



Journal of Recreation and Tourism Research

Journal home page: www.jrtr.org

ISSN:2148-5321

THE MARKETING PROBLEM OF TANGIBLE CULTURAL HERITAGE IN TURKEY

Bahadır İnanç ÖZKAN^a

Azize HASSAN^b

^a Gazi University, Faculty of Tourism, Department of Tourism Management, Ankara/Turkey (inancozkan@gmail.com)

^b Gazi University, Faculty of Tourism, Department of Tourism Management, Ankara/Turkey (azize@gazi.edu.tr)

EXTENSIVE SUMMARY

Turkey has a wealth of cultural heritage in the past due to its hosting of many civilizations. Nowadays, among people's traveling reasons, undoubtedly it is necessary to recognize different cultures and civilizations. People are taking part in tourism movements as well as seeing different cultures together with reasons such as resting and renewing in tourism movement and seeing the concrete inheritance that different civilizations have left in the past at the same time. The main objective of the study is to establish a situation by revealing the number of visitors to Turkey and the United Kingdom, both of which have cultural heritage, in particular those with concrete natural resources. As a comparison, the election of the United Kingdom is as valuable a heritage as Turkey. When the number of tourists coming to Turkey is examined according to cultural reasons, 17,850,584 people in 2011, 19,453,393 people in 2012, 20,637,476 people in 2013, 22,801,498 people in 2014 and 22,768,327 people in 2015. When the number of tourists coming to Turkey is examined in detail according to the last 5 years, it is 56.99% in 2011, 62.07% in 2012, 61.01% in 2013, 63.60% in 2014 and 63.97% in 2015. Due to this ratio and numbers, It is necessary to classify the tourists participating in Cultural Tourism activity as Cultural Tourist for Purpose and Coincidental Cultural Tourist.. The most visited cultural heritage in Turkey is the most visited cultural heritage in 2015: 1st. Hagia Sophia Museum, 3,466,648 visitors, 2nd. Topkapi Palace Museum, 3,252,524 visitors, 3rd. Mevlana Museum, 2,337,850 visitors, 4th. Pamukkale Hierapolis Ancient City, 1,731,271 visitors, 5th Ephesus Site 1,702,865 visitors, this is the case in the UK for 2015: 1st. British Museum 6,820,686 visitors, 2nd. National Gallery, 6,908,254 visitors, 3rd. National History Museum, 5,284,023 visitors, 4th. Southbank Museum, 5,102,883 visitors, 5th. Tate Modern, 4,712,581 visitors. In order to clarify the cultural tourism claim to Turkey in a clearer way, the Turkish Statistical Institute will be able to take the tourists coming to Turkey in detail in the context of the culture, which will be positive for the determination of the situation.