



Journal of Recreation and Tourism Research

Journal home page: www.jrtr.org

ISSN:2148-5321

ATTITUDES TOWARDS LOCAL ATTRACTIONS TO BE BROUGHT IN TOURISM: A RESEARCH ON TOURISM STAKEHOLDERS

Ahmet BÜYÜKŞALVARCI^a

Mustafa Cüneyt ŞAPÇILAR^b

Meltem TUNCEL^c

^a Necmettin Erbakan Üniversitesi, Turizm Fakültesi, Konya, Türkiye (ahmetbuyuksalvarci@gmail.com)

^b Necmettin Erbakan Üniversitesi, Turizm Fakültesi, Konya, Türkiye (mcsapcilar@konya.edu.tr)

^c Necmettin Erbakan Üniversitesi, Sosyal Bilimler Enstitüsü, Konya, Türkiye (meltemtuncel06@gmail.com)

EXTENSIVE SUMMARY

Revealing the opinions of the tourism shareholders in Konya about recognition of Çatalhöyük, which is included in the list of UNESCO world heritage in 2012, and getting their opinions about which method should be followed are determined as the main purpose of this study. Interview technique was used as research technique. In the direction of the study, an official from the Konya Provincial Directorate of Culture and Tourism, an official from TÜRSAB Konya Executive Board, two academicians from Necmettin Erbakan University and Selçuk University, a museum researcher, two 5-star hotel businesses, managers operating in Konya, Two A-group travel agency managers operating in Konya, an archaeologist and a local person, face to face interviews were conducted with a total of 11 people. According to the results of the research, the most important hort coming seen by tourism stakeholders for the development of Çatalhöyük tourism is the lack of promotional activities. As a result of the research, tourism stakeholders see Çatalhöyük as important for the promotion of Konya. In this sense, with the right advertising and promotional policy, Konya is thought to be able to act as tourism potential and contribute to the city in terms of economic, socio-cultural. It is a fact that the number of tourists coming to Çatalhöyük is of great importance in terms of economy and employment. Participants emphasized that this would lead to an increase in the number of employees in hospitality businesses, transportation businesses, and catering businesses, and that it would have great economic impact if large-scale promotions were to be created. In addition, the Works excavated in Çatalhöyük will open a museum there and make the excavation are a more attractive by exhibiting these works on the spot, thus more tourists will be provided. As a result of the research, participants stated that this issue should be emphasized and that no Project made was sufficient. Within the scope of the research, interviews were made with the institutions, establishments, enterprises and local people evaluated among the tourism stakeholders. However, only 11 people interviewed in the study constitute the limitations of the research in terms of time and cost.