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THE IMPORTANCE OF NATURAL AND CULTURAL HERITAGE IN TOURISM:
A CASE OF CAPPADOCIA

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ЗНАЧЕНИЕТО НА ПРИРОДНОТО И КУЛТУРНО НАСЛЕДСТВО В ТУРИЗМА:
КАПАДОКИЯ

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ABSTRACT: *Apart from its interesting geological formation, Cappadocia has a place among the worlds rare natural and cultural centres, with its fairy chimneys, the settlements carved into the fairy chimneys, its underground cities, its rock churches and other beautiful elements*

Cappadocia, registered as "Göreme National Park of Nature and History" as number 177 in the list of "The Worlds Natural and Cultural Heritage" has its well earned place with its natural structure and its cultural diversity. In this museum there are great number of rock hewn churches, monasteries and refectories. One can see the church that has been opened in 1967, monasteries, a mosque, tunnels and rock hewn homes in the Zelve Open Air Museum. The mosaics of the antique city of Sobessos, discovered only two years ago, the excavation of which is still being continued by the Museum of Nevşehir is one of the last surprises for those visiting Cappadocia. Also, Cappadocia, renowned for its pottery and of course for its wine, is a region to which every visitor wishes to return again and again.

In this region which is a well-known destination by international tourists, there are some weaknesses and various problems with regard to tourism, alongside its many beauties. The purpose of this study is first to introduce Cappadocia in terms of its geological formation, historical and cultural structure and natural beauty. Then, in the region, a total of 50 people were interviewed, the responses were compiled and grouped and presented as research findings. Also, based on the information provided by the respondents, suggestions were presented for the tourism problems of the region.

Key Words: Cappadocia, Fairy chimneys, Underground settlements, Rock hewn homes, tuff.

Introduction

Cappadocia, which was known as the "land of the beautiful breed horses" during the Persian period was the place where the roots of Christianity was founded and developed. Today, Cappadocia with its unmatched in the world fairy chimneys presents the visitors the natural wonders adorned with an aesthetic grace. The natural formations, which started in the region 10 million years ago, took their form 2 million years ago, and the existence of a cultural life was identified from the prehistoric age. In the life which started in 3000 BC the reigning empires had been Hattie between 2000-1750 BC, Hittites between 1800-1200 BC, Phrygians an Tabal Kingdom between 1200-700 BC, Persians between 585-332 B.C. and Cappadocia Kingdom between 332-17 BC. The region was ruled by the Romans between 17 B.C and 395 AC, Byzantine Empire between 397-1071, Seljuk Empire be-

tween 1071-1299, and Ottoman Empire from 1299 until the Turkish Republic was founded. [1]

One of the reasons why people settled in Cappadocia is that the tuff rock can be carved and hewn very easily. As a rule, they preferred the steep slopes of valleys and the fairy chimneys, and they carved new dwellings into the rocks as their daily life style required. While the excavation technique remained unchanged for centuries, the marks of pickaxes remain as they are, thanks to the dry climate. Underground settlements of various sizes, which count among the most interesting cultural treasures of Cappadocia, have been achieved by carving the soft tuff of the slopes of valleys and plateaus vertically and deeply. [2]

In addition to these underground cities which played an important role in the birth and spread of Christianity, churches, monasteries and chapels were built during Seljuk and Ottoman; mosques, madrasahs, inns and caravanserais contributed to the historic and cultural richness. [3]

A Short Glance to Cappadocia's History

The region known in ancient times as Cappadocia is the setting for some of nature's wonders. For most people, the name Cappadocia suggests the towns of Uçhisar, Göreme, Avanos, Ürgüp, Derinkuyu, Kaymaklı and Ihlara, where in the course of millions of years, the land has been shaped into fantastic forms. [4]

Millions of years ago, three of the mountains in Cappadocia; Erciyes, Hasandağ and Güllüdağ were active volcanoes. The eruptions appear to have begun in the Upper Miocene, less than 70 million years ago, in which lava began to flow from volcanoes submerged in Neogene's lakes. The plateau of tuff formed from the materials discharged by the main volcanoes was continuously altered by the eruptions of smaller and less violent volcanoes. From the Upper Pliocene onwards, these layers of tuff were exposed to erosion by rain and the waters of lakes and rivers, particularly the Kızılırmak resulting in what we see today. Floodwater pouring down the sides of valleys combined with strong winds tore away the softer volcanic rock exposing the harder varieties and resulting in the formations known as "fairy chimneys" of which there are several types in Cappadocia; conical, pointed, columnar and mushroom shaped and even a type that looks as if it's wearing a hat! [5]

The Cappadocian region has been inhabited since prehistoric times. During the Early Bronze Age, Cappadocia came under the influence of Assyrian civilization thanks to extensive trade, and it was during this period that writing was introduced. The Hatties, followed by the Hittites, Phrygians, Persians, Romans, Byzantines, Seljuk's and Ottomans were all enchanted by the allure of Cappadocia and left the imprint of their own presence here. Because of its location, Cappadocia was an extremely critical and strategic region. Important trade routes including the illustrious Silk Road, traversed it both east and west and north and south. As a result of this heavy traffic, the region was a complex web of historical and cultural influences. Cappadocia was where different faiths and philosophies met and influenced one another. [6]

In the early years of the first millennium, groups of Christians fleeing from Roman persecution began moving into the inaccessible wilds of Cappadocia seeking refuge. One group, which arrived here from Jerusalem via Antakya and Kayseri in the second century, settled down in the area now called Derinkuyu. Finding the soft

volcanic tuff easy to carve, they began expanding the natural caves, linking them together and in addition to dwellings, creating chapels, churches, and monasteries as they shaped with their hearts, minds, and hands the peace and security that they so desperately sought. [7] There are more than a thousand churches and chapels in Cappadocia. The variety and artistry of their architecture, layout, and decoration are fascinating and amazing. The whole panoply of religious architecture - basilicas with single, double, or triple naves, cruciform plans, vestibules, aisles, apses, domes, columns, pillars can be found in these churches, and all of it has been hollowed out of the stone. Many of the churches are decorated with painstakingly executed frescoes. [8]

There is of course more to the history of the Cappadocian region than that of the pagan and Christian world. With the arrival of Islam in Anatolia, it also became the home of a number of famous Muslim scholars and philosophers. In the 14th century, the Turkish and Muslim mystic, Hacı Bektaş-i Veli settled down in the Nevşehir country called Hacıbektaş today. The core tenets of this sage's philosophy, which was crucial to achieving unity among the different Turkish groups in Anatolia, embody the spirit and substance of the 1948 Universal Declaration of Human Rights. [9] Yunus Emre, another important mystic and poet lived in Aksaray for a while. This poet's love-filled heart has influenced and inspired people around the world. UNESCO declared 1991 to be the "International Yunus Emre Year" in commemoration of the 750th anniversary of his birth. [10] Akhism, the organized brotherhood of trade and craft guilds founded by Ahi Evran first developed in Kırşehir and spread out from there, sowing the seeds of love in the hearts of people everywhere in Anatolia. [11]

The Places of Historical and Touristic Interest Around Cappadocia

Avanos is located 18 kilometres from Nevşehir. The town of Avanos dates back to the Bronze Age, as can be seen from the burial tumulus of Topraklı. On the other hand, its terrain is watered by the 1355 kilometre-long, Kızılırmak, the longest river in Turkey. [12]

In Avanos, there is a tradition of pottery-making that has been alive since Hittite times. In fact, pottery is one of the main activities in the centre; in one of the town squares, a monument recalls various local activities such as vine-growing and weaving but especially pottery.

Smiliar motifs appear on carpets, which in Avanos as in other areas in the region, is a traditional activity. [13]

Göreme and its environs, located 10 kilometres from Nevşehir, are thought to have been used as a necropolis during Roman times by the inhabitants of Venessa (Avanos). In accordance with the estimates; the Göreme area has been occupied since the dawn of history; more recently it was occupied by Christians who, under the threat of Muslim attacks, moved to this area where geological conditions made it easier to hide. In fact, the oldest churches in the area date back to the 7th century. In the valley of Göreme stands an Open Air Museum which used to house a religious community. Also, the Göreme Open-Air Museum is where the "educational system that unified all the ideas of Christianity" of St. Basil the Great and his brothers, was born. [14]

The town of Ürgüp is on the road from Kayseri to Nevşehir, Aksaray and 20 kilometres east of Nevşehir. It is a built at the foot of a large, slightly sloping plateau. A matter of kilometres from Ürgüp, numerous churches and chapels are dotted here and there over a vast area; they include the ancient buildings of the Balkan valley in the direction of Ortahisar. [15] In the village of Tagar (St Theodora) has the St. Theodore's and Pancarlık churches are elaborately decorated with religious art.

Ortahisar, or "middle" fortress, is on the road from Nevşehir to Ürgüp, but it closer to the latter. In the town of Ortahisar, 6 kilometres from Ürgüp, the most impressive sight is the once strategically important Ortahisar citadel. Fine examples of Cappadocia's vernacular architecture cluster thickly around the base of the citadel. Also worth seeing is the Üzümlü church, on the western side. [16] Also; the splendid scene of the town of Uçhisar, 7 kilometres from Nevşehir, has an appeal that is irresistible. From the heights of the Uçhisar citadel, have magnificent and unrivalled view of the whole region. There is a valley near Uçhisar called the "Valley of the pigeon-lofts": a wide stretch of constructions and lodgings built into the rock-face in ancient times and recently, since they are still in use. [17]

The village of Çavuşin, located 2 kilometres from Göreme along the road to Avanos is one of the oldest inhabited places in the region. This ancient settlement, like others which were built for sighting and defence purposes, is clustered around a large central rock. [18] The fresco scenes in the Çavusin church are distinctive because of their unusual compositions. Kilise,

Paşabağları and the Cell of St. Simeon are among the most impressive sites at Zelve next to Çavuşin. [19]

Ihlara is 40 kilometres from Aksaray, as far as 14 kilometres to the town of Selime. The countryside in the valley of Ihlara is different from the rest of Cappadocia: in fact, a river-bed has opened a deep canyon in the rocky tableland; only in the bottom of this step valley does vegetation manage to grow. [20] Frescoed churches and dwellings carved into the cliffs extend from Ihlara Valley, Some of these structures can be dated back to as early as the 4th century AD which was simpler and made use of only a few colours (various shades of red on a white background). As from the 11th century, more colours were used and the Syrian - Egyptian style was influenced by Byzantine art and religious mosaics of major churches at the time. [21] Frontal, schematic figures were used between vegetal designs, albeit abstract or architectural. Especially in the abstract motifs the influence of mosaics is plainly visible. Among the many sights worth seeing are the Eğritaş, Ağaç Altı, Kokar, Sümbüllü, Yılanlı, Pürenli, Kırkdamalıtı, Ala, Direkli, and Kale churches and Selime Cathedral. [22]

The present town of Kaymaklı, a few kilometres south of Nevşehir, differs from the ancient town; in fact, the original Kaymaklı was a huge underground city, concealed inside a hill. The underground complex comprises several floors in the event of raids. These entrances were closed by an ingenious blocking system isolating to the city completely. Nowadays the underground city is equipped with electric lighting facilitating tours. One of the inner halls has been fitted out with simple furniture and household objects reminiscent of those used by the ancient inhabitants, making it easier to visualize how it looked before. [23]

Nevşehir is capital of a large area, looks like on of the typical modern towns in Anatolia. The site was occupied in ancient times, Neolithic Age. The town was probably refounded during the Hittite era because it is near to Kızılırmak. Nevşehir was occupied by Aegean', Cimmerians, Assyrians, Medes, Persians, Romans, Byzantium, Seljuk and Ottoman Empires. [24]

6 kilometres south of Ürgüp is Mustafapaşa, a town justifiably famous for its splendid stone works. The Chapel of St Basil is decorated with motifs reflecting the Iconoclastic system of thought. [25] The town of Tatlarin is located 10 kilometres north of Acıgöl. The Tatlarin church is graced with well-preserved frescoes. [26] 20

kilometres from Nevşehir are the Açksaray ruins and the Church of St John in the town of Gülşehir. [27] The Karabaş, Kubbeli, and St. Barbara (Tahtalı Kilise) churches located in Soğanlı Valley in Kayseri province's Yeşilhisar country are particularly important because of their architectural styles and their detailed fresco scenes. [28]

The Eski Gümüş church, located in the town of Gümüşler, 8 kilometres northeast of Niğde, is a cliff-monastery church and is decorated with fresco scenes that are extremely detailed and delicately executed. In addition to this, the underground cities of Kavlaktepe, Fertek, Konaklı, Bağlama, Kayırlı and the Yeşilyurt and Akdaş Andabalis churches are sites worth visiting that are of great importance to Christians. [29] Ancient city of Tyana (Roman Period) is also worth seeing. Built into the Üçayak, Derefakılı, Aflak, and Aksaklı caves in Kırşehir province, are historic places of worship that are important for Christianity. [30]

Mention has already been made of the Cappadocia region's "underground cities", places that are as amazing as they are fascinating. There are many of them but the most extraordinary are the ones at Kaymaklı, Derinkuyu, Mazı, Özkonak and Tatların. In Kırşehir province the underground cities of Mucur, Dulkadirli, İnlimurat, and Kümbetalı are also quite impressive in their extent and layout. [31]

The Cappadocia region has been designated a World Heritage Site by UNESCO. [32] Visitors to it have an opportunity to view distinguished examples of Seljuk, and Ottoman art and architecture as well. Some of the most outstanding examples of these are the Eğri Minaret, Alayhan and Sultanhanı caravanserais examples of Seljuk period works in Aksaray province; Sarihan Caravanserai and the Ürgüp Taşkın Paşa Mosque in Nevşehir province; and the Sungur Bey and Alaaddin mosques, two Seljuk works in Niğde. [33]

In Kayseri province, some of the places worth visiting are Döner Kümbet (Tomb), Sırçalı Kümbet, Ali Cafer Kümbeti, Cami Kebir, Hunat Hatun Külliyesi, Kurşunlu Mosque, Güpgüpoğlu Konağı, Kara Mustafa Paşa Caravanserai, and Karatayhan Caravanserai. While in Kayseri, first stop at the Museum of the History of Medicine, located in what used to be the Şifaiye Medrese. This was the first medical school and hospital in Anatolia, and was built at the behest of Gevher Nesibe, a sister of the Seljuk Sultan Gıyaseddin Keyhüsrev I, in 1205. [34] Magnificent works of historical and artistic importance in Kırşehir province include the Caca Bey Mosque, the Ahi

Evran Mosque, the Aşık Paşa Tomb, the Melik Gazi Tomb and Kesik Köprü Bridge. [35]

Discovering these marvels from a hot-air balloon in a voyage unique to the Cappadocian region is an experience unlike any other as race with the doves through the sky's shades of blue and behold below the sinuous terrain extending into infinity, the enigmatic and artistically magnificent churches, and the pyramids, cones, mushrooms, and hats of the fairy chimneys.

The shops and markets in which the local handicrafts are displayed and offered for sale reveal a palette of colours, patterns, and designs that is unlimited in its variety. The locally-quarried onyx is carved into countless shapes before coming to its potential buyers. The local rag dolls, sweetly reflecting all the warmth and charm of the region are dressed in delightfully coloured and patterned fabrics and are certain to appeal to collectors. Pottery-making, porcelain manufacturing, leather-working, handicrafts, and the making wines are well-developed activities in the region of Cappadocia, nature's art gallery, who's natural, historical, and cultural assets entice visitors with their miracles and spells.

Research Methodology

In the region, a total of 50 people; 30 hotel managers or administrators, 8 travel agency managers, 4 hot air balloon company managers, 2 local association representatives, 2 tour guides and 4 tourism information officers were interviewed. In these interviews, each person was asked 15 questions and detailed responses were received by giving 20-30 minutes to each individual. The responses were compiled and grouped and presented as research findings. Also, based on the information provided by the respondents, suggestions were presented for the tourism problems of the region.

Research Questions

1. What do you think are the problems related of Cappadocia? What can be done to overcome these problems?
2. Do you have staff-related problems? If yes, what can be done to overcome these problems? Which schools are undertaking training qualified staff in the region?
3. Do you have infrastructural problems? If yes, what can be done to overcome this problem? Do you think that the bed capacity and quality in the region is sufficient?

4. Do you have any promotional problems? If yes, what can be done to overcome this problem? Do you think Cappadocia is being used enough in the promotion of Turkey?

5. As a hotel, what kind of promotional activities are you undertaking? What are your local and international promotional activities? Do you attend fairs?

6. What else can you do in addition to your current promotional activities? What are the things that should be done by the government?

7. Do you think your internet sales and promotions are sufficient?

8. What is your tourist profile? Is this profile satisfying? If not, what do you do to change this profile? What kind of a tourist profile would you prefer?

9. When is your busiest season as the hotel? What are the customer profiles in the high season and the low season? In what periods do you have your hotel maintenance?

10. For advertisement, do you get help from the companies which share your sector of business? Or are you conducting professional activities as an enterprise?

11. Is hot air balloon tourism the first thing which comes to mind at the mention of Cappadocia? Does hot air balloon tourism attract enough tourists to the region? Is hot air balloon tourism being used enough in the promotion of the region?

12. Tourism activities in what other field than the hot air balloon tourism can be introduced? Have you implemented this activity at your hotel? Would you consider implementing it?

13. Do you think Cappadocia, which could be regarded as the cradle of Christianity with its underground cities dating back to before Christ, is being given enough importance? Does the government support tourism in this region by undertaking the necessary promoting?

14. What are your expectations for the future with regard to tourism in terms of your region and hotel? What can change? Please give your positive or negative comments.

15. What are your suggested solutions to the problems in the region?

b. Being unable to solve the problem of promoting in both local and international level,

c. The problem in having educated staff and the unwillingness of hospitality students to do their internship in the region,

d. Scarcity of NGO's which address tourism issues and inefficiency of the existing ones,

e. Bureaucracy (difficulty in getting permission from Historic Commission and its being a time and taking process),

f. Scarcity of alternative approaches such as conference tourism,

g. Lack of training for the local community in tourism,

h. Lack of support for conference tourism, and the fact that business enterprises are not steered towards conference tourism,

i. Lack of recognition of rural tourism, not using mountains, villages and organic agriculture for tourism purposes.

2. The demand for staff is often filled with local community, but there exists a problem of staff with tourism training. The businesses are generally run by their owners and these people are elementary, middle school or high school graduates. Since they are not academically trained themselves, they think that trained staff is not of a large importance and they regard people with even one season's experience in the sector as trained. Also, since trained staff means high salary, they are not quite willing to recruit trained staff. Only in 4-5 star hotels and large pensions of a boutique hotel category these staff members are graduates of Tourism and Hospitality College, though low in ratio and during summer time students do their internship in these hotels. The personnel who are obtained from the local community are not given any kind of in-service training and these people try and learn and adjust to the institutions in time. On the other side of the trained staff problem is that the trained staffs do not prefer this region to work in. These people, particularly those who have lived in bigger cities and worked in larger institutions previously, prefer to work in Mediterranean and Aegean coasts. People who come to work in Cappadocia region demand a higher salary compared to other areas if they are to work in this rural area with limited social capacity, trying to compensate for this limitation by financial satisfaction. So it only those who were born and raised in this region, who received tourism training and have lived in the coastal area or in a big city for years, wanting to come back to their hometown who apply for jobs in the region.

Research Findings

1. According to the information obtained from the respondents, here are the main problems of the region:

a. The low use of air transportation and scarcity of the flights to / from the region,

Even students, who were born and raised in this region and educated at Nevşehir Tourism and Hospitality College, prefer coastal towns for their internship. And indeed, the tourism administrators in the region think that these student interns do not receive a very good quality of education from the college, that they only have theoretical information and are unable to apply theory to practice.

3. There are hardly any infrastructural problems in the region. Services including road, water, electricity, sewage, phone, cell phone and internet are sufficiently provided by the Government, Local Administrations and private businesses, and no shortage is felt. The minor things which are missing are being provided by the companies.

4. The bed capacity in the region is sufficient and the capacity is increased every year depending on the demand. For instance, a pension which starts with 5 rooms improves its capacity one year later by adding 5 more rooms, and in several years becomes a large scale business. In terms of quality, the region has 5, 4, 3, 2, 1 star hotels as well as hotels with Municipal administrative license and pensions. Also there are hotels and pensions which classify themselves as “boutique hotels” and which have special (“s”) licence from the Ministry of Tourism. Star hotels already have specific standards to which they should adhere. In Municipal administrative licensed hotels, an average comfort is provided. The establishments other than big hotels, have tried adopting different strategies over the years, made mistakes and reached the conclusion that “quality accommodation means the continued tourism”.

5. Advertisement and promotions undertaken by government, local administrations and organizations are not sufficient. The only highlight has been Cappadocia’s making it on the cover of “Only Planet” magazine this year. But this alone does not mean enough advertising. The government has a low amount of overseas advertising, since it is mostly based on sun, sea and sand. A tourist can find sun, sea and sand in any part of the world, but the type of history and natural beauty of Cappadocia is unique to the region. The government should use this as the key to the promotion. But since this is not done, tourists visit the region without prior information about the region. Most of the tourist first visit İstanbul, and then plan the rest of their trip to other places. Some tourists use the İstanbul, Bursa, Bergama, Kuşadası, Efes, Pamukkale, Kapadokya, Antalya

route. Many tourists fly the İstanbul-İzmir-Antalya-İstanbul route and attend daily tours (İzmir-Efes), (Antalya-Pamukkale). In this situation, Cappadocia is taken off the list because, difficulty of transportation. The establishment based promotion done only through handing out promotional brochures are in fairs. Many companies attend fairs, and many of them already work with travel agencies and tour operators abroad, and even when the establishments themselves do not attend the fairs, they are represented by those agencies. They also make publicity through their websites on the internet which along with advertising the establishment, feature brief general information about the region.

6. Due to huge promotional costs, it does not seem likely for the establishments to undertake large promotional activities by themselves or jointly. They do their own advertising through their websites, brochures handed out in fairs and commercial advertisements placed in print media. The government should place equal emphasis on every region. It should be stressed that in Turkey tourism is not limited to sun, sea and sand, but it is a holiday paradise with its history, culture and alternative tourism resources and the unique natural fabric of each region. All sports, cultural and social activities should be used for advertising. The tourism in the region should be supported by the Tourism Development Agency and the government and the establishment of other NGO’s should be supported by the government and the community. The region is also unique for Turkish or foreign movies, since seeing the movie raises the interest level about the place that it is set and people would like to spend their holiday in these places. This chance should be used by the government for promotional purposes and there should be bureaucratic activities to facilitate shooting movies in the region. During and after the shooting of the local TV show *Asmalı Konak* (The Vineyard Mansion), an increase in the domestic tourism was observed in the region. Although several scenes for some foreign movies were shot in the region, this idea was later relinquished because of the unbearable bureaucratic procedures.

7. The internet sales change from one establishment to another and there are no set criteria. Even in the smallest pension it was observed that the sales which were made entirely on internet filled up 90% of their capacity while a five-star hotel was able to fill up only 10% through internet sales. Hot air balloon operators provide similar information. In companies which have a

strong web page and able to communicate this and keep it updated ensure more internet sales. However, since the web pages of most companies are in Turkish and English in some, German and Japanese are added as well, these sites address the speakers of these languages. Also the web pages of many establishments are not listed in widely-known and frequently-used search portals.

8. The region attracts about 2 million tourists. With this number, it is one of the highest tourist attractions of Turkey. However, the accommodation period in the region is very limited; it is either 1 day & night or 2 days & 1 night. In order to reduce the costs, the agencies and guides bringing tourist to the region arrange programs so that the travelling is during night time and the day is dedicated to visiting the region and the return trip is again at night. The tourist profile in the region varies according to the season. In winter Japanese, Korean, Taiwanese and other far eastern tourist come to Cappadocia. The reason that they prefer winter is that the flights are much cheaper in this season. Spanish tourists during the Easter holiday in spring; Australians and New Zealanders following the Anzac celebrations in Çanakkale and Americans, Europeans and Russians in summer and fall visit the region. Each tourist profile has its own advantages and disadvantages. There are no complaints about the tourist profile in the region; however the complaint is the low number or lack of tourists from the Balkan countries or neighbouring countries. American, Japanese or Australian tourist come here despite the vast distance while Greek, Bulgarian, Azerbaijani or Iranian tourist who live much closer don't know about or prefer visiting the region.

9. There are two separate busy seasons in the region. Winter's high season when Japanese and far eastern tourists visit and summer's high season when European, Americans and Russians visit the region. During the start and closing times of these seasons, most of the establishments are maintained without being closed down, which continues through either a yearly routine program or occasional maintenance in case of a need.

10. The publicity is carried out mostly through the internet. The advertisement for chain hotels are placed by the head office in media. Other hotels, pensions and hot air balloon operators advertise themselves hand out brochures and promotional gifts, etc. in the fairs they attend. These establishments are not advertised in local

and international TV channels. In some local radio channels there are some advertisements promoting the use of the hotel restaurants for weddings, engagements, etc. And their cafe, bar, disco or other social or sports facilities.

11. With the recently increasing promotion of the hot air balloon operating agencies and the advertisement of the hot air balloon riders after they go back to their country, there is now a higher demand for balloon rides. Also, its unparalleled beauty and the amenability of its weather to balloon flights have added Cappadocia one of the major balloon flight centres of the world. Balloon ride is an extra advantage for the promotion of the region. Having an aerial view of every single beauty on land in unison, watching the rising of the sun from the sky and keeping it as a life long memory makes balloon rides important for the tourists. Balloon ride has never taken priority over natural and historical structure of the region. Given that these flights are recorded with cameras, these flights have served to remind this natural and historical structure in memory for a long time.

12. The region is already a historic and cultural tourism site. Other alternative tourism opportunities can be used in the region as well. The thermal water in the region can be improved as part of the health tourism. Thermal water facilities in Kozaklı are not well known to people except local tourists. This region can be opened to international tourism and the region could be provided with investments and incentives for this purpose. Also rural tourism, which can take the form of both, mountain and village tourism as well as organic agricultural products, can be encouraged in the region. Also in such establishments, a tourism model which promotes tourists working in farms, contribute to production and consume the products they have produced, is possible. Although the inner Anatolia flora is desert, with an efficient irrigation policy, golf courses can be formed and golf tourism can be promoted. More advanced bicycle etc. tournaments can be organized as was done previously. Also, given that the area is amenable to trekking and mountaineering, such sports activities can be used for tourism as well.

13. Regarding religion tourism, the publicity and arrangements sponsored by the government are unfortunately insufficient. A chance was missed in 2000 when the second millennium of the birth of Jesus was celebrated. There has not been an effective undertaking in this matter to date. Most of the potential tourists are Christian

Catholics. However, Orthodox churches are in majority in the region. These churches are just visited by the tourists and are not used for active worship, which limits the religion tourism. Although 2009 was declared as the St. Paul year, this has not yet been fully reflected to the region.

14. Tourism is more dependent on external factors than internal. It can be affected by even a slightest change in the external factors. It will be negatively affected by the economic crisis, war possibility, terrorism, and epidemic. In the majority of establishments, the perception is that there will be no negative implications and that in coming years this will not go worse or there will not be a decrease in the number of tourists. However, as a result of the interviews, it was seen that many establishments do not have 5-10 year programs. This is in direct correlation with the low education/training level of the establishment owners. The lower is the education/training, the more positive they are about their future in tourism; and they even do not have 1-2 year programs. Similarly, as a result of the interviews, those who argue that the government's interest and promotion is insufficient and those who expect the government to meet all needs are also who have low level of education. As the education level rises, the level of tolerance towards the government service and the belief that they should take the responsibility increases. Another problem of the region is development. Since Cappadocia is considered as a National Park, permission from the Historic Commission needs to be sought in every single constructional development. Because of the high number of documents and long waiting time, people and establishments are unable to make plans and programs, even if they do, they are unable to implement them. For even a small restoration project, it may take years to get permission. While there are projects which are approved in 2 months, there are ones who cannot be approved in 5-10 years.

15. According to the people interviewed, most important problem which needs to be solved in the arrangement of the air transportation. Although in Nevşehir, there is an airport with a capacity of 750000 people, there is only one flight per day from İstanbul. The plane has a small capacity and most of time it is impossible to find a seat. The visitor should come via İstanbul no matter what part of Turkey they are coming from. For instance, instead of a direct flight from İzmir, they have to take the İzmir – İstanbul - Nevşehir flight; and for Ankara, Adana, Anta-

lya or any other city of Turkey, they have to make a similar stopover in İstanbul. A tourist who would like to travel through Turkey on a classic route of İstanbul - Bursa - Bergama - İzmir - Efes - Pamukkale - Antalya and then go to Cappadocia prefers neither a 12-hour coach ride from Antalya nor an airline flight with stopover in İstanbul plus the waiting time, so they cancel their Cappadocia plan, go back to İstanbul and return to their country. In the airport of the neighbouring province of Kayseri, similar problems are experienced and daily flights have a stopover. This problem can be overcome by direct flights from Antalya and İzmir. Although in previous years a private airline company tried this, it was later relinquished because of financial concerns. This task should be undertaken by THY and should work for some years without any profit concerns. Similar situation is experienced in international airports. For instance, there are 5 weekly flights from Japan to Turkey and in these flights; A 340 planes with a capacity of 240 passengers are used. If THY, had 5 full plane flights, it will mean 1200 tourists in a week. Assuming that all of the passengers are tourists, it will mean maximum 64000 passengers per year. The flight has Turkish passengers, businessmen, transit passengers and Japan tourists per year are limited to 50000. It is not true that in a year 1 million Japanese tourists come to Turkey. According to the records so far only 80000 Japanese tourists maximum had visited the region. These tourists have first travelled to the neighbouring countries of Azerbaijan and Uzbekistan and travelled on to Turkey. THY, especially in the winter season should have more than 5 flights, and if this does not comply with the international flight number, can solve this problem by using Boeing 747 planes.

Problems other than the air transportation are as such: there are no alternative approaches like conference tourism. 10 years ago, Avanos Municipality started construction of a congress centre which was cancelled halfway through the construction. The largest congress centre in the hall which has the capacity of 1000 people is used as a meeting hall used for weddings and other entertainment. The 200-300 people capacity halls in other 5 star large hotels serve the same purpose. Conference centres like those in İstanbul or Antalya is like a dream for the region. There is no community training about tourism. Through vocational training courses such as communication, hospitality, foreign language, computer and others, between the local commu-

nity and tourists can be improved and particularly women can be encouraged to be trained and work in the sector. It should be instilled that an educated woman means an educated family. Another problem is the low number of non governmental organizations and the existing ones' not being very active. There are 2 associations in the region which promote tourism. Cappadocia Tourism Development Cooperative and Cappadocia Tour Guides Association are work for tourism. Another problem is, because of the difficulty and time consumption in getting permission from the Historic Commission, people start a new construction before the permission period is completed or restoration in an existing facility. This increases the unauthorized construction in the region. This problem can solve when the bureaucracy and arbitrariness in the permission process is reduced.

Suggestions

1. There should be one daily direct flight from Dalaman, İzmir and Antalya to the region at least during high seasons. Again in high season, an air transportation planning flights should be made to meet the overseas flight demand. A plane added to the schedule in the middle of the season does not solve the problem.

2. In the promotional activities undertaken by the government, the promotion of the region should be more efficient both in local and international level through all types of visual and print media.

3. Since there are unauthorized construction because of the difficulty and time consumption of getting approval from the Historic Commission, the bureaucracy in this matter should be relieved.

4. The problem regarding having trained staff employed in the region should be solved. There should be legal arrangements which would make it compulsory for the students of Nevsehir University School of Tourism and Hospitality to make internship in the region. Practice based training can be done in this schools.

5. The establishment of non government organizations which support tourism should be encouraged, local community should be trained through these organizations and public awareness about tourism should be raised.

6. Alternative tourism practices such as conference tourism should be supported, and remediation should be made to enable tourism

establishments to turn to conference tourism in low seasons. Thermal water facilities and places which have a rich thermal water potential in the region should be exploited. Also, rural tourism should be given emphasis, alternative tourism approaches such as mountain tourism, village tourism and the use of organic agriculture for tourism should be discovered.

Conclusions

In conclusion, the region which is unparalleled in its history, culture and natural fabric has every kind of appeal to attract tourists. These incredible values should be better advertised, the other tourism problems in the region should be solved and weaknesses remedied. Every single resident in the country and the region should work like a tourism ambassador and it should be remembered that tourism is an important factor in sharing cultural values and being universal. Cappadocia is an ideal holiday destination to witness the history, experience the local culture and to be away from the noise and stress of the city, and to commune with nature. This fact should be reminded to people and countries who do not know about the region or who have decided not to visit for any reasons, especially countries in close proximity.

People and Establishments Interviewed

- | | | |
|-----|-----------|------------------------|
| 1. | 5 star | Dedeman Hotel |
| 2. | “ | Dinler Hotel |
| 3. | “ | Perissia Hotel |
| 4. | “ | Vera Hotel |
| 5. | 4 star | Altınöz Hotel |
| 6. | “ | Altinyazı Hotel |
| 7. | “ | Avrasya Hotel |
| 8. | “ | Burcu Kaya Hotel |
| 9. | “ | Gomeda Hotel |
| 10. | “ | Kapadokya Inn Hotel |
| 11. | “ | Kapadokya Lodge Hotel |
| 12. | “ | Mustafa Hotel |
| 13. | “ | Peri Tower Hotel |
| 14. | “ | Taşsaray Hotel |
| 15. | 4 star | Turban Club Ürgüp |
| 16. | “ | Turist Hotel |
| 17. | “ | Yıltok Hotel |
| 18. | 3 star | Çiner Hotel |
| 19. | “ | Merit Inn Hotel |
| 20. | “ | Yükseller Hotel |
| 21. | s licence | Alfina Hotel |
| 22. | “ | Anatolian House |
| 23. | “ | Ataman Hotel |
| 24. | “ | Ataman Kaya Hotel |
| 25. | “ | Canyon View Hotel |
| 26. | “ | Cappadocia Cave Suites |
| 27. | “ | Göreme House |

28. “ Gül Konakları
29. “ Kelebek Pansiyon
30. “ Museum Hotel
31. Argeus Travel Agent
32. Argonaut Travel Agent
33. Heritage Travel Agent
34. Middle Earth Travel Agent
35. MTI Travel Agent
36. Peerless Travel Agent
37. Vera Travel Agent
38. Yamatur Travel Agent
39. Anatolian Balloons Company
40. Ez Air Balloons Company
41. Skyway Balloons Company
42. Voyager Balloons Company
43. Tour Guide Mehmet Halis Aydoğan
44. Tour Guide Tevfik Ölmez
45. Cappadocia Tourism Development Officer
46. Cappadocia Tour Guides Association Officer
47. Avanos Tourism Information Officer
48. Göreme Tourism Information Officer
49. Nevşehir Tourism Information Officer
50. Urgup Tourism Information Officer

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