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INVESTIGATION OF WINTER TOURISM POTENTIAL OF CİLO MOUNTAIN WITH LOCAL PEOPLE'S PERSPECTIVE

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EXTENSIVE SUMMARY

In September 1864, St. In Moritz, the hotel manager Johannes Badrutt, invited guests from England and provided accommodation, although the winter tourism has been started (St. Moritz, 2018; Kulm, 2017) with the development of technology, the demand for skiing and tourism in major urban markets increased mass tourism movements began to develop after the 1950s and 1960s (Goeldner ve Standley, 1980, s.106; Shackley, 2006, s.98; Fry, 2006, s.17; Weed ve Bull, 2011, s.194). Winter tourism, generally made in snowy areas and winter sports practices are concentrated on the center and areas are defined as a tourism movement (Ülker, 1992, p.12; Ülker, 2006, p.21). Winter tourism activities for a certain height and slope, ski hiking and climbing activities that allow the presence of places that are required (Gönençgil and Güngör, 2002, p.40; Katkat and Mızrak, 2010, p.34). In addition, the availability of snow suitable for skiing and the fact that snow stays on the ground for a long time are other elements necessary for winter tourism (Mursalov, 2009, s.17).

In addition to winter tourism activities, opportunities to participate in different tourism activities such as health, hunting, culture, nature and sports tourism are activities that increase the supply and demand of winter tourism (Katkat and Mızrak, 2010, p.33). In addition, the places used as winter tourism centers in the winter months can be used for other activities such as nature tourism, plateau tourism, youth camps, congress tourism, mountain tourism (Doğaner, 1991, p.138; Demir, 2000, p.8; Doğanay, 2009, p.183; Türkdöğdu, 2010, p.73).

Reflecting a significant portion of tourism expenditures as a result of tourism activities in the region as income, the opportunity to create employment by reducing unemployment not only in summer but also in other months of the year is very important for the economic development of the region (Ülker,1987, s.150; Walter, 2001, s.15; Ceylan, 2009, s.228; Yıldız, 2011, s. 69; Türkeri, 2014, s.14). Also, it is important ski centers in terms of its ability to prevent new inter-regional income inequality in Turkey. With the new ski centers and new facilities to be established in the eastern regions, the region will be revitalized and important revenues in terms of tourism will be obtained. In addition, national and international promotion of the region will be possible. Given that Turkey is a country rich in mountainous regions and countries need to be done with proper planning and facilities, economic and social contributions will be provided (Silik and Ünlüönen, 2018, p.350). The purpose of the study, Turkey's second largest mountain, although not providing enough benefits from the causes inability to perform its winter tourism, winter tourism in the Mount Cilo is examined from the perspective of local people. However, the needs of the region to open to winter tourism, the winter tourism activities in the region can be provided to the region, the positive and negative effects can be investigated.

Methodology

The research conducted a survey between 01/10/2018 - 30/11/2018 to the local people living in Hakkari and Van provinces, which constitute the hinterland of Cilo mountain. Within the scope of the research, the participants were determined based on the results of the address-based population registry system of the Turkish Statistical

Institute in 2018. In the research, sampling was made due to time and cost limitations. 600 people were interviewed by easy sampling, and extreme values and missing data were not taken into consideration. A total of 486 significant data were evaluated. The data were analyzed with statistical package program.

Results and Discussion

The biggest reason for not having winter tourism on Cilo Mountain is the lack of publicity. As a matter of fact, the participants stated that the biggest distress in the interviews was caused by the wrong perception, and that the only negative events in the region was the destruction of the image of the region. The second reason is transportation problems. The geographical area where the region is located is also an important cause of this problem. The opening of Yüksekova Selahattin Eyyubi Airport in 2015 may be an important factor in overcoming this problem. The third problem is security problems. This is the main problem in creating the bad image of the region. The fourth problem is the lack of mechanical facilities and entertainment opportunities. The fifth and least effective problem emerged as a lack of qualified personnel.

The participants stated that the development of winter tourism in the region will make the most contribution in the economic field. The second important contribution is that socialization opportunities will increase. Subsequent positive impacts are the development of cultural activities, employment development and environmental awareness respectively. The most important result of the development of winter tourism in the region is economic and cultural benefits. Reflecting a significant portion of tourism expenditures as a result of tourism activities in the region as income, the opportunity to create employment by reducing unemployment not only in summer but also in other months of the year is very important for the economic development of the region. The participants stated that the most negative impact on winter tourism activities in the region would be the environment. Subsequently, infrastructure problems, damage to natural beauties, increase in illegal structures with unplanned construction and deterioration of social and cultural structure were followed.

While winter tourism is being developed in the region, it is essential for the region to be built as small-scale family businesses by renting some rooms of farmer families to tourists. It is thought that sectors such as agriculture, animal husbandry and forestry, which are weak in the region, will directly stimulate population movements through tourism. Then, the restoration can be provided by the government through incentives and grants that can be given to small family enterprises and the revitalization of the regional culture can be ensured. As a matter of fact, these activities protect the natural texture of the villages and are thought to be beneficial in preventing environmental problems such as infrastructure and unplanned construction. The Cilo Mountains are like the villages around the Matterhorn. The region may be preferred because it can provide competitive advantage against destinations in Europe such as Moritz and Zermatt. For example, the sale of souvenirs of local people, car rental service, Snow-run operation, local and special name restaurants (such as Babylon, Med, Nasturi), such as providing services in various tourism activities such as a tourist-local public conflict likely to prevent, not only can contribute to the cultural and social changes of the people (Şengör, 2004). Thus, it can be beneficial both in preventing migration to the western regions and in economic development. For future research, it may be recommended to plan the facilities and villages in the region (taking into account the basic elements such as survey, slope and precipitation). A study to determine the social carrying capacity of the region can help the region to achieve sustainable development by spreading the intensity that may occur throughout the year.