



The Locomotive Role of Tourism in Regional Development: The Effect of 2019 Göbeklitepe Year on Şanlıurfa Economy*

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Keywords

Tourism, Regional Development, 2019 Göbeklitepe Year.

Abstract

The development differences between the regions are tried to be eliminated with the plans made on national, international and regional scales. In this respect, tourism can be used as an important policy tool. The aim of this study is to evaluate the tourism potential of Şanlıurfa province and the contribution of the tourism sector to the provincial economy over the years, by drawing attention to the impact of the tourism sector on regional development, with Göbeklitepe being included in the UNESCO World Heritage List and declaring 2019 Göbeklitepe Year. In addition, with this study, it is aimed to reveal the role of the tourism sector in the development potential of Şanlıurfa province. Statistical data obtained from TUIK and Şanlıurfa Provincial Directorate of Culture and Tourism were used. As a result of the study, it was seen that the province of Şanlıurfa, which has a high tourism potential, could not use this potential as an important tool in regional development, and even the expected number of tourists could not be reached with the year 2019 Göbeklitepe. In addition, the tourism potential of Şanlıurfa province was evaluated with the SWOT analysis technique with the data obtained.

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1. Introduction

Development as a general definition; In addition to the growth expressed by income and production increase in a country, it is also the structural change and welfare increase in economic, social, political, and cultural fields. Structural change was introduced by Fisher, Fourastie, and Clark in the 1930s and is known as the "three-sector theory" (Fisher, 1935; Clark, 1940; Fourastie, 1949). According to this; The relative shares of GDP in the agriculture, industry, and services sectors may change over time. The main structural change in the development process is the change in the industrial sector. Because, while the demand for consumer goods decreases during the development process, the demand for investment goods increases. From this point of view, the more the share of investment goods production in the industrial sector increases, the more progress has been made in the development process.

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According to Myrdal, besides the economic factors of the society as a social system, education and health facilities, which are non-economic factors, are the upward movement of the distribution of power in the society. The social system may remain stagnant, moving upwards or downwards. Development, on the other hand, is growing upward of the social system (Myrdal, 1974, p.730).

As a step taken to break the circle of development poverty, the development potentials in the region are triggered, and accordingly, various savings outside the region are attracted to the region.

The potential of countries to attract foreign tourists is very important for the capital required for development to provide foreign currency inflow to the country and thus lay the groundwork for the imports necessary for development. In addition, since the tourism sector does not need heavy industry, it provides employment opportunities without high costs. Tourism has taken its place as an important factor that plays a role in contributing to regional and national economic developments, especially since the problem of unemployment is one of the most important problems in developing countries, and tourism is a sector with high employment potential.

The tourism sector, especially in places with high tourism potential, has very important for regional development and effective use of resources. The tourism sector will play an important role in the development process with planned and effective tourism policy implementations in regions that cannot allocate sufficient resources for industrial and technological investments in eliminating the interregional imbalance.

Tourism covers all of the events and relations related to the purchase of services and goods by persons or groups traveling for different purposes such as vacation, entertainment, health, religion, cultural trip, sports, and on the condition of not residing permanently. Archaeological sites, which are part of the destinations described as cultural tourism, have an important place in terms of both national and international tourism. As well as being one of the places visited by people who are interested in history and archaeological excavations. In this sense, Anatolia has hosted many civilizations throughout its history and is very rich in terms of having archaeological sites. One of these is Göbeklitepe, one of our most valuable cultural heritage, which is considered to be one of the oldest temples on earth (10000 BC) and is located on the Germus plateau near the Örencik Village of Haliliye district, 15 km northeast of Şanlıurfa province.

In this study, the concept of regional development, the relationship between regional development and tourism, the tourism potential of Şanlıurfa, the importance of Göbeklitepe in terms of archaeological tourism, and finally the strengths, weaknesses, opportunities, and threats of the tourism potential of Şanlıurfa with the SWOT analysis technique were tried to be revealed.

2. Conceptual Framework of Regional Development

The concept of development, which was emphasized with the concept of "growth" before the Second World War, increased its importance more after the Second World War. Economics has made the line between the concepts of development

and growth, which have close meanings with the concept of development after the Second World War. In fact, the process that Adam Smith expresses with the concepts of "material progress" and John Stuart Mill's "economic progress" can be identified with the concept of development (Mihçı, 1996, p.65). However, while concepts such as development and growth reveal the level of welfare in economic terms, development includes social, cultural and political factors as well as economic activities.

The roots of the word region are used in Latin to mean 'regio: environment, area'. While the region is used to express the unions formed in line with the common interests of the states with geographical, political and economic cooperation within the framework of international law, it tries to express the sub-units within the states themselves. It is also an important spatial component in the development process of countries (Bayraktutan, 2004, p.4).

The definition of regional development, which is generally accepted by global organizations such as the UN, OECD, World Bank, and academicians, can be expressed as the steps taken to increase the capacity of a certain area with defined borders and to improve the quality of life of the inhabitants of this region by revealing the potential of the region (Aydemir and Karakoyun, 2011, p.11).

All parts of a country cannot be expected to develop simultaneously due to physical, geographical, political and economic conditions. Therefore, it is inevitable that there will be development differences between regions in both developing and developed countries. However, development differences are less in developed countries compared to developing countries (Türkay, 2006, p.4-5).

3. The Relationship Between Regional Development and Tourism

As a requirement of the social state understanding, in today's societies, it is necessary to distribute the economic welfare equally among the regions and to eliminate the development differences between the regions. The development differences between the regions are tried to be eliminated with plans made at national, international, and regional scales. In this respect, tourism can be used as an important policy tool. For example, the European Union has defined tourism as a social factor that facilitates the reduction of regional development disparities. Likewise, the OECD Regional Development Service has described tourism as an important strategy in the development process. (Doğan and Yıldız, 2007, p.155).

Tourism is an economic activity consisting of expenditures made by travelers to visit natural, cultural, historical, and similar riches. The quality and diversity of the service offered in the face of these various demands of travelers will contribute to regional development by determining the economic development of the regions. Indeed, these contributions may vary depending on the economic size of the region and the multiplier effect (Giritlioğlu and Bulut, 2015, p.28).

While the share of the service sector in national income in the world is around 50-60% in developing countries, it is around 70-80% in developed countries. Tourism revenues constitute approximately 30% of the service sector (Gülbahar, 2009, p.28). When the impact of the tourism sector on national income is considered, the importance of the tourism sector also emerges. At the same time, besides the direct

contributions of the tourism sector to the economy, indirect contributions are also important. In Figure 1, the direct and indirect contributions of the tourism sector are given.

Figure 1: Direct and indirect Effects of The Tourism Sector



Source: Travel&Tourism Economic Impact, 2018, China.

<https://www.chinatravelnews.com/images/201803/3e373c28a7e45f2b.pdf> 29.10.2019.

While basic areas such as accommodation, transportation, and entertainment show the direct contributions of the tourism sector to the economy, investment expenditures made by companies operating in the tourism sector, supplier purchases, and public partnership expenditures create an indirect effect on the economy. For example, while the hotel fee paid by a tourist group coming from abroad for accommodation, the air ticket price paid for transportation and the museum ticket fee paid for entertainment show the direct impact of tourism on the economy, the fee spent by a company operating in the tourism sector for the construction of a hotel or a bus company for a new vehicle. The fee paid for the tourism sector shows the indirect effect of the tourism sector on the economy.

The potential of countries to attract especially foreign tourists is very important for the capital required for development, to provide foreign currency inflow to the country, and thus to lay the groundwork for the imports necessary for development. Tourism has taken its place as an important factor that plays a role in contributing to regional and national economic developments, especially since the problem of unemployment is one of the most important problems in developing countries, and tourism is a sector with a high employment potential (Hepaktan and Çınar, 2010, p.135).

4. General View and Tourism Potential of Şanlıurfa Province

Tourism activities increase their importance day by day and more and more people benefit from these activities. Provinces with high tourism potential (provinces that are attractive for travel) are becoming important places day by day. The province of Şanlıurfa is a city of strategic importance in terms of tourism potential, as it is a tourism destination that combines different values and is located at the intersection of commercial roads connecting the East to the West. Due to this feature, it has been the keystone of the fertile crescent, which has hosted many states and principalities in the past. It has proven to the world that it is an ancient city because it is the lands where agriculture was made for the first time in the history of humanity, the world's first university was located in the city and three monotheistic religions flourished in this geography. In addition, according to the archaeological findings made in Balıklıgöl, Nevalıçori, Göbeklitepe and throughout the province to date, it has revealed that it has an ancient history up to 12,000 years ago. (<https://sanliurfa.ktb.gov.tr/>) Cultural and religious tourism assets in Şanlıurfa are given in Table 1 below.

Table 1: Şanlıurfa's Tourism Values

Archaeological Excavation Sites	Göbeklitepe Excavation, Nevalı Çori Excavation, Titriş Mound Excavation, Lidar Mound Excavation, Biris Cemetery Excavation, Şaşkan-Kumartepe Excavation, Çavi Field Excavation, Sultantepe Excavation, Harran Mound Excavation, Söğüt Field Excavation, Hassek Mound Excavation, Kurban Mound.
Prophets Who Lived in Şanlıurfa	Hız. Abraham, Hz. Ayyub, Hz. Elisa, Hz. Moses, St. Lut, Hz. Jacob, St. Shuayb, Hz. Jesus (Blessed Urfa)
Sacred Spaces and Areas	Mevlidi Halil Cave, Halil-ür Rahman Lake, Aynzeliha Lake, Eyyub Nebi Village, Hz. Ayyub Station.
Museums	Şanlıurfa Museum, Haleplibahçe Mosaics, Şanlıurfa Liberation Museum, İbrahim Tatlıses Music Museum, Şanlıurfa Culinary Museum, City Museum, Şanlıurfa Traditional Handicrafts Museum.
Churches	Aziz Havariler Kilisesi (Fırfırlı Camii), Aziz Georges Kilisesi (Peygamber Camii), Mar Petrus Mar Paulus Kilisesi (Vali Kemalettin Gazezoğlu Kültür Merkezi), Fransisken Rahibeler (gezici misyoner rahibeler) Kilisesi, Surp Astvadzadzin Katedrali (Azize Meryem Ana Katedrali/Selahattin Eyyubi Camii), Deyr Yakub (Yakub Manastırı) Kalıntıları ve Ameşşemeş Anıt Mezarı, Germüş Köyü Kilisesi,
Mosque	Ulu Camii, Yusuf Paşa Camii, Fırfırlı Camii, Peygamberler Camii, Kadıoğlu Camii, Hasan Padişah Camii, Nimetullah Camii (Akcami), Halil-ür Rahman Camii, Pazar Camii (Hoca Ahmet Camii), Rızvaniye Camii, Selahaddin Eyyubi Camii, Eski Ömeriye Camii, Mevlid-i Halil Camii
Inns	Gümrük Hanı, Mencek Hanı, Barutçu Hanı (Yahudi Hanı), Millet Hanı
Baths	Vezir Hamamı, Serçe Hamamı, Cincıklı Hamam, Eski Arasa Hamamı, Sultan Hamamı, Velibey Hamamı
Caravanserais	Titriş Kervansarayı, Ilgar (Mırbi), Çarmelik Kervansarayı, Han el-Ba'rur Kervansarayı
Castle and Walls	Şanlıurfa Kalesi, Urfa Şehir Surları, Harran Kapısı (Urfa), Çimdin Kale, Harran Şehir Surları, Şanlıurfa Bey Kapısı ve Mahmudoğlu Kulesi, Harran kalesi
Other Tourism Values	Atatürk Barajı Gölü, Karacadağ Kayak Merkezi, Karaali Kaplıcaları, Birecik Baraj Gölü, Halfeti Tekne Turları, Av Turizmi, Su Sporları (Atatürk Barajı Gölü), Urfa Ceylanı, Arap Atları ve Atçılık, Kelaynak Kuşları, Keklik, Kuşlar ve Kuşçuluk

Source: Kürkçüoğlu ve Erkol, 2013, p.802-804.

When tourism is mentioned, the first thing that comes to mind is the temporary relocation movement. They will need businesses where they will receive safe and

comfortable service that will meet the daily needs of travelers during their relocation.

Since the city of Şanlıurfa has a tourism destination that combines different values, it has many places to visit. Göbeklitepe, which is one of these places, is located around 15 km from the city center, allowing visitors to stay in the city center. For this reason, visitors are actively using the facilities that provide accommodation services in Şanlıurfa in 2019 to meet their accommodation needs. The number of accommodation facilities throughout the province is given in Table 2.

Table 2: Şanlıurfa Overnight Capacity (2019)

2019	Tourism Investment and Operation Licensed Accommodation Facilities			Municipality Certified Accommodation Facilities			Public Guesthouses			TOTAL		
	C*	T*	T2*	C	T	T2	C	T	T2	C	T	T2
Number of Facilities	13	8	21	26	20	46	8	11	19	45	38	83
Number of Room	936	269	1.205	797	443	1.240	353	257	610	2.057	952	3.009
Bed Capacity	1.869	552	2.421	1.887	953	2.840	752	462	1.214	4.455	1.933	6.388

*(C)Centre, (T) Town, (T2) Total

Source: <https://sanliurfa.ktb.gov.tr/TR-165054/e-hizmet.html>, 01.11.2019.

As can be seen in Table 2, as of 2019, there are a total of 83 facilities, 45 in the center and 38 in the districts, within the borders of Şanlıurfa, with a total number of rooms 3.009 and a bed capacity of 6.388. 21 of them are accommodation facilities with tourism investment and operation certificate, the number of rooms is 1,205 and the bed capacity is 2,421. The municipality-certified facility has 46 facilities, 630 rooms, and 1514 beds. It has a total of 19 facilities, 610 rooms, and 1,214 beds belonging to public institution guesthouses.

Table 3: Between 2007-2019 Years Şanlıurfa Overnight Numbers

Year	Native Tourist	Foreign Tourist	Total
2007	134.688	11.433	146.121
2008	329.038	44.868	373.906
2009	345.317	41.710	387.027
2010	397.283	31.700	428.983
2011	420.202	36.646	456.848
2012	459.493	34.997	494.490
2013	565.210	62.347	627.512
2014	736.834	69.302	806.136
2015	623.638	52.375	676.013
2016	646.502	44.296	690.798
2017	760.948	45.417	806.365
2018	976.694	33.385	1.010.079
2019	1.020.289	39.561	1.059.850

Source: <https://sanliurfa.ktb.gov.tr/TR-165054/e-hizmet.html> 29.09.2021.

As can be seen in Table 3, the number of tourists who come to Şanlıurfa and put up the night in the city has increased partially. Significant decreases were observed due to the decline in domestic and foreign tourism due to terrorist incidents in 2015 and the coup attempt in 2016. With the disappearance of security problems throughout the country and the region, it is understood from the statistics that the number of tourists and accommodation has increased rapidly since 2017. In 2018, the number of domestic and foreign visitors entering the accommodation facilities in the city center and districts exceeded one million. For 2019, this figure was 1,059,850. Declaring 2019 as the year of Göbeklitepe by the President, making many advertisements in national and international media, organizing documentaries and programs. Despite this, the difference between the number of overnight stays in 2018 and the number of overnight stays in 2019 is only 49,771, revealing the fact that Şanlıurfa cannot use the tourism sector sufficiently for regional development.

5. The Importance of Göbeklitepe In Terms of Archaeological Tourism

It is in the nature of human beings to investigate the past and compare the present with clues about it. From this point of view, people have made various trips to investigate the civilizations that lived in the past years and the living conditions of these civilizations. So much so that tourists visit historical ruins because of their admiration for art and architecture, and they try to make sense of these historical ruins not only as art and architecture but also the historical values they carry. Archaeological sites are one of them. (Özgüç, 2015, p.72).

Şanlıurfa, which has hosted many civilizations and religious beliefs, has a serious archaeological heritage because it is located at the crossroads of historical trade routes such as the Silk Road and at the same time has survived from the Neolithic Age to the present day. (Akbiyik, 2014, p.88). One of the most important of these is Göbeklitepe, which is a historical site with an area of 80 decares located in Örencik district, 15 km northeast of the city. Göbeklitepe, which was declared as a 'First Degree Archaeological Site' by the Ministry of Culture and Tourism in 2005, was

founded in BC. It is the oldest belief center of Anatolia belonging to the Pre-Pottery Neolithic Period between 9,600 and 8,200 BC.

Göbeklitepe, which was included in the temporary world heritage list by UNESCO on April 15, 2011, was added to the World Heritage List at the 42nd World Heritage Committee meeting held in Bahrain between June 24 and July 4, 2018. Thus, it has been registered as the 18th work in our country's UNESCO Heritage list. The addition of Göbeklitepe ruins to the World Heritage list is based on three criteria. these; (<http://whc.unesco.org/en/list/1572>)

- The communities that built Göbeklitepe's monumental megalithic structures lived in communities that took us from hunter-gatherer habitats to the first agricultural communities in one of the most important transitions in human history. The monumental structures at Göbeklitepe demonstrate the creative genius of these early (Pre-Pottery Neolithic) societies.
- Göbeklitepe is one of the first signs of human-made monumental architecture. The site bears witness to innovative building techniques, including the integration of frequently decorated T-shaped limestone columns, which also perform architectural functions. Images adorning T-pillars and some small finds (stone vessels, shaft straighteners, etc.) found at Göbeklitepe are also found in contemporary sites in the Upper Mesopotamian region, testifying to a close social network in this central region.
- Göbeklitepe is an outstanding example of a monumental ensemble of monumental megalithic structures, showing an important period of humanity. Monolithic T-shaped pillars were carved from the adjacent limestone plateau and reached new levels of architectural and engineering technology.

With these features, Göbeklitepe, which is on the UNESCO World Heritage list, will have a great tourism potential with the completion of branding and infrastructure works, and the tourism sector will play a locomotive role in regional development. It is expected to take an important place in the national and international tourism market in the coming years, especially as it is unique in the world in terms of cultural and archaeological tourism. The tourist attraction potential of any place is related to the resources of the region (Kozak et al. 2015, p.70-74).

6. SWOT Analysis

SWOT analysis, which is a management consultancy technique, is used by many institutions and organizations today. It is an analysis tool named by combining the initials of English words and, accordingly, shortly called SWOT: strengths, weaknesses, opportunities, and threats.

SWOT analysis is usually organized in a 2x2 matrix and classified as strengths and weaknesses, threats and opportunities. Describing SWOT factors in this way aims to emphasize a holistic view of the four categories, although for practical purposes each is arranged separately (Leigh, 2010, p.116).

In Table 4, the strengths, weaknesses, opportunities, and threats of Şanlıurfa province are revealed with SWOT analysis.

Table 4: SWOT Analysis of The Tourism Potential of Şanlıurfa Province

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ➤ Şanlıurfa province is located in the center of the fertile crescent, which is rich in tourism, ➤ It has a rich historical, archaeological, religious and cultural potential, ➤ Having a suitable environment for alternative tourism activities (Karaali thermal springs, Karacadağ ski resort, etc.) ➤ Person of different religions and sects can still live together, ➤ Having the Aleppo garden mosaics museum, one of the most important archeology museums in the world, ➤ Presence of rich local cultural elements in the region (Local Cuisine, Folk Dances, Handicrafts, Furry, Coppersmith) ➤ It has a worldwide reputation with extremely ambitious titles such as “The first temple of the world”, “The place where history began”, ➤ Due to the announcement of 2019 as the Year of Göbeklitepe by the President, the increase in promotional activities in the national arena 	<ul style="list-style-type: none"> ➤ There are deficiencies in tourism infrastructure and superstructure in almost all of Şanlıurfa province, ➤ Experiencing sweltering temperatures especially in July and August, ➤ Presenting situations that negatively affect the national and international image, such as terrorism, as if they are constantly being experienced in the region, ➤ Irregular and unplanned urbanization disrupting the traditional and original texture, ➤ Lack of qualified personnel in the service sector and low service quality, ➤ Lack of promotional activities, especially in international areas, ➤ Inadequate tourism management plan
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ➤ Tourism in the world is not being a luxury consumption and turning into a normal consumption need, ➤ Göbeklitepe Ancient City, which changed the beginning of history, is located in Şanlıurfa, ➤ It is located at the intersection of commercial roads connecting the East to the West in Şanlıurfa, ➤ Availability of road, rail and air transportation opportunities, ➤ To have suitable opportunities to increase alternative tourism activities, ➤ The influence and traces of 3 major religions (Christianity, Judaism, Islam) in the region 	<ul style="list-style-type: none"> ➤ The necessary knowledge and perception of tourism in tourism is not developed enough and professional tourist guidance in tourism areas is not adequately carried out, ➤ Making negative news about Şanlıurfa province in various media institutions, ➤ Putting economic interests in some regions above the preservation of ecological balance, ➤ There is a possibility of historical artifact smuggling due to the fact that the finds unearthed in the excavations are very valuable.

Source: Prepared by author.

7. Conclusion

The city of Şanlıurfa, which has hosted many civilizations and religious beliefs, has an archaeological heritage, especially since it is located at the crossroads of historic trade routes and at the same time has survived from the Neolithic Age to the present day. One of the most important of these archaeological heritages is Göbeklitepe, which is an 80-decare archaeological site located in Örencik district, 15 km northeast of the city.

It was declared a "First Degree Archaeological Site" by the Ministry of Culture and Tourism in 2005, it was included in the temporary world heritage list by UNESCO on April 15, 2011, it was added to the World Heritage List on June 24 - July 4, 2018, and 2019 were designated as the Year of Göbeklitepe by the President. The announcement drew attention to Göbeklitepe. This situation is expected to act as an important intermediary in triggering regional development through tourism. As of the end of 2019, 1,059,850 tourists visited Şanlıurfa province. This number is expected to increase every year in the coming years.

The fact that the difference between the number of overnight stays in 2018 and the number of nights in 2019 is only 49,771 despite the fact that many advertisements, documentaries, and programs were made in the national and international media. The fact that, Şanlıurfa could not use the tourism sector adequately in regional development.. The fact that the tourism sector plays a locomotive role in regional development definitely depends on the correct use of the tourism potential of the region. First of all, it is necessary to minimize the weaknesses of the region and the threats to the development of tourism in the region as soon as possible.

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