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EVALUATION OF CITY TOURISM IN THE SCOPE OF TOUR PROGRAMS: A RESEARCH ON ESKİŞEHİR

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EXTENSIVE SUMMARY

City tourism is known by tourists as trips to cities and densely populated places (Bock, 2015:2). Page (1995) categorizes cities in seven ways: capitals, cultural capitals, capitals, major historical cities, suburban cities, industrial cities, touristic entertainment complexes, cultural art cities. As an alternative to this classification, Judd and Fainstein (1999) have made a classification as tourism urbanization, historical touristic cities and transformed cities. According to classification of Judd and Einstein (1999), Eskişehir enters into these three categories. According to Page's (1995) classification, Eskişehir is a historical, cultural, artistic and touristic entertainment city.

The aim of study is to examine tour programs in Eskişehir for city tourism and to prepare tour programs that will contribute to development of Eskişehir tourism. At the same time, it is aimed that Eskişehir contributes to researchers and sector stakeholders in terms of revealing identity, authenticity and brand of city tourism. The research has qualitative nature of exploratory research. The data were obtained in two ways. Firstly, daily and accommodation tour programs of Eskişehir in 2019 were utilized and 30 tour programs were subjected to qualitative data analysis in terms of *accommodation status, type of transportation, departure point and the most repeated visit centers*. Licensed coding program was used to encode the data. Then, the tour programs were examined according to the estimated daily tour times prepared by visiting the most repeated visit centers in three different tours in June 2019.

According to the results of the research, Eskişehir tours are usually daily by bus. Most of these tours are from İstanbul and Ankara but these cities are followed by cities like İzmir, Bolu and Bursa. According to repetition rates of visiting centers in tour programs (Table 4), estimated daily tour duration in Eskişehir is 8 hours and 30 minutes. The majority of the tour programs reviewed correspond to this daily tour duration. According to the data obtained, tours to Eskişehir are usually arranged as daily tours from the close circles. This situation shows that rates of accommodation tours to Eskişehir are low and studies should be made to extend length of stay in Eskişehir.

In this study examining tour programs of Eskişehir in terms of city tourism, current tour programs of Eskişehir are examined and subjects that attract attention in tour programs are included. As a result of research, it was determined that there were some deficiencies in content and routes of tour programs organized in Eskişehir and six tour routes were created as a suggestion. It is believed that these routes will contribute to preparation of daily tour programs on different themes such as art, culture and entertainment and accommodation tour programs that will allow tourists to stay in Eskişehir for more than one day.