Cultural Heritage and Tourism

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Cultural Heritage and Tourism

This book, in which cultural heritage and tourism issues are evaluated at an academic level, is an indispensable resource for those who will study on culture, cultural heritage and tourism.

The Editor
Fatih Türkmen conducts education and research activities in the field of tourism management. His research interests include tourism, management, cultural heritage and sustainable tourism.

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Book Abstract

Dear readers,

This book contains valuable studies that evaluate cultural heritage and tourism research academically. There are 22 different chapters in this book. Each of these chapters has been prepared by academicians who are professional in tourism and cultural heritage. All departments contain qualitative or quantitative research data and provide up-to-date statistical data.

In addition, as the book synthesizes cultural heritage values and studies on tourism, it will be useful for those who want to have academic knowledge on this subject and those who will do academic work.

I would like to thank my academician friends and colleagues who contributed to the preparation process of this book and present this book to researchers who conduct research on cultural heritage and tourism.

Associate Prof. Dr. FATİH TÜRKMEN

Key words: Culture, Tourism Research, Cultural Heritage, New Academic Studies

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List of Contributors

Mustafa AR

Bartın University, Faculty of Engineering, Architecture and Design, Department of Landscape Architecture, email: mustafaar85@gmail.com

Emin ARSLAN

Assist. Prof., Dr., Tokat Gaziosmanpaşa University, Zile Dinçerler Tourism and Hotel Management College, Department of Tourism and Hotel Management, email: emin.arslan@gop.edu.tr.

Çiğdem BOGENÇ

Assist. Prof., Dr., Recep Tayyip Erdoğan University, Faculty of Fine Arts, Design and Architecture, Department of Landscape Architecture, email: cigdem.bogenc@erdogan.edu.tr

İrem BOZKURT

Lecturer, Mardin Artuklu University, Mardin Vocational High School, Department of Hotel, Restaurant and Catering Services, email: irembozkurt@ artuklu.edu.tr.

Mehmet CAN

Assist. Prof., Dr., Aksaray University, Güzelyurt Vocational School, Department of Hotel, Restaurant and Catering Services, email: mehmet23can@ hotmail.com.

Zeynep ÇOKAL

Ph.D., Nevşehir Hacı Bektaş Veli University, Faculty of Tourism, Department of Tourism Guiding, email: zynpcokal@gmail.com

Nilgün DEMİREL

Ph. Dr., Iğdır University, Iğdır Vocational School, Department of Travel-Tourism and Entertainment Services, email: nilgundemirel90@hotmail.com

Bahar DEVECİ

Dr., Balıkesir University, Social Science Institute, Department of Tourism Management, email: bahar.dvc@gmail.com

Bilal DEVECİ

Assist. Prof., Dr., Kırklareli University, Faculty of Tourism, Department of Gastronomy and Culinary Arts, email: bilaldeveci@gmail.com.

Yasin DÖNMEZ

Assoc. Prof. Dr., Karabük Üniversity, Faculty of Architecture, Department of Landscape Architecture, email: yasindonmez@karabuk.edu.tr.

Serdar EREN

Assist. Prof., Dr., Kutahya Dumlupinar University, Tavsanli Faculty of Applied Sciences, Department of Gastronomy and Culinary Arts, email: serdar.eren@dpu.edu.tr

Güllü GENÇER

Research Assistant Dr., Kutahya Dumlupinar University, Tavsanli Faculty of Applied Sciences, Department of Tourism Management, email: gullu.gencer@dpu.edu.tr.com

Kansu GENÇER

Assist. Prof., Dr., Kutahya Dumlupinar University, Tavsanli Faculty of Applied Sciences, Department of Gastronomy and Culinary Arts, email: kansu.gencer@dpu.edu.tr

Samet GÖKKAYA

Assist. Prof., Dr., Karabük University, Safranbolu Tourism Faculty, Department of Regression Management, email: sametgokkaya@karabuk.edu.tr

Ercan GÖKYER

Assoc. Prof. Dr., Bartın University, Faculty of Engineering, Architecture and Design, Department of Landscape Architecture, email: ercangokyer@hotmail.com

Ebru GÖZEN

Assist. Prof., Dr., Akdeniz University, Manavgat Tourism Faculty, Department of Recreation Management, email: ebrugozen@akdeniz.edu.tr

Hakan KENDİR

Assist. Prof., Dr., Tokat Gaziosmanpaşa University, Zile Dinçerler Tourism and Hotel Management College, Department of Tourism and Hotel Management, email: hakan.kendir@gop.edu.tr.

Ezgi KIRICI TEKELİ

Ph. D., Iğdır University, Iğdır Vocational School of Higher Education, Department of Travel-Tourism and Entertainment Services, Tourist Guidance Program, email: ezgi.kirici@igdir.edu.tr.

Beyza ONUR

Assist. Prof., Dr., Karabük Üniversity, Faculty of Architecture, Department of Architecture, email: beyzaonurr@gmail.com

Ahmet Alp ÖZBALCI

Ph. D., Samsun University, Rectorate, email: aalp.ozbalci@samsun.edu.tr

Handan ÖZÇELİK BOZKURT

Assist. Prof. Dr., Sinop University, School of Tourism and Hotel Management, Department of Gastronomy and Culinary Arts, email: handanozcelikbozkurt@gmail.com.

Melih ÖZTÜRK

Assoc. Prof. Dr., Bartın University, Faculty of Engineering, Architecture and Design, Department of Landscape Architecture, email: melihozturk@bartin.edu.tr

Sevgi ÖZTÜRK

Assoc. Prof. Dr., Kastamonu University, Faculty of Engineering and Architecture, Department of Landscape Architecture, email: sevgiozturk37@ gmail.com.

Gülhan SÖZBİLEN

Lecturer, Nevşehir Hacı Bektaş Veli University, Cultural Heritage and Tourism Department, email: gulhansozbilen@nevsehir.edu.tr

Mehmet TEKELİ

Ph. D. Student, Nevşehir Hacı Bektaş Veli University, Institute of Social Sciences, Department of Tourism Management, email: tekelimehmet@hotmail. com.

Merve TUNA KAYILI

Assist. Prof., Dr., Karabük University, Faculty of Architecture, Department of Architecture, email: archmervetuna@gmail.com

Çağla ÜST CAN

Dr., Aksaray University, Güzelyurt Vocational School, Department of Hotel, Restaurant and Catering Services, email: caglaust@gmail.com.

Enes YILDIRIM

Nevşehir Hacı Bektaş Veli University, Institute of Social Sciences, Department of Tourism Management, email: enesyildirim@nevsehir.edu.tr.

Seza ZERMAN

Ph.D., Karabük University, Safranbolu Vocational School, Department of Tourism and Hotel Management, email: sezazerman@karabuk.edu.tr

Samet GÖKKAYA and Seza ZERMAN

16 Brand Identity and Brand Management in Historical Cities

Introduction

Brand is a name, symbol, shape or a combination of these that determines the identity of products and services and distinguishes them from competitors (Yükselen, 2003). For consumers, the brand has a guiding function both in the information processing process and in terms of their trust in the product. Today, the brand has become a concept that has become increasingly important in marketing components and that marketing managers have started to focus on much more (Çifci & Cop, 2007). The concept of brand management, on the other hand, is a kind of decision-making strategy with the consumer in the focus. In brand management, as in modern marketing, all marketing decisions start and end with the customer. That is why the customer is the focus of brand management (Çifci & Cop, 2007). Destination is defined as the place that is intended to be arrived. It is possible to come across different definitions put forward by many authors regarding this concept. For example, the definition of "large areas that includes attractions as well as services needed by tourists" by Swarbrooke (1995) is among the most used ones. Destination management, on the other hand, consists of strategic, organizational and managerial decisions, and consists of the process of defining, promoting and commercializing tourism products (Presenza et al., 2005).

The brand identities of cities are important for the city to recognize itself while attracting tourists and to differentiate itself from its competitors. Cities, which have had a large share in tourism activity in recent years, form their brand identities and realize their marketing plans and policies within this framework. Brand identity focuses on the aim of creating a common connotation by addressing the features of the city with different dimensions in the minds of the tourists. This study focuses on three UNESCO World Heritage destinations and tourist areas with similar characteristics in terms of location in the list (in Safranbolu, Beypazarı and Bursa/Cumalıkızık Village) examines these locations from the perspective of brand identity. Document analysis was used to access study data. The municipality web pages of the city of Bursa in the sub-provincial districts and Cumalıkızık village and the brochures, catalogs,

web pages and promotional films of these cities were examined. In this context, information about what kind of slogans, symbols, brand names and logos were used in the formation of brand identity for Safranbolu, Beypazarı and Cumalıkızık villages was tried to be obtained, and the information obtained was interpreted and subjected to descriptive analysis. The rationale behind the process is that these three destinations have similar tourist attractions. All of the mentioned destinations are historical houses, mansions, baths, inns, and so forth. The cities are visited by tour organizations with values, most of which are cultural tours. Evaluations were made on the importance of symbols, logos, slogans and colors used by the destinations subject to research in the formation of urban identity. The main chalenge of the study is whether the elements of brand identity used in these destinations and their associations overlap with the destinations themselves in terms of being a cultural destination.

Theoretical Framework

The main theme of this study is the destination brand identity and urban identity. In this part of the study, the concepts of brand management, brand identity, destination and city identity are emphasized. It is thought that these concepts should be clarified so that the subject can be understood better, and the purpose of the study becomes more meaningful for the reader. In the tourism sector, marketing activities are carried out through many different channels (Gökkaya, 2020). Especially the fact that a touristic area is a brand, creates a brand identity or has an urban identity enables that area to gain a more prominent place in the consumer mind. At this point, the concepts stated below become more meaningful to further understand the concept of the study.

Destination and Brand Management

Destination is used to mean as target place or the place to be arrived. From a geographical point of view, it is defined as a special place that a tourist plans to visit (Uğur et al., 2018). It is possible to find many similar definitions in the literature. In the definitions, the destination is generally expressed as a geographical place traveled due to its touristic attraction. Framke (2002) expresses it as a place, attraction, a geographical area, relationship and marketing element where tourism activities are held. Çakıcı and Aksu (2007), on the other hand, defined the term as the area where goods and services are offered at the local scale and where the tourist experiences. Destination can refer to large areas such as belt, continent, country and region, as well as very small areas such as a

region within the country, an island, a town, a neighborhood, a village, or even an independent place outside of these (Iliachenko, 2005). In the light of the definitions, the fact that a place can be a touristic destination is not measured by its size or smallness, but the important thing can be expressed as the touristic attraction of that place.

It has been stated that the focus of modern marketing is the customer. All marketing decisions start with the customer and end with the customer. That is why the main focus of brand management is the customer. Two decision areas are of great importance in brand management. These are basic branding strategy decisions and marketing mix decisions. If businesses want to create a perfect brand, they must analyze these decision areas very well—as in general business and marketing strategies. While creating the brand, it is necessary to make decisions about branding strategies. When determining brand strategies, the first step is to analyze the situation. Businesses need to perform customer analysis, competitive analysis and personal analysis of their goods or services. Thus, businesses should first segment their markets in line with the characteristics, requests and needs of their customers and then select their target markets. Besides customer analysis, businesses also need to analyze competing businesses well. They need to know the image and identity of their brands. There is also a need to analyze the strengths and weaknesses of the brands of competitors. Finally, businesses should conduct their own personal situation analysis, revealing their strengths and weaknesses (Aaker, 2012).

In the same way, destination managers and destination management organizations should also pay attention to the issues that are mentioned above and that business management should pay attention to. It can be thought that the destinations are actually managed with a business logic. At this point, it is expected from the destination management organizations or managers working in local administrations to make that city a brand by putting forward their brand strategies and marketing strategies. In order for this to be successful, it is imperative that the conceptual branding and marketing practices be fulfilled properly.

Brand Identity and Urban Identity

The business, which analyzes its customers, competitors and itself, must first determine its brand identity clearly while creating a brand. Brand and identity are in close relationship with each other. Every brand needs an identity, because identity provides insight into the brand (Kuşakçıoğlu, 2003). Brand identity is the visible face of the product, advertisement, color, design, symbol, quality,

shape, packaging and the message to be conveyed to the target. The desired brand associations can be conveyed to the target audience, thanks to the brand identity (Erdil & Uzun, 2009; Bircan, 2016; Tüfekçi et al., 2016). In addition, brand identity helps determine the unique value, orientation and purpose it offers for the brand (İlban, 2007). This is its existing features, contributions, benefits, performance, quality, experience and brand value. Brand identity, another name of which is brand reconciliation, refers to everything in people's minds that they directly or indirectly relate to the brand. Again, the concept of branding is defined as a tool to distinguish one manufacturer's goods or services from those of another (Keller, 2003). For example, McDonald's brand is in the minds of people, fun and fast service; the Volvo brand, on the other hand, can form the concepts of strength and safety. All this creates brand identity. Creating a strong brand identity can provide a variety of benefits to the business in many ways (Aaker & Mcloughlin, 2009). If we talk about these benefits, it:

- provides differentiation;
- provides the customer reasons to buy;
- instills consistency and confidence for the client;
- affects the customer's feelings for the product;
- provides solid foundations for brand dissemination; and
- provides the business with a strong positioning in the market.

The benefits of a strong brand identity have been summarized above. However, how this strong brand identity should be created is also important. At this point, businesses need to use some tools to create their brand identity. It is possible to express them as follows (Kotler, 2000):

- *Owned Word*: Brand name should conjure up another positive word when told to customers in the target market. Like Volvo-Safety, BMW-Driving performance, Mercedes-Engineering.
- *Motto*: Many businesses add a repeating slogan to their business or brand name. Repeated use of the same slogan has an almost hypnotic and subconscious effect on the brand image created. British Airways-The world's favorite airline, Budweiser King of Beer.
- *Colors*: To help brand recognition, a business or brand needs to use a consistent color scheme. Caterpillar is like painting all heavy equipment yellow.
- *Symbols and Logos*: Like businesses using a symbol or a logo in their communication with customers.

Corporate brand identity ensures distinction and visual recognition (Jefkins, 1995). In today's world where competition is increasing, institutions want to

differentiate themselves from their competitors. In this context, corporate identity is an important factor to distinguish (Çeken et al., 2016). Cities, like institutions, try to create an urban identity in order to differentiate themselves from other cities, to be recognized, to be distinguished, to give correct and strong messages (Saeedi & Hanzaee, 2018) and to be visually memorable. Urban identity determines the distinguishing features of cities from each other. Urban identity is "a relational identity born out of the interaction between the city and its environment" (Karadağ & Koçman, 2007) and it gives meaning to the brand by giving personality to urban identity, name and positioning (Perry & Wisnom, 2003). Urban identity is somewhat a reflection of the spirit of that city (Kaypak, 2013), and is the first and most important reference of the city alone (Hem & Iversen, 2004). Urban identity is expressed as the sum of the values spesific to that city that add identity and personality to that city that separates it from other cities. Before traveling, individuals perceptually evaluate the destination they intend to travel to. The positive image of the destination contributes positively to the people living in that city, local and foreign tourists' perspective on the city (Aaker, 2009). The image of the destination guides tourists' destination preferences by adding identity and personality (Qu et al., 2011) to the destination (Kaypak, 2013), and attracts tourists by providing a competitive (Yıldız, 2013) advantage to the destination (Miličević et al., 2017). As a result, the brand city identity ensures that more visitors come to the destination and more income is generated. It is seen that cities such as Bangkok, London, Paris and Dubai, which have a large share in the tourism market, differentiate themselves from their competitors and create their own brand urban identities by expressing their brand identity with a name, symbol, logo, word, graphic or slogan. Brand identity can be used as an important advantage in differentiating a city from other cities and in the touristic promotion and marketing of that city. In Tab. 1 and Tab. 2, city slogans and city logos that have been branded in different parts of the world and which were previously revealed in the studies on urban identities (Vatan, 2017; Köşker et al., 2019) are included.

These studies included information on tourism slogans and brand cities. With the slogan of a destination, information is given on how it takes place in the minds of the consumer and how a brand identity should be created.

In the study conducted by Vatan (2017), the tourism slogans of the most visited cities in 2016 were included. There are various descriptions of what these slogans mean. For example, it was stated that the city of Bangkok, which hosted the highest number of visitors in 2016, used "Bangkok Smiles" as the tourism slogan and the slogan referred to the smiling face of the Thai people. However, the city of Istanbul in Turkey as a tourism slogan "A Tale of Two Cities" that

Tab.1: Tourism Slogans of 10 Cities Attracting the Most Tourists in 2016 (Vatan, 2017)

City	Slogan
Bangkok	Bangkok Smiles
London	London is Open
Paris	Je T'aime
Dubai	Discover All That's Possible
New York	It'sall here, it'sonly here/I Love NY
Singapore	Your Singapore
Kuala Lumpur	City of Contrasts and Diversity
İstanbul	A Tale of Two Cities
Tokyo	Old Meets New

Tab. 2: The Slogans of the City Where Most of the Tourist Demand in Turkey (Köşker vd., 2019)

City Name	Tourism Slogan
İstanbul	Two tale of cities
Antalya	All in Antalya
Muğla	Tarihiyle düşün, doğasıyla sev, deniziyle yaşa. Hayallerin şehri Muğla
İzmir	Thefrontiercity of Turkey Öncülerin Şehri
Ankara	Yok
Nevşehir	Yok
Aydın	The most beautiful land under the sky: Gökyüzünün altındaki en güzel yeryüzü
Denizli	Yok
Gaziantep	Türkiye'nin üretken insanları. Şimdi Gaziantep'e gitme zamanı
Hatay	Ben, sen yok! biz varız!

both the uses and the charm of Istanbul's motto was expressed that highlight both capacities.

Tab. 2 shows the slogans of the cities with the highest touristic demand by Köşker et al. (2019). Working in the city of slogans in destinations where tourist demand is the highest and is in Turkey with the city of identity has

not examined overlaps. Some remarkable information has been revealed in the study. For example, it is noteworthy that the slogan used by Gaziantep in general for the city and the specific as the tourism slogan are different. The city in general uses the motto "Turkey's productive people". However, in order to increase the demand for tourism in the city, the slogan "Now is the time to go to Gaziantep" is used as an effective campaign. With this slogan, it is intended to emphasize that it is time to go to Gaziantep and that it should not be late. With the word "now" at the beginning of the slogan, it is pointed out that the city is always a destination to be visited, referring to every moment this slogan is read. This slogan is partially supported in the promotional films of the city. It can be said that the most impressive slogan after Gaziantep is the congress tourism slogan of Antalya, "All in Antalya: We have everything". It is seen that Antalya also uses slogans such as "Heaven on earth", "Pearl of the Mediterranean" and "Turkish Riviera". It is understood that Antalya uses different slogans according to the target audience, tourism type, time and conditions.

In the light of these expressions, it is seen how important it is to create brand identity and urban identity, and it is necessary to reveal a slogan by examining all the features of cities in terms of revealing these concepts. In other words, while creating a slogan about the destination, all cultural and touristic values of that city should be carefully examined and expressed professionally.

Cultural Tourism Destinations on the UNESCO World Heritage List

Within the scope of the study, Safranbolu District, Bursa Cumalıkızık Village, which is on the UNESCO World Heritage List, and Beypazarı District, which is on the UNESCO World Heritage Temporary List, were examined. Brief information about the cultural and historical texture of these cities is given under the next headings.

Safranbolu

When the touristic opportunities and promises opportunities of Safranbolu, which was included in the "World Heritage Cities" by UNESCO in 1994, are examined, the examples of civil and religious architecture that bear the cultural traces of the Ottoman state are in the first place (Oral, 2018). The area where touristic and historical buildings are concentrated is the area of the city called the Old Bazaar. The Historical Castle and its surroundings in the city are the first residential areas of the city. The Clock Tower on the Hill, the Old Government Building, the Old Prison Building and the Ammunition Building are the

historical buildings in this area. There are two mausoleums in the region known as Hıdırlık Hill, and it is known that it was used as an outdoor prayer hall in the past (Uğur, 2012). Important examples of immovable cultural heritage are exhibited in the city of Safranbolu. This city, whose historical texture reflects the Ottoman culture, draws attention. It is the center of attention of local and foreign tourists with its family life, local cuisine, architecture and handicrafts. The Old Bazaar is located in a hollow area where historical mansions, houses and artefacts are preserved. Arasta has revived trade and tourism in Safranbolu with the traditional handicrafts still made in the blacksmiths and coppersmiths market (Gültekin, 2020).

Photo 1: View of Safranbolu Houses from Hıdırlık Hill Safranbolu Turizm Danışma Bürosu (https://safranboluturizmdanismaburosu.ktb.gov.tr/TR-166065/hidirlik-tepesi. html)

The natural and historical beauties of Safranbolu can be listed as follows: Demirciler Bazaar, Yemeniciler Bazaar, Clock Tower, Kazdağlıoğlu Mosque, Hıdırlık Hill, Yörük Village, Cinci Bath, Ulu Mosque (Ayestefenos Church), İzzet Mehmet Pasha Mosque, Köprülü Mehmet Pasha Mosque, Lutfiye

(Fugitive) Mosque, Bulak Cave, İncekaya Aqueduct, Bağlar Site, Archaeological sites, Konarı (Bottomless) lake and Yazıköy area have historical and touristic natural places to visit.

The number of visitors to Safranbolu exhibits an increasing trend. The data provided by Karabuk municipal shows the number from the last three years are as follows: 275,759 tourists in 2017, 315,842 in 2018, and 318,866 in 2019 (https://karabuk.ktb.gov.tr/). Unless exceptional circumstances occurs, the city predicts increasing number of visitors, which might not be achieved due to the unexpected worldwide COVID-19 case. Data for 2020 are not provided, because the statistics obtained due to the corona virus (Covid-19), which affects the whole world, are not thought to reflect what it should be. In addition, many countries either banned leaving the country or banned entry into the country due to the pandemic. For this reason, it is not possible to talk about any mobility on the destinations.

Beypazarı

Beypazarı district, which is the subject of the research, is located 99 km northwest of Ankara. The district area is located in the Upper Sakarya part of the Central Anatolia region. Beypazarı is surrounded by Nallıhan in the west; Eskişehir, Polatlı, Ayaş, Güdül, Çamlıdere in the south; Seben and Kıbrısçık districts in the north (Çetin, 2009). Throughout history, it has been observed that the Hittites, Phrygians, Galatians, Romans, Byzantines, Seljuks and the Ottoman Empire dominated the region. Known as "Lagania" in ancient times, Beypazarı got its current name after the conquest of a sipahi bey in the Ottoman period (Özşen et al., 2017).

Beypazarı is one of the districts with rich resources of our country in terms of both natural and historical values. The fact that the district has structures resembling the fairy chimneys near İnözü Valley, Eğriova, Benli and Tekke plateau and Dereli village attracts the attention of the visitors (Uslu & Kiper, 2006). In addition, there are many monumental structures such as inns, baths, mosques, tombs and fountains in Beypazarı. In addition to its natural, historical and cultural characteristics, the local development of Beypazarı district is based on animal husbandry, agriculture, industry, trade, handicrafts (Aklanoğlu, 2010), mineral water business, and food and feed industry also contribute to the economic development in the district (Kervankıran, 2014).

The number of visitors coming to Beypazarı is 400,000 tourists in 2017, 420,000 in 2018, and 450,000 in 2019 (https://ankara.ktb.gov.tr).

Photo 2: View of Beypazarı Houses Beypazarı Haber TV (http://www.beypazarihabertv.com/)

Bursa Cumalıkızık

Cumalıkızık, one of the first regions where the Ottomans settled in Bursa, exhibits the Ottoman Period residential texture to the present day with 270 houses, 180 of which are still in use, and some of which are preserved and restored. The Ottoman Principality, established near Bursa, managed to dominate the region shortly after its establishment, and conquered Bursa in 1326 and Iznik in 1331 and made its existence definitely accepted in the region. Thus, it was ensured that the Ottoman people settled in these lands and formed cities and villages (https://www.kulturportali.gov.tr/turkiye/bursa/gezilecekyer/cumalikizik-koyu). Cumalıkızık was established as a foundation village and reflected this feature to the settlement texture, residential architecture and lifestyle. The villages of the region, which are stuck between the steep skirts and valleys in the north of Uludag, are called "Kızık" because of their location. In order to separate the villages from each other, the name of Derekızık, which

Photo 3: An Image from Cumalıkızık Village Kültür Varliklari ve Müzeler Genel Müdürlüğü (https://kvmgm.ktb.gov.tr/TR-100414/bursa-ve-cumalikizik-osmanli-imparatorlugunun-dogusu-bu-.html)

is close to the stream, Fidyekızık for the ransomer, and the village where the Friday prayers were performed by going to the village of Kızık were given the names Cumalıkızık.

The collection prepared with the collaboration of Bursa Metropolitan Municipality, Ministry of Culture and Tourism General Directorate of Cultural Heritage and Museums for the inclusion of the Khans Area, Sultan Complexes and Cumalıkızık Village, which are among the historical areas of Bursa, to the UNESCO World Heritage List; submitted to the UNESCO World Heritage Center Secretariat through the Ministry of Foreign Affairs as of 1 February 2013. Cumalıkızık village was approved by UNESCO to be included in the UNESCO World Heritage List together with the Khans Area of Bursa, Sultan Complexes in June 2014 (https://bursa.ktb.gov.tr).

There is no clear information about the number of tourists coming to Cumalıkızık village, which is located within the borders of Bursa province. Within Bursa tourism, the number of incoming visitors considered as a whole can be reached, but no statistics are kept about the number of tourists visiting Cumalıkızık village only. It is considered that these statistics are not kept, especially due to the limited accommodation facilities and daily visits.

Tab. 3: Slogans of Destinations on the World Heritage List

City Name	Tourism Slogan
Safranbolu	Zamanın Durduğu Kent Safranbolu
Beypazarı	Zamanın Durduğu Yer Beypazarı
	Tarih, Kültür, Tarım ve Turizm Şehri
	Beypazarı
Cumalıkızık	Yok

Results

Tab. 3 in the UNESCO World Heritage List located in Safranbolu in Turkey and Bursa/Cumalikizik village situated in the UNESCO World Heritage List are given a temporary place to Beypazari tourism slogan. Safranbolu, which was included in the World Heritage List by UNESCO in 1994, is seen to use "Safranbolu, the City Where Time Stops" as its tourism slogan. The slogan emphasizes the historical texture in Safranbolu. As a result of the untouched nature and untouched architectural structures reaching the present day by defying centuries, it is emphasized that those who visit the city leave the feeling of living those days. It is seen that Beypazarı, which is currently on the UNESCO World Heritage Temporary List, has two slogans. These are expressed as "Beypazarı, Where Time Stops" and "Beypazarı, the City of History, Culture, Agriculture and Tourism". The first slogan is almost identical to the Safranbolu destination. The main reason for this can be shown as the similarity between the two destinations, which constitute the purpose of the study. With the other slogan, it is emphasized that Beypazarı brings the beauty and delicacy of Anatolian life culture and hospitality to the present. No slogan was found regarding the Cumalıkızık village of Bursa. In some local sources in Bursa, opinions regarding the suggestions of slogan have been expressed, but it can be stated that no official action has been taken on this issue yet. It was seen that the slogan should have been included in some local sources as "700 Years Ottoman Village", but it was not found appropriate to be referenced. It is possible to say that the historical and cultural values of all three destinations come to the fore due to the similarity of the touristic values of the cities.

When the logos of three destinations on the UNESCO World Heritage List and the UNESCO World Heritage Tentative List are evaluated, it is seen that their logos are different from each other and a common logo is not used. While Safranbolu and Beypazarı, which are among the mentioned destinations, are in the status of districts, Cumalıkızık village has the status of a village

Fig. 1: Safranbolu Municipality Logo

affiliated to Bursa Metropolitan Municipality. Therefore, the logos used in the two destinations in the district status are represented by the logos used by the district municipalities. No logo of Cumalıkızık village could be found, and no work related to the logo was found either.

The logo in Fig. 1 represents the logo used by Safranbolu Municipality. Among the logos collected in a logo competition held in 2012, the above logo took the first place and started to be used as the new logo of Safranbolu Municipality. At first glance, it can be stated that it was designed as a contemporary logo with Saffron flower and Safranbolu house. In this logo, the famous Safranbolu saffron flower and the historical Safranbolu house were used. The colors of the logo, in which purple and white colors are used, represent the color of the saffron flower. When the logo is examined, it can be said that it represents the values that Safranbolu has. At the point of creating a brand identity, the use of historical houses can be considered as a successful logo in terms of expressing its being a touristic destination. It should also be noted that there is no expression on the logo regarding the city's slogan.

The logo in Fig. 2 represents the logo used by Beypazarı Municipality. The colors and symbols in the logo provide important details about the city. The logo contains two details. These details are the cog and gears highlighted in dark blue and the carrot symbols in green and orange. Beypazarı is referred to as one of the leading centers in the bodywork industry in Turkey until the 2000s (Hocaoğlu, 2016). In addition, the cityhas a geography where many agricultural products are grown. In particular, it is an area which is Turkey's largest carrot producer (Duyguvar, 2010). For these reasons, the Beypazarı Municipality logo includes the said industrial wheels and carrot figures indicating that it is an industrial and agricultural city. Beypazarı logo, which is a touristic destination,

Fig. 2: Beypazarı Municipality Logo

does not contain any figures for the city's historical or cultural wealth. Considering that the logo was designed many years ago and has been in use for a long time, we can say that it does not reflect the current situation of Beypazarı. Especially considering the tourism potential and supply in the city now, it can be said that it is difficult to establish a connection between the logo and the city. At this point, it is possible to say that it will reflect the brand identity and urban identity of the Beypazarı Municipality and that the city logo needs to be redesigned with new colors, symbols or figures by evaluating today's conditions in the city. It is possible to say that the city municipality is currently working on this issue. Beypazarı Municipality started a logo study in 2020 with the slogan "We are looking for our new logo" (http://www.beypazari.bel.tr/) and asked the Beypazarı community and non-governmental organizations to participate in the process of determining the new logo. In this way, they requested that the symbols and expressions that describe the district in the most beautiful way be sent to the e-mail account they determined.

Regarding Cumalıkızık village, no slogans, symbols or logos were found by either Bursa Metropolitan Municipality or non-governmental organizations belonging to the village. It is possible to say that there is a huge deficiency in the formation of a brand identity of a 700-year-old village, which is included in the UNESCO World Heritage List, and in its marketing as a touristic destination. There are promotional brochures and films of the village, but it is an inevitable fact that brand strategies should be created and fulfilled in order to become a tourist brand. It is thought that both the village governor and Bursa Metropolitan Municipality should take the necessary steps at this point.

Conclusion

As the need to increase the number of tourists in Turkey have emerged in recent years, new destinations and local and central management of incentives to support and promote these destinations continue to emerge. Turkey is referred to as a holiday paradise in marine tourism since the 90s. However, it can be observed that there has been an increase in different types of tourism and leisure activities in parallel with the changes in tourist types and preferences in recent years. Compared to the past, especially the increases in cultural tour organizations are accomplished through various channels. Turkey is located in a very special cultural tourism destination. The destinations, which are examined the scope of the study, are famous for both cultural and architectural history, and they are preferred as alternative cultural destinations. Initially, five destinations that share similar cultural and architectural aspects were aimed to be the subject of the study. These destinations were determined as "Safarnbolu, Beypazarı, Cumalıkızık, Taraklı, and Şirince". However, in order to make the work more qualified, it is thought that it would be more appropriate to examine the destinations included in the UNESCO World Heritage List. At this point, it was concluded that there are three tourism points in the UNESCO World Heritage List and UNESCO World Heritage Temporary List, and within the scope of the study, the destinations of "Safranbolu, Beypazarı and Cumalıkızık", famous for their historical and cultural architecture, were examined.

At the very beginning, concepts such as destination, brand management, brand identity, and city identity were explained based on the previous literature and the study was aimed to be placed in a meaningful conceptual framework. In addition, in previous studies on brand and urban identity, statements about the characteristics of cities were included, and descriptive information was provided to ensure that the readers could learn about Safranbolu, Beypazarı and Cumalıkızık regions.

The comprehensive and insightful design of the brand identity, which is considered as one of the first steps of destination branding, has an important role in the successful marketing of the destination. In recent years, it can be observed that cities both in Turkey and in the world have carried out studies from different perspectives of branding. The extent to which the cities achieve their goals is directly related to how much the brand identities present and how these presentation match with city characteristics. Since brand identity is a promise to tourists who will potentially visit cities, it is necessary to reach the minds of tourists with the accurate messages and create the desired image. In this context, the brand names, logos, slogans, symbols, colors and similar associative

elements used by cities should support each other and should be consistent one another. The city's culture and the brand associations associated with its touristic supply create a stronger brand identity and fulfill its duty. It can be stated that some important information was reached as a result of the study:

First, it is possible to conclude that Safranbolu expresses itself clearly with the two cultural heritage elements used in its logo. The saffron flower, from which the city is named, is represented by the purple color used. The city of Safranbolu is identified with this plant, which is grown in Safranbolu District of Karabük; has different characteristics in food, medicine and clothing sector; and is valuable in terms of price. Another element in the logo is the historical Safranbolu house. It can be said that Safranbolu has an important slogan in the context of its efforts to create brand identity. With the phrase "The City Where Time Stops", the historical dimension of the city is emphasized. In 2012, it was decided that the previous logo is insufficient to reflect the city's identity and promises and as a result of the initiation of efforts for the new logo, this new logo, which uses the Saffron flower that is a product unique to the city, and historical houses, started to be used. The new logo makes the identity presentation successful in terms of reflecting the values of the city. It can be stated that an important step has been taken in destination branding with the successful use of the brand identity trio consisting of symbol, color and logo.

The logo used by the city of Beypazarı for many years has deficiencies in expressing the current state of the city. The colors and symbols used in the logo denote elements that reflect this pioneering identity. However, Beypazarı is taking important steps toward becoming a tourism destination. With the festivals held in the district, museums, historical houses, baths and inns, and many historical architectural structures, the demand for tourists increases day by day. It is thought that the symbols of industry and agriculture in the current logo of Beypazarı no longer reflect the city fully. For this reason, it is an inevitable fact that the city needs a logo expressing its industrial and agricultural products as well as its touristic supply. It is necessary to reflect the characteristics stated in the expression "Beypazarı, City of History, Culture, Agriculture and Tourism", which is currently the city's slogan. As stated in the previous section, new logo efforts have been initiated by Beypazarı Municipality. The city has failed in terms of destination brand identity. The efforts to create an image with new slogans and the new logo can bring a new identity to the city in the future.

Neither a symbol nor a slogan was found regarding the Cumalıkızık village. Undoubtedly, one of the biggest reasons for this is that the destination still remains as a village. The fact that it is connected to the Metropolitan Municipality

as an administrative structure makes it difficult for the village administration to make a movement and act financially independent. However, the village, which has such an important 700-year history, needs to be well promoted and marketed. Cumalıkızık village, perhaps the oldest village in Anatolia, is one of the surviving examples from the Ottoman Empire until today. Both its architectural structures and social life make Cumalıkızık village a unique destination to be seen. It is recommended that the authorities exhibit the necessary responsibility and urgently carry out promotion and branding activities for this historical and culturally famous village. The absence of a slogan, symbol, logo or any brand identity element expressing the identity is seen as a major deficiency in a village that has been included in the world heritage list by UNESCO.

The literature provides enough evidence addressing that city branding has gained importance in recent years due to the competitive advantage it has created. For this reason, cities need to design brand identity. It should be done by the destination management organization(DMO), considering and including all stakeholders involved in tourism business so that the brand identity will evoke interest and attention for a destination. A professional brand identity should be designed immediately, especially for Cumalıkızık village. For this, scientists working on the brand from universities, development agencies and other tourism stakeholders can be utilized.

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