

The 11th Tourism Outlook Conference

Heritage Tourism Beyond Borders and Civilizations

CONFERENCE PROGRAMME

2-5 OCTOBER 2018 ESKİŞEHİR , TURKEY



Eskişehir



T.C.
KÜLTÜR VE TURİZM BAKANLIĞI



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ANADOLU ÜNİVERSİTESİ



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TÜREB
TÜRKİYE TURİZM VE SEYAHAT
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TÜRSAB
TÜRKİYE SEYAHAT AÇIKLAMALI TURİZM
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ABACI
KONAK OTELİ



ADA LIFE OTELİ
ESKİŞEHİR



BEYİN OTELİ
ESKİŞEHİR



GRAND ÇALI
HOTEL
BODURÇUK



İKbal Thermal
HOTEL & SPA



MODERNITY



ROOFGARDEN
HOTEL



THE MERLOT
HOTEL



ACTIVE
TOURISM İSTANBUL



222tour



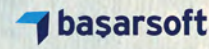
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OCTOBER 2, 2018 - TUESDAY

Sector Meeting 11:00

Venue : Anadolu University Atatürk Culture and Arts Center (AKM)

Stakeholder Panel 13:30

Moderator : Assoc. Prof. Dr. Gökçe Yüksek (Anadolu University Faculty of Tourism)

Panelists : Hediye Güral Gül (Turkish Tourism Investors Association)
Ali Bilir (Association of Turkish Travel Agencies)
Ahmet Zeki Apalı (Turkish Union of Tourist Guides)
Necip Boz (Turkish Hoteliers Federation)
Teoman Tosun (Turkish Private Aviation Enterprises Association)
Prof. Dr. Semra Günay Aktaş (Anadolu University Faculty of Tourism)

Venue : Anadolu University Atatürk Culture and Arts Center (AKM)

Welcome Reception 16:00

Venue : Anadolu University Aviation Park

OCTOBER 3, 2018 - WEDNESDAY

Inaugural Speeches 10:00 - 11:30

Venue : Anadolu University Atatürk Culture and Arts Center (AKM)

Keynote Presentations 11:30 - 12:30

Speakers : C. Michael Hall
Melanie K. Smith

Venue : Anadolu University Atatürk Culture and Arts Center (AKM)

Lunch 12:30 - 13:30

Venue : Anadolu University Faculty of Tourism

Session I 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 II 15:30 - 17:00

Venue : Anadolu University Faculty of Tourism

Hall : Yunus Emre, Nasreddin Hodja, Dorylaeum, Pessinus, Phrygia

Coffee Break 17:00 - 17:30

Special Presentations 17:30 - 18:30

Speakers : Norain Othman
Alan A. Lew

Venue : Anadolu University Faculty of Tourism

Hall : Phrygia

Gala Dinner 19:30

Venue : Trakya Restaurant

OCTOBER 4, 2018 - THURSDAY

Conferecnece Field Trip Full Day

Destinations:	Sivrihisar Seyitgazi Phrygian Valley İdrisyayla Village
08:30	Eskişehir (Departure)
10:30	Sivrihisar (Arrival)
12:00 - 13:00	Lunch
13:00	Sivrihisar (Departure)
14:30	Seyitgazi (Arrival)
17:00	Phrygian Valley (Departure)
18:30	İdrisyayla Village (Dinner & 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

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

HALL I

- 7460 **Oğuz Taşpınar**
Evaluation of Stories in terms of Gastronomy Tourism
- 7396 **Zeynep Kahya, Çağıl Hale Özel**
Determining the Motivations for Y Generation Individuals to Cook at Home: A Preliminary Study
- 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 : Gözde Emekli

HALL II

- 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
- 7611 **Özgür Oğuz**
Legal Changes in Turkish Labor Law Reflected on Tourism Workers
- 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
- 7607 **Bilsen Bilgili, Emrah Özkul**
From Sustainable Tourism to Sustainable Development... World Cultural Heritage Ebru/Marbling Art

Hall : DORYLAEUM (**Presentations will be held in English**)
Moderator : Melanie K. Smith

HALL III

- 7333 **Hongmei Zhang**
The Effect of Assessment Bias of Environmental Quality and Consideration of Future Consequences on Tourist Environmental Behavior
- 7377 **Elizabeta Mitreva, Julijana Szadova**
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
- 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
- 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

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

HALL IV

- 7315 **Kudret Gül**
The Role of Industry Museums in Promoting Industrial Heritage Tourism
- 7498 **Makbulenur Bekar, Demet Ülkü Gülpınar Sekban**
Contribution to Cultural Tourism of City Museums and Value for the Landscape Architecture
- 7443 **Özen Okat Özdem, Işıl Aktuğlu, Sinem Yeygel Çakır**
Destination Marketing in Social Media: A Content Analysis on Photographs and Hashtags shared on Instagram
- 7296 **Yuliia Borovska, Hakan Yılmaz**
Is Tourism Industry Ready for Crypto Currency: A Case of Eskişehir
- 7383 **Kübra Aşan, Medet Yolal**
Sustaining Cultural Routes: The Case of Cultural Routes Society
- 7685 **Sezi Aydın, Çağıl Hale Özel**
Determination of Undergraduate Students' Alienation Levels: The Case of Anadolu University Tourism Faculty

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

HALL V

- 7384 **Yasar Sari, Rasa Pranskuniene, Cemile Ece, Efnan Ezenel**
Experiencing the Photos: The Case of ESOGU Tourism Camp
- 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
- 7962 **Norha Hanifah, Abu Bakar Webb, Rohani Binti Md Shah**
Sustainable Heritage Tourism in Malaysia: A Legal Perspective
- 7393 **Ufuk Cevik, Semra Gunay Aktaş**
Effects of Participating in Diaspora Tourism of Circassians Living in Turkey on Their Place Attachment

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

HALL I

- 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
- 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
- 7412 **Seval Durmuş, Gözde Emekli**
Different View on Tourism and Cultural Heritage: Evaluation of Rural Heritage in Ödemiş-Lübbey by Creative Tourism

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

HALL II

- 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 **Saadet Pınar Temizkan, Beybala Timur, 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 : Ali Erbaş

HALL III

- 7410 **Melek Ordu**
Agiasma's Culture Assessment
- 7438 **Maisarah Hamid**
Influences of Perceived Environment Uncertainty on Sustainable Tourism Practices for Malaysian Tour Operators Businesses
- 7411 **İlhan Sağ, Ferhat Devrim Zengül**
Competition in Health Tourism and Healthcare Tourists' Expenditure Characteristics' in Turkey
- 7530 **Shamshor Mohd-zin, Norliza Aminudin, Saliyah A. Jamal, Hassnah Wee**
Understanding of Islamic Hotel Concept through the Mudzakarrah 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

Hall : PESSINUS (Presentations will be held in English)
Moderator : Nor'Ain Othman

HALL IV

- 7613 **Gözde Emekli**
A Different View on City, Cultural Heritage and Local Government Relations in the Context of Postmodern Tourism Movements: Creative Cities
- 7973 **Mohmed Razip Hassan, Nor'Ain Othman, Norliza Aminudin**
Managers of Destination Management Organisations Behavioural Intention towards Crisis Planning in Malaysia
- 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
- 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 : C. Michael Hall

HALL V

- 7661 **Mengting Wang**
Research on the Relationship between Revitalization Methods and Authenticity: Perception based on Three Relic Parks of Tang Dynasty in Xi'an
- 7366 **Yueying He**
How performativity Shapes Identity: The Case of Red Tourism in Jिंगgangshan, P. R. China
- 7686 **Zauyani Zainal Mohamed Alias, Mohd Shayfuddin Moon**
Sport Tourism Management Models: Opportunities versus Challenges in Malaysia
- 7305 **Elmas Erdoğan, Parisa Göker**
The Evaluation of Istanbul National Palace Gardens in the Frame of Cultural Tourism
- 6680 **Nur Hidayah Abd Rahman, Hairul Nizam Ismail, Zainab Khalifah**
Mapping the Sensory Values in the Core Zone Area of Melaka World Heritage Site

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

HALL I

- 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
- 8055 **Ersin Yücel**
 Ecological Tourism Opportunities in Eskişehir

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

HALL II

- 7623 **Hatice Sarialtın, Zuhale Erol**
 An Empirical Research on the Employment of Vocational Higher School Graduates in Hotel Enterprises
- 7379 **Özge Bora, Füsün Baykal**
 Evaluation of Alaçatı (Izmir / Turkey) Destination in aspect of Sustainable Tourism Indicators
- 7414 **Hulisi Binbaşoğlu, 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 : Gökçe Yüksek

HALL III

- 7542 **Barış Çıvak, Senem Besler**
 Labor Exploitation in Hotel Enterprises: Example of Eskişehir
- 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 **Efvan 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 : Nazlı Gökçe

HALL IV

- 7549 **Hakan Sezerel, Özlem Güzel**
 Gendered Experiences: Exploring the Feminine and Masculine Characteristics of Bangkok
- 7638 **Gülden Sandal Erzurumlu, F. Mertkan Tekinalp**
 Garden Culture and Tourism: Niğde Example
- 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
- 7441 **Barış Seyhan, Antoio Paolo Russo**
 The Evolution of Heritage Tourism Destinations in Protected Rural Areas

Hall : PHRYGIA (**Presentations will be held in Turkish**)
 Moderator : Erdoğan Kaya

HALL V

- 7661 **Semra Günay Aktaş, Önder Yayla, Sema Ekincek**
 Cultural Landscapes of Aviation Park in terms of Visitors' Viewpoint: Case of Eskişehir Aviation Museum
- 8074 **Ferhan Kuyucak Şengül**
 Airport Public Private Implementations in Turkey: A Review of Current Situation
- 8051 **Ferhan Kuyucak Şengül**
 Business Model Innovation in the Airline Industry
- 8001 **Nevin Yavuz, Serkan Olgaç, Semra Günay Aktaş, Yeliz Mert Kantar**
 Satisfaction Maps for the European Airports
- 8047 **Yeliz Kantar, Serkan Olgaç, Nevin Yavuz, Semra Günay Aktaş**
 Modelling Overall Satisfaction in the European Airports

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

- 7387 **Hande Aslan, Ferhan Gezici**
Online Marketing Opportunities for Eco-Farms in Turkey
- 7338 **Tuba Çengelci Köse, Nazlı Gökçe, Erdoğan Kaya**
Social Studies Teachers' Views about Values Education and Tourism
- 7552 **Kuttusi Zorlu, Ali Yilmaz**
Prioritization of Sustainable Tourism Strategies in Sinop by Using Swot-AHP Analysis
- 7579 **Ali Yilmaz, Seyfullah Gül**
Historical Conservation and Tourism in Samsun City (Turkey)
- 7702 **Nuray Özaslan**
New Perspectives on the Protection of Industrial Heritage: Eskisehir

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

- 7809 **Alev Dünder Arıkan, Hasan Hüseyin Çakıcı, Eren Altunbağ**
The Place of Sherbet in Beverage Preferences of University Students
- 7584 **Sema Ekincek, Merve Özgür Göde**
Evaluation of Participants' Acquisitions of Food Competitions
- 7589 **Fatih Koç, Mehmet Emin Akkılıç, Volkan Özbek, Ümit Alıncaçık, İlber Varol**
Examining Effects of Service Quality and Hotel Image on Customer Satisfaction from the Perspective of Consumption Motivations
- 7621 **Setenay Sipahi, Sema Ekincek**
The Use of Metaphors in the Interpretation of Taste Experience
- 7648 **Mustafa Aksoy, Gülistan Sezgi, Kübra Özel**
The Effect of Human Development Index on the Recognisability of the Country Cuisines

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

- 7738 **Ebru Arslaner, Sıla Karacaoğlu, Ayşe Nevin Sert**
An Evaluation on Community Based Tourism: The Case of Lavender Scented Village
- 7604 **Sabri Çelik, Mustafa Sandıkçı, Hümeysra Töre Başat**
Culinary Culture of Afyonkarahisar
- 7560 **Pınar Şenel, Sibel Önçel**
Experiments for Hand Hygiene of Gastronomy Student: Anadolu University Sample
- 7960 **Zehra Gökçe Sel, Mustafa Tepeci, Selim Kirova**
Festival Organization through the Stakeholders' Perspectives: Manisa Mesir Paste Festival
- 7348 **Ayşe Okuyucu, Taner Kılıç**
Tourists' Characteristics in Attending Festivals and Events: A Study in Bilecik

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

- 7760 **İnci Oya Coşkun, Selim Yıldırım**
Does the Increase in Tourism Demand Actually Increase Tourism Revenues in case of Turkey?
- 7675 **Eşref Savaş Başçı**
Analysis of the Effect of Profitability Ratios on Firm Value in Istanbul Stock Exchange Tourism Sector
- 7389 **Bahar Berberoğlu, Çağlar Karaduman**
Contribution of Tourism to Economy in European Union and the Place of Turkey
- 7933 **Bariş Memduh Eren, Korhan K. Gokmenoglu**
The Role of International Tourism Activities on Energy Consumption: A Case Study of Turkey
- 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

Hall : PHRYGIA (**Presentations will be held in English**)
Moderator : Alan A. Lew

- 7419 **Aysun Tuna, Hulusi Binbaşoğlu, Bilge Hatun Ay**
Cittaslow in the Context of Sustainable Tourism and Historical Urban Landscape: Examples from Turkey
- 7539 **Engin Bayraktaroğlu**
Conceptualizing Tourist Memes
- 7402 **Burcu Kaya Sayarı, Tuba Gün, Medet Yolal**
You Will Come Back When You Forget: Fear and Mobility to once Terrorised Sites
- 7574 **Emre Ozan Aksöz, Furkan Hafif**
A Research on the Determination of Preferences for Showrooming and Webrooming Behaviours in Holiday Purchase
- 7554 **Burcin Hatipoğlu, Yasemin Keskin, Şeyma Yetkil**
Cultural Route Development and Management through Collaborative Efforts

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

- 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 : Mithat Zeki Dinçer

- 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 in Eskişehir
- 7408 **Sezgi Gedik, Tolga Fahri Çakmak, Füsun İstanbullu Dinçer, Mithat Zeki Dinçer**
Tourism in İstanbul; Past, Present and Future

Hall : DORYLAEUM (Presentations will be held in Turkish)
Moderator : Füsun İstanbullu Dinçer

- 6078 **Ebubekir Karakoca, Levent Uncu, Hakan Kasapoğlu**
The Formation of Harmankaya Canyon (Bilecik) and Evaluation of Its Ecotourism Potential
- 7285 **Ali Erbaş, Gözde Güven Bozdağ**
Lack of Destination Planning, Its Costs and Financial Effects on Business & Destination: A Destination Monster or Spiral
- 7406 **Nida Özbek, Nevin Turgut Gültekin**
On Sustainable Tourism Management in the Hitit Road Development Corridor
- 7635 **Esin Özkan, Nilgün Avcı, Selcen Seda Türksoy, Samet Can Curkan, Mehmet Alper Nisari**
The Effects of Çesme and Chios Island Port Services on Visitor Satisfaction
- 7789 **Azade Özlem Çalık, Duygu Yetgin, Gülsel Çiftçi**
Cultural Heritage of Ottoman Anatolia through the Eyes of Female Travelers

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

- 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 **Adam Sinięcki, Ayşe Nilay Evcil**
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 : PHRYGIA (Presentations will be held in English)
Moderator : Medet Yolal

- 7415 **Daiva Labanauskaitė, Edita Baranskaitė**
Tourism Innovations Content Changes and Ways of Measuring Their Economic Impact
- 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
- 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
- 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
- 7561 **Ömer Emirkadı**
The Tourism Sector in Turkey and Its Effects on Employment Market
- 6255 **Mustafa Boz**
Impacts of All Inclusive Package Tours on Local Enterprises: Antalya and Çanakkale Cases

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

HALL I

- 7772 **Önder Yayla, Şeyda Yayla**
Tastes from Past to Present: Amasya Cuisine
- 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 Turkish**)
Moderator : Murat Doğdubay

HALL II

- 7594 **Cihan Seçilmiş, Barış Yılmaz**
Investigation of the Relationship between Travel Agencies Employee's Cyberloafing Behaviors and Work Motivation
- 7798 **Aybegüm Güngördü Belbağ**
A Qualitative Study on the Branding Potential of the Turkish City "Bartın"
- 7602 **Mehmet Han Ergüven, Aysel Yılmaz**
More than a Museum: Museum Cluster
- 7777 **Önder Yayla, Şeyda Yayla, İsmail Konuk**
Road Map for the use of Turkish Drinks in Gastronomy Tourism
- 7625 **İbrahim Karaaslan, Hasan Ayaydın, Abdulkadir Barut**
Does Tourism Degrade Environmental Quality? A Study of E-7 Countries

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

HALL III

- 7797 **Alev DüNDAR Arıkan, İrfan 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 Idrisyayla Village
- 7424 **Berrin Güzel, Ceren İşçi**
Gastronomy Tourism in the Eye of the Local People: Bergama Case
- 7615 **Serkan Bertan**
Approaches towards Environmentally Friendly Restaurant Establishments
- 7609 **Guliz Coskun**
Analyzing the Influence of Impulsiveness and Attitude on Local Food Purchase Intention of Tourists

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

HALL IV

- 7583 **İsmail Ege, Selahattin Polat, Ali Yılmaz**
An Example of Tourism Potential of Karstic Heritage: Man Rocks (Göller Summer Resort Area-Kozan-Adana)
- 6253 **Mustafa Boz**
Myths and Legends in Destination Tourism Marketing: The Story of Hero and Leander - Canakkale, Turkey
- 7811 **Deniz Yüncü**
Creative Choice, Authentic Experience and Affective Response
- 7363 **Majd Tayara, Hakan Yılmaz**
The Gamification of Learning Cultural Heritage: Architecting a Scenario
- 7756 **Gökben Demirci, Hilmi Rafet Yüncü**
Tourism for Everybody, Accessible Tourism: The Case of Eskişehir

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

HALL V

- 7388 **Elif Şenel, Cemile Ece, Efnan Ezenel, Yaşar Sarı**
A Conceptual Study on Accessible Ecotourism
- 7418 **Bekir Derinöz**
A Potential Geotourism Area: Saklıkent Canyon (Muğla - Turkey)
- 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
- 7603 **Selin Kama**
Hyperreality Concepts in Tourism and Recreation