals of the research. To achieve the goals of the research, at first the related literature was search deeply. An interview form was specified with the help of obtained secondary data. A sample group of 20 persons was formed by a method applying the judgmental and convenience sampling methods. The research data was collected by the structured interview forms, as being face to face and or online. The data related to demographic structure was analyzed by frequency and ratios and the answers to open-ended questions for determining the attitudes were analyzed by the method of Descriptive Content Analysis. The results of the research presented that the interest in Erasmus Exchange Programme of the undergraduates of Kastamonu University is low. Additionally in this research, it was found that the main reasons of that situation are found as the students' low level of foreign language and the thought about not having enough sources economically.

Keywords: Erasmus+ Programme; Undergraduate Students, Attitude, Kastamonu University.



Restaurant Concepts in Turkey: Fine Dining Example

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Abstract

Fine dining restaurants are a kind of restaurant that is influenced by a variety of ethnic cuisines, influenced by different ethnic cuisines, where the creativity is the frontline, the food is high but the portions are small, the seasonal and local products are often used, the atmosphere and the service are top quality and the prices are above the standards. In the past, the fine dining cuisine, which is only in French cuisine, has become an internationally inspired and innovative form, inspired by different ethnic cuisines. Although there are fine dining restaurants in Turkey, the numbers are quite small and their application forms are different compared to their examples abroad. In this study, it was aimed to make some determinations about the situation, applicability and adaptability of fine dining restaurants in Turkey to Turkish culinary culture and questions directed to 17 chiefs in the field were prepared according to semi-structured interview technique. In the light of the findings obtained, it is found that the acceptance of the fine dining concept in our country is a little difficult, the Turkish people are not ready for it, the present fine dining applications are conceptually correct and the right ones are not able to live long due to reasons such as price politics. Participants expressed that the fine dining cuisine would be useful for introducing Turkish culinary culture but the reasons such as imitation of foreign cuisines, misapplications and lack of demand would raise question marks on the subject. In the future studies, the level of knowledge and preferences of Turkish people about fine dining can be determined and the results can be a guide for developing this concept.

Keywords: Restaurant, Culinary, Concept, Gastronomy, Fine dining, Turkish cuisine



Ras Al-Khaimah: A Model of an Old Town in the United Arab Emirates between Conservation and Extinction

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Abstract

UAE is a newly establishment since 2 December 1971. However, the state subjected to many modernization, development and urban growth, urban and civil as a result of globalization and openness to the outside world. The results of this update that the UAE has lost a number of monuments and historic buildings and heritage cities. Ras Al-Khaimah is a clear model for the old town in the UAE, and still reserves its streets and alleys, and houses and courtyards. It also contains the old fort, it had also a wall running from east to west, and it had three observation towers. The old town provides us of the model of the old city in the UAE, and most of houses were built of mud, marine and coral stones.

As results of neglect, weather conditions, modernization, and paving the streets, the Municipality was forced to destroy entire neighborhoods and homes in order to pave one street. As well as the people abandoned their homes to settle in other residential areas. Since the mid-seventies was a gradual migration of people to their old homes in Ras al-Khaimah interested in accommodation in other regions outside the framework of the old town and the people gradually left the old town and settled in other distant citizen. In addition of that many of its homes are settled now by workers and families of non-citizens. Parts of it are turned into places for garbage and dirt. Unfortunately there is no practical plan to save this old town, This paper also focuses on the situation of the town of Ras al-Khaimah and the definition of old layouts to be considered as a model integrated the old town of the UAE, and how exposure to add sabotage to submit proposals for the rehabilitation of this town and keep them.



The Effect of Information Technologies in Tourism Sector on Financial Performance

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Abstract

The development of information technology is affecting the tourism industry as well as in all sectors of the world. Tourism enterprises which have a large share in the service sector, must keep up with the developments in information technologies in order to survive and should make their future plans in line with these developments in today's market conditions.

In this context, the aim of this study is to determine how information technologies used by tourism businesses affect financial performance. For this purpose, tourism enterprises in Antalya located in the Mediterranean Region is the population of the study. The data were obtained by online and face-to-face interviews with the survey data collection technique from population. In total, a sample consisting of 420 data was created. In addition to descriptive statistical analyzes, exploratory factor analysis and confirmatory factor analysis were carried out in the context of reliability and validity analyzes. At this point, the structural model reached the most appropriate scale structure. The constructive model for the purpose was analyzed in the AMOS 20 and SPSS 20 package programs with the structural equation model.

As a result of the study, it has been determined that the level of usage of information technology by tourism enterprises, customer satisfaction obtained by using tourism technologies by tourism companies, marketing performance by tourism companies using information technology and integration factors between tourism departments through information technology have an impact on the financial performance of tourism enterprises.

Keywords: Information Technologies, Tourism Sector, Financial Performance, Factor Analysis



Investigation of Kitchen Managers' Motivational Tools Used in Their Managerial Activities and Leadership Style

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Abstract

The most important way of ensuring that the objectives are realized effectively and efficiently in organizations is the cooperation, co-ordination and motivation that workers will take action in line with the determined goals. Managers have the greatest responsibility of achieving this in organizations. Contemporary managers use various motivational techniques to direct business people to business goals in order to be successful. Particularly in the labor-intensive sector, the human factor is very important for the enterprises operating in the tourism sector, and the relationship of the managers to the employees and the ability to motivate them also affect the success. For this reason, the aim of this study is to determine the managerial identities and the motivational tools that are applied by the managers of kitchens in Turkey and the culinary department of catering businesses. The universe of the work is the people working in the managerial position in the kitchen department in Turkey. In this context study is designed in the direction of qualitative research methods. The sample was created using snowball sampling method for ten administrators and three administrator assistants. Data were collected through semi-structured interview forms. The obtained data were analyzed by content analysis method. As a result of analyzes, it was seen that the managers were predominantly autocratic leadership because they were determined that the only decision maker was theirs and that others should fulfill what was said. Other important results of the study are that managers think that employers are an important motivator of providing ownership of their business and they also support the use of motivational tools such as job enrichment, business expansion, wage increase, economic rewarding.

Keywords: Kitchen Managers, Leadership Style, Motivation Tools

The Multifaceted Aspects of Tourism Education: Theory, Impact and Research*

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Abstract

The goal of this paper is to analyse the multifaceted dimensions of tourism education with regard to its positive aspects and impact on individual and social development as well as the nature of tourism as a human activity. Leisure theory and tourism research are one of the most interesting fields in contemporary educational science due to their diverse personal, social, cultural and environmental benefits. A range of subsystems such as the economy, society, ecology, education, politics or leisure practice, influences tourism as an interdisciplinary phenomenon. Tourism education has been a topic of academic debate with numerous studies published (e.g. Jafari, Ritchie, 1981; Airey, Johnson, 1999; Tribe, 2002). Tourism and education possess the capacity of contributing to individual and societal values, as practice in tourism enhances socio-cultural evolution. Education tourism takes a variety of forms and serves a plethora of interests, such as satisfying curiosity, stimulating cognitive interest and learning or deepening the fascination for historical and cultural heritage. This paper examines the relation between tourism and education as new patterns of experiencing and learning by integrating formal and informal education in promoting cognitive, emotional, aesthetical, psychophysical, moral and practical knowledge through engagement, stimulation, exploration and environmental or intercultural education. Education is effectively utilized only if information and knowledge contribute to the culture of the community (Whitehead, 1951), so this paper places special focus on key concepts of a critical evaluation of the tourism curriculum, as well as basic approaches to curriculum design and its evaluation at the general and institutional level.

** This paper was not presented by author*



Determining Prior Competencies of Hotel Top Manager in City Hotels*

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Abstract

Businesses must develop their ability to operate on a long-term basis and to stand out in an intense competitive environment. Developing business skills is possible only if the existing employees have the appropriate positions and job competencies. Managerial performance is very important in increasing the performance of a business, bringing customer satisfaction to the highest level and providing quality services and products. Hotel managers manage the existing employees in line with the mission and vision of the enterprises in the best way and try to make the best management of the hotel by making right and quick decisions in the planning and decision stage. Choosing the right manager for the job is one of the critical decisions. Thus, the competencies of a hotel manager are important. The aim of this study is to determine the most important competences of the top hotel managers in city hotels in Turkey. Within the scope of the study, 71 competencies -33 technical competence, 38 general competence- were collected by a literature analysis. Lawshe technique was used to evaluate the competences. Managers of six hotels operating in the province of Eskişehir, which has become an important tourism attraction center in Turkey and five academicians evaluated the identified competencies as “necessary”, “important but not necessary” and “unnecessary” with a questionnaire. The content validity ratios of the assessed competences have been calculated and four technical competences and two general competences are determined as unnecessary. As a result of the study, 65 competencies were determined as necessary.

Keywords: Human Resources, Hotel Management, Management Competencies

**This study is part of the master's thesis of Hüseyin Ertan İNAN from Anadolu University*



An Empirical Analysis of Relationship Between Number of Tourist and Exchange Rate

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Abstract

Tourism sector which has increasing contribution to economies and important additive for countries, also provide an important foreign exchange income for rapidly developing countries such as Turkey. While the real and financial effects are indispensable for these economies, it is important to determine the factors affect number of tourists directly and total tourism income indirectly. When we take the share of the sector in total economy into account identification of these factors is not important for only tourism sector but also for macroeconomic stability. Without no doubt, nominal exchange rate is among the determinants of tourist number. In this regard, it is essential to investigate impact of foreign exchange rate on tourist number when the volatility in foreign exchange rate is taken into account in the Turkish economy in recent years.

In this study, interaction between number of tourist and foreign exchange rate in Turkey is examined by employing annual data belonging to 1963-2014 period. The relation is investigated by conventional unit root test, Granger and newly developed Toda-Yamamoto causality tests.

Keywords: Number of Tourist, Foreign Exchange Rate, Toda-Yamamoto Granger Causality.



Guest Room Safety Management of Resort Hotels as an Resort Destination in Thailand (A Case Study of Khao Kor District, Phetchabun Province)

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Abstract

The purpose of this study is to study the satisfaction level of guest room safety management of resort hotels in Khao Kor District, Phetchabun Province. A researcher adopted a quantitative methodology used a questionnaire with the accidentally-met Thai 387 tourists travelling to Khao Kor District during winter season which is considered as a high season in the area. The data from the questionnaire then is analyzed as descriptive statistics. Some interviews are conducted with the tourists to have more fruitful information.

General information is analyzed by using descriptive statistics describing percentages. Information on satisfactions of in-room safety management of hotels in Khao Kor District, Phetchabun Province is analyzed by using mean (\bar{X}) and standard deviation (S.D.). The results revealed that the tourists are satisfied with the good condition and secured-lock guestroom door at most ($\bar{X} = 4.88$), followed by the safe from outside danger of guestroom balcony ($\bar{X} = 4.84$), the good condition and safe from danger of mosquito wire screens and curved steels ($\bar{X} = 4.74$) respectively. Although the least satisfaction of the tourists about in-room safety management is light and well-ventilated guestroom toilets and clean sanitary ware ($\bar{X}=4.05$), it is still in high level.

Some useful suggestions from the tourists about the in-room safety management of hotels in Khao Kor District, Phetchabun Province are the hotels should have a safety instruction in English and Chinese version because it will be useful for international tourists in case of emergency, a floor plan and fire exit way should be clear both picture and wordings so it will be easy to evacuate safely. In the meantime, next researcher should conduct other kinds of hotels in Khao Kor District such as guesthouses that are quite popular among the tourists to be aware of safety management may have.

Keywords: Guest room, Resort Hotel, Safety Management, Satisfaction

Eurovision Song Contest Within the Scope of Event Tourism and Its Contributions to Tourism

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Abstract

The Eurovision Song Contest, inspired by the Sanremo Music Festival, was first held in 1956, with the idea of a song contest by the European Broadcasting Union to be simultaneously shown on television of the state channels of all countries that were members of the Union in 1955. The Eurovision Song Contest, semi-final and final, hosted by the winner of the previous year's competition, has been broadcast in all state channels of the European Broadcasting Union, reaching between 400 and 600 million people on average. Event tourism, a form of Cultural tourism, is an increasingly important type of tourism because of the benefits it provides to destinations. The Eurovision Song Contest not only increases the number of visitors to the destination with the tourist mobility it provides to the country it is held at, but also contributes to the marketing of the destinations because it is the most watched broadcast in the world.

The aim of this study is to determine how the Eurovision Song Contests that took place in the last 10 years contributed to the countries where the competition was held within the scope of event tourism. In order to realize this aim, document analysis among the qualitative research methods is used, and tourism statistics of the countries where Eurovision Song Contest has been held in the last 10 years are examined. For the countries where tourism statistics are examined, the tourism statistics of the year in which the competition was made and the previous and following years were also examined. The number of tourists visiting the destination, the tourism incomes, the number of nights spent, the expenditure per tourist are constituting the analyzed statistics. As a result of the study, it has been determined that countries include song competitions in their marketing studies. It is also seen that the Eurovision Song Contest contributes positively to the countries both in terms of number of tourists and tourism income within the scope of event tourism.



A Logistic Model of the Effect of Terrorism on Tourism in Turkey

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Abstract

One of the biggest economic impacts of persistent terrorist incidents is about tourism industry. Although Turkey is attracting foreign tourists for its historical sites, seaside resorts and cultures, both conflict in neighboring zone and the terrorist incidents in the country threaten tourism in Turkey. In this study, the impact of terror attacks in Turkey on tourism demand is investigated by a logistic model. For the analysis, the effects of foreign income from countries in which most tourist come from (Germany, Russia, England and Netherland), domestic price, prices of competitor countries (Greece, Italy and Spain), the number of terror attacks in competitor countries and their interaction effects are examined by monthly data for the period 1999 January and 2015 December. The percent increase or decrease in the number of tourist arrivals is measured by the change in same period of the previous year. Subsequently, it is measured by a dummy variable, 1 if the change is positive and 0 otherwise. This dummy variable is used as a dependent variable in a logit model. Our empirical results show that the terror incidents in Turkey have a significantly negative impact on the probability of Turkish tourism as expected. However, increase in the terror incident in competitor countries, makes Turkey more attractive. The foreign income has significantly positive and the domestic price has significantly negative impact on the probability of Turkish tourism. Since we use a nonlinear estimation model, Ai and Norton (2003) and Greene (2010) framework is used to interpret the coefficients of the interaction terms. Although the marginal effect of the prices of competitor countries dose not statistically significant, the marginal effect of the interaction with terror in Turkey and Spain is significantly and negatively related to probability of tourism. This indicates that a higher competitor's price is less likely to cause a decreasing in tourist arrivals with a meaningful effect of conditional terror incidents.



Evaluation of Urmia Art Tourism with Emphasize on Creative Tourism

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Abstract

In recent studies of urban economies, art tourism is often listed as one of the creative industries, and 'creative art tourism' has been taken up by many destinations around the globe. The identity of art could determine the ability to attract visitors to a country through infusing the sense of place and imprint the memories on the visitors. The purpose of the paper is to explore the current development of art tourism in Urmia, The literature review indicated that art tourism is part and parcel of cultural tourism and mainly centered in urban area. These art tourists visit art exhibitions and art galleries, folk life and craft centers, theaters and museums, art festivals and fairs. The paper is the result of an empirical research, an exploratory study that includes literature review, meaning of seeking the good practices reported, and finally a SWOT analysis. In a result, it is normal to move towards a kind of tourism that we can differentiate and attract the interest of those who want to travel and have new, unique and authentic experiences and strongly believe that in Urmia this possible direction can be art tourism. The research suggested that the pursuit of art tourism would not only yield economic spin-off but also set the path in discovering its cultural identity through the expression of the local and modern arts. Further research direction could focus on the structure of the local and modern art sector in order to maximize the economic benefits.

** This paper was not presented by author*



Revenue Management Practices in Travel Agencies and Tour Operators

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Abstract

As every enterprise, the main goal of travel agencies and tour operators is to maximize their incomes to sustain their existences. The intense competition in the tourism sector affects the travel agencies and tour operators unavoidably and requires bringing to the agenda and implanting different sales, marketing and management techniques. Such that some managers in travel agencies and tour operators try to achieve their targets with a contemporary formation by acting in a more organized way and within their specialty areas while some others establish a plan on their own experiences. All these studies indicate that every manager has efforts devoted to obtaining maximum profit with current resources. At this point, the income management is the aspect which comes to forefront with the feature of being most creative and efficient system used with the aim of achieving the targets determined at travel agencies and tour operators. In the travel agencies and tour operators, the income management provides significant advantages with more effective and efficient results day by day thanks to the tools and techniques used. The income management shows to what extent the managerial practices have achieved with right decisions in travel agencies and tour operators as selling the right product at right price and right time to right customer. In this context, these are practices required to be evaluated within the frame of income management approaches that the precautions decreasing the costs will be taken as well as all activities increasing the income.

With the aim of obtaining highest income, the income management in tourism may be defined as the application conducted for making price discrimination and selling some specific products. The income management widely used in accommodation and aviation sectors and evaluated as capacity management oriented is an approach assisting to how unallocatable units of capacity will be placed against the demand in the way that the income will be brought to highest level. The service enterprises try to make the use of capacity to the end suitable by using the income management. Within this understanding style, there is price discrimination and foresees benefitting them at the capacities which are not unlimited yet for price cutting.

Keywords: Revenue Management, Income, Travel Agencies, Tour Operators



Investigation of Asymmetric Impacts on Turkish Tourism Demand under Terror Incidents in Istanbul

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Abstract

Turkey is ranked as the 6th most popular destination in the world and the 4th in the Europe. However, the terrorist incidents especially in big cities i.e. İstanbul and Ankara in recent years threaten Turkish tourism. Since İstanbul is ranked as the world's fifth most popular tourist destination, foreign tourists are more likely affected from any explosion in İstanbul than in the other cities in Turkey. In this study, we examine how the total number of fatalities and injured in terror incidents in Turkey affects tourist arrivals when there is terror in Istanbul or not. This study utilizes Interacted Vector Autoregressive Model (IVAR), proposed by Saborowski and Weber (2013). We run four different VAR models for the countries that Turkey attracts more foreign tourists from (Germany, Russia, England and Netherland). We include each countries' income levels and their relative prices for the estimation of Turkish tourism demand under two different situations in Istanbul for the period 1996:M1 and 2015:M12. According to our forecast error variance decomposition results, foreign income has the largest positive effect on the tourism demand in Turkey when there is no terror attack in Istanbul. However, when Istanbul is under any terror attack, the relative price has the largest inverse effect after terror incident in Turkey on the Turkish tourism demand. In particular, our analysis indicates that the size of the foreign income and relative price effect on the Turkish tourism demand is changing for there is a terror attack in Istanbul or not.



Backpacker Tourism and Cultural Heritage Tourism: Wat Thung Sri Muang (Ubonratchathani, Thailand)

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Buddalerd Patlapa

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree, Doctor Of Philosophy, Achitectural Heritage Management and Tourism, (International Program) Graduate School, Silpakorn Univerity, Patsawan57@hotmail.com

Abstract

It's expected that backpacker tourism has been studied widely in abroad country and more widely in Thailand nowadays. At present there are more convenient of public infrastructure, such as transportation communication that stimulate visitors are able to get the attraction more easily. In the past, backpackers usually were definite young travelers but in present is popular trend to many age groups. In Thailand, the role of backpacker tourism not only promoting cultural tourism but also impact on the integrity of cultural heritage too. Perfectly, cultural tourism is a type of sustainable tourism, which promotes the local community welfare and the preservation of local culture. Moreover, the affectation of the locals on the backpackers is inevitable, in consequence, affecting their way of thinking about traditional, culture, beliefs, and practices. Cultural tourism is closely linked with the daily lives of the local people. Cultural properties, such as religious temples, are not merely built heritage objects; they also carry with their tangible and intangible heritage values that are strongly engrained into the lives of the local community. This study focus on the role of backpackers in promoting cultural values of Wat Thung Si Muang. The aim of the study is to assess the role of backpacker tourism in sustaining the cultural heritage attributes of the study area - Wat Thung. The study used a combination both qualitative and quantitative research techniques. The population of respondents and participants of research have divided into 3 groups, first is group of local community numbers, second group of backpacker tourists, and third group of operation/managers and relevant government officials. Data collection involved the use of questionnaire survey instruments containing both close-ended and open-ended questions. The questionnaire consisted of four sections:

Keywords: Back Packer Tourism, Backpacker

Acknowledgments

I would like to express my sincere thanks to my thesis advisor, Professor Dr. Corazon Catibog-Sinha for her invaluable help and constant encouragement throughout the course of this research. I am most grateful for her teaching and advice, not only the research methodologies but also many other methodologies in life. I would not have achieved this far and this thesis would not have been completed without all the support that I have always received from her.

In addition, I am grateful for the teachers all of Silapakorn University lecturers and others person for suggestions and all their help.



Evaluation of The Desserts; Which Are Hosmerim, Cheese Halva, Kunafah, Produced in Turkish Cuisine -in Aspect Of Tourism

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Abstract

Turkish Cuisine is shown among the top three cuisines in the world by many sources. It is a fact that he deserves more than this title. From the beginning of 1990's Turkish cuisine has been presented to the tourists who coming to the country with the development of tourism.

But some meals such as kebab, döner are on the foreground, while hoşmerim (a sweet made of unsalted cheese), cheese halva, kunafah did not find the place that they deserved. On the other hand, tiramisu with cheese and cheesecake consumed by many people, in the world. In order to bring the desserts produced by the cheese into the forefront, tourists should be included from the beginning of this making process. With this method, new destination areas will be formed and at the same time the recognition of Anatolian culinary cultures will be increased.

Keywords: Kitchen, künefe, cheese halva, hoşmerim



Suggestions for The Curriculum Plan of Tourism and Hotel Management Program at Associate Degree Level

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Abstract

Recent changes in socio-cultural structures, technological and economic developments have resulted in significant differences in people's holiday habits. Meeting the changing and evolving needs for various reasons depends on the provision of qualified and skilled workforce. One of the ways to develop a qualified workforce in a specific field is vocational training at the associate level. In order to educate intermediate staff in the tourism sector, it is important to determine the categories of the courses applied in the associate degree programs, to revise them, and to train the qualified personnel needed by the sector. The aim of this study is to determine the categories of the courses given in the associate degree programs in tourism and hotel management and to make proposals with revised lesson plans according to the needs of today's industry. The universe of the workforce is composed of academicians who train in the field of tourism and professionals who work with educated personnel in the field of tourism. Sampling framework was established with snowball sampling strategy. In this context, semi-structured interview forms were used in the study designed by qualitative research methods. The data related to the study were obtained from two academicians and five professionals. The findings were analyzed by content analysis method. According to the results of the analysis, it is not required that the courses related to the application, which are related to the departments such as kitchen, and service are included in the lesson plan intensively. On the other hand, it has been determined that management and organization courses in the theoretical structure that are more concerned with business management and hotel management should be concentrated in the lesson plan.

Keywords: Associate Degree, Tourism and Hotel Management, Curriculum Plan



Unemployment Anxiety of Tourism and Hotel Management Program Students: A Research on Süleyman Demirel University

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Abstract

At the end of the school university students are concerned about life expectancy. Unemployment is one of these, which is one of the problems caused by day to day problems for many reasons. In particular, the unique employment conditions in the tourism sector increase the unemployment anxiety of the employees. Increasing the level of anxiety also affects the person's productivity, work quality, success and performance in a negative way. There are many factors that can cause this anxiety to occur. The aim of the study is to reveal the unemployment anxiety levels of the tourism and hotel management program students who are studying in the associate degree program of the university. The study was conducted on 349 students studying in associate degree programs of Tourism and Hotel Management Department of Süleyman Demirel University. The data obtained in the study were analyzed using SPSS (Statistical Package for Social Sciences) for Windows 21.0 program. The t-test for identifying differences and One Way Anova analyzes were used in this study. According to the result of the research, it is determined that the general unemployment concerns are moderate. Those who favored the department were found to have a low level of anxiety, while those who found it inadequate had a high level of anxiety.

Keywords: Unemployment Anxiety, Tourism and Hotel Management, Students



Impact of Road Transport Network on Journey to Places of Socio-Economic Activities in The Benin Metropolis, Nigeria

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Abstract

In this paper attempts are made to examine road transport network on journey to places of socio-economic activities in the Benin metropolis, Nigeria. The study relied on field data obtained through structured questionnaire and satellite imagery. A sample size of 570 from five major transport corridors (arterial roads) and twenty five adjoining streets (collector roads) form the sample size for the study. The beta, gamma and alpha indexes were used to analyze connectivity index, multiple regression technique was used to assess if road transport network exerts any influence on socio-economic activities in the Benin metropolis. The Beta (β), Gamma (γ) and alpha (α) indexes revealed 2.3, 0.76 and 0.63 respectively. The beta index of 2.3 is an indication of a fairly complex network, the gamma index shows that the connectivity level of road network in the Benin metropolis is 0.76 (76%) and the alpha index calculated shows that the circuits in the network in the Benin metropolis of 0.63 (63%) are maximally connected. The regression analysis revealed that the road network (road condition, traffic condition, and road type) jointly explained the impact it has on journey to places of socio-economic activities (work place, market, health centre and worship centres). The study therefore recommends that the various tiers of government should invest in the improvement and maintenance of the various roads under their jurisdiction.



Effects of Smart Tourism Applications on Human Resources Functions

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Abstract

The smart tourism is a new buzzword applied to describe as an holistic approach that provide tour information, service related to travel, such as destination, food, transportation, reservation, travel guide, conveniently to tourists through Information Technology devices. The Smart Tourism Destinations (STD) concept occurs from the development of Smart Cities. With technology being closely related on all organisations and entities, destinations will exploit synergies between ubiquitous sensing technology and their social components to support the enrichment of tourist experiences.

In this study, it is aimed to identificate the effects of smart tourism which is a new concept on the human resources functions through the content analysis method. According to the results of the content analysis, it is expected that Smart tourism applications will have a high impact on human resource functions and that the technology utilization skills of the priority worker must be at the highest level. It is assumed that the number of active labor force will decrease with some new smart tourism applications. In this way, tourism enterprises that work for occupations with a Just In Time management approach will emerge.

The change in the cause of smart tourism can be divided into two, tangible and intangible resources. In this case, as an example of tangible and intangible resources are tools, software, and information and in terms of human resources are skills, knowledge, and virtual communities and the others are relations to partners and suppliers, and network membership. Thus, smart tourism has an effect that sets the ground for the emergence of new business models and working conditions. In addition, tools and applications of Information Communication Technologies (ICT) have enabled tourism businesses to become 'smarter' in how to improve the performance of tourism businesses and competitiveness by (hyper)-automating, informing and transforming their business functions and processes such as marketing, procurement/supply chain management, human resource management, and customer service and management. So that a large part of the human resources department's functions are now transferred to digital media. In other words, instead of traditional Human Resources applications, digital applications and strategies are preferred. For example; as education, Payroll and personal affairs, recruitment and placement functions are digitized. Besides this, it is assumed that Customer relations department employees working in all tourism businesses will decrease because of smart tourism will begin to receive customer complaints through systems supported by various ICT channels such as SMS or mobile. As a result of this study, it is assumed that smart tourism applications have effect on human resources functions and so that tourism business need the technology utilization skills of the priority worker at the highest level.

Keywords: Human Resources Functions, Digital Human Resources, Smart Tourism, Tourism Businesses



Tourism Demand and Business Cycle for Turkey

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Abstract

Increasing number of studies investigating relationship between tourism sector and economic growth have arisen over the last years for numerous economies. The fact found in these studies that tourism sector plays important role for whole economy in emerging countries such as Turkey, increases the importance of volatility in this sector. Several parameters such as economic, social, cultural, natural and political issues affect tourism sector very quickly and easily. In sum, the sector is more vulnerable to supply and demand shocks more than others.

This paper is aimed to test the impact of the business cycle on tourism in the case of Turkish economy by using annual time series data on gross domestic data and the number of tourist for the period including years between 1980 and 2015. To do so, conventional unit root tests, Granger causality approach and co-integration analysis methods are employed.

Keywords: Business Cycle, Tourism Demand, Granger Causality Test, Co-integration analysis.



Importance of Exhibition Organizations for Tourism Industry and New Trends in The World

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Abstract

This study is about "Exhibition Tourism" which is a kind of special interest tourism that feeding the tourism sector and gives additional momentum to the existing tourism mobility. In the first part of the study, the economic, social and cultural effects of the exhibition industry, which is considered as a sub-sector of business tourism, are mentioned and its importance in the tourism sector is emphasized. In the second part, the competitiveness arising from the recognition of the benefits provided by the exhibition tourism has been discussed. In this respect, the developments in the US, Europe and even Africa, especially in the Asia-Pacific region, have been examined and the changing balances and new trends in the exhibition sector have been examined. In the final conclusions and proposals, suggestions have been made in order to make effective use of this kind of tourism to the developing countries, especially Turkey, in the light of existing evaluations. This paper was designed as a conceptual study and presented a future projection by analyzing the situation in the current scientific data.

Keywords: Exhibition tourism, business tourism, new trends, trends.



Determining Prior Factor of Supplier Selection on Hotel Industry: Case Study in Eskişehir

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Abstract

Effective supply chain management is crucial for hotel business to keeps cost under control and ensures business continuity. Supply chain is more than taking products from one place to another and it is dynamic structure and covers the interflow of information, products and all other materials. Appropriate supplier selection is a critical process that influences the quality of service directly. Depending on technological progress, customer needs have changed. Customers demand higher quality and lower price for the products and services that they need. Due to the increasing competition in the services, sector and diversification of the customer's request increased the number of alternative suppliers. The service business has simultaneous production and consumption and it's heterogenic, intangible and non-stackable. These characteristics of service operations differ from manufacturing-based operations and should be considered in the process of supplier selection. The aim of this study is to determine the prior factors of supplier selection at the hotels. Within the scope of the study, 33 criteria were collected by a literature analysis and expert opinion. Delphi method has been used to survey prior factor of supplier selection. The study was conducted in 3, 4 and 5 star hotels in Eskişehir. Managers of 10 hotels operating in the province of Eskişehir evaluated the identified factors as "necessary", "important but not necessary" and "unnecessary" with a questionnaire. The content validity ratios and the coefficient of variation ratios of the assessed competences have been calculated and 14 criteria are determined as unnecessary. As a result of the study, 19 factors were determined as necessary.

Keywords: Hospitality Business, Supplier Selection, Delphi Method



The Importance of Political Risk in Determining Tourism Revenues: The Case of Turkey

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Abstract

Tourism is a important sector that contributes directly or indirectly to social, cultural and economic aspects of the country's economy. Tourism revenues are an important resource in terms of developing country economies and have a significant share in terms of sustainable development, especially in a country with a tourism potential. In order to achieve sustainable development, micro and macro variables affecting tourism revenues must be correctly identified and analyzed. One of the determinants of tourism revenues at the macro level is political risk. Increased political risk in a country has a negative effect on tourism revenues.

There are two main purposes of this study. The first purpose is to determine the determinants of tourism revenues at micro and macro level. The second purpose is to determine the direction and effect of political risk which is the macro variables in the formation of tourism revenues. In the study, monthly data were used for thr period 2010-2016. Tourism revenues were used as a dependent variable. Number of tourists, number of beds, amount of investment, employment, exchange rate and political risk were used as independent variables. A multivariate regression analysis method was used to measure the determinants of tourism revenues at micro and macro level. In addition, Granger Causality Analysis was used to determine the causality between variables.

As a result of the study, it was determined that there is a significant relation between tourism revenues, number of tourists, exchange rate and political risk. Tourism revenues increases when the number of tourists and exchange rates increase, and tourism revenues decreases when political risk increases. In addition, has been determined bi-directional causality between tourism revenues and number of tourists and one-way causality has been determined between tourism revenues and political risk.

Keywords: Tourism, Political Risk, Multiple Regression Analysis, Granger Causality Analysis

Refunctioning the Cultural Buildings in Tourism Sustainability: The Sample of Boyabat Mansions

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Abstract

In recent years, the rich settlements in terms of supply-side data, leading people to travel have begun to attach special importance to the so-called tourism phenomenon in order to be able to develop in social, cultural, environmental and political aspects as well as the economic aspect. However, the fact that tourism requires large infrastructure and superstructure investments and problems such as capital accumulation and trained workforce make it difficult to obtain the expected benefits from tourism or retard this process. On the other side, the settlements with registered and solid cultural heritage buildings have the opportunity to overcome these problems to a great extent by refunctioning these buildings. In fact, branded destinations such as Safranbolu, Şirince and Beypazarı are some of the concrete examples confirming this statement. Boyabat district of Sinop has the potential to make the gains to be obtained from tourism real thanks to the hundreds of historical mansions and hospitable people. However, transforming this potential to economic outputs is possible if the buildings are restored by their owners and/or heirs and transformed into touristic enterprises. The aim of this study is to reveal the willingness of the owners and/or heirs of the historical Boyabat Mansions, clustered in the city center, for using these buildings for tourism purposes by refunctioning. The working group consists of 20 mansion owners and/or heirs determined on the basis of volunteerism. The data were collected by using face-to-face interview technique through an interview form with open-ended questions developed in the light of the accumulated knowledge in the literature. The data analyzed with Descriptive Analysis Method revealed that the mansion owners and/or heirs do not have enough resources and, therefore, they are indecisive about refunctioning their premises.

Keywords: Cultural heritage, refunctioning, sustainable tourism, Boyabat Mansions

Evaluation of Urmia Culinary and Grape Festival Tourism with Emphasize on Sustainable Tourism

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Abstract

Culinary tourism is a niche tourism, and the needs that move the travelers in this segment are situated in the Maslow's hierarchy of needs at superior levels (ego needs, self-esteem, accomplishment etc.). Events are important motivators of tourism, and figure prominently in the development and marketing plans of most destinations. They are universally important for their social and cultural roles, and increasingly have been promoted and created as tourist attractions. Also, events and festivals play vital role on cultural identity of local communities, and have a big potential to generate cultural profundity and prosperity when they cater to out of region visitors, grants, or sponsorships. Urmia has many natural and manmade resources for tourism development. The main focus of this paper is to provoke a debate about the opportunity of the culinary and grape festival tourism development in Urmia. Both culinary and festival tourism as the fundamental two elements of culinary tourism have a diverse range of links with the local economy, which implicitly leads to the value of these assets. The paper is the result of an empirical research, an exploratory study that includes literature review, meaning of seeking the good practices reported, and finally a SWOT analysis. In a result, it is normal to move towards a kind of tourism that we can differentiate and attract the interest of those who want to travel and have new, unique and authentic experiences and strongly believe that in Urmia this possible direction can be culinary and grape festival tourism.

** This paper was not presented by author*



Evaluation of Higher Education Input Indicators of Students Who Prefer 2016 Year Culinary Program

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Abstract

In recent years people's interest in gastronomy has increased and so has gained importance in our country as well as the profession of cookery is all over the world. Cooking is a profession that requires skill, additionally it requires creativity, planning, artistic skills and know traditions. Therefore it is important to evaluate input indicators of students who prefer cooking profession. In this study, students who prefer cooking associate degree program of 2016-2017 academic year were analyzed by taking the data from ÖSYS input indicators. These datas were obtained associate degree atlas in the official website of the Council of Higher Education (YÖK). In the study, Cooking Programs are divided two as State Universities and Foundation Universities. In addition, the cooking program is divided two parts: formal education and secondary education. In addition to this, only full scholarship and evening education programs of Foundation Universities datas are evaluated and other datas have not been evaluated. The datas examined by using the content analysis method were interpreted in this study.

Keywords: Cookery, Cookery Program, 2016 Cookery Data, YÖK Associate's Degree



Availability and Importance of Wearable Technologies for Mobile Health Applications in the Scope of Health Tourism

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Abstract

Technological developments and the increase in the use of mobile devices, provide significant benefits to the consumers. With the help of wearable, swallowable and injectable devices that can work integrated with mobile devices, people can easily and quickly access important information such as pulse, blood pressure, blood sugar, oxygen saturation or how much they walk. Health data can be stored, can be shared with the physician when requested, and preventive actions can be taken for serious problems. As living conditions are changing and technology is developing, mobile health services can be adapted to technology for healthier and safer travel experiences of people by following their health information.

In this study, the existing resources related to wearable technologies were revised and scientific researches were examined in a systematic structure. In this context, developments in wearable technologies have been evaluated and within the scope of mobile health services, the importance and opportunities of wearable technologies for health tourism has been reviewed.

Keywords: Health tourism, Tourist health, Wearable technologies, Mobile health services



Sağlık Turizmi Kapsamında Giyilebilir Teknolojilerin Mobil Sağlık Uygulamalarında Kullanılabilirliği ve Önemi

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Öz

Gelişen teknoloji ve mobil cihazların kullanımındaki artış tüketicilerin yaşamlarında önemli kolaylıklar sağlamaktadır. Mobil cihazlarla entegre çalışabilen giyilebilir, yutulabilir ve vücuda enjekte edilebilir cihazlar sayesinde kişiler nabız, tansiyon, kan şekeri, oksijen satürasyonu, kaç adım attıkları gibi önemli bilgilere kolay ve hızlı şekilde ulaşabilmektedir. Sağlık verileri depolanabilmekte, istenildiğinde hekimiyile paylaşılabilen, problemler ciddi bir boyuta gelmeden önlem alınmasına olanak sağlamaktadır. Değişen yaşam şartları ve gelişen teknolojiye adapte edilebilen mobil sağlık uygulamaları gerek sağlık turizmi gerekse turist sağlığında son derece önemli olan sağlık bilgilerinin takibini yaparak kişilerin daha sağlıklı ve güvenli bir seyahat geçirmelerini sağlayacaktır.

Bu çalışmada, giyilebilir teknolojilerle ilgili var olan kaynaklar taranarak, ilgili doküman ve bilimsel araştırmalar sistematik bir yapıda incelenmiştir. Bu kapsamda giyilebilir teknolojide yaşanan gelişmeler ışığında, başlıca giyilebilir teknolojiler mobil sağlık uygulamaları kapsamında değerlendirilerek sağlık turizmi açısından taşıdığı önem ve fırsatlar üzerine bir derleme yapılmıştır.

Anahtar sözcükler: Sağlık turizmi, Turistin sağlığı, Giyilebilir teknolojiler, Mobil sağlık hizmetleri

Giriş

Günümüzde yaygınlaşan sosyal medya ve internet kullanımı sayesinde dünyanın her yerindeki sağlık hizmetlerine ait bilgilere çok kolay ulaşabilmektedir. Seyahat etmenin kolaylaştığı ve ucuzladığı bu dönemde sağlık hizmeti, wellness, kaplıca, kültür turizmi, inanç turizminin birleştirildiği, kapsamlı turlar giderek tercih edilmektedir. Son yıllarda popüler olmaya başlayan ve mobil teknolojinin gelişmesiyle ortaya çıkan smart tourism- akıllı turizmde ve sağlık turizminde, turist sağlığının korunmasında sunulacak sağlık hizmetlerinden hastane hizmetlerine hem destek hem de alternatif olan mobil sağlık hizmetleri önemli yer tutmaktadır. Bir çok sensör aracılığıyla elde edilen bilgilerin (biosensör, GPS, hava durumu vs.) analizi sonucunda kişinin yaptığı seyahatin kalitesi belirlenip seyahat süresince karşılaşılabileceği sağlık sorunları önlenip daha sağlıklı bir seyahat geçirmesi sağlanabilir.

Amaç

Bu çalışmada, sağlık turizmi kapsamında giyilebilir teknolojilerin mobil sağlık uygulamalarında kullanılabilirliği ve önemine dikkat çekmek ve farkındalık yaratmak amaçlanmıştır.



Sağlık turizmi

Sağlık turizmini tedavi veya fiziksel ve ruhsal iyilik halini koruma veya geliştirmeye yönelik insanların ikamet ettiği yerden bu hizmetleri alabileceği yerlere yapacakları seyahatler olarak tanımlayabiliriz (Kök, 2013).

Sağlığın korunmasına yönelik önleyici, tedavi ve rehabilite edici veya destekleyici sağlık hizmetlerinin bu hizmetleri almak üzere seyahat eden kişilere sunumunu içeren; sağlık bakımının yanı sıra ulaşım, konaklama ve serbest zamanı değerlendirme seçeneklerinin bir arada sunulduğu bir ilişkiler bütününe “Sağlık Turizmi” denir. (Tütüncü, Çalışkan, & Kiremitçi, 2011)

Bir başka kaynakta, sağlık turizmi süreçlerine bütüncül bakılması gerektiği, bu bağlamda sürecin, ilk olarak seyahatlerin planlanıp gerçekleşmesi, ikincisi; sağlık hizmetinin satın alınması, konaklama ve diğer tamamlayıcı hizmetlerin sunumu ve son olarak sağlık turistinin ülkesine geri dönmesi ve iyileşme sürecinin kontrolü olarak üç bölümden oluştuğu tanımlanmıştır (www.ktbyatirimisletmeler.gov.tr, 2016).

2016 yılında toplam medikal turizm pazar büyüklüğü 100 milyar dolar olduğu görülmüştür (Fetscherin & Stephano, 2016). 2025 yılına kadar %25 büyüme oranı beklenen medikal turizmde yıllık 11 milyon medikal turist olduğu tahmin edilmektedir. 2016 yılının değerlendirildiği raporda Türkiye’ye gelen toplam turist sayısının 42 milyon olduğu ve 36 milyondan fazlasının sahil ve tarihi bölgelere geldiği belirtilmiştir. Türkiye’nin tesis ve hizmet kalitesinde 32. sırada yer aldığı, medikal turizm endüstrisinde ise 27. sıra olarak belirtilmiştir. Aynı raporda, Hindistan medikal turizm endüstrisinde, Kanada çevre destinasyonda ve İsrail ise tesis ve hizmet kalitesinde ilk sırada yer almaktadır. Medikal turizm pazarındaki 41 ülkenin değerlendirilmesine göre, ilk beş ülke sırasıyla Kanada, Birleşik Krallık, İsrail, Singapur ve Hindistan’dır. Bu sıralamada üç farklı alandaki tüm skorların toplamı göz önünde bulundurulmuştur. Bunlar çevre destinasyon, medikal turizm endüstrisi, hizmet ve tesis kalitesi (medicaltourismindex) (Fetscherin & Stephano, 2016).

Sağlık turizminin ivme kazanmasını sağlayan ve önemli bir sektör haline gelmesine sebep olan etmenleri şu şekilde sıralayabiliriz:

- Sunulan sağlık hizmeti fiyatlarının diğer ülkelere göre daha ucuz olması,
- Sağlık hizmetlerinde ileri donanım ve teknolojiye sahip bir ülkede tedavi olma isteği,
- Kendi ülkesindeki sağlık sigortası ile problem yaşanması veya cepten ek ödeme yapmak istememesi,
- Kendi ülkesindeki bekleme sürelerinden dolayı veya sağlık hizmetine daha kısa sürede ulaşma isteği,
- Daha kaliteli sağlık hizmeti alternatiflerinin olması,^{[1][2]}
- Kişinin tedavisinin sağlık otoritelerince onaylanmamış olması,
- Kişiye uygulanacak tedavi hizmetinin gizlilik gerektirmesi,
- Alternatif tedavi ve tamamlayıcı tedavi yöntemlerinin eksikliği,^{[1][2]}
- Bireyin, seyahati süresince tedavisinin yanında, tatil imkanının da sunulması,
- Dünyada yaşanan nüfusla kronik rahatsızlıkların oranının artması,
- Yaşlıların ve engellilerin farklı ortamlarda tedavi olmaya ihtiyaç duymaları.
- Kişinin tatilde ya da iş seyahatinde herhangi bir sağlık hizmetine ihtiyaç duyması (Buldukoğlu, 2014).

Sağlık turizminin etkin ve verimli olabilmesi için üç unsurun var olması gerekmektedir. Bu unsurların varlığı, uyumu ve işletilmesi mevcut potansiyelin etkin kullanımını da beraberinde getirmektedir.



- Turizmin sağladığı imkanlar (doğa, iklim, tarih, vb.),
- Sunulan sağlık hizmetleri imkanları (hastaneler, uzman sağlık profesyonelleri, ileri teknoloji, uygun fiyatlar, vb.)
- Sağlık hizmetini alacak kişiler ile sağlık turizmi sektörünü buluşturacak profesyonel organizasyonların varlığı (Yıldırım & Altunkaya, 2006).

Sağlık turizmi büyüyen bir pazardır. Medikal turizm, termal, ileri yaş ve engelli turizmi sağlık turizminin 4 ana başlığıdır. Giyilebilir teknolojinin bu dört alanda da kullanılmasının gerekliliği gün geçtikçe artmaktadır.

Akıllı Turizm

Ziyaretçinin çevreyle olan etkileşimini ve çevresi ile entegrasyonu kolaylaştıran, herkes tarafından erişilebilen turistik alanların sürdürülebilir gelişimini garanti eden son teknoloji altyapısı üzerine inşa edilmiş yenilikçi bir turistik bölge, hedefteki deneyim ve yaşayanların yaşam kalitesini iyileştirir. (Avila, 2015)'dan aktaran (Gretzel, Sigala, Xiang, & Koo, 2015)

Mobil sağlık hizmetleri ve uygulamaları

Mobil sağlık iş akışı hizmeti, uygulamalar ve sağlık hizmetlerinin optimize etmek için kullanılan ağların yanısıra, sağlık için tasarlanmış özel cihazları kapsar. Mobil sağlık hizmetleri incelendiğinde kişinin hastaneye gitme sürecinden, uzaktan tedavi ve tanı için gerekli olan tetkikler, koruyucu sağlık hizmetlerini içeren bir çok alt birimi kapsar. Bunlar gezici sağlık hizmetleri (ambulans, mobil sağlık üniteleri), mobil sağlık uygulamaları (akıllı telefon, tablet, PC vb. için geliştirilen uygulamalar), evde bakım hizmetleri, OSGB hizmetleri olarak sayılabilir (www.acibademmobil.com.tr, 2016). Mobil sağlık hizmetlerin amacı, geliştirilen mobil cihazlar ile daha etkin sağlık verisi toplanarak tedavinin etkinliğinde artış sağlanması, sağlığın korunması ve daha hızlı bir tedaviyi olanaklı kılarak sağlık durumunun takip edilmesini sağlamaktır (Tezcan, 2016).

Mobil uygulama pazarında, eğlence, sağlık, takip sistemleri, finansal servisler gibi farklı kesimlere hitap eden çeşitli uygulamalar bulunmaktadır. Tüm uygulamaların benzer hedefleri arasında kişisel yaşam kalitesini artırması, hayatı kolaylaştırması, alınan servisleri hızlandırması ile keyifli bir deneyim olmasını sağlamasını sayılabilir. Bunlarla beraber sunulan hizmetlerin fonksiyonlarının çok iyi olması tek başına yeterli olmamakta, uygulama tasarımı, kullanım kolaylığı, kullanıcı ara yüzü gibi konularda da tatmin edici olması gerekmektedir. Mobil uygulamalar, kişilerin hayatını ve ihtiyaçlarını kolaylaştırması bakımından önem arz etmektedir (Yeniova, 2016).

TUSİAD mobil sağlık sektörü üzerine olan raporunda 100.000'nin üstünde sağlık ve fitness ile ilgili uygulamanın (Tezcan, 2016) bulunduğu pazarın % 70'nin wellness ve fitness üzerine, % 30'nun ise sağlık çalışanlarına yönelik medikal uygulamalar olduğu görülmüştür. 2014 yılında öngörülen ise, 2017 yılında 3,4 milyar insanın bir akıllı telefona sahip olacağı ve en az yarısının sağlık uygulaması kullanacağı belirtilmiştir. Digital Trends tarafından yayımlanan Mobil Sağlık Ekonomisi raporuna göre sağlık ve fitness uygulamaları pazarı yaklaşık \$4 milyar değerinde olduğu bildirilmiştir. Küresel olarak 6 milyarı aşkın cep telefonu ve 2 milyarı aşkın akıllı telefon kullanıcısı olduğu göz önünde bulundurulduğunda bu durumun mobil sağlığın geleceği açısından umut verici olduğu görülmektedir (Yeniova, 2016).

2016 yılında yapılan bir araştırmaya göre, toplam 6 milyona yakın aplikasyon olduğu belirtilmiştir. Google Play 2.2 milyon uygulama ile ilk sıradadır. Apple Appstore uygulamaları ise 2 milyon aplikasyonla ikinci sıradadır. Geri kalanlar sırasıyla 669 bin uygulamayla Windows store, 600 bin Amazon Appstore, 234 bin uygulama ile Blackberry World gelmektedir. Apple



appstore'daki uygulama çeşitlerine baktığımızda sağlık ve fitness alanındaki uygulamalar toplamın %2.9'unu oluşturmaktadır. İlk sırada %24.95 oranıyla oyun uygulamaları gelmektedir. 2015 yılında uygulama gelirlerine baktığımızda Apple 215.64 milyar dolarlık gelirle Microsoft (85.32 milyar dolar) ve Google Play'nin (89.46 milyar dolar) toplamından fazla olduğu görülmüştür (www.statista.com).

Hastane hizmetleri dışındaki, tüm sağlık hizmetleri mobil sağlık hizmetleri kapsamındadır. Mobil sağlık hizmetleri sayesinde kişi kendisini güvende hisseder, zaman tasarrufu ve hız elde eder, kişiye günlük yaşamında kolaylık sağlamaktadır. Mobil sağlık hizmetleri sayesinde hasta bir kişi, bir yerden bir başka yere hastalık endişesi duymadan güvenli seyahat edebilir. En son olarak da Big datanın oluşturulmasına yardımcı olur. Mobil sağlık uygulamaları sisteminin güçlendirilmesi gereken alanlar ise; mobil okur yazarlığının düşük olması, hukuksal düzenlemelerdeki eksiklik ve kişisel bilgilerin mahremiyetinin korunmasıdır.

Giyilebilir teknoloji

Giyilebilir teknolojiler, kullanıcılar tarafından farklı şekillerde insan bedenine entegre edilebilen ve çeşitli aksesuarlar halinde kullanılan genellikle bir ağa bağlı (Thierer,2015) araçlardır. Giyilebilir teknolojiler, kullanıcıların hareketlerini, fiziksel veri, konum veya durumlarını, alışkanlıklarını ve psikolojik verilerini (MacLean,2013) çeşitli sensörler yardımıyla tespit ederek kayıt altına alır (Sezgin, 2016).

IDC araştırma şirketinin 14 farklı endüstri ile ilgili yaptığı çalışmada; firmaların %5'inden daha azının ful dijital değişime adapte olduğunu, %67'sinin ise hala erken safhalarda olduğu belirtilmiştir. Hastaneler ve diğer sağlık sektörü firmaları bu dijital değişime ayak uydurdukça nesnelerin interneti ve giyilebilir teknolojilerin gelecekte bu alanda daha büyük rol alacaktır. IDC, giyilebilir teknolojilerin (giysiler, kulaklıklar, saatler, bileklikler ve diğer cihazlar) 2016 yılında pazardaki yavaşlamanın tersine yükseleceği ve 2016 yılında 102.4 milyon adet olan satışın 2021 yılında 237.5 milyon olacağı tahmin edilmektedir. (Sullivan, 2017).

Giyilebilir teknolojiyi kullanan sağlık sunucularının avantajları şöyledir;

- Sağlıklı yaşamayı hedefleyen müşterilere sahip olurlar. [SEP]
- Daha iyi risk yönetimi ve bakım modelleri kullanabilirler. [SEP]
- Sağlık profesyonelleri ile sıkı işbirliği yapabilirler. [SEP]
- Daha spesifik, kişiselleştirilmiş teşhis ve tedavilerden yararlanabilirler,
- Müşteri portföylerini genişletir, risk gruplarının riskini azaltır, maliyetleri azaltıp gelirleri optimize edebilirler (Tezcan, 2016). [SEP]

Yakın geçmişteki çalışmalar, dokunma hissini ölçmek için esnek basınç sensörleri içeren tıbbi ve spor uygulamaları için geliştirilmiş sensörler üzerine yoğunlaşmıştır (Kim & Fesenmaier, 2017). İnsan bedenine ilişkin çeşitli verileri toplamak, değişimleri algılamak ve gerektiğinde tepki vermek için tasarlanabilen akıllı giysiler, vücudun giysiyle temas etme oranı dikkate alındığında, diğer giyilebilir teknolojilere göre daha fazla kişisel veri toplayabilir. İnsan teninin % 90' ı giysilerle temas edebilir (Axisa, Dittmar ve Delhomme;2003)'den aktaran (Tezcan, 2016).

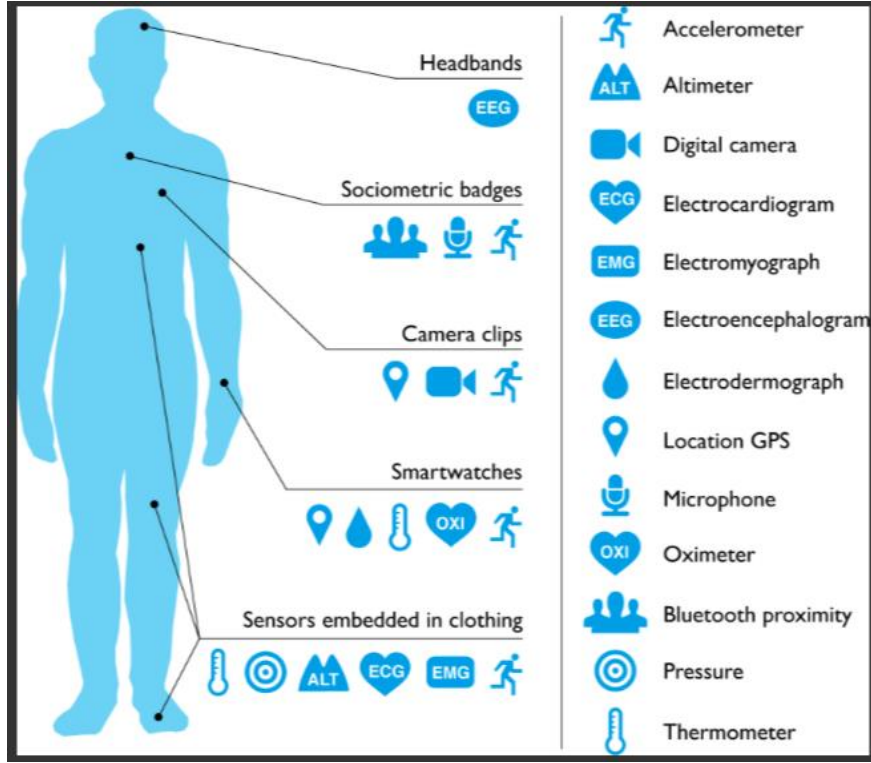
Duyu Sistemi	Duyu Şekli	Uyaran Enerji	Sensör	Örnek Uygulama
Görsel	Görme	Işık	Foto dedektörleri Mesafe sensörleri	Kamera, Gözlük (Google Glass vb.)
Duyusal	Duyumak	Ses	Atalet sensörü, Titreşim Sensörü	Mikrofon, kulaklık, ses uygulaması
Koku	Koklamak	Kimyasal	Kemo-sensör	Elektronik burun
Tat alma	tatmak	Kimyasal	Kemo-sensör	Elektronik dil
Dokunma duyusu	Dokunmak	Basınç	Dokunma sensörü, basınç sensörü	Silikon parmak
	Proprioception	Yer değiştirmek	ivme ölçer sensörler, manyetik ölçer sensör	Giyilebilir teknolojili ayakkabılar
	Sıcaklık duyusu	Termal	Termal görüntü	Termoelektrik bilezikler
	Ağrı	Kimyasal, Termal, Mekanik	kemo-sensör, manyetik ölçer sensör, ısı sensörü ivme ölçer sensör,	Giyilebilir teknolojili ayakkabılar

Kaynak: (Kim & Fesenmaier , 2017)

Smart turizmde sensörler aracılığıyla duyu organlarından elde edilen bilgiler değerlendirilip o bölgenin koku, tat alma ve diğer duyu haritaları çıkartılabilir. Bu bilgiler sayesinde oluşan big data sayesinde bölgeye gidecek benzer sağlık sorunlarına sahip kişilere seyahatlerinde kolaylık sağlayacaktır.

Kategori	Potansiyel Ölçümlerin Örneği
Fiziksel durum ve aktiviteler	Vücut hareketi, sıcaklık ve harcanan kalori
Psikolojik ve mental durum ve Nitelikler	Mod, mutluluk, duygu, özgüven, düşünce kalıpları, odaklanma, dikkat, hafıza, stres, gerginlik
Durum ve çevresel etkenler	Konum, hava durumu, gürültü, kirlilik, bağlam, günün saati, seyahat, zaman aralıkları, ziyaret edilen yerler, seyahat mesafesi
Sosyal değişkenler	Etki, güven, etkileşimler, bulunduğunuz insanlar, algılanan güvenlik

Kaynak: (Kim & Fesenmaier , 2017)



Kaynak: (Piwek, Ellis, Andrews, & Joinson, 2016)

Kalp hızı, bir halka içine yerleştirilmiş bir oksimetre ile ölçülebilir. Giyim içine gömülü bir elektromyografik sensör ile kas aktivitesi, bileklik içine yerleştirilmiş bir elektrodermal sensörle stres ve bir saatteki ivmeölçer aracılığıyla fiziksel aktivite ve uyku düzenleri ölçülebilir. Buna ek olarak, bir kadının en verimli dönemi ayrıntılı vücut ısısı izleme ile tanımlanabilir. Zihinsel dikkat seviyeleri az sayıda jelsiz elektroensefalogram (EEG) elektrotlarla izlenebilir. Sosyal etkileşim düzeyleri (genel iyilik halini de etkilediği bilinmektedir), Bluetooth veya Wi-Fi özellikli cihazlarla yakınlık tespitlerini kullanarak izlenebilir. Tüketici giysileri, sensörler yoluyla elde edilen belirli izleme verilerine dayalı kişiselleştirilmiş, anında ve hedef odaklı geri bildirim sunabilir ve sürekli şarj etmeden uzun süreli işlevsellik sağlar. Giyilebilir teknolojilerin ebat olarak küçülmesi daha kolay taşınabilir olmasını sağlamıştır. Akıllı telefonlara giyilebilir teknoloji tüketicilerinin verilerini işlemek için halen ihtiyaç duyulmasına rağmen, yakın gelecekte tüm işleme işlevselliğinin kendine özgü olacağı düşünülmektedir (Piwek, Ellis, Andrews, & Joinson, 2016).

Diğer umut vaat eden yenilik ise otomatik ilaç zerketme cihazlarıdır. Kesintisiz glukometrelerle senkronize çalışanlar, ağrı tedavisinde kullanılanlar ve kemoterapide kullanılanlar bunların arasında en popüler olanlarıdır (Tezcan, 2016).

Teledermatoloji sayesinde, akıllı gözlük veya cep telefonumuz ile çekeceğimiz lezyon görüntüsünü, bir uygulama aracılığı ile cildiye doktoru ile temasa geçerek uzaktan gösterebilir ve teşhisi hemen alabiliriz. Böylece 'Bir şeyin yok' cevabını duymak için doktora gitmeye veya randevu beklemeye gerek kalmamaktadır (Wurm, Welenhoff ve Soyer, 2008). Giyilebilir teknoloji sayesinde hastaneye gitmeye gerek duymadan sağlık takibi kolay ve hızlı şekilde yapılabilmektedir.

Sonuç ve Öneriler

Pazar büyüklüğü her geçen yıl artan sağlık turizminde sunulan hizmetlerinin kalitesinin ve devamlılığının korunabilmesi için koruyucu ve önleyici hizmetlerinde destek hizmet olarak sunulması gerekmektedir. Bu konuda mobil sağlık hizmetleri en etkili hizmet çeşididir. Toplumda gittikçe artan mobil cihaz kullanımı sağlık hizmetlerinin sunumunda da değişime zorlamıştır. Teknolojinin gelişimi ve bireylerin kendi sağlıklarını koruma istekleri giyilebilir teknolojinin gelişmesinde ve kullanılma oranının artmasını sağlamıştır.

Son yıllarda popüler olan smart turizm, teknolojik alt yapı gerekliliği ve pahalı teknoloji yüzünden kullanımı henüz yaygınlaşmamıştır.

Cerrahi operasyon veya tedavi için sağlık hizmeti alan kişiler medikal turizm açısından incelediğinde vital bulgularının takibini kolayca yapabilmesine olanak sağlayan giyilebilir teknoloji cihazları, tedavi süresinin takibini kolaylaştırdığı düşünülmektedir. Kişi tedavi sonrasında alternatif turizm seçeneklerinden rahat şekilde faydalanabilir.

Hipertansiyon, diyabet gibi kronik hastalıklara sahip olan orta ve ileri yaş kişilerin yurt içi veya yurt dışı seyahatlerinde tansiyon, nabız, kan şekeri ölçümlerini giyilebilir veya taşınabilir teknolojiyle kısa sürede öğrenilmesi alışageldik bir durum haline gelmiştir. Fakat mobil sağlık uygulamaları aracılığıyla sisteme entegrasyonu sağlanan cihazlar sayesinde, bilgilerin otomatik yüklenerek istenilen zamanda istenilen kişi tarafından öğrenme şansı tanınmaktadır. Bu verilerin kişinin kendi doktoruyla paylaşılma fırsatı kronik hastalıkların kontrolünde önemli bir vurgudur.

Demans, alzheimer gibi rahatsızlıkların ilk evrelerinde olan kişilerin akıllı saat, bileklik gibi giyilebilir teknoloji ürünleriyle sağlık (vital değerler) takibi, düşme sensörleriyle algılanan durumun yakınlarıyla akıllı telefonlarda bildirim paylaşımı, GPS aracılığıyla kişinin konum takibi; belirlenen alanın dışına çıkılması durumunda yakınlarına uyarı bildirimlerinin iletilmesi gibi bir çok pratik ve kolay çözümlerle kişilerin seyahatleri kontrol altına alınmasına olanak sağlar.

Kişinin kendi sağlık takibini hastane olmadan mobil sağlık hizmetlerinden faydalanabilmesi ve giyilebilir teknoloji sayesinde kişinin sağlık problemlerinin seyahatine engel olmamasıdır. Daha sağlıklı yaşam biçimleri, beraberinde sağlık maliyetlerinde azalmayı getirecektir.

Giyilebilir teknoloji ve mobil sağlık uygulamalarının kullanımının artmasını sağlamak için kişilerin kullanmaya teşvik edilmesi gerekmektedir.

Giyilebilir teknoloji ve mobil cihazlardan toplanan kişisel verilerin mahremiyetinin korunması en önemli güvenlik konusudur.

Sensör teknolojisi ve mobil uygulama geliştirme projelerine destek ve yatırım teşvikleri artırılmalıdır.

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The Importance of Digital Marketing in Health Tourism

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Abstract

Nowadays, customers can easily access information about health services offered all around the world, thanks to the widespread use of social media, internet and information technologies. The evolvement of internet as a tool of marketing, consequently placed managements under the pressure of competition and consumer demand to continuously revisit their product supply processes. It is noted that most of users, before arranging a medical appointment, have collected information about the services offered in a health centre and have consulted the internet for solutions for their health problems. The importance of presentation and digital marketing in healthcare services thus make it imperative for the health tourism sector to closely follow the developments in this area. After the accurate analysis of the audience, it is necessary to establish communication with the audience using the right message at the right platform and time. Most suitable methods for this application are placed under the roof digital marketing, as the internet has proven to be the most effective method of reaching the masses.

The aim of this study is to show the change that is created by digital marketing applications in the health tourism sector through assessing the new opportunities created by the applications and discussing its future role in the development of the sector.

Keywords: Health tourism, Digital marketing, Social media, Online advertisement

Sağlık Turizminde Dijital Pazarlamanın Önemi

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Öz

Günümüzde bilgi teknolojilerinde yaşanan inanılmaz hız, yaygınlaşan sosyal medya ve internet kullanımı sayesinde dünyanın her yerindeki sağlık hizmetlerine ait bilgilere çok kolay ulaşılabilmektedir. İnternet, turizm ürünlerinin dağıtım ve pazarlaması konusunda önemli katkılar ve değişiklikler yaratarak bir pazarlama aracı olarak ortaya çıkmıştır. Teknolojinin, rekabetin ve tüketicilerin baskısı ile işletmeler, süreçlerini yeniden yapılandırmaktadırlar. Günümüzde kullanıcıların büyük çoğunluğunun bir sağlık kurumundan randevu almadan önce, o kurumun dijital mecralarından en az birini incelediği ve kullanıcıların sağlık problemlerinin yanıtını ilk olarak arama motorlarında yaptığı belirtilmektedir. Mobil cihazlardan sağlık kuruluşlarını araştıran kullanıcıların büyük bir çoğunluğunun süreci randevu ile sonlandırdığı gözönüne alındığında, tanıtım ve pazarlamada dijital uygulama ve gelişmelerin rolü ve önemi sağlık turizmi sektöründe çok daha yakından takibi gerektirmektedir. Özellikle sağlık turizmi kapsamında hedef kitlelerin doğru analizinin ardından, doğru zamanda, doğru mecralarda, doğru mesajlarla iletişim kurmak gerekmektedir. Bu uygulamalar için de en uygun metodlar dijital pazarlama çatısı altında toplanmaktadır. Çünkü her gün yeni uygulama ve alanların ortaya çıktığı dijital dünyada, rekabet üstünlüğünü ele geçirmek, kitleleri en iyi şekilde bilgilendirmek ve tercih edilen ülke ve sektör olabilmek için değişimi yakından takip edip uygulamaya koymak gerekmektedir. Bu çalışmanın amacı, başlıca dijital pazarlama uygulamaları değerlendirilerek, sağlık turizmi açısından taşıdığı önem ve fırsatlar ile yarattığı değişimi ortaya koymaktır.

Anahtar sözcükler: Sağlık turizmi, Dijital pazarlama, Sosyal medya, Dijital reklam

1. Giriş

Kullanıcı sayısı ve kullanım oranı her gün artan dijital mecralar sayesinde dünyanın her yerindeki sağlık hizmetlerine ait bilgilere çok kolay ulaşılabilmektedir. Seyahat alternatiflerinin türemesi ve rekabetin artmasıyla ulaşımın kolaylaştığı bu dönemde sağlık turizminin ilk adımı bir hastanın veya hasta yakınının kendisine en uygun tedavi hizmetini aramasıdır. Tedavi arayışı ve karar aşamasında sağlık turizmi kuruluşlarının değerlendirmesi ve yatırım yapması gereken en önemli alanlardan biri dijital pazarlamadır.

2. Amaç

Bu çalışmada, sağlık turizmi kapsamında dijital pazarlamanın pazarlama faaliyetlerinde kullanılabilirliği ve önemine dikkat çekmek ve farkındalık yaratmak amaçlanmıştır.

3. Sağlık Turizmi

Sağlık Bakanlığı'nın yayınlamış olduğu Onuncu Kalkınma Planı'na göre; "Sağlık turizmi kişilerin ihtiyaç duydukları tıbbi tedaviyi almak, termal kaynakları kullanmak, rehabilitasyon hizmetleri ya da kendilerini iyi ve sağlıklı hissetmelerini sağlayacak hizmetleri almak amacıyla bir başka ülkeye gitmeleridir. Sağlık turizminin 3 alt bileşeni; termal turizm, medikal turizm ve ileri yaştaakilere yönelik bakım ve rehabilitasyon hizmetleridir.

Son yıllarda başta gelişmiş ülkeler olmak üzere dünya nüfusunun giderek yaşlanması ile hastalık yükü içerisinde kronik hastalıkların ağırlığının artması ve buna bağlı olarak artan tedavi harcamaları kişilerin maliyetleri daha düşük olan ülkelere tedavi olmak amacıyla gitmelerine sebep olmaktadır. Maliyetlerin yanında kendi ülkelerindeki tedavi hizmetlerinin uzun bekleme süreleri de kişileri yurt dışında hizmet almaya yönlendirmektedir. Diğer taraftan, ülkeler arası ulaşım imkânlarının artması ve iletişim teknolojilerinin hızla gelişmesine bağlı olarak yurt dışındaki hastaneler hakkında daha kolay bilgi edinebilmeleri kişilerin sağlık hizmeti almak için yurt dışına çıkmalarını kolaylaştırmaktadır" (Sağlık Bakanlığı, 2014).

Sürekli gelişen teknolojiyle bilgiye erişimin kolaylaşması, tedavi arayışı içindeki insanların da karar aşamasında daha fazla alternatiflere sahip olmasını sağlamaktadır. Toplam fayda algısı evrilmiş; mesafe farklılıkları, kültürel uyum, politik ortam gibi nice faktörler karar aşamasında önemli hale gelmiştir.

Sağlık turizminde tanıtma faaliyetlerinin odak noktası hedefin iletişim yoluyla bilgilendirilmesidir. Bir kişi, topluluk veya kurum tarafından hedef kitlenin, "uygun yöntem, teknik ve iletişim araçlarından yararlanarak", bir durum veya olay konusunda aydınlatmak veya bir tutum ya da davranışa yönlendirmek ve satın almaya ikna etmek için kullanılan tüm iletişim yöntemleri ile yapılan bilinçli etkinlikler olarak değerlendirilen tanıtım bu alanda en önemli araçtır. (Tontuş, Sağlık Turizminde Tanıtım ve Markalaşma, 2015).

Teknolojinin gelişimi ile birlikte günümüzde sağlık sektörünün iletişim ve pazarlama konuları dijital pazarlamanın önem kazanmasına ve sağlık turizminin yapısından kaynaklı olarak sınır ötesi sağlık sonuçlarını iyileştirebilecek, hastalar ve hasta yakınları ile iletişimi kolaylaştırabilecek dijital pazarlama çözümleri öne çıkmaktadır. Bu çözümler hasta-doktor arası iletişimi en kısa süreye inmesi sağlanmaktadır. Sağlık turizminde "global düşün, yerel hareket et" ilkesi kaçınılmazdır. Yani hedef kitlelerin doğru analizinin ardından, doğru zamanda, doğru mecralarda, doğru mesajlarla iletişim kurmak gerekmektedir. Bu uygulamalar için en uygun metotlar da dijital pazarlama çatısı altında toplanmaktadır. Zira her gün yeni mecraların türediği bu dünyada, dijital pazarlama yöntemleri ile kitleleri en iyi şekilde segmente etmek ve faaliyet sonuçlarını ölçümlemek de geleneksel yöntemlere kıyasla oldukça önem kazanmaktadır.

4. Bilgi Teknolojileri ve İnternet

Günümüzde bilgi teknolojileri tüm sektörleri kapsayarak, günlük yaşamımızın bir parçası haline gelmiş, iletişimi kolaylaştırmış ve kapsamını değiştirmiştir (Hvass & Munar, 2012). Gelişen iletişim teknolojilerinin yaygınlaşması başta sosyal, siyasal, kültürel ve ekonomik alanlar olmak üzere hemen her alanın kendi içerisinde yenilenmesi ve değişimine yol açmıştır (Yurdakul, 2008). İletişimin yeni yapısı, sektörlerin ve işletmelerin uygulamalarında da büyük değişiklikler yaratmıştır. Turizm, bu yeni bilgi ve iletişim teknolojilerinden en çok etkilenen alanlardan birisidir. (Miguéns, Baggio, & Costa, 2008).

Teknolojik yeniliklerle birlikte ortaya çıkan en önemli gelişmelerden biri de İnternet'tir. Oteller, havayolları, seyahat acenteleri gibi birçok turizm organizasyonu interneti pazarlama ve iletişim



stratejilerinin bir parçası olarak kabul etmiş, bu da internetin turizm pazarında önemli bir araç olmasını sağlamıştır (Buhals & Law, 2008)

Potansiyel gücü bu kadar yüksek olan bir aracın en etkin şekilde kullanılması ve yönetilmesi gerekmektedir. Web sitesinde sunulan bilginin içeriği ve sunum şekli, potansiyel bir turisti ikna edebilmek için çok önemlidir (Law R. L., 2004).

İletişim teknolojilerinin ve İnternet kullanımının hızla gelişmesi ile dünyada yeni bir ekonomik düzenin yaygınlaştığı görülmektedir. Buna bağlı olarak; coğrafi sınırlar ortadan kalkmış, satıcı ile alıcının bulunduğu yer olan pazarlar farklı bir boyut kazanmış ve satıcılar tüm dünyayı müşteri kabul ederek, ticari faaliyetlerini web tabanlı sistemlere kaydırmışlardır (Civan, 2002).

Dünya Turizm Örgütü, İnternet'in başarı anahtarının, tüketici ihtiyaçlarının hızlı bir şekilde tanımlanması, doğrudan iletişim, kapsamlı bir sunum, kişiselleştirme ve bilgilerin güncellenmesi olduğunu açıklamıştır (Castaneda, 2009).

İnternet'in pazarlama için en önemli yararlarından biri de, siteye giren insanların elektronik bir iz bırakmasıdır. Böylelikle site ziyaretçileri hakkında, nereden, hangi saat diliminde bağlandıkları, sitede ne kadar süre kaldıkları, hangi sayfalara baktıkları ve neler satın aldıkları gibi birçok bilgi elde edilebilmektedir(WTOBC, 1999). Web sitesi sayesinde siteye girenler hakkında ilgili siteye üyelik aracılığı ile de bilgi toplanabilmektedir (Özdemir, 2007).

Bir iletişim aracı ve dağıtım kanalı olarak İnternet, turistlerin destinasyon hizmetleri hakkında kolayca bilgi sahibi olmalarını ve bu hizmetleri kendilerinin organize ederek seyahatlerini istekleri ve bütçeleri doğrultusunda planlamalarını sağlamaktadır (Law R. L., 2004).

5. Dijital Pazarlama

En genel şekliyle, dijital kanalları kullanarak gerçekleştirilen ve tüm pazarlama uygulamalarını dijital ortamda gerçekleştiren pazarlama yöntemi olarak tanımlanabilecek dijital pazarlama, geleneksel pazarlama uygulamalarıyla kıyaslandığında oldukça büyük avantajlara sahiptir. Öncelikli olarak ekonomik anlamda büyük bir finansal fayda sağlayan dijital pazarlama, hedef kitleyle olan eş zamanlı etkileşim, güncellenebilirlik, yaratıcılık ve yeniliklere açık olma gibi farklılıkları sayesinde rekabetçi özelliklerini ortaya koymaktadır.

Yapılan uygulamaların ve gerçekleştirilen çalışmaların sonuçlarının değerlendirilmesi bakımından, dijitalleşmenin getirdiği olanaklara bağlı olarak faaliyetlerin ölçülmesine olanak sağlayan, böylelikle etkin bir yönetim süreci devreye sokarak, gerek duyulan müdahalelere ve iyileştirmelere izin veren dijital pazarlama; İnternet, mobil platformlar ve sosyal medya kanalları sayesinde hedef kitleyle olan etkileşimin gerçekleşmesini sağlamaktadır (Bulunmaz, 2016).

Dijital pazarlama, temelde 4 adımdan oluşmaktadır. Bunlar;

- Elde et (Acquire)
- Kazan (Convert)
- Ölç-Optimize et (Measure&Optimize)
- Sahip Çık, Büyüt (Retain&Grow) olarak adlandırılabilir.

Kısaca özetleyecek olursak;

Elde et: Müşterinin ilgisini satışın gerçekleştirildiği ortama çekebilmek amacıyla yapılan aktivitelerdir. Arama Motoru Optimizasyonu (SEO), Arama Motoru Reklamları (PPC), E-mail Marketing, Sosyal Medya Pazarlama (Social Media Marketing), Gelir Ortaklığı (Affiliate Marketing), İnteraktif Karşılaştırma (Interactive Comparison), Reklam Ortaklığı (Advertising Partnership), Viral Pazarlama, İçerik üretme/paylaşma, RSS, Online PR buna örneklerdir.



Kazan: Müşteri istenilen ortama girdikten sonra, satıcının hedeflerine ulaşmasına yardımcı olacak aktivitelerdir. Hedef her zaman satış değildir. Bir gazetenin web sitesi için, kaç tane haberin okunduğu, web sitesinde geçirilen toplam süre gibi konular bu başlık içerisinde verilecek örneklerdir.

Ölç-Optimize et: Neyin yanlış yapıldığı, neyin doğru yapıldığını anlamak ve rakiplerle firmanın karşılaştırılması açısından önemli bir aşamadır. Eğer başarı ölçülemiyorsa, başarılı olup olunmadığı bilinemez.

Sahip çık, Büyüt: Müşteri olan kişileri memnun etme ve bunların daimi müşteri olmaları için çalışmaktır. İyi bir müşteri hizmetleri sunma, e-mail marketing, sadakat programları (loyalty programs), dinamik fiyatlandırma stratejileri uygulama, kişiselleştirme, topluluk oluşturma ve referans programları başlıca kullanabilecek tekniklerdir (Çözen, 2011).

İşletmelerin başarıyı yakalayabilmeleri için sadece İnternet'te var olmaları yeterli değildir. Çünkü web siteleri karar aşamasında tüketici davranışları üzerinde önemli rol oynamaktadır. Bu nedenle web sitelerinin, ziyaretçileri çekmeleri ve tüketici konumuna dönüştürmeleri gerekmektedir (Auger, 2005).

Günümüzde hastalar sağlık hizmeti ihtiyacı ortaya çıktığında internet araması yapmaktadırlar. Kendi çabaları ile internet üzerinden aldıkları bilgi ile ya doğrudan hastane ile ya da daha etkin olan seçenekle aracı kurumla görüşmektedirler (Totuş, 2015, s. 26).

Araştırma ve istatistikler gösteriyor ki hastaların birçoğu tedavileri ve bakım süreçleri ile alakalı bilgi almak için dijital mecraları ve arama motorlarını tercih etmektedir. Stratejiden uzak, yerel kullanıcı davranışları araştırılmadan, kurumsallığı ile öne çıkan internet siteleri tedavi arayışındaki potansiyel ziyaretçiler için anlam taşımamaktadır. Sağlık turizminde faaliyet gösteren bir internet sitesi her şeyden önce bulunabilir, ulaşılabilir, okunabilir, anlaşılabilir olmalıdır.

Tüketicilerin sahip oldukları bilgi, uyumlu bilgi arayışları, satın alma niyetleri ve karar verme süreçlerinde etkili olmaktadır (Sharifpour, 2014). Potansiyel sağlık turisti konumundaki ziyaretçiler, sağlık kuruluşlarının web siteleri üzerinden kurum, hekimler, tedavi hizmetleri, teknolojik yeterlilik ve sağlık turizmi kapsamında kendilerine sağlanan asistans hizmetleri hakkında bilgilere erişebilmelidir.

E-posta, bloglar, podcast ve forumlar etkili birer internet pazarlama stratejileridir. Bloglar ve forumlar kuruluşların müşterileri ile etkileşimine yardımcı olabilmektedir. E-posta pazarlama, etkin bir araç olarak geniş bir tüketici kitlesine pazarlama hizmeti vermektedir. Web sitelerinde düzenlenen yarışmalar, web pazarlamanın en etkili yollarından biridir. Yeni ürün ve hizmetler hakkındaki online basın bültenleri ve makaleler işletmelerin kendilerini hedef müşterilere tanıtmalarına fırsat sağlayıcı uygulamalardır (Özdipçiner, 2010).

Son yıllarda, internet aracılığıyla iletişim konusunda en çok gündeme gelen gelişme mobil iletişimidir. Bu teknoloji ile kullanıcılara akıllı telefonlar ve diğer mobil cihazlar üzerinden her hangi bir ek cihaza gerek duyulmadan, konumdan bağımsız internet ortamına erişim imkanı sağlanmaktadır.

Sosyal Medya

Sosyal medya yönetiminde üç anahtar öge bulunmaktadır. Bunlar; etkileşim, değer ve pazarlamadır.

Etkileşim: Sosyal medyada insanlarla etkileşime geçmek, potansiyel müşteri sayılabilecek insanlara marka hakkında bilgiler vermek ve gelen sorulara cevap vermek etkileşim olarak kabul



edilmektedir. Sadece ürün tanıtımı veya ürün satmaya yönelik olarak sosyal medya kullanımı başarılı bir sosyal medya etkileşimi değildir. Facebook ya da Twitter'daki potansiyel müşteriler, insanlarla etkileşime geçmek için bu mecralarda bulunmaktadır.

Değer: Sosyal paylaşımlarla takipçilere katma değer katacak aktivitelerdir. Firma kendi sektörüyle alakalı bilgiler barındıran bir blog sayfası oluşturup, konuların başlığını sosyal medya aracılığı ile paylaşarak takipçilerini bilgilendirir. Blog üzerinde verilen bilgiler de ürün satışına yönelik olarak satış yapılan web sitesine yönlendirilir.

Pazarlama: Sosyal medya gerçekte bir reklâm platformu değildir. Bu platformlardaki trafik ve yoğunluk, sosyal medyayı şirketlerin ürünlerinin reklâmlarını yapabildiği bir platforma dönüştürmektedir. Firmalar promosyonlarını, marka ile ilgili haberlerini sosyal medya üzerinden paylaşmaktadır.

Süreklilik sosyal medya kullanımında çok önemlidir. Sosyal medya kullanmaya başlayan bir firma, her gün paylaşım yaptıktan sonra şayet bir hafta bile ortalıkta görünmese yarardan çok zarar görecektir. Sosyal medya kullanmaya karar verilirken bu da gözönüne alınmalıdır(Balcı, Erişim tarihi: Mart 2017).

Hızla değişen ve gelişen çağımızda işletmeler, sosyal medya araçlarını kendi pazarlama, halkla ilişkiler, iletişim ve müşteri hizmetleri uygulamalarıyla bütünleştirmeye başlamışlardır. Bu süreçleri kendi sistemlerine erken entegre edenler ise, ciddi anlamda avantajlara sahip olmuşlardır (Safko, 2012).

Günlük hayatın büyük bir parçası haline gelen sosyal medyayı sadece yapılacak reklam mecrası olarak görmek iletişimin tek taraflı kalması ile sonuçlanmaktadır. Sosyal medyayı farklı kılan özelliği birer sosyal varlık olan kişi ve kurumların oluşturduğu sosyal mecralardan oluşmasıdır.

Sağlık turizminde yer alan kuruluşlar her sosyal ağda yer almak yerine, hedeflenen pazarlara ve bu pazarların dinamiklerine özel mecra tercihleri yapmalıdır. Facebook günümüzde en geniş, nüfuzlu ve etkin sosyal mecra olmasına karşın, bir ülkede erişime kapalı olması, alternatif bir mecranın bulunup bu pazarda değerlendirilmesi gerektiği anlamına gelmektedir. Benzer şekilde WhatsApp, global kullanıcılar genelinde en popüler sohbet uygulaması olsa da bazı ülkelerdeki yoğunluk WhatsApp yerine Telegram kullanmayı tercih etmektedir.

Dijital Reklam

Reklam, tüketicileri belli bir markayla devam etmeye ikna eden, aralarında karşılaştırmalar yapmalarına ve ürün arzı arttıkça sahip oldukları farklılıkları ve yenilikleri kavramalarına yardımcı olan bir bileşen olarak tanımlanabilir (Ünüvar, 2008).

Sağlık sektöründe reklam politikaları ülkeden ülkeye ve mecradan mecraya farklılık göstermekte ve yasal yükümlülükleri de beraberinde getirmektedir.

Bir pazara giriş aşamasında, bilinirlik sağlamak amacıyla dönüşümden ziyade erişim hedefli reklam çalışmalarına yer verilmektedir. Görüntüleme başına ücretlendirilen Display (banner) reklamlar, hedef kitlelerin önce gözünde ardından da zihninde yer edinmeyi sağlamaktadır.

Spesifik arama terimleri hedeflenirken tıklama başına ücretlendirme modelleri tercih edilmekte ve sağlık turizminde hedeflenen ülke, dil, ilgili anahtar kelimenin bu kesişimdeki rekabet oranı gibi değerler kurumların birim maliyetlerini doğrudan etkilemektedir. Kullanılan reklam metninin, hedeflenen sayfanın ve seçilen anahtar kelimelerin birbiri arasındaki uyumu da yine birim maliyetleri etkileyen faktörler arasındadır. Hedef sayfasının açılış hızı ve o sayfanın mobil uyumluluğu dahi birim maliyetlerini etkileyen faktörler arasında yer almaktadır.

Dijital PR

Reklamın amacı ticaridir. Buna karşılık halkla ilişkilerin amacı ticari değil, tam tersine daha geniş bir kitleyi olaylardan haberdar ederek onları bilgilendirmektir. Halkla ilişkiler ile reklamcılık arasında benzer yönler olduğu kadar, farklı yönler de bulunmaktadır (Tortop, 1975). Konu sağlık turizmi olduğunda bu konudaki deneyimsiz hastaların kafasındaki kaygıyı oluşturan ve arttıran başlıca etkenler bilinmeyen ve ön görülemeyen süreçlerdir. Bu aşamada güven veya cevap verme aşamasında reklamlar yetersiz kalmakta ve halkla ilişkiler faaliyetlerine başvurulmaktadır. Dijital ortamlarda yürütülen halkla ilişkiler çalışmaları ile reklamın yaratamayacağı etkiler yaratılabilmekte, vaka bazlı başarı öyküleri hedef kitlelere sunulabilmektedir. Böylece hastaların empati kurmaları ve kaygılarının giderilmesi amaçlanmaktadır.

İnternette gezinerek mevcut hastalığının tedavisine çözüm arayan potansiyel uluslararası hizmet alıcısı hastanın tercihini etkileyecek en büyük unsur “**güven**”dir. Güven satın alınabilir bir ürün değildir, onun kazanılması gerekir. Birçok sektörde olduğu gibi sağlık turizmi sektöründe de güven ancak markalaşma ve PR çalışmaları ile oluşturulabilecek bir süreçtir (Tontuş, Sağlık Turizminde Tanıtım ve Markalaşma, 2015, s. 15).

6. Sonuç ve Öneriler

Globalleşen dünyada sağlık şartları ve sosyo-ekonomik durumlardaki değişimler, teknolojik değişim ve günlük yaşamımızda gittikçe yer edinen mobil cihazların kullanımındaki artış tüketicilerin yaşamlarında önemli kolaylıklar sağlamak ve sağlık turizminin gelişmesindeki en önemli dinamiklerin arasında yer almaktadır. Pazar büyüklüğü ve rekabetin her gün artış gösterdiği sağlık turizminde markanın adını ülke sınırlarının dışına taşımak, markanın imajını korumak ve iyileştirmek, sunulan hizmetlerin tanıtımını yapmak, yeni başvurular edinmek ve bu başvuruları hastaya dönüştürmek sektördeki her ticari kuruluşun öncelikli hedefleri arasındadır.

Günümüz teknoloji çağında en yüksek isabetlerle sağlanabilecek bireysel ve kitlesel erişim, erişimi kazanıma çevirmek için alternatif çözümler, mikro ve makro kazanımların ölçümlemlerini değerlendirilmesi, buna göre büyümek için yeni fikir ve uygulamaların devreye alınması dijital pazarlama faaliyetleri ile mümkün olabilmektedir. Temsilcilik ofisleri veya irtibat ofislerinin, aracı kurumların bulunmadığı pazarlarda dahi dijital pazarlama faaliyetleri ile varlık göstermeleri mümkün olabilmektedir. Artık hastalar ve hasta yakınları, kafalarında oluşan soruların cevaplarını mobil cihazlar ve akıllı telefonlar şeklinde ceplerinde taşımaktadır. Bilgi teknolojilerinin başdöndürücü hızla gelişiminin sunduğu bu fırsatlardan faydalanma isteğinin artması, bu alana yapılması gereken çeşitli yatırımları da ülkeler açısından zorunlu kılmaktadır.

Teknolojik gelişmelerin geldiği nokta da mobil uygulamalar ve dinamik web siteleri ile entegre olan veri tabanları, hasta verilerinin saklanmasıyla öteye geçerek, önceden yapılan başvuru veya alınan hizmet doğrultusunda kişiselleştirilmiş CRM çalışmalarına ışık tutmaktadır. Bu bağlamda henüz yeni tanıştığımız giyilebilir teknoloji ürünlerinden elde edilebilecek verilerin de dijital pazarlama entegrasyonu konusunda önünün açık olduğu, gözardı edilmemesi gereken önemli bir nokta olarak görülmelidir.

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