

# The 11th Tourism Outlook Conference

Heritage Tourism Beyond Borders and Civilizations

## CONFERENCE PROGRAMME

2-5 OCTOBER 2018 ESKİŞEHİR , TURKEY



T.C.  
KÜLTÜR VE TURİZM BAKANLIĞI



T.C.  
ESKİŞEHİR  
VALİİLİĞİ

TURKISH  
AIRLINES



ESKİŞEHİR TİCARET ODASI



ANADOLU UNİVERSİTESİ



SİVRİHİSAR  
BELEDİYESİ



TÜRSAB



KLAP



GRAND ÇALI  
HOTEL

İkbal Thermal  
HOTEL & SPA



ROOF GARDEN  
HOTEL

THE IBERLOT  
HOTEL

ACTIVE  
TOURISM ORGANİZASYON

222tour

sara  
tour

Trakya



başarsoft



## OCTOBER 2, 2018 - TUESDAY

<b>Stakeholder Panel</b>	<b>13:30</b>
Moderator	: <b>Assoc. Prof. Dr. Gökçe Yüksek</b> (Anadolu University Faculty of Tourism)
Panelists	: <b>Halil İbrahim Polat</b> (Turkish Airlines) <b>Firuz Barbaros Bağlıkaya</b> (Association of Turkish Travel Agencies) <b>Ahmet Zeki Apalı</b> (Turkish Union of Tourist Guides) <b>Osman Ayık</b> (Turkish Hoteliers Federation) <b>Teoman Tosun</b> (Turkish Private Aviation Enterprises Association) <b>Prof. Dr. Semra Günay Aktaş</b> (Anadolu University Faculty of Tourism)
Venue	: <b>Atatürk Kültür Merkezi (AKM)</b>
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<b>Welcome Reception</b>	<b>16:00</b>
Venue	: <b>Anadolu University Aviation Park</b>

## OCTOBER 3, 2018 - WEDNESDAY

<b>Inaugural Speeches</b>	<b>10:00 - 11:00</b>
Venue	: <b>Atatürk Kültür Merkezi (AKM)</b>
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<b>Coffee Break</b>	<b>11:00 - 11:30</b>
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<b>Keynote Presentations</b>	<b>11:30 - 12:30</b>
Speakers	: <b>C. Michael Hall</b> <b>Melanie K. Smith</b>
Venue	: <b>Atatürk Kültür Merkezi (AKM)</b>
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<b>Lunch</b>	<b>12:30 - 13:30</b>
Venue	: <b>Anadolu University Faculty of Tourism</b>
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<b>Session I</b>	<b>13:30 - 15:00</b>
Venue	: <b>Anadolu University Faculty of Tourism</b>
Hall	: <b>Yunus Emre, Nasreddin Hodja, Dorylaeum, Pessinus, Phrygia</b>
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<b>Coffee Break</b>	<b>15:00 - 15:30</b>
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<b>Session II</b>	<b>15:30 - 17:00</b>
Venue	: <b>Anadolu University Faculty of Tourism</b>
Hall	: <b>Yunus Emre, Nasreddin Hodja, Dorylaeum, Pessinus, Phrygia</b>
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<b>Coffee Break</b>	<b>17:00 - 17:30</b>
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<b>Special Presentations</b>	<b>17:30 - 18:30</b>
Speakers	: <b>Norain Othman</b> <b>Alan A. Lew</b>
Venue	: <b>Anadolu University Faculty of Tourism</b>
Hall	: <b>Phrygia</b>
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<b>Gala Dinner</b>	<b>19:30</b>
Venue	: <b>Trakya Restaurant</b>

## OCTOBER 4, 2018 - THURSDAY

<b>Conferecence Field Trip</b>		<b>Full Day</b>
Destinations:	Sivrihisar Seyitgazi Phrygian Valley İdrisyayla Village	
19:30	İdrisyayla Macın Boiling Festival	

## OCTOBER 5, 2018 - FRIDAY

### **Session III** 09:00 - 10:30

Venue : Anadolu University Faculty of Tourism  
Hall : Yunus Emre, Nasreddin Hodja, Dorylaeum, Pessinus, Phrygia

### **Coffee Break** 10:30 - 11:00

### **Session IV** 11:00 - 12:30

Venue : Anadolu University Faculty of Tourism  
Hall : Yunus Emre, Nasreddin Hodja, Dorylaeum, Pessinus, Phrygia

### **Lunch** 12:30 - 13:30

### **Session V** 13:30 - 15:00

Venue : Anadolu University Faculty of Tourism  
Hall : Yunus Emre, Nasreddin Hodja, Dorylaeum, Pessinus, Phrygia

### **Coffee Break** 15:00 - 15:30

### **Session VI** 15:30 - 17:00

Venue : Anadolu University Faculty of Tourism  
Hall : Yunus Emre, Nasreddin Hodja, Dorylaeum, Pessinus, Phrygia

### **Coffee Break** 17:00 - 17:30

### **Session VII** 17:30 - 19:00

Venue : Anadolu University Faculty of Tourism  
Hall : Yunus Emre, Nasreddin Hodja, Dorylaeum

Hall : YUNUS EMRE (**Presentations will be held in Turkish**)  
Moderator :

- 7097 **Gözde Güven Bozdağ, Duran Cankül**  
Geographical Indications to Gastronomy Tourism An Old Debt or A New Opportunity?
- 7621 **Setenay Sipahi, Sema Ekincek**  
The Use of Metaphors in the Interpretation of Taste Experience
- 7631 **Semra Günay Aktaş, Sema Ekincek**  
Investigation of Design Processes and Aesthetic Perceptions of Chefs
- 7671 **Şeyma Sak, Ebru Zencir**  
A New Dessert to be Grown in Restaurant Menus: Halva Plate
- 7671 **Deniz Orhun, Kutsi Akıllı**  
Gastrotourism According to the 24 Solar Terms Regimen

Hall : NASREDDIN HODJA (**Presentations will be held in Turkish**)  
Moderator :

- 7340 **Nazlı Gökçe, Erdoğan Kaya, Tuba Çengelci Köse**  
Field Trips in Social Studies Teacher Training Program in Terms of Teaching Culture and Heritage Tourism
- 7341 **Erdoğan Kaya, Tuba Çengelci Köse, Ömür Gürdoğan Bayır, Nazlı Gökçe**  
Tourism and Travel for Learning about Cultures: Experiences of Social Studies Pre-service Teachers
- 7412 **Seval Durmuş, Gözde Emekli**  
A Different View on Tourism and Cultural Heritage: Evaluation of Rural Heritage in Ödemiş-Lübbey by Creative Tourism
- 7324 **Mustafa Doğan, Sebahattin Emre Dilek, Gulriz Kozbe**  
The Effect of Interactive Applications on Visitors' Experience: A Case of Gobeklitepe, Turkey
- 7671 **Eda Elşan Atağan, Sultan Baysan, Ruken Akar Vural, Adil Adnan Öztürk**  
Perceptions of the Employees about Economic, Social and Environmental Effects of Kuşadası International Golf Resort

Hall : DORYLAEUM (**Presentations will be held in English**)  
Moderator :

- 7333 **Hongmei Zhang**  
The Effect of Assessment Bias of Environmental quality and consideration of future consequences on tourist environmental behavior
- 7377 **Elizabeta Mitreva Julijana Szdova**  
Management in the development of tourism in the north-east Macedonia
- 7658 **An-nisa' m. Farid, Faten a. Muntasian, Nur a. F. İdris, Siti s. İsmail, Zuliah a. Hamid**  
The Implementation Of Green Practices among Homestay Operators in Selangor, Malaysia
- 7383 **Kübra Aşan, Medet Yolal**  
Sustaining Cultural Routes: The Case of Cultural Routes Society
- 7389 **Bahar Berberoğlu, Çağlar Karaduman**  
Contribution of Tourism to Economy in European Union and the Place of Turkey

Hall : PESSINUS (**Presentations will be held in English**)  
Moderator :

- 6255 **Mustafa Boz**  
Impacts of All Inclusive Package Tours on Local Enterprises: Antalya and Çanakkale Cases
- 7544 **Derya İlkay Abdikoğlu, Harun Hurma**  
Agritourism: Development Process in Italy And Evaluation for Turkey
- 7555 **Engin Kepenek**  
The Effects of Planning Decisions on Antalya Tourism Identity
- 7443 **Özen Okat Özdem, Işıl Aktuğlu, Sinem Yeygel Çakır**  
Destination Marketing in Social Media: A Content Analysis on Photographs and Hashtags shared on Instagram
- 7561 **Ömer Emirkadı**  
The Tourism Sector in Turkey And its Effects on Employment Market

Hall : PHRYGIA (**Presentations will be held in English**)  
Moderator :

- 7405 **Emine Yılmaz, Ekin Enver Yılmaz, Sultan Ebru Ekici, Hüseyin Çeken**  
Cultural Heritage Sustainability With The Perspective of Local People: The Case Of Historical Ayvalık Houses
- 7296 **Yuliia Borovska, Hakan Yılmaz**  
Is Tourism Industry Ready For Crypto Currency: A Case Of Eskişehir
- 7306 **Elmas Erdoğan, Parisa Göker**  
The Evaluation of Cultural Routes in the Frame of Cultural Tourism
- 7342 **Tuba Cengelci Kose, Nazlı Gökçe, Ömür Gürdoğan Bayır**  
An Analysis of Turkish Social Studies Textbooks in terms of Cultural and Natural Heritage, and Tourism
- 7653 **Duygu Yetgin**  
Tour Guides' Use of Symbols in Interpreting Cultural Heritage

Hall : YUNUS EMRE (Presentations will be held in Turkish)

Moderator :

- 7590 **Şant Demirçivi**  
Cultural Heritage And Interaction Between Local Identities: Within and Exceeding Borders of Dersim
- 7392 **Volkan Zoğal, Şevket Işık**  
Socio-Economic Effects of Tourism Urbanization: The Case of Antalya
- 7789 **Azade Özlem Çalık, Duygu Yetgin, Gülsel Çiftçi**  
Cultural Heritage of Ottoman Anatolia through the Eyes of Female Travelers
- 7385 **Bahar Kaba, Gözde Emekli**  
Gender Issues in Tourism Research: Experiences of Solo Women Travelers (The Case of Turkey)
- 7682 **Çetin Furkan Usun, Gözde Emekli**  
New Approaches to Turkey Tourism: Indian Weddings

Hall : NASREDDIN HODJA (Presentations will be held in Turkish)

Moderator :

- 7408 **Sezgi Gedik, Tolga Fahri Çakmak, Füsün İstanbullu Dinçer, Mithat Zeki Dinçer**  
Tourism In İstanbul; Past, Present And Future
- 7351 **Senay Oğuztimur**  
A Qualitative Method to Determine Problems in Tourism Sector: Focus Group Interviews
- 7367 **B. Zafer Erdoğan, Bülent Aydın, Deniz Kırmızı**  
Which Is The Moderator of Ethnocentrism: Country or Product Image
- 7409 **Beybala Timur, Saadet Pınar Temizkan, Coşkun Ceviz**  
Tourism Graduates' Career Status and Tourism Education Recommend Intentions
- 7430 **Hilal Kahveci, Parisa Göker**  
The Evaluation of Tourism Potential of Bilecik City

Hall : DORYLAEUM (Presentations will be held in English)

Moderator :

- 7410 **Melek Ordu**  
Agiasma's Culture Assesment
- 7289 **Usep Suhud, Rahmi Setiawati, Sri Rahayu**  
Attitude and Perceived Impact of Contract Marriage: Which Will Affect the Hosts' Intention to Marry a Foreign Tourist?
- 7762 **Rohani Binti Md Shah**  
Antarctica: managing ecotourism in sensitive environments
- 7411 **İlhan Sağ, Ferhat Devrim Zengul**  
Competition in Health Tourism and Healthcare Tourists' Expenditure Characteristics' in Turkey
- 7305 **Elmas Erdoğan, Parisa Göker**  
The Evaluation of Istanbul National Palace Gardens in the Frame of Cultural Tourism
- 7569 **Harun Hurma, Nursel Türksoy**  
Evaluation of Rural People's Views on Agritourism Activities in Saroz Gulf

Hall : PESSINUS (Presentations will be held in English)

Moderator :

- 7613 **Gözde Emekli**  
A Different View on City, Cultural Heritage and Local Government Relations in the Context of Postmodern Tourism Movements: Creative Cities
- 7549 **Hakan Sezerel, Özlem Güzel**  
Gendered experiences: Exploring the feminine and masculine characteristics of Bangkok
- 7756 **Gökben Demirci, Hilmi Rafet Yüncü**  
Tourism for Everybody, Accessible Tourism: The Case of Eskişehir
- 7401 **Emine Yılmaz, Nur Çelik, Funda Ön Esen, Salim Akçay**  
Adult-only vs child-friendly: A research about adult-only hotels with the case of Marmaris
- 7521 **Özge Can Niyaz**  
Investigation Of Rural Tourism Investments And Available Potential within Ipard in Canakkale Province

Hall : PHRYGIA (Presentations will be held in English)

Moderator :

- 7404 **Hasan Münüsoğlu**  
Cultural Heritage And Staged Authenticity: The Case of Beypazarı Living Museum (Beypazarı Yaşayan Müze)
- 7366 **Yueying He**  
How performativity Shapes Identity: The case of Red Tourism in Jinggangshan, P. R. China
- 7393 **Ufuk Çevik, Semra Günay Aktaş**  
Effects of Participating in Diaspora Tourism of Circassians Living in Turkey on Their Place Attachment
- 7388 **Elif Şenel, Cemile Ece, Efnan Ezenel, Yaşar Sarı**  
A Conceptual Study on Accessible Ecorecreation
- 7311 **Pinar Gültekin, Yaşar Selman Gültekin, Melek Yılmaz Kaya**  
Sustainable Development Strategies for Ecotourism with using SWOT analysis: A Case Study of Duzce Hasanlar Village

Hall : YUNUS EMRE (**Presentations will be held in Turkish**)  
Moderator :

- 7626 **İbrahim Karaaslan, Hasan Ayaydın, Abdulkadir Barut**  
The Synergies between Human Development, Economic Growth, and Tourism within a Developing Country: An Empirical Model for Turkey
- 7628 **Merve Özgür Göde, Vedat Ekergil**  
The Role of Accounting in the Improvement of Costs in Hotel Businesses' Sustainability Report
- 7365 **Ayşe Nur Canbolat, Dilek Erden Erbey**  
Tourism Management Planning Approach In Cultural Heritage Areas, Principles For Istanbul Historical Peninsula
- 7589 **Fatih Koç, Mehmet Emin Akkılıç, Volkan Özbek, Ümit Almaçık, İlbey Varol**  
Examining Effects of Service Quality And Hotel Image on Customer Satisfaction from The Perspective of Consumption Motivations
- 7542 **Barış Çıvık, Senem Besler**  
Labor Exploitation in Hotel Enterprises: Example of Eskisehir

Hall : NASREDDIN HODJA (**Presentations will be held in Turkish**)  
Moderator :

- 7406 **Nida Özbek, Nevin Turgut Gültekin**  
On Sustainable Tourism Management in the Hitit Road Development Corridor
- 7379 **Özge Bora, Füsün Baykal**  
Evaluation Of Alaçatı (Izmir / Turkey) Destination in Aspect of Sustainable Tourism Indicators
- 7414 **Hulisi Binbaşıoğlu, Aysun Tuna**  
Comparison of World Heritage Site Management Plans in terms of Tourism
- 7599 **O. Can Yılmazdoğan, Cihan Seçilmiş**  
The Effect Of Destination Attachment And It's Antecedents On Destination Loyalty
- 7425 **Emre Ozan Aksöz, Birgül Aydın, Begüm Önem**  
Analysing The Researches On Destination Life Cycle in SSCI Journals: A Meta Synthesis Study

Hall : DORYLAEUM (**Presentations will be held in English**)  
Moderator :

- 7792 **Semra Günay Aktaş, Önder Yayla, Sema Ekincek**  
Cultural Landscapes of Aviation Park in Terms of Visitors' Viewpoint: Case of Eskisehir Aviation Museum
- 7413 **Ceren İşçi, Berrin Güzel, Emre Ataberk**  
The Comparison of UNESCO Awareness and Support of Bergama and Selçuk Residents
- 7487 **Irina Lobas**  
The Perception of Saint Nicholas by Italian, Russian and Turkish People in terms of Cultural Heritage
- 7399 **Efnan Ezenel, Cemile Ece, Yaşar Sarı**  
A Review on the Effect of Voluntary Tourism Activities to Rural Development
- 7353 **Ayşe Okuyucu, Mehmet Somuncu**  
Assessment of the Differences in the Motivations of Visitors Using Urban Cultural Heritage Sites: Şeyh Edebali Tomb, Bilecik

Hall : PESSINUS (**Presentations will be held in English**)  
Moderator :

- 7610 **Meryem Bihter Bingül**  
Carrying Capacity Assessment at the World Heritage Site of Ani, Kars
- 6253 **Mustafa Boz**  
Myths And Legends In Destination Tourism Marketing: The Story Of Hero And Leander - Canakkale, Turkey
- 7790 **Erdal Gümüş, Nikolas Zouros**  
How to Become a UNESCO Global Geopark in Turkey
- 6097 **Sedat Cereci**  
The Role of Media On Protecting Cultural Heritage in Modern Age
- 7708 **Ayça Aslıhan Diker, Nuray Özaslan**  
The Role of Industrial Heritage in International Recognition: Adana Milli Mensucat Factory

Hall : PHRYGIA (**Presentations will be held in English**)  
Moderator :

- 7661 **Mengting Wang**  
Research on the Relationship between Revitalization Methods and Authenticity: Perception based on Three Relic Parks of Tang Dynasty in Xi'an
- 7791 **Nikolas Zouros, Erdal Gümüş**  
Global Geoparks Network
- 7759 **İnci Oya Coşkun, Burak Alparslan Eroğlu, Selim Yıldırım**  
Seasonal Dynamics of Turkish Inbound Tourism Demand Using Fractional Seasonal Variance Ratio (FSVR) Unit Root Test
- 6680 **Nur Hidayah Abd Rahman, Hairul Nizam Ismail, Zainab Khalifah**  
Mapping the Sensory Values in the Core Zone Area of Melaka World Heritage Site
- 8001 **Nevin Yavuz, Serkan Olgac, Semra Günay Aktaş, Yeliz Mert Kantar**  
Satisfaction Maps for the European Airports

Hall : YUNUS EMRE (**Presentations will be held in Turkish**)  
Moderator :

- 7387 **Hande Aslan, Ferhan Gezici**  
Online Marketing Opportunities for Eco-Farms in Turkey
- 7541 **Ali Berkay Avcı, Şefika Gülin Beyhan**  
From Past to Present A Study on Diversification of Alaçatı Tourism
- 7552 **Kuttusi Zorlu, Ali Yılmaz**  
Prioritization of Sustainable Tourism Strategies In Sinop By Using Swot-AHP Analysis
- 7579 **Ali Yılmaz, Seyfullah Gül**  
Historical Conservation and Tourism in Samsun City (Turkey)
- 7603 **Selin Kama**  
Hyperreality Concepts in Tourism and Recreation

Hall : NASREDDIN HODJA (**Presentations will be held in Turkish**)  
Moderator :

- 7809 **Alev Dünder Arıkan, Hasan Hüseyin Çakıcı**  
The Place of Sherbet in Beverage Preferences of University Students
- 7584 **Sema Ekincek, Merve Özgür Göde**  
Evaluation of Participants' Acquisitions of Food Competitions
- 7396 **Zeynep Kahya, Çağıl Hale Özel**  
Determining the Motivations for Y Generation Individuals to Cook at Home: A Preliminary Study
- 7460 **Oğuz Taşpınar**  
Evaluation of Stories in terms of Gastronomy Tourism
- 7604 **Sabri Çelik, Mustafa Sandıkçı, Hümeysra Töre Başat**  
Culinary Culture of Afyonkarahisar

Hall : DORYLAEUM (**Presentations will be held in English**)  
Moderator :

- 7738 **Ebru Arslaner, Sıla Karacaoğlu, Ayşe Nevin Sert**  
An Evaluation on Community Based Tourism: Lavender Scented Village Example
- 7441 **Barış Seyhan, Antoio Paolo Russo**  
The Evolution Of Heritage Tourism Destinations In Protected Rural Areas
- 7560 **Pınar Şenel, Sibel Önçel**  
Experiments for Hand Hygiene of Gastronomy Student: Anadolu University Sample
- 7384 **Yasar Sarı, Rasa Pranskuniene, Cemile Ece, Efnan Ezenel**  
Experiencing the Photos: The Case of ESOGU Tourism Camp
- 7360 **Sabine Ichikawa**  
Heritage Branding and Heritage Locations: Challenges and Benefits of Opening a "Maison" in Emerging Markets

Hall : PESSINUS (**Presentations will be held in English**)  
Moderator :

- 7760 **İnci Oya Coşkun, Selim Yıldırım**  
Does the Increase in Tourism Demand Actually Increase Tourism Revenues in case of Turkey?
- 7761 **İnci Oya Coşkun, Selim Yıldırım**  
Tourism Led Growth Hypothesis: Time Varying Vector Autoregression Analysis with Stochastic Volatility for Turkey
- 7675 **Eşref Savaş Başçı**  
Analysis of the Effect of Profitability Ratios on Firm Value in Istanbul Stock Exchange Tourism Sector
- 7933 **Barış Memduh Eren, Korhan K. Gokmenoglu**  
The Role of International Tourism Activities on Energy Consumption: A Case Study of Turkey
- 7415 **Daiva Labanauskaitė, Edita Baranskaitė**  
Tourism Innovations Content Changes and Ways of Measuring Their Economic Impact

Hall : PHRYGIA (**Presentations will be held in English**)  
Moderator :

- 7419 **Aysun Tuna, Hulusi Binbaşoğlu, Bilge Hatun Ay**  
Cittaslow in the Context of Sustainable Tourism and Historical Urban Landscape: Examples from Turkey
- 7438 **Maisarah Hamid**  
Influences of Perceived Environment Uncertainty on Sustainable Tourism Practices for Malaysian Tour Operators Businesses
- 7530 **Shamshor Mohd-zın, Norliza Aminudin, Salamiah a. Jamal, Hassnah Wee**  
Understanding of Islamic Hotel Concept through the Mudzakarah of Islamic Scholars
- 7574 **Nor Ammelia Suhada Jamaluddin, Norain Othman, Norhaslinda Basri**  
Investigate the Subjective Norm, Service Quality on Satisfaction and Revisit Intention to Cross Border Shopping in Border Town Malaysia - Thailand
- 7554 **Burcin Hatipoglu, Yasemin Keskin, Şeyma Yetkil**  
Cultural Route Development and Management Through Collaborative Efforts

Hall : YUNUS EMRE (Presentations will be held in English)

Moderator :

- 7646 **Mehmet Tekin Koçkar, Hakan Çalışkan, Ali Ekber Ün, Cafer Yıldırım, Merve Ünlüoğlu**  
Impact of Traditional Equestrian Shows To Tourism World Wide And Suggestions For Utilising equestrian Tourism in Turkish Tourism Sector
- 7651 **Cafer Yıldırım**  
Healthy Horses Features For Tourism With Horse Riding
- 7659 **Ali Ekber Ün, Hakan Çalışkan, M. Tekin Koçkar, Cafer Yıldırım, Merve Ünlüoğlu**  
The Characteristics and Training of Horses To Be Used in Touristic Facilities
- 7781 **Önder Yayla, Semra Günay Aktaş, Şeyda Yayla**  
Evaluation of Hunting Tourism in Turkey
- 7636 **Cafer Yıldırım**  
The Positive Effects of Tourism with Horse Riding on Human Health

Hall : NASREDDIN HODJA (Presentations will be held in Turkish)

Moderator :

- 7380 **Füsun Baykal**  
Cultural Heritage And Cultural Routes: Samples From Turkey
- 7327 **Arife Karadağ, Leman İncedere**  
Rising Values in Conservation of Urban Texture : Industrial Heritage
- 7595 **Gül Nur Demiral**  
Intangible Resources Myths And Legends: A Study On Tourism Promotion Brochures
- 7735 **Betül Gelengül Ekimci**  
Consideration of Authenticity And Integrity in Cultural Heritage: Review of Heritage Conservations İn Eskişehir
- 7623 **Hatice Sarıaltın, Zuhale Erol**  
An Empirical Research on the Employment of Vocational Higher School Graduates in Hotel Enterprises

Hall : DORYLAEUM (Presentations will be held in English)

Moderator :

- 7645 **Yalçın Arslantürk**  
Cultural Heritage: Viewed through Tourist Guides
- 7779 **Merve Asmadili, Gökçe Yüksek**  
The Tourist Guides as Sustainable Cultural Heritage Tourism Interpreters: The Case of Odunpazarı
- 7382 **Ayşe Nilay Evcil, Adam Siniecki**  
Architecture's Role in New Tourism Trends: Cases from Poland and Turkey
- 7605 **Rossitza Ohridska-Olson**  
Claiming the Intangible: Identities Construction and Tourism Destination Branding Models through Gastronomic Heritage
- 7672 **Burak Düz**  
What Do Tourists Wonder About Turkey's Cultural Heritage? A Study To Determine Frequently Asked Questions To Tour Guides

Hall : PESSINUS (Presentations will be held in English)

Moderator :

- 7620 **Saadet Ela Pelenk**  
Organizational Culture, Engagement and Job Satisfaction: A Research in Tourism Sector
- 7685 **Sezi Aydın, Çağıl Hale Özel**  
Determination of Undergraduate Students' Alienation Levels: The Case of Anadolu University Tourism Faculty
- 7957 **Mustafa Özer, Mustafa Kırca, İnci Oya Coşkun**  
Questioning Export-led and Tourism-led Growth Hypotheses on a Regional Basis: Case of Central Anatolian Region, Turkey
- 7374 **Hazal Eser, İpek Kalemci Tuzun**  
Socially Responsible Human Resource Management and Employer Branding Relations Evidence from Turkish Hotel Employees
- 7348 **Ayşe Okuyucu, Taner Kılıç**  
Tourists' Characteristics in Attending Festivals and Events: A Study in Bilecik

Hall : PHRYGIA (Presentations will be held in English)

Moderator :

- 7423 **Zehra Gökçe Sel, Mustafa Tepeci, Selim Kirova**  
Organizing a Festival with Stakeholder Perspectives: Manisa Mesir Paste and Folkdance Festival
- 7686 **Zauyani Zainal Mohamed Alias, Mohd Shayfuddin Moon**  
Sport Tourism Management Models: Opportunities versus Challenges in Malaysia
- 7958 **Hakan Yılmaz, İnci Oya Coşkun, Mustafa Kırca**  
A Static Panel Data Analysis of Golf Tourism Demand from 14 Top Tourism Markets for Belek, Turkey
- 7357 **Ran Ben Malka, Yaniv Poria**  
Is Your Heritage Site for Sale? How Much Does It Cost? Compensation for Elimination: An Innovative Tool for Evaluating the Monetary Value of Heritage Sites
- 7638 **Gülden Sandal Erzurumlu, F. Mertkan Tekinalp**  
Garden Culture and Tourism: Niğde Example



Hall : YUNUS EMRE (**Presentations will be held in Turkish**)  
Moderator :

HALL I

- 7570 **Nursel Türksoy, Harun Hurma**  
Tourists' Attitudes on The Pull Factors of Saroz Gulf
- 7361 **Dilek Erbey, Esra Salt**  
The Role of Tourism in Sustainability of Intangible Cultural Heritage, Principles for Istanbul
- 7954 **Eşref Ay**  
A Qualitative Study on Folk Dance Trainers' Evaluation of Folk Dance at the Perspective of Tourism
- 7652 **Duran Cankül, Yılmaz Sever**  
Assessing The Quality Of Gastronomy Education: Turkey Case
- 7593 **Vedat Ekergil , Merve Özgür Göde**  
Determination of Activities of Food and Beverage Businesses in Activity Based Costing

Hall : NASREDDIN HODJA (**Presentations will be held in English**)  
Moderator :

HALL II

- 7797 **Alev Dünder Arıkan, Irfan Arıkan**  
Importance of Food Paradox, Food Equinox and Food Detox for the Local Food Culture
- 7736 **Betül Gelengül Ekimci**  
Traditional Cuisine and Its Spatial Effects: The Immigrant Experience; Case Study of İdrisyayla Village
- 7424 **Berrin Güzel, Ceren İşçi**  
Gastronomy Tourism in the Eye Of The Local People: Bergama Case
- 7772 **Önder Yayla, Şeyda Yayla**  
Tastes from Past to Present: Amasya Cuisine
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