

Anatolian Landscape and Faith Tourism: Ancient Times to Present

Conference Proceedings

August 25-28, 2022



Co-Editors

**Dr. Muharrem Tuna
Dr. Özlem Köroğlu
Ms. Gamze Kaya
Dr. Eda Hazarhun
Ms. Nuray Yıldız**

Co-Editors

Dr. Muharrem Tuna

Faculty of Tourism, Ankara Hacı Bayram Veli University, Turkiye

Dr. Özlem Köroğlu

Faculty of Tourism, Balıkesir University, Turkiye

Ms. Gamze Kaya

Faculty of Tourism, Mersin University, Turkiye

Dr. Eda Hazarhun

Independent Researcher, Turkiye

Ms. Nuray Yıldız

Cappadocia Vocational School, Cappadocia University, Turkiye

**ANATOLIAN LANDSCAPE AND FAITH TOURISM: ANCIENT TIMES TO PRESENT
CONFERENCE PROCEEDINGS**

August 25-28, 2022

Co-Editors

Dr. Muharrem Tuna

Faculty of Tourism, Ankara Hacı Bayram Veli University, Turkiye

Dr. Özlem Köroğlu

Faculty of Tourism, Balıkesir University, Turkiye

Ms. Gamze Kaya

Faculty of Tourism, Mersin University, Turkiye

Dr. Eda Hazarhun

Independent Researcher, Turkiye

Ms. Nuray Yıldız

Cappadocia Vocational School, Cappadocia University, Turkiye

****Authors are fully responsible for corrections of any typographical, copyrighted materials, technical, and content errors.***

© USF M3 Publishing 2023

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed. The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not simply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use. The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, express or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This imprint is published by USF M3 Publishing, LLC

The registered company address is University of South Florida, 8350 N Tamiami Tr, Sarasota, FL 34243 USA.

Table of Contents

Is Islamic Culture Have a Negative Impact on Faith-Based and Religious Tourism Marketing?	1
<i>Yasin Bilim and Sinan Uslu</i>	<i>1</i>
The Relationship Between Faith Motivation and Tourism	2
<i>Yasin Günden, Burcu Günden, and Meral Büyükkuru</i>	<i>2</i>
The Role of Geographical Indications in Faith Tourism: The Case of the Route of the Seven Churches	3
<i>Caner Ünal and Çağla Çavuşoğlu McKenzie</i>	<i>3</i>
Determination of the Potential of Faith Tourism in Thrace Region	4
<i>Sinem Gündoğan¹ and Gülsel Çiftci²</i>	<i>4</i>
Determination of Faith Tourism Routes in the Context of Touristic Product Diversification: A Study on Manisa Province	5
<i>Eda Hazarhun¹ and Burçin Cevdet Çetinsöz²</i>	<i>5</i>
Lost Cultural Heritage: Antalya Kaleiçi (Old Town), Kesik Minaret Past and Present	6
<i>Hülya Kökmen-Seyirci¹ and Hakan Alpaslan²</i>	<i>6</i>
Turkiye Potential in Faith Tourism in the Context of the Christian Faith, Effects of Risks and Security Problems on Tourism	7
<i>Saime Şanlı Güner</i>	<i>7</i>
Adoption of Faith Tourism Among Indian/Bolivian Christians in Türkiye	8
<i>Diana Luz Aguilar Gutiérrez¹ and Clement Cabral²</i>	<i>8</i>
Evaluation of the Contribution of Mardin Assyrian (Syriac) Churches to Faith Tourism by the People of Mardin	9
<i>Muharrem Avcı and Yavuz Selim Deniz</i>	<i>9</i>
Examination of Hasankeyf's Tourism Potential	10
<i>Reşat Arıca¹, Eda Hazarhun², and Feridun Duman³</i>	<i>10</i>
Assessment of Seven Churches in Faith Tourism Routes in Türkiye: A Route Proposal	11
<i>Sinem Kunt</i>	<i>11</i>
Semis and Harranis: Two Religious Communities in Anatolia That Are Nearing to Disappear	12
<i>Nedim Yüzbaşıoğlu</i>	<i>12</i>

The Influence of Purpose of Visit on Service Failure, Justice, Service Recovery, and Service Recovery Paradox Perceptions of Tourists.....	14
<i>Muhammed Baykal¹, Ahu Yazıcı Ayyıldız², and Erdoğan Koç³</i>	<i>14</i>
Existential Authenticity in Faith Tourism Destinations: A Case of Seven Churches Tours (Turkiye)	15
<i>Nisan Yozukmaz</i>	<i>15</i>
Sentiment Analysis of the Comments on Hagia Sophia Mosque, Topkapi Palace, and Blue Mosque.....	16
<i>Cemali Buzlukçu and Sultan Nazmiye Kılıç</i>	<i>16</i>
India Post's Perspectives on Tourism in Reference to the Post Offices Located in Tourist Attraction Spots in NW India	18
<i>Rohit Kanda^{1,8}, Ghazali Bin Musa², Sangeeta Dhar³, Gunmala Suri⁴, Jasveen Kaur¹, Sapna¹, Sachin Gupta⁵, Nimisha Sharma⁶, Savita Gautam⁷, G. S. Bhalla¹, and Manisha Bansal Badal⁸</i>	<i>18</i>
The Importance of Faith Tourism in Destination Management	19
<i>Sabri Bozca¹ and Mehmet Bahar²</i>	<i>19</i>
Investigation of the Promotion of the Sheikh Hamid-i Veli (Somuncu Baba) Tomb and Social Complex of Malatya Within the Scope of Faith Tourism	21
<i>Yunus Topsakal.....</i>	<i>21</i>
Evaluation of Olive Plant in the Context of Faith Tourism	22
<i>Sebahattin Karaman and Feyza Budak</i>	<i>22</i>
Mapping of Faith Tourism Studies	23
<i>Merve Sağcan</i>	<i>23</i>
A Research on the Experiences of Slovenian Tourists Coming to Turkiye Within the Scope of Faith Tourism	24
<i>Serdar Sünnetçioğlu, Ferah Özkök, and Barış Yeşildağ</i>	<i>24</i>
Touristic Destination Marketing Within the Scope of Faith Tourism: Eyüp Prophet's Tomb	25
<i>Abdurrahman Dinç, İbrahim Hakkı Kaynak, and Serap Arı.....</i>	<i>25</i>
A Qualitative Research on Visitor Experiences Regarding Silifke Faith Tourism Values	26
<i>Tolga Gök and Mahmut Baltacı</i>	<i>26</i>
Scoping Review: Perspectives on Faith Tourism in Azerbaijan.....	27
<i>Lachin Namaz</i>	<i>27</i>
Birthday Commemoration Events for a Religious Leader: Mevlana's Birthday Events and Bringing These Events to Van Tourism	28
<i>Tuğrul Toker</i>	<i>28</i>

Judaism and Christianity Tour Route in Ankara in the Light of Faith Tourism	29
<i>Azade Özlem Çalık¹ and Özlem Altunöz²</i>	<i>29</i>
Evaluation of Palimpsest Nicaea in Terms of Sustainable Faith Tourism	30
<i>Gözde Kırılı Özer, Arzu Çahantimur, and Neslihan Karabulut</i>	<i>30</i>
Faith Tourism in the World and Evaluation of Türkiye's Contemporary Situation.....	32
<i>İbrahim Çetin.....</i>	<i>32</i>
The Share of Faith Tourism Heritage in Mersin in the Supply of Cultural Tourism: An Evaluation on the Tour Catalogs of Group A Travel Agencies in Istanbul.....	33
<i>Abdulvahap Altürk¹, Burhan Çınar², and Abdulcelil Çakıcı³</i>	<i>33</i>
Determination of Halal Tourism Routes in Gaziantep Province.....	34
<i>Metin Sürme¹, Melike Tiken², and Kübra Nur Sevim²</i>	<i>34</i>
Unveiling the Potential of Faith-Based Tourism in Denizli, Türkiye: A Qualitative Research on Turkish Tour Guides	36
<i>Mehmet Yavuz Çetinkaya and Kamil Yağcı</i>	<i>36</i>
Evaluation of Harput in the Context of Faith Tourism	37
<i>Suat Arpacı</i>	<i>37</i>
A SWOT Analysis on Faith Tourism: Case of Trabzon.....	38
<i>Gülsüm Demir Kaya and Engin Ahmet Muhsir.....</i>	<i>38</i>
The Effect of Destination Brand Awareness and Destination Brand Quality on Destination Brand Loyalty in Faith Tourism Corridor Cities	39
<i>Kerim Coşkun¹ and Hilmi Bahadır Akın²</i>	<i>39</i>
Evaluation of Şanlıurfa Faith Tourism Potential	41
<i>Abdullah Ülkü, Ahmet Erdem, and Levent Selman Gökteş</i>	<i>41</i>
Investigation of the Attractive Values for Faith Tourism: The Case of Diyarbakır	42
<i>Sadık Serçek¹ and Yunus Börüteçene²</i>	<i>42</i>
Investigation of Sveti Georgi Church in Edirne, Türkiye Within the Scope of Faith Tourism	43
<i>Meryem Gökmen and Kaplan Uğurlu.....</i>	<i>43</i>
Examining Nostalgic Experience and Physical Evidence Elements in Customers' Online Reviews of Their Restaurant Experiences: TripAdvisor Example	44
<i>Ilknur Mazan¹ and Ozan Çatır²</i>	<i>44</i>

Faith-Based Economic Activities: Political Economic Review	45
<i>Hande Emin Benli.....</i>	<i>45</i>
Mapping Faith Tourism: A Bibliometric Analysis	46
<i>Ceyhan Çiğdemoğlu, Gonca Güzel Şahin, and Şule Erdem Tuzlukaya</i>	<i>46</i>
Halal Tourism Trends: An Application on Generations.....	47
<i>Cihan Yılmaz¹ and Ebru Bağcı².....</i>	<i>47</i>
The Important Geographical Location of Turkiye Suitable for Islam Faith Tourism	48
<i>Asma Asghar Jawed¹, Siham Asghar², and Hasham Asghar³</i>	<i>48</i>
Aspects of Stimulating Rural Tourism Development: Example of Kazakhstan and Turkiye.....	49
<i>Kurban Ünlüöner¹, Nurzhan Abishov², and Rina Agybetova³</i>	<i>49</i>
A Mystery Religion in Anatolia: Mithraism and Its Temples	50
<i>Soheila Mahdikia¹ and Serap Özdöl-Kutlu²</i>	<i>50</i>
Church Rites as Religious Tourism Attraction: Syriac Churches	51
<i>Gül Erkol Bayram¹, Yurdanur Yumuk², Elif Bak Ateş³, and Sila Kolay⁴</i>	<i>51</i>
Neolithic Age and Faith Tourism	52
<i>Serap Özdöl-Kutlu</i>	<i>52</i>
The Second Rome Discourse: The Historical and Religious Significance of Istanbul for Russians.....	53
<i>Aslı Yiğit.....</i>	<i>53</i>
SWOT Analysis on the Faith Tourism Potential of Diyarbakir	54
<i>Adnan Burak Acar¹ and Cevdet Avcıkurt²</i>	<i>54</i>
Familiarity and Experience Levels of Manisa's Faith Tourism Assets by the University Students Studying in the Province	55
<i>Mustafa Tepeci and Gül Nur Demiral.....</i>	<i>55</i>
Faith Tourism Heritage of Mountainous Cilicia Region of Turkiye.....	56
<i>Uysal Yenipinar and Efe Kirmizier.....</i>	<i>56</i>
The Effect of Influencers in Gastronomy Tourism.....	57
<i>Tuğçe Koştur¹, Şule Demirbaş², and Serkan Bertan³</i>	<i>57</i>
St. Philip Sanctuary in the Shadow of Pamukkale	58
<i>Semih Arıcı and Şeyma Ay Arçın.....</i>	<i>58</i>
A Tour Route Suggestion Within the Scope of Religious Tourism: Mosques and Tombs of İznik.....	59
<i>Ayşen Acun Köksalanlar and Burcu Soykök.....</i>	<i>59</i>

Contributions of the Sufi Road Project to Yalova Tourism Within the Scope of Faith Tourism: A Stakeholder Analysis	60
<i>Muharrem Tuna¹ and Çağla Çetinkaya²</i>	<i>60</i>
Generations Y and Z's Position in Faith Tourism.....	61
<i>Duygu Bora¹ and Betül Çetin²</i>	<i>61</i>
The Importance of Akdamar Island and the Church of the Holy Cross for the Christianity in Anatolia	62
<i>Mehmet Bahar¹ and Hakim Acar²</i>	<i>62</i>
İznik in Faith Tourism: Evaluation by Stakeholders	63
<i>Emel Adamış¹, Sezi Aydın², Onur Çelen¹, and Muharrem Tuna³</i>	<i>63</i>
An Evaluation on Food Symbolism in Semavi Religions	64
<i>Dilek Çoşan¹ and Muharrem Tuna².....</i>	<i>64</i>
Faith Tourism Potential of Cappadocia Region.....	65
<i>Şule Aydın¹ and Arif Akpınar²</i>	<i>65</i>
Research and Classification on the Values of Faith Tourism Attractions for Kastamonu	66
<i>Ayşe Demir¹ and Aydoğın Aydoğdu².....</i>	<i>66</i>
The Development of Halal Tourism Research: A Bibliometric Review	67
<i>Burcu Kivılcım and Ekrem Aydın</i>	<i>67</i>
An Evaluation of the Faith Tourism Potential of Niğde and Its Region.....	68
<i>Ruhan İri and Hasan Hüseyin Türkmen</i>	<i>68</i>
Faith Tourism to Be a Brand City: The Case of Bursa	69
<i>Mehmet Oğuzhan İlban¹, Nur Yıldız², and Çağla Topcuoğlu³.....</i>	<i>69</i>
Investigating the Presentation of Faith Tourism Centers in Türkiye on the Corporate Website of the Ministry of Culture and Tourism by Content Analysis	70
<i>Elif Eşiyok¹ and Eda Turancı²</i>	<i>70</i>
Religious Tourism in Hatay: An Assessment on the Turbes in Hatay Based on Visitors' Perspective	71
<i>Sait Doğan</i>	<i>71</i>
Evaluation of the Potential of Sinop Province Within the Scope of Faith Tourism.....	72
<i>Hasibe Yazıt.....</i>	<i>72</i>
The Importance of Mardin in Terms Faith and Origins Tourism in Syrians	74
<i>Efrem Akyüz¹ and Gülseren Özaltaş Serçek²</i>	<i>74</i>

Is Sustainability-Oriented Faith Tourism Possible? An Evaluation of Vatican Destination.....	75
<i>Emel Adamış¹ and Sinan Baran Bayar².....</i>	<i>75</i>
Traditional Tattoo and Evil Eye Belief: The Sample of Mardin Kızıltepe.....	76
<i>Selma Gencer¹ and Mustafa Genç².....</i>	<i>76</i>
A Qualitative Research on the Roles and Responsibilities of Tourist Guides in the Fields of Faith Tourism	77
<i>Hasret Ulusoy, Arzu Balıkoğlu, and Özlem Köroğlu</i>	<i>77</i>
Investigation of Bolu Faith Tourism Potential in Terms of Tourist Guides	78
<i>Muhammed Said Coşkun¹, Levent Kahveci², and Hande Akyurt Kurnaz³.....</i>	<i>78</i>
Evaluation of Zonguldak Province in Terms of Faith Tourism	79
<i>Afitap Bulut¹ and Nalan Albuz²</i>	<i>79</i>
Gökçeada Virgin Mary Fair as Faith Tourism	80
<i>Ebru Bağcı¹, Feyza Taşkın², and Gül Nihan Güven Yeşildağ³.....</i>	<i>80</i>
Mimar Sinan and Edirne in the Context of Faith Tourism	81
<i>Başak Özyurt, Sibel Selviden Albayrak, and Bahadır Sezer.....</i>	<i>81</i>
International Konya Mystic Music Festival on the Axis of the Relationship Between Faith and Music	82
<i>Emel Çınarlı.....</i>	<i>82</i>
Examining Istanbul in Terms of Faith Tourism Through SWOT Analysis	83
<i>Serdar Çöp, Öznur Çetinkaya, and Ahmet Mecid Vergül</i>	<i>83</i>
Evaluation of the Expectations and Experiences of the Individuals Visiting the Shrines Within the Scope of Faith Tourism: Sivas Shrines	84
<i>Özge Şahin¹ and Nuray Tetik Dinç².....</i>	<i>84</i>
The Evaluation of Ateşbaz-i Veli's YouTube Videos Within the Scope of Faith Tourism by the Method of the Discourse Analysis	85
<i>Muhammed Said Coşkun¹ and Alper Kurnaz².....</i>	<i>85</i>
Cultural and Religious Tourism in Bolu.....	86
<i>Hakan Tuna</i>	<i>86</i>
A Healing Center of Antiquity With Faith: Bergama Asklepion	87
<i>Ayla Solmaz Avcıkurt¹ and Yasemin Tekin².....</i>	<i>87</i>
Metaphorical Perceptions of Domestic Tourists Visiting Kırşehir About Akhism and Ahi Evran	88
<i>S. Banu Yıldız.....</i>	<i>88</i>
Historical Perspective of Religions and Beliefs on Recreation	89
<i>Murad Alpaslan Kasalak¹ and Mehmet Bahar².....</i>	<i>89</i>

Faith Tourism Potential of Cappadocia Region

Şule Aydın¹ and Arif Akpınar²

¹Tourism Faculty

² Urgup Sebahat ve Erol Toksoz Tourism Vocational High School
Nevsehir Haci Bektas Veli University, Turkiye

Abstract

All the varying beliefs of the new world aside, Anatolia is the apple of humankind's eye due to it witnessed numerous civilizations and their religions. Anatolia has a great importance in the spread and transmission of cultural heritage in context of both faith and its physical infrastructures. Cappadocia located in the central part of Anatolia, is full of landscape with fairy-chimneys, unusual underground settlements, rock churches decorated by fascinating frescoes. After all Cappadocia is a world-renowned destination with Hacı Bektaş Veli, one of the greatest representatives of the spirit of humanism in Anatolia, and countless tangible/intangible cultural heritage. Tourists used to visit Cappadocia to see the rock churches which was built in the Early Christian period and to experience the rich cultural heritage. It seems that these ones have left their place to different profiles looking for activities such as taking pictures with balloons and concept suits or ATV rides. This study aims to understand the potential of faith tourism as an alternative to unsustainable tourism activities in Cappadocia. In this research we present an inventory of places that can be visited for faith tourism in the region. Main sources for determining the visiting centers are current literature, newspapers, magazines, internet archives and the cultural inventory created by the Tourism Ministry. Moreover, we discussed the potential of religious tourism in the region based on the findings acquired by 9 interviews. The main findings are region has a great potential in terms of religious tourism, it seems local people and administrators used to give value heritage properties more in the past, however they have different attitudes today for various reasons. Christian heritage is more prominent than Islamic, but we claim Islamic ones' potential will be improved if promoted and stakeholders step forward on this issue. Even Hacı Bektaş Veli alone has a great potential for religious tourism. Further research may investigate whether Cappadocia can turn into a pilgrimage center due to its rich Christian cultural heritage.

Keywords: religious tourism, Cappadocia region, Christianity, Islam, Hacı Bektaş Veli, cultural heritage