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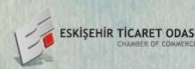
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# The 11th Tourism Outlook Conference

## Heritage Tourism Beyond Borders and Civilizations

# CONFERENCE PROCEEDINGS

2-5 OCTOBER 2018 ESKİŞEHİR, TURKEY



# **THE 11th TOURISM OUTLOOK CONFERENCE**

## **Heritage Tourism beyond Borders and Civilizations**

**2-5 October 2018**  
**ANADOLU UNIVERSITY**  
**Eskişehir, Turkey**

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**Anadolu University, TURKEY**

Faculty of Tourism

**Universiti Teknologi MARA (UiTM), MALAYSIA**

Faculty of Hotel and Tourism Management, and Faculty of Law

**Northern Arizona University, USA**

Department of Geography, Planning and Recreation

**International Geographical Union (IGU)**

Commission on the Geography of Tourism, Leisure and Global Change

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## **KEYNOTE SPEAKERS**

**Prof. Dr. C. Michael HALL** University of Canterbury, Christchurch, New Zealand

**Assoc. Prof. Dr. Melanie K. SMITH** Hungarian Academy of Sciences, Budapest, Hungary

## **SPECIAL PRESENTATIONS**

**Prof. Dr. Alan A. LEW** Northern Arizona University, USA

**Assoc. Prof. Dr. Nor'ain OTHMAN** Universiti Teknologi MARA, Malaysia



## PREFACE

Cultural and natural heritage are important sources of tourism that attracts curiosity for new experiences. The UNESCO World Heritage Centre defines heritage as “our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritages are irreplaceable sources of life and inspiration”. Natural and cultural heritage sites, including scenic landscapes and revitalized historic towns, are prized tourism assets that distinguish one destination from another. These attractions are unique and fragile by nature, therefore it is essential for tourism authorities and academicians to study how to benefit while protecting and preserving them in a sustainable point of view. There are more than 1,000 natural and cultural sites inscribed on the World Heritage List, the emphasis now is on ensuring each party of tourism embraces the value of tangible and intangible heritage.

In this respect, the main theme of the 11th Tourism Outlook Conference, Eskişehir-Turkey was determined as “Heritage Tourism: Beyond Borders and Civilizations” referring to the rich natural and cultural heritage of Anatolia. The papers presented at the conference covered different aspects of heritage in case of tourism. In addition many researchers contributed with their studies on managerial and economic perspectives of the tourism industry.

The conference aimed to bring together the academicians and stakeholders of tourism from different countries, so it was designed in this point of view. We hope every participant has found something to work on and something to remember. We appreciate the support of our partners, with special thanks to Prof. Dr. Michael C. Hall, Assoc. Prof. Dr. Melanie K. Smith, Prof. Dr. Alan A. Lew and Assoc. Prof. Dr. Nor’ain Othman, Anadolu University and our supporting institutions. The whole organization was a team effort so we couldn’t have accomplished this important mission without the organization committee, our students and anonymous volunteers from the Anadolu University.

It was a pleasure to welcome you here. We hope to see you again at the next Tourism Outlook Conference.

Best regards,

**Assoc. Prof. Dr. Gökçe YÜKSEK**  
Conference Chair

**Prof. Dr. Semra GÜNAY AKTAŞ**  
Dean, Anadolu University, Faculty of Tourism